

Economy

The Island Plan sets out policies that help create the conditions in which local and international businesses can invest, expand and adapt.

The need to support sustainable economic growth and productivity, particularly following Brexit and the Covid-19 pandemic, is acknowledged and forms a cornerstone of the economic themed policies of the plan. Policies need to be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to any future changes in economic circumstances.

The island's main employment is found in the financial and legal services, government, retail, tourism, rural economy and light industry sectors of the economy. Support will be given to proposals that strengthen the sustainability, productivity and diversity offered by these sectors.

The plan also recognises the economic importance of centres such as Town and Les Quennevais, as well as the smaller centres that serve a local or parochial community. The following policies seek to support and enhance the vitality and viability of Town as a place to shop, work, do business and visit; to help regenerate Les Quennevais; and to support and respond to local retail needs in other local centres. In doing so, the plan does not support development proposals that would result in the loss of viable employment land unless there are overwhelming reasons to do so.

The Minister has made two clear exceptions in the use and application of this principle and has accordingly excluded visitor accommodation including hotels, guest houses, self-catering accommodation and camp sites; and office accommodation. In making these exceptions, the Minister has sought to ensure the continued investment in visitor accommodation, so that it can continue to adapt to the changing tourism market involving new investment in an improved tourism offer and in the provision of high quality bed stock; and that the re-purposing of older, outworn office accommodation can assist in the regeneration of St Helier and, in particular, the provision of new homes.

Retail and town centre uses in St Helier

The main retail and town centre location in Jersey is St Helier town centre which serves as the island's principal year-round shopping attraction and primary retail hub. During peak Christmas and summer periods, residents and visitors make more than 200,000 visits per month to King Street alone. The town centre also accommodates a large number of non-retail town centre uses including leisure and entertainment, arts and culture, civic, and daytime and evening economy¹. This includes a diverse range of facilities and venues which are not found elsewhere in the island including the Jersey Opera House and the Jersey Art Centre, galleries, museums, a cinema, and a range of eating and drinking establishments.

Maintaining and enhancing the vitality of St Helier town centre will require support for the protection and provision of both retail and non-retail uses, which attract islanders and

¹ This embraces use classes A – shop; B – cafés and restaurants; Class G – social; Class H – sport and fitness; Class I – entertainment; and Class M – late night entertainment and drinking venues, as defined by the [Planning and Building \(General Development\)\(Jersey\) Order, 2011](#)

visitors to the town centre, and which generate activity throughout the day and into the evening. To achieve this, the Island Plan seeks to identify and define two distinct areas, the core retail area and St Helier town centre, to help both maintain and enhance retail activity; and to ensure and enable complementary land uses and activities.

The plan defines a core retail area in St Helier (outlined in figure E1 and shown on the proposals map) where the primary function is retail use. The core retail area embraces St Helier's primary retail frontages and is focused on the King Street/Queen Street pedestrianised axis of the town centre, from Charing Cross to Snow Hill; together with sections of New Street; Halkett Place and Bath Street. The Central Market is also embraced by the core retail area.



Figure E1: St Helier core retail area

The core retail area sits within a wider defined St Helier town centre, which is also outlined in figure E2 and defined on the proposals map. The town centre incorporates the majority of the wider town centre uses in St Helier, beyond the retail core.



Figure E2: St Helier town centre

The retail sector in the island, whilst having several strengths, faces a number of challenges. Work being undertaken to develop a new retail strategy for the island identifies that:

- on-island retail is increasingly being outcompeted by off-island and predominantly online retailers;
- the supply of retail space across the island is increasing but demand for retail units in St Helier town centre appears to be decreasing; and
- on-island retail and wholesale businesses are concerned that their operating environment is deteriorating.

The emergent strategy notes that while shop vacancy rates in St Helier town centre remained lower than the UK (around 2% at the end of 2019), several prominent units along King and Queen Streets have remained vacant for over 12 months.

In addition, the Covid-19 pandemic has significantly affected the retail sector as a result of lockdown measures, including closure for some non-essential retail, and shops being required to adopt tighter restrictions to mitigate virus transmission. Covid-19 has been a catalyst for a shift to online shopping: while many consumers will return to the high street, for others the move to online shopping will be a permanent one. The reduction in footfall from office workers due to lockdown measures has also had an impact on the retail sector (and wider town centre ecosystem).

It is recognised that the future vitality of St. Helier town centre rests on retaining its primacy as the island's main centre for shopping, eating, drinking and leisure. The vitality of the town centre is a direct product of ensuring a concentration of diverse but complementary uses – not just different types of retail but also places where people choose to visit, eat, drink and socialise. This creates an environment where islanders and visitors will want to spend more time and where retail spend is correspondingly increased.

As a result, this Island Plan supports the provision of retail, in addition to a wider range of town centre uses – including leisure and entertainment, arts and culture, civic, and daytime and evening economy – across the defined area of the town centre. This serves to recognise and support the contribution of different aspects of the town – such as the restaurants of Kensington Place; the independent shops of Colomberie; and the night-life of The Weighbridge – to the attractiveness and vitality of the town centre. Proposals for a change of use away from retailing or town centre uses within St Helier town centre will need to demonstrate that there is no market demand for the continued use of the premises for retail or town centre use (on terms that reflect the lawful use and condition of the premises) for a period of time appropriate to the market for the use of the building; and justify how an alternative use is compatible with and can contribute to the vitality of the town centre.

There is, however, a balance to be struck: the presence of too many non-retail uses in St Helier's principal shopping streets can threaten and undermine the attractiveness of the core retail area as a shopping destination. For this reason, there is a need to protect and manage change that affects the primary retail function of the core retail area, including the Central Market.

Proposals for a change of use away from retailing in the core retail area will need to demonstrate that there is no market demand for the continued use of the premises for retail use (on terms that reflect the lawful use and condition of the premises) for a period of time appropriate to the market for the use of the building; and justify how an alternative town centre use is compatible with and can contribute to the vitality of the core retail area, having regard to issues such as the scale, location and prominence, level of activity and public accessibility that it may bring. There will also be a need to demonstrate that the use does not significantly harm the mix of retail unit sizes and types that are required to attract and cater for a range of retail businesses in the core retail area.

Any new large retail development in St Helier – defined as anything of 200 sqm or more floorspace (gross internal floor area) – will be focused in and around the core retail area. Retail development over 200 sqm (gross internal floor area) may be acceptable outside the defined core retail area and within the wider St Helier town centre, but only where it can be demonstrated that it would not adversely affect the primary retail function of the core retail area. A retail impact assessment would need to be provided to consider the effect of any such proposal.

A shift to more experiential shopping is also expected over the plan period, with customers valuing stimulating and compelling environments and experiences that cannot be enjoyed online. This also includes high quality fresh food markets, such as the Central Market and the Beresford Street Fish Market, and stalls and event-based retail.

Enhancements to the quality of the town centre in St Helier have been made to improve visitor experience and encourage secondary uses including markets and street theatres, pushing up dwell time and local spend. Enhancements include provision for cycle parking and public transport, off-street parking for shoppers, extension of pedestrian priority areas as well as streetscape enhancement and traffic management measures. A further package of measures is being developed as part of the St Helier Public Realm and Movement

Strategy² and will continue to be encouraged to enhance the attractiveness and quality of St Helier's public realm and to support a vibrant retail core.

The retail provision at Les Quennevais precinct and Red Houses serves as the island's secondary shopping centre. To help support and renew the retail offer and vitality of this area, the Island Plan seeks to manage and protect existing retailing and complementary town centre activity here. Proposals for a change of use away from retailing or town centre uses within the defined centre at Les Quennevais (see figure E3) will need to demonstrate that there is no market demand for the continued use of the premises for retail or town centre use (on terms that reflect the lawful use and condition of the premises) for a period of time appropriate to the market for the use of the building; and justify how an alternative use is compatible with and can contribute to the vitality of the area.

The plan will also enable and encourage the development of new retail and complementary town centre activities, such as leisure and entertainment, arts and culture, and daytime and evening economy uses, within the defined centre of Les Quennevais, as shown on the proposals map.



Figure E3: defined centre at Les Quennevais

Shopfronts

The design and appearance of shopfronts make an important contribution to the quality and attractiveness of retail centres, particularly in the town's core retail area. It is important that the design of new shopfronts and shopfront alterations have regard to the character of the building, particularly where the buildings may be listed, and their townscape setting.

Particular regard should be paid to the location of signs and advertisements. Wherever possible, new or replacement advertisements should be incorporated into the existing shop front or building fabric and be sympathetic in terms of size, scale, form, materials

² [St Helier Public Realm and Movement Strategy](#)

and degree of illumination, where relevant, to the building, site and area. Where necessary, external illumination for fascia and projecting signs is encouraged, with halo illumination as an alternative subtle approach. The provision of external security shutters will not be supported.

The Minister for the Environment will review and re-issue supplementary planning guidance to help guide and manage change to the island's shopfronts.

Proposal – Shopfronts supplementary planning guidance

The Minister for the Environment will review and issue new supplementary planning guidance for the design of shopfronts. This guidance will be used to guide and assess proposals for shopfront alterations.

Policy ER1 – Retail and town centre uses

Core retail area

Proposals for new retail development, refurbishment or extension of existing retail premises will be supported in the St Helier core retail area.

Proposals for a change of use away from retail to other town centres uses within the core retail area will only be supported where:

- a) it can be demonstrated that there is no market demand for the continued use of the premises for retail use;
- b) it does not detract from the primary retail function of the core retail area by virtue of an unacceptable reduction of, or a break in, the retail frontage having regard to its scale, prominence and location;
- c) it does not have an unacceptable impact on the overall provision of retail uses in the core retail area, having regard to whether need can be met even with the loss of retail floorspace;
- d) it does not have an unacceptable impact on the mix of unit sizes and specifications across the core retail area;
- e) it will make a positive contribution to the vitality and viability of the core retail area and the town centre as a whole; or
- f) the overall benefit to the community of the proposal outweighs any adverse effects.

Proposals which seek to support the viability and vitality of the Central Market will be supported.

Proposal for changes of use away from retail to non-town centres uses within the core retail area will not be supported.

St Helier town centre and Les Quennevais

Proposals for new retail and town centre development, or the refurbishment or extension of existing retail and town centre uses will be supported in the St Helier town centre and the defined centre at Les Quennevais.

Proposals for the development of retail floorspace over 200 sqm may be supported within these areas where it can be demonstrated that they do not harm the primary retail function of the St Helier core retail area.

Proposal for a change of use away from retail and town centre uses to other uses within the St Helier town centre and the defined centre at Les Quennevais will only be supported where:

- a) it can be demonstrated that there is no market demand for the continued use of the premises for retail or town centre use;
- b) it does not detract from the retail and town centre function of the defined area;
- c) it does not have an unacceptable impact on the overall provision of retail and town centre uses in the defined areas, having regard to whether need can be met even with the loss of retail or town centre floorspace; and
- d) it will contribute to the diversity, vitality and viability of the defined area; or
- e) the overall benefit to the community of the proposal outweighs any adverse effects.

Proposals which seek to support the viability and vitality of the Beresford Street Fish Market will be supported.

Large-scale retail

Large-scale retail is defined as being any type of retail with a floorspace of 200sqm floor area (gross internal floor area) or above. It includes both food retail (such as supermarkets), as well as non-food retail involving any larger comparison good stores; or, in the case of very large-scale provision, retail warehouses³ which are typically single-level units selling bulky goods associated with home improvement or gardening, furniture, flooring and electrical goods.

The purpose of the policy is to ensure that new, redeveloped or extended large-scale retail development supports the existing hierarchy of retail provision in Jersey, and that the needs of the island can be met. In particular, St Helier town centre and the defined centre at Les Quennevais provide a range of services and facilities as well as shops: this enables different needs to be met in a single trip and offers greater accessibility by different means of transport. Shopping activity often underpins the wider service role of existing centres and helps provide a focal point for the local community.

Further provision of large-scale retail provision outside St Helier town centre and the defined centre at Les Quennevais is not generally supported. This is because out-of-centre retail developments tend to be self-contained facilities that can draw shoppers away from the existing centres to the detriment of their vitality. Such developments are also generally more reliant on travel by private vehicle as they can be less accessible by public transport, pedestrians and cyclists.

Jersey has an established and well-distributed provision of food retail supermarkets throughout the island's built-up areas with five large-scale supermarkets (over 1,000sqm) which serve demand across the island; supplemented by a range of numerous smaller (200-500sqm) local convenience food retail supermarkets located in many of the island's local centres.

³ This is distinguished from warehouse space to serve retail uses. For the avoidance of doubt, proposals for a combination of large-scale retail and retail-related warehousing as the part of the same development will need to accord with both this policy and that related to light industry.

Having regard to the existing distribution of retail provision in the island, a sequential approach to the consideration of any new large-scale retail development will be applied, whereby it will be sequentially focused towards sites in the following order:

- St Helier core retail area;
- St Helier town centre or the defined centre at Les Quennevais;
- the built-up area of Town; and
- the built-up area of other local centres, (where the extent of provision is between 100-500sqm gross internal floor area) and it can be demonstrated that it would meet a local need and not unduly harm existing retail provision in other centres.

Sites which do not accord with this sequential test may be considered where there is robust evidence that no other sites (that accord with the sequential test) are suitable or available (see below), and there is an overwhelming case for development in that location. Proposals for the provision of large-scale retail development will not, however, be supported outside the island's defined built-up area.

In demonstrating that the sequential test has been applied, applicants should provide evidence of the following:

- where the development would be located outside St Helier town centre or the defined centre at Les Quennevais, that preference has been given to accessible sites that are well connected and easily accessible to/from the St Helier town centre or the defined centre at Les Quennevais, or another local centre;
- that the format and/or scale of the proposal has been considered in relation to suitable and available sites higher in the sequential test;
- that they have considered the suitability and availability of sites within the built-up area through a site selection exercise; and
- any other relevant information.

Retail should be well served by a choice of means of transport. Proposed large-scale retail developments need to conform to the principles of sustainability; this includes ensuring that they do not lead to significant transport and accessibility problems.

Modern expectations of shoppers will mean that retail operators may want to invest to improve the quality of their existing stores. The extension, refurbishment or redevelopment of existing large-scale retail stores will be supported particularly where existing large retail stores are both adjacent to the primary road network and accessible by sustainable and/or active forms of transport.

Applications for large-scale retail should include proportionate evidence of retail impact. This might include (but is not limited to):

- that there is an overall quantitative and qualitative requirement for additional retail in the island; and
- that provision will not have a unacceptable negative impact on the vitality and viability of existing retail provision in the island including retail provision within the St Helier core retail area; St Helier town centre or the defined centre at Les Quennevais; and other local centres (which might be impacted by change in footfall patterns and market share).

Proposals for a change of use away from large-scale retailing will need to demonstrate that there is no market demand for the continued use of the premises for retail use (on terms that reflect the lawful use and condition of the premises) for a period of time appropriate to the market for the use of the building; and demonstrate that it does not have an unacceptable impact on the overall provision of retail in the locality and the island, including whether need can be met even with the loss of retail floorspace. There will also be a need to demonstrate that the proposed use does not significantly harm the mix of retail unit sizes and types that are required to attract and cater for a range of retail businesses in the island.

Policy ER2 – Large-scale retail

Proposals for the provision of new large-scale retail floorspace (200sqm gross internal floor area and above) or the redevelopment, refurbishment or extension of existing retail (leading to 200sqm gross internal area and above) will be supported in the built-up area where the development:

- a. accords with the sequential approach to development;
- b. itself, or cumulatively with other existing or consented retail developments, will not cause detriment to the vitality or viability of the St Helier core retail area; St Helier town centre; the defined centre at Les Quennevais centre; or a local centre, which must be demonstrated through submission of proportionate evidence of the anticipated retail impact;
- c. represents an effective use of land and does not materially prejudice the adequate provision of other land uses, particularly the supply of land for other employment uses, homes, community uses and open space;
- d. will not unreasonably affect the character and amenity of the local area;
- e. is accessible by a choice of means of transport, including by public and active travel (including walking and cycling), and for those with mobility impairments, and does not have an unacceptable impact on the transport network; and
- f. provides adequate space and facilities for servicing and deliveries.

Proposals for the provision of new large-scale retail which do not accord with the sequential approach to development may be supported in the built-up area where it can be demonstrated that:

- a. a need exists for the location, scale and type of development; and
- b. that there are no other sites higher up the sequential approach that are suitable or available.

Proposals for the provision of new large-scale retail outside of the built-up area will not be supported.

Proposals for a change of use away from large-scale retailing will need to demonstrate that:

- a. there is no market demand for the continued use of the premises for retail use;
- b. it does not have an unacceptable impact on the overall provision of retail in the island, including whether need can be met even with the loss of retail or town centre floorspace;
- c. that the use does not significantly harm the mix of retail unit sizes and types that are required to attract and cater for a range of retail businesses in the island; or

- d. the overall benefit to the community of the proposal demonstrably outweighs the adverse effects of loss of retail space.

Local retail

Whilst it is important to support the retail vitality of the St Helier town centre and the defined centre at Les Quennevais by managing and limiting the provision of competing retail uses elsewhere, it is also important that local needs for everyday (convenience) retail, in other parts of the island's built-up area, are met.

Small-scale retail is defined as being retail with a gross internal floor area of 100sqm or less. This includes proposals for new retail facilities (including change of use), and redevelopment, refurbishment and extension of existing facilities up to a total of 100sqm.

This policy only supports convenience retail designed to meet every day needs (such as small food shops, newsagents or premises providing services to the local community, including hair and beauty salons, post offices, estate agencies and pharmacies) where existing provision is inadequate; or niche retail where there is a specific reason for the location of small-scale retail provision being located outside of St Helier town centre or the defined centre at Les Quennevais (for example, a gift shop related to a particular area, attraction or industry), subject to the proposal not having unacceptable impacts on the surrounding area.

Retail uses outside the built-up area will only be considered where they are ancillary to other existing uses, for example retail related to a cultural or heritage site, or a farm shop. The retail must be strictly related and limited in scale, and for this reason, the 100sqm of retail floorspace limit also applies but, in many cases, will be expected to be much lower than this. Where possible, many such uses should be located within existing structures; or in the case of the redevelopment of existing buildings, deliver an environmental improvement in terms of design or environmental impact relative to the local character of the area.

Proposals for change of use away from retail which would lead to the loss of an essential local shop, such as general convenience stores, will only be supported if local demand for this type of retail can continue to be appropriately and locally met elsewhere even with the loss of the floorspace. This applies across the island's built-up areas. It will also need to be demonstrated that there is no market demand for the continued use of the premises for retail use (on terms that reflect the lawful use and condition of the premises) for a period of time appropriate to the market for the use of the building.

Policy ER3 – Local retail

Proposals for new small-scale retail (of up to 100sqm gross internal floor area) will be supported within the boundary of the built-up area to serve local needs; or to provide a form of niche retail serving a wider area.

Proposals for retail floorspace of between 100-200 sqm gross internal floor area in the built-up area, but outside St Helier town centre or the defined centre at Les Quennevais, may be supported where there is a demonstrable need for such provision in the proposed location.

The establishment of new or extended small-scale local retail uses outside the built-up area will not be supported except where it:

- a. is related and ancillary to an existing employment or cultural use on the site;
- b. does not exceed 100sqm gross internal area of retail floor area;
- c. makes use of existing buildings; or, in the case of the redevelopment of existing buildings, delivers an environmental enhancement; and
- d. will not adversely impact on the vitality and viability of existing retail provision.

Change of use away from retail which would lead to the loss of essential local shops, such as general convenience stores, will only be supported where there is sufficient local provision to meet demand even with the loss of the floor area; and it is supported by appropriate evidence that there is no market demand for the retail use to continue.

Daytime and evening economy

Across the island there is a range of non-retail activities such as arts and cultural venues, restaurants, cafés, food and drink takeaways, public houses, bars and nightclubs⁴. Taken together, these facilities represent and are known as daytime and evening economy uses. These uses are of social and cultural value and are enjoyed by islanders, as well as supporting the island's tourism offer. They help to ensure the vitality of the island's main and local centres throughout the day and into the evening and provide more experiential attractions to complement retail uses. Provision of cafés, restaurants and bars is also important in the island's tourist destination areas, along with other parts of the coast and countryside, where they might serve a beach or bay, or a cultural or heritage site.

The provision of new, or the extension of existing daytime and evening economy uses in St Helier town centre, Les Quennevais defined centre and the tourist destination areas of St Aubin, St Brelade's Bay and Gorey Harbour will be encouraged and supported. They will also be supported in other parts of the built-up area and may also be supported outside of the built-up area where there is a demonstrable need for their provision, and where they make use of existing buildings. The redevelopment of an existing building in order to provide a daytime or evening economy use outside the built-up area will only be acceptable where an environmental improvement can be delivered.

Beach kiosks and mobile catering facilities can add to the enjoyment of a trip to the beach; a stroll along a promenade; or a walk along the cliff paths. It is important, however, that any such facilities are sensitively designed and sited and, where only acceptable as a mobile facility, are removed in accordance with specified times of operation. Proposals for new facilities will only be supported where they make use of existing buildings or structures.

The change of use away from daytime and evening economy uses will only be supported where it can be demonstrated that there is no market demand for the continued use of the premises for daytime and evening economy uses (on terms that reflect the lawful use and condition of the premises) for a period of time appropriate to the market for the use

⁴ [Planning and Building \(General Development\) \(Jersey\) Order 2011](#) sets out a class for each land use. Under Schedule 2 the non-retail use classes set out. They include Class B: café and restaurants; Class G: social including gallery, museums, libraries, community centres; Class I: entertainment including theatres, cinema and concert halls and Class M: late night entertainment including bars, night clubs and public houses.

of the building. In the case of tourist destination areas, the impact of the proposed loss of this type of use upon the vitality and vibrancy of the area for visitors, and the potential implications for the availability of tourist support facilities, will be a material consideration; and outside of the built-up area, proposals involving a change of use away from daytime and evening economy uses will only be supported where some form of environmental improvement and positive contribution to local character is secured.

Some day and evening economy uses have potential associated amenity impacts on neighbouring residents and uses, particularly those with evening opening hours and/or the sale of alcohol. The impacts of such use can include environmental impacts (such as noise and disturbance, light or cooking odours from the activity itself, or from the associated visits to it by people and vehicles); and in some cases, public health impacts (for example, the location of fast-food takeaways outside of schools). The impact of new or extended daytime or evening economy uses on neighbouring uses, relative to their sensitivity, will be an important material consideration. Planning conditions may be attached to permissions to limit the impacts of the use or development.

'Agent of change' principles will be applied to new development in proximity to existing noise- and other nuisance-related daytime and evening economy uses – of particular relevance to theatres, music venues, restaurants, public houses, bars and nightclubs. Agent of change principles places the responsibility for mitigating the impact of noise and other nuisances firmly on the new development. This means that where new developments are proposed close to existing uses applicants will, for example, need to design them in a more sensitive way to protect the new occupiers, and/or to ensure suitable mitigation such as the soundproofing of the existing venue.

Policy ER4 – Daytime and evening economy uses

1. Proposals for new or extended uses associated with the daytime and evening economy within St Helier town centre, the defined centre at Les Quennevais or at a tourist destination area will be supported where the proposal does not have an unacceptable impact on neighbouring residents and uses.
2. Outside of the areas identified in part 1 of this policy, proposals for new or extended daytime and evening economy uses will only be supported where:
 - a. it is within the built-up area;
 - b. there is a demonstrable need for such uses;
 - c. in cases outside the built-up area, where use is made of existing buildings or, where existing buildings are redeveloped, an environmental improvement is secured, relative to the local character of the area.
3. Proposals for new beach and other kiosks will only be supported where they make use of existing buildings or structures. Mobile facilities will be subject to specified times of operation and must be removed in accordance with them.
4. Where there are proposals for new noise- and other nuisance-sensitive uses in proximity to existing noise- and other nuisance-generating daytime and evening activities, 'agent of change' principles will be applied. Such proposals will only be supported where it can be demonstrated that they are designed to enable existing daytime and evening uses in the proximity of the proposed use to continue to operate and be viable without unreasonable restrictions being placed on them.

5. Change of use away from daytime and evening economy uses will only be supported where:
 - a. it can be demonstrated that there is no market demand for the continued use of the premises for daytime and evening economy uses;
 - b. in the case of tourist destination areas, there is no unacceptable adverse effect on the intrinsic character of identified tourist destination areas;
 - c. outside of the built-up area, proposals deliver an environmental improvement; or
 - d. the overall benefit to the community of the proposal demonstrably outweighs the adverse effects of loss of daytime and evening economy uses.

Meanwhile retail and town centre uses

Meanwhile uses refer to the use of empty property or land for temporary uses – most commonly, cafes, shops, galleries, and community uses, but excluding residential use.

There are a number of benefits of meanwhile uses, including:

- activating spaces that are temporarily under-utilised;
- providing an opportunity for quick wins in areas planned for longer term development or redevelopment; and
- enabling businesses to test out ideas before becoming permanent.

Proposals for retail and town centre-related meanwhile uses in St. Helier town centre and the defined centre at Les Quennevais will be supported to help maintain their vitality. Such uses have the potential to the recovery from the impacts of the Covid-19 pandemic, offering a chance to find new and flexible uses for under-utilised spaces. It is, however, important to ensure that any meanwhile use does not result in an unacceptable impact on local amenity, and that the uses do not prevent development sites from being brought forward in the longer term.

Meanwhile uses are, by their nature, temporary. Planning conditions will be attached to planning permissions to apply a time limit to the development, as appropriate. Planning conditions may also be used to limit the impacts of the meanwhile use.

Policy ER5 – Meanwhile retail and town centre uses

Proposals for meanwhile retail and town centre uses, excluding residential use, will be supported where the proposal:

- a. is within St Helier core retail area; St Helier town centre or the defined centre at Les Quennevais;
- b. contributes positively to the character and early activation of the local area, and reinforces longer-term use aspirations for the area;
- c. does not adversely impact the deliverability of a permanent use for the site or premises;
- d. does not have an unacceptable impact on neighbouring residents and uses; and
- e. utilises materials and designs appropriate for its intended lifespan and setting.

Office accommodation

Jersey is one of the world's leading international finance centres; the financial sector accounted for two-fifths (39%) of the total GVA for Jersey in 2018⁵. Beyond the financial sector, office accommodation supports a range of other sectors in the island including consultancy services, estate agents, online retailing headquarters, architects and digital services as well as the public sector.

It is estimated that in 2020, Jersey's total office stock was around 280,000sqm, with 58,000sqm comprising grade A BREEAM-rated accommodation, with the majority of this located within Town. The development of Jersey's International Finance Centre (IFC) and other office accommodation at the Esplanade with grade A office buildings has made this area the prime location for new office development. Since 2016, the new developments at Gaspé House, IFC4 and IFC5, 27 Esplanade and 5 Esplanade have added over 37,000sqm of new BREEAM-rated stock to the market (an increase of around 15%).

Jersey also hosts a secondary market providing cheaper floorspace and lower capacity offices for smaller organisations in other parts of the town and some other smaller-scale provision elsewhere in the island. Town also has a burgeoning digital cluster, with the emergence of the newly expanded and repurposed Digital Jersey Hub, which provides co-working office space in a collaborative environment. Although the Island Plan does not incorporate policies related specifically to the digital economy its policies including, but not limited to, those covering offices and businesses run from home, will lend support to the government's Digital Policy Framework⁶ which seeks to enhance our position as a knowledge-based economy, delivering prosperity and stability for the island and its people.

Demand for office accommodation

Prior to Covid-19, there was sustained demand for office accommodation in Jersey. For larger organisations, market trends identified demand for high-quality, high-grade office space that allows for a more modern, open plan working environment. Some larger organisations were also seeking to amalgamate their operations by moving to larger, modern offices instead of occupying multiple locations across St Helier. This in turn would free up secondary office accommodation.

The Covid-19 pandemic is forecast to have negative impacts on principal sectors, namely finance and legal, which could impact the demand for office floorspace as businesses look to reduce costs and reshape their business operations. Covid-19 has also had immediate effects in the short-term. It has stimulated a shift towards home working and a greater openness to flexible working arrangements. This may mean that the role of offices changes once the immediate effects of the pandemic have subsided, with a greater emphasis on offices being used for collaboration/meeting people, with workers potentially coming into offices for fewer days during the week. Any shift to permanent homeworking may not, however, be as marked in Jersey as in other jurisdictions given the shorter commuting times/distances. If this shift in the role of offices occurs, it could result in larger organisations continuing to amalgamate operations in high-quality, high-grade office space that allows for more modern, open plan working environments.

Managing existing and new office accommodation

⁵ [Measuring Jersey's Economy GVA and GDP, Statistics Jersey \(2018\)](#)

⁶ [Digital Policy Framework](#)

The redevelopment, renewal, intensification or expansion of existing office accommodation will be supported, including the more intensive use of upper floors for office use.

Where proposals for new office accommodation come forward, St Helier town centre, as defined on the proposals map and outlined in figure 2 (above), should remain the primary location for new office development in the island. The development of large-scale grade A office accommodation (at over 200sqm gross internal floor area) will be focused in and around the land and development opportunities at the International Finance Centre in accordance with the Southwest St Helier Planning Framework⁷.

The provision of new office accommodation and the redevelopment, renewal, intensification or expansion of existing office accommodation to provide lower grade or smaller office accommodation (below 200 sqm gross internal floor area), which may be suitable for the burgeoning digital sector and/or use by small and medium enterprises, will be supported in other areas of the St Helier town centre; and in the defined centre at Les Quennevais (outlined in figure 3 (above), in recognition of its role as secondary centre on the island and capitalising on its proximity to the airport.

The development of new offices in other parts of the built-up area will only be supported where there is a demonstrable need which justifies its provision or where it is ancillary to an existing employment use.

Proposals for new or the intensification or extension of existing office accommodation outside the built-up area will only be supported where it can be justified relative to rural diversification, or where it is ancillary to an existing employment use. Such proposals must also be appropriate in scale and type to the character of the area.

Policy EO1 – Existing and new office accommodation

New development which provides for a range of different types of office accommodation will be supported, where it is of a scale and type appropriate to the site and its context, in accordance with the following hierarchy:

- a. large-scale grade A office accommodation (over 200 sqm gross internal floor area) will be encouraged in and around the International Finance Centre;
- b. smaller-scale office accommodation (below 200 sqm gross internal floor area) will be supported throughout St Helier town centre or the defined centre at Les Quennevais.

Proposals for the redevelopment, renewal, intensification or extension of existing office accommodation, and the use of upper floors for office use, throughout the built-up area will be supported where the development is of a scale and type appropriate to the site and the character of the area.

Proposals for the provision of new office accommodation in the built-up area outside of St Helier town centre; or the defined centre at Les Quennevais will only be supported where:

- a. there is a demonstrable need for the development which justifies its provision; or
- b. it is ancillary to an existing employment use.

⁷ [Supplementary Planning Guidance: Southwest St Helier Planning Framework](#)

Proposals for the establishment of new, or the intensification or extension of existing office accommodation outside of the built-up area will only be supported where:

- a. the development is clearly proven to be essential to the rural economy; or
- b. it is ancillary to an existing operation.

Proposals which comply with either part a or b must also be of a scale and type appropriate to the site and the character of the area.

Business run from home

There has been a growth in flexible- and home-working and the number of people operating businesses from home, particularly with the increase in the use of technology, which has been accelerated by the pandemic. It has been demonstrated that homeworking can play a vital role for many sectors of the island's economy, including digital and finance, as well as aspects of the public service. Running a business from home may not require planning consent, provided that it is an ancillary use of the home, and not its primary function. Where the operation of a business from home becomes a use in its own right, requiring the need for planning permission, there is a need to ensure that it does not erode the amenity of residential areas through issues such as demand for parking facilities, conversion of garden space to parking, traffic generation on quiet roads and general disturbance.

Policy EO2 – Business run from home

Where permission is required for the operation of a business from a home, proposals will only be supported where:

- a) there is a demonstrable need for business accommodation;
- b) it remains subordinate in size and is ancillary to the main permitted use of the building as residential;
- c) it does not have an unacceptable impact on the transport network; and
- d) it does not unreasonably affect the amenities that neighbouring owners and occupiers might expect to enjoy.

Visitor accommodation

Tourism and business travel represents one of Jersey's key economic sectors. It is a significant provider of employment and support for related local businesses, including shops, restaurants and bars; along with some of the island's heritage and cultural facilities. Jersey's tourism industry caters for both leisure and business travel; in 2019, Jersey accommodated over 777,000 visitors, which represents an increase on previous years. The Jersey Destination Plan sets ambitions to increase visitors to Jersey further to one million visitors by 2030. Visitor accommodation, which includes hotels, hostels, guesthouses and niche tourism sectors including wellness breaks, self-catering agri-tourism and eco-lodges, is a principal facilitator of the tourism and hospitality industry. It is important that this Island Plan helps to maintain and enhance the intrinsic value of Jersey's tourism offer; and also supports the provision of new visitor accommodation that meets the needs of the changing tourism market.

Jersey's traditional core demographic of tourism leisure visitors are generally over-55s and typically high spenders providing a large proportion of the repeat visitors, as well as some

younger family tourists. There is an aspiration to continue to cater for these visitors, whilst also further diversifying the sector to capitalise on niche tourism and different demographics, which may help to reduce seasonality and allow growth in the sector. Examples of niche tourism sectors include nature- and heritage-based tourism, activity-based tourism (such as walking, cycling and adventure sports), wellness (such as yoga retreats), retail-related minibreaks, or tourism focused around particular attractions.

Business visitors make a significant contribution to Jersey's hospitality industry. The island's location enhances its position as an international finance centre with easy accessibility to the UK and Europe. Its leading financial organisations also provide services to customers worldwide. This, combined with the proximity of St Helier to the airport, and accessibility to hotels and restaurants, encourage easy face-to-face global exchanges in the island.

Business travel is characterised by short-stay trips, predominantly in hotels which best accommodate corporate travel needs. Leisure travel is usually characterised by longer trip length and a wider range of accommodation types. For Jersey to be able to compete successfully in the global tourism market, the industry will need to continue to respond to changing consumer expectations with regard to visitor accommodation, and the needs of its target markets.

Tourism accommodation, in the form of hotels and guesthouses, is currently clustered in the Town and in St Brelade, principally in St Aubin and St Brelade's Bay. These locations, together with Gorey Harbour in the east, provide a specific tourism focus in the island based on the particular range of visitor services and facilities that each area offers: St Helier, as the island's principal commercial and cultural centre with a range of accommodation and support services; the historic harbour settings of St Aubin and Gorey, with varying degrees of visitor accommodation supported by a variety of restaurants and bars; and St Brelade's Bay, one of the island's best beaches, supported by a range of visitor accommodation, hospitality and beach services. The presence of visitor accommodation, and associated facilities such as cafés, restaurants and bars, contributes to their sense of character, place and identity. To support the maintenance and enhancement of tourism infrastructure in these localities, and to help protect their character and charm, they are identified in this Island Plan as tourist destination areas, where the development of tourist accommodation and support services will be encouraged.

Other hotels, self-catering accommodation and camping sites are spread across the island.



Figure E4: Plan with symbols showing locations of TDAs.

The tourism and business travel sector has been significantly affected by the Covid-19 pandemic as a result of travel restrictions. There is a high level of uncertainty for the sector's prospects and corresponding level of investment over the plan period.

Many of the island's older established hotels are situated in prominent and sensitive locations, in St Helier and other parts of the built-up area, as well as around the coast and in the countryside. Many will have benefited from support for their development and expansion in response to the historic growth of the island's tourism industry. If and when they come out of use for visitor accommodation, and the sites are redeveloped, there will be a requirement to deliver positive environmental and design improvements which will usually be achieved by a reduction in the visual scale, mass and volume of buildings; more sympathetic and sensitive design, materials and finishes; and, in the case of those sites around the coast and in the countryside, landscape restoration and a positive contribution to the character of the area.

This plan will support the continued investment and enhancement of the quality and range of visitor accommodation and the delivery of new visitor accommodation, to support the recovery and diversification of the sector; and to meet the changing demands of visitors to the island. Proposals for the development of new and extended visitor accommodation in the built-up areas, and particularly in the tourist destination areas, will be encouraged.

Around the island's coastline and in the countryside, there is a balance to be struck between the need to protect the intrinsic quality of the asset which visitors come to enjoy, whilst providing a good range of tourist accommodation which encourages and enables them to come and stay. Outside of the island's built-up areas, the character of the coast and countryside is sensitive and has limited capacity to accept new development and change, particularly in the Coastal National Park. Because of this, there is limited

opportunity for the provision of new and enhanced visitor accommodation around the coast and in the countryside.

Opportunities do, however, exist and this plan will support the further investment in and enhancement of existing visitor accommodation, including hotels, self-catering accommodation and campsites located outside the built-up area, to maintain and enhance their quality; and to help meet changing visitor expectations. The provision of new visitor accommodation can help to support and sustain the rural economy and this plan will support the conversion and re-use of traditional farm buildings for this purpose, where they are no longer required for agriculture. The re-use and conversion of listed buildings may also offer similar potential for use as heritage holiday lets. Where self-catering visitor accommodation is permitted through the conversion and re-use of existing buildings, planning conditions or obligation agreements will be used to ensure that the facilities remain as units of holiday accommodation and are not occupied as sole or primary residences.

In considering proposals for the provision of new and the enhancement of existing visitor accommodation around the coast and in the countryside, any such proposals will only be supported where they do not harm landscape or seascape character. The highest level of protection will be given in the Coastal National Park. This not only includes consideration of their visual impact, but also the potential impact of any intensification of use, including the generation of traffic relative to the capacity and character of local roads, which may affect the sense of peace and quiet, and remoteness of a location. Such consideration would also apply to any proposals for the use of land designed to cater for touring units - including motor-caravans, motorhomes, touring vans and campervans - to serve the needs of visitors or islanders.

Policy EV1 – Visitor accommodation

Proposals which contribute to the quality and range of Jersey's visitor accommodation offer will be encouraged.

Proposals for extended or altered existing visitor accommodation throughout the island, and particularly in the identified tourist destination areas, will be supported.

Proposals for new visitor accommodation will be supported in the built-up area, and particularly in the identified tourist destination areas.

Outside of the built-up area, proposals for the development of new self-catering visitor accommodation will be supported where it involves the re-use and conversion of traditional farm buildings or where it can provide a viable use for listed buildings. In both cases, such accommodation must remain in tourism accommodation use only; this will be secured through the use of planning conditions or obligation agreements.

The development of camp sites or the use of land for touring units will only be supported where it does not harm landscape or seascape character; or the surrounding area by virtue of visual impact, noise, disturbance and traffic generation relative to the capacity of the local area to accommodate the development; and does not detract from the enjoyment of the area by others. The requirement for any ancillary buildings associated with these uses outside of the built-up area, will only be supported where it involves the re-use of existing buildings.

Where proposals outside of the built-up area comply with this policy and relate to the redevelopment of a building(s), involving demolition and replacement they must deliver an environmental improvement to the site and the surrounding area, in terms of a reduction in visual scale, mass volume, design and materials and finishes.

Proposals for the temporary use of visitor accommodation for other uses will be considered on a case-by-case basis. Planning conditions will be attached to time-limit permissions as appropriate.

St Brelade's Bay Improvement Plan

St Brelade's Bay is an important part of Jersey's tourism offer. The bay is characterised by the natural environment, built form, and cultural uses and activities that take place on land, beach and sea. These elements combine to create the bay's unique character and support its role as a valued place for visitors and islanders alike.

Work undertaken to assess the character of the bay⁸ has identified that whilst the policies of this Island Plan can ensure the enhanced management of development proposals affecting the bay, these should be complemented by the development of an improvement plan for St Brelade's Bay.

It is proposed that the objectives of the improvement plan should be to enhance the character of the bay through targeted interventions. Key aims should be to:

- protect the delicate balance between the natural landscape and setting on the one hand, and the built-up components of the bay on the other.
- improve the environmental quality and public experience, including visitors, in key public areas of the bay, particularly the beachfront area (including the beach, promenade, Route de la Baie, public car parks and Churchill Park).
- create a more comfortable and welcoming environment for families, visitors and residents to enjoy their time in the bay's public spaces, including enjoying healthy outdoor spaces and activities.

The improvement plan should be developed by engaging the local community and should identify potential proactive interventions by the Government of Jersey, the Parish, residents and business, to enhance the bay.

Proposal – St Brelade's Bay Improvement Plan

The Minister for the Environment will develop an improvement plan for St Brelade's Bay, **by December 2023**. The plan, which will be developed by engaging the Parish, residents, business and other key stakeholders, will identify potential proactive interventions to enhance the bay and support its role as a valued place for visitors and islanders alike **and shall reference the St. Brelade's Character Appraisal, including the report of public opinion expressed in the St. Brelade Character Study and Recommendations.**

⁸ [St Brelade's Bay Baseline \(2021\)](#)

Light industrial development

Light industrial accommodation: future needs

Light industrial and warehousing sites and premises support a diverse range of light industry, storage or distribution activities in the island including manufacturing, construction, storage, garages and workshops, warehousing, and transportation businesses.

Limited information is available on current and likely future demand for sectors requiring light industrial floorspace over the plan period. Employment levels across the four sectors that are likely to require light industrial and warehousing space for their operations (construction and quarrying; manufacturing; transport, storage and communication; and wholesale and retail trades) have remained relatively constant over the last ten years, with a sharp reduction in wholesale and retail for comparative goods on the high street in 2020 as a result of the Covid-19 pandemic.

The sectors that utilise light industrial accommodation comprise a core part of the island's economy and will be a key part of the island's post-Covid-19 recovery. In the longer term it is likely that there will be increased demand for light industrial floorspace; what is less certain is whether this demand will emerge over the period of this Island Plan. The information that is available, together with stakeholder engagement, indicates there is some latent demand for light industrial accommodation, particularly for smaller-scale accommodation in the island.

There has been continued investment in infrastructure projects in the island, particularly improvements to the freight capacity of the Ports of Jersey. This is likely to increase investor confidence in light industrial operations and the demand for floorspace as businesses can import goods more quickly and in higher loads. Consumer trends, including the rise of e-commerce, which have been expedited by the Covid-19 pandemic, may also increase the demand for floorspace, with businesses requiring increased storage and warehousing to facilitate online deliveries and 'click & collect' services. However, the impact of Brexit is uncertain: it may have a negative impact on the demand for light industrial floorspace due to potential changes to supply chains.

Site requirements for the different users of light industrial accommodation will vary. Purpose-built starter units or re-purposing existing buildings could suit small enterprises. Larger users are likely to require specific sites developed to meet their particular needs. Most sites for light industrial accommodation will require good road access, particularly for distribution businesses. Marine and aviation related industries mainly require locations close to St Helier Harbour and Jersey Airport respectively. Certain types of industrial uses - usually where they are smaller in scale, perhaps making use of older buildings, and providing a local service and job opportunity - may be suitable within Town, and other built-up areas, where they are appropriate in terms of the scale of the operation and compatible with neighbouring uses.

Light industrial accommodation: existing provision

Whilst there is uncertainty over the economic recovery and the future demand for light industrial accommodation over the plan period, existing light industrial estates continue to be well used and need to be maintained to serve existing needs. This Island Plan, therefore, seeks to maintain and protect the use of existing light industrial accommodation

for light industrial and ancillary related uses, on the island's existing protected industrial sites, as set out below on figure E5 and defined on the proposals map at:

- Rue des Prés Trading Estate, St Saviour;
- Jersey Steel, Beaumont, St Lawrence;
- St Peter's Technical Park, St Peter;
- Springside, Trinity;
- La Collette, St Helier;
- L.C. Pallot Properties, Trinity;
- Barrette Commercial Centre, Mont Mado, St John;
- Thistlegrove, St Lawrence.



Figure E5: Protected industrial sites.

There also exists a range of light industrial uses outside the protected industrial sites, occupying a range of buildings throughout the island. These help to provide a mix of unit sizes and specifications to suit varied needs for light industrial space and help to support this aspect of the island's economy.

Proposals for a change of use of land and/or buildings away from light industrial use, both on protected industrial sites and where these uses occur elsewhere in the island, will need to provide supporting evidence to demonstrate that there is no longer a reasonable prospect of the site's continued use for light industrial purposes before it will be considered for other uses. Differing evidence requirements will need to be met depending upon the size, nature and location of the site or property. This includes evidence to demonstrate that the light industrial accommodation has been effectively marketed for a reasonable period of time (appropriate to the market for the use of the building) and at a value which is comparable to the local market. It must also be demonstrated that the continuous use of the site is no longer viable, taking into account the site's existing and potential long-term market demand for light industrial use; or that local demand for this type of light industrial space can continue to be appropriately and locally met elsewhere

even with the loss of the floorspace. Any application must include details of valuations undertaken prior to placing the site on the market and a statement detailing why the site has not been taken up. A significant and overriding justification would need to be provided to support any change of use away from light industrial use on protected industrial sites or where light industrial accommodation serves the strategic operations of the island's port and airport.

Intensification of use or expansion of existing buildings where there is capacity to do so, may also represent appropriate ways to provide additional capacity and make best use of current provision. The redevelopment, renewal and intensification of the use of protected industrial sites and premises, to maximise their potential, will be encouraged, where there is capacity and it is appropriate to do so.

Light industrial accommodation: new development outside protected industrial sites

Accommodating any future requirements for light industrial accommodation in the island presents a challenge. There are competing pressures for land in the island from other uses that are more commercially attractive (particularly residential), especially in Town, which is the primary location for new development to meet the island's needs.

Should demand arise for the provision of new light industrial floorspace during the plan period, sites within the boundary of the built-up area will be prioritised before consideration of alternative locations which may be suitable to support the proposed light industrial use. Development proposals for light industrial development outside the built-up area, will need to be supported with evidence of the following:

- that they have considered the suitability and availability of sites within the built-up area through a site selection exercise;
- that the format and/or scale of the proposal has been considered in relation to suitable and available sites within the built-up area;
- where there are no suitable and/or available sites within the built-up area, an assessment of sites outside of it has taken place with preference given to those sites that are accessible and well connected to the built-up area; and
- any other relevant information, which has informed the identification and selection of the proposed development site.

It is anticipated that the following potential sources of land may provide opportunity for the provision of new light industrial floorspace over the plan period. In some cases, such as the use of land at the port and airport, any such potential would need to be explored and examined relative to the operational requirements of the existing facilities.

- La Collette and surrounding harbour areas;
- non-operational land at the airport;
- other States-owned land;
- existing light industrial sites; and
- the use of existing agricultural premises.

Work to be undertaken during the plan period, to develop a West of Island planning framework (Strategic proposal 4); and to develop an Infrastructure Roadmap (Strategic proposal 5), which will include an assessment of the long-term use of La Collette, will proactively consider the need for and potential of these areas to provide new light industrial floorspace, having regard to any existing latent or future demand for the provision of such space.

For all light industrial proposals – whether on protected industrial sites; in the built-up area; or in the countryside - there will be a need to ensure that the proposed development does not cause unacceptable amenity impacts on adjacent properties and uses; or to the local environment in terms of noise, smell, light and disturbance. The associated implications for traffic generation in terms of the size of vehicles, frequency and volume of vehicle movements and requirements for additional parking and servicing will also need to be considered.

Any new buildings or redevelopment of existing buildings must be of a standard of design and layout that promotes a high quality of development that is appropriate for the landscape or townscape context of the site; and represents an efficient use of land.

Policy EI1 – Existing and new industrial sites and premises

The following sites are defined as protected industrial sites:

1. Rue des Prés Trading Estate, St Saviour;
2. Jersey Steel, Beaumont, St Lawrence;
3. St Peter's Technical Park, St Peter;
4. Springside, Trinity;
5. La Collette, St Helier;
6. L.C. Pallot Properties, Trinity;
7. Barrette Commercial Centre, Mont Mado, St John;
8. Thistlegrove, St Lawrence
9. Bienvenue Farm and land adjacent, (The Fencing Centre and The Hidden Garden Company), St. Lawrence.

Proposals for the development of new; or the redevelopment, renewal, or intensification of existing light industrial sites and premises within protected industrial sites and the built-up area will be supported.

The development of new; or the redevelopment, renewal, or intensification of existing sites and premises at Bienvenue Farm and land adjacent (The Fencing Centre and The Hidden Garden Company), will only be supported where it is for the purposes of warehousing and storage, or the nature of the proposed use will complement and support an existing rural business; or enables a new business that has the potential to make a significant contribution to the rural economy. Any such proposals must be accompanied by a business plan which justifies the location of the development; and demonstrates its contribution to the rural economy.

Proposals for the development of new or the redevelopment, renewal, or intensification of existing light industrial uses and buildings outside the built-up area will only be supported where they support rural diversification; or make use of existing buildings.

In all cases of light industrial/warehousing and storage/rural economy development there will be a need to ensure that the proposed development does not harm the amenity of neighbouring uses; or the local character of the area.

Proposals for a change of use away from light industrial uses within protected industrial sites; and at other existing light industrial sites will only be supported where:

- a. the use is related to and ancillary to the main industrial use; or

- b. the premises have been appropriately marketed for light industrial use and there is no longer a reasonable prospect of a site or premises' continued use for light industrial purposes; and
- c. it does not have an unacceptable impact on the overall provision and mix of unit sizes and specifications of light industrial accommodation across the island, including whether need can be met even with the loss of light industrial floorspace; or
- d. the overall benefit to the community of the proposal outweighs any adverse effects.

Rural economy

The use of land for agriculture has a deep history in Jersey and has shaped the landscape character of the countryside and influenced our cultural heritage. The resulting high-quality produce remains a symbol of island identity at home and abroad. Whilst the economic significance of agriculture, in gross value added and employment terms, has declined significantly over recent decades, the overall value of the industry to the island, and its indirect and catalytic economic benefits, are both significant and immeasurable.

The appearance of much of Jersey's rural landscape is derived from its management for agriculture, with around half of the island's landmass currently in agricultural use. This managed landscape is a valuable asset, but with changing consumer demands, changing agricultural practices and increasing pressures for new and different forms of development in the countryside, there is significant tension between providing the space needed for development to meet our growing community needs, whilst protecting land to serve the rural economy and ensuring that the essential landscape character of the countryside is maintained.

In recognition of these challenges, the Rural Economy Strategy 2017 - 2021⁹ aims to balance the needs of the agricultural sector and other rural-based businesses such as; tourism, equine related concerns, and fishing and aquaculture to grow the rural economy while safeguarding Jersey's countryside, its character and the environment. In doing so, the strategy seeks to facilitate a sustainable and prosperous future for the industry. Achieving this requires rural policy frameworks that will support and enable Jersey's farmers to compete in local markets, in traditional export markets and to develop and diversify into new and emerging markets, whilst protecting local land-based skills and reducing the environmental cost of agriculture in the island. The sector is, presently, placing increasing emphasis on the role of technology in increasing yields, quality and profitability.

For the Island Plan, this requires a continued effort to protect and enhance the unique qualities and benefits of our rural economy, whilst allowing for positive and sustainable diversification or change that will support the industry in achieving greater productivity through new and evolving practices, which may require some limited forms of new development in the countryside.

The plan also supports, where appropriate, the conversion of redundant traditional farm buildings, the re-use of modern agricultural buildings, the clearance of derelict glass house

⁹ [Rural Economy Strategy \(2017\)](#)

sites and restoration of land, equine-related uses and activities, and facilities required by the fishing and aquaculture sector.

The Integrated Landscape and Seascape Character Assessment¹⁰ provides key evidence and guidance that will be used to consider future development proposals throughout the countryside.

Protection of agricultural land

A key aspect of ensuring the maintenance of the island's landscape character and supporting the continued viability of agricultural activity, is the continued effort to protect the availability of agricultural land. This recognises that agricultural land is rarely created from other uses, and so it is the existing land stock that is the lifeblood of the sector. The size, shape, location, soil quality, and historic use of agricultural land is, however, a key determinant of its agricultural value, and it is the loss of high value land which poses an immediate and long-term threat to the viability of the agricultural industry in the island.

This Island Plan maintains a precautionary approach to the protection of agricultural land by seeking to resist its loss. Sustaining a viable rural economy will, however, involve diversification with implications for the use of some agricultural land; as may other initiatives that seek to respond to the challenges of climate change and biodiversity loss; and to provide for specific community needs. It is important that any development of agricultural land for other purposes is informed by an assessment of its specific value and the implications of its loss for farm holdings and the wider industry. This assessment will help to resolve the potential conflict between protecting the best, high-quality agricultural land and other important public interests, and should minimise impact by seeking the least harmful means of accommodating those interests.

In all cases, proposals for the development of agricultural land will need to be supported by an appropriate level of information setting out details about the quality of the land and the impact of its development upon the viability of any specific agricultural holdings and the industry generally, having regard to the use of land in question and any adjacent agricultural land. In the case of farm diversification or the development of a rural enterprise, there will also be a requirement to provide a business plan which justifies the location of the development and information as to how the proposed development will help contribute to and sustain the rural economy in the short- and long-term.

Policy ERE1 – Protection of agricultural land

The development or loss of agricultural land will not be supported unless in exceptional circumstances and where:

1. the proposal will not lead to the loss of high-quality agricultural land, having regard to:
 - a. the quality of the soil and historic use of the land;
 - b. the location of the land relative to nearby farms and other active agricultural activity;
 - c. the overall of size of the land parcel and the impact that the development will have in on the integrity and viability of a farm holding; and
 - d. access to other agricultural land in the area.

¹⁰ [Integrated Landscape and Seascape Character Assessment \(2020\)](#)

2. the nature of the proposed use genuinely necessitates and is appropriate to its proposed location.

Proposals for the development of agricultural land must be accompanied by adequate information to justify the proposal; and which enables an assessment of the impact of the development upon the agricultural industry to be made. Where the supporting information is insufficient, proposals will not be supported.

Diversification of the rural economy

As agriculture and other sectors of the rural economy continue to restructure and adapt to consumer demands, technological advances and a changing climate, it is important that the Island Plan facilitates appropriate diversification to ensure a sustainable rural economy. This might include:

- the development and diversification of agriculture;
- other land-based tourism or leisure development; and
- growth and expansion of coastal or countryside business, both through re-use of existing buildings and well-designed new buildings.

Agricultural diversification can be described as any proposal which seeks to supplement farm income on working farms. Any new activity should provide additional income and potentially create or sustain employment opportunities in agriculture and the rural economy. Any diversification proposal should remain ancillary to; and complement the main farm enterprise, both in terms of scale and activity, but should not encourage new building, significantly increase traffic or replicate activities which can be more sustainably delivered within the built-up area.

It is considered that there is much greater scope for the provision of local produce to support a local market, both in agriculture and fisheries. Proposals for diversification involving the development of farm shops will be supported where they are based on the sale of fresh local produce, including produce derived from the holding. Whilst the sale of other food goods, to overcome issues of seasonality, may be permissible, farm shops will be limited in scale and the emphasis should remain on fresh local produce. A limit to the range of goods that can be sold may be imposed by condition or planning obligation agreement.

The plan will support the development of other land-based leisure or tourism activities around the coast and in the countryside where these are based on the use and enjoyment of the existing assets of the natural environment; and where they help to support the island's tourism industry and the health and wellbeing of islanders. Such activities might include those related to sport, leisure and informal recreation, where a coastal or countryside location is required.¹¹

There are existing buildings around the coast and in the countryside, which may no longer be required for the purposes for which they were built and designed. The Island Plan provides, in some circumstances, for the conversion and re-use of buildings in the countryside. In considering all proposals for the maintenance and diversification of economic activity around the coast and in the countryside, support will be given to the

¹¹ See also Policy "CI5: Sports, leisure and cultural facilities" in the Infrastructure – Community Facilities chapter.

sympathetic use and conversion of existing buildings rather than new build. There will always be a requirement to justify any new buildings in the coast and the countryside, particularly in the Coastal National Park.

Where a new building is required to support diversification, it should be solely related to diversification and not for any other purpose. It should also be in scale with its surroundings and appropriately designed for its intended use. Well-proportioned buildings, which take into account their setting and use of materials, are more likely to be acceptable.

The nature of any intended diversification use, and its impact on the local character of the area, in terms of the development itself and any implications for increased intensity of use, traffic movements and vehicle types relative to the capacity of the local road network, parking, noise and disturbance will also be material considerations.

In considering proposals for the development and diversification of economic activity around the coast and in the countryside, any such proposals will only be supported where they do not harm landscape or seascape character and where they will not lead to the loss of high-quality agricultural land. The highest level of protection will be given in the Coastal National Park.

In all cases, proposals for diversification will need to be supported by a business plan which justifies the location of the development and information as to how the proposed development will help contribute to and sustain the rural economy in the short- and long-term. These proposals will also need to commit to the return to the previous use if/when the current use ceases; it is important that reuse does not lead to a 'knock-on' series of changes of use that lead to a use that would not have originally been desirable or acceptable.

Policy ERE2 – Diversification of the rural economy

Proposals relating to the diversification of the rural economy will be supported where:

1. it is within the built-up area; or,
2. in the case of development outside the built-up area, the nature of the proposed use genuinely necessitates and is appropriate to its proposed location; and
 - a. it will complement and support an existing business, contributing to the maintenance of the rural economy; or,
 - b. enables a new business that has the potential to make a significant contribution to the rural economy; and where
 - c. it makes use of existing buildings; or
 - d. it is well-related to existing buildings and is appropriate in scale, location, design, material and colour to minimise its visual impact and to integrate with the character of the area.

The development of a new or extended farm shop outside of the built-up area will be supported where it does not exceed 100sqm (gross internal floor area); is ancillary to an existing farm holding; and is based on the sale of fresh local produce, which includes produce from that farm. The type, range and origin of goods sold will be controlled by condition or planning obligation agreement. Future development will be controlled to prevent further changes of use.

Proposals for diversification in the countryside must be accompanied by a business plan which justifies the location of the development in the countryside; and demonstrates its contribution to the rural economy. Where the supporting information is insufficient, proposals will not be supported.

Conversion or re-use of traditional farm buildings

Jersey farmsteads make an important contribution to character of the island's countryside and reflect its deep farming history and contribute to identity and sense of place.

Agriculture in the island has historically been family-based and very small-scale and this is represented in the island's traditional farmsteads comprising of farmhouses with multi-functional two-storey working farm buildings or ranges (commonly termed a shed) set out mostly in L-and U-shaped plans. Ancillary detached vernacular farm structures mostly comprise pigsties, cart sheds, ash houses and bakehouses¹². Many of the island's historic farmsteads and their constituent buildings are listed because of their special heritage interest, but even where they are not these, and other traditional farm buildings, still make an important contribution to the overall character of the countryside and should be retained in a viable use.

Older (non-residential) farm buildings that were constructed prior to 1960 are increasingly unable to meet the needs of modern farming either through conversion or adaptation. Without appropriate and viable uses traditional farm buildings will not be maintained and may be lost, undermining the character of the countryside and placing the viability of the associated farming activities at risk. Given the need for farm diversification and the rationalisation of the industry there is also increasing pressure for the re-use and conversion of traditional ancillary farm buildings. Whilst poor conversion poses a threat to the character of these buildings and their settings, care in design and detailing can allow sympathetic conversion to either new agricultural practices and / or new uses.

In the countryside, employment uses supporting rural diversification are encouraged where it helps 'recycle' buildings that retain the farmstead vernacular. This can include economic uses tied to a countryside location, or the provision of visitor accommodation. When proven to be the only viable option, proposals to convert or re-use traditional farm buildings for the provision of residential accommodation, can also provide a viable future for these buildings. Where proposals enhance the specific traditional character and significance of such buildings they will be supported. There is an emphasis on 'traditional' farm buildings to ensure this policy cannot be subverted to providing new residences in areas where it would not otherwise be permissible.

It is important that proposals for the re-use and conversion of traditional farm buildings can demonstrate an understanding of local character, and the sensitivity to and potential for change of farmsteads and their buildings. The Minister for the Environment will seek to update and issue new supplementary planning guidance to help support and enable the appropriate conversion and re-use of traditional farm buildings.

In all cases, proposals for the re-use of traditional farm buildings in the countryside will need to be supported by an appropriate level of additional information setting out details

¹² [Historic farmstead and landscapes in Jersey: their character and local distinctiveness \(2008\)](#)

about the history and nature of the building related to its construction and use; together with detailed information about its structural capacity for adaptation and change. Information will also need to be provided about the basis of its redundancy to the farm holding and the agricultural industry.

Proposal – Traditional farm buildings

The Minister for the Environment will review and provide updated supplementary planning guidance for the future use and conversion of traditional farm buildings in Jersey.

Material considerations are likely to include location, existing and planned rural economic activities on site; the effect of the use of the building(s) on those activities and its relationship to the farm holding; considerations of landscape character and setting; and the age, quality and significance of the building(s).

In considering any proposals for the re-use of agricultural buildings, regard will be had to the effects such proposals are likely to have on the amenity of neighbouring residents / businesses and the adequacy of existing road network to cope with any changes in traffic flows arising from the proposal; together with its impact on the local landscape character, including issues associated with the provision of external servicing, lighting, noise, storage and parking areas and boundary treatments. Applications will also take into account the extent to which the use could be better or more sustainably delivered elsewhere (such as within the built-up area).

Policy ERE3 – Conversion or re-use of traditional farm buildings

Proposals to convert or re-use traditional farm buildings for other employment uses will be supported where it is proven that the building is no longer required for agriculture.

Proposals for employment uses which support the diversification of the rural economy will be encouraged.

Proposals to convert or re-use traditional farm buildings for non-employment use, such as the provision of residential accommodation, will only be supported where no alternative employment use is appropriate or viable.

In all cases conversion will only be supported where the building is of a sound and substantial construction and is capable of conversion without extensive alteration, extension or re-building, and without adversely affecting the character or appearance of the building or changing or affecting the employment use or the nature of surrounding agricultural land.

Development proposals for the re-use of traditional farm buildings in the countryside must be accompanied by adequate information which demonstrates the redundancy of the building to the holding and the industry; and describes the nature of the building and its appropriateness and capability for re-use and adaptation. Where the supporting information is insufficient, proposals will not be supported.

Re-use of modern farm buildings

Large, agricultural buildings constructed after 2000 are often located in visible or sensitive countryside locations. They will have been originally granted planning permission because of specific needs identified for agriculture.

Many of these buildings, which might also include some modern glasshouses, are of a permanent and durable form of construction and, where this is the case, they will be treated as being capable of re-use to support the rural economy where they are no longer required in relation to the operation of a specific agricultural holding.

Farm buildings that were constructed between 1960 and 2000 tend to be smaller units built of blockwork and / or steel cladding. Some of these units are too small to be of use for modern agricultural practices and may be suitable for re-use, subject to adequate evidence of redundancy being provided.

Because of the changes in the agricultural industry resulting from rationalisation and the need to prevent a cycle of stimulating demand for new agricultural buildings in the countryside associated with changes in the ownership and operation of farm holdings it is, however, important to ensure that large modern agricultural buildings remain available to the industry and their loss to agriculture will generally be resisted. Any proposals for the re-use of modern agricultural buildings will, therefore, need to demonstrate both that (a) the building has been in use for agriculture for more than twenty years; and (b) that it is no longer required by the farm holding where it is located or the wider agricultural industry. Proof is likely to include long-term marketing of the building, and / or professional or industry-specific corroboration.

Where it can be demonstrated that an established agricultural building in the countryside is no longer required for its original purpose its re-use for other employment uses will be supported. The re-use of these buildings for employment uses that support rural diversification, particularly where their use necessitates a countryside location, will be encouraged. Where proven to be the only viable option, the re-use of these buildings for other employment uses will be supported, but only when any such use, and the implications of that use, are compatible with a countryside location in terms of its impact upon the local landscape character and the amenity of nearby residents. The use of modern agricultural buildings for any form of residential use will be strongly resisted.

Agricultural and ancillary buildings of simple construction, which were not designed to be permanent structures, may be considered for re-use for other employment uses until the end of their serviceable life, after which time they should be removed, and the land restored to its original condition. Such a building that is being proposed for reuse will not be permitted to be rebuilt or substantially refurbished to meet the needs of the new use. In order to evidence the capability of the building to accommodate a new use without necessitating re-build or substantial refurbishment, a structural engineer's report may be required to support the planning application.

The definition of 'serviceable life' will be agreed at the outset to ensure the owners have certainty. Where a planning obligation agreement requires restoration of land upon redundancy or disuse or disrepair of an existing building, this will be upheld and the re-use of the building for other purposes will not be permitted.

In all cases, proposals for the re-use of agricultural buildings in the countryside will need to be supported by an appropriate level of information setting out details about the history and nature of the building related to its construction and use; and the basis of its redundancy to the farm holding and the agricultural industry.

In considering any proposals for the re-use of agricultural buildings, regard will be had to the effects such proposals are likely to have on the amenity of neighbouring residents and the adequacy of the existing road network to cope with any changes in traffic flows arising from the proposal; together with its impact on the local landscape character, including issues associated with the provision of external servicing, lighting, storage and parking areas and boundary treatments.

Policy ERE4 – Re-use of modern farm buildings

Proposals to re-use modern farm buildings for other employment-related uses will only be supported where:

1. the building was designed to be permanent and has been in agricultural use for at least twenty years;
2. the building is proven to be no longer required for agricultural use on the holding, or to meet wider agricultural needs; and
3. the proposed alternative use is compatible with the location.

In the case of buildings and structures that were clearly not designed to be permanent by virtue of their simple and temporary-natured construction, the alternative use of the building may be permissible until such a time that the building reaches the end of its serviceable life, and at which defined point the building will, by condition, be removed.

Development proposals for the re-use of agricultural buildings in the countryside must be accompanied by adequate information which demonstrates the redundancy of the building to the holding and the industry; describes the nature of the building and its appropriateness for re-use. Where the supporting information is insufficient to demonstrate the above, proposals will not be supported.

New and extended agricultural buildings

Change in the agricultural industry has resulted in rationalisation and an increase in the average size of farm holdings together with diversification, increased environmental awareness, the use of new technologies ('agritech') and more efficient farm machinery. This can create a need for new or extended farm buildings, including glasshouses, to allow holdings to appropriately diversify and operate more efficiently.

Proposals for new agricultural buildings in the countryside will need to justify why existing unused or under-used buildings within reasonable proximity to the holding are unsuitable and cannot be used. This is important to prevent a cycle of stimulating demand for new agricultural buildings in the countryside when farm holdings change size, operation and ownership. Proposals which re-use existing buildings will be viewed more favourably than those requiring the erection of new structures.

Any new building, where justified, should be constructed sympathetically and be of an appropriate scale to its setting and surroundings, and properly assimilated into the farm complex. Any such proposals will only be supported where they do not harm landscape or

seascape character. The highest level of protection will be given in the Coastal National Park.

In all cases, proposals for new or extended agricultural buildings in the countryside will need to be supported by a business plan which justifies the location of the development and information as to how the proposed development will help contribute to and sustain the rural economy in the short- and long-term. This will also need to demonstrate why there are no suitable or practicable buildings nearby that could be used in place of the proposed development.

Policy ERE5 – New or extended agricultural buildings

Proposals for new agricultural buildings will only be supported where:

1. they are clearly demonstrated to be incidental and essential to the viability or running of the holding;
2. existing buildings on the holding or within reasonable proximity of it – as may be available for purchase or lease – cannot, with or without adaptation, be used for the proposed purpose; and
3. they are well-related to existing buildings and is appropriate in scale, location, design, material and colour to minimise its visual impact and to integrate with the character of the area.

Proposals for extensions, alterations, re-building or other works to buildings remaining in agricultural use will be supported where they are incidental and essential to the efficient operation of the holding.

Proposals for new or extended agricultural buildings in the countryside must be accompanied by a business plan which justifies the location of the development in the countryside; and demonstrates its contribution to the rural economy. Where the supporting information is insufficient, proposals will not be supported.

Derelict and redundant glasshouses

In planning terms, glasshouses are considered to be temporary structures associated with the agricultural use of the land. When glasshouses are redundant to the horticultural industry or are derelict, they should be removed, and the land brought back into crop production or grazing use.

Since 2013, the total area of land farmed under glass has decreased by 37%, and of the glasshouses that remain (at just under 155,000 sqm), nearly 97% were more than 15 years old (at the end of 2017); with only just over half of the area under glass being actively used for production in the previous twelve months¹³. The reduction of the scale of cropping under glass and the ageing nature of glasshouses has led to many glasshouses falling into disuse and dereliction. This can have an adverse visual impact on the character and appearance of the countryside and prevents the use of the land for agricultural production, including grazing.

In order to encourage landowners to remove derelict structures, and to restore the land to agriculture or to improve the environmental quality and open nature of land in the countryside, there will be a strong presumption against the re-development of

¹³ [Agricultural Statistics report 2018](#)

glasshouses for non-agricultural uses. This is also intended to disincentivise allowing glasshouses to fall into disrepair in order to secure an alternative use.

Exceptionally, consideration may be given to limited non-agricultural development to enable the delivery of significant environmental benefits in the countryside through the removal of glasshouses and supporting infrastructure; the restoration of the majority of agricultural land; and the repair of the landscape. Any such proposals must be accompanied by adequate information which demonstrates the redundancy of the glasshouse to the holding and the industry. Such use will be conditioned to prevent further changes of use; and if the approved use ceases, that the land will revert to agricultural use.

The nature, scale and form of any such exceptional development will be limited to that with a value commensurate with the costs of removing the glasshouses and restoring the land to agricultural use or to enable appropriate environmental restoration and enhancement to take place. Any such development will be tested in accordance with the enabling and linked development policy¹⁴.

As part of the assessment of any such development proposals, there will be a need to demonstrate that any new development delivers a significant overall improvement to the quality, character and appearance of the landscape, through its restoration to agriculture, or an appropriate environmentally beneficial use which contributes to the island's network of green infrastructure.

When considering proposals for development in the countryside significant weight will be afforded to the island's landscape and seascape character and to the character type- and coastal unit-specific strategy and management guidelines set out in the Integrated Landscape and Seascape Character Appraisal¹⁵. As part of the assessment of development proposals, consideration should be given to the sensitivity of the local character type and area and how vulnerable or robust its landscape or seascape character is; and to its capacity to accommodate change. It may be that, in some instances, enabling development is better delivered in a different location to that of the cleared glass, elsewhere on the land holding, where it is less impactful on the character and appearance of the countryside or coast.

To enable an understanding of the impact of a proposal on the character in which a site is located, an appropriate level of supporting information will be required, including details about the full extent of the land holding.

Policy ERE6 – Derelict and redundant glasshouses

The redevelopment of redundant and derelict glasshouses for non-agricultural uses will not be supported.

When glasshouses are redundant to the horticultural industry or are derelict, they should be removed, and the land restored to agricultural use.

In only the most exceptional circumstances, the development of derelict glasshouse sites may be considered for other uses, provided that the amount of development is the minimum required to deliver an overall improvement to the landscape character of

¹⁴ See associated policy 'GD4 – Enabling and linked development' – General development chapter

¹⁵ [Integrated Landscape and Seascape Character Assessment \(2020\)](#)

the countryside through the removal of glasshouses and supporting infrastructure; and the restoration of agricultural land, or an appropriate environmentally-beneficial use. Any such proposals must be accompanied by adequate information which demonstrates the redundancy of the glasshouse to the holding and the industry; and details which support and justify the extent of development sought relative to the costs of the removal of the glasshouses. Any such development will be conditioned to prevent further changes of use; and if the approved use ceases, that the land will revert to agricultural use.

Equine development

With an estimated £10m turnover per annum generated from a land area of approximately 430 hectares (2,400 vergées), the equine industry is (and should be recognised as) an economically significant and socially valuable use of land resources, with many islanders involved in equine activities, spending time in the countryside with the health and well-being benefits associated with the activity¹⁶.

Whilst the development of new horse-related infrastructure can support the rural economy and make a genuine contribution to the recreational offer of the island, it needs to be balanced with the need to safeguard agricultural land for agricultural activity, whilst ensuring the ongoing protection and enhancement of the landscape character and biodiversity of the countryside.

Commercial stables and riding schools can, in particular, have a significant impact upon the landscape character of an area through the erection of new buildings, fencing, vehicular areas, new or improved highway access arrangements and floodlighting, security lights and signage. This impact can often extend beyond the immediate locality of the site itself.

Careful consideration will, therefore, be given to the impact of proposals on the landscape character of the site and surrounding area, and in particular the cumulative impact of horse-related development within the countryside. A key consideration will also be the impact that the development will have upon the quality and availability of land for agricultural purposes and its status, where defined under the control sales and leases of agricultural land legislation¹⁷, should be taken into account.

Policy ERE7 – Equine development

All proposals for equine-related development will be assessed to ensure that they will not individually or cumulatively harm the quality and character of the landscape and the amenity of the area and any adjacent uses, and will not otherwise compromise the quality and availability of land for agricultural use.

Development for new or extended commercial equine-related uses, such as livery stables and riding schools, will only be supported where it can be demonstrated that they will make a genuine contribution to the rural economy, and that this contribution is greater and more enduring than the agricultural use that may otherwise take place on the land.

¹⁶ [Rural Economy Strategy 2017 to 2021: Towards Sustainable Farming \(2017\)](#)

¹⁷ [Agricultural land \(Control sales and leases\) \(Jersey\) Law 1974](#)

Proposals for smaller-scale private equine-related development will only be supported where it is minor in scale and acceptable in terms of siting, scale, design and impact upon the character or appearance of the land; and impact upon the quality and availability of land for agricultural use.

The conversion of existing buildings to equine-related uses, rather than new-build, will be required when existing buildings on or near to the site are available, and are suitable and capable of conversion.

Where equine development is permitted, the use of any proposed external lighting associated with the facilities will be controlled through conditions which will restrict siting, height, angle or spread of light and operating times in order to protect the landscape character of the countryside; biodiversity and the amenity of local residents.

Fishing and aquaculture

The waters around Jersey are productive and fishing and aquaculture are of economic importance in terms of value, local employment, and contribution to the island's tourism offer. Fishing also plays a significant role in island life, culture, and identity.

Jersey's commercial fishery is economically dominated by shellfish, especially lobster and crab which form around 70% (by financial value) of landings. Whelks and scallops are also important at around 22% of landed value with wet fish and other species, such as cuttlefish, forming the remaining 8%¹⁸. Potting remains the dominant métier used across the island's commercial fleet given the major role that crab and lobster contribute to the fishery.

Jersey's aquaculture industry remains focused on the Pacific oyster and mussels. The island's main aquaculture area – the Grouville aquaculture box – covers 224 hectares of the intertidal zone in the Royal Bay of Grouville (see figure E6) where licensed concessions, covering nearly 70 hectares, are managed by the Government of Jersey's Marine Resources Section¹⁹. Smaller intertidal concessions are also currently licensed near Icho Tower and Green Island with a subtidal concession, for scallops, at Anne Port.

¹⁸ [Marine Resources Annual Report 2019](#)

¹⁹ [P/2017/0133](#) Royal Bay of Grouville aquaculture box



Figure E6: Royal Bay of Grouville aquaculture box

Fishing for shellfish, wet fish and fish farming are important economic activities which need to be safeguarded and supported. As such, it is important that the industry is assisted in terms of its land-based needs such as access, servicing, processing, packing facilities and cold storage.

The majority of the commercial fishery fleet is based at St Helier harbour, where there is a presumption in favour of development which is related to port activities, including fishing and ancillary activity.

The provision of new or additional landside facilities for aquaculture should be as close as possible to the existing concessions to minimise trip generation as much as possible. Proposals for the development of these facilities will be considered on a similar basis to that for agriculture under the provisions of those policies relating to new or extended farm buildings, and the re-use of modern farm buildings. Where possible, new entrants or existing operators, should seek to make use of existing buildings and facilities.

In considering any proposals for new or additional landside facilities for aquaculture, regard will be had to the effects such proposals are likely to have on the amenity of neighbouring residents and the adequacy of the existing road network to cope with any changes in traffic flows arising from the proposal; together with its impact on the local landscape character, including issues associated with the provision of external servicing, lighting, storage and parking areas and boundary treatments.

In all cases, proposals for new or extended buildings in the countryside to support aquaculture will need to be supported by a business plan which justifies the location of the development and information as to how the proposed development will help contribute to and sustain the rural economy in the short- and long-term. This will need to demonstrate why existing premises or buildings in the locality are unsuited to the proposed use(s).

There are considered to be no additional requirements to extend the spatial extent of the inter- or sub-tidal area in support of aquaculture over the plan period. Proposals for new aquaculture development should be focused on the Royal Bay of Grouville aquaculture box, as defined on the proposals map, where there is capacity for new entrants and scope for expansion on existing concessions through enhanced management (e.g. increasing sack or table density). On the basis of the existing capacity for further aquaculture development and the sensitivity of the intertidal zone, proposals for new aquaculture development outwith the Royal Bay of Grouville aquaculture box will not be supported. Any proposals which seek to establish operations outside of this area would require an environmental impact assessment and a clear justification of need.

Policy ERE8 – Fishing and aquaculture

Proposals to provide facilities and infrastructure which are essential for the fishing industry will be supported within the operational port of St Helier.

Proposals to provide new or extended landside facilities outside the built-up area to support the aquaculture industry will be considered as if they were proposals for agriculture

Proposals for new or extended aquaculture facilities outside the built-up area must be accompanied by a business plan which justifies the location of the development; and demonstrates its contribution to the rural economy. This will need to demonstrate why existing premises or buildings in the locality are unsuited to the proposed use(s). Where the supporting information is insufficient proposals will not be supported.

The aquaculture box in the Royal Bay of Grouville will be safeguarded from other forms of development which might harm the viability and integrity of this area for the purposes of aquaculture. The development of new, or the extension of existing, aquaculture infrastructure in the Royal Bay of Grouville aquaculture box will be supported.

The development of new, or the extension of existing, aquaculture infrastructure in other parts of the inter- or sub-tidal zone will only be supported where:

- it is required to meet a proven need, which cannot be met elsewhere; and
- it would not harm marine biodiversity value.