

Jersey Coastal National Park

Minutes of the Interim Working Group

Tuesday 13th October 2015

At the Royal Jersey Showground, Trinity

- 1) Present:** J Hopley (JH, Acting Chairman), D B Hambrook (DBH, Acting Secretary), Ken Thompson (KT, Acting Treasurer), M Stentiford (MS), Jennifer Ellinger (JE, Visit Jersey), D Richardson (DR, JFU), G Young (GY, Durrell), C Taylor (CT, Comité des Connétables), Nick Aubin (NA, Biodiversity Officer), John Pinel (JP) D B Hambrook took the minutes.
- 2) Apologies:** - D Houseago (Dept of Environment). J Rogers (TTS). Not present: B Tompkins

New members:

JH welcomed two of the three new members, GY and CT, to the IWG. (Since the last meeting Connétable Chris Taylor (Parish of St John) had volunteered to act as the Comité des Connétables representative on the IWG).

3) Minutes of previous meetings

The minutes of the meeting held on 07/09/15 were received and approved.

4) Presentation on branding, launch etc

JH reported that the IWG had received written proposals from two of the three companies invited to do so. On initial review only one was close sufficiently close to the limited available budget to follow through in the timescale in which the IWG needs to act and so on this basis he had invited that company, Freedom Media, to make a presentation to the IWG at this meeting.

The Freedom Media (FM) proposal was led by Hannah Shellswell who gave an overview of their company whilst other members of her team each covered different areas of their company's offering.

Areas covered:

1. Brand
2. Website – public and membership
3. Social Media
4. Video
5. Launch Event
6. Advertising, corporate sponsorship
7. Involving B2B opportunities
8. Finances
9. Workshop with the IWG to progress ideas if successful in securing project

JE asked questions relating to 'adaptability', multiple language versions, whether FM had off island experience (A. Mostly internal) and whether FM were content with being asked to work with off island agencies (A. Yes)

Following the presentation the IWG discussed issues surrounding; the general quality of this proposal, other options and the issues relating to the timing for the launch.

Following some constructive debate KT proposed that the IWG should accept the FM proposal and a sub group should meet with them to progress the project and finalise terms. This was seconded by MS with the consensus approving moving the process along as quickly as possible.

5) Update on governance structure

JH had invited John Pinel (JVCS) to attend in order this item could be revisited following an update previously reported as item 5 of the meeting of 06.07.15, and with the more recently invited members of the group now directly involving additional key stakeholder groups this aspect needed to be agreed.

With the new members advised as to the current thinking and plans JH, JP and DBH were tasked with further progressing matters relating to suitable memorandum of articles and charitable objective content.


6) UK National Parks Conference

JH advised the IWG that both he and DBH were attending the UK National Parks Conference in Dartmoor National Park from tomorrow for two days. The invitation to attend had been secured by Dan Houseago, who with another member of staff from the Environment department was also attending. This was seen to be an ideal opportunity to both raise the profile of the JCNP whilst drawing on UK experiences in developing, promoting and in time maintaining a national park status. JH assured the group that he and DBH would report back findings at the FM presentation in order that any matters of interest could be incorporated into that process.

7) A.O.B. - None noted

8) Date of the next meeting

DBH was to liaise with FM on setting up the workshop, with time and place to be confirmed. (Action – DBH)

Signed.......... Date.....23/11/15.....
Acting Chairman, JCNP IWG