

Jersey Coastal National Park

Minutes of the Interim Working Group

Tuesday 6th July 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 B Hambrook took the minutes.

2) **Apologies:** - Andrew Terry, Dan Houseago (DH joined the meeting from item 6) (Not present: D Richardson, N Aubin, B Tompkins)

3) **Minutes of previous meetings**

None prepared. DBH went through salient points relating to previous meetings and notes made both at formal meetings of the CNP IWG and at other meetings where the CNP IWG had representation.

4) **Matters Arising**

4.1 JH and DBH met Peter Charlesworth (UK National Parks) on 18th April following his attendance at a National Trust of Jersey AGM. PC ensured he would support any suitable JCNP affiliation to UK National Parks. It was known that DH had followed up on his enquiries to UK contacts re this process. JE asked where Council of National Parks sits in this process? Which is a political lobbying group?

4.2 JH had met with Keith Beecham (CEO, Visit Jersey) on 7th May 2015. KB registered a keen interest in the concept of the CNP and wished to kept informed as the process moved forward.

4.3 JH, DBH and MS met with Charles Alluto (CA, CEO, NT of J) on 4th June 2015. CA offered to set up subsidiary accounts in order that the JCNP IGW application for CES funds could be suitably administered given the delays in progressing with both legal and banking status for the CNP. The same offer was also made for any TDF funds needing to be processed in this year. 2016 is the 80th anniversary of the NTofJ and the 10th anniversary of the Coastline Campaign and on this basis CA was very supportive of concept co-ordination for any CNP launch in 2016.

4.4 JH and MS met with JE and James Walker (JW, Visit Jersey) 23rd June 2015. It was agreed that either JE or JW, as appropriate for that agenda, would attend future CNP IWG meetings and offer assistance where appropriate.

5) **Status for the Jersey Coastal National Park**

It was recommended, from previous meeting discussions and advice confirmed since, that charitable status should be sought. The name of this body had still to be agreed but a suggestion was The Jersey Coastal National Park (or JCNP) Steering group.

Following the Company Limited by Guarantee route would enable the following structure to be applied:

a. Initial Membership, perhaps of the 8-10 bodies behind the IWG membership?

- b. General Membership, inclusive of other bodies and organisations that should be represented, up to a maximum of 25 from a plus b.
- c. Friends of the JCNP – A form of membership for individuals, and other bodies or organisations less directly involved.
- d. Use the process of the first AGM to seek a longer term commitment from personnel, whether salaried or honorary in nature.

6) Update on Brand Development

Comments made:

- 1. JCNP needs to be sympathetic to the wider view of Visit Jersey BUT have its own identity and viewpoint.
- 2. Obviously potential for overlap with work of NT of J. Again important to establish own identity.
- 3. JH considered contacting 3-4 media companies to assist with branding concept/s.
- 4. JE referenced the following has worthy of consideration:- Orchid, The Beach, Uber, The Idea Works, Freedom Media etc.
- 5. It was noted that Orchid carried out a very positive project for Jersey heritage.
- 6. MS questioned the terms for a members/ship website.
- 7. DH was now more confident the CES would have funds available for 2016 to further any work started in 2015.
- 8. JH reminded the IWG that John Pinel had already prepared the skeleton of a suitable brief. This could be used as a starting point and was available for anyone to comment on.
- 9. JH would continue to research options that could work within our financial constraints.

7) A.O.B.

The UK National Parks Conference was set for October 14th – 16th and DH would try to secure attendance for relevant persons to attend. However spaces were very limited.

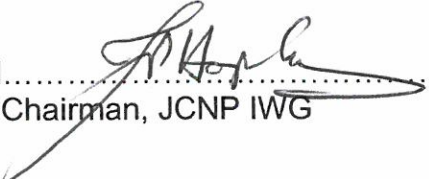
KT questioned whether more work could be done on an internal to Jersey register of events? Not for external promotion but to assist local clubs in determining when other similar or major events were already booked but not yet promoted.

DH reported that he would be taking opportunities to encourage ministerial engagement, especially from EDD and P&E.

MS queried whether Jersey Coastal National Park was a workable title, something echoed by others previously, and offered Jersey Coast 48 as an alternative.

8) Date of the next meeting

As a number of people would not be available at the end of July or early August that the next meeting would be held on 07/09/15. This would not stop IWG members meeting as necessary in the interim.

Signed.....
Acting Chairman, JCNP IWG

Date..... 7th Sept 2015