



Tourism Development Fund  
Annual Report 2008





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# Message from the Chairman

I am pleased to present our report on the activities of the Tourism Development Fund in 2008.

Tourism is a vital part of the Jersey economy and the Fund plays an important role in providing finance to non-profit organisations to assist in the further development of the sector. During 2008 there was an ever widening offering of events, activities and facilities for our visitors and residents. The Fund made seven grants totalling £477,000 during the year. Some of the grants were small and unusual but provided an essential "kick-start" which enabled the projects to be undertaken. Other grants added a dimension to give that much sought after high quality aspect or to provide an essential but perhaps unglamorous facility. In all instances we have sought to help attract tourists to the Island from new destinations and to assist in providing a broad and appealing mix of attractions and events. Tourism in Jersey is becoming ever more diversified and the work of the Fund reflects this diversity.

John King has served as Chairman of the Tourism Development Fund for the past three years. He has stepped down from the Board at the end of the year. The Board and the Tourism industry would like to thank him for his exceptionally hard work in organising and directing the Fund. The Board looks forward to carrying on his many accomplishments. We would also thank Kevin Lemasney and the many other staff members of the Economic Development Department for their excellent work in supporting the Fund during the year.

As always we welcome your comments and suggestions on the activities of the Tourism Development Fund

On behalf of the Board

**Peter C Funk**

## Introduction

In line with the terms of the Tourism Development Fund Approved Scheme, the 2008 Annual Report is hereby submitted to the States of Jersey.

To the 31 December 2008 there were 66 projects that had received, or were receiving assistance from the Fund. Seven new projects were approved for funding during the year and other applications are under consideration.

## Background to the Fund

In December 2001 the States of Jersey agreed in principle that the sum of £10 million be set aside over the following five years for a new Tourism Development Fund set up to replace the old Tourism Investment Fund.

In 2003, £1,200,000 was transferred to the fund. In 2004 and 2005 no funds were transferred in to the Fund and in 2006 £1,000,000 was transferred to the fund. The Panel members remain concerned that to date so little of the agreed £10,000,000 has been transferred to the Fund. They are also of the opinion that if the terms of the scheme allowed them to award grants to private sector investors that they would receive projects with the capacity to have greater impact on visitor numbers.

With the arrival of Ministerial Government the old Sub-Committee was dissolved in December 2005 and in early 2006 the (then) Minister for Economic Development, Senator Philip Ozouf, invited John King to chair the new Panel.

Mike Graham (Les Ormes) and Lawrence Huggler (Club Hotel & Spa) were asked to continue as Panel members and Gerald Voisin (Voisins Department Store, former Deputy and Economic Development President) was invited to join the Panel. The Department is represented at officer level by Chief Executive Mike King and Director of Tourism and Marketing David de Carteret. The Panel is supported at executive level by Kevin Lemasney, Economic Development.

During 2008 Gerald Voisin resigned from the Panel and Senator Alan Maclean asked the Department to advertise for new Panel Members. In December 2008 Peter Funk<sup>1</sup>, Kristina Le Feuvre, Andy Cook and Melinda Isherwood were appointed to the Panel.

**Note<sup>1</sup>:** In December 2008 John King announced his intention to step down from the Panel and in January 2009 Peter Funk was appointed Chairman in his place.

# 2008

The Panel met four times (9 April, 6 June, 5 September and 21 November) during the year. The Panel received updates on projects that had received funding since the inception of the scheme in 2002 and examined new applications.

Copies of the approved minutes of each of the Panel meeting were sent to the Economic Development Minister and the Treasury Minister and a Treasury Officer continues to monitor the TDF account. The minutes are also available on [www.jersey.com/business](http://www.jersey.com/business)

## The Projects

On 31 December 2008 the following 66 projects had received or were receiving funding from the TDF.

Code	Project	Project managers	Year	Amount approved	
1	NZT106	The Harbour Gallery	Art in the Frame	2002	30,500
2	NZT107	Feasibility Study into a new Conference & Events Centre	Jersey Conference Bureau	2002	40,000
3	NZT108	Jersey Revels 1204 -2004 celebrations	Jersey Heritage Trust	2002	280,000
4	NZT109	Feasibility study into improving Gorey Harbour area	Gorey Improvements Group	2002	11,500
5	NZT110	Beinv'nue Hospitality Training Programme	Tourism Training Strategy Group	2002/3/4	150,000
6	NZT111	Airport Landing Fee subsidy	Airport Taskforce	2003	500'000
7	NZT112	Cycle Network (Gunsite Café to La Mielle Car Park)	Environment & Public Services	2003	50,000
8	NZT113	Town Cycle Network	Parish of St Helier	2003	200,000
9	NZT114	Branded vehicle and promotional material	Genuine Jersey	2003	15,000
10	NZT115	Improvements to St Aubin harbour area	Parish of St Brelade & St Aubin Traders Association	2003	85,000
11	NZT116	Public Conveniences & Crash Barriers	Battle of Flowers Association	2003	119,500
12	NZT119	Public Conveniences	Durrell Wildlife Conservation Trust	2003	50,000
13	NZT121	Design Brief and Feasibility Study	National Trust for Jersey	2004	25,000
14	NZT122	Enhancement of Bouley Bay	Bouley Bay Enhancement Association	2004	50,000
15	NZT123	Interpretative signs for Island sites	Jersey Heritage Trust	2004	23,945
16	NZT124	Living with the Enemy DVD	Marie Antoine Trust	2004	30,000
17	NZT125	Design Brief and Feasibility study into Jersey Pride schooner	Pride of Jersey Trust	2004	5,000
18	NZT126	Liberation 60 celebrations (Grant and underwrite)	Liberation 60 Panel	2004	26,000 75,000
19	NZT127	Feasibility study into Inspirational Gardens and Education Centre	TWIGG Trust	2004	30,000
20	NZT128	Participation into the procurement of new uniforms	The Band of the Island of Jersey	2004	20,000
21	NZT129	Design brief and feasibility study for a Marine Interpretation Centre	Environment & Public services	2004	10,000
22	NZT130	Procurement of Electric Chairs for visitors	Shopmobility St Helier Jersey Trust	2004	8,000
23	NZT131	Support for Myth of Malham Yacht race	St Helier Yacht Club	2004	7,500
24	NZT133	Promotion of the Jersey Clipper	Jersey Clipper Committee	2005	15,000
25	NZT134	Participation into the procurement of new equipment	Jersey Premier Brass	2005	2,000
26	NZT135	Development of a New Accommodation Grading Scheme	Jersey Tourism	2005	58,000
27	NZT136	Development of a Marine Interpretation Centre, Discovery Pier in Gorey	Environment & Public services	2005	39,650
28	NZT138	Extension to the Harbour Gallery	Art in the Frame	2005	32,000
29	NZT140	Public Conveniences	Durrell Wildlife Conservation Trust	2005	20,000
30	NZT141	Winter Wonderland – 2005	Jersey Tourism & Waterfront Initiatives	2005	20,000
31	NZT142	Herd of Charing Cross	Environment & Public Services	2005	3,500
32	NZT143	Jersey Live 2005	Jersey Tourism	2005	25,000
33	NZT144	Under the Greenwood Tree	Jersey Tourism	2005	25,000
34	NZT145	Services to the Five Mile Road	Environment & Public Services	2005	300,000

# 2008

continued

Code	Project	Project managers	Year	Amount approved	
35	NZT148	Feasibility study into the Cruise Liner market	Jersey Tourism and Jersey Harbours	2005	20,000
36	NZT151	Procurement of Electric Chairs for visitors	Shopmobility St Helier Jersey Trust	2005	6,400
37	NZT152	Coastal forts and Fortifications conversion plan – Stage 1	Environment & Public Services, Jersey Heritage Trust & Jersey Tourism	2005	250,000
38	NZT154	Live8	Jersey Community Relations Trust	2005	5,000
39	NZT137	New facilities at Les Landes Race Club	Jersey Race Club	2005	250,000
40	NZT 156	Darts competition equipment	Jersey Darts Association	2005	4,850
41	NZT 157	Tour de Bretagne - Le Ruban Granitier Cycle Race	Education Sport & Culture	2005	35,000
42	NZT 158	Coastal forts and Fortifications conversion plan – Stage 2	Environment & Public Services, Jersey Heritage Trust & Jersey Tourism	2005	340,000
43	NZT 159	Audio guides for visitors to sites	Jersey Heritage Trust	2005	15,000
44	NZT 160	Development of a Business Case for the development of the site	Durrell Wildlife Conservation Trust	2006	30,000
45	NZT 147	Ceiling of lights	Jersey Tourism/POSH/TT&S	2006	10,000
46	NZT 149	Improvements to occupation sites	Channel Islands Occupation Society	2006	31,000
47	NZT 165	Pathways at La Hague Manor	Jersey Tourism	2006	5,000
48	NZT 167	Development of pathways along the South West Coast	Environment Department and Jersey Tourism	2006	6,900
49	NZT 170	Assistance with the development of the Durrell image and brand	Durrell Wildlife Conservation Trust	2006	35,000
50	NZT 178	Imagine Summer HD film	Jersey Tourism	2006	25,000
51	NZT 181	Jersey.com	Jersey Tourism	2007	250,000
52	NZT 183	Interpretive signage	Parish of St Helier/Parish in Bloom/Jersey Tourism	2007	3,000
53	NZT 122	Completion of footpaths in Bouley Bay	Friends of Bouley Bay	2007	10,000
54	NZT 194	The development of a case for tax relief on private sector investments	Economic Development	2007	25,000
55	NZT 180	Feasibility Study into Elizabeth Castle	Jersey Heritage Trust	2007	6,000
56	NZT 184	Preparation of a site for the development of an Indian Forest	The Bosdet Foundation	2007	35,000
57	NZT 185	New routes development	Economic Development/Jersey Tourism	2007	250,000
58	NZT 189	Marketing support for an International Cheese Festival	Royal Jersey Horticultural & Agricultural Society	2007	10,000
59	NZT 194	Feasibility study for the creation of a tax relief scheme for tourism sector developments	Economic Development/Jersey Tourism	2007	25,000
60	NZT 187	Green Tourism Initiatives	Jersey Tourism	2008	26,000
61	NZT 153	Cycle Path from the Airport to Les Quennevais	TTS & Jersey Tourism	2008	135,000
62	NZT 196	Additional marketing support for the Tourism Industry in the wake of the Historic Child Abuse inquiry	Jersey Tourism	2008	250,000
63	NZT 197	Stage for events	Jersey Tourism	2008	26,000
64	NZT 242	Support for the marketing of additional ATP events	JLTA	2008	10,000
65	NZT 244	Procurement of branded pavilions for local events	Jersey Tourism	2008	20,000
66	NZT 246	Marketing support for the 2009 Jersey Boat Show	Jersey Harbours & Jersey Tourism	2008	10,000

# The Projects in Brief

## **NZT106 & 138 - Art in the Frame – The establishment of The Harbour Gallery in St Aubin**

The Harbour Gallery continues to operate successfully. Many exhibitions have been held and classes have been organised for locals and tourists in line with the business plan. The Trust has now obtained additional space in which to expand and this will allow great opportunities to hold exhibitions, workshops and classes.

## **NZT107 - Jersey Conference Bureau – The commissioning of a Feasibility study to explore the development of a conference and events centre in Jersey.**

The feasibility study was carried out by The Tourism Company and the findings were presented in May 2003. This project came in under budget and the report was used by a working group that looked at developing a conference & events centre at Fort Regent.

## **NZT108 - Jersey Revels – Underwriting June 2004 event**

The Panel has now closed the accounts for the Revels celebration and returned £65,000 to the Fund.

## **NZT109 - Gorey improvements – Feasibility study to look at ways to enhance the Gorey area with particular emphasis on the pier area**

Work on this project is ongoing and the group is working with other local partners on improvements to the village of Gorey.

## **NZT110 - Beinv'nue – Hospitality training programme (managed by the Jersey Hospitality Association)**

The three day training programme for employees in the hospitality sector continues to be popular with the industry.

## **NZT111 - Airport Taskforce funding – Subsidies for landing fees and marketing assistance**

The £1 million set aside for this project (equal funding from TDF and the Finance and Economics Committee) has been used up. The final portion of the £300,000 set aside for joint marketing campaigns with the airlines was used to help support the 2006 "Spring into Summer" marketing campaign.

## **NZT112 - Public Services Department – Cycle pathway from the Gun-site Café to La Mielle car park**

The Public Services department completed the new cycle path from the Gun-site Café to La Mielle car park and the project has been very well received by the public.

## **NZT113 - Parish of St Helier – Cycle network**

Stage 1 of the project was completed in autumn 2004. Evaluation work was carried out on Stage 2 during 2007 and the results were delivered in early 2008. The project is now closed and the remaining funds have been returned to the Fund.

## **NZT114 - Genuine Jersey – Procurement of a branded vehicle and promotional stand**

The Genuine Jersey Products Association has now procured a branded vehicle and promotion stand. Membership has grown and many local products are carrying the logo. The Association has attracted many new members and is creating a genuine awareness of local produce in the marketplace.

## **NZT115 - St Aubin's Traders & the Parish of St Brelade – Improvements to St Aubin harbour area**

Many improvements to the harbour area have been successfully carried out. In 2007 the Connétable of St Brelade (in association with the local Deputy) started a consultation process with local residents, businesses and other interested parties. This process continued into 2008 with a report was delivered mid year.

## **NZT116 - Jersey Battle of Flowers Association – The procurement of mobile toilets and crash barriers to satisfy local safety and hygiene regulations**

Eight mobile toilets and 200 crash barriers were procured and are stored and maintained by the JBoFA. The association continues to rent out the equipment at commercial rates thereby creating much needed additional revenue for the annual Battle of Flowers event.

**NZT119 & 140 - Durrell Wildlife Conservation Trust – The provision of adequate and acceptable public conveniences**

This grant has been used in a very creative way and the provision of Public Conveniences at Durrell has been increased and improved.

**NZT121/139 National Trust for Jersey – Design Brief and Feasibility study for Greve de Lecq Barracks**

The study was completed in summer 2004 and the Trust applied for funding to develop the site. The Trust is now looking at alternate uses for the site and talks are ongoing.

**NZT122 - Bouley Bay Enhancement Association - Enhancement of Bouley Bay**

The Association has provided safer access to the sea for swimmers, developed an underwater nature trail, landscaped the mound and in general enhanced the area. The project was carried out with the help of the Public Services Department, the Harbours Department, the Men of the Trees Jersey Harbours and the Probation Service.

**NZT123 - Jersey Heritage Trust – Interpretative signs on select sites around the Island**

The Trust has developed a scheme of [long life] branded interpretative signs placed at strategic sites around the Island.

**NZT124 - Marie Antoine Trust – Living with the enemy DVD**

The Trust commissioned the making of the DVD Living with the Enemy which recorded Islanders' experiences during the occupation of Jersey during WW2. The DVD was launched on schedule in time for the Liberation 60 celebrations in May 2005.

**NZT125 - Pride of Jersey Trust – Design Brief for a Schooner**

Work has begun on creating a design brief and already sponsors have come forward with offers of help and support for the project.

**NZT126 - Liberation 60 Panel – Liberation 60 celebrations**

This grant was divided into two parts - a direct grant of £26,000 to support the celebrations and an underwrite provision of £75,000 to secure events until local sponsors could be found to support them.

**NZT127 - TWIGG Trust – Feasibility study into the establishment of an Inspirational Garden attraction and educational centre**

The Trust commissioned a study into the feasibility of creating the project in Jersey but the Trust behind the project was disbanded as the project was not considered feasible.

**NZT128 - The Band of the Island of Jersey – Procurement of new uniforms**

The £ for £ grant enabled the Band of the Island of Jersey to procure new uniforms in time for the Liberation 60 celebrations. The band also plays a leading role in the Battle of Flowers (at no cost to the organisers).

**NZT129 & 136 - Environment & Public Services Committee – Design Brief, Feasibility study and development of a marine interpretation centre on Gorey Pier (Discovery Pier)**

This project was driven by the Environment Department and received support from Jersey Harbours. Following the presentation of a business plan and design brief the project received approval and was open in time for the 2005 visitor season. The facility will also be very educational and will become a valuable resource for the Island.

**NZT130 & 151 - ShopMobility St Helier Trust – Procurement of Electric Wheelchairs for visitors to the Island**

The Environment & Public Services Committee have given the Trust reserved places in the Sand Street Car Park and through local sponsorship and the contribution from the TDF, the Trust has procured over 20 wheelchairs (both electric and manual) for local residents and visitors to the Island. The Trust has since extended its service to visitors to Durrell Wildlife and assists at various local events.

**NZT131 - St Helier Yacht Club – Support for the Myth of Malham yacht race**

The St Helier yacht Club staged this Fastnet qualifying race in May 2005 and welcomed over 100 participating yachts. The event is a biennial event and it is hoped that Jersey could become the home for the event in future years.

**NZT133 - Jersey Clipper Committee – Jersey Clipper promotion**

The Clipper Committee secured private funding for the Clipper 2005/6 entry. The TDF grant helped the Committee to carry out some effective PR locally and to welcome other Clipper teams when they visited Jersey.



**NZT134 - Jersey Premier Brass - Procurement of new equipment**

This award winning band was given some assistance to procure some much needed equipment to help establish their identity.

**NZT135 - Jersey Tourism on behalf of the industry - Development of a new grading scheme**

The former Jersey Sun Grading System dated back to the early 1940s. The UK tourism industry has harmonising its grading schemes and as Jersey depends on the UK market for over 80% of its visitors it was felt that the Island should follow suit. This grant enabled a complete audit of all accommodation to be carried out and the new scheme came into effect on 1 January 2007.

**NZT137 - The Jersey Race Club - New facilities at Les Landes**

The Jersey Race Club drew up plans for the development of new premises with a weighing room, changing rooms for the jockeys, a First Aid Room, equipment storage and public toilets. This project was delayed due to changes in the design and changes in the Race Club Committee but work began during the third quarter of 2006 and the building was completed in 2007. The official opening took place in May 2008.

**NZT141 - Jersey Tourism - Christmas Winter Wonderland**

Following the success of the 2004 Christmas Fête de Noue an even bigger festival was planned for 2005. This grant enabled the inclusion of an Ice Rink in the Winter Wonderland attraction at the Waterfront and provided added festival entertainment for visitors and residents over the holiday period.

**NZT142 - Environment & Public Services (Planning Department) - Herd of Charing Cross Public Art**

The series of public arts hanging in Charing Cross helped brighten up an area of St Helier. Private sector sponsorship was also forthcoming and the screens were very well received by the public.

**NZT143 - Jersey Tourism - JerseyLive**

JerseyLive 2006 was an even bigger success than the 2005 and 2004 event and promoted Jersey to a younger UK audience. Jersey Tourism and the TDF would like to see this event become an important annual event and is working closely with the organisers to promote the event in the UK.

**NZT144 - Jersey Tourism - Under the Greenwood Tree**

The Thomas Hardy adaptation was filmed from May to July in Hamptonne and other locations around the Island and went out on national television on Boxing Day 2005. While the novel is set in Dorset, Jersey provided a near perfect location for filming and Jersey of course received full credit for providing the location and some of the funding.

**NZT145 - Environment & Public Services - Services to the Five Mile Road**

This project extended the present network of essential services such as electricity, mains drains and potable water to the Five Mile Road.

**NZT148 - Jersey Tourism & Jersey Harbours - Feasibility study into the Cruise Liner business**

Jersey has a small market in the cruise line business but it is felt that the potential is there to grow the market. The growth will probably require investment in the Harbour infrastructure and therefore Jersey Tourism and Jersey Harbours would like to carry out a feasibility study into the potential market and the costs involved in developing a product for that market.

**NZT149 - Channel Islands Occupation Society - Development of occupation sites**

The Channel Islands Occupation Society will use the funds to open up additional occupation sites to the public. Interpretation panels will also be created.

**NZT152 - Jersey Heritage Trust - Coastal Forts & Fortifications - Stage 1**

This joint initiative between the Environment & Public Services Committee, Property Services, Jersey Tourism and Jersey Heritage Trust will see some of the Island's Coastal Forts and Fortifications renovated and made more accessible to the public. Most of the properties will be offered as self-catering apartments but some may be used for picnicking, etc.

**NZT154 - Jersey Community Relations Trust - Live8**

The Community Relations Trust organised a free link up with Live8 organisers from the Peoples Park in St Helier. The event was a great success with local residents and visitors feeling a part of the international event.

### **NZT156 – Jersey Darts Club - International Darts Competition**

The Jersey Darts Club revived the international event in 2006 and they hope to grow the event in the years to come.

### **NZT157 – Education, Sport & Culture– Le Ruban Granitier – re-named the Tour de Bretagne**

The Tour de Bretagne cycle race is a very famous race held in Brittany every year. Jersey was asked to hold the prologue to the event in April 2007. There was considerable French media interest in the event and the event brought many visitors to the Island.

### **NZT158 - Jersey Heritage Trust – Coastal Forts & Fortifications – Stage 2**

This joint initiative between the Environment & Public Services Committee, Property Services, Jersey Tourism and Jersey Heritage Trust will see more of the Island's Coastal Forts and Fortifications renovated and made more accessible to the public. Most of the properties will be offered as self-catering apartments but some may be used for picnicking, etc.

### **NZT159 - Jersey Heritage Trust – iPods audio guides for Heritage Sites**

This initiative will provide visitors to five Jersey Heritage Sites with the opportunity to hire iPods with audio tours in English and French. Visitors will also be able to download the tours onto their own iPods from the Jersey Heritage Trust website.

### **NZT160 – Durrell - Development of a Business Case for the development of the site**

Durrell Wildlife Conservation Trust has seen visitor numbers affected over recent years and needs to carry out a feasibility study into its future in Jersey. The Panel recognises that Durrell is an Anchor Attraction in Jersey and hopes that with this help the Trust will be able to develop a plan to enable it to have a bright future.

### **NZT147 – Jersey Tourism/POSH/TT&S – Procurement of a new ceiling of Lights for King and Queen Street**

This joint project between Jersey Tourism, POSH, TT&S, WEB and Jersey Harbours helped provide St Helier with a beautiful joined up approach to Christmas lighting.

### **NZT165 – Jersey Tourism - Pathways in the grounds of La Hague Manor**

This development of pathways for visitors and locals in the grounds of La Hague Manor in St Peters Valley has allowed Jersey Tourism to add another piece to the jigsaw of attractive walks around the Island.

### **NZT167 – Jersey Tourism/Environment Department - South West Pathways**

This joint initiative between Jersey Tourism and the Environment Department has added new pathways along the South West coast to the rich network of walks around the Island.

### **NZT170 – Durrell - Durrell image and brand development**

In an effort to appeal to a wider audience Durrell developed and launched a new brand in 2006.

### **NZT178 – Jersey Tourism - Imaginary Summer HD film**

Jersey Tourism worked with a local film producer in this locally based film. Footage (in HD) will be used by Jersey Tourism.

### **NZT 180 – Jersey Heritage Trust – Feasibility of Elizabeth Castle**

Visitor numbers to Elizabeth Castle have fallen over the years and the Jersey Heritage Trust would like to explore new ways in which the Castle could be used to increase revenue and allow for improvements to be made to the Castle. The report has outlined a number of ways in which the Trust could exploit the facility.

### **NZT 181 – Jersey Tourism – Jersey.com**

Jersey Tourism has commissioned a complete overhaul of the jersey.com website. The new site went live during the first quarter of 2008.

### **NZT 183 – Parish of St Helier/St Helier Community in Bloom – Interpretive signs**

The Parish of St Helier has had considerable success over the years in the Britain in Bloom competition. The St Helier Community in Bloom group would like to enhance the Harve de Pas area with a new planting scheme and would like to interpret the area with some branded signage.

**NZT 122 – Friends of Bouley Bay - Completion of pathways in Bouley Bay**

This is the final piece of the work carried out by the Friends of Bouley Bay and reopens the coastal pathway going east from the Bay area.

**NZT 184 –The Bosdet Foundation - Services for the development of an Indian Forest**

The Bosdet Foundation is prepared to allow an Adventure Park to be development in Sleepy Valley. The TDF funds allowed the Foundation to carry out some preparatory work and lay essential services in the valley.

**NZT 185 - Economic Development/Jersey Tourism - New Routes Development**

Economic Development, in association with Jersey Tourism and Jersey Airport, seek to stimulate new air routes. This fund will allow joint marketing to be carried out with airlines.

**NZT 189 – The Royal Jersey Horticulture & Agriculture Society - International Cheese Festival**

The RJH&AS held an International Cheese Festival at their grounds in Trinity in May 2008. The festival brought visitors to the Island, helped promote local cheeses and other products and was very good for the image of Jersey.

**NZT 194 – Economic Development/Jersey Tourism/Tourism Development Fund – Review of tax incentives for the tourism industry**

The Panel was of the belief that by creating a scheme that provides tax incentives to potential developers, new developments will take place in the industry. The report was delivered in 2008 and has been shared with the Treasury.

**NZT 187 – Green Tourism Initiatives**

Having noted the success of the Green Business Scheme in the UK the Panel agreed to finance the launch of the scheme in Jersey. Many local attractions and hotels have obtained approval and others are working towards the standard.

**NZT 153 – Cycle Path from the Airport to Les Quennevais**

The final piece of the cycle network linking St Peters with Les Quennevais was completed in 2008. This pathway now provides a safe route for residents (in particular school children) and visitors cyclists to enjoy.

**NZT 196 – Additional Marketing support for the Tourism Industry in the wake of the Historic Child Abuse inquiry**

From February to April 2008 the National Media carried many stories on the Historic Child Abuse Inquiry and images of Haut de la Garenne. These stories came at a time when Jersey Tourism was advertising in the National Media in order to attract visitors to Jersey. The campaign was withdrawn and when the time was deemed right to go back into the market Jersey Tourism returned with an additional campaign.

**NZT 197 – Procurement of a Stage for events**

Jersey Tourism helped procure a stage for local events. The stage is broken into different elements and comes with a roof covering. This stage can of course be used by the many event organisers of local events throughout the year.

**NZT 242 – Support for the marketing of ATP events**

The annual events at Les Ormes have now been upgraded and the Panel felt that with additional marketing the event could attract even more participants and visitors.

**NZT 244 – Procurement of branded pavilions for local events**

Jersey Tourism helped procure branded pavilions for local events. The pavilions will of course be used by the many event organisers of local events throughout the year.

**NZT 246 – Marketing support for the Jersey Boat Show 2009**

Building on the success of the 2008 event the Panel felt that with additional off Island marketing the event could attract even more participants and visitors in 2009.

There are also a number of submissions under review and the executive officer is helping potential candidates with their applications.

**Status Report as at 31st December 2008**

	£	£
Funds Transferred from Strategic Reserve	10,000,000.00	
Additional Funds agreed by the States	8,000,000.00	
Additional funds transferred from the Capital Fund in 2003	1,200,000.00	
Additional funds transferred from the General Reserve in 2003 (ATF)	500,000.00	
Additional funds transferred from the General Reserve in 2006	1,000,000.00	
Funds Transferred to the TIF/TDF		<b>20,700,000.00</b>
Interest -1996-2004	3,515,330.85	
-2005	113,332.39	
-2006	123,877.53	
-2007	109,652.70	
-2008	88,171.16	
<b>Interest Received</b>		<b>3,950,364.63</b>
Less Administration Expenditure as at 31Dec 2003 & 2004	(2,300.00)	
Less Administration Expenditure 2005 Tsy rech £800+ notional interest paid	(11,953.81)	
Less Administration Expenditure 2006 Tsy rech £2,600+ notional interest paid	(9,718.62)	
Less Administration Expenditure 2007 Tsy rech	(3,034.54)	
Less Administration Expenditure 2008 Tsy rech	(2,141.88)	
<b>Total Available Funds</b>		<b>24,621,215.78</b>
Less Projects' expenditure to 31-12-08		<b>(23,514,118.21)</b>
<b>Balance of Funds as at 31-12-08</b>		<b>1,107,097.57</b>
<b>Less Committed Funds yet to be spent</b>		<b>(488,036.35)</b>
<b>Uncommitted Funds</b>		<b>619,061.22</b>

Applicant	Agreed Projects	Bus Unit	Amount	Actual	Variance
			Agreed	Paid 2008	
			£	£	£
<b>Tourism Investment Fund</b>					
JHT	Maritime Museum	NZT901	1,200,000.00	1,200,000.00	-
St. Helier	Sculpture	NZT902	20,000.00	20,000.00	-
St. Brelade	Lighting - St. Aubin	NZT903	25,000.00	25,000.00	-
Tourism	Coastal Walk	NZT102	46,000.00	45,319.17	680.83
JHT	New North Quay - Furnishings / Exhibits	NZT904	100,000.00	100,000.00	-
Tourism	Disabled Ramp - St. Brelade	NZT905	12,000.00	12,000.00	-
WEB	New North Quay - Steam Clock	NZT906	150,000.00	150,000.00	-
WEB	Les Jardins de la Mer Cafe	NZT907	250,000.00	250,000.00	-
Tourism	Cycle Network	NZT103	617,000.00	613,454.95	3,545.05
JHT	Mont Orgueil Castle - Planning	NZT908	77,500.00	77,500.00	-
DWCT	Visitor centre at the Zoo	NZT909	1,200,000.00	1,200,000.00	-
WEB	Havre des Pas Pool	NZT910	1,140,500.00	1,140,500.00	-
PEC	German Occupational Structures - Info Points	NZT911	35,000.00	30,362.71	4,637.29
Tourism	Centre Ville	NZT104	250,000.00	250,165.17	(165.17)
SLR	Les Creux Bowls	NZT912	125,000.00	125,000.00	-
WEB	Leisure Pool	NZT913	10,900,000.00	10,900,021.36	(21.36)
JHT	Mont Orgueil Castle - Refurbishment	NZT914	3,000,000.00	3,000,000.00	-
Tourism	Christmas Lights	NZT915	35,000.00	35,000.00	-
St Brelade	Landscaping Parish Hall frontage	NZT916	100,000.00	100,000.00	-
<b>Total grant allocation from the Tourism Investment Fund</b>			<b>19,283,000.00</b>	<b>19,274,323.36</b>	<b>8,676.64</b>
<b>Tourism Development Fund</b>					
Art in the Frame	Harbour Gallery	NZT106	30,500.00	30,656.00	(156.00)
JCB	Conference Feasibility Study	NZT107	40,000.00	50,901.42	(10,901.42)
Jersey Revels	Underwriting of 2004 Festival (1)	NZT108	215,000.00	215,000.00	-
Grouville	Gorey Improvements Feasibility Study	NZT109	11,500.00	11,117.57	382.43
Bien'v'ne	Hospitality Industry Training Programme	NZT110	150,000.00	157,322.72	(7,322.72)
Airport Taskforce	Subsidy per passenger/marketing initiative	NZT111	1,000,000.00	971,669.43	28,330.57
PSD	Cycle Network - Gunsight Café to La Mielie	NZT112	50,000.00	50,000.00	-
St Helier	Cycle Network	NZT113	76,313.84	76,313.84	-
Genuine Jersey	Branded Vehicle and Exhibition Stand	NZT114	14,956.57	14,956.57	-
SIATG / St B	Improvements to St Aubin Harbour Area	NZT115	85,000.00	56,767.00	28,233.00
BOFA	Replacement of Equipment for Island Event	NZT116	118,390.16	118,390.16	-
DWCT	Durrell Wildlife Conservation Trust	NZT119	50,000.00	50,000.00	-
Gov Barracks	National Trust of Jersey	NZT121	25,000.00	25,000.00	-
Friends of B Bay	Enhancement of Bouley Bay	NZT122	60,000.00	55,969.96	4,031.04
Jersey Heritage	Island Wide Interpretative Signage Scheme	NZT123	23,945.00	23,945.00	-
Marie Antoinette Film Trust	Living with the Enemy	NZT124	30,000.00	30,000.00	-
Prideof JsyTrust	Pride of Jersey	NZT125	5,000.00	2,500.00	2,500.00
Liberation 60	Liberation 60 celebrations	NZT126	75,161.00	75,161.00	-
TWIGG	TWIGG	NZT127	15,171.00	15,171.00	-
Band Isle Jersey	New Uniforms	NZT128	19,577.50	19,577.50	-
E&PS	Discovery Pier	NZT129	10,000.00	10,000.00	-
Shopmobility	Electric Chairs	NZT130	8,000.00	8,000.00	-
Yacht club	Racing Event	NZT131	3,913.85	3,913.85	-
Jersey Clipper Cte	Promotion	NZT133	15,000.00	15,000.00	-
Jersey Premier Brass	Participation in procurement of new equip	NZT134	2,000.00	2,000.00	-
Jersey Tourism & JHA	New Accommodation grading scheme	NZT135	56,600.00	56,600.00	-
Environment & Public Services	Discovery Pier 2 (Development)	NZT136	38,560.00	38,560.00	-
Jsy Race Club	New facilities at Les Landes	NZT137	250,000.00	250,000.00	-
Art in the Frame	Harbour Gallery 2	NZT138	32,000.00	32,000.00	-
Ntl Trust Jsy	Grève de Lecq Barracks 2 (Development)	NZT139	-	-	-
Durrell W C Trust	Public conveniences Stage 2	NZT140	20,000.00	20,000.00	-
JT/Waterfront ent	Winter Wonderland 2005	NZT141	20,000.00	20,000.00	-
E&PS	Herd of Charing Cross	NZT142	3,000.00	3,000.00	-
JT/Jersey Live	Jersey Live Concert	NZT143	25,000.00	25,000.00	-
JT/CTV	Under the Greenwood Tree	NZT144	25,000.00	25,000.00	-
E&PS/Seymour	Services to the Five Mile Road	NZT145	300,000.00	134,773.02	165,226.98
Harbours/JT	Waterfront Bridge	NZT146	-	-	-
JT/POSH	Xmas Lights	NZT147	10,000.00	10,000.00	-
JT/POSH	Feasibility Study Cruiselineer pontoon	NZT148	4,873.00	4,873.00	-
CI Occupation	Development of Occupation Sites	NZT149	31,000.00	30,987.00	13.00
CSD	Events booking system phase 2	NZT150	-	-	-
Shopmobility	Additional electric chairs	NZT151	6,400.00	6,804.00	(404.00)
EPS/JT/JHT	Coastal Towers & Forts conversion plan	NZT152	250,000.00	250,000.00	-
EPS/JT/JHT	Cycle path linking Airport with Les Quennev	NZT153	130,000.00	140,190.28	(10,190.28)
JCRT	Jersey Community Relations Trust Live8	NZT154	3,000.00	3,000.00	-
JCRT	Jersey Community Relations Trust Live8	NZT155	-	-	-
JCRT	Jersey Darts Club Equipment	NZT156	4,406.50	4,406.50	-
ES&C	Le Ruban Granitier Breton	NZT157	35,000.00	35,000.00	-
E&PS JT JHT	Coastal Towers & Forts conv plan stage 2	NZT158	340,000.00	340,000.00	-
Jersey Heritage	Islands	NZT159	15,000.00	-	15,000.00
Durrell Wildlife	Durrell & its Infrastructure	NZT160	30,000.00	30,000.00	-
JT/Environment	La Hougue Manor - St Geroge's	NZT165	5,000.00	5,000.00	-
Durrell Wildlife	South West Coastal Pathways	NZT167	6,900.00	1,500.00	5,400.00
Jersey Tourism	Durrell image and brand development	NZT170	35,000.00	35,000.00	-
Jersey Tourism	Imaginary Summer HD Film	NZT178	25,000.00	25,000.00	-
Jersey Heritage	Feasibility Study Elizabeth Castle	NZT180	6,000.00	6,000.00	-
Jersey Tourism	Development of www.jersey.com	NZT181	250,000.00	250,035.00	(35.00)
St Helier Community in Bloom	Interpretative Signage	NZT183	3,000.00	-	3,000.00
The Bodet Foundation	Activity Centre - Les Ormes	NZT184	35,000.00	34,937.44	62.56
Economic Development/Jersey Tourism	Air Route Development	NZT185	250,000.00	-	250,000.00
GTBS	Green Initiative	NZT187	26,000.00	5,498.00	20,502.00
RJH & S	World Cheese Festival	NZT189	10,000.00	9,979.92	20.08
Jersey Tourism	Tax Incentive Scheme	NZT194	-	25,307.75	(25,307.75)
Jersey Tourism	Jersey Comms Plan	NZT196	250,000.00	250,000.00	-
Jersey Tourism	Events Equipment	NZT197	22,986.99	23,751.77	(764.78)
CI Lawn Tennis Association	ATP Tournaments	NZT242	10,000.00	-	10,000.00
Jersey Tourism	Events Pavilions	NZT244	20,000.00	18,260.00	1,740.00
<b>Total grant allocation from the Tourism Development Fund</b>			<b>4,719,155.41</b>	<b>4,239,795.70</b>	<b>479,359.71</b>
			<b>£24,002,155.41</b>	<b>£23,514,118.21</b>	<b>£488,036.35</b>

<b>Income &amp; Expenditure Statement for the year ending 31st December 2008</b>		
<b>Income</b>	<b>2008</b>	<b>2007</b>
	£	£
Notional Interest	88,171.16	109,652.70
	<b>88,171.16</b>	<b>109,652.70</b>
<b>Expenditure</b>		
Grants	673,371.68	641,156.44
Treasury Recharges	2,141.88	3,034.54
	<b>675,513.56</b>	<b>644,190.98</b>
<b>Surplus/Deficit for the year</b>	<b>(587,342.40)</b>	<b>(534,538.28)</b>

<b>Balance Sheet as at 31st December 2008</b>		
	<b>2008</b>	<b>2007</b>
	£	£
<b>Current Assets</b>		
Cash	1,261,157.72	1,699,893.62
	<b>1,261,157.72</b>	<b>1,699,893.62</b>
<b>Current Liabilities</b>		
Trade Creditors	19,060.15	5,453.65
Creditors (Manual Post)	135,000.00	
	<b>154,060.15</b>	<b>5,453.65</b>
<b>Net Current Assets</b>	<b>1,107,097.57</b>	<b>1,694,439.97</b>
<b>Funds Employed As:</b>		
<b>Accumulated Reserve</b>		
Balance as at 1st Jan	1,694,439.77	2,228,978.05
Surplus/Deficit for the Year	(587,342.40)	(534,538.28)
<b>Fund Balance at 31st December</b>	<b>1,107,097.37</b>	<b>1,694,439.77</b>

# The Future

In 2006 the States of Jersey transferred an additional £1,000,000 to the fund. In 2005 States of Jersey approved the Economic Development Committee's Strategy for Growth and it is hoped that it will be possible to include projects from the private sector in the future. There are many entrepreneurs who would benefit enormously from some seed funding to develop their projects and the Panel believes that the Tourism Development Fund could play a vital role in helping these people. The Panel is also of the belief that the provision of tax incentives for those investing in the industry would be of great benefit and would go a long way to stimulate operators to reinvest in their businesses.

The Panel is reviewing some promising projects and if approved these could make a difference to the Visitor Economy in 2009 and beyond.



