TOURISM DEVELOPMENT FUND ADVISORY PANEL

(1st Meeting)

7th April 2016

PART A (non-exempt)

All members were present.

J. Henwood, Chairman
N. Duffy
D. East
S. Law

In attendance -

K. Beecham, Visit Jersey
D. Scott, Economic Development, Tourism, Sport and Culture
S. Gomes, Economic Development, Tourism, Sport and Culture
K. Slack, Committee Clerk, States Greffe

Note:  The Minutes of this meeting comprise Part A only.

Chairman’s welcome.

A1. The Chairman welcomed members to the newly constituted Tourism Development Fund Advisory Panel.

The Panel was informed that the Tourism Development Fund stood at £199,000 and officers from the Economic Development, Tourism, Sport and Culture Department were asked to prepare a press release to notify the public that the Panel was considering applications for funding, and particularly welcomed those from small enterprises and for ‘start-up’ ventures.

On a related note, the Panel emphasised that any grants made would need to align with the strategic plan of Visit Jersey and that applicants should liaise at an early juncture with Visit Jersey in order to put mechanisms in place to enable them to carry out a robust evaluation of their event, against which outcomes could be measured. It would further be a requirement for successful applicants for funding to prepare a post-event report for the Panel, which would include details of any tangible results, such as an increase in tourist numbers, following the event. The Panel was of the view that any applicant for a grant, who did not prepare such a report, would be unlikely to be successful in any future bid.

Quorum.

A2. On the basis that the Panel comprised the Chairman and 3 other members, it was agreed that a quorum for meetings would be the Chairman and 2 additional members.

Minutes.

A3. The Panel noted that the Minutes of the last meeting, held on 7th September 2015, had been signed on 11th September 2015 by the former Chairman. Mindful that no meeting of the Panel had taken place since the 7th September 2015, the Committee Clerk was asked to ascertain the rationale for the minutes being signed.
A4. The Panel gave consideration to an application from the Jersey Arts Trust for a grant of £5,000 towards the cost of undertaking a feasibility study into the possible staging of ‘The Happy Show’ in Jersey. The Panel noted that the grant would be used to retain the services of a Project Manager to carry out a scoping study until sponsors were secured and the initial tranches of funding sourced, and to cover initial expenses and office overheads.

It was anticipated that ‘The Happy Show’ would appeal to the younger, creative and affluent visitor market and the applicant estimated that an additional 1,250 visitors would come to Jersey if the event were to be staged in the Island.

Mindful that the cost of putting on ‘The Happy Show’ would be approximately £390,000, the Panel was of the view that a grant of £5,000 was a good investment for such a potentially considerable outcome. However, it felt that it would be a significant challenge for the organisers to get to the point of actually staging the event in light of the financial input that would be required.

The Panel also queried why the applicant proposed to stage the event in June 2017, rather than during one of the shoulder months. Visitors would already be in the Island in June and it would be difficult to demonstrate whether they had specifically travelled to Jersey for that event. However, if it were to take place in March or September, for example, the hotels would be less busy and the effectiveness of ‘The Happy Show’ as a tourist attraction could be more easily measured.

The Panel approved a grant of £5,000 to the Jersey Arts Trust, but indicated that the award of the same was subject to the Trust liaising at the earliest possible juncture with the staff at Visit Jersey to discuss the way in which the effectiveness of ‘The Happy Show’ as a tourist attraction could be measured and possible dates for the staging thereof. The Executive Officer, Economic Development, Tourism, Sport and Culture was directed to inform the applicant of the decision.

A5. The Panel, with reference to its Minute No. A4 of 11th December 2014, considered an application for funding for 2016 from the Jersey International Motoring Festival Limited. It was recalled that in December 2014, the Panel, as previously constituted, had considered an application by the organisation for a grant of £230,000 towards the proposed expansion of the annual Jersey International Motoring Festival (JIMF) over a period of 5 years. The Panel had decided, at that juncture, that it could not commit to funding the JIMF beyond 2015, but had made a grant in the sum of £67,816 to support the 2015 event.

The Panel was advised that the JIMF had an underspend from the grant for 2015 in the sum of £9,910, which the Minister for Economic Development, Tourism, Sport and Culture had agreed that it could carry forward.

It was noted that the organisation sought funding for 2016 in the sum of £45,000, of which £25,000 would be used to fund a new event to be held on the last weekend in May, involving the White Helmets and the Dingle Fingle Comedy Car Show. The remaining £20,000 would contribute towards funding the traditional race weekend in June, including off-Island marketing, part payment for the event manager and various events, such as a stunt rider, a race simulator, the wall of death and musicians.

Mindful that the JIMF had previously received funding from the Tourism Development Fund, Panel members felt strongly that the applicant should be striving to make the core June event sustainable before seeking to run a new event in May.
The Panel noted that the applicant had indicated that it had received sponsorship in the sum of £15,000 towards the June event, but did not identify the source of the funds. There also appeared to be a disparity between the figures set out in sections 4 and 5 of the application form, in that the applicant had requested a grant of £20,000 but indicated that there was a shortfall of £17,341 in its funding, so it was queried on what the remaining balance would be spent. Some concern was expressed that the applicant had requested £5,000 for off-Island marketing, but there was little time for this to occur in advance of the June event.

Overall, the Panel was supportive of the June event and indicated that it would provide a grant of £20,000 for the same. However, it was not minded to support the proposed new event in May. The Executive Officer, Economic Development, Tourism, Sport and Culture was directed to inform the applicant of the decision.

A6. The Panel considered an application from EC Events Limited for funding in the sum of £17,700 towards a beach polo tournament to be held near La Haule in September 2016. It was noted that beach polo events had previously been held at St. Brelade’s Bay in 2012 and 2013 and that it was anticipated that 30 polo ponies and 4 teams of 3 players would participate in the event in 2016.

The Panel noted that the total estimated cost of the event was £94,700, of which £77,000 would be met from within the company’s own resources. The £17,700 requested from the TDF would be spent on a UK polo specialist compere; a UK Public relations company to promote the event to tour operators; a Polo photographer; grandstand seating; crowd barriers (hire and installation); banners to promote the event; and advertising both locally and in the UK.

In the application form, the applicant indicated that without the TDF funding the event would not take place as it would not be sustainable. It was anticipated that the event would attract an additional 260 visiting people to the Island and would be attended by in excess of 3,000 locals.

The Panel expressed some concern with regard to the amount of money that was being paid to companies off-Island in respect of the event. It was also noted that the figures contained in the application form contradicted those within the applicant’s business plan, which the Panel found unconvincing. It also had reservations about some of the logistics set out in the proposal. Furthermore, it did not feel that St. Aubin was an appropriate location for such an event.

Although the Panel was broadly supportive of beach festivals, it felt that this particular event would only have a limited appeal and that many of the visitors who had previously come to the Island to watch the beach polo were connected to the participants.

Accordingly, the Panel rejected the application and the Executive Officer, Economic Development, Tourism, Sport and Culture was directed to inform the applicant of the decision.

A7. The Panel, with reference to its Minute No. A1 of 8th June 2015, considered an application from Helping Jersey Charities Limited for a grant of £35,000 towards marketing the two day annual ‘Legend in the Park’ and ‘Big Gig in the Park’ music event.
The Panel noted that the event had been running for six years and that the Company wished to promote increased awareness of the event outside the Island to encourage additional visitors and families. It was hoped that the foundations for sustainability for 2017 and beyond could be established with Visit Jersey, who had agreed to support the event.

Whilst the Panel felt that the event was a good one, it was of the view that most of the people who attended it were locals and that it was unlikely to attract more visitors from the UK, particularly as those artists who would be participating would be performing at roadshows throughout the summer.

The Panel also recalled that at its meeting on 8th June 2015, the Panel, as previously constituted, had awarded the applicant the sum of £20,000 to support the marketing and promotion campaign for the 2015 event. It felt that the applicant should have worked to make the event self-sustainable and that the marketing team should have put the necessary measures in place to make the advertising successful after the previous year's grant. The Panel noted that the advertising schedule was very much biased towards on-Island marketing, and was mindful that the role of the Tourism Development Fund was to increase visitors to Jersey.

Accordingly, the Panel rejected the application and the Executive Officer, Economic Development, Tourism, Sport and Culture was directed to inform the applicant of the decision.

A8. The Panel considered an application from Mr. O. Heart for a grant in the sum of £60,000 towards the cost of purchasing a new vessel from which to operate a fishing trip business. The Panel noted that Mr. Heart's existing vessel, the Anna II had been in operation for 27 years and that the applicant wished to expand his business. Although the existing vessel was functional, the proposed new vessel would be larger, more comfortable and heated and would enable the applicant to deliver fishing trips over a longer period of the year.

The Panel was of the view that it would be beneficial to the Island for more visitors to come and participate in sea-based activities. However, it agreed that the application did not meet the criteria for eligibility for funding as it was for 'business as usual' expenditure, to acquire a commercial asset. The Panel felt that the applicant should develop a good business plan to assist him to fund the acquisition of the new boat.

It was suggested that Visit Jersey and Jersey Business may be able to provide some support to the applicant to market the business going forward.

Accordingly, the Panel rejected the application and the Executive Officer, Economic Development, Tourism, Sport and Culture was directed to inform the applicant of the decision.

A9. The Panel considered an application from Mr. W. Holt for a grant in the sum of £15,000 towards the cost of the CI Extreme Event, a skateboarding event, which was due to be held on St. Ouen's beach on the weekend of 17th to 19th June 2016.

The Panel noted that the event would be free of charge and that it was anticipated that it would attract in the region of 3,000 to 4,000 participants. The £15,000 grant would be used to run social media, television and radio advertising campaigns, in addition to funding posters, banners and LED screen advertising. It would also contribute to the costs of bringing the ramp and skateboarders to the Island and their accommodation and subsistence whilst in Jersey.
The Panel further noted that the event was being run in partnership with the Jersey charity ‘Caring Cooks Jersey’ and that 50 per cent of all monies collected would be donated to that charity.

The applicant indicated that the TDF grant would enable the event to be run without an entry fee and that a corporate sponsor was being sought to provide future funding.

The Panel was in favour of an extreme event for Jersey, and acknowledged that it would probably be well attended, but had a number of concerns. It was disappointed at the calibre of the application, which in its view was incomplete and not robust. It also felt that it was not the role of the Tourism Development Fund to underwrite a free event, especially as the applicant proposed to give 50% of any donations received to a charity, which was not an appropriate use of public funds. The Panel suggested that if the applicant were to charge £5 to attend the event, it would cover all the costs.

The Panel was surprised that the event was due to take place in June, as the applicant acknowledged the link between surfing and skateboarding, but many of the major surfing events in Jersey usually took place in the autumn.

Accordingly the Panel agreed that the Executive Officer, Economic Development, Tourism, Sport and Culture should notify the applicant that the Panel felt that the proposal had some potential, but was not minded to support the current application and felt that the applicant should give further consideration to an event outside the core summer months.

A10. The Panel received a report on the Jersey Festival of Words marketing activity to 31st March 2016. It recalled that a grant had been awarded to the Festival in 2015 and that the underspend in the sum of £13,327 would be used for off-island promotion for the 2016 event. Panel members were pleased to receive the report and indicated that they would like to see a little more information in respect of outcomes and achievements, in addition to the outputs that were identified.

A11. It was noted that the Executive Officer, Economic Development, Tourism, Sport and Culture would prepare a report, containing statistics, in respect of the grants that had been made by the Panel during 2015. The Chairman would add a foreword and this would then be distributed to members for their input before being presented to the States.

A12. The Panel noted that the date of its next meeting would be circulated by the Executive Officer, Economic Development, Tourism, Sport and Culture in due course.

\[Signature\]

25 May 2016
TOURISM DEVELOPMENT FUND ADVISORY PANEL

(2nd Meeting)

25th May 2016

PART A (non-exempt)

All members were present.

J. Henwood, Chairman
N. Duffy
D. East
S. Law

In attendance -

K. Beecham, Visit Jersey
S. Watts, Visit Jersey (not present for item A7)
C. Bird, Jersey Business
D. Scott, Economic Development, Tourism, Sport and Culture
S. Gomes, Economic Development, Tourism, Sport and Culture
K.L. Slack, Committee Clerk, States Greffe

Note: The Minutes of this meeting comprise Part A only.

Minutes.

A1. The Minutes of the Panel meeting, held on 7th April 2016 (Part A only), having previously been circulated, were taken as read and were confirmed.

The Lido,
Havre des Pas
(Start-up).
530/5/1/3(217)

A2. The Panel considered an application from The Lido (Havre des Pas) Limited for a grant in the sum of £42,500 towards the cost of renovating and re-opening The Lido at Havre des Pas, of which the company had been selected as the new tenants for a 9 year period from September 2015.

The Panel noted that the total estimated cost of the project was £130,000, of which £87,500 would be met from within the company’s own resources. The £42,500 requested from the TDF would be used to fund the following 4, specific, elements:

1. Purchase of patron-friendly outdoor equipment, namely chairs, loungers and tables;
2. Replacement of external doors and windows, to include a European rolling shutter system to enhance security and protection from the elements;
3. A retractable gate and associated signage to make the site secure at night; and,
4. New, welcoming signage, written in a font in keeping with the architecture of the building.
The applicants’ vision was to rejuvenate the Lido and to re-establish it as an attractive venue for both locals and visitors. In their application form they estimated that over 5,000 locals and between 5,000 and 10,000 visitors would visit The Lido each year if their application to the TDF was successful. Without the requested funding, it was anticipated that the look and quality of the venue would be negatively impacted and the requisite work would be delayed by some 3 to 5 years.

The Panel noted that the company intended to directly employ a minimum of 8 people in hospitality roles and that in excess of 25 employees could be required when large functions took place. The venue would be able to host up to 600 people, up to 240 of whom could be accommodated inside, enabling the venue to be used for 10 months of the year. The Panel further noted that 6 weddings were already booked for 2016, in addition to over 10 corporate events.

The Panel was unanimously of the view that the project had a great deal of potential and admired the enthusiasm and energy of Messrs. Calvani and Davies, the Directors of the company, who, it felt, had the ambition to make the Lido a success. It welcomed the addition of good quality event space in the Island and was pleased to see work being undertaken to regenerate this historic seaside venue. However, the Panel members indicated that they felt that the application form was lacking in certain areas and wished to be provided with some further details in respect of, inter alia, the lease agreement and the proposals for parking at the venue. To that end, the Panel decided to invite the Company Directors to meet with it in the near future in order to discuss the project in more depth.

The Executive Officer, Economic Development, Tourism, Sport and Culture was directed to contact the applicants and to arrange for them to meet with the Panel.

A3. The Panel gave consideration to an application from the Jersey Powerboat Club for a grant in the sum of up to £9,576 towards the cost of hosting the Jersey Offshore Powerboat Festival on 6th and 7th August 2016.

The Panel noted that the estimated total cost of the Festival was £32,685, of which £2,462 would be met from the Club’s own resources. £15,650 would be raised through ticket sales and entry fees and £5,000 had been received in private sponsorship, leaving a shortfall of £10,035. The Club’s application form made it clear that it would be seeking further sponsorship to cover the shortfall and reduce the amount of the TDF grant.

The application form indicated that the TDF grant would be used to pay for race insurance and public liability insurance; accommodation and travel for 8 race officials; medical support; security hire for the dry pits and the cost of hiring the Weighbridge from the Jersey Development Company.

It was noted that approximately 20 teams from 8 countries were expected to participate in the event, which, the Club hoped, would bring back Jersey to the powerboat racing circuit as a credible and exciting venue. The Club estimated that the event would attract 5,000 locals and in excess of 200 visitors, many of whom would be directly involved in the racing. Without the grant from the TDF the applicant indicated that the event would be scaled back and kept as a private event, thereby reducing the engagement with visitors.
The Club intended to run the Jersey Offshore Powerboat Festival as an annual event and hoped to lay on additional events, using private funding, once the festival had gained some exposure.

The Panel felt that the estimated income of £15,650 from ticket sales and entry fees was ambitious. It was also aware the Powerboat Club had not secured the hiring of the area on the Weighbridge highlighted as the ‘Race Village’ in its documentation, which led it to question how organised the Club was. The Panel also felt that the application was not particularly strong and it was further of the view that there was no evidence that the event would attract additional tourists to the Island, as by the Club’s own admission, the majority of the additional 200 visitors would be directly linked to the participants. In the light of the foregoing, and mindful that the event would still take place without the additional funding, the Panel unanimously decided not to award a grant.

The Executive Officer, Economic Development, Tourism, Sport and Culture was directed to inform the applicant of the decision.

A4. The Panel, with reference to its Minute No. A9 of 7th April 2016, gave consideration to a revised application from Mr. W. Holt for a grant towards the cost of the CI Extreme Event, a free skateboarding event, which was due to be held at The Watersplash, St. Ouen, on the weekend of 18th and 19th June.

The Panel recalled that Mr. Holt’s original application had been for a grant in the sum of £15,000 to be used to run social media, television and radio advertising campaigns, in addition to funding posters, banners and LED screen advertising and the costs of the skateboarders’ travel and subsistence.

The revised application was for £4,000 towards a total cost of the project of £10,000, which would be used for the same purpose. The Panel noted that it was anticipated that approximately 7,500 people would be involved in the weekend and that, without the TDF funding, the event might not raise sufficient money to become established.

The Panel felt that such an event had the opportunity to very exciting for the Island. It cited as an example a recently held longboard event. There had been many activities on offer, which had created a great atmosphere and simultaneously raised a significant amount of money, thereby demonstrating what was achievable.

Panel members were again disappointed and frustrated by the relatively poor quality of the application, which included an incorrect calculation in section 4 of the application form and indicated that the event period began in April 2016. They did not feel that the applicant had taken on board their advice following his earlier application and were not convinced that he had explored other funding avenues before applying to the TDF for a grant. It noted that there was no evidence that Mr. Holt had approached hotels, tour operators, or local venues such as El Tico or the Watersplash in connection with the event.
The Panel unanimously decided not to award a grant to the applicant. It felt that the CI Extreme should be piloted as a community event in 2016 and, if it proved successful and a coherent business plan were put into place, the applicant could make an approach to the Panel in a subsequent year.

The Executive Officer, Economic Development, Tourism, Sport and Culture was directed to inform the applicant of the decision.

A5. The Panel considered an application from the Jersey (Coastal) National Park Steering Group Ltd. for a grant in the sum of £50,000 towards the next phase of the development of a fully integrated National Park for Jersey. The Panel noted that the ongoing major objectives were:

1. To conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park; and,
2. To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public, locals and tourists alike.

The application form indicated that the formal public establishment of the Jersey National Park had taken place on 3rd May 2016 and that His Excellency the Lieutenant Governor had accepted the role of Patron thereof.

It was estimated that the cost of taking the project forward over the next 12-18 months would exceed £100,000, excluding the costs of refurbishing the Frances LeSueur Centre, which the Steering Group hoped to secure as a headquarters and visitor/educational centre, and which was likely to cost in the region of £200,000. It was noted that the Group had funds of £25,000, which had been partly exhausted, and it intended to raise money through public and corporate subscription in the form of membership of the National Park, leaving a shortfall of approximately £50,000, which was the subject of the grant application. The Panel recalled that, as previously constituted, it had awarded £12,500 in 2015 towards the first phase of the National Park, but that the grant had not been taken up, as the Department of the Environment and the Rural Economy Strategy had jointly provided the funding.

The application form indicated that the TDF grant requested on this occasion would contribute to the funding of the work identified in the Jersey Coastal National Park 2016 Business Plan for the period 2016-2020, namely:

1. Continuing to provide an identity and face of the National Park, whilst championing and promoting it;
2. Fostering integration and sustainable balance between environment, recreation and business interests;
3. Establishing and coordinating resources including finances;
4. Ensuring the visions, principles and ethos set out in the approved Management Plan are followed;
5. Encouraging coordination between organisations and interests to secure effective efficiencies, share data and maximize qualitative positive outcomes for the National Park and its users;
6. Reviewing progress;
7. Keeping stakeholders involved and informed through appropriate mediums
8. Improving communication with the wider population to encourage an inclusive use of the National Park;
9. Validating the need for and at times commissioning research and reports;
10. Providing advice where relevant and resolving National Park management issues where appropriate; and,
11. Developing and maintaining a consensus approach at all times.

As a minimum, the applicant indicated that funds would be used to employ a part-time officer to work towards these aims.

All the Panel members were very supportive of the National Park concept and acknowledged that it would provide visitors with the reassurance that the natural environment in Jersey was protected and valued and recognised as one of the Island’s greatest assets. However, the members unanimously felt that there was little clarity around exactly what the TDF grant would be spent on. The Panel was of the view that the applicant should be encouraged to liaise with Mr. C. Bird from Jersey Business in order to draw up a specific proposal in relation to the expenditure, which would need to be supported by an outline business plan. The Panel would then give further consideration to the application.

The Executive Officer, Economic Development, Tourism, Sport and Culture was directed to contact Mr. J. Hopley, the Honorary Chairman of the Jersey (Coastal) National Park Steering Group Ltd. to advise him of the Panel’s decision.

A6. The Panel considered an application from Jersey Rugby Football Club (JRFC) for a grant in the sum of £48,137 towards the cost of upgrading the floodlights at its ground in St. Peter.

The Panel noted that the JRFC had agreed the Heads of Terms to host an international match (potentially Japan v Fiji) in November 2016, which would be televised by a recognised broadcaster. Thereafter, it was felt that the JRFC would be well placed to attract further international fixtures, French Top 14 matches and would be able to host Sky televised home Friday night Championship league fixtures. The application form indicated that the current floodlights at the JRFC ground were 200 lux and, in order to meet Rugby Football Union regulations, they needed to be upgraded to 515 lux. The Panel further noted that the current requirement for live television was 375 lux.

The total cost of the upgrade, including the purchase of the new floodlights and associated trench works, electrical works and connection works, was £98,137, of which £50,000 had been secured from the Club’s bank.

The JRFC anticipated that with TDF funding and the ability to host international and Top 14 French rugby matches, the number of visitors would increase from 1,345 per annum to 2,542 after the first year, growing to 3,699 after the third year. An increase in over 700 locals attending the matches was also predicted. The Club indicated in the application form that attendance at televised games was on average 20% more than at a non-televisioned games.

The Panel recalled that, in 2012, the JRFC had received a TDF grant of £56,000 towards the cost of a new viewing facility, which was very well used.
The Panel expressed its admiration for the JRFC’s outstanding success over recent years, which it hoped would continue. It applauded the Club’s enterprise in securing a bank loan for £50,000 and noted that it had received public funds in the past, both by way of the grant from the TDF and sponsorship from the Economic Development, Tourism, Sport and Culture Department. Panel members felt that the JRFC should explore other commercial opportunities for funding before applying for a grant and were also of the view that the club should research whether other uses could be made of its facilities to raise additional revenue.

Accordingly, the Panel unanimously decided that there were insufficient reasons to support the application and directed the Executive Officer, Economic Development, Tourism, Sport and Culture to inform the applicant of its decision.

A7. The Panel gave consideration to an application by Jersey Heritage for a grant of £22,200 to develop a free-to-use mobile / tablet app to orientate and engage visitors to Elizabeth Castle.

The Panel noted that the app would give visitors the opportunity to interact with a virtual guide, or series of interpreters, whom they would meet and who would accompany them as they walked around the Castle. The app would enable the visitor to track their position along a route, based on a bird’s eye view map. When a visitor arrived at a physical panel along the trail, they would point the camera on their device at the image, which would trigger the playing of a video. The videos would comprise a historical character explaining the features that could be seen from that particular location and its history and purpose. They would also afford visitors the opportunity to observe family life, historic pastimes and storytelling.

It was noted that additional stories could be developed at a later date to expand on the period around the Civil War and the Battle of Jersey in 1781. The written content in the app would be available in English, French and German. However, Panel members expressed disappointment that the applicant proposed to use an off-Island company in order to develop the app.

Jersey Heritage estimated that if the application for the grant were successful, an additional 3,800 visitors and 700 locals would visit Elizabeth Castle. The video content would be made available to local schools to help educate children in respect of the Island’s heritage and could be used by Visit Jersey for advertising purposes.

The Panel recalled that, since 2012, Jersey Heritage had received TDF grants totalling £252,000 for the Ice Age Exhibition (Neanderthal model, archaeology and interpretation).

The Panel noted that Jersey Heritage’s accounts showed that it had an annual income of £5.7 million, of which £2.4 million was a grant from the States. Accordingly, it felt that the applicant was well placed financially to have the app developed using its own funds, without recourse to TDF funding, and refused the application.

The Executive Officer, Economic Development, Tourism, Sport and Culture was directed to inform the applicant of the decision.
TOURISM DEVELOPMENT FUND ADVISORY PANEL

(3rd Meeting)

14th June 2016

PART A (non-exempt)

All members were present.

J. Henwood, Chairman
N. Duffy
D. East
S. Law

In attendance -

S. Gomes, Economic Development, Tourism, Sport and Culture

Note: The Minutes of this meeting comprise Part A only.

Minutes.

A1. The Minutes of the Panel meeting, held on 25th May 2016 (Part A only), having previously been circulated, were taken as read and were confirmed.

[Signature]
TOURISM DEVELOPMENT FUND ADVISORY PANEL

(4th Meeting)
24th June 2016

PART A (Non-exempt)

(Business conducted via electronic mail)

All members were present.

J. Henwood, Chairman
N. Duffy
D. East
S. Law

In attendance -

S. Gomes, Economic Development, Tourism, Sport and Culture
K.L. Slack, Committee Clerk, States Greffe

Note: The Minutes of this meeting comprise Part A only.

The Lido,
Havre des Pas
(Start-up).
530/5/1/3(217)

A1. The Panel, with reference to its Minute No. A2 of 25th May 2016, recalled that it had met with Messrs. Calvani and Davies, the Directors of The Lido (Havre des Pas) Limited, in order to discuss with them, in more depth, their application for a grant towards the cost of renovating and re-opening The Lido at Havre des Pas, with a view to re-establishing it as an attractive and unique event venue for both locals and visitors.

The Panel approved a grant in the sum of £30,750 in order to facilitate the refurbishment and improvement of the premises. The grant would be used, inter alia, to renovate the toilet facilities, install new internal lighting and central flooring and paint both the interior and exterior of the building. It would also enable an external security gate to be installed to secure the licensed premises from the public pool area.

The Executive Officer, Economic Development, Tourism, Sport and Culture was directed to inform the applicant of the decision.
TOURISM DEVELOPMENT FUND ADVISORY PANEL

(5th Meeting)

3rd August 2016

PART A (Non-exempt)

All members were present, with the exception of D. East, from whom apologies were received.

J. Henwood, Chairman
N. Duffy
S. Law

In attendance -

K. Beecham, Visit Jersey
S. Gomes, Economic Development, Tourism, Sport and Culture
P. Monamy, Senior Committee Clerk, States Greffe

Note: The Minutes of this meeting comprise Part A only.

Minutes.

A1. The Minutes of the meetings held on 14th and 24th June 2016 (both Part A only), having been previously circulated, were taken as read and were confirmed.

A2. The Panel considered an application from Mr. Howard Miller, Sports Promoter for a grant in the sum of £5,000 towards the cost of promoting the Jersey Festival of Darts; the hiring of a lorry and drivers and related ferry fares; and air fares and travelling expenses of the staff who would organise the event, which would be held from 12th to 14th November 2016 at a local hotel.

It was noted that Mr. Miller had organised events in Jersey for almost 30 years and that, in 2013, in conjunction with the Jersey Darts Organisation, he had resurrected the Island’s Darts Festival which had last been held in 1998/1999. The 2016 event aimed to build upon the success of recent events.

The Panel considered that the present application, which lacked a business case in support of the project and which highlighted a number of apparent weaknesses in planning for the event, demonstrated some of the problems around applying for grants from the Tourism Development Fund. It was recognised, for example, that the grant which had been provided for a similar event in 2014 had not been applied to the purpose for which it had originally been sought, but rather had been directed towards previously unplanned European television coverage.

Whilst the Panel was supportive of the concept of such an event for Jersey, especially in the off-peak period, it was conscious of the need for compliance with an agreed strategy alongside which a supportive detailed business case could be developed. Given that the event had taken place in 2015 without recourse to public funding, the Panel noted the absence of an analysis of its outcome.

It appeared to the Panel that the minimum ‘Return On Investment’ (ROI) spending threshold for this application of £100,000 represented approximately 50 visitors to
the event which it was considered would, in any event, be achieved without recourse to public funding. Overall, the Panel considered this to be a disappointing application, which appeared to have no ownership by a Jersey-based organisation and which lacked historical information on previous events and provided no detailed business case or indication of future sustainability or projected levels of return on investment.

The Panel accordingly unanimously decided that there were insufficient reasons to support the application and directed the Executive Officer, Economic Development, Tourism, Sport and Culture to inform the applicant of its decision.

A3. The Board considered an application from Mr. Jason Maindonald, Event Organiser, from the States of Jersey Development Company, for a grant in the sum of £20,000 towards the cost of the purchase of a capital asset (an electricity generator); associated cabling and distribution; and marketing of the event, which would be held from 9th to 11th September 2016 at Les Jardins de la Mer and the St. Helier Marina in front of the Radisson Blu Hotel.

It was noted that, in place of the previous Fishermen’s Festival which could no longer be held on Victoria Pier, a seafood-only event would be held which was to be a mixture of live music and ‘Genuine Jersey’ stalls, marine-focused traders and craft stalls.

The Board noted that the number of visitors envisaged for the 3 days of the event appeared to be unrealistic, given the transport links currently available to the Island. In particular, it was considered that the number of inter-Island visitors projected was based on over-assumptions.

Whilst the Panel was supportive of this type of venture and wished to see such concepts encouraged, especially in the off-peak period, it was conscious that at least part of the site area was likely to prove unsuitable for such an event. Concern was expressed that participating stallholders, who would benefit from the sale of produce, appeared not to be contributing financially to the event.

The Panel was not supportive of the proposal to purchase an electricity generator, notwithstanding that it was proposed that this would subsequently be made available to local organisations for use at other events, and considered that hiring such equipment might be an option, particularly as the purchase cost envisaged represented 75 per cent of the grant requested.

Overall, the Panel was frustrated that, on the one hand, the present application appeared to fit well with the Strategic Plan recently agreed for Visit Jersey and aimed to provide an event at the right time of the year so as to extend the Island’s overall events programme. However, on the other hand, some of the projections for the event appeared to be unrealistic and thus unachievable, whilst other aspects of the application were not well presented. The Panel was conscious that an application from the same source had been rejected in 2015 on the basis of the physical assets then envisaged for purchase rather than for hire.

The Panel was supportive of the application in principle, and strongly recommended that the applicant should consult Visit Jersey with a view to obtaining advice and guidance, as well as exploring the desirability of undertaking a visitor survey, should the event take place in 2016, in order to better inform proposals for the next and/or subsequent years.

The Panel accordingly unanimously decided that there were insufficient reasons to
support the application and directed the Executive Officer, Economic Development, Tourism, Sport and Culture to inform the applicant of its decision and recommendation.

A4. The Panel considered an application from Mr. Tim Kearsey, Director and Shareholder, of business start-up Jersey Sports Tours, for a grant of £7,000 towards the establishment of a website as well as marketing, stationary, communications and a van for the project.

It was noted that the aim of the venture was to provide a holistic service bringing sports teams to Jersey from all over the United Kingdom and Europe and the provision of accommodation advice, sporting fixtures, entertainment, sports coaching and ‘wellness.’

The Panel recognised that the laudable aims of the project were, to some extent, already being met by existing undertakings with relevant experience in that area. It was possible, however, that some apparent gaps in the market remained to be filled, although the present applicant appeared to demonstrate a lack of understanding of the business aspects of sport in the Island. There was no evidence that the applicant had engaged with the myriad of sports associations in Jersey. Concern was expressed that the proposal did not include a business plan and that it appeared that no approaches had yet been made to local hotels etcetera. Other gaps in the information provided were evident.

It was confirmed that the applicant had approached Visit Jersey and that advice had been offered to him, although this did not appear to have been reflected in the present application. It was noted that no feedback was available from Jersey Business.

The Panel applauded the aim of the application and agreed in principle that it was an area worth supporting as there might presently be a gap in the market. However, the Panel was conscious that the application was let down by the absence of a business plan or evidence of any meaningful dialogue with local sports groups. The Board noted that whereas Visit Jersey had spent some time with the applicant, it appeared that the advice proffered had not been taken up. It remained unclear as to whether Jersey Business had been consulted, but the gaps of information in the application suggested that it had not.

The Panel accordingly unanimously decided that there were insufficient reasons to support the application and directed the Executive Officer, Economic Development, Tourism, Sport and Culture to inform the applicant of its decision.

A5. The Panel agreed that it was being frustrated in its role of providing grants to applicants who presented worthwhile ideas, but who lacked the business knowledge to meet the information requirements in order to justify Tourism Development funding.

Having recalled that it had so far in 2016 only been able to support one application and partly support another, the Panel was disappointed that it had felt unable, due to the poor quality of applications, to recommend financial support for more, otherwise apparently worthwhile, projects. The Panel questioned whether the role of Jersey Business in advising and supporting applicants was proving sufficiently effective.

The Executive Officer, Economic Development, Tourism, Sport and Culture was directed to review the existing Scheme and explanatory documentation, with a view *inter alia* to revising the application form in order to clarify the nature of the essential information, financial and otherwise, required by the Panel. The Panel welcomed
the notion that an anonymised example of a successful application could in future be made available to potential applicants in order to provide guidance as to what was likely to be acceptable.

A6. The Panel, with reference to its Minute No. A1 of 14th June 2016, recalled that it had approved a grant in the sum of £30,750 in order to facilitate the refurbishment and improvement of the premises at The Lido, Havre des Pas, St. Helier.

Having considered the progress being made towards achieving the renovation and re-opening of that establishment, with a view to re-establishing it as an attractive and unique event venue for both local residents and visitors, the Panel noted that officers of the Economic Development, Tourism, Sport and Culture Department were presently discussing the application with the applicants.

The Panel emphasised its desire to see the premises fully functional as soon as possible.

A7. The Panel, with reference to its Minute No. A5 of this meeting, considered the suggestion that it would be helpful for the Minister for Economic Development, Tourism, Sport and Culture (EDTSC) to issue a press release alerting potential Tourism Development Fund (TDF) applicants to the necessity of approaching Jersey Business, as well as Visit Jersey, in order to obtain advice regarding the formulation of applications which contained all the financial and other information required by the TDF Advisory Panel to enable it to properly consider each application.

Furthermore, the Panel, being aware that a relatively small balance remained available in the Fund, considered the desirability of revising the terms of the Scheme so as to sharpen its focus towards attracting additional visitors to Jersey, rather than increasing the range of activities for residents and those already visiting the Island. Subsequently, it was hoped that further funding would be made available to the Panel in order to enable it to properly fulfil its remit, without which additional resources it was considered that the efforts of the Panel were unlikely to be worthwhile.

The Panel recognised that alteration of the terms of the TDF would require the adoption by the States Assembly of an appropriate report and proposition from the Minister for EDTSC, and the Panel decided to urge the Minister to urgently undertake a review of the TDF in order to ensure that it adequately met current and future needs, so that its future might be secured.

The Chairman undertook to approach the Minister in order to ascertain the level of his support of the above-mentioned issues.
TOURISM DEVELOPMENT FUND ADVISORY PANEL

(7th Meeting)

19th December 2016

PART A (non-exempt)

All members were present with the exception of D. East, from whom apologies had been received.

J. Henwood, Chairman
N. Duffy
S. Law

In attendance -

S. Watts, Visit Jersey
D. Scott, Assistant Director, Economic Development, Tourism, Sport and Culture
K.L. Slack, Committee Clerk, States Greffe

Note: The Minutes of this meeting comprise Part A only.

Minutes

A1. The Minutes of the meeting held on 11th October 2016 (Part A), having previously been circulated, were taken as read and were confirmed.

Declarations of interest.

A2. In relation to the application by the Jersey Squash Association (Item A3), Mr. Law notified the Panel that he had been the President of the Association for 14 years, a position which he had relinquished 12 months previously. It was noted that he no longer had any day-to-day involvement with the Association and accordingly there was no requirement for him to withdraw from the discussion in respect of this particular item.

Jersey Squash Association. 530/5/1/3(225)

A3. The Panel gave consideration to an application by the Jersey Squash Association for a grant in the sum of £15,000 towards the cost of hosting a European Team Championships Division 3 (‘ETC 3’) event in April 2017 and a subsequent European Junior tour event.

The Panel noted that the European Squash Federation (‘ESF’) organised and promoted European Championships at individual and team levels. The Championships were held annually for men and women and were played in 3 divisions. Jersey had competed in the Division 3 event for the first time in 2014. Having successfully participated in the 2015 and 2016 events, the Jersey Squash Association had won the tender to host the 2017 competition in April at the Jersey Squash and Racketball Club in St. Clement.

It was anticipated that, by hosting the event, Jersey Squash would raise the profile of the sport in the Island, provide local players with a pathway to compete at a high level
and forge strong links with the ESF, thereby increasing the likelihood of the Island being permitted to host an annual European Junior Circuit event. It was hoped that the Association would be able to organise an annual Junior event from 2018 onwards and had received indicative support for the same from the ESF. The Junior event would be open to male and female players in the U13, U15, U17 and U19 categories. The Junior event, if successful, was likely to become self-sustaining in the future.

The Panel noted that the estimated cost of the ETC 3 event was £19,250 and the European Junior tour event, £14,850, giving a total of £34,100. The grant requested was £15,000 and a further £15,000 would be met from the Association’s own resources. It was anticipated that between £4,000 and £5,000 would be received from sponsors both on and off-Island. The total estimated return to the local economy from the 2 events was £274,750, which the Association had calculated based on 130 players, support staff and officials attending the ETC 3 event and 400 players, parents and support staff attending the Junior event.

It was recalled that, as previously constituted, the Panel had awarded a grant in the sum of £12,000 for the PSA Jersey Squash Classic in September 2014. This sum had been returned due to the loss of major sponsorship at the last minute.

The Panel was impressed with the strength and thoroughness of the application from the Association, which had a reputation for delivering excellent events and had clearly been in dialogue with both Visit Jersey and Jersey Business. It was noted that squash was a niche market, but that those involved in the Association had a good track record and an extensive number of contacts. The confirmed attendance of the owner of the largest squash event information website in the world, at the ETC 3 event, was impressive.

The ETC 3 competition and the Junior event were scheduled to run in the shoulder months of April and October respectively. It was felt that they would appeal to a family market and the Panel noted that the Association had partnered with the Merton Hotel, which would act as the official accommodation sponsor for the ETC 3 event.

It was suggested that the Association’s estimate of 400 people attending the Junior tournament from off-Island was perhaps a little optimistic for the first occasion on which it was hosted, but the Panel was hopeful that it could become an established event in the sporting calendar and built on over time.

The Panel approved the grant of £15,000 to the Association, subject to the events taking place. It felt that their grant application and business plan were of such a high calibre that, subject to the Association’s agreement and some possible redaction, they could be used as examples of how to submit an application. The Assistant Director, Economic Development, Tourism, Sport and Culture, was instructed to contact the Association to inform them of the decision.

A4. The Panel considered an application by the Jersey Association of Italian Culture for a grant of £40,000 towards the cost of establishing the Island’s first Italian Festival of food and culture: “Viva Italia”, which would comprise a festival in People’s Park over the weekend of 12th to 14th May 2017, preceded by a month-long promotion of Italian goods in local shops and an Italian gala dinner, presided over by a celebrity chef,
to be held at the Hotel de France.

The purpose of the event was to encourage connectivity between businesses, artists, musicians, dancers, chefs, fashion designers, cinema aficionados and other individuals who were passionate about Italian culture. It was hoped that it could be held tri-annually and that other, smaller, events could take place during the year, which would enable the public to get involved.

The Panel noted that the estimated total cost of the festival was £157,646 and that the anticipated income would be £86,700 from various sponsors, donations, pitch fees and dinner profits. The remaining shortfall was £70,946.22, of which the £40,000 requested from the Tourism Development Fund would be used to pay for security and marquees; the purchase of Italian national folk costumes and various displays and flags; flights and accommodation for non-local entertainment groups and off-Island marketing. It was not clear from the Association’s application how the remaining sum of £30,946.22 would be funded.

In the application form, the Association indicated that they anticipated that there would be between 400 and 800 unique visitors to the event, which would also be attended by 5,000 to 7,000 locals. If 400 visitors were to come to the festival for 2 nights, the approximate value to the local economy was estimated by the Association to be in the region of £89,776.

The Panel was of the view that this had the potential to be a very exciting event and felt that it was extremely positive that the Italian community wanted to promote a series of events which would involve many Islanders and afford them access to various aspects of Italian culture. The timing of the festival was good as it fell within the same week as the Liberation Day holiday and the concept was well aligned with the Visit Jersey strategy. However, the Panel members expressed concerns that the ambition of the Association exceeded its proven ability to deliver the festival, to the extent planned, in its first year.

They noted that the Association had identified two tranches of funding, each in the sum of £15,000 from the Jersey Hospitality Association and Jersey Gas respectively, but had not provided independent confirmation that these amounts would be forthcoming. They further noted that, in its application form, the Association had indicated that without funding from the Tourism Development Fund, the event would be significantly scaled back. The Panel felt that the Association should moderate its goal and lay on a less ambitious series of events in its first year, which would provide a useful learning curve and demonstrate its ability to deliver and arrange a sustainable event. Accordingly, the Panel decided against awarding a grant and instructed the Assistant Director, Economic Development, Tourism, Sport and Culture, to inform the Applicant.

A5. The Panel, with reference to its Minute No. A4 of 25th May 2016, noted that CI Xtreme had applied for a grant in the sum of £4,500 towards the cost of funding an event at the Watersplash on 17th and 18th June 2017.

The Panel recalled that it had previously considered applications from the same applicant for an event in 2016, which had been unsuccessful. Following receipt of the grant request for 2017, the Chairman had contacted the applicant with a number of
queries and a substantive response thereto was awaited.

The Panel noted the position accordingly.

A6. The Panel, with reference to its Minute No. A2 of 3rd August 2016, received a verbal update from the Assistant Director, Economic Development, Tourism, Sport and Culture, in relation to the Jersey Festival of Darts.

It was recalled that the applicant had requested a grant in the sum of £5,000 towards various costs associated with the Festival, but the Panel had found insufficient reasons to support the application. It was informed that the applicant had appealed the decision to the Minister for Economic Development, Tourism, Sport and Culture, who had upheld the recommendation of the Panel.

A7. The Panel, with reference to its Minute No. A6 of 3rd August 2016, received a verbal update from the Assistant Director, Economic Development, Tourism, Sport and Culture, in connexion with the Lido, Havre des Pas, St. Helier.

The Panel recalled that, having met with the Directors of The Lido (Havre des Pas) Limited (‘the company’), it had approved a grant in the sum of £30,750 to the company in order to facilitate the refurbishment and improvement of the premises at The Lido, Havre des Pas, St. Helier, on the basis that it felt that the individuals involved had the energy and enthusiasm to make the project a success. Accordingly, on 16th August 2016, following meetings between the Directors of the company and the Assistant Director, Economic Development, Tourism, Sport and Culture, the Minister for Economic Development, Tourism, Sport and Culture had signed a Ministerial Decision (MD-E-2016-0039), which approved a grant of up to £49,815 to the company, to support the renovation and adaptation of the Lido, subject to contract and conditions.

However, the Panel was informed that the Directors had not signed and returned the grant agreement. Subsequently, one of the Directors had contacted the Chairman and indicated that there had been a change of share ownership. The Chairman had suggested that, on this basis, the original application for the grant should be withdrawn and resubmitted as there had been a material change to the proposition that the Panel had approved. Correspondence from the other Director to Economic Development, Tourism, Sport and Culture had subsequently suggested that there had been no change of ownership of the shares as yet. It also emerged that an order for replacement windows had been placed, although no formal confirmation of this was received.

On the basis that it was believed that the present structure of the company was due to change substantively, the Panel noted that the Minister for Economic Development, Tourism, Sport and Culture was being advised by his officers to rescind his previous decision, MD-E-2016-0039, and to withdraw the offer of the grant of up to £49,815.

The Panel was disappointed that the Directors had not withdrawn the original application for a grant, but emphasised its commitment to the project, which it wished to see expedited. It indicated to the Assistant Director, Economic Development, Tourism, Sport and Culture to encourage the principals of the company to make a fresh application, mindful that if the replacement windows were already on order, it would not be possible for a grant to be applied for in respect thereof.
A8. The Panel, with reference to the Minute No. A7 of the 8th May 2015 of the Panel, as previously constituted, received a verbal update from the Assistant Director, Economic Development, Tourism, Sport and Culture, in relation to the application by Jersey Heritage for a grant of £180,000 to undertake a programme of regeneration and stabilisation and to commence the first stage of a 10-year archaeological excavation at La Cotte de St. Brelade.

The Panel noted that the application had been successful and that the Minister for Economic Development, Tourism, Sport and Culture had signed a Ministerial Decision (MD-E-2015-0051) on 19th June 2015 to formally approve the grant.

Jersey Heritage had notified the Department that, due to unexpected engineering complications centring on the rock stack, there had been an extended delay to the project. The Panel noted that a report was being drafted to include the rock face assessment information, which would lead to a discussion about potential viable stabilisation techniques. Consequently, the likely date for completion of the project had been moved to 2019 and the funding could not be drawn down until that time. Jersey Heritage had accepted that it was inevitable that the original grant decision should be rescinded on the basis that the grant related to a significant sum of money, the withdrawal thereof would not jeopardise La Cotte Project and there was no waning of support from the Panel.

The Panel was notified that the Minister for Economic Development, Tourism, Sport and Culture would be signing a Ministerial Decision in due course to formally rescind MD-E-2015-0051 and noted the position accordingly.

A9. The Panel was informed that the Executive Officer, Economic Development, Tourism, Sport and Culture, had updated the guidelines for applicants to apply to the fund and asked that its thanks be conveyed to her for this helpful piece of work. It was noted that the guidelines would be made public on the gov.je website.

A10. The Chairman informed the Panel that it was his intention to formally step down from the rôle following the current meeting. He reminded Panel members that he had been appointed on an interim basis following the resignation of the former Chairman in September 2015 and had only planned to remain in post for a short, transitional, period. It had been a long held intention to align the Tourism Development Fund with Visit Jersey and it had been recommended to the Minister for Economic Development, Tourism, Sport and Culture that the Chairman of Visit Jersey should also be the Chair of the Tourism Development Panel. This had been accepted by the Minister, noting that the two posts would be co-terminal.

The Chairman encouraged the Panel members to remain involved in the Panel. It was noted that the intention was to repopulate the Panel and to recruit up to 3 additional members following an advertisement and interview process.

Thanks were expressed to Mr. Henwood for what he had achieved during his time as the interim Chairman.