



The value of heritage



# Introduction

**Jersey's heritage is one of the Island's greatest resources. This short report seeks to show some of the ways that resource is used and enjoyed**

At the first Cultural Conference in June 2008 keynote speaker Kate Clark proposed that Jersey should do more to research and explain the positive role that heritage can play in our identity and culture, and how it can create vibrant places to live with a high quality of life.

In August 2008 Kate produced the report *Valuing the Heritage of the Channel Islands*, for Education Sport and Culture, Planning and Environment and Jersey Heritage with much help from the heritage community. The report recommended a number of specific steps to improve understanding of how heritage contributes to Jersey's economic, social and environmental agendas. Recommendations included public opinion poll work to capture perceptions of heritage; better data on heritage resources and how they are used; and better information about heritage for interested visitors.

This short progress report is presented to the 2009 Cultural Conference to highlight work undertaken by Jersey Heritage with heritage sector partners towards those recommendations. It draws on recent survey work, provides current information on the use of heritage resources in our care, and outlines a number of projects promoting information about local heritage.

Our work to help realise the value of Jersey's heritage and its potential to make a contribution to Island life can be divided into four broad areas:

**Guardianship** - protecting Jersey's historic collections and sites for the future

**Learning** - inspiring people with stories of Jersey history

**Visitors** - guiding people to discover Jersey's heritage

**Community** - including and involving partners

**Sustainability** - ensuring a viable future for our work to safeguard Jersey's heritage

We hope that, with this information, we can inspire your support for the Island's heritage, the work of Jersey Heritage and all the heritage organisations in Jersey.

# Understanding the value of heritage: the national context

Our aims and ambitions at a local level reflect national ideas about the potential value of heritage to the public

*In the UK, heritage bodies use the following framework to enable their national funders to assess quality and success.*

## Instrumental value

The benefit of the heritage product in terms of visitors and volunteers and wider social, economic, environmental and educational benefits at a community level.

## Intrinsic value

Value inherent in heritage, the benefit derived from heritage products for their existence value and for their own sake; historical, aesthetic, social or scientific.

## Institutional value

How institutions organise themselves to earn public trust and the fairness and equality of organisational processes.



# Understanding the value of heritage: **the local context**

*Using those national definitions, how does Jersey Heritage contribute to Island life?*

## Instrumental benefits

- Environmental value through conservation - we restore historic monuments to enable people to use them and by listing buildings, we help protect and realise the potential of historic buildings in regeneration.
- Economic value through visitors - we run heritage attractions and promote an international image of Jersey.
- Social value through education - we promote learning skills, help people acquire local knowledge and promote a sense of identity and community.

## Intrinsic benefits

- Engagement with heritage - significant numbers of people use Jersey Heritage services.
- Attitudes to heritage - significant numbers of local people agree heritage in Jersey is important, even those who don't use heritage services themselves.
- Expert opinion - significant academic opinions testify to the importance of heritage in Jersey at a national and international level.

## Institutional benefits

- Responding to the public - Jersey Heritage helps local people and organisations in the community get involved in local heritage.
- National benchmarks - Jersey Heritage is judged against national quality assurance schemes used in the UK to establish best value.
- Effective communication - Jersey Heritage strives to be fully transparent and accountable to the community as well as open to scrutiny.



# Guardianship

We act as guardians, helping protect Jersey's heritage for the future

*Conservation of historic sites and collections is the top priority of Islanders polled in the work of heritage organisations in Jersey. 88% put 'protection and conservation of historic buildings and sites as the top ranking priority.\**

*However, to survive into the future, heritage must be of value to people today, so we aim to help people find practical, relevant, sustainable uses for the heritage resources we are responsible for.*

- Archives and collections conservation

We look after more than 300,000 historic objects, paintings, archives and specimens, many of which are on display. Information about most of the collection is now available on-line through the Research Centre section of the Jersey Heritage website [www.jerseyheritage.org](http://www.jerseyheritage.org). Users make around 100,000 on-line searches a year using this resource. Many of these are driven by family history research, the fastest growing hobby in the western world.

- Historic Building Conservation

You can also access information on the eighteen historic sites we look after, and the way we look after them, on our website. These sites vary in size from Elizabeth Castle to Seymour Tower and range in use from visitor attractions and holiday accommodation, to monuments in the landscape for everyone to enjoy. Whatever the public use though, all sites are managed according to conservation policies developed through public consultation and agreed on the advice of local and national heritage groups.

- Historic Environment Conservation

Jersey Heritage manages the Planning Minister's list of protected sites of archaeological, historical and architectural interest, which is available online through [www.gov.je](http://www.gov.je) We work with an advisory group of local historic architecture experts to recommend protection for important sites; for example, in 2008, we gave advice on new protection for 160 of the Island's special archaeological sites, details of which are now on the on-line register.

*The preservation of sites and artefacts for the future is regarded as being paramount in the ever changing Jersey landscape*

Opinion Leader research report for Jersey Heritage 2009

# Case studies

## Family History with Les Quennevais School

In 2008 Les Quennevais School Year 8 began a half-year project called *Identity*. The aim was to get the students thinking about their place in the world, with a view to setting goals for their future lives. With the help of the family history resources at Jersey Archive, students and their families worked together to create a family tree to explore their roots. They say families that play together, stay together'; perhaps that's rather a grand claim for this sort of work, but nevertheless, the project shows how families can make use of heritage resources to share life experiences, explore their own history and preserve their family memories.



## Forts and Towers conservation with the States

Starting in 2007 a series of public historic buildings have been restored and opened up for everyone to enjoy, tourists and locals alike. Some of these buildings were in a very poor state, others were closed off to the public and leased to private tenants. The project was part of was a partnership between the Tourism Development Fund, the States and Jersey Heritage. The restoration work and new public use of the sites has ensured a future for these valuable heritage buildings, and furthermore, research by the Société Jersiaise and Jersey Heritage has added to our understanding of their history and in some cases their value to wildlife. As a result Jersey Heritage has been able to develop policies for their conservation which will protect their historic and ecological value in the future.

*This project resulted in a new closeness and better understanding across the generations within these families*

Les Quennevais project co-ordinator for Identity



# Learning

## We tell stories, inspiring people to learn from local heritage

*People surveyed told us that 'teaching children about Jersey's history' is the second most important priority for heritage work in Jersey. Figures on how people use the sites bear that out; 71% of Jersey households with 11-15 year- old children visit our historical attractions or sites at least once a year.*

*To build on that strong interest, Jersey Heritage has developed lifelong learning programmes, with an emphasis on helping people to make their own discoveries to create links with their own lives and the world around them today.*

- Schools learning

Every year we meet most of the schools in Jersey; the majority on numerous occasions. Around 8,500 local students receive educational support at Jersey Heritage sites annually, plus a further 2,500 French students. All the sites have curriculum links and popular sessions include early years groups enjoy the Victorian Nursery at Jersey Museum; Key Stage 1 learn about pirates at the Maritime Museum; Key Stage 2 do topics at the castles and visit the Neolithic hut at La Hougue Bie; Key Stage 3 study the Occupation at the Tapestry Gallery and family history at Jersey Archive.

- Family learning outside the classroom

All Jersey students get free access outside school to all Jersey Heritage sites, thanks to the Flash card scheme, sponsored by David and Anne Crossland. Flash cards are used around 11,000 times a years. Every year around 3,000 Flash card users attend Jersey Heritage Flash days, our informal and extremely popular family learning programme held at weekends and in the school holidays.

- Adult learning

Each year more than 2,000 adult learners are provided with educational support on organised visits to Jersey Heritage sites. All local seniors get free entry through the Gold card scheme, sponsored by the Channel Islands Co-operative Society, resulting in about around 4,000 free visits. And reaching out from the sites, Jersey Heritage curators and archivists support reminiscence programmes in care centres for around 600 elderly Islanders every year.

## Case studies

*It was a fantastic day, it was like nothing we'd ever done before, it gave us the chance to take part on some 'hands-on' history*

Hautlieu year 13 student



### Mammoth Hunters of La Cotte with La Moye School and Hautlieu

Our 2008/9 exhibition at the Jersey Museum, the Mammoth Hunters of La Cotte, had several linked learning projects. One was a nine week project with La Moye School Year 4, which included handling skeletons of mammoths that would have roamed the school playground in the Ice Age. Students explored cave painting and studied stone-age survival skills, like making fire. Another year long project based at La Hougue Bie saw Hautlieu A-level students inspired by prehistoric art and the Neolithic dolmen as part of their course work, some of which is now displayed in galleries at the site.

### Reminiscence with the States Social Activities Forum

For people who may not be very active in the present, the past can provide a more vivid topic of conversation and focus for social activity. People who are not in their own homes surrounded by mementos may not have many chances for spontaneous reminiscence. In care settings, recalling the past can be very positive. We work with older Islanders as part of a partnership involving the Island's care community called the Social Activities Forum. We work with carers to promote the use of the sites for visits with their clients. And we organise reminiscence sessions in residential homes, day centres and social groups, helping to rekindle memories through the use of old film and photographs and objects from the collections.



# Visitors

## We guide people to discover Island heritage

*Heritage is the backbone of the Island's tourism industry. 79% of tourists said that heritage was a significant motivation to visit the Island\*. Collectively, Jersey Heritage sites are the attractions most visited by tourists.\*\**

*There is much more to discover about Jersey's heritage than Jersey Heritage sites, of course. Not just the Société Jersiaise's dolmens, the National Trust's lands, the Channel Islands Occupation Society's bunkers and attractions like Jersey War Tunnels, but also the historic harbours, the world-class fortifications, the network of ancient lanes and fields in the landscape.*

- Visitor attractions

More than 130,000 tourists visit Jersey Heritage attractions every year. The sites support holidays at home too, with over 50,000 local visits every year. In addition, more than 13,000 people use the sites for weddings and events. This year we've been happy to host 41 weddings, nearly half of which were booked by visitors to Jersey.

- Heritage Holiday Lets

1,400 people will enjoy a stay in one of the Heritage Lets programme of self-catering accommodation in historic sites in 2009, 60% being visitors to Jersey, 40% local 'staycationers'. As well as holiday lets, the sites have been used for family parties, corporate events, youth service stays, wedding celebrations, open days and interpretation projects.

- Island-wide historic site information

From Saie Harbour in the east to St Ouen's Bay in the west, we provide on-site historical information for visitors at nearly one hundred historic sites. Working with the Tourism Development Fund, we aim to help everyone discover the historic Jersey landscape including prehistoric dolmens, medieval churches, Napoleonic fortifications and Victorian harbours.

*I assess over two hundred attractions across the UK every year and Jersey Heritage have some of the best. In fact Mont Orgueil Castle sets a benchmark for other attractions to aspire to. All the Jersey Heritage sites form part of a jigsaw telling the story and heritage of Jersey*

Michael Barbour, attraction standards assessor for Visit Britain, 2009 standard assessment

\*2007 Jersey Tourism Visitor Survey

\*\*2008 Jersey Tourism Visitor Survey

# Case studies

## Free audio tours with the Tourism Development Fund

Our busiest site is our website. The web offers new ways for us to reach out to audiences and add a new dimension to our information and education programmes. In August 2009 we launched five new audio tours as part of our project to promote and explain the most important historic sites dotted around Jersey. The audio adds more depth to the explanation to the information on traditional signs installed at most of the sites. All the sites themselves are free to visit and all the audio tours are free to download from [www.jerseyheritage.org](http://www.jerseyheritage.org) Separate tours unlock the history of the Island's military, maritime and spiritual landscape. Two further tours take the listener on guided journeys around Mont Orgueil and Elizabeth Castle.

## Marilyn exhibition publicity with Jersey Tourism

Our 2009 Jersey Museum exhibition Marilyn, sponsored by UBS and featuring David Gainsborough Robert's amazing collection of Marilyn dresses, provoked enormous media coverage for Jersey. Working with Jersey Tourism's UK PR agency we promoted the show across the UK and France with great success. It's not every project we get column inches into both French *Vogue* and *The Sun*. This coverage helped boost the visitor figures at the Museum and helped promote Jersey as a visitor destination in the UK and Europe.



*A joy! Worth travelling from England to see. Thank you*

Entry from the Marilyn visitor comments book

# Community

## We help people get involved with their heritage

*Jersey's heritage should be something everyone can feel belongs to them, whether they have been in the Island for a year, or whether their family have been here a thousand years. In fact, the survival of our heritage depends on everyone feeling involved. So it was good news when the States Heritage in Jersey survey showed that 89% agreed it is 'everyone's responsibility to preserve heritage'. That's why we look for ways to help people get involved in their heritage.*

- Volunteer helpers

Nearly 200 volunteers give over 14,000 hours of time a year to help our work in all areas from family history enquiries at Jersey the Archive to guiding at visitor sites, from conservation of objects in the museum stores, to historic boat restoration.

- Corporate supporters

Over 50 local businesses support Jersey Heritage every year as members, project partners or sponsors. Corporate members provide not only financial support, but people to help with conservation projects. Most of our exhibition and event projects are achieved through sponsorship and working with other companies and organisations who provide knowledge, expertise and skills.

- Heritage partners

Nearly all Jersey Heritage work is done in partnership with other organisations. Most of the collections and sites in our care are managed on behalf of the Société Jersiaise, the National Trust and the States, for example. Many activities at our sites depend on partnerships with organisations like the Channel Islands Family History Society which is based at Jersey Archive, the Friends of the Maritime Museum which supports the boat restoration projects and the re-enactment societies; the Duke's Leopards and the 1781 Jersey Militia which provide the living history at the castles. Information at the sites is supported by leaflet guides distributed at our visitor sites, information downloadable from our websites and expert-guided tours to dolmens and fortifications.

# Case studies



*The focus on people within the organisation has resulted in a culture where people are extremely passionate and enthusiastic ... People within Jersey Heritage clearly 'live' the values of the organisation which is described as being a 'community'; the effort put into ensuring that the volunteers feel part of the organisation is particularly noteworthy*

Assessor, Investors in People Review, 2008

## Helping hands from the business community

Many of our corporate supporters give staff time as well as financial support to help us. For the past two years Ogier has worked with us to develop the grounds at La Hougue Bie. With their help we have rebuilt the Neolithic house and added recycling bins. RBSI has worked with us at Hamptonne where staff have helped with landscaping. As a result of the work those sites have achieved gained a silver grade from the as part of the Green Tourism Business Scheme. In another project KPMG donated the time of ten employees time to assist our conservation staff in cleaning and maintaining public sculptures. These projects enable support staff development work in the organisations concerned and enable us to promote the importance of Island heritage to the business community.

## The Boat Shop with the Friends of the Maritime Museum

Our fleet of eight historic boats is maintained by a group of volunteers from the Friends of the Maritime Museum. The longest serving members, Bob Asplet and Dave Hocquard, have been part of the team for nearly 10 years. Traditional and modern skills in woodwork, metalwork, caulking, rigging, painting, fastening and riveting ensure the boats can be regularly used between April and October and appear in many Island maritime events like RNLI open days, Sea Sunday and the Fishermen's Fair. The Boat Shop is a strong part of the visitor experience at the Maritime Museum and volunteers are always very happy to talk to visitors about the current project.

# Sustainability

## We safeguard the future of our organisation

*To keep delivering our conservation programmes, our learning and visitor work and community participation in heritage, Jersey Heritage itself needs to be sustainable. As an independent charity that means ensuring both stable finances and strong public support and involvement in our work.*

- Responding to the Jersey public

We want to respond to what the public wants from heritage. That means investment in understanding our audience through market research and surveys. We also work with advisory panels to give stakeholders a voice. Examples include the panels for historic building listing and for access to public archive records. And formal public consultation has become important in areas like the conservation policies for our historic buildings to ensure our plans have wide public support.

- Meeting national standards

We benchmark ourselves against national standards to give our funders and our audience confidence in the quality of our work. The Museums Libraries and Archives Council assesses our museums work, The National Archives and the National Preservation Office reviews our archives and collections work, Visit Britain assesses our visitor attractions and Investors in People our staff development. In 2010 we plan to adopt a new standard for our educational work, the Quality Badge of the Council for Learning outside the Classroom.

- Making the most of assets in our care

Jersey Heritage is a charity and we raise nearly half the cost of providing these services to Jersey. As a charity, we know that we have a responsibility to the heritage resources in our guardianship to realise commercial opportunities and maximise efficiency. We generate income through admissions, venue hire, retail and catering, fundraising and membership. Many of these activities bring new audiences to our sites as well as generating revenue. In every case the over-riding concern is optimum value to the public, rather than maximum commercial gain.

# Case studies



## Retail

Our visitors tell us that shopping for souvenirs and guidebooks is an important part of their visitor experience. Consequently, after many years of outsourcing, Jersey Heritage has decided to take back control of the site shops. We aim to increase income, control the quality and choice of goods, and offer a better service to our customers. Working with a UK partner specialising in museum sites, initially at the castle shops in 2009, we achieved a great increase in turnover by more than , over 100%. In 2009 income from publications sales also increased by 69%, as we have sold more of our exhibition catalogues and sites guides. have been taken up. From 2010 we will assume control of shops at our other sites.

## Membership

A membership scheme was launched in 2009 to build on the success of an earlier season ticket scheme. We hoped that the new scheme would help more people to find out about our work and support what we do. Membership also offers a way get involved and stay in touch with us. Three months after launch the scheme had attracted over 1,000 members and income was up 50% on the previous year. The members database allows us to remain in contact with e-shots to let members know about upcoming events and offers. As well as Personal Membership, the Jersey Heritage Membership scheme includes free Flashcard Membership for kids, free Gold Membership for all Islanders over 65 and Corporate Membership for local businesses.



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