CONTENTS

2 Chairman’s foreword
3 What is Jersey Heritage Trust?
4 Director’s foreword
7 Visitors
10 Collections
14 Outreach
16 Historic Buildings
21 Learning
24 Volunteers
26 Partners
30 Site Hire
32 Finances
36 Properties
37 Staff
Welcome to the review of the Jersey Heritage Trust 2004 to 2006. This report not only sets out our achievements over the last three years, it also describes the scope of our work, all the responsibilities that we now hold, and all that the organisation has to offer to the Island.

We are doing this in the hope that you will come to understand the Trust a little better and continue to support our work in making the most of the Island’s fantastic heritage – for the benefit of the community, of visitors and of future generations.

Jersey was early in adopting trust status for its museums, archives and heritage service. It is a move that many UK local authorities have since made. In the 26 years since the trust model was introduced, it has proved its value and has enabled us to adapt as we have grown from having one employee in a small town office to becoming a multi-site organisation with around 100 permanent and seasonal staff.

Independent trust status enables us to have a strong sense of direction; a management structure that can take timely decisions at the most appropriate level; a culture that embraces change; a customer-focused mentality; and the ability to attract private donors and business sponsorship. At the same time we are able to exploit our heritage assets successfully in order to create excellent value for Jersey’s taxpayers. We strive to be a model not-for-profit organisation.

Trustees, drawn from the worlds of business, heritage and public administration, have ensured we have remained close to those communities and achieved high standards of governance and accountability.

At the same time, through the employment of specialist staff, we have been able to foster strong values of guardianship, access and learning in order to realise the potential of the Island’s heritage resources in developing a sense of community, identity and pride in Jersey.

I hope that you will take a little time to read and enjoy this report, that you find it interesting and informative, and that it encourages you to see and experience Jersey’s wonderful heritage.

Jurat John de Veulle OBE
OVERVIEW

What is the Jersey Heritage Trust?

The Jersey Heritage Trust runs the Island’s museums, archives and important historic sites on behalf of all Islanders. The Trust helps promote knowledge and understanding about the culture and local distinctiveness of Jersey.

Founded in 1981, the Trust is an independent, not-for-profit organisation. Although part funded by a grant from the States, income generated through admissions, sponsorship, fundraising, facility hire, property letting and other trading activities is vital in funding our operation. Consequently, we are focused on customers and operate in a business-like way.

Our ambition is set out in our constitution:

“Jersey’s heritage and culture is special. The purpose of the Jersey Heritage Trust is to care for it, promote wide access to it, act as advocates on its behalf and bring imagination to telling its stories so that we inspire people to create a better island for everyone.”

In order to achieve these goals the Trust:

Holds and develops archives and collections – conserving important records and artefacts that define the Island, hold the community’s memory and are the evidence of its history

Cares for heritage sites – conserving and promoting understanding of significant historic sites and buildings in Jersey

Runs programmes for access and learning - promoting access to heritage sites by all members of the community and visitors, and developing programmes of learning through exhibitions, events, publications and living history

We aim to inspire passion about Jersey’s heritage and help everyone understand more about the special island we live in.
The fortunes of the Jersey Heritage Trust were transformed between 2004 and 2006. We reduced our spending, increased our audience and our income, took on more responsibilities, provided more services and successfully completed some major development projects.

We are working closely with the States, with our business associates, and increasingly with our supporters in the local community. We are offering much greater value to everyone in Jersey.

It is a long way from the situation in 2003 when we faced a £300,000 revenue deficit and uncertainties hung over our conservation and refurbishment project at Mont Orgueil.

There have been four main achievements during the period of this review, all the result of a great additional effort by our committed team of staff, volunteers and trustees:

**More people are using our services**

We have increased the number of visitors to our sites by more than 9%, even though the number of visitors to the Island declined. We achieved a 20% increase in local users. The number of people hiring our sites for their own events has increased by 80% in two years.

Our ‘virtual visitors’ are up. More than 300,000 people visit www.jerseyheritagetrust.org each year and the number of researchers using our online catalogues rose from 40,000 to 55,000 in one year.

**More learning programmes**

Our new initiatives have increased the range of heritage learning programmes on offer. Flash Days, themed days for younger visitors, were launched in 2005. They have attracted about 8,000 visitors each year, predominantly Jersey schoolchildren. We have increased the number of living history events, attracting an extra 7,000 people a year to our sites.

**More historic building conservation**

We successfully completed the restoration of Mont Orgueil.

The number of historic sites directly managed by the Trust increased from ten to 18. Funded by the Tourism Development Fund, we are conserving and opening many States owned historic buildings to the public for the first time.

We took on the management of the Historic Buildings Register in January 2005. Working with local heritage organisations we have provided more than 100 reports and recommendations on the protection of important local buildings.

**Greater value for money**

The success of our visitor development, our trading activities, and efficiency savings of over £100,000, has enabled us to provide much greater value to the Island. We now generate £1.2 million in income. The States grant as a proportion of our total spend is set to fall from 65% in 2005 to 57% in 2007. This great value to the taxpayer has not been at the expense of our visitors. Nearly 14% of all visitors to our sites – and 40% of all local visitors – do not pay for entry.
The future

We’ve achieved a lot – but there is so much more to be done.

- We know that we can engage even more people, both residents and visitors, in learning about Jersey’s heritage, promoting belonging.

- Heritage now enjoys a strong position in the promotion of the Island as a tourist destination, but more can be done to enable Islanders and visitors to enjoy our wonderful historic sites. The Forts and Towers Project is just a start and we will work closely with the States to realise the full potential.

- We will look at the future of Elizabeth Castle, the garrison fortress of St Helier. Over the last decade it has sadly declined as a visitor attraction. We will work with the heritage community and the tourism industry to identify the best ways to place the site once more at the heart of a vibrant St Helier waterfront.

- We will work with our partners at Planning, with the Société Jersiaise and the National Trust, to develop a better understanding and protection of Jersey’s built environment. Heritage is vital in giving everyone a sense of place and local distinctiveness. Heritage is not something in the way of development, it is one of the most important ways to inform the debate on the best way to build 21st century Jersey.

We promise that we will strive to find the best place for the past in the Island’s future.

Jonathan Carter
Whilst working at the Jersey Museum and Maritime Museum, I was thrilled when I got the chance to become site gardien at Mont Orgueil Castle. It’s a very special place and being there during the restoration was an amazing experience. I thought there wasn’t another place like it, but coming to Elizabeth Castle has made me think again! It’s my job to keep the grounds safe and sound; I’m ultimately responsible for its security, and that means that my partner Amanda and I live here at the castle.

There’s also a holiday home here, so I get to share the castle with longer term guests. What better place could there be to spend a holiday? They even get the front door key so they can come and go as they please.

The castle green is a popular venue for functions from raves to receptions - there are about 12 weddings each year. I help arrange water and electricity, and make sure that everyone’s aware of the tides.

In the summer there’s a routine: the guns are fired at midday using live rounds that I make in the safety of a bunker. Then Gunner Gilly gives the command for his 45-minute tour to begin. It’s a chance for visitors to find out what life was like for the Jersey Militia in 1781, the year of the Battle of Jersey. When the tour is over Gunner Gilly ushers the women away – an 18th Century parade ground is no place for a lady. The men are drilled and then they file through the archway to face the women’s cameras. Then it’s lunchtime so everyone marches on the café.

My predecessor conducted tours himself but my guardianship has a different focus. I’m a horticulturist, and I’m using my skills to return the landscape to that of a working castle. Shrubberies are giving way to rows of leeks, carrots and potatoes, the sorts of crops that would have been grown here two hundred years ago.

I have also been trained in the ecological management of historic buildings and sites. Caring for the Trust’s grounds is part and parcel of the job so all the time I’m developing my expertise. After the gates close there’s time to hone my fishing skills too.

I relish the split of the seasons. In summer the visitors bring the place to life but by the end of the season I’m ready for the winter when contractors carry out essential work and I do maintenance jobs.

Is it isolated here? Yes. And we love it.
VISITORS

In our role as guardians and trustees, we exist to provide a public service we value the widest possible public access to sites and collections. We promote this through optimum opening of sites and careful consideration of pricing. Our sites are some of the most significant visitor attractions in Jersey. They offer a range of learning experiences from prehistoric Jersey to the present day. The high quality of the visitor experience at the Trust’s sites was recognised in 2006 with the award of the Visitor Attraction Quality Assurance Service (UK) Standard. We are the first in Jersey to gain the VAQAS accreditation.

VISITORS TO HERITAGE SITES

Despite the difficult climate created by Jersey’s declining visitor numbers, the Trust’s visitor business is thriving.

More than 200,000 people visited JHT sites during 2006 – up 9% on 2004 and the first time we have reached that level since 2002. Between 2004 and 2006 a total of 568,218 people visited our sites.

Free entrance and discount schemes have provided great value for many Islanders.

We have achieved and maintained a 20% growth in local visitors through the introduction in 2005 of Flash Days for children (see p18/19). A total of 1,307 local people bought a season ticket to the JHT’s sites in 2006 and used them 11,043 times. Over the three years a total of 45,679 people came to JHT sites for meetings, corporate events and weddings.

Visitors 2004 – 2006

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total visitors</td>
<td>up 9%</td>
</tr>
<tr>
<td>Local visitors</td>
<td>up 22%</td>
</tr>
<tr>
<td>Free visitors</td>
<td>up 36%</td>
</tr>
<tr>
<td>Venue hire visitors</td>
<td>up 80%</td>
</tr>
<tr>
<td>On-line visitors</td>
<td>up 154%</td>
</tr>
<tr>
<td>Mont Orgueil visitors</td>
<td>up 65%</td>
</tr>
</tbody>
</table>
VISITORS TO MONT ORGUEIL

After an ambitious £4.45 million restoration, Mont Orgueil reopened in April 2006 to popular acclaim. More than 5,000 people attended the opening. Visitor figures are 65% higher than 2005. That’s an additional 25,000 people. A sustainable future for the site has now been established following years of decline. The project has transformed perceptions of the potential of Jersey’s historic environment and been the launchpad for refurbishment initiatives at other fortification sites.

Following the refurbishment work visitors to Mont Orgueil can now:

Enjoy access to the newly-enclosed heart of the Tudor keep, a bold and imaginative solution to a long standing conservation problem.

Explore many areas of the castle that were previously closed

Learn more about the castle through an intriguing new exhibition of artworks reflecting the ecology, archaeology and history of the site.

ADMISSION PRICES

Between 2004 and 2006 the average standard adult admission price to JHT museums and castles was £5.61. Current admission prices for a selection of British heritage attractions are set out below for comparison:

<table>
<thead>
<tr>
<th>Museum/Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isle of Wight Museum</td>
<td>Free</td>
</tr>
<tr>
<td>Guernsey Museum</td>
<td>4.00</td>
</tr>
<tr>
<td>House of Manannan (Isle of Man)</td>
<td>5.50</td>
</tr>
<tr>
<td>London Transport Museum</td>
<td>5.95</td>
</tr>
<tr>
<td>Castle Cornet</td>
<td>6.50</td>
</tr>
<tr>
<td>British Empire and Commonwealth Museum</td>
<td>6.95</td>
</tr>
<tr>
<td>National Maritime Museum Cornwall</td>
<td>7.00</td>
</tr>
<tr>
<td>Museum of Kent Life</td>
<td>7.00</td>
</tr>
<tr>
<td>Eureka Children Museum</td>
<td>7.25</td>
</tr>
<tr>
<td>Weald and Downland Open Air Museum</td>
<td>8.25</td>
</tr>
<tr>
<td>Science Museum Exhibition</td>
<td>8.50</td>
</tr>
<tr>
<td>SS Great Britain</td>
<td>8.95</td>
</tr>
<tr>
<td>Dover Castle</td>
<td>9.50</td>
</tr>
<tr>
<td>Beamish Industrial Museum</td>
<td>10.00</td>
</tr>
<tr>
<td>Black Country Living Museum</td>
<td>11.00</td>
</tr>
<tr>
<td>Warwick Castle</td>
<td>13.95</td>
</tr>
<tr>
<td>Imperial War Museum Duxford</td>
<td>14.95</td>
</tr>
<tr>
<td>Tower of London</td>
<td>15.00</td>
</tr>
<tr>
<td>Portsmouth Historic Dockyard</td>
<td>16.00</td>
</tr>
</tbody>
</table>
Lisa Bell took over as conservator of Jersey Archive in June 2005. She is both a member of the Society of Archivists and the Institute of Conservation.

It has been an interesting and challenging 18 months since I took over as conservator but luckily I inherited a well-run and organised department. It’s my job to ensure that documents are stored safely and are in a suitable condition to be enjoyed by the public, either handled and read under supervision at Jersey Archive or seen on exhibition at other heritage sites.

I am based in the conservation studio at the Archive and my focus has been on catching up with some of the backlog of packaging, and conserving a small selection of the archives that come into the Trust’s care. I work with the two archivists to decide which documents to repair. We pick out items that have been previously requested in the reading room but were too fragile to handle, or a collection that may become topical, such as the original plans of the old slaughterhouse, which is being transformed into Liberty Wharf.

There are a variety of different repair techniques a conservator can use – depending on the make up of the document – from leather- or vellum-bound volumes or parchment manuscripts with seals, to the most delicate tracing paper or very fragile, acidic Victorian papers. Different documents may require different approaches, and the work can be complex, but that is what makes my job so interesting. I may need to remove old repairs and this can be very time consuming especially if materials like sellotape have been used; on my latest piece of work I spent five hours removing the tape from one plan.

It is best to use materials that are as close as possible to the original so I conserve broken wax seals using local beeswax and parchment documents with goldbeaters’ skin and gelatin glue. Conserving a document can be a slow process but the end results are satisfying - to see a document that was previously too fragile to be handled ready for public use is very rewarding.

A large amount of my time is spent on cleaning and packaging. We spend over £10,000 every year on boxes and folders because high quality materials are fundamental to ensuring that our documents are well looked after. We started a long-term project to improve the storage of our hundreds of maps and plans which, until recently, have had to remain rolled in bundles on cramped shelves. The first step was to buy more shelving and to begin unrolling, cleaning and repairing some of the plans so that they can be stored flat in specially made folders or re-rolled onto support tubes so that they are easier to view and less likely to be damaged. We have already made progress, but this is an ongoing project.
COLLECTIONS

We value old things and old documents because, common or rare, they are a link with the past, and the past is the root of our identity. We manage extensive collections owned by the States of Jersey, the Société Jersiaise, the National Trust for Jersey, by the Trust itself and by private individuals. These include archaeological finds, historic and modern paintings, museum objects and the full range of archives, including photographs, films and sound archives.

There has been tremendous progress in the development of these collections between 2004 and 2006.

COLLECTING

The Trust acquires and develops collections through gifts, purchases and deposits of archives. Following cuts in 2004 we now have no purchase fund for the acquisition of important objects and depend entirely on the generous support of individuals and organisations like the Art Fund.

Some examples of acquisitions since 2004:
- Gift of the Titterington collection of marine salvage
- Bequest of 2000 Jersey postcards
- Gift WWI medals and papers awarded to BDG de la Haye
- Gift of the carved wood and stained glass from Galad Methodist Chapel
- Gift of the cinema projector from the Gorey cinema
- Gift of a collection of bus and train timetables from the 1930s
- Commission of Equanimity, Hologram of Her Majesty the Queen, by Chris Levine
- Bequest of marquetry table
- Gift of Naval General Service medal with Trafalgar bar awarded to Daniel Lauzun
- Gift of two terracotta chimney pots from 12 Lewis Street
- Bequest of a Bahu and several pieces of domestic silver
- Purchase of a self portrait, P J Ouless, oil on canvas

Portrait commissions

Each year since 2002 the Trust has commissioned a portrait of a prominent Islander with the aim of bringing national quality portraiture to the art gallery and ensuring that a range of Islanders and achievements are represented. In the period of this report three new portraits have been made: 2004 Rene Liron, 2005 Iris Le Feuvre, 2006 Teddy Noel

The 2005 and 2006 portraits have been supported by generous private donations.
Archive Deposits

Between 2004 and 2006, there were 384 accessions (c.57,000 items) at Jersey Archive. These included some substantial public records’ deposits such as the records of Jersey Water, of HM Prison La Moye which include transportation registers, also the records of the parishes of St Saviour, St Lawrence, St John and St Mary as well many from States departments. It also took in some important private deposits including the collection of research papers of the late Robin Cox, the le Cras family papers dating back to the fifteenth century, BBC Radio Jersey’s archive (including tapes of programmes) and the records of various architects’ practices; of Jersey Water; of the Jersey Eisteddfod Committee and of catholic churches.

Donations

Items find their way to the Trust’s care in many ways. Tony Titterington has spent a lifetime creating a huge collection from the items he has salvaged from wrecks around Jersey’s coast. The wrecks range from 18th Century wooden sailing ships and 19th Century paddle steamers to near contemporary vessels. In December 2006 Mr Titterington donated a large proportion of his collection to the Trust, and he has loaned many other items to temporary exhibitions. His collection fills important gaps in the Trust’s collection, is in very good condition, well documented, and is by far the biggest ever donated.
COLLECTIONS

CONSERVATION

Stores and exhibitions are constantly upgraded to meet the rising international standards governing the care and conservation of historical artefacts. Between 2004 and 2006 the programme included the re-housing of over 100,000 objects from the La Cotte de St Brelade collection of Palaeolithic stone tools and bone. It had been stored in the same boxes since the 1980s but is now kept in modern acid-free materials to ensure its long-term protection thanks to a grant from the Marc Fitch Fund.

Archive conservation

Over 1200 entries have been made in the Archive's accession register; this amounts to hundreds of thousands of individual documents. When each document arrives it is

- checked for condition and cleanliness
- accessioned (given an accession number), and a receipt sent to the depositor
- stored safely in an environment regulated by British Standard.

There can be a great deal of work to be done preparatory to an archive’s long-term storage in the archive repository, including deep freezing to kill off any insect and mould infestations before cleaning (mould, animal droppings and dead insects or their larvae – and rusty paper clips - all have to be removed). Wherever possible, all archives are stored in acid-free packaging - although some are too big to box. The archival-quality folders and boxes afford protection both from the environment and from handling - particularly important for delicate or heavy items when they are removed from the strong rooms for use in the reading room. Preservation is the most time-consuming aspect of the conservator’s work but detailed conservation of individual items such as the letters patent in the photograph is also carried out.

CATALOGUES AND ON-LINE ACCESS

Between 2004 and 2006, 23,200 new catalogue entries were added to the Trust’s online database. Information about 210,000 items in our collections is now available through our website. Consequently, while a cost saving reduction in opening hours at Jersey Archive in 2004 has led to a small decline in visiting readers, online access has grown vigorously.

<table>
<thead>
<tr>
<th></th>
<th>READERS</th>
<th>ONLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>3,919</td>
<td>21,800</td>
</tr>
<tr>
<td>2005</td>
<td>3,400</td>
<td>40,903</td>
</tr>
<tr>
<td>2006</td>
<td>3,334</td>
<td>55,421</td>
</tr>
<tr>
<td>Total</td>
<td>10,653</td>
<td>118,124</td>
</tr>
</tbody>
</table>

ARCHIVE USERS
OUTREACH

Over the last ten years, with the help of the Art Fund, the Jersey Heritage Trust has acquired the world’s single most significant collection of Claude Cahun’s work. She was a Jersey resident and member of the Surrealist art movement. Louise Downie, the Trust’s curator of art at Jersey Museum, has represented Jersey internationally, alongside Cahun’s work.

Why, you may ask, should anyone in Jersey care about a Surrealist artist who died half a century ago? Well, for me, Claude Cahun is tremendously important because she puts the Island on the world art map.

Cahun was a pioneer of Surrealism right up to her death in 1954. She was one of the few active women artists of the movement and one of only a few Surrealist artists at the time to use herself as her subject. In contemporary art, self-representation has become a leading trend, and Cahun’s work is now recognised as having been ahead of its time. She has a far larger following today, and is far more collectable, than when she was alive.

Although Jersey Museum and Art Gallery has a wide variety of art, and many important and interesting works, there is relatively little in our collection that appeals to the international art world. But Cahun puts us on the map. She enables Jersey to – if you like – punch above its weight in terms of international prestige. We get greater recognition as a collecting institution, and we are invited to take our collection of her work to other art centres, and they reciprocate.

I have edited a book, entitled Don’t Kiss Me: The Art of Claude Cahun and Marcel Moore which was co-published with Tate Publishing, which is part of the Tate Gallery, and the Aperture Foundation. In October, I presented a talk on her work at the Aperture Foundation Gallery in New York. In March 2006, I went to Australia to deliver pieces of her work being loaned for the Masquerade Exhibition at the Museum of Contemporary Art in Sydney, which was about self-representation in art. More than 78,000 people saw the exhibition, and saw her work. Those are 78,000 potential visitors to Jersey, and it was only possible to promote the Island to them because of Cahun’s popularity.

There is a regular stream of art enthusiasts who visit Jersey to see her work. As well as our collection, they visit St Brelade’s Bay where she lived with her partner Marcel Moore, who was also an artist. It is an example of the history that is in the Island, and which the Trust seeks to make accessible to everyone.

Overseas exhibitions
2004 – 2006 featuring JHT Cahun collection:

- Saved! 100 Years of the National Art Collections Fund - Hayward Gallery, London
- Four Women Photographers - Kulturhuset, Stockholm
- Disguise - Manchester Art Gallery
- Faces in the Crowd - Whitechapel Art Gallery, London
- Faces in the Crowd - Castello di Rivoli Museo d’Arte Contemporanea, Turin
- Masquerade - Museum of Contemporary Art, Sydney
- Vicious Circle - Whitechapel Art Gallery, London

Louise Downie, curator of art
OUTREACH

Working beyond sites to raise the profile of Jersey's heritage overseas, taking learning projects into the local community and into the wider island landscape is an important goal for the Trust. Between 2004 and 2006 our staff explored many new ways of reaching out in new directions.

HISTORIC SITES SIGNS

In 2006 the Trust completed a two year project to create an Island-wide scheme of interpretative signs for historic sites. The project covers the three groups of sites; the spiritual landscape of dolmens, churches and chapels; the maritime landscape of harbours and shipbuilding sites; the military landscape of castles, forts and towers. A total of 90 signs have been installed. They were written and designed by the Trust's education and archaeology staff to promote understanding, enjoyment and learning at each site.

LOANS FROM COLLECTIONS

Objects and pictures held by the Jersey Heritage Trust are regularly loaned to organisations and businesses in the Island through a scheme designed to give wide access to our collections. Although there was a decrease in the number of pictures loaned between 2004 and 2006, largely due to the growing trend for businesses with modern offices to favour new works of art, 107 historic works of art were lent for display in States and private offices in Jersey. Many items have been loaned for exhibition outside Jersey. In 2005 and 2006 the Trust lent a collection of objects made during the German Occupation of Jersey to exhibitions staged by the Imperial War Museum.

Picture loan scheme at 31 December 2006:

<table>
<thead>
<tr>
<th>Location</th>
<th>Paintings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Register Office</td>
<td>8</td>
</tr>
<tr>
<td>States Buildings</td>
<td>62</td>
</tr>
<tr>
<td>Government House</td>
<td>26</td>
</tr>
<tr>
<td>Financial Services</td>
<td>2</td>
</tr>
<tr>
<td>States Treasury</td>
<td>3</td>
</tr>
<tr>
<td>HSBC Private Bank</td>
<td>6</td>
</tr>
</tbody>
</table>

EXPORT OF CULTURAL GOODS

Much of Jersey's rich heritage is in private hands. Balancing the rights of owners and requirements of a thriving art trade, export licensing helps keep locally and nationally important paintings and antiquities in Jersey. Trust curators provide expert advice to Jersey Customs on items of historical or cultural value which may require a licence. All archaeological artefacts require an export licence, as do works of art of a certain value. Between 2004 and 2006 the Trust advised on applications for 777 items.

REMINISCENCE WORK

In 2005, our curatorial and archive staff started a regular programme of reminiscence sessions in centres for the elderly in a partnership with the Health and Social Services Department's Social Activities Forum. Objects from the collections are used to present illustrated talks on daily life and work in the twentieth century. Reminiscence is an important activity for all of us, and especially for people who may be less active in the present and may not be in their own homes surrounded by momentos.
It is easy to talk about opening up Jersey’s historic buildings to the public, but what does that mean practically? One might assume that they would all be refurbished, kitted out with luxuries from showers to televisions, and let out to the highest bidder. But that is not the case.

Jersey has a multitude of historic fortifications and the idea of using them as tourist accommodation was first mooted after WWII. More recently a proposal was discussed in some detail in 1996 but it was only in 2004 that the then Public Services (now Transport and Technical Services, TTS), the Planning Department, Property Services and the Jersey Heritage Trust together got the project off the ground. A business plan was submitted to the Tourism Development Fund in 2005 and with particular support from Senator Philip Ozouf and Deputy Guy de Faye, the fund offered a grant to get the project going.

TTS’s own Ancient Monuments Fund has been allocated to the scheme and this means that their skilled team of masons are now working alongside other contractors to repair and open up buildings.

The Jersey Heritage Trust manages the process of repair and also the marketing, letting and management of all the buildings. The Trust also carries out historic and archaeological research and manages consultation with the Société Jersiaise and others to ensure that the historic significance of the buildings is not unduly affected.

Not every building lends itself to luxury accommodation. In any event a key part of the scheme is to provide public access for everyone. This means providing a range of accommodation types and some forts, like L’Etacquerel, are being restored as ‘stone tents’. Here the fort will be much the same as it would have been in the 1830s with a hand pump for water supply and open fires for heating! Others, such as the Radio Tower and Barge Aground, have full hot and cold running water, showers, linen provided, central heating, TVs and so on. The variety is what makes the scheme so exciting.

As architectural adviser my role is to draw up plans, make planning applications and organise the work on site. I also work with JHT staff preparing maintenance schedules – buildings don’t stop needing attention just because they’ve been done up! The variety keeps me on my toes: a 1930’s beach house needs quite a different approach to a ruined 19th Century fort. Mostly it’s just great to be working on public buildings that everyone can enjoy. Restoring part of the Island’s history for us and for future generations is hugely satisfying.

Our first three buildings opened in 2006 and three more are due to open in 2007. If the scheme really takes off – and the interest being shown in the Radio Tower, Barge Aground and Fort Leicester suggests it will – more buildings will follow. The rental income raised will be ring-fenced and used both to maintain already refurbished buildings and bring more into the scheme in the future. Instead of being a drain on the public purse, it shows that historic buildings can not only look after themselves but also help our tourist industry.

Antony Gibb, architectural advisor
HISTORIC BUILDINGS

Old buildings are part of our identity and allow us to share something of the experience of living in Jersey with previous generations. Since 2004 the number of historic buildings managed by the Jersey Heritage Trust has risen from ten to 18 (see map on p36). These include visitor attractions, holiday accommodation, sites used by community groups. The Trust believes that the best way to conserve most old buildings is to use them while retaining their historic character. Between 2004 and 2006 the Trust took on several new projects to put this philosophy into action.

FORTS AND TOWERS PROJECT

Through a partnership with the Tourism Development Fund and the Transport and Technical Services Department, the Jersey Heritage Trust has refurbished six States-owned historic properties. The sites are variously available for holiday accommodation, visits by community groups and corporate uses as well as support for local walking businesses.

Bookings for these sites have exceeded all expectations. The income from some of the high earning sites will be ploughed back into the scheme to help bring more buildings into public use.

Adapting these sensitive buildings is a difficult task and has only been possible through a great deal of background research into the history of the buildings and consultation with other local heritage groups – the Société Jersiaise, The National Trust for Jersey and the Channel Islands Occupation Society.

LISTING BUILDINGS

In January 2005 the Jersey Heritage Trust took on responsibility for maintaining the States’ Register of Historic Buildings. The Trust’s role is to provide independent expert advice on the architectural, archaeological and historical interest of the buildings and sites and to make a case where they merit protection through the planning system.

This work ensures that all decisions taken on the development of buildings are made in full knowledge of any historic interest. The information made available to planners and architects covers thousands of areas of historic sensitivity including prehistoric sites, mills, town houses, medieval chapels and farms.

By the end of 2006 the Register consisted of approximately 3,500 properties. The Trust runs a consultative panel, the Ministerial Registration and Listing Advisory Group, which includes representatives of heritage and architecture groups.

It is sometimes said that heritage groups want to set the Island in aspic, but that is not at all what heritage is about. Buildings do change and evolve over the years. Listing ensures that this happens through informed decisions. Ultimately, it is far preferable to invest in a building and put it to good use than to let it deteriorate until no one can appreciate it.

In order to promote those aims, in 2005 and 2006, the Trust advised on over 100 sites and buildings. We are working on the identification of a further 400 archaeological sites for protection in the future.
The Trust collects, documents and preserves hundreds of thousands of artefacts, works of art, archives and specimens relating to the history and culture of the Bailiwick of Jersey. These collections define the island, hold the evidence of its historical development and act as the community's memory.
WILDLIFE MANAGEMENT

In 2001 the Jersey Heritage Trust’s policy for the care of wildlife at its sites changed. Until then care had been based on amenity horticulture and centred on the design of flowerbeds for the enjoyment of visitors. Following recommendations of an independent expert, the care became a balance between protecting the fabric of each monument and encouraging wildlife and biodiversity. Ecological plans were created for each site and gardeners were trained by English Heritage in the ecological management of historic buildings.

The plans have ensured that the habitats of a wide range of flora and fauna, including rare bats and kestrels, have been considered in the Trust’s care for historic monuments. During the restoration of Mont Orgueil Castle the Trust worked closely with Environmental Services to ensure that the Jersey wall lizard, which is not a species native to the UK, was protected.

In 2006, we conducted a five year review of each site’s ecological plan to develop our approach and to ensure that the Trust’s sites remain havens for all wildlife.

FORT REGENT SIGNAL STATION

When the daily operation of the last manned signal station in the British Isles was withdrawn in 2005, the Jersey Heritage Trust worked with Jersey Harbours to maintain the tradition of dressing the station on special occasions such as royal birthdays. Late in 2006 the Trust reached agreement with the States to re-start daily operation of some of the main signals concerning weather, tides and shipping movements. It is a source of pride to the Trust that it has been able to help sustain this unique feature of St Helier, which is a strong reminder of our maritime and commercial heritage.
Simon changes from Robin Hood to a fearsome pirate and back again, while Samantha dives into a fetching mermaid ensemble. But then Simon casts off Robin Hood and it’s on with a cat outfit, then a spring lamb and then a pair of sailor’s bell bottoms.

The de la Hayes (mum Liz and children Simon and Samantha) are at the Jersey Museum discovering the clothes and jewellery that people have worn through the ages. Later, Simon will excel at the clothes quiz when he guesses a garment’s age and who would have worn it. Samantha will make a bejewelled crown to finish off her mermaid’s gown and then a glittery mask for good measure. (It wouldn’t do to go home empty-handed. When the children took home the Victorian cup and ball game they made last time, Granny beat the rest of the family hands down.)

Flash Days, and other Trust events, have different themes so children are always occupied and learning something new. Last year the de la Hayes visited their favourite heritage site, Hamptonne. It was autumn so they saw the apples being harvested from the orchard and crushed in the press (by war horses, Simon reports) to make traditional cider.

Simon and Samantha stirred the liquor before they went to help feed a calf. Then the family paid a visit to the Goodwyf of Hamptonne House who filled them in on the comings and goings of her 17th Century family. Before that there was the Castle Quest at Mont Orgueil where Simon gave the falconer a hand, literally, and discovered the true power of a bird pursuing its prey. At Elizabeth Castle, Simon was allowed to fire the midday cannon. To his delight he discovered that it still requires real gunpowder.

Knowing how to attack and defend a castle may be old hat to Simon and Samantha, but the family still enjoy attending Flash Days whenever they can. And the Trust is developing the scheme. A Flash Day Fan Club has been launched for regulars who want to take a look behind the scenes and spend time perfecting their tapestry skills or catapult making.

Flash Days began in 2005 when primary school children were invited to live the Island’s history at a series of themed days. They were an instant hit with children from ages one to ten, and their parents. Last year more than 8,000 people participated in the Flash Days, which always run from 10am until 4pm. Children dressed up at the Jersey Museum; learned about rocks and dinosaurs at La Hougue Bie; built their own castle at Mont Orgueil; and used native flowers and plants to cook at Hamptonne. Whatever children are learning or making, Flash Days are fun and give them a chance to explore the otherwise hidden nooks and crannies of Jersey’s heritage.
Our learning programmes harness the power of original, real things. Heritage sites, archives of information and collections of historic objects help everyone learn more about Jersey. Understanding the histories of the people who have lived here and sharing the distinctive experiences of Island life through time can help bind the community together and, we hope, inspire people to make the right choices about our future.

EXHIBITIONS

Exhibitions are the core of the Trust’s museum work, giving visitors the opportunity to see at first-hand artefacts that illustrate Jersey’s past. Many exhibitions are created from the Trust’s own collections, but our programme includes some of the best of national art and heritage.

The *Brothers-in-Arms* exhibition in 2004 brought medieval objects from the Royal Armouries, the British Museum and the Museum of London to Jersey for the first time.

In the same year, in partnership with the Community Relations Trust, the Trust showed the nationally-touring *Anne Frank and You* exhibition which explored issues of tolerance and discrimination.

In 2006 the Trust showed an exhibition of the graphic work of Abram Games, one of the most influential graphic designers of the 20th Century and creator of Jersey’s famous tourism advertising campaigns of the 1950s and 1960s.

At the same time, the Trust creates many opportunities for Islanders to participate in creating exhibitions. Between 2004 and 2006 these included the *Big Draw* projects at the Jersey Museum; the creation of the *Presepio* Portuguese nativity scenes; art and poetry workshops in celebration of local apples and cider; and the popular series of *Artzone* art workshops at Jersey Museum.

EVENTS

The Trust’s events programme grew in scope between 2004 and 2006 to include projects animating art, archaeology, science and a whole range of historical subjects.

Attendance rose by over 7,000 in 2006 as more people were attracted to events which ranged from annual celebrations, like *La Fais’sie d’Cidre* which has become an established part of the local cultural calendar, to one-off spectacular re-enactments like *Fix Bayonets* at Elizabeth Castle.

Nearly 20,000 people visited Jersey Heritage Trust sites on event days in 2006.

The events’ programme has offered lots of opportunities for people to get involved in exploring local history with experts.
**LEARNING**

The Trust has celebrated National Archaeology Week every year with a programme of family-friendly activities at La Hougue Bie. In 2004 and 2005 the events covered key moments in the site’s 6,000-year history from the Neolithic period, through Medieval and Victorian times to the German Occupation. The event in 2006 focused on the Bronze Age (2250 BC) with demonstrations of the ancient metalworking techniques, smelting and casting.

**PUBLICATIONS**

Publications are of growing importance in the Trust’s educational work, with 14 local history and art titles now available. These range from site guidebooks like Dr Warwick Rodwell’s *History and Architecture of Mont Orgueil*, published in 2006, to schoolbooks like *Jersey 1204 – A Peculiar Situation*, which was published in 2004 as part of the Island’s eight hundredth anniversary celebrations.

Exhibition and collection catalogues are also important. Recently published examples include *Farms, Fields and Valleys of Jersey*, which was produced from the Société Jersiaise photographic collection in 2005, and *Don’t Kiss Me: The Art of Claude Cahun and Marcel Moore* which was co-published with Tate Publishing.

Since 2005 the Trust has published *Heritage Magazine*, a new venture which gives the detailed stories behind the Trust’s exhibition and event programmes.

**FREE ACCESS TO LEARNING PROGRAMMES**

Admissions income is very significant in funding the Trust’s work. But we are committed to ensuring that price does not act as an unreasonable barrier to access. The number of people enjoying our programmes without charge rose between 2004 and 2006. In 2006 40% of our local visitors gained free access to our sites.

- **Students (local and visiting – free access)**
  - 2004: 8,044
  - 2005: 7,744
  - 2006: 7,736
  - **Total**: 23,524

- **Flashcard users (Jersey school children get in free)**
  - 2004: 5,272
  - 2005: 8,914
  - 2006: 10,692
  - **Total**: 24,878

- **Goldcard users (All Jersey Seniors receive one and get in free)**
  - 2004: 3,123
  - 2005: 3,500
  - 2006: 3,957
  - **Total**: 10,580

**Total number who enjoyed free access:**

- 2004: 16,439
- 2005: 20,158
- 2006: 22,385
- **Total**: 58,982

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**Publications 2004 - 2006**

- *Jersey 1204*: Professor James Holt and Dr Judith Everard (2004)
- *Heritage Magazine 2005*
- *Heritage Magazine 2006*
Bob Asplet is one of several volunteers who restore boats at the Maritime Museum. The Jersey Heritage Trust helps many volunteers to actively develop their interests while supporting the preservation of the Island’s history and culture.

Why do I do it? Because I like boats. Always have done. I was a Davis Scholar at the Thames Nautical Training College – HMS Worcester, and went to sea as an apprentice and progressed through the ranks, ending up as Ship’s Master.

Since leaving my seagoing career I have continued to be interested in nautical matters, particularly wooden boats. Some 12 years ago I was asked if I would be willing to look after the newly restored local boat Fiona for the Friends of the Maritime Museum. That was before we had a Maritime Museum – the Friends were campaigning for one before the older craft and artefacts were lost forever. From that small start I have been involved in the restoration of the museum collection.

From the outset, it was decided that the boat collection would be a living collection, not exhibits behind a glass screen or plastered with ‘do not touch’ notices. There are now several of us – all volunteers – and our workshop is in the Maritime Museum. I suppose we are a living exhibit in one sense. Visitors stop to watch us work and we chat to them about our work and the history of the vessel that we are restoring.

Boats are an extremely important part of Jersey’s heritage and for a while, especially in the 1960s and 1970s, that seemed to have been forgotten. For centuries the Island relied on the sea, and boats remain the lifeblood of the Island even today.

Having formed a team of enthusiasts, we have restored a small number of ‘classic’ boats for the Maritime Museum. We tackled the restoration of Florence and have continued the restoration of Fiona, including the installation of an engine to allow us to work in an increasingly busy harbour. Other restorations include the motorboat Diana which, along with Fiona, was part of the small fleet of local boats to assist the retreating British Forces who demolished St Malo’s locks in the face of the Nazi advance. We also have another Diana that was built in Allix’s shipyard at Havre des Pas just before the boatyard ceased trading.

We are currently restoring the ex-RNLI lifeboat Howard D. She was given to the RNLI by Mr T B Davis in memory of his son Howard who perished in the trenches during WWI. (Howard Davis, like myself, had been a cadet on HMS Worcester – a fact I only discovered after being awarded a scholarship in his memory.) This lifeboat was on station in Jersey throughout the Occupation and, when restored, will be another living piece of history.

We have another restoration project waiting for funds – and time. She is a Guernsey-built vessel of around 1840 that needs attention if we are not to lose her to the elements.

I have recently taken on another part of Jersey’s Maritime Heritage. For almost three centuries, Fort Regent Signal Station has signalled the movements of ships, and given gale warnings to seafarers. When the Heritage Trust took over the Signal Station – with a limited service – I volunteered to assist. Another piece of living history, it would be a pity if the signal station ceased to function completely.
We believe that the people who contribute to the work of the Trust, whether paid or in an honorary or voluntary capacity, are its greatest asset. Working together with Trust staff, volunteers give thousands of hours of help to the Trust each year. It would be quite impossible to maintain our high standards of site presentation and collections care without their generous support and wide ranging skills.

**VOLUNTEERS**

The Trust’s volunteer programme creates opportunities for many Islanders to get involved in looking after and presenting their heritage. Around 4,500 volunteers sessions are provided each year. At around three hours each, that means Islanders give 13,500 hours annually to support the Trust’s work. Between 2004 and 2006 the Volunteer Programme included:

- **Guided site tours** – Over 1000 guided tours each year were given by volunteer guides at the castles and museum sites

- **Maritime Museum Boat Shop** – Working alongside the JHT Boatman, highly skilled volunteers from the Friends of the Maritime Museum gave around 1,500 hours per year to maintain the Trust’s fleet of about 14 historic wooden boats.

- **Conservation** – Working with the Conservator at our workshops at Augrès, a dedicated team, with a range of restoration and joinery skills, refurbished furniture and prepared objects for exhibitions.

- **Jersey Archive** – Volunteers helped with research and preparing documents for cataloguing.

- **Textiles** – At Jersey Museum a group indexed and re-packed the collection of textiles and clothes in the care of the Trust.

- **Living History** – Many on-site sessions are provided by volunteers, who give their expertise and enthusiasm to bring the sites to life.
I started to talk with the Trust about the planned conversion of Seymour Tower into an overnight tourist destination in April 2006. Within a year, the whole project was completed and the tower ready to accept guests.

It’s a kind of offshore mountain hut. It has pretty basic facilities, which some people may frown at, but in my view that’s exactly what makes it unique.

Although the building’s structure is sound, basic facilities had to be installed including beds, a fridge, oven and a chemical toilet. All of the electricity is provided by solar cells on the roof.

One thing that was already available was the stunning view, which makes all of the minor hardships worthwhile. There really are very few places in the world that experience such beautiful sunrises as Seymour Tower.

Although an overnight stay in Seymour is not for the faint-hearted it is flexible as a destination because there are different ways to travel there, which means that it appeals to a variety of people. The more adventurous can kayak out, and take in a paddle around the south-east coast as well; others prefer to walk out and experience the exquisite natural beauty of the area on foot.

There has been a lot of interest from outside the Island in the overnight stays because it is exactly the sort of destination that appeals to visitors looking for an active holiday. However, I believe its most important role is as an accessible historical monument that helps us get in touch with the past. Anyone who stays at Seymour comes away with a renewed interest in Jersey’s heritage which in turn helps them appreciate the Island that much more.

Seymour Tower is an iconic building, widely recognised by locals and of great interest to tourists. Its new life as a tourist destination is set to bring huge benefits to the Island.
PARTNERS

We are committed to finding new ways to engage with more people and organisations in the promotion of our heritage. Partnerships with the States, with community organisations and with local businesses are vital to our success. Working closely with others has helped us to expand our work in conservation and education.

Living History partners

The Living History programme supports, and benefits hugely from, two local independent re-enactment groups who have a close relationship with the work of the Trust. The Company of the Duke’s Leopards specialises in portraying life in Jersey in the 15th Century, and Mont Orgueil forms a stage set for most of the group’s encampments. The 1781 Jersey Militia recreates the 4th Regiment, 2nd Battalion (St Lawrence) which comprised men from the West of St Helier and St Lawrence. The group is the Jersey Muzzleloaders & Antique Firearms Association’s living history section.

Stars of the Living History programme 2004 – 2006 included:

Mont Orgueil – Duke's Leopards and Will and Sue Headdon
– Jersey’s Medieval re-enactment group (pictured)

Elizabeth Castle – Gunner Graves, Gunner Gilly & 1781 Jersey Militia

Hamptonne – The Goodwyn and the Spinners

Jersey Museum – Elizabeth Mourant, Housekeeper

Together, they provided a record 5,417 three-hour performances during 2006.
**Société Jersiaise**

The Société Jersiaise holds a huge stake in our work. 80% of museum collections managed by the Trust are owned by the Société. The £1 million restoration of Hamptonne was managed and funded by the Société. La Hougue Bie is owned by the Société who excavated and restored the Neolithic mound in the 1990s. As part of our partnership the Trust helps fund the Société’s own Library and Photographic Archive. In addition to our standing arrangement for collections and sites, Société members and expert Sections have made important contributions to many Trust projects between 2004 and 2006.

### Partnerships with Société Jersiaise 2004-2006:

- **Mont Orgueil project** – archaeological support
- **Forts and Towers project** – research for conservation plans
- **Publications** – joint publisher of 2005 Occupation history
- **Historic Buildings Register** – advice on listing
- **Fundraising** – joint event Fête d’été with National Trust
- **Access** – more than 5000 Société members visited JHT sites free

**States of Jersey**

The Trust is the States’ lead heritage agency, looking after the States art collection, operating the castles and running the Archive on behalf of the public. In addition the Trust supports the work of many States departments. Between 2004 and 2006 a series of new partnerships with States departments were launched.

### Partnerships with the States 2004 - 2006:

- **Jersey Harbours** – Operation of Fort Regent Signal Station
- **Jersey Tourism, Property Holdings, and Transport and Technical Services** – Forts and Towers Project
- **Planning Department** – Maintenance of the Register of Historic Buildings
- **Home Affairs Department** – Production of Citizenship: Jersey supplement
- **Jersey Customs** – Advice on export of cultural goods
- **Jersey Tourism** – Bronze Badge Guides course training
- **Jersey Tourism** – events including 1204-2004 programme, Out of the Blue, La Fais’ie d’Cidre

Fête d’été, with the National Trust for Jersey and Société Jersiaise at Hamptonne
PARTNERS

Commercial partners

Some of our visitor services are contracted out to local businesses. They provide commercial expertise and share the risk of trading. As well as providing income to support our aims, these companies help us to reach new audiences for our sites and services. Between 2004 and 2006 we reviewed concessions for our catering operations and for transport to Elizabeth Castle.

Business sponsors

We recognise that to achieve our aims we need to sustain productive partnerships in the business community. Our Business Associates and Heritage Supporters schemes provide essential ongoing support for our work. In addition, project sponsors have supported much of our exhibition, events and publications programme.

Between 2004 and 2006 the business community made contributions totalling £431k in support of the work of the Trust.

Arts & heritage organisations

We work closely with other cultural providers in Jersey to achieve mutual aims and to add value to what we do. Some of the partnerships we developed during 2004 and 2006 are listed opposite.

Commercial partners 2004 – 2006:
- Catering – Quadra for Museum Brasserie, Niche Catering for castle cafés and events
- Retail – Printed Word at Jersey Museum, Moon and Sixpence at Maritime Museum, Hamptonne and La Hougue Bie
- Venue Hire – Marquee Solutions at Hamptonne and the Castles
- Site Lets – Marketing partnerships with National Trust for Scotland, National Trust for Jersey, Freedom Holidays, Jersey Kayak Adventures
- Amphibious Transport – Puddleducks, Pure Adventure

Business sponsors 2004 – 2006:
- HSBC: Family Fun Week
- NatWest: Opening of Mont Orgueil
- Jersey Dairy: Jersey Cow Exhibition
- David and Anne Crossland: Flash Days; Hamptonne Fair; Forgotten Forest; Exhibitions & events programme
- Crill Canavan: Heritage Magazine
- Channel Islands Co-operative Society: Gold Card Scheme
- Banque Nationale de Paris: Art restoration

Some partnerships with community arts and heritage organisations 2004-2006:
- Community Relations Trust – Anne Frank and You exhibition, Theatre in Education and Charing Cross exhibition (2005)
- Jersey Arts Centre – Jersey Revels (2004), photography workshops (2005), Lion Witch and Wardrobe at Mont Orgueil (2006)
- St Helier Bad Wurzach Twinning Committee – Blamped exhibition, Germany (2006)

Jersey Arts Centre, The Lion, the Witch and the Wardrobe at Mont Orgueil in 2006.
A unique place for a unique occasion

There is no place like Hamptonne. It’s a beautiful reminder of Jersey’s rural heritage and, for me, it will always be remembered as the perfect venue for the best day of my life.

My husband Ed and I held our wedding reception there, both because it’s a great example of the Island’s historic heart and also because it played a part in my own childhood, just up the road at Six Rues. I wanted all 120 of our guests, particularly those who came over from the UK, to experience the soul of Jersey and there’s no match for Hamptonne if you want to give people a taste of traditional Island life.

The farm is wonderful. I ignored my dad’s protests about having ducks and chickens mixing with the guests, the animals created a fantastic atmosphere which added a unique flavour to the wedding. Sadie Renouf, the farm Goodwyf, was the perfect hostess, mixing and mingling, making everyone feel at home; after all, on a farm with our suits and dresses, we were the odd ones out!

It was a great feeling, as we passed under the archway into the main courtyard (on a tractor and trailer, of course)! I’ll never forget the sight of our family and friends enjoying themselves in the July sunshine as they waited for us to arrive.

Yet, possibly the best part of the whole event was the ease with which everything was organised. The farm was easy to book through the Jersey Heritage Trust and it basically becomes yours, to organise and use in the way that suits you best, whether you would like a small wedding ceremony in the Langlois room or a large reception in the meadow, you just get on with setting it up as you want – a bride-to-be’s dream!

All of the staff were extremely helpful and gave us invaluable advice, which made our lives much easier.

Today, the memories live on in our photos, which are made even better by the character that Hamptonne gives them. The meadows and old farmhouses, radiant in the sunshine, couldn’t be beaten for beauty and charm. How many other people have chickens in their wedding photos?
All Trust sites are available for hire through our Heritage Spaces operation. This generates significant income to support our work, but more importantly, offers the chance to enjoy these unique places after hours.

Over the three years from 2004 the Trust increased the use of the sites for Heritage Spaces events by 80%. Functions included weddings, corporate training, business presentations, private parties and promotions by States departments. More than 45,000 people used the sites for out-of-hours events in this period.

**Uses have included:**

**In 2004:**
- St Peter’s School held a medieval banquet at Mont Orgueil based on research by Year 4 pupils and sponsored by 25 local companies
- St Martin’s Honorary Police held their monthly meeting in Mont Orgueil for the first time
- Elizabeth Castle received (as every year) the pilgrimage to the Hermitage. 100 pilgrims crossed the causeway and attended a service led by the Dean in the Parade Ground

**In 2005:**
- Hamptonne attracted the producers of the ITV adaptation of Thomas Hardy’s *Under the Greenwood Tree* to Jersey. Supported by the Tourism Development Fund, Hamptonne was closed for six weeks in May and June for the transformation into the village of Melstock.

**In 2006**
- Clipper Ventures hosted a party at Mont Orgueil for 390 participants and supporters in the final Jersey to Liverpool leg of the 2006 Clipper Race
- Jersey Tourism held a Halloween party at Mont Orgueil attended by 3,000 visitors and locals
- 1,900 people attended a dance event at Elizabeth Castle organised by Jersey promoters Rhumba

**VISITORS TO THE SITES FOR WEDDINGS, PARTIES, MEETINGS AND CORPORATE EVENTS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
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<tbody>
<tr>
<td>2004</td>
<td>12,741</td>
</tr>
<tr>
<td>2005</td>
<td>14,448</td>
</tr>
<tr>
<td>2006</td>
<td>18,490</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>45,679</strong></td>
</tr>
</tbody>
</table>

**Above right:** The Trust’s venues are used by businesses for a wide variety of events; in 2006 a rave at Elizabeth Castle organised by Jersey promoters Rhumba attracted 1,900 people. The Trust continues to balance the protection of Jersey’s heritage with the exploitation of the assets held in its trust.

**Above:** celebrate Halloween, Jersey Tourism held a party at Mont Orgueil which attracted 3,000 visitors

**Top:** In 2005 Hamptonne was transformed into the village of Melstock for the ITV adaptation of Thomas Hardy’s *Under the Greenwood Tree*
Being Finance Director for the Trust, I'm concerned with where the money comes from and how it is spent. Between 2004 and 2006 there was a significant shift in the way we view our funding. Two changes have brought this about and both were capital investment projects.

In 2006 Mont Orgueil was reopened to the public. This four-year redevelopment project quickly turned the castle into our most popular site. There was a 66% increase in visitors in the first year, which by far exceeded our forecasts of a 30% to 40% uplift. But there is more to consider than merely the number of visitors at the gate. The extra footfall translates to increased revenue from retail opportunities, publications, takings at the café and donations received and, of course, the Trust benefits from all these additional revenues.

The second change is the Forts and Towers Programme. At the end of 2006 three properties were refurbished and opened to the public as short-term lets. The rents from these sites – the Barge Aground being the first to open – represent self-generated income.

Many other properties have potential for development and by the end of 2007 a further three sites will be available to rent, earning the Trust an expected £90,000. While this sum may not seem groundbreaking in the context of a £3 million annual budget, it is significant because of the role it plays in maintaining the public-private funding balance.

Ideally, not-for-profit organisations will maintain a ratio of somewhere between 40:60 and 60:40 between the public and private funding they receive. It’s important to adhere to this relationship – we regard it as a strategic tool for independence – because if income slips over the 60% private limit then we could become too commercially focused. If more than 60% of our funding is provided by the States then we start to lose our independence and rely too heavily on the taxpayer.

In recent years, the Trust had become more reliant on government funding, so endangering its independent stance. But having an extra revenue stream from the forts and towers, and from the renovation of Mont Orgueil, gives us the flexibility to balance our finances.
Number of Tourists visiting sites 2004-2006

How the Heritage Trust spends its money
The number of sites managed by Jersey Heritage Trust grew from 10 to 18 during 2004 and 2006. These included visitor attractions, holiday accommodation and sites managed for community use.