“2010 was a stepping stone for Jersey Heritage. We have embraced change and are focused on success in 2011 and beyond.” 

Clive Jones

Foreword by the Chairman of Trustees

It is now a year since the Board of Trustees outlined the road that lay ahead for Jersey Heritage. With a focus on engaging all stakeholder groups, we were committed to communicating the value of Jersey Heritage in order to secure continued and greater support for this incredibly important organisation.

At that time we could not have looked forward to what we have to tell you today. We are simply more optimistic about the outlook for Jersey Heritage than we have been since before July 2009.

Getting to where we are today, we have had a lot of support which must be recognised. This has come from all areas of our business - from our staff, our members and our corporate partners, from the Minister for Education, Sport and Culture, his Department and from States Members. Without that support it would have been difficult to get to the position we’re in today.

Since we produced our last Annual Review there have been some notable achievements which are outlined in more detail throughout this publication. New exhibitions have impressed visitors to the Jersey Museum, and events at the Maritime Museum, La Hougue Bie and our other key sites have attracted large numbers of visitors. Our new membership structures have been welcomed by the public and we have already surpassed our expectations for 2011 in terms of people wanting to belong to Jersey Heritage. Turning to educational initiatives, our new Discovery Day Scrapbook has introduced new ways of engaging with our young followers. And not least, we are on the verge of at last being able to invest in our important assets.

We continue to work closely with our partners at Education, Sport & Culture and with Jersey Tourism and the Economic Development Department to ensure that the experience we provide for both Islanders and visitors is of the highest standard.

We’re not done yet. Whiltih we’ve achieved a lot over the past year and a half and are a financially stable organisation with some talented new blood, we’re not yet where we want to be. As a stronger organisation we are now in a position to move forward and ensure our heritage remains as valued in Islanders’ lives tomorrow as it is today.

At the heart of what we deliver is our public service to the community. I know that every trustee, every man and woman who works for the organisation, every volunteer that gives up valuable time to provide support, every private and corporate member that helps fund our activities all share that commitment.

We’ve been busy since our last review. I hope you’ll also agree that we’ve been doing the right things. In making these changes we’ve kept carefully focused on our key purpose:

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

It is too early to forget our travails of the recent past, but we are committed to banishing those ghosts and making the people of Jersey at least as proud of Jersey Heritage as they have been in the past.

With your help we have emerged from the past 18 months a stronger organisation and one that is now better-equipped to carry out its key purpose.

Clive Jones
Chairman
Thank You

To our heritage partners the Société Jersiaise, the National Trust for Jersey and the Channel Islands Family History Society who we work with to deliver the Island heritage service.

To the Department for Education, Sport and Culture who sponsor the operation of Jersey Heritage and to other States partners including the Planning and Environment Department, the Transport and Technical Services Department and Jersey Tourism.

To you, the Islanders who visited the sites, joined as members, came to an event, stayed in heritage lets, volunteered, pledged donations or helped us in other ways to allow everyone to enjoy Jersey’s Heritage and pass it on to future generations.

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**Corporate Members**

2010 / 2011

A E Surcouf and Sons Ltd
Abbey
Appleby
Ashburton (Jersey) Ltd
Astrac Financial Services Ltd
Barclays Wealth
Basil Trust Corporation
BlackRock (Channel Islands) Ltd
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Capita Fiduciary Group
Collins Stewart Wealth Management
Debitote
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2010 / 2011

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Ogier
www.ogier.com
Sponsors of Jersey Heritage Green Management Programme.

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**Sponsors**

Sinels
www.sinels.com
Sponsors of the Jersey Heritage events programme including Pirates Ahoy! and Sinels Family Fun Week.

Jersey Tourism
www.jersey.com
Sponsors of Jersey Heritage’s La Fâsquie d’Cidre event.

Moore Stephens Jersey
www.moorestephens-jersey.com
Sponsors of Hidden Treasures – Modern Masters

Mourant Ozannes
www.mourantozannes.com
Sponsors of the 2011 Jersey Heritage Education initiative and Summer at Hampton.

RBS Coutts
www.rbscoutts.com
Sponsors of ‘TB Davis, The Only Sailor in the Fleet’.

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RBS International

Royal Bank of Canada Trust

Standard Bank

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**Jersey Heritage Board of Trustees at 1 July 2011**

**John Clarke**
President of Société Jersiaise
Chairman Société Jersiaise Archaeology Section
Retired Veterinary Surgeon
Truitlee since April 2010

**Simon Crowcroft**
Elected to the States of Jersey as a Deputy for St Helier No 2 District in 1996; Constable of St Helier since 2001
President of the Jersey Eisteddfod
Truitlee since July 1999

**Peter Funk**
Chairman and founder – Newtel Holdings Ltd
Governor and Chairman of the Finance sub-committee
Jersey College for Girls and Jersey College for Girls Prep
Chairman Tourism Development Fund Advisory Panel
Truitlee since February 2010

**Bob Hassell**
Managing Director and Principal of Hassell Blampied
Past President of Jersey Chamber of Commerce
Truitlee since February 2010

**Clive Jones (Chairman)**
Former Chairman & Managing Director of Citi in Jersey
Currently Chairman, Jersey Financial Services Commission
Chairman, Highlands College Governing Body
Truitlee since 2005

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**Paul Nicolle**
Retired Corporate Director of Policy & Employee Development, States Human Resources Department
Chairman of Board of Governors, Beauclerc Convent School
Blue Badge Guide
Elected Jurat – February 2010
Appointed as a Trustee in 2005 with effect from July 2006

**Mark Oliver**
Finance Director, Publishing Division – The Guion Group
Truitlee since February 2010

**Jonathan Voak**
Director and founder – Atelier Limited
Former Executive Director of the Hunt Museum, Ireland
Former Head of Apsley House, The Wellington Museum, London
Former Curator, Victoria and Albert Museum, London
Société Jersiaise nominated Trustee with effect from September 2006

**Kevin Keen**
Honorary Financial Adviser
Currently Chairman of Jersey Water
Former Managing Director of Jersey Dairy
Appointed in December 2009
A year ago States Members put their faith in Jersey Heritage by adopting P.75/2010, a package of service and funding changes for the organisation. A year on we are seeing the benefits and successes that have resulted.

These include:

- A healthy financial position showing a surplus in the 2010 accounts now published and available online.
- A service that is being much used by Islanders and visitors.
- Visitor footfall around 8% up in the periods the sites have been open.
- Admissions income over 9% up on last year.
- Membership growing fast. We broke our 2011 target in the first six weeks of opening in 2011 and are now aiming for around 4,000 members by the end of the year.
- Growth in visits by local children despite new charges.
- £250,000 of fundraising through private and corporate giving this year; a strong demonstration of public confidence in Jersey Heritage as well as a significant part of the self-generated income of around £2.2 million we are aiming for this year.
- In general terms, we have moved a very long way towards a stable and sustainable position, while continuing to provide a service of demonstrably significant value to Islanders and visitors.
The current position is in marked contrast to the situation over the last two years, so how have we achieved such significant progress?

Last year’s P75/2010 recognised that we were around £1 million a year short of operating our then level of service sustainably and proposed a balanced three way solution:

1. Jersey Heritage would make around a third of that in savings to be achieved without the permanent closure of sites;
2. Around a third would come from an increase in States grant;
3. The remaining third would be achieved through new fundraising initiatives aimed particularly at the capital investment required to refresh and renew sites to keep them competitive.

We delivered the savings part of that plan last year, amounting to a 10% reduction in expenditure.

Firstly, we reduced services and therefore operating costs in periods of low demand. We moved to winter closure periods at Jersey and Maritime Museums and changed the opening of Hamptonne to school holiday periods. Similarly we moved from providing year round educational support on-site to periods of high use by schools in June and October. These have not been uncontroversial changes, but they have enabled us to make considerable savings. The impact on visitors is interesting. For example, we have had more local visitors to Jersey Museum this year despite being closed for the first quarter, than we had last year being open, owing to strong product development and effective promotion. The regrettable consequence of these changes have been 25% reductions in headcount and in associated public access to sites, but these are changes which have delivered the required 10% savings in operating costs.

Secondly, in order to establish greater cost flexibility, we outsourced certain functions including marketing, design and technical support and some educational services. The value of work previously undertaken by in-house staff and now outsourced is estimated at around £300,000, and we may be able to reduce spending in those areas further in the future.

Finally, in order to retain greater control over future pay awards, the Trust has recently completed a terms and conditions review and introduced changes to staff pay and benefits schemes.

All these developments have been underpinned by significant staff changes at every level and right across the organisation. Two senior appointments during the last month mark the completion of these changes and we are very pleased indeed to welcome Philip Thomas as Finance Director and Jeremy Swetenham to head up our Commercial Operations.

At the end of the first two quarters of 2011 we can report significant steps forward. While there remain some important outstanding and problematic issues especially in respect of pension and property issues, which are highlighted in our accounts, there are some very positive opportunities and challenges to rise to as well.
About Jersey Heritage

Jersey Heritage was established in 1983 to ‘acquire, conserve and display Jersey’s historic buildings and collections’. Working to nationally recognised standards, we aim to inspire people to learn about, enjoy and safeguard their heritage.

Our activities include:

Visitor engagement – we guide locals and tourists to the best of Island heritage, we promote enjoyment of the heritage sites for visits, weddings, holidays and events and we promote Jersey’s heritage overseas.

Learning programmes – we help people learn about Jersey through educational exhibitions, site visits for schools, events for families, local history publications and on-line information.

Community development – we work with volunteers, businesses, heritage and arts organisations, community groups and local experts to help everyone participate in putting heritage at the heart of community life.

Conservation management – we manage, conserve, and protect historic collections, heritage sites, public and private archives and provide information about the historic environment.

We are an independent trust supported by a grant from the States of Jersey and income raised from admissions, memberships, venue hire, catering and retail, sponsorship and fundraising.

We measure our work across the organisation against these standards with many areas of excellence, indicating the effectiveness of the day-to-day heritage service we provided during the year, when measured against museums, archives and heritage attractions across the UK.

Meeting National Quality Standards

We aim to operate to the following national standards in everything we do:

For museums
The Museums Libraries and Archives Council’s Museum Accreditation Scheme

For visitor services
Visit Britain’s Visitor Attraction Quality Assurance Scheme

For archives
The National Archive Standard for Record Repositories

For staff development
Investors in People standard
During 2010, alongside the changes and restructure, we were still able to provide a strong programme of exhibitions, events and Living History for visitors.

Our major new exhibition at Jersey Museum was Blam, guest curated by Andrew Hall, a display of works by Jersey’s most eminent artist, illustrator and caricaturist Edmund Blampied, while David Gainsborough Roberts’ collection of Marilyn Monroe dresses continued to impress visitors to the Art Gallery.

At the Maritime Museum we showed Katherine Cadin’s exhibition to honour the women who worked in the Gorey Oyster trade in the 1880s.

Events were a particular strength in the year. Pirates at the Maritime Museum supported by Sinels attracted over 6,000 visitors. The Roman re-enactment group Vicus set up camp at La Hougue Bie. And in October we gave a spooky welcome to members at a Halloween event at Mont Orgueil, before rounding off the season in traditional manner with the Faîs’sie d’Cidre at Hamptonne.

Hamptonne was sadly closed as a daily visitor attraction for most of the year while we worked with ESC to resolve funding issues, but we were able to welcome thousands of visitors to a series of events ranging from the Red Dot art show in May to our Flower Power Discovery Day in July to our Flower Power Discovery Day in July to the National Trust’s Heritage Open Day in September.

In 2010 and 2011 our amazing teams of Living History re-enactors have brought our sites alive with performances including Blood and Guts at Elizabeth Castle, Flying High with hawks at Mont Orgueil, Medieval Music at La Hougue Bie and boat building at the Maritime Museum.

In 2011, some great looking new exhibitions have reflected the generosity and support of Islanders in many forms.

In the Art Gallery at Jersey Museum Hidden Treasures Modern Masters, supported by Moore Stephens, shows a locally held private collection of 20th century art which received 700 visits including 400 local children in its opening weekend.

In the John de Veulle Gallery at Jersey Museum the All our Yesterday’s exhibition was created using everyday objects from the 50s to the 80s donated by Islanders at a series of collecting days at Jersey Archive last year.

At the Maritime Museum with the help of RBS Coutts we have told the story of TB Davis, the local philanthropist who invested a million pounds in the Jersey community at the height of the Great Depression.

Events like Pirates at the Maritime Museum, again supported by Sinels have continued to attract good audiences, and to receive strong commendation from users. A survey by Island Ark showed that 90% of users would recommend a Jersey Heritage event, and that is a strong endorsement of the quality of our programme.

Events are again supporting the operation of Hamptonne this year, where, with sponsorship from Mourant Ozannes, we’ve been able to open the site for 100 days, including all the school holidays, with a programme of family Discovery Days through August. That is about half the time the site was open previously and something we intend to build on in the future as we develop more income streams for that site.
Family Learning

Family learning has been at the heart of all our activities, and it is very clearly what Islanders want. We know from the survey of Islanders by the Statistics Unit in 2009 that education is the second highest priority people in Jersey have for Jersey Heritage, so we’ve put a great deal of emphasis on that over the period.

In 2010 we welcomed over 12,000* local children to our sites outside school hours with a further 4,500 school visits – 2,507 of which were with our education officer. In addition we welcomed 1,746 adult learners.

In 2011, to bridge the gap between formal and informal learning, a comprehensive ‘My History’ scrapbook campaign was launched to 7,000 nursery and primary school children in April. The scrapbook works alongside the recently launched Discovery Days, themed weekend events, that are programmed to run across all sites throughout the year. The initiative has been kindly supported by Mourant Ozannes. It has proved to be a huge success so far and has been instrumental in growing the level of use by local children outside school despite the introduction of new charges.

In 2011 we have welcomed 5,780 local children outside school hours compared to 4,400 local children during the same period (1st January to 30th June) last year, representing an increase of 31%.

*Flashcard visits and under six visits

Formal Learning

We’ve also changed the way we support school visits. In the past we have been able to offer year round on-site support with education officers. Now we have focused that into two high demand periods with supply teachers.

To support teachers outside those periods we’ve launched a rejuvenated formal learning scheme, providing contextual education modules for all key stages that teachers can download to assist them with their school engagement, learning and visit preparation. The site also features links to Education’s new online local history material.

Schools have responded very positively to these new ways of working and numbers of visiting children and overall visits by school students has been sustained, although we are seeing fewer of them directly. In 2010 we had contact with 2,570 students, of which 1,056 visited in the second quarter. In the same period in 2011 we have had contact with 692.
Building long-term community engagement is essential to the future of heritage and we are striving to involve more and more people directly in what we do.

### Membership

Membership, which we launched in 2009, is one of the most important ways in which we seek to develop that relationship. Uncertainties over the future of some sites meant we did not seek renewals in 2010 and membership dropped accordingly. This year’s results have so far been fantastic. We sold over 1,000 membership packages, mostly joint or family, and nearly all on direct debit, in the first few weeks after launch. We are now aiming for around 4,000 individual members by the end of the year. But we are ambitious with this and want to grow even further. Concerns that this would undermine exiting heritage membership schemes look to have been unfounded as these are new recruits to the number of people supporting heritage in Jersey, which must be good news for everyone involved.

### Volunteering

Volunteering

We have also re-launched our volunteer programme. Over recent years we’ve received between 9,000 and 12,000 hours of volunteer time a year. Many of the things we do, like the boatshop in the Maritime Museum, would be simply impossible without this considerable volunteer support. As well as the benefit we receive we hope that through the scheme we are able to create opportunities for everyone to get involved at a practical level in heritage work. We are determined to increase this number and we recently concluded our 2011 training for twenty new volunteers as part of our new welcome host programme to support the visitor experience at Elizabeth Castle and Jersey Museum.

### Corporate Engagement

Jersey Heritage launched a new Corporate Membership Scheme in May this year, designed to suit Island businesses of all sizes.

We have talked to our corporate partners and gained valuable feedback on the ways they would like to interact with, and support, Jersey Heritage in 2011 and beyond. As a result:

- We have restructured our corporate membership from a ‘one size fits all’ option to a two tiered scheme suitable for both large and small businesses;
- We have launched a new ‘adoption’ scheme which brings great value to our organisation as well as providing exciting new corporate engagement opportunities;
- We have enhanced our corporate volunteering initiatives for groups of all sizes to get involved across our many sites;
- And we continue to offer primary and secondary sponsorship opportunities for corporate partners to engage with.

All opportunities are detailed in the new Corporate Engagement Guide which is available from Jersey Heritage and to download from our website. Corporate member patronage is crucial to our long-term success and we look forward to engaging further with businesses, large and small, in the coming months.

For the 2011 programme of activity, we have enjoyed a high level of corporate support already. Up on 2010 levels, this support helps make up the £250,000 fundraising we have achieved, incorporating sponsorship, memberships and donations.
Passing important historic sites and collections on to future generations was something identified by Islanders as the top priority for us in the 2009 States survey.

Conservation is the bread and butter of our work, and during the period of significant change in all areas of our work over the last year we have nevertheless been able to maintain the very highest standards in collections and buildings care. These include several hundred thousand records, objects and artworks and 18 historic buildings.

The centre of our collections management operation is Jersey Archive. Many of the tremendous achievements of archive and collections staff are described in the Archivist’s report on the Public Records Law available at www.jerseyheritage.org.

Last year 15,121 public records, 3,297 private records and 701 museum objects were added to the collections in care. Information on over 200,000 collection items is available online and in 2010 we added 6,436 new catalogue entries for archives and 2,447 for museum objects.

But it is not just about the quantity of work undertaken, the quality of management is equally significant. The Archive is assessed as part of the The National Archive performance programme, and in August 2010 achieved the highest available 4 star accreditation for the first time. Indeed we operate all our collections management through the archive and it is important to remember that all our collections services on behalf of the Island are accredited to national standards by the UK Museums Libraries and Archives Council.

It is worth mentioning also that through our work these collections continue to gain international recognition. Earlier this year, for example, the Archive staff successfully applied to have the Occupation Collections inscribed on the UNESCO UK Memory of the World Register as representative of the most significant documents in Great Britain – which is a great achievement.

Our building conservation work is also recognised internationally. In fact the Forts and Towers, Heritage Lets programme, our extremely successful partnership with the Tourism Development Fund and the Transport and Technical Services Department, has continued to generate significant volumes of international press coverage this year, including features in national broadsheets and even, as shown here, the New York Times.

Working with Tourism Development Fund, and with Education Sport and Culture, we have secured further investment, aiming to develop three new projects over the next year, at Hamptonne, at Kempy Tower and at La Rocca Tower, to provide additional commercial income to sustain the Island’s important collection of heritage buildings.

It is also important to record the visit of Channel 4’s Time Team, Tony Robinson’s long running archaeological series, to Jersey in May 2010. Jersey Heritage archaeological staff helped manage the digs at Mont Orgueil and Jersey War Tunnels, creating programmes of tremendous promotional benefit to Jersey and its heritage.
Exhibitions

2010
- Marilyn Barreau Le Maistre Art Gallery, Jersey Museum
- Blam - the unexpected Blampied, John de Veulle Gallery, Jersey Museum
- The Big (Green) Draw: A Green Home, Jersey Museum Link Gallery
- A Life’s Work: Tony Titterington, Maritime Museum
- Gorey’s Oyster Women - Elizabeth Cadin, Maritime Museum
- Everywhere I walk I look... An alternative view of Jersey, Richa Chowdhary, Jersey Museum Link Gallery
- Duo at the Link, Norah Bryan and Jill Crowfroft, Jersey Museum Link Gallery
- Histories Curated by Anna Shipley, Jersey Museum Link Gallery

2011
- Hidden Treasures - Modern Masters, In association with Moore Stephens, Barreau Le Maistre Art Gallery, Jersey Museum
- All our Yesterdays, the People’s Exhibition, 1950 to 1980s, John de Veulle Gallery, Jersey Museum
- Time Team at Mont Orgueil, Mount Orgueil
- TB Davis - The Only Sailor in the Fleet, Maritime Museum
- Celebration of 50 Years of the Jersey Society of Artists, Francis Cox Cook Gallery
- Open Spaces, Paintings by Graham Tovey, Jersey Museum Link Gallery
- Erratic - Edward Blamped, Jersey Museum Link Gallery

Events

2010
- Preserving the Present - 1950s to 1980s, Jersey Archive
- What’s Your Street’s Story, Jersey Archive 10th birthday, Open Day, Jersey Archive sponsored by Appleby
- Pirates Ahoy! In association with Sinels, Maritime Museum
- Romans and Gladiators, La Hougue Bie
- Festival of Archaeology, La Hougue Bie
- Archaeological Apprentice, La Hougue Bie
- La Faisie d’Cidre, Hamptonne
- Fête des Dolmens, Island wide
- Tour des Forts, Island wide

2011
- What’s Your Street’s Story 2011, Sponsored by Appleby
- Sinels Family Fun Week, Jersey Museum
- Heritage Lets Open Day, La Tour Caret and Lewis Tower, St Ouen’s Bay
- Bells, Bunnies and Bonnets, Hamptonne Country Life Museum
- Pirates Ahoy! In association with Sinels, Maritime Museum
- Wildlife Week, Hamptonne Country Life Museum
- Tour des Forts, Island wide

Discovery Days

2010
- Life on the Beach, Lewis Tower
- A Bit of Midsummer Madness, La Hougue Bie
- The Great Castile Quest, Mount Orgueil
- Look out for Dinosaurs, La Hougue Bie
- The Real Flower Power, Hamptonne
- On Grand at the Castle, Mount Orgueil

2011
- 2011 Discovery Days are kindly sponsored by Mourant Ozannes:
  - Discover Colours & Crayons, Jersey Museum
  - Discover Time Travel, La Hougue Bie
  - Discover Swords & Soldiers, Mont Orgueil

Living History

2010
- Elizabeth Castle, Get on Parade! Master Gunner Gilly Gillman
- The Noon Day Gun Master Gunner Gilly Gillman
- Blood and Guts, The Regimental Surgeon’s Mate of the 95th Regiment of Foot, Lieutenant Robert Bloodsworth
- An Old Soldier, Gunner Blake
- The King’s Shilling, Master Gunner Gaites
- 1781 Jersey Militia 4th Regiment, 2nd Battalion (St Lawrence)

2011
- Elizabeth Castle, Get on Parade! Master Gunner Gilly Gillman
- The Noon Day Gun Master Gunner Gilly Gillman
- Blood and Guts, The Regimental Surgeon’s Mate of the 95th Regiment of Foot, Lieutenant Robert Bloodsworth
- The King’s Shilling, Master Gunner Gaites
- 1781 Jersey Militia 4th Regiment, 2nd Battalion (St Lawrence)
- The Monarchy Restored, Laurens Hamptonne

Mont Orgueil

- Flying High at Mont Orgueil, Lady Ann Hayden and assistant falconers, Master Robert and Master Arthur
- Castle Tales, Story teller Drogo Hamon
- A Medieval Moment, Members of the Medieval Company of the Duke’s Leopards
- Tales of Tudor Life, Master Gunner John Coffin and his good wife Bess
- Medieval Merriment, Military and Manners, The Medieval Company of the Duke’s Leopards

La Hougue Bie

- Medieval Music and Verse, Calligraphy, Illumination and Embroidery with Cally Noel and Brena Fontaine
- Sounds of the Past, Cally Noel
- Illuminating the Past, Cally Noel and Lady De la Fontaine
- Flying High at Mont Orgueil, Lady Ann Hayden and assistant falconers, Master Robert and Master Arthur
- Castle Tales, Story teller Drogo Hamon
- Tudor Wise woman, Laurens Hamptonne
- Tales of Tudor Life, Master Gunner John Coffin and his good wife Bess
- Medieval Merriment, Military and Manners, The Medieval Company of the Duke’s Leopards

<Institution Name>
Thank you to all our staff - full time, part time, seasonal and occasional, who gave their time, skills and talents to support our work in 2010 and 2011.

At Jersey Heritage, we invite you to create your own stories; memories that will stay with you for a lifetime. Lazy days or active escapes with friends and family are waiting to be enjoyed as you explore Jersey’s magical, mystical and fascinating past.

Our seven magnificent visitor sites and drink in the history as queen of the castle or master of the house; enjoy a host of magical events, exhibitions and Living History programmes throughout the year.

In our unique and breathtaking holiday lets for a short break or more indulgent escape. Create your own history against the backdrop of unusual, unique, romantic and exciting historical venues.

To a local organisation that is committed to protecting the Island’s heritage, ensuring this legacy is passed on for future generations. Our fantastic membership packages start from only £10 per year.*

Visit.

Stay.

Belong.

* Youth Membership paid on direct debit

To find out more simply visit www.jerseyheritage.org
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