



National
Trust Jersey

Protecting Jersey's natural beauty and historic places

OUR STRATEGY 2025-2036



Preface from Our Council

It is with great pride and collective enthusiasm that we, the Council of the National Trust for Jersey (the Trust), present our newly created long-term strategy. This strategy is the culmination of an extensive and thoughtful process, reflecting the dedication and collaborative spirit of our team members, Council members, and stakeholders. Together, we have carefully crafted a vision that not only honours our heritage but also embraces the future needs of our Island and community.

We are launching this strategy at a crucial time for both the Trust and the Island of Jersey. As we face unprecedented challenges, from environmental pressures to changing societal needs, it is essential that we have a clear and unified direction. This strategy will act as a solid platform for enabling us to respond effectively to these challenges while continuing to inspire and engage our community.

We believe it will guide us in our mission to safeguard the Island's natural beauty, heritage and biodiversity for generations to come. It is a testament to our shared commitment and a beacon of our collective resolve to make a positive impact on the future of Jersey.

We invite all members, supporters, and the wider community to join us in embracing this strategy as we work together to achieve our common goals.

Together, we will succeed in making this vision a reality.

**The Council of the
National Trust for Jersey**



Foreword by Our CEO

Since 1936, the Trust has remained steadfast in its aims to protect and enhance our natural environment, and to act as a guardian of our historic places.

Throughout its history, the organisation has evolved to meet the shifting needs of the Island's historic and natural environment. As we head towards our centenary year, we want to ensure that the organisation is ready to meet the challenges ahead and ready to embrace the next 100 years with a vision and a strategy that is impactful, relevant and transparent.

Feedback from our members is crucial and the results of our 2023 membership survey have helped shape and formulate our strategic priorities.

This strategy will take us to 2036 and beyond, as we seek to protect what is important to us all, now and in the future.

To deliver the strategy we will use data-driven insights that will help us make the best use of our resources to deliver the greatest benefit for our Island and we will be holding ourselves accountable. We will share our successes and our struggles through a transparent impact monitoring report, measuring both our progress and the organisation's value to Jersey.

As custodians of so much of our Island's natural and historic environment, we are proud of what we have achieved so far, but we want to do better and we want to do more. Our vision and strategy reaffirm our commitment to protecting the unique character that makes Jersey so beautiful: our land, our sea, our wildlife, and our built environment. I hope you will support us as we work to secure that goal.

Alan Le Maistre

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Who We Are

In August 1936 a number of concerned Islanders met to discuss how best to preserve the Island's profound heritage and beauty against a backdrop of increasing development and demolition. The outcome of the meeting was the establishment of the National Trust for Jersey. On 11th February 1937 the States of Jersey granted the organisation its Act of incorporation.

Over 80 years later the Trust remains committed to ensuring Jersey's natural beauty, rich wildlife and historic places are there for everyone to enjoy and experience.

“ The Trust shall be established for the purposes of securing the permanent preservation for the benefit of the Island of lands (including places terrestrial, maritime and marine) and buildings of beauty or historic interest, and as regards lands, both for the preservation (so far as practicable) of their natural aspect and features, and for the support of animal and plant life in environmental and climatic condition in which they may thrive, diversify and prosper. ”

- Rules of the National Trust for Jersey, 2022



Our Patron

In May 2024 HM King Charles III reaffirmed his role of patron of the National Trust for Jersey.

His Majesty has been a strong supporter of the Trust's work since 2007 when, as Prince of Wales, he accepted the role of patron. In 2011 he officially opened the Georgian Town House at 16 New Street.

“ His patronage is the finest endorsement of all the aims and endeavours of the Trust and is a fitting tribute to the hard work of our team and dedication of our members ”

- National Trust for Jersey



Patron: HM King Charles III

What We Do

The Trust currently safeguards a variety of historic buildings including cottages, farms, water mills and military buildings. Whilst the Trust's historic building work is well known, the majority of Trust sites are parcels of land managed for wildlife. The Trust currently manages approximately 2.7% of Jersey's land which forms an integral part of the Island's natural environment and encompasses a rich variety of habitats including woodland, farmland, heathland, meadows, and wetland. The Trust is also regularly involved in contributing to important debates over the future of Jersey's environment, and campaigns where necessary.

In addition to its land and building management responsibilities, the Trust also plays a leading role in educating the local community on the importance of preserving our natural and built heritage. This is achieved by actively encouraging people to visit and enjoy sites of natural and historical significance. The Trust organises numerous events and educational activities throughout the year, including Open Days and guided walks, and also runs a series of events aimed at children throughout the school holidays.

This infographic provides a snapshot of our activities in 2024. We will continue to record, monitor and develop our statistics so that not only the Trust but all Islanders can view both the impact of our organisation on the Island's environment and its contact with Jersey's population.



STAFF
15 FULL TIME
13 PART TIME
& 0 HOURS

Some staff are funded by external agencies

36
HISTORIC BUILDINGS

1,800
VERGÉES OF LAND

19,000+ METRES
PUBLIC FOOTPATHS



£769,819
Rental Income & Venue Hire



£419,456
BEQUESTS AND DONATIONS

£291,559

Corporate Support and Sponsorship



£13,233
EVENT INCOME

54
SITE HIRES

at Le Don Hilton,
Le Câtel Fort and
16 New Street

112
REGULAR VOLUNTEERS



365
LARGE JARS OF BLACK BUTTER

4217
PEOPLE ATTENDING EVENTS



3,730+
Members



59
CORPORATE MEMBERS

753 Children
attend activities during the school holidays.



249

Guests stayed at Morel Farm



958

People went on a guided walk with the Trust



69,703

HEDGING WHIPS PLANTED TO DATE

Measuring 50,376 meters



19,409

Visits to National Trust properties plus the Wetland Centre

2,195
CHILDREN ATTEND SCHOOL SESSIONS

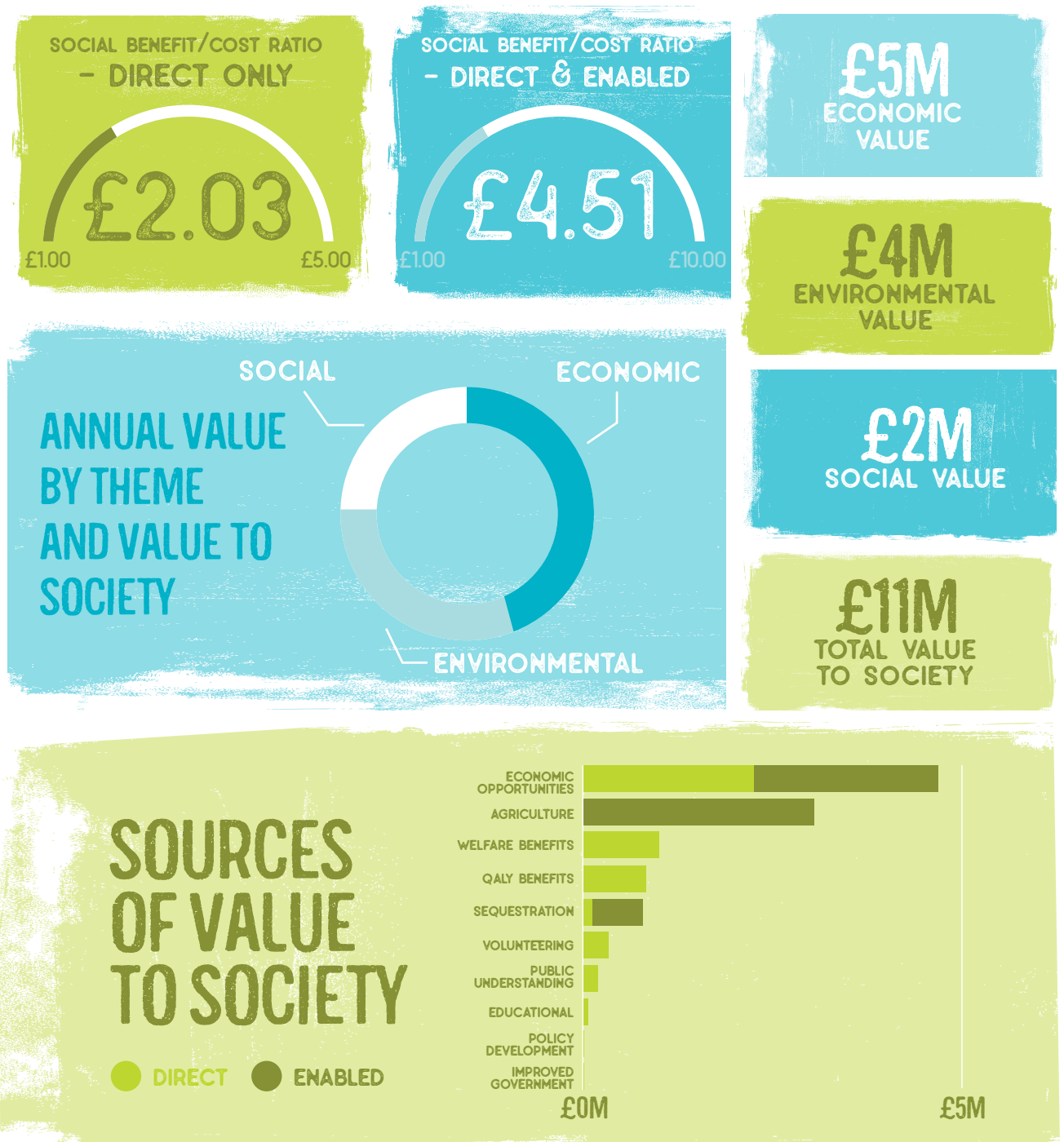


Our Value to Society

As it works towards its centenary in 2036, the Trust wanted to better quantify the value that it provides to society. This was achieved with the support of local consultancy firm PWC Channel Islands who guided the Trust through an Impact Accelerator Programme to assess its social economic and environmental impact. This assessment was then benchmarked against comparable organisations and our impact rated accordingly.

This analysis suggests that in 2022, the Trust generated over £10 million in social, economic and environmental value for the Island. Specifically, for every £1 spent by the Trust, it's estimated that we generate more than £2 of direct value to society. When also accounting for indirect benefits to Islanders, this value increases to more than £4.5 per £1 spent. While quantifying this value is not an exact science, it does provide valuable insights into the areas where the Trust makes a significant impact.

The insights gained underscore the Trust's pivotal role in society, encompassing the protection of wildlife, provision of wellbeing benefits through access, preservation of built heritage, support for education and contribution to a healthy policy debate on the environment. Drawing everything together, we now have an approach through which we can continue to collect, articulate and communicate the impact of the Trust, its members and volunteers on the Island.



These insights are based on the monetary value attributed to different types of activities and outputs of the Trust in 2022, using a blend of local and international valuations.

Towards 2036

Our Strategic Plan

As we approach our centenary, it is essential that we don't just protect our past and what we manage now, but that we ensure the Trust is fit for the future. In order to do that we are adopting a structured approach to understanding, assessing, quantifying, and communicating our impact. This approach will guide our future actions and ensure we are aligned with a future vision for the Island.



A Path for Jersey

By 2036 Jersey should be a leading sustainable economy, with equitable opportunities, and strong alignment between its government, private, and third sectors.

In this aspired future, all Islanders should be able to sustainably enjoy and benefit from Jersey's natural beauty, flourishing wildlife, and rich heritage. This aspiration will not be achieved through passion and drive alone, it will require adopting a systems-thinking data-led approach, recognising that changes and decisions cannot be made in isolation.

The Trust will think collectively about the changes it wishes to see as part of this aspiration, and work with others to achieve it.

Our approach is underpinned by the following pillars, which represent the areas where we think we can have a positive impact to achieve this aspiration:

- **Natural Environment**
- **Heritage**
- **Sustainable Economy**
- **Partnerships**
- **Environmental Awareness**
- **Appropriate Regulation**

In alignment with this aspiration and these focus areas, working with PWC Channel Islands, we have benchmarked Jersey against other places. This brings clarity to decision making, enables us to track progress, and foster continuous improvement.

Currently, Jersey scores 52/100 in terms of achieving this aspiration. This value is based on 38 indicators which measure progress.* Clearly we want to do better.

**For more information please see page 22*

In 2036, Jersey has a sustainable economy, with equitable opportunities and strong partnerships between Government, private and third sectors, where all Islanders can sustainably enjoy and benefit from its natural beauty, flourishing wildlife and rich heritage.

	Natural Environment	Heritage	Sustainable Economy	Partnerships	Environmental Awareness	Appropriate Regulation
	A natural environment that is flourishing and accessible for the benefit of Islanders.	A heritage that is protected, maintained and enhanced.	A sustainable economy where growth is aligned with Jersey's Carbon Neutral Roadmap.	A flourishing, resilient third sector underpinned by effective collaboration and partnerships.	A population that is engaged and educated in the protection and enhancement of the Island's natural environment and wildlife.	An appropriately resourced regulatory and legislative framework to protect our natural and heritage assets.
	<ul style="list-style-type: none"> Our nature reserves, lands, and facilities enable inclusive access to nature for everyone. Our sites sustain and cultivate rich biodiversity, underpinned by proactive habitat management. Our expanded stewardship of the Island's natural environment provides ecological resilience and protection for future generations. 	<ul style="list-style-type: none"> Our heritage sites are appropriately restored, maintained and enjoyed, preserving them for future generations. Our sites and events provide a platform for all Islanders to actively engage with Jersey's heritage, culture and traditions. Our activities support, utilise and revive traditional skills and crafts, contributing to Jersey's living heritage. 	<ul style="list-style-type: none"> Our properties and operations are environmentally resilient and efficient, making use of renewable energies and low-carbon practices. Our facilities and community events directly contribute to a vibrant heritage, arts and culture sector. Our resources and land management practices support a thriving and environmentally conscious rural and food economy. 	<ul style="list-style-type: none"> We co-deliver projects with public, private and third sector organisations to deliver shared community benefits. We support third-sector organisations through access to our sites, skills and resources. Our community activities engage and involve Islanders across all sectors and backgrounds. 	<ul style="list-style-type: none"> Our sites provide Islanders with regular, meaningful and enriching connections with nature. Our activities are a catalyst to wider Island environmental conservation efforts. Our education efforts help build a community that is informed, engaged and empowered. 	<ul style="list-style-type: none"> Our heritage and environmental practices are aligned with leading international standards. Our policies and decision making reflects a balanced approach between heritage preservation, environmental protection and economic/social needs. We actively support and contribute to discussions which improve the Island's policy landscape.

Driven by the effective and efficient delivery of National Trust for Jersey programmes and projects.

Natural Environment

A natural environment that is flourishing and accessible for the benefit of Islanders.



Our Ambition


Over the centuries, our natural environment and its biodiversity have been depleted.

We care for numerous important nature conservation sites, including St Ouen's Pond, the largest area of natural open water on the Island. At The Wetland Centre, we balance protection with education and access to wildlife and landscapes.

As our Island evolves, we will work to enhance our surroundings, nurturing our natural environment's adaptation to climate change and supporting biodiversity.

Our Objectives

- Our nature reserves, lands, and facilities enable inclusive access to nature for everyone.
- Our sites sustain and cultivate rich biodiversity, underpinned by proactive habitat management.
- Our expanded stewardship of the Island's natural environment provides ecological resilience and protection for future generations.



“ Protection of our natural environments isn't always about keeping people out. While some areas have to be restricted due to their sensitivity, we want to open up more land to the public with an increase in cycle paths and walkways ”

Survey of members - April 2024

Our Story: Plémont Restoration Project

In 2001 the Trust launched a campaign to permanently protect the 11.3 acres of coastal headland which had been threatened with extensive residential development. The site, strategically located between the windswept maritime heathlands of Les Landes and the rising cliffs of Sorel point, is of huge environmental and archaeological significance.

Following a grant from the States of Jersey and significant donations from generous Islanders, the Trust acquired the site in 2014 and immediately began work clearing the site and returning it to nature. Through landscaping and sensitive management the habitat is now brimming with local wildlife, whilst pathways and interpretation areas allow the public to fully discover and enjoy the once blighted headland.



Heritage

A heritage that is protected, maintained and enhanced



Our Ambition

Our built environment is the fabric that gives our Island its unique sense of place. It is essential to protect and enhance these structures so they continue to serve future generations and remain integral to our living community.

The Trust safeguards a diverse array of historic buildings, including cottages, farms, water mills, and military structures. By preserving these treasured sites, we also maintain the traditional skills associated with their upkeep.

A number of these buildings are utilised for educational purposes and contribute to the visitor economy. Others are on long-term leases, providing sustainable income for the charity. We aim to explore innovative ways to repurpose more of our buildings for social enterprises and community benefit.

Our Objectives

- Our heritage sites are appropriately restored, maintained and enjoyed, preserving them for future generations.
- Our sites and events provide a platform for all Islanders to actively engage with Jersey's heritage, culture and traditions.
- Our activities support utilise and revive traditional skills and crafts, contributing to Jersey's living heritage.



“ We want to protect Jersey’s natural environment and heritage, but that has to be balanced with the other challenges facing our Island. Being a part of the solution, not a barrier to change, means looking at new ways to use land and buildings for the benefit of all society ”

Survey of members- April 2024

Our Story: Morel Farm

This beautiful Grade 2 listed farmstead was gifted to the National Trust for Jersey by Arthur Morel in 1939, whose family were of Huguenot descent and lived in the farmhouse from 1660 to 1875. Comprising a farmhouse, pressoir, boulangerie and several other outbuildings, the historic farmstead was fully restored by the Trust in 2023 with funding from the States of Jersey Fiscal Stimulus Fund and now offers three beautifully appointed self-catering accommodation units, which can be enjoyed by locals and visitors alike.



Sustainable Economy

A sustainable economy where growth is aligned with Jersey's Carbon Neutral Roadmap.



Our Ambition

A sustainable economy is one that balances Islanders' needs with ecological boundaries ensuring that economic activity does not exceed the Island's capacity to sustain us, while still allowing for prosperity and well-being within our communities.

The Trust's role is pivotal in supporting Government in this transition. By leading through example and fostering innovative solutions, we help drive the move towards a greener, more resilient future for Jersey.

We will leverage our assets to support local social enterprises, promote environmentally sustainable farming practices, and more broadly, work towards disentangling economic growth from carbon emissions. This involves not only advocating for change but also facilitating debates, actively investing in our own transition, and supporting the development of sustainable economy practices.

Our Objectives

- Our properties and operations are environmentally resilient and efficient, making use of renewable energies and low-carbon practices.
- Our facilities and community events directly contribute to a vibrant heritage, arts and culture sector.
- Our resources and land management practices support a thriving and environmentally conscious rural and food economy.

“ As an island that is 45 square miles, we are geographically constrained with our use of limited land and natural resources. This means we must work within our Island's limits and grow our economy in an environmentally sustainable way; one compatible with our carbon neutral commitments, as well as our infrastructure limits ”

Strategy for Sustainable Economic Development, Government of Jersey
- October 2023

Our Story: Pitt Street

Derelict and under threat of demolition for many decades, the Foot Buildings were originally destined to be demolished to make way for a large-scale development. In 2018, following a 10 year campaign, the historic 19th Century properties were purchased by the Trust for £1. Generous bequests enabled the Trust to carry out a million-pound renovation of the properties into characterful retail units, now home to a thriving local café, as well as rental accommodation for local families.



Partnerships

A flourishing, resilient third sector underpinned by effective collaboration and partnerships.



Our Ambition

Jersey's third sector is a cornerstone of our community. However, its vital contribution can be hampered by a lack of collaboration and pooling of resources, and would benefit from greater understanding and support.

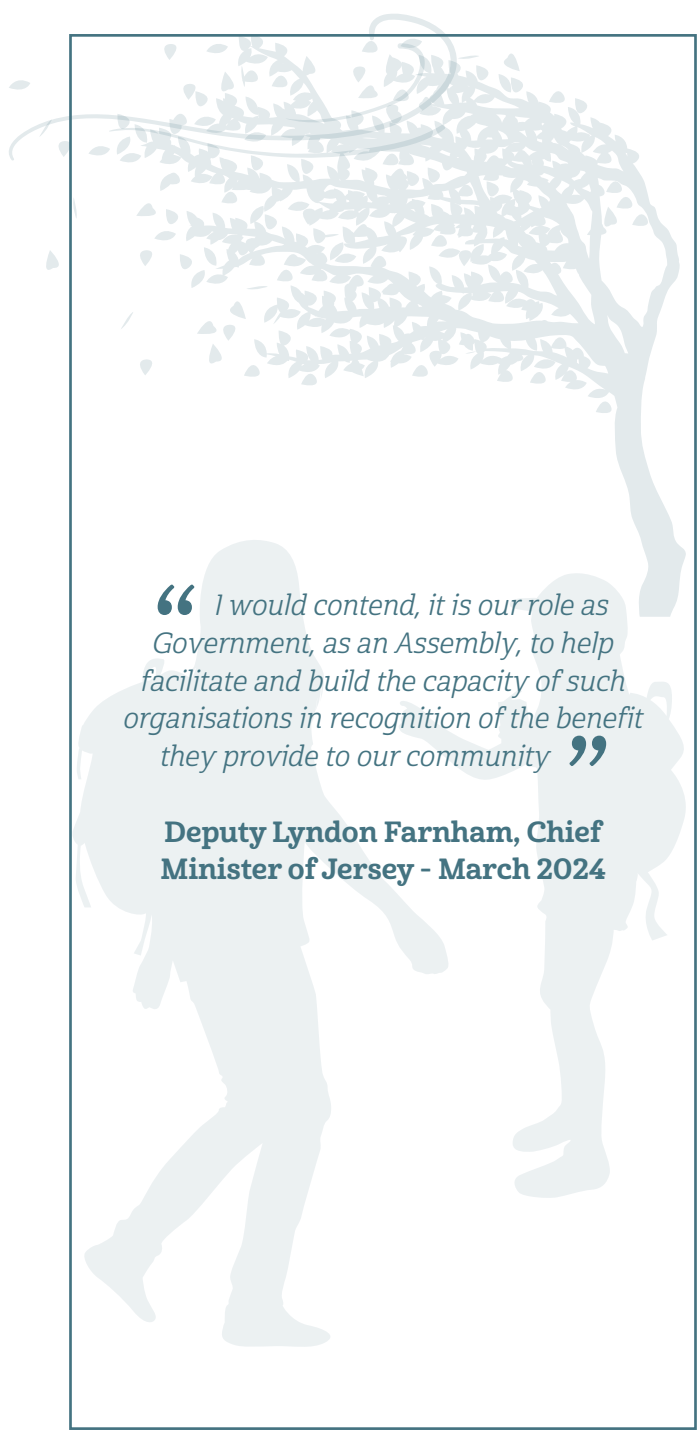
Over the years the Trust has started and developed partnerships with many local organisations in order to deliver on common aims and objectives. These include the creation of Birds on the Edge (BOTE), our strategic partnership with Blue Marine, and our long standing 30Days in 30Days fundraiser with Jersey Hospice.

We aim to continue to foster effective partnerships with government, third sector organisations and voluntary groups across the Island, enhancing collective impact.

Our unified approach is about aligning efforts to become stronger together. By pooling our limited resources effectively and strategically, we can achieve far greater outcomes. Together, through these efforts, we will cultivate a resilient community and a flourishing, sustainable, and successful third sector.

Our Objectives

- We co-deliver projects with public, private and third sector organisations to deliver shared community benefits.
- We support third-sector organisations through access to our sites, skills and resources.
- Our community activities engage and involve Islanders across all sectors and backgrounds.



“ I would contend, it is our role as Government, as an Assembly, to help facilitate and build the capacity of such organisations in recognition of the benefit they provide to our community ”

Deputy Lyndon Farnham, Chief Minister of Jersey - March 2024

Our Story: Hamptonne

At the instigation of the late Joan Stevens, the Island's three main heritage organisations joined forces to save this unique farm complex and create the Island's first country life museum. With the assistance of the States of Jersey, the Trust acquired Hamptonne, which was then restored and refurbished by the Société Jersiaise. The interpretation of the 400 years of rural history was then completed by the Jersey Heritage Trust.



Environmental Awareness

A population that is engaged and educated in the protection and enhancement of the Island's natural environment and wildlife.



Our Ambition

We all have a role in preserving and protecting our environment. Preserving natural spaces is crucial not only for the biodiversity of the wildlife that inhabit them but also for the enjoyment and benefit of future generations - our children, grandchildren, and beyond.

Our landscapes and pathways provide access to nature and our educational programmes aim to engage families and schools with the natural environment. Through a range of activities, children and adults alike can discover and learn about the unique flora and fauna and wildlife that inhabit our Island, plus the effects of climate change and biodiversity loss.

By fostering a collective commitment to environmental consciousness, we can ensure a sustainable and thriving future for Jersey. We must take practical and tangible actions to protect our vital natural environments. Through these efforts, we will endeavour to preserve these natural spaces not just for the biodiversity of the wildlife that live there but also for all the generations who follow.

We want the Trust to be a leading voice in Jersey to promote greater environmental awareness and empower Islanders to take an active role.

Our Objectives

- Our sites provide Islanders with regular, meaningful and enriching connections with nature.
- Our activities are a catalyst to wider Island environmental conservation efforts.
- Our education efforts help build a community that is informed, engaged and empowered.

“ 85% of respondents to an anonymous and independent survey, thought that the protection of our natural/marine environments and biodiversity/wildlife was very important ”

Survey of members - April 2024

Our Story: Our Education Programme

Since 2019, the Trust has run an extensive and exciting education programme, engaging with families and schools on the natural environment. The programme is funded by Jersey Electricity, our shared aim being that the programme will inspire future generations to love and help preserve the wonderful world in which we live.



Appropriate Regulation

An appropriately resourced regulatory and legislative framework to protect our natural and heritage assets.



Our Ambition

A framework of appropriate regulation and legislation can support and foster sustainable economic growth while protecting and enhancing our natural and heritage assets. This includes promoting the renewal and active use of heritage sites and encouraging regenerative practices.

To do this, the Trust has advocated for Government to introduce regulations, strategies, and frameworks that enable progress without becoming barriers, such as advocating for the introduction of a Marine Spatial Plan and the adoption of the global 30 by 30 initiative targets.

Our approach aims to balance progress and preservation, recognising the modern-day challenges that face our Island, its economy and its people alongside the need to do more to protect its natural beauty, rich wildlife and historic places.

We hope that Jersey will be at the forefront of policy innovation, harnessing new opportunities and creating frameworks that ensure a thriving natural and heritage environment for future generations.

Our Objectives

- Our heritage and environmental practices are aligned with leading international standards.
- Our policies and decision making reflects a balanced approach between heritage preservation, environmental protection and economic/social needs.
- We actively support and contribute to discussions which improve the Island's policy landscape.

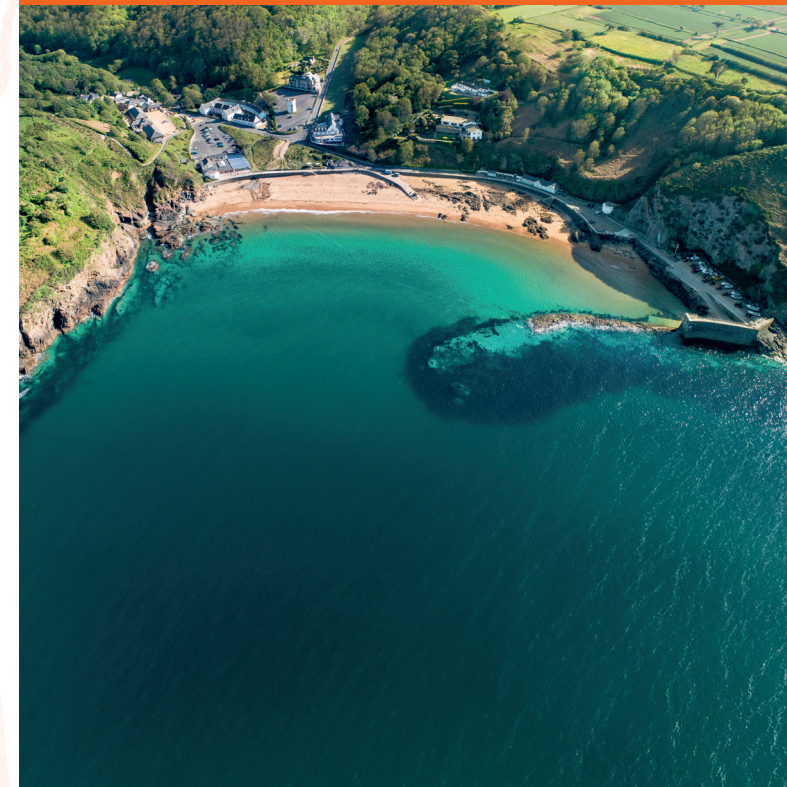
“ National Trust supporters know that the future for all of our children and grandchildren must involve more than just prosperity and economic growth. It also requires the protection of the extraordinary and infinite beauty of our Island, as we see it here in this place today ”

**Christopher Harris, Past President,
National Trust for Jersey
2014 - 2017**

Our Story: A Line in the Sand

In October 2009 more than 7,000 people turned out to form a human chain from Le Braye to L'Etacq in support of the Trust's aims of protecting the Island's coastline from overdevelopment. The event was described in the media as “one of the most spectacular and peaceful demonstrations ever seen in Jersey” and ultimately led to the acquisition by the Trust of the Plémont headland, which had been threatened with residential development.

Through its Coastline Campaign, the Trust continues to fundraise and lobby to preserve the unique and striking beauty of Jersey's undeveloped coastline, and most recently has been gifted the former Seaside Café and adjoining lands at Grève de Lecq



Measuring the Island's Progress

The National Trust for Jersey's strategic plan is and will be guided by on-going monitoring of the Island's progress against each of the six pillars described in this strategy, reflecting a broader aspiration for change within the Island, as supported by the Trust.

Each of the pillars has underlying priority measures and indicators*, which will be used to calculate a composite score for the Island against each pillar. This will be compared against an initial scoring of the Island in 2023, which provides a baseline to determine the progress being made. The initial baseline scores for each of the six pillars are shown here, giving an overall score of 52/100

These scores, together with other performance indicators, will inform data-led decision making about how the Trust should best use its limited resources to deliver on the visions and aspirations set out in this document.

This monitoring provides the Island with significant opportunity to improve its efforts across each of the pillars, whilst the benchmarking of Jersey's composite scores against those of other jurisdictions will also provide additional insight into the level of impact the Trust has had as it supports the Island towards its aspired future in 2036.

**For more information on the methodology and indicators used please contact the National Trust for Jersey*

Initial Scoring

Aspirations for Jersey

Natural Environment

44/100

All islanders enjoy access to a rich natural environment.

Native species flourish within diverse, resilient Island ecosystems.

Jersey's Natural environment is enhanced to improve the Island's climate resilience.

Heritage

46/100

Historic sites, monuments, and buildings are restored, revived and maintained to preserve Jersey's cultural heritage for future generations.

Islanders from all backgrounds actively engage with and celebrate our heritage, traditions and culture.

Traditional skills and crafts are recognised, valued and preserved for posterity - preserving the Island's unique identity.

Sustainable Economy

45/100

Jersey has a resilient and robust net zero economy which underpins continued economic prosperity.

Jersey has a vibrant heritage, arts and culture sector underpinning a strengthened sense of place and community.

Widespread regenerative and environmentally conscious practices underpin a thriving rural and food economy.

Partnerships

45/100

Public, private, and third-sector partnerships deliver shared community benefits.

Third-sector organisations collaborate constructively to achieve common goals and enable one another.

The community actively participates in third-sector initiatives.

Environmental Awareness

44/100

Islanders lead fulfilling and enriching lives through an enhanced understanding of and connection with nature.

Households actively participate in local environmental conservation initiatives.

Widespread environmental awareness informs sustainable lifestyles and behaviours.

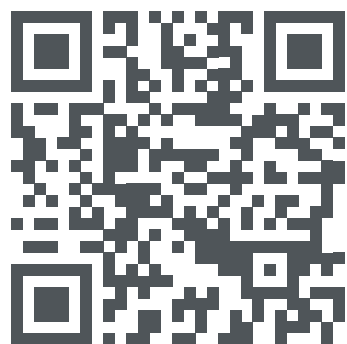
Appropriate Regulation

45/100

The Island's regulatory and legislative framework lead internationally in environmental and heritage preservation.

The Island's regulatory landscape preserves our heritage while balancing environmental and economic needs.

The Islands' policy environment contributes to a thriving net zero economy.



The Way Forward

This strategy represents the culmination of extensive consultation and discussion with stakeholders, shaping a path that brings clarity to our purpose, and reinforcing our commitment to protect and preserve the unique natural and historic assets of Jersey.

We aim to make the best use of our resources for the greatest benefit of our Island. While we are proud of our achievements since 1936, we strive to do better and accomplish more.

Our strategy sets impactful, relevant, and transparent priorities to guide us toward 2036 and beyond. With this as our roadmap, we are confident that the National Trust for Jersey will continue to thrive, ensuring that our Island remains a place of beauty, inspiration, and pride for all.

We hope all members, supporters, and the wider community will join us in embracing this strategy. Together, we can protect what is important to us all, ensuring a sustainable and thriving future for Jersey.

Get involved:

There are many ways you can support us, such as becoming a member or by volunteering to help at one of our sites. You may be interested in serving on one of our committees or have a partnership opportunity you would like to share. We welcome good ideas and as a self-funding charity are always grateful for financial support.

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