

Saving the Foot Buildings

Objective

To prevent the demolition of one of St Helier's most important remaining group of modest C18 and C19 buildings and find a sustainable solution for their long term preservation and future usage



Approach

To secure and demonstrate public support for the retention of the buildings so that both the owners of the site, The Channel Islands Co-operative Society, and the States Planning Department would consider an alternative heritage led regeneration scheme. The Trust worked with Save Jersey's Heritage, to establish a professional team including an architect, quantity surveyor, chartered surveyor and conservation consultant (all volunteers) to develop such a scheme which needed to be economically feasible. This was then published in a brochure and launched to both the public and local media at the Town Hall.

Support was also secured from a number of national organisations including INTO, The Prince's Regeneration Trust and The Georgian Group to emphasise that the project was of interest to national conservation groups outside of the Island.

A petition was staged through Change.org which easily engaged the public at no cost to the Trust.

Special points of interest:

- Community engagement
- Establishing key partnerships
- Having an alternative and feasible vision
- Use new social media tools to promote your campaign
- Secure support of national organisations
- *Never give u.. it took NTJ 10years !

Relevance to INTO members



Value of establishing partnerships as well as your own professional team

Having a tangible alternative vision which demonstrated that demolition was not necessary to secure the desired objectives of the developer

Using a powerful image such as His Master's Voice as a logo for the campaign in order to generate an emotional/personal link for the general public

Using new campaign avenues such as Change.org or 38 degrees to demonstrate public support for your campaign and also directly target the owners of the building

Securing support from key politicians

Progress



States debate supported the principle of safeguarding the buildings

Planning agreement secured for the four of the historic buildings to be saved

Three of the historic buildings to be gifted to the Trust for the sum of a £1

£750,000 secured towards renovation costs of £1.2m

Two historic buildings to be demolished but pragmatic approach required when hotel development became part of scheme

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