

# LUX<sup>1.2</sup>

ISSUE 1 | 2015/16



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LIFE



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# WELCOME TO LUX 1.2

I'm writing this Editor's note sitting in a Jersey hotel lounge taking inspiration from the harbour view and cursing the strange weather we are having for this time of year. I'm being quintessentially Jersey - waxing lyrical about our wonderful vistas whilst complaining constantly about the weather!

Thankfully LUX 1.2 has opened up the opportunity to share with you the best of Island life and why, aside from all our grumbles, we might love it even a little too much. Part of me was wary to launch LUX 1.2 and share the secrets of Island life beyond our shores but the other side is incredibly proud to show it off.

LUX 1.2 is lovingly created for fellow Channel Islanders, our friends in the city and people all over the world who may consider Jersey a suitable place to re-locate. The common denominators of our readership are a love of indulgence; travelling for pleasure; sophisticated dining; high culture; yachting and beautiful cars. We hope to take you on a journey through your favourite things and introduce some thought provoking content along the way too.

As I look around me today, I see how cosmopolitan Jersey has become. I am proud to call myself a local in an ever diversifying environment that has maintained its warm welcome. Founder of moneysupermarket.com, Simon Nixon, shares my sentiment. See page 12 for his take on settling in Jersey and making it a home.

LUX 1.2 has allowed me to indulge in a number of fascinating interviews and none more so than that of Kevin Judd, world-renowned winemaker of Cloudy Bay (page 66). I must remember to tell him that my consumption of his vintages probably kept them in business!

I truly hope you enjoy our first annual. Imagine the sand between your toes, the sea breeze in your hair and lose yourself in the essence of elegant Island living.



**Natasha Egré**  
*Editor*

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# LUX<sup>1.2</sup>

LUX 1.2 is Jersey's premium lifestyle annual, the only one devoted exclusively to elegant living in Jersey.

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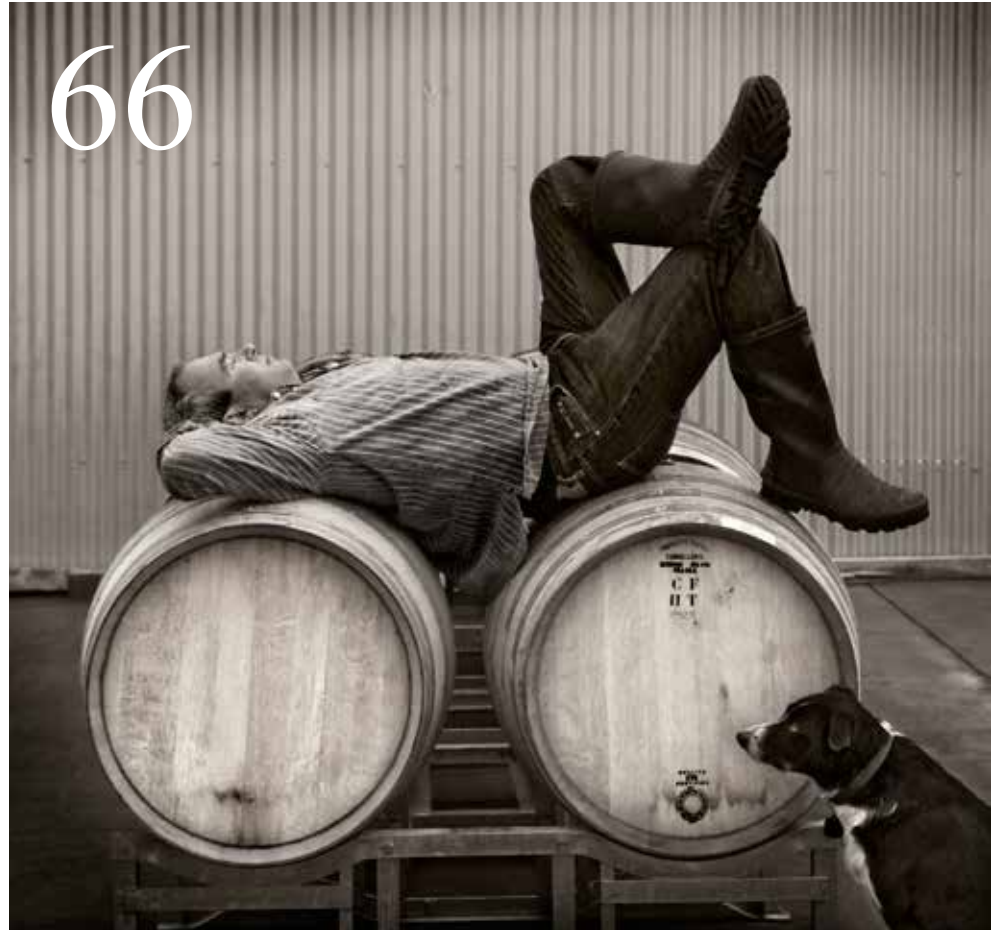
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# THE MAN BEHIND THE MARKET

He's ranked 120<sup>th</sup> on the Sunday Times Rich List and has a penchant for Porsches but who is the man behind the MoneySuperMarket fortune? And has he made a life for himself in Jersey? LUX's Editor *Natasha Egré* meets Simon Nixon to talk property, lifestyle, romance and Rick Stein...

Simon Nixon, the businessman who founded the price comparison site Moneysupermarket.com and subsequently collated a personal fortune of £945m, relocated to Jersey from Cheshire in 2013. His move was well documented, with the local media quickly latching on to the fact that he was single and looking to settle down.

Simon (47) doesn't give many interviews; now he has sold the majority of his shares in Moneysupermarket he prefers to lead a life away from the spotlight and Jersey has made that possible. We meet for our interview one sunny spring morning at El Tico café in St Ouen – it is Simon's choice as he informs me they serve 'very good porridge'. He arrives relaxed in his tennis gear, puts down his Porsche keys, Apple phone and a bag of Chia seeds and greets me warmly. For some reason, I'm expecting someone a bit reserved and guarded; descriptions such as 'quietly spoken' and 'health fanatic' have been bandied around in the media before, but I find him quite different to his public persona. Yes, he's brought his own seeds to the restaurant and he's not the most demonstrative man but he's instantly likeable, relaxed and engaging. I get a sense he's found more than just a property in Jersey and this Island has instead given him a home. We begin our interview and nothing is off limits.

**You've put down a fair bit of tech on the table. Is this a personal or business interest of yours?**

'I just love Apple. I'm going to get the watch as well. The watch is quite handy because it measures your heart rate so it can potentially spot any health issues. From a business point of view, I like to trial and test any new tech to see if there are any opportunities. I have a lot of tech investments through a venture capital company in Silicon Valley so I need to keep up to date with tech.'

**Do I spy a pair of Porsche keys too?**

'Yes. I like Porsches because they're really ergonomic, well engineered, never go wrong and at the same time if you want the performance then you've got it at your fingertips. I don't believe Ferraris are quite as well engineered. I also prefer not to grab too much attention and a Porsche is more understated. You have to head over to France to go fast though!'

**Do you find your privacy is respected in Jersey?**

"I never get hassle from anyone and the most important thing is I don't feel threatened. From what I've seen here the people are much more subtle and understated than the crowd that live in Mayfair.

There are some very nice and decent people in Jersey, it's diverse and you can make some good friends. Here it's all about safety, the sea, the beach, and the fresh air. I think the flashier people, who like their Ferraris etc., move to Monaco – that 'being seen' lifestyle is more Monaco than here. It's weird though, as there are 100,000 people in Jersey so how does everyone know everybody?' ►

"I never get hassle from anyone and the most important thing is I don't feel threatened. From what I've seen here the people are much more subtle and understated than the crowd that live in Mayfair. "





### **Has settling in been easy in Jersey?**

‘When I first arrived it was a bit scary really as the Moneysupermarket office and my family office are all in the UK, so I wasn’t going to meet anyone through work. I had no friends and family here and I came over on my own so it was quite a leap of faith really. Kevin Lemasney from Locate Jersey did a great job of introducing me to lots of like-minded people such as the online tech business people.

I’ve now got quite a wide circle of friends from people who work in hedge funds, through to property developers, to people I’ve met playing racketball. I would say that the friends I’ve met here in two years are just as good as my friends in Chester and I’d say I’ve got a much wider circle of friends in Jersey already.

I think if you’re coming from the UK to Jersey from any city apart from London, then you’re going to find Jersey more cosmopolitan than the city that you were in because there’s such a mix of interesting people here.’

“...if you’re coming from the UK to Jersey from any city apart from London, then you’re going to find Jersey more cosmopolitan than the city that you were in because there’s such a mix of interesting people here...”

### **Do you get approached for business opportunities in the Island?**

‘Sometimes people will pitch business ideas to me when I’m out. One time I was having a business meeting here and a guy on another table started trying to get my attention by continuously knocking over a cup. It turns out it’s a cup that can fall over but doesn’t spill. Strange way to pitch but fair play to him!’

### **Would you invest in something in Jersey?**

‘I would consider something here if it was fun - it’s partly about return and partly about increasing my quality of life by investing in something I could enjoy. I’m not going to invest in a business here if I think that actually it’s inferior to a business elsewhere.



I'd also want it to be an investment as well, rather than just giving money away to something. I call it 'Impact Investing' – for example in parts of Africa there are investments being made in local entrepreneurs and their ideas. You might only get a return of three or four percent, which is much lower than you might get in Europe or the US for example, but you are still getting some return and you're helping. It's different to just paying to give rice to Africa and then 90% of it goes into the wrong hands and disrupts the local economy. Impact investing is investing in economies in developing countries by helping people to help themselves.'

### **Do you still spend a lot of time working or has your work/life balance shifted since moving to the Island?**

'My time from a work point of view now is 20% Moneysupermarket and 80% on my family office. My perfect work/life balance is probably to work harder four to five hours a day solidly. I've got myself in a position where I can now do that remotely which is brilliant, and then do an hour and a half of exercise like walking, tennis, racketball or Pilates, and then the rest is time with friends and family.'

I think that when you look back on your life, the things you're going to remember are events with friends and family – like holidays and celebration dinners – and from a work point of view you're just going to remember key milestones. You're not going to remember the 99% of those days in the office where you just slugged away.'

### **Your website [www.simonescapes.com](http://www.simonescapes.com) offers a luxury portfolio of holiday properties. Do you find much time to travel yourself?**

'I love travel and I continue to spend six to eight weeks a year travelling to places I've never been to. I love experiencing new cultures, trying new foods and I always get a guide to make sure I see the most interesting highlights.'

This year I'm spending a month in New York, I am going to St. Barts for a couple of weeks and I'm going to California for six weeks – in all locations I will be living like a local and meeting the people who live there.

I also go to London quite a bit because it's the opposite to Jersey – it's got bags of museums, theatres, shopping and a diverse restaurant choice so when I go there I do all the things that I can't do here but when I've finished I look forward to actually coming back to the calm of Jersey. Sometimes in London you're walking along a main street and you have to weave in and out of people and there's dirt and fumes; it's just so busy.'

.....

"I go for walks on St Brelade's beach. One of my favourite walks is from St Brelade to St Ouen or down to St Aubin – all within ten minutes of my house. That's such a luxury to have on your doorstep..."

.....

### **Do you have some favourite places and spaces in Jersey already?**

'I go for walks on St Brelade's beach. One of my favourite walks is from St Brelade to St Ouen or down to St Aubin – all within ten minutes of my house. That's such a luxury to have on your doorstep.'

One of the places I visit most is El Tico, because they do very good porridge! I like the atmosphere and the communal bench approach. I also really like the Crab Shack in St Brelade. I think the food there is very good – they do a great crab linguine! I love Banjo when I'm in town too.'

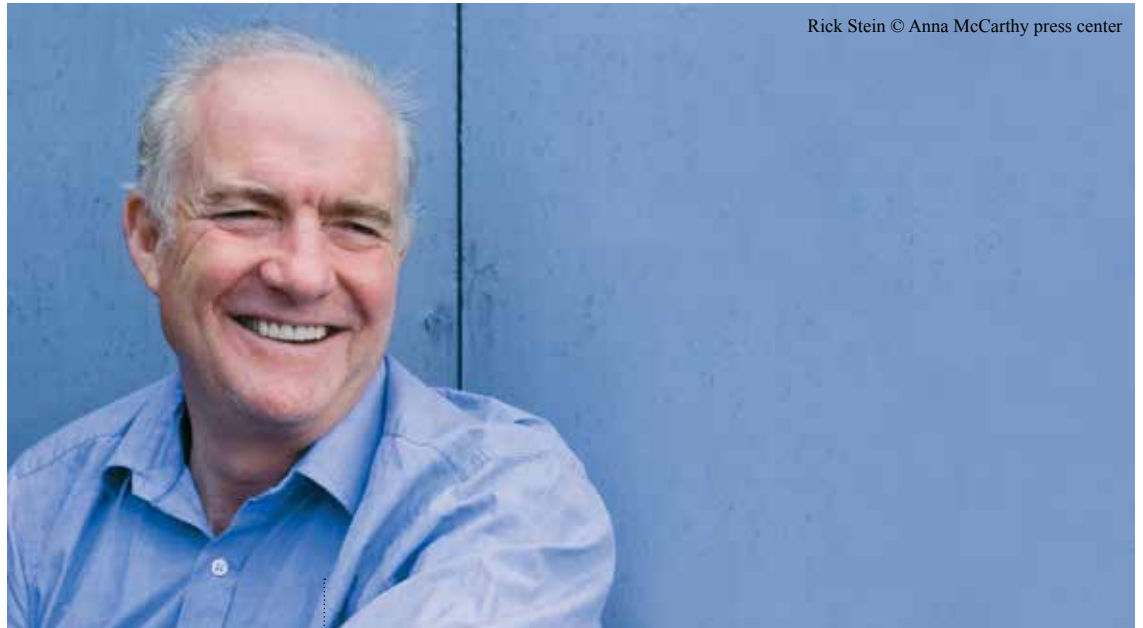
### **Have you found it hard to adjust to any parts of Island life?**

'I think any island in the winter is tough because there's little protection from the elements. Having been here for two years, I would say to someone moving to the Island that if they are financially and socially mobile it's best to try and spend maybe three to four months somewhere in a warmer climate. I have looked everywhere – Sydney would be absolutely perfect from a food, culture and temperature point of view but it's just a little too far geographically from the UK.'

After finding total safety in Jersey, which is a huge priority for me too, there are only really two choices for me - there's St. Barts, it's the French Riviera in the Caribbean and one of the only truly safe islands in that area. The food is delicious, there's a lot of French Caribbean fusion, the beaches are fantastic and there's a really interesting mix of ex-pats.

The alternative to that is Malibu or Beverley Hills. The advantage is there is so much in California - you've got skiing, lakes, incredible cities, the wine regions – you've got so much going on there you'd never get bored. The downside is there are so many people there, ►





Celebrity chef Rick Stein. Simon would like to see one of his restaurants in Jersey.

“I wonder if you could get a bunch of 1.1ks together to bring someone like Rick Stein to Jersey? Maybe get 20 of them putting in 50k each with the chance of a profit return at the end – I’d go for something like that...”

the roads are gridlocked and you get jet lag coming back into the UK. Also because of the eight hour difference, there’s only about a four hour window where you can do business with the UK. Next winter I’m probably going to spend time in both locations and rent and then come back to Jersey for the summer.’

**Being a relatively new resident to Jersey who is extremely well travelled, do you think there are things we can do here and investments we can make to improve what we offer the High Net Worth relocation market?**

‘I think there’s a few things Economic Development in Jersey could do, one is to bring in a great celebrity chef restaurant (and I’m not talking about someone like Marco Pierre White who’s got hundreds of them and would only come over once a year). I’m talking about someone like Rick Stein who would really care. You’d have to make it financially worth his while because it’s a hassle for him to come here and do something like that. He could launch another one in the South of England far easier.

There’s not a lot of diversity here; a lot of restaurants are very similar. The reason Cornwall has done so well over the last ten years is that three or four celebrity chefs now have flagship restaurants there and that brings the London crowd – they like the sea because it’s the opposite to the city, but they want the celebrity chef name and the quality of food that comes with that.

I wonder if you could get a bunch of 1.1ks together to bring someone like Rick Stein to Jersey? Maybe get 20 of them putting in 50k each with the chance of a profit return at the end – I’d go for something like that just to have that facility for me to use personally. It’s all about quality of life.

Also Jersey needs a trendy hotel, not a world-class hotel, but something like the Scarlet Hotel in Cornwall – it’s an eco-hotel, really funky and it brings the city crowd and they don’t leave the hotel for their whole stay. It has cool things like hot-tubs overlooking the beach where waiters serve you champagne while you just enjoy the natural view.’





“One thing I love doing is building houses for myself. I’m doing three projects at the moment: there’s the home in Jersey, I also bought a floor of the Bulgari Hotel – it was just concrete and windows so I had to start from scratch – and I’m building in Barbados.”

**It’s encouraging to see you’re so passionate about improving our Island. Do you now consider Jersey your home?**

‘I will be in Jersey more than I’ll be anywhere else. I see it as my first home now. Within about half an hour of being in the Island I knew I wanted to live in St Brelade. I just felt an instant affinity with the area. The first hotel I stayed in was the l’Horizon and I loved St Brelade’s Bay and St Ouen as well.

I am now building my home and I picked St Brelade; from an airport point of view it’s really convenient for getting off the Island. I love the beaches in the parish, it punches above its weight for restaurants and there’s a micro-climate here too I think.

I wanted to build a house as I knew it would be very difficult to find somewhere that would fit my criteria - I wanted it to be within walking distance of the beach, shops and restaurants. After a year of looking around this two acre plot came on the market, with panoramic views of the bay. I was really lucky.’

**What set of criteria did you have for your home?**

‘I wanted five large bedrooms (not ten like some people build). I wanted a study, a number of reception rooms, a cinema room, a big open kitchen, a gym, a swimming pool and garden. It’s 13,500sqft and it’s quite modern and the finishes are local stone, white render and black granite.

One thing I love doing is building houses for myself. I’m doing three projects at the moment: there’s the home in Jersey, I also bought a floor of the Bulgari Hotel – it was just concrete and windows so I had to start from scratch – and I’m building in Barbados.’

**What are your priorities now?**

‘I think about being on my deathbed and looking back on my life and wonder what I would want to have done. And so now I try and fit all those things in. There are still a few things on the list such as settling down with someone... I’ve got a girlfriend now and she’s coming over here to move in with me. We’ll spend our days between here and London, as that is where she’s from.

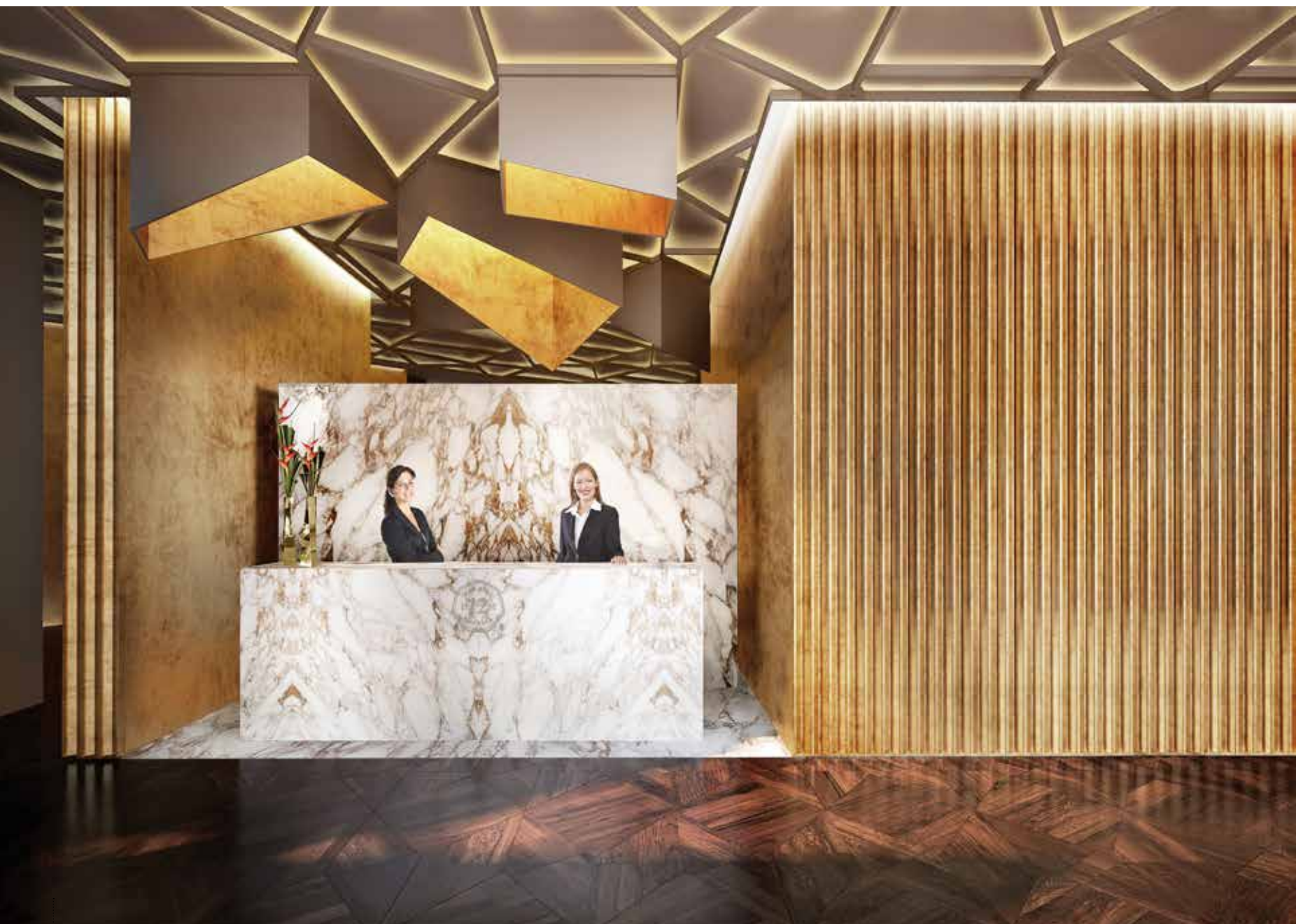
For me it’s all about trying to optimise my life, working out where I need to be at different times of the year and making friends - simple really.’

Simon is building a five bedroom home complete with swimming pool, gym and a cinema room.





# 12 HAY HILL AND THE CHANGING WORLD OF LONDON'S CLUBS



12 Hay Hill, Reception

**The world of private members' clubs in London is changing and it is evolving far quicker than one would think. LUX1.2 looks at the city's current proposition and investigates the new concept business club in Berkeley Square that features Jersey's most renowned chef Shaun Rankin.**

The days of the old school clubs, serving classic British cuisine of roast beef on a lovely summer's day in June, whilst not over, are certainly confined to a certain generation and style of individual.

Years ago, such clubs would have been the only option in London. However, as London has become more metropolitan, more international and some would say, now the centre of global business, the needs of its residents and regular visitors have changed. The emergence of some of the most popular clubs in today's London reflect that.

The Arts Club for one, and even 5 Hertford Street (which could easily have fallen into the old school system) seem far more considerate of their international audience, are less concerned with relying on the wealth of the square mile and Mayfair hedge funds for its membership and offer more than just a table for lunch.

Layered into this are the niche entities, which focus more on the profession of their members, such as Soho

House for the media industry and Chelsea Arts club for creatives. But even these are changing. Whilst well-established in their own right, the club scene is a pretty busy space and these niche clubs need to differentiate beyond just a specific profession. They also have to answer the question of what the member is really getting for their subscription. In short, the name above the door simply isn't enough.

One such club, which is aiming to both differentiate and clearly define what it is offering to its members is 12 Hay Hill, a new style of Members Business Club, located in the heart of Mayfair, just next to Berkeley Square. Previously this club was a Cypriot Bank and whilst the Eurozone crisis clearly looked after that one, the building remained partially empty for some time.

Then along came a group of international investors with an entirely new concept – high quality office space, cuisine from a Michelin starred chef, an outdoor terrace overlooking Berkeley Square, premium located event

space, meeting rooms, communal business lounges for Club members, a gym and a basement bar, all under one roof. Plenty of boxes ticked there, then.

12 Hay Hill claims that this concept is new because whilst there are business clubs in London, none have the high quality social space to go with it and whilst there are numerous high quality dining rooms in London, you certainly couldn't go about conducting business in these establishments. ▶

“Whilst well-established in their own right the club scene is a pretty busy space and these niche clubs need to differentiate beyond just a specific profession and also have the ability to answer the question of what the member is really getting for their subscription.”



12 Hay Hill, Restaurant Ground Floor





12 Hay Hill, Meeting Room

As Simon Robinson, the Chief Executive of 12 Hay Hill explains, '12 Hay Hill aims to take clubs and especially business clubs to a new level. Where else in London could an office have access to a restaurant run by a Michelin starred chef and a balcony overlooking Berkeley Square, all for the same price as a dull, grey serviced office down the road?'

Robinson also says that he is looking to capitalise on a wider trend, which doesn't just affect London, but has become a global phenomenon of the increasingly blurred lines between business and socialising.

'We absolutely believe that the office environment has changed and that the previously defined line between business and pleasure has now gone,' Robinson said. 'People don't want stale, airport lounge-style space. They want somewhere to work and entertain, all in one place. Importantly however, they don't want to compromise on the quality of that space. They want premium offices and meeting rooms and they certainly want good quality food.'



Simon Robinson, Chief Executive

Robinson points to the partnership with Michelin starred chef Shaun Rankin as a reflection of that quality. 'We need the best of everything,' he says. 'There is no better sign than having a Michelin starred chef responsible for the food in the Club.'

Indeed, Robinson's own background might suggest the direction of travel for 12 Hay Hill. He previously held the appointment of Crown Equerry at Buckingham

Palace and also acted as Royal Wedding Planner. One can expect, therefore, that he is driven to delivering the highest levels of service and that should certainly give a good level of comfort to 12 Hay Hill's ever-growing list of members and tenants.

For more detail on the club, you can visit [www.12hayhill.com](http://www.12hayhill.com).



12 Hay Hill, Terrace

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# SMALL ISLAND... BIG IDEAS

LUX 1.2 asks Martyn White, a Jersey marketing expert, for his pick of the Island's home-grown, world leading brands. So what are the brands this Island likes to brag about?

Jersey is a breeding ground for successful brands and famous people. From celebrity chefs, heritage buildings and the Jersey cow to leading finance firms, oysters and potatoes, Jersey is making a name for itself as much more than a well-loved tourist destination and former home of TV detective Bergerac.

## ICONIC BRANDS:

### THE JERSEY COW

Jersey just wouldn't be Jersey without its famous doe-eyed cow. The Jersey cow has been a feature of the Island's landscape for over 200 years and is the second most popular breed worldwide. It has also spawned two of the Island's best-known exports in Jersey Milk and Jersey Ice Cream, with Jersey Dairy products sold all over the world to places such as the UK, Ireland, Spain, South Korea, China, Japan and Hong Kong.





## JERSEY ROYAL POTATOES

The humble potato is not so humble in Jersey. This early season grower is requested by the world's top restaurants and has, unsurprisingly given its name, featured on the dining tables of royalty. First produced in 1880 by Hugh de la Haye, it was initially named the Jersey Royal Fluke, and whilst the moniker has changed it's certainly no fluke that this creamy, tender and kidney-shaped potato is loved the world over.

This might seem an odd bedfellow alongside beaches, cows and potatoes, but since the advent of Jersey's finance industry in the 1960s, there's no denying the Island is best known for its position as one of the world's leading international finance centres. In fact, in Russia they refer to Jersey trust law as the Rolex of trust laws. The Island is home to world-renowned fund admin firm, Aztec Group, as well as market-leading trust firms such as Jersey Trust Company. It also has more law firms ranked in The Lawyer's Offshore Report than any other jurisdiction with Carey Olsen, Mourant Ozannes and Ogier leading the way.



## FINANCE AND LEGAL FIRMS





## ST BRELADE'S BAY

St Brelade's Bay is a regular gold award winner in the coastal category of the RHS Britain in Bloom campaign. Tripadvisor also named it one of the top 10 beaches in Europe in the 2015 Traveller's Choice Beach Awards. With its sweeping vista, golden sands, variety of plant species (including the ubiquitous palm trees) and incredible hotels, the bay is a must for any visitor to Jersey. Unsurprisingly, it's popular with the locals too!

No list of iconic Jersey brands would be complete without the world-famous Durrell Wildlife Park. The park is home to many of the world's rarest animals from the gorilla and Andean bear to Livingstone's fruit bat and the ring-tailed lemur. And that's just the mammals; there are plenty of birds, reptiles and amphibians too! Durrell tackles conservation problems through its wildlife park, an academy and various field programmes in far-flung places with its main goal to save species from extinction.



## DURRELL WILDLIFE PARK

# MAKING A NAME FOR THEMSELVES ON THE WORLD STAGE:

## SHAUN RANKIN

Leading chef Shaun Rankin may not have been born in the Island, but he's certainly contributed a great deal to Jersey's growing reputation. His career really took off when he won his first Michelin-star in 2005. Since then he has made numerous appearances on UK TV and even won the dessert category in BBC2's Great British Menu competition. He has also opened his own Michelin-starred restaurant (Ormer) and was chosen by exclusive Mayfair member's club 12 Hay Hill to manage its food and menus. And let's not forget his recipe books, deli bar, outside catering company, local TV series and charity work! Jersey is indeed proud to have Shaun as an ambassador for the Island.



## LANIQUE

Lanique is a premium quality liqueur spirit made with Attar of Rose, an oil that's created by steam distilling thousands of rose petals. It's said to be worth more than its weight in gold because Attar of Rose is more expensive per kilo than the yellow metal. Although not strictly 'born' in Jersey, Lanique's 200 year-old recipe has been revived by one of Jersey's leading entrepreneurs, Lawrence Huggler, who is marketing it worldwide. In fact, Lanique's popularity has seen it named Official Liqueur Partner at the MTV Europe Awards 2014, as well as being highly acclaimed by London's top restaurants. It can even be seen as far afield as South Africa.



## FEELUNIQUE.COM

The rising popularity of feelunique.com has been nothing short of remarkable. Set-up by Islander Aaron Chatterley in 2005, it is now Europe's largest online premium beauty retailer and is targeting £100m in sales by 2016. Featuring all the major beauty brands, it now has two 'beauty-full' stores (one in Jersey, the other in Guernsey), two salons, plus a spa in the five-star Club Hotel & Spa, as well as an ever-expanding online portfolio.





## LIBERATION ALE

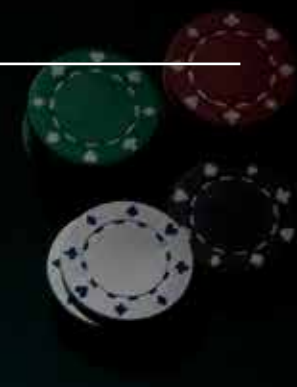
Until recently, Liberation Ale was perhaps one of Jersey's best-kept secrets. Now the well-balanced and moreish beer with a hint of citrus on the nose has won numerous accolades, including the prestigious gold medal in the International Cask Ale category at the International Brewing Industry Awards. Brewed on-Island, Liberation Ale isn't the only Jersey beer to win awards and Liberation Brewery has a number of distinctive ales to keep even the thirstiest of drinkers very merry indeed.

Jersey oysters are grown and harvested from the Royal Bay of Grouville, situated on the east coast of Jersey. They take advantage of the huge tidal range of the Island which doubles in size at each low water. The tidal range, the third largest in the world, means the oysters benefit from the tide's natural filtering effect. The majority of Jersey Oysters are exported to the UK and France, with over 700 tonnes going to these two countries each year. There's plenty left for the locals though, with around 50-60 million oysters of various sizes harvested annually. The Jersey Oyster Company is owned and run by Chris Le Masurier, a third generation Jersey oyster farmer, who has been involved with the business since 1998. According to The Shellfish Association of Great Britain, the company is the largest oyster growing business in Great Britain.

## JERSEY OYSTERS







# JERSEY TAKES ITS PLACE AT THE EGAMING TABLE

Being involved in the eGaming industry is said to be a “*roll of the dice*” and a “*gamble*” for Jersey.

**But is it? LUX 1.2 finds out more...**



**Ten years of waiting, questions over ‘will we’ or ‘won’t we’, and numerous false starts. That has been Jersey’s entry into the eGaming market. It’s hardly an auspicious start into what is rapidly becoming a market with serious potential as a complementary partner to the Island’s finance industry.**

Administrative problems meant Jersey’s first foray into eGaming was halted. In fact, eGaming companies already licensed in the Island were banned from advertising in the money-spinning UK market, forcing them to pull out.

Then, in 2012 and after years of wrangling and law drafting, Jersey’s eGaming law was passed. However, its official launch was delayed in order to wait for the UK to introduce its Place of Consumption Tax, meaning 2014 was the first time Jersey was able to declare itself open for eGaming.

“Most people will know of the sports betting or casino games markets, but there is also social gaming, console games, fantasy sports and much more.”

It’s a move some see as too little, too late. Over 70 jurisdictions around the world offer some form of gambling licence. There is already an established offshore foursome in Gibraltar, the Isle of Man, Malta and Jersey’s near neighbour, Alderney, who have so far cashed in on their dominance and early entry into a market that is perhaps more complex than it first appears.

Most people will know of the sports betting or casino games markets, but there is also social gaming, console games, fantasy sports and much more. Sensible forward-thinking legislation, such as that of Jersey’s, deals with the blur between traditional gambling games associated with eGaming and the social nature of newer games being developed. And whilst this is often seen as a business-to-consumer industry, it also includes a growing business-to-business sector that involves platform providers, operators and various service providers.

“Jersey, with its newer legislation, may have an advantage over its rivals.”

Each needs to consider the regulatory environment they operate under so they can better target customers. And this is where Jersey, with its newer legislation, may have an advantage over its rivals.

Jersey’s entry into the market is a well-planned, strategic one, says Andrew Jarrett, Director at Digital Jersey, the body responsible for marketing and promoting eGaming and other digital initiatives.

‘Whilst detractors have been keen to point out that Jersey has missed the boat,’ he said in a recent blog post, ‘in fact the opposite is true and this has formed part of Jersey’s digital diversification strategy, as we look at the global market for eGaming rather than just the UK market.’\*1

‘Entering the eGaming market now is a strategic move for Jersey and not just a product of UK legislative circumstance. The industry is on the precipice of a great shift in platforms and markets and Jersey can lead the way in the emerging markets in Latin America, India and Asia, especially as mobile handset penetration is now fuelling growth there. In this respect, the fact that Jersey is a newcomer is actually attractive for some eGaming businesses: in an industry that is expanding at the rate of 40% a year, there is no shortage of new and fresh eGaming companies that are looking for a new and fresh regulator.’

The benefit for Jersey is that its financial and professional services businesses will win business from those companies needing advice and guidance on licence applications, bank account opening, company incorporations, listings, back-office support, accounting, relocation services and much more. The Island also ►

“...in an industry that is expanding at the rate of 40% a year, there is no shortage of new and fresh eGaming companies that are looking for a new and fresh regulator.”

## Why Jersey for eGaming?

As the ‘New Jurisdiction’ for eGaming, Jersey offers a premier, dynamic and cost-effective combination of experience and innovation through:

B2C licence – highly competitive costs

B2B licence – ability to supply all markets

No hidden costs

Free Disaster Recovery License

Independent Gambling Commission

0% VAT

0% eGaming Duty

0% Corporation Tax

Excellent internet connectivity

World-class regulatory, banking, legal and tech services

Depth of skill and resource on the Island

Source: [www.digital.je/egaming](http://www.digital.je/egaming)

\*1 Source: Andrew Jarrett: The real reasons why Jersey is a great location for your eGaming jurisdiction, Thursday 29th January, 2015.



has five state of the art data centres, which can easily and securely host the online platforms of eGaming companies.

But what does Jersey offer exactly? ‘The Island is proud to offer a complete package to eGaming companies, providing a formidable combination of innovation and experience,’ says Jarrett. ‘The jurisdiction of Jersey has been designed to offer the most compelling location for businesses by providing the most highly competitive environment. A key component is the world-class financial services industry that provides relevant expertise on listing and M&A activity, and corporate service providers that manage trading companies or wealth management services for successful industry entrepreneurs.’

He added: ‘There is a depth of digital talent on the Island and a commitment from government to grow the industry, with a willingness to assist with skills and development underpinned by a multi-million dollar innovation fund. Finally, there are excellent telecommunications, hosting and eGaming approved cloud infrastructures available, coupled with an enviable quality of life for those who decide to make Jersey their home.’

Continued rumblings of discontent, however, have forced Digital Jersey into repeatedly defending its strategic plans, with eGaming one of the sectors facing criticism. Techtribes.je, a group of well-known IT and digital specialists in the Island, voiced their many concerns in an open letter to Digital Jersey Chairman,

Paul Masterton. They outlined a lack of transparency, the need to engage more with the digital community and the failure to address issues of immigration as some of their major concerns.\*2

Paul Masterton has been at pains to outline the benefits of Digital Jersey and the Island itself in his blog posts and numerous industry appearances.

‘The fundamental elements of Jersey, our cultural ‘DNA’ position[s] us well. The societal ‘infrastructure’ we have is a powerful asset (and for clarity, I don’t mean our physical infrastructure, though by many yardsticks we are extremely well served here and the ambitious decision to invest in fibre will prove to be one of great foresight). This should give us all optimism for the future,’ he wrote recently on digital.je.

He points to Jersey’s essential advantages as being a connected society: self-determination; self-regulating; an excellent regulatory environment; financial security; trust; potential to be agile and quick; and, an enviable quality of life.

He also acknowledges the ‘killer issues’ that have caused Jersey’s digital professionals to voice their concerns and that have undermined progress. These include the inability to change quickly, an overly conservative attitude to risk, the loss of an entrepreneurial mind-set and no vision for the future.

Jersey’s success in finance is also blamed: ‘While we are rightly proud of this last point, we should acknowledge that the well-trodden path to success [in] Jersey, via financial and professional services, has depressed our entrepreneurial instincts. This success has also diluted financial drivers seen elsewhere, for example [the] last downturn exponentially increased new business start-ups in the US as people searched for alternative employment and income.’

## Why Jersey for digital business?

**Competitive tax base** - Jersey offers a tax-neutral environment, with no Capital Transfer Tax, Capital Gains Tax, Value Added Tax, Withholding Taxes or Wealth Taxes. This provides tax certainty and allows for fiscally efficient cross-border investment

**World-class data centres and extensive telecommunications network**

**Investment in fibre connectivity**

Jersey is leading the world with the deployment of fibre to every home and business

**Active tech community**

**Government support**

Jersey’s government is committed to developing the digital economy of the Island

**Incentives and funding opportunities**

**Excellent legal system**

**Strong public finances**

**High quality workforce**

Jersey is a centre of excellence for professional services with experienced professionals providing ICT and tech services, legal, accounting, and financial services

Internationally competitive finance sector. Jersey is one of the world’s leading international finance centres. Reliability, political and economic stability, and a sophisticated and comprehensive infrastructure of laws, have kept Jersey at the forefront of global finance for over 50 years

**Modern office space and facilities**

**Stable, independent government**

Source: [www.digital.je/moving-your-business](http://www.digital.je/moving-your-business)

\*2 Source: Paul Masterton: Driving Jersey’s digital bus, 26th February, 2015.

He is, however, upbeat as to the future: ‘2015 will see us build on this momentum – we are targeting the creation of 150 jobs, we are expanding our skills programmes and our business support, while targeting a new programme to attract entrepreneurs and start-ups to Jersey.’

The 2015 Digital Jersey business plan outlines three streams of work. First, creating the right conditions in Jersey for growth (the ‘digital ecosystem’); second, supporting on-island growth and inward investment, with emphasis on opportunities in Fintech, eHealth and eGaming; and, third, skills availability and development both now and for the future.

‘While Jersey is a late entry into the digital development stakes, (Malta, for example launched their digital strategy in the early 90s) progress is beginning. Like a flywheel a lot of effort goes into getting it moving – Jersey’s digital flywheel is beginning to turn and we all need to put our shoulder to it,’ said Masterton.

“There is a depth of digital talent on the Island and a commitment from government to grow the industry, with a willingness to assist with skills and development underpinned by a multi-million dollar innovation fund.”

He is also encouraged by the fact that the industry in Jersey, whilst still in its fledgling state, is attracting serious enquiries from eGaming companies who want to relocate to the Island. Yet, the detractors remain. So, whilst there is room for optimism, a certain amount of cynicism and caution persist.

The wheels of motion have always turned slowly in Jersey, yet the digital revolution won’t wait for it to fully mobilise. There is plenty of muscle behind making sure it doesn’t pass the Island by and the message must simply be: Jersey is open for business!

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# Driving Away WITH A Fortune

It's a money-spinner that's sure to get you all revved up! *Marty Le Blanc* explores the world of classic cars as investment vehicles.



1962 Ferrari 250 GTO

**Classic cars are no longer the domain of boy racers or middle-aged men reliving their youth. They're a savvy investor's secret weapon, easily outperforming art and other collectible investments over the past few years.**

In fact, cars as an investment category saw returns of 25% compared with art at just 5% in the 12 months to October last year, according to a report from global realtors Knight Frank.

With bank rates at an historic low of around 0.5%, placing cash in a bank is less appealing than buying a vintage Jaguar, old Ferrari or Porsche. That's because not only will the classic car provide a greater return, but investors stand to gain a few years of fun from it too (providing it's not stuck in a garage gathering dust – more on that later).

Ferraris from the 1960s are driving much of the price growth, but so too are Porsches and Mercedes.

According to Robert Frank of CNBC, the top five most expensive cars sold at auction last year were all Ferraris

– topped by the 1962 Ferrari 250 GTO, which sold for £22 million. At some point in its history, the same car was worth less than £10,000.

If £10,000 is more your price range, then you may be lucky to find a Porsche 968 Club Sport. It would be a wise investment too, with the value of classic Porsches rocketing in recent years. The 1973 Porsche Carrera 2.7 RS, for example, has increased in value by 700% over the past 10 years, the largest increase in value of any classic car according to research by the Discovery Channel. ▶



“...cars as an investment category saw returns of 25% compared with art at just 5%...”

Will values continue to rise?

James Knight, group director of the motoring department at Bonhams, told The Telegraph in October that the market is in rude health. ‘It cannot carry on like it is forever, no market can, but with the low interest rates we have at the moment, values will continue to rise – although not in spectacular fashion like they did in the 1990s. The question really is: what would have to happen for the market to have some sort of correction? It will slow down at some stage, it has to, but I can’t see anything on the horizon to change it.’

He also said that financial uncertainty isn’t a major factor when it comes to buying classic cars at auction, and that investors aren’t having a significant impact. He points to the fact that people are buying their classic cars using cash rather than finance, meaning the market is buoyant and won’t see enforced sales.

He added: ‘the market is still fundamentally a hobby; people buy because of an interest and emotional attachment to a motorcar. Investors are few and far between. It’s still enthusiast-driven, even though we’re dealing with bigger and bigger numbers.’



©Porsche - 1973 Porsche Carrera 2.7 RS

How do collectibles compare?

Despite the domination by hobbyists, the financial sector is slowly waking up to the idea of cars as investments, and for good reason. The Frank Knight report states that cars beat art over a five year period with cars returning 111% versus 17% respectively. Over ten years cars have gained 469% compared with 226% for art. It means cars rank as the best performing collectible investment compared with all other categories.

Collectibles as investments are not for the fainthearted though, with volatility huge and the market unpredictable. For example, antique furniture, a mainstay of traditional hobbyist investment, has seen negative returns of 24% over the past decade and 8% last year. In contrast, coins rank second to cars and have seen strong returns of 90% in the past 10 years, 10% last year alone.

However, Andrew Shirley, author of the report, warns: ‘These luxury assets can outperform more mainstream investment classes such as equities, but not every luxury investment will always outperform. And even within segments, not everything is a guaranteed investment winner.’

This is evidenced in the report, which references the 89% rise in the value of ‘pop-art’ from Warhol, Ruscha and Lichtenstein over the past year compared with Rothko and other modern painters who performed better over a five year period.

## JAMES MAY'S PICK OF CARS THAT CHANGED THE WORLD

### Getting your hands on a classic

Purchasing a classic car is fairly straightforward. First, however, you have to do your research, especially as what defines a classic car is not necessarily fixed in the UK.

Most people refer to cars built before 1 January 1974 as classics. These are exempted from paying the annual vehicle excise duty and 'historic vehicle' is entered on the licence disc.

HM Revenue and Customs, on the other hand, define a classic car for company taxation purposes as being over 15 years old and having a value in excess of £15,000.

As part of the research, you must decide what you want based on financial performance over the past few years. Then your general preference for one car over the other should be considered, with many enthusiasts coveting iconic cars from their childhood.

Consideration should be given to how cars gain in value and how value is affected by appearances in major races, on TV or ownership by a celebrity. Value is also derived from having full documentation.

Costs such as storage and insurance should also be taken into account. Restoring cars to their former glory requires thorough examination to arrive at a true estimate, although it's seen as a labour of love for some and restoration costs are often glossed over. ▶

“...coins rank second to cars and have seen strong returns of 90% in the past 10 years...”

At the 2015 London Classic Car Show guest presenter James May of Top Gear fame outlined his top 13 cars that have changed the world.

‘In the end I settled on six cars that you would expect to find in such a show — among them the Ford Model T and the VW Beetle — and six more that I believe deserve greater recognition, including Josef Ganz’s Standard Superior (or what’s left of it) and, well, the Honda Civic,’ he said in his driving column for the Sunday Times.

Perhaps less obvious, although typical James May, was his choice of the number one car that changed the world. He went for a gold Corgi version of the James Bond Aston Martin DB5, labelling it ‘the car that kept Aston in business’.

‘In the first year of production more than 2.5 million Corgi Bond Astons were sold, making it the fastest-selling car of all time,’ he said. ‘It was revised and enlarged in 1968 and is about to be re-launched again as a 50th-anniversary tribute. It has therefore been more formative than any other toy car.’

However, not on the list is May’s pick for ‘best car’ in the world. His choice: the Ferrari 458 Italia. The 2014 version of which will set you back a cool £160,000+.

#### His other (non toy-based) choices were:

- 1886 Benz Motorwagen
- 1908 Ford Model T
- 1938 Volkswagen Beetle
- 1959 Austin Mini
- 1964 Ford Mustang
- 1997 Toyota Prius

#### And the more eccentric ones:

- 1901 Waverley Electric
- 1906 Cadillac Model K
- 1933 Standard Superior
- 1972 Honda Civic
- 1980 Lada Riva
- 2009 Bruno ExoMars Rover



1886 Benz Motorwagen  
By Daimler AG



“Sixty rare cars untouched for over 50 years were unearthed in one barn find in France before Christmas 2014 and put up for auction. The haul is believed to be worth £60 million...”

### What to look out for

According to Autoexpress’s ‘Best classic cars to buy as investments’ article, there are even more items to consider in order to make the purchase profitable. First, there’s picking the right brand. They suggest the Jaguar E-Type over, say, an Austin Maestro, ‘as the Austin Maestro isn’t going to rocket to £70,000 in the next five years’.

Then there’s ensuring that the car you choose has a limited production run. An alternative is to look out for limited edition versions of cars.

An illustrious past is next on their list. ‘There’s no exact science to this sort of investment, and you may just have to take a lucky punt,’ says author Chris Ebbs. ‘At some point in a car’s life, it may be at a low enough value for you to part with your cash. If you buy at the right time, the value will take off soon after.’

He points to the standard [non-S] version of the Aston Martin Vanquish. ‘Anyone who put their money into the car around 2008 or 2009 would have purchased it at its lowest value. It’s now starting to creep up in value, much to the delight of owners.’

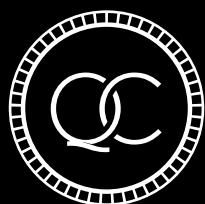
Then there’s the barn find. Sixty rare cars untouched for over 50 years were unearthed in one barn find in France before Christmas 2014 and put up for auction. The haul is believed to be worth £60 million.

Elite auction house Artcurial received a call from the representative of a deceased estate, which in turn had been inherited by the deceased from his father a decade earlier. The estate had been bequeathed to several children, which included the collection of old cars. In an effort to find out the value they called Artcurial who came across legendary models such as Bugatti, Talbot-Lago, Maserati, Ferrari, Delage and many, many more, some owned previously by the likes of King Farouk of Egypt.

You don’t have to be King Farouk to own a classic car though, or be lucky enough to be bequeathed one. They’re available, often at knock-down prices if you know what you’re looking for, and the market is buoyant.

And whilst they may not look as good on your wall as a Warhol or a Rothko, there’s still plenty of mileage in owning a classic car both as an investment and an enjoyable hobby.

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# CASTAWAY

A coastal admiration where high fashion meets a diminishing landscape.

Photographer & Stylist Danny Evans



**Dress**  
A&B, Voisins | Supertrash | Dress from £108.00  
**Jewellery**  
Voisins | Links of London | Rings from £117.00







**Dress**

Voisins | Reiss | Vienne-High Neck Sleevele Dress  
*from £153.00*

**Jewellery**

Aurum Jewellers | Cuff *from £377.00*

Aurum Jewellers | Necklace *from £35.00*

Voisins | Links of London | Ring *from £115.00*







**Dress**

Renaissance | Riani | Dress *from* £329.00

**Jewellery**

Voisins | Links of London | Rings *from* £115.00

**Jumpsuit**

A&B, Voisins | French Connection | Jumpsuit *from* £76.50

**Jewellery**

Aurum Jewellers | Necklaces *from* £35.00









**Dress**

Renaissance | Alice by Temperley | Long Dawn Shirt  
Dress from £415.00

**Jewellery**

Voisins | Links of London | Rings from £115.00





**Top**  
Manna | Scotch-Soda | Jacket *from* £110.00  
**Bottom**  
Manna | Scotch-Soda | Trousers *from* £95.00  
**Jewellery**  
Voisins | Links of London | Rings *from* £115.00



**Dress**

Renaissance | Alpha | Dress from £249

**Jewellery**

Aurum Jewellers | Buckle Bangle from £485.00

Aurum Jewellers | Bubble Bangle from £475.00

Aurum Jewellers | Cuff from £377.00





**Dress**  
Renaissance | Alpha Studio | Dress from £209.00  
**Jewellery**  
Voisins | Links of London | Ring from £117.00



**Dress**

A&B, Voisins | French Connection | Dress *from* £189.00

**Jewellery**

Voisins | Links of London | Ring *from* £117.00



# DECADENT Gifts FOR HER

The LUX 1.2 selection combines the must-have handbag from Mulberry, the most desirable jewellery pieces, and fantastic experience packages – time to spoil a special someone or just yourself...



**Modes of Mulberry**  
*Mulberry Kensington*

The Mulberry Kensington is the handbag you're going to see on every discerning fashionista's arm this year. Here we have it in Mole Grey Small Classic Grain, the perfect colour to complement most outfits.

The Small Kensington is an elegant and modern interpretation of a drawstring satchel. The striking metal bar and otherwise minimal decoration ensures the silhouette is fresh and uncluttered, but still eternally chic.

*Retailing for £995 on [www.mulberry.com](http://www.mulberry.com). The Mulberry collection is also available from de Gruchy department store in Jersey.*



**Leather Love**  
*Balmain Leather Sandals*

Balmain leather sandals are the crème de la crème of femme fatale footwear. The latest trend of gladiator strapping is cleverly incorporated to produce a shoe that is more wearable than the full leg alternatives. This leather pair has adjustable laces at the front for an exacting fit and are best worn with high hemlines to show off the gold heel. These shoes are pricy and an object of admiration so they will buy you great favour as a gift.

*£1,187.50 from [Net-A-Porter](http://Net-A-Porter)*



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*Hettich Jewellers*

Precious materials crafted with an eye for contemporary design, discover Hettich's new range of stylish jewellery you can wear everywhere. Elegant gold bracelets and rings slip on for effortless style, teamed with diamonds to add sparkle to any occasion. Discover the new collection of modern jewellery, bracelets, rings and pendants.

*Hettich Jewellers,  
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### **Shaken and Stirred**

#### *Ormer Cocktail Masterclass*

Know your Martini from your Caipirinha? Why not get the girls together and treat yourself to a Cocktail Masterclass at Ormer restaurant in Jersey. Your elite bartender will teach you to make classic and innovative cocktails (which you also get to sample) and you will learn about the history of spirits and techniques - perfect for impressing at your next dinner party. The masterclass also includes delectable canapés designed by Michelin-starred chef Shaun Rankin.

*The Ormer Cocktail Masterclass is £50 per person (minimum of four people per booking)  
Tel: 01534 725100*



### **Green with Envy**

#### *Aurum of Jersey*

Designing and handmaking exquisite jewellery is a passion of Aurum of Jersey. Each piece is made to the highest standard using meticulously sourced coloured gemstones and diamonds. Aurum's highly skilled team can design and handcraft almost anything you can imagine.

This beautiful emerald pendant in 18ct white gold is a case in point, with micro grain set brilliant cut diamonds and three truly mesmerising oval emeralds of the finest quality.

*Price from £9,200 from Aurum Jersey.  
Tel: 01534 736182*



### **A Gourmet Foray**

#### *Atlantic Hotel's luxury Gourmet Break*

.....

The Atlantic Hotel is one of Jersey's most luxurious establishments situated in extensive private grounds adjoining La Moye championship golf course. Its Michelin-starred restaurant 'Ocean' ranks as one of the very finest in the Channel Islands. The Atlantic was crowned 'Independent Hotel of the Year' at the 2014 Catey Awards and is the only Jersey member of Small Luxury Hotels of the World.

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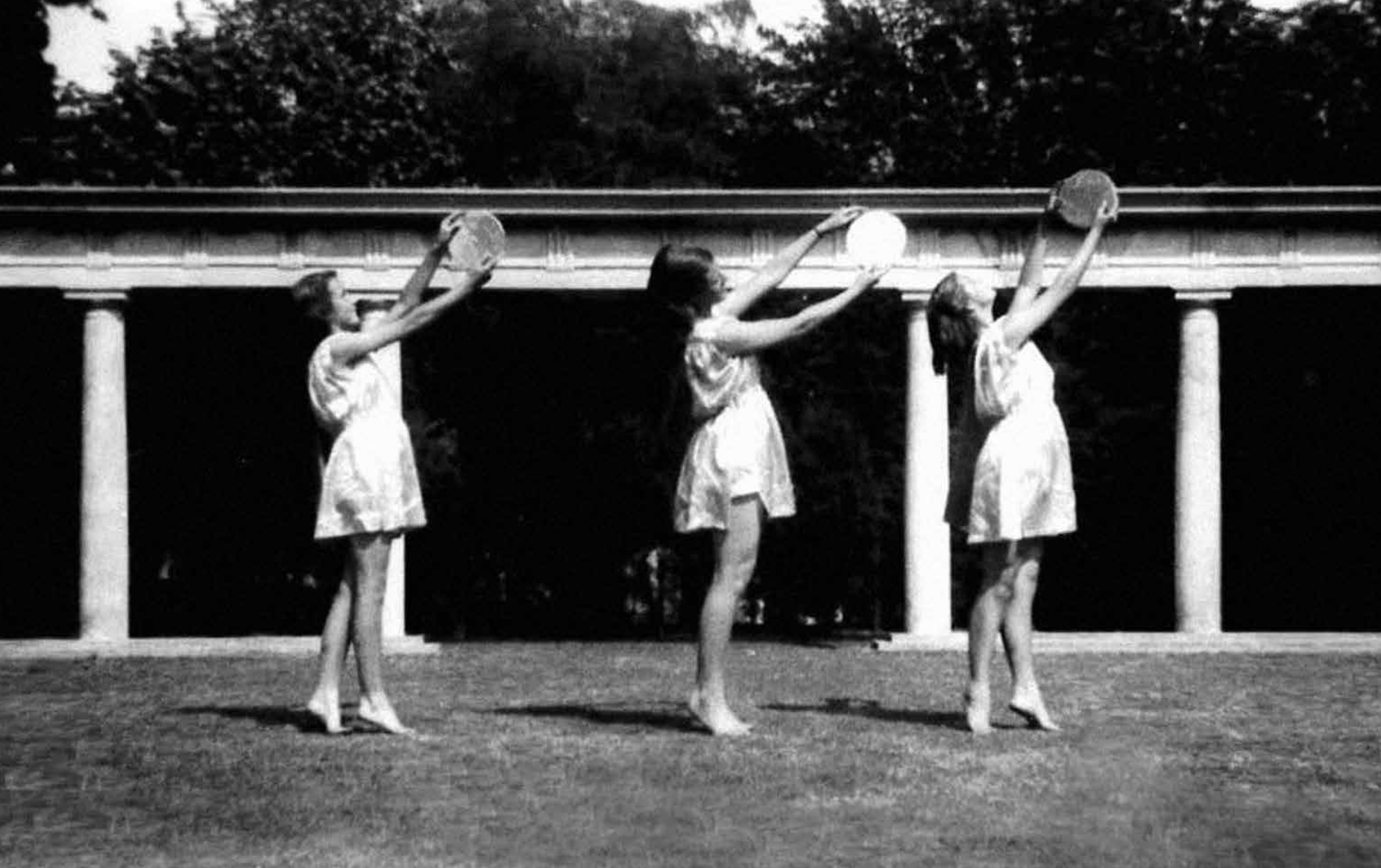


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*“No one has  
ever become poor  
from giving.”*

*Anne Frank*

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# FEMALE PHILANTHROPISTS: TODAY FOR TOMORROW

In this article we introduce you to women from various backgrounds who have used their experiences and opportunities to make the world a better place. They all have different causes and they are all a great source of inspiration by just being the way they are and by doing what they believe in sincerely.



# Anne Binney

**Chairman of the Jersey Volunteer  
Committee of the Art Fund &  
Founder of the Domaine des Vaux  
Opera Festival**

## **What initiatives are you involved with this year?**

I am running the Domaine des Vaux Opera Festival in aid of Durrell Wildlife Conservation Trust and Riding for the Disabled; this will be the 28th season. We always raise funds for Durrell and each year choose another local charity that involves people. Since starting the Festival back in 1988, soon after moving to Jersey from London, we have raised over £500,000 for Durrell's projects, both in Jersey and abroad.

I am also chairman of the Jersey Volunteer Committee of the Art Fund (National Art Collections Fund). We put on about six events a year to raise both funds and awareness. The Art Fund is Britain's leading arts charity helping museums and galleries to purchase and commission works of art that are of particular relevance and importance to their collections.

## **Why have you dedicated so much of your time to Durrell?**

I have been passionate about animals and wildlife since I was a child and, having read 'My Family and Other Animals' in my teens, was very impressed when I first visited Durrell in 1975. I became aware of the great and increasing need for conservation of both wildlife and habitats and wanted to make a contribution.

## **What are your responsibilities as Jersey Representative of the Art Fund?**

The Art Fund's principal purpose is to aid the acquisition of artworks for the nation. It also lobbies on behalf of museum and galleries and has succeeded in getting free entry to many museums and galleries established throughout the country. The Fund has helped Jersey Museum with several grants but in particular with a very substantial grant for the purchase of photographs by the Surrealist photographer Claude Cahun, making Jersey Museum the principal holder of her work and thus putting it on the world map.

I have always loved looking at paintings and visiting country houses and museums. I was lucky enough to work for 11 years putting on exhibitions for the Victoria & Albert Museum and the Art's Council which fired my enthusiasm for art in all its forms. After moving to Jersey in 1987, I was asked to take on the role of Jersey Representative of the Art Fund and I felt this would be a way of keeping in touch with the museum world whilst also bringing interesting speakers to Jersey to lecture, so I leapt at the chance to be involved and have loved being part of the Art Fund ever since.

## **Is Jersey a centre of philanthropic excellence?**

I would say that Jersey is a centre of philanthropic excellence. There are a great number of national and international charities represented in Jersey as well as local charities set up by residents to benefit both Island projects and those further afield. As a whole I would say that Jersey is a tremendously giving Island and a great percentage of our population either help directly with a charity or take part in charitable events.

You only have to look at the most recent disasters around the world to see how quickly the Islanders jump in to help with funds and material assistance. Where possible, Islanders also travel all over the world helping aid projects of many different kinds.

## **Who (alive or dead) do you most admire in the Island and why?**

Gerald Durrell. Because of his forward thinking at a time when most zoos were simply showing off as many different species of animals without giving much consideration to their state in the wild or their wellbeing in captivity. Gerald had the wisdom to see that the world is a fragile place and as he said so succinctly "the world is as delicate and as complicated as a spider's web, and like a spider's web, if you touch one thread, you send shudders running through all the other threads that make up the web. But we are not just touching the web, we are tearing great holes in it..."



# Deputy Carolyn Labey

Chairman of the Jersey Overseas  
Aid Commission



## What plans for Overseas Aid does Jersey have this year?

The States of Jersey voted just under £10.3m for 2015 to the Jersey Overseas Aid Commission (JOAC). JOAC's strategy is driven by a clear mission in that it is committed to joining with others in reducing poverty in poorer countries by making a sustained contribution. JOAC particularly focuses on supporting projects that address the provision of basic health care, medical care, effective education, safe drinking water and sanitation, self-sufficiency and food security.

## Do the projects you get involved with affect you emotionally or do you have to distance yourself?

Some of the projects involving children living on the streets, having to fend for themselves from a very young age, are heart wrenching. Likewise, children and adults who are born deaf and blind living in remote areas, who have been stigmatised by their own communities is an unimaginable way to lead a life. You couldn't fail to be moved by many of the circumstances we are presented with. Experience has taught me however, that I do need to at least try to distance myself from the emotive terms and images used within applications received, as without doing so it would be easy to approve almost every application presented.

There is of course a flip side of knowing that Jersey has helped areas of the world transform themselves and improved the lives of so many. A good example would be a project we supported with the introduction of Jersey cows in Rwanda. This brought the village food, nourishment and health, which then enabled education, work and relative wealth. There are also projects that Jersey has supported over the years, where we can claim that our funding has helped eradicate the debilitating eye disease of Trachoma and eventual blindness from Africa. I think sometimes when we are here arguing about road improvements, relocating the police station and iconic buildings, it puts it all into perspective.

## As a Deputy are you involved with projects locally?

I recently set up the Community Support Group in Grouville. This group offers everyday support to anyone who needs a bit of assistance in our local community. That may be picking up a prescription, help with filling out a form, delivering milk and bread or simply offering a bit of company or advice. The group is there to ensure that no one in our community feels isolated.

## What does philanthropy mean to you?

Philanthropy is the practice of helping others less well off than oneself. There is the expression "charity starts at home" but often the end of the sentence is missed off, which is "but should not end there" and that is important. It is the love of mankind.

## Is Jersey a generous Island when it comes to philanthropy?

Very. Jersey doesn't only contribute as part of our international obligations but Jersey supports incredible acts of giving and compassion. For example charities, such as Side by Side, support fellow Islanders in poverty or disaster struck areas. Philanthropy need not only be about money and Jersey is an Island where individuals give much of their time through voluntary work, which has a huge impact on people's lives.

## How can new people moving to the Island get involved with philanthropy?

In so many ways. Jersey is a steadfast supporter of philanthropic issues and it is easy for anyone moving to the Island to become involved. There are any of the projects I have mentioned above, but many other initiatives too. It will depend on what people are interested in and also if it is money, time or their own expertise that they wish to give - or perhaps a combination of all three. My door is always open and I have no end of ideas of how to become involved. One thing I can say is that a philanthropist will be rewarded from the experience almost as much as the beneficiary.

## What is the most inspiring philanthropic act you have witnessed?

Gosh that's a difficult one and I'm not sure I can narrow it down to one act. It would be easy to look at people like Bill Gates who is using his self made wealth to try to combat Malaria and other such humanitarian projects. But I suppose it is when people act to help others when they have little or even less to give themselves.



# Kate Taylor

**Ambassador for Teenage Cancer Trust,  
Jersey Appeal**

## **To which charities, initiatives or campaigns do you give your support?**

I'm very lucky as I get to support lots of local charities. I am a massive people person who gets inspired easily by sheer enthusiasm.

## **Do you help different charities in different ways?**

Most charities have the same objective, which is to raise money, or awareness, for their cause. However, there is much scope for innovation and creativity within the charitable sector these days. Anything can be achieved - if you can think it, you can do it!

## **Do you employ philanthropic advisors? How do you find projects that captivate you?**

No I don't use philanthropic advisers. The charities that I help normally find me and usually have a project or event in mind. An example of this is the Teenage Cancer Trust, Jersey Appeal. The Committee is one of the most professional groups of people I have had the privilege to work with, as they always make everything amazing.

## **Why did you decide to take on Shaun Rankin's Kitchen Inferno in 2014 for Jersey Cheshire Home?**

Shaun Rankin is one of the most generous people I know on the Island who gives his time and support to lots of charities willingly and raises a lot of money. So personally for me Kitchen Inferno was a little bit of payback (by the way Gordon Ramsey is a pussycat in comparison). Jersey Cheshire Home is such a worthwhile local charity and is always in need of lots of help and support.

## **Has there been a fundraising or campaign highlight for you over the years?**

Yes my biggest highlight has to be raising £1 million for the Teenage Cancer Trust Jersey Appeal with my fellow committee members, ensuring teenagers with Cancer have an environment suitable for their needs. The Spring Spectacular (talent show) is my favourite event that I've been involved with because the teenagers really worked for themselves - I was just the fall guy! Also 'The Summer Sizzler' Variety Show was a fantastic event where our talented teenagers were able to perform in front of His Excellency, The Lieutenant Governor.

## **What is the most inspiring philanthropic act you have ever seen?**

A lot of people on the Island give anonymously. The Butlin Family Charitable Trust helps lots of charities, big and small, and has done for decades. At one of our events, what we made on the entire auction was matched by a very generous family that wanted to remain anonymous. David Kirch is another philanthropist that shares his wealth on many levels, as did the late Tom Scott.

## **What would you say to other people with money or time to invest in local charity?**

The Association of Jersey Charities is a brilliant place to start. They are very good at pointing people who are new to the Island, or have time or money to invest, in the right direction. They will help you link up with a charity that is close to your heart - I think that is how all charitable work should start!



# Antonia Cooke

Founder of Pure Charity Coffee Shop

## What is philanthropy to you?

Making a positive difference to the community.

## How has philanthropy become part of your life?

I have always been keen to help family, friends and people in the community. Community is very special and it costs nothing to pass on kindness to other people. Picking up shopping for an elderly relative or helping someone when their car breaks down usually only takes a couple of minutes but makes a massive difference.

## Where did the charity café idea come from? What is involved in keeping it running?

At Pure Charity Coffee Shop, we aim to provide great food for a great reason. 100% of the net profit of the shop is returned to charities on the Island; 80% of profits are donated to Jersey Hospice Care and the remaining 20% are donated to a different charity on a yearly basis, which has included Teenage Cancer Trust, Brighter Futures and Jersey Action Against Rape. The idea for the café was a long time in the making. I developed the skills required by being a mum, travelling and doing various jobs. When I decided to do something larger the café incorporated my natural skills and allowed me to work with people in the community.

## Tell us about the One Foundation?

My husband Ben established the One Foundation in June 2011. Through difficult times, sport was his outlet and we wanted to provide opportunities for individuals, teams and projects to receive support within a structured charitable organisation. The One Foundation therefore provides financial assistance to the local sport, culture and community sectors. The Foundation is continuing to grow with new investors coming on board and to date has provided over £2.1million to local non-profit organisations across sport, culture and community.

## Would you encourage other women to become involved in philanthropy locally?

Absolutely! I would encourage anyone to use the skills they have and natural flair to raise money for charities that do such a great job.

## What is the most philanthropic act you have seen?

Not the act but the thought that someone cared enough to do something big or small to make a difference.





# Anita Brown

**Committee stalwart for Cancer  
Research UK Jersey**

## **What does philanthropy mean to you?**

Philanthropy to me means giving something back to help others, whether it's your time or money. It's about doing it because you want to, rather than feeling it is your duty. I think it is so easy, especially in these times, to ignore what is going on around you so I implore everyone to consider charity in whatever way they can.

## **What charities and causes do you dedicate your time to?**

I help with a few different charities but my main concentration is Cancer Research UK Jersey.

## **Is it a major commitment to sit on a charity committee?**

My instinctive answer is to say no but I would clarify that you have to be committed as it does take a lot of time. There is always something to plan and organise but I am one of about ten so we all help each other. This year we are opening a new charity shop, 14-16 Burrard Street, it's a much larger undertaking than before and it will be hugely influential in helping us reach our fundraising targets for Cancer Research UK Jersey.

## **Do you have any exciting charitable projects in the pipeline?**

We are very excited this year to be bringing back Relay For Life. After a few years off, we are bringing it back bigger and better than ever. It's going to be a great family weekend packed with awe-inspiring people and activity. It will be our main fundraiser for this year. Also we are holding a wedding and evening outfit sale and have reams of beautiful clothes and accessories that have been donated by generous benefactors.

## **Is philanthropy just for the privileged?**

I don't think philanthropy is for the privileged. Having money of course helps but giving the time to follow through with plans and ideas is just as important.

## **How did you get involved with philanthropy in the beginning?**

I got involved with Cancer Research because I lost a good friend to cancer nineteen years ago. I was so shocked that someone so young could die like that and I wanted to do something to help fight this awful disease. Robert Christensen, Chairman of the local charity branch, is a friend and I asked if I could be on the local committee. That was about fifteen years ago...

## **Is it possible to work full time and also dedicate time to charity work?**

It is possible because I do! I find that it's sometimes a bit of a juggling act but I have a great family that I rope in when things get a little hectic. In my job I also speak to a lot of people and there are always offers of help. Sadly everyone is touched in some way by this disease, which is why we must try and find a cure.

## **What is the most inspiring philanthropic act you have seen?**

I think the most recent inspiring philanthropic act I've witnessed is a local man here in Jersey who hit hard times but still found it within himself to do something positive. He appealed for old bikes to be donated, repaired them and then passed them on to less fortunate people. This act of kindness was done quietly and selflessly.



# Health & Beauty

## Supremya At Night Sisley *at Voisins*

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## Cleanse & Polish Liz Earle *at Boots*

If you have a hard time trying to remove your make up, then this Cleanse & Polish from Liz Earle promises to work on every age and skin type. The application works in two ways. Initially it cleanses the skin to remove daily grime and make up, and then it functions as a polish to help remove dead skin cells. After 19 years, there is only one reason why this brand still makes only one cleanser and that is because the formula works.

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## The Moisturizing Cream Crème de la Mer *at de Gruchy*

The highly coveted Crème de la Mer has attained cult status throughout the world. Devotees are falling in love with this product and its ability to help make skin look its best by using only fermented natural ingredients. The original Crème de la Mer Moisturiser Cream offers a luxe moisturising experience providing radiance and a youthful look.

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## ROUGE BRILLIANT GLOSS Dior *at Feel Unique*

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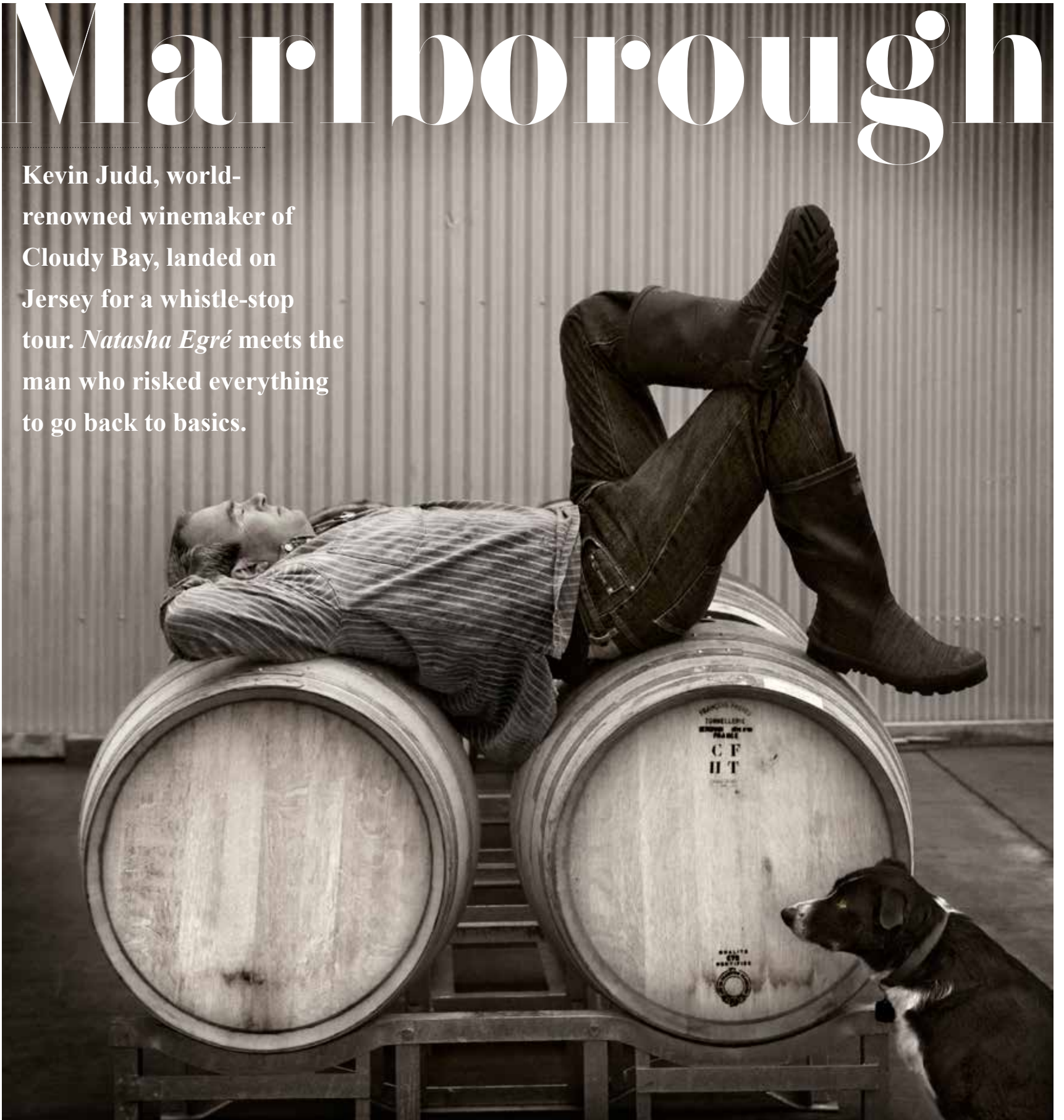




FOR **The Love** OF

# Marlborough

Kevin Judd, world-renowned winemaker of Cloudy Bay, landed on Jersey for a whistle-stop tour. *Natasha Egré* meets the man who risked everything to go back to basics.



“Originally from England, he grew up in Australia and moved to New Zealand in 1983...”

The wine industry held its breath when chief winemaker of the world famous Cloudy Bay, Kevin Judd, left his post after 25 years. 2009 was not a time for entrepreneurialism or risk but Kevin Judd had a plan and the determination to succeed.

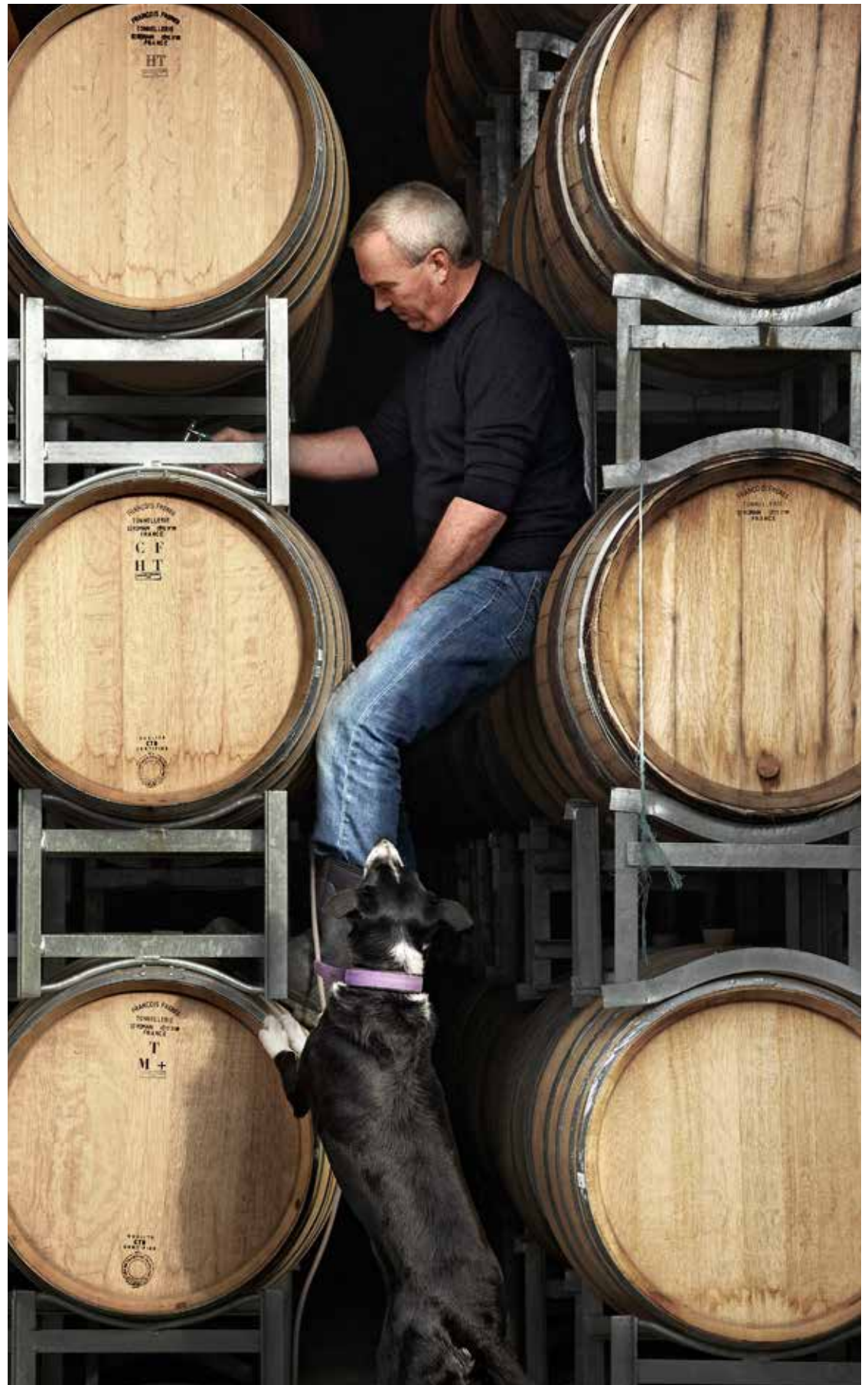
Kevin is one of Marlborough’s pioneer winemakers whose career is intrinsically linked with the global profile of New Zealand wine. Originally from England, he grew up in Australia and moved to New Zealand in 1983 and joined Selaks Wines. Subsequently, he became the founding winemaker at Cloudy Bay, a pivotal role during which he directed the company’s first 25 vintages. Now he has established his own label, Greywacke, named after New Zealand’s prolific bedrock.

Kevin met LUX 1.2 on his first trip to Jersey, he had come as a guest of Dunnell’s Premier Wines who are agents for his wine. He was invited to Feast on Gorey Pier for a spot of lunch and a wine tasting class with the restaurant team and a couple of excited journalists; it made for a wonderful setting to an indulgent afternoon of sipping and swilling whilst the boats bobbed merrily in the harbour.

Kevin was peppered with questions about his new wine collection but there was also great intrigue in his departure from Cloudy Bay. ‘I was in charge of winemaking at Cloudy Bay from day one for 25 years,’ recalled Kevin into the bottom of his tasting glass. ‘I never thought I’d leave, but I did.’ There was a great fondness for Cloudy Bay in Kevin’s tale but he was also quite honest about how big the operation became and

how it took him away from being hands on with the barrels where he is most at home. The call for a simpler life beckoned and he listened. ‘I didn’t have a winery or a vineyard so I rented space,’ said Kevin. ‘I then filled that facility, they built more sheds for me and now I’m also using a new facility.’ Although it may

seem strange to some that he didn’t buy his own land he explained that time was of the essence: ‘If I had to go out and buy land and plant grapes, everyone would have forgotten who I was four years later. I didn’t want to be looking down from the pearly gates at a load of land and nothing to show for it.’ ▶







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**“Kevin is a proud man.  
Unassuming, thoughtful,  
and quietly commanding...”**

Kevin is a proud man. Unassuming, thoughtful, and quietly commanding, he’s what you might call ‘salt of the earth’. You get the sense that perhaps he’s more comfortable in the company of nature than the company of people. Looking at the extraordinary wines he nurtures you can understand his fixation. When the new label launched, one UK importer called it ‘arguably the most exciting new Sauvignon Blanc in a generation.’ With Greywacke selling out everything in production, it seems the world market may agree.

Fortuitously, Feast restaurant is one of the major outlets for Greywacke’s Wild Sauvignon Blanc in Jersey so Islanders and visitors can have the chance to sample Kevin’s toils. ‘The Wild Sauvignon is a totally different take on the Marlborough Sauvignon Blanc,’ enthused Kevin. ‘It’s essentially grown the same way but we ferment it in old barrels, rather than in stainless steel, which makes it more textural and less fruity.’ The process and the use of wild yeast influence the extraordinary flavour of the wine, Kevin explained: ‘more savoury flavours are passed into the wine and you get dried herbs from it and sometimes flowers. The smell when it’s fermenting is reminiscent of a bakery. I often refer to it as a Chardonnay drinker’s Sauvignon Blanc!’

The Wild Sauvignon is fast becoming the flagship wine of Greywacke but Kevin’s also producing a Chardonnay, Sauvignon Blanc, Riesling, Pinot Gris, Late Harvesting Riesling and even a Pinot Noir. He admitted: ‘It’s hard to pick a favourite. Every wine works in a different way at different times with different foods. Having said that, if I knew I was going to get hit by the number eight bus, I’d have a glass of Chardonnay.’

It transpired from talking to Kasia Konys from Dunells that we are pretty prolific Sauvignon Blanc drinkers in Jersey. Perhaps we can relate this to our warmer than average British climate, which entices one to reach for the crisp, zesty wines. Credit goes to Kevin for bringing ▶





the wine to our shores by being instrumental in the international recognition which New Zealand Sauvignon Blanc enjoys today. He's never lost his own passion for the wine: 'The Sauvignon Blanc is the serendipity of grape variety and climate,' he described. 'The Greywacke Sauvignon Blanc is my interpretation of the classic - quite subtle, not too acidic, a little bit of citrus. I don't really like the green acidic style you can get with some Marlboroughs. Mine is best drunk within the first few years of production while it's still fruity. We pick the grapes in April, bottle in August and it's on the shelf in the UK in October.'

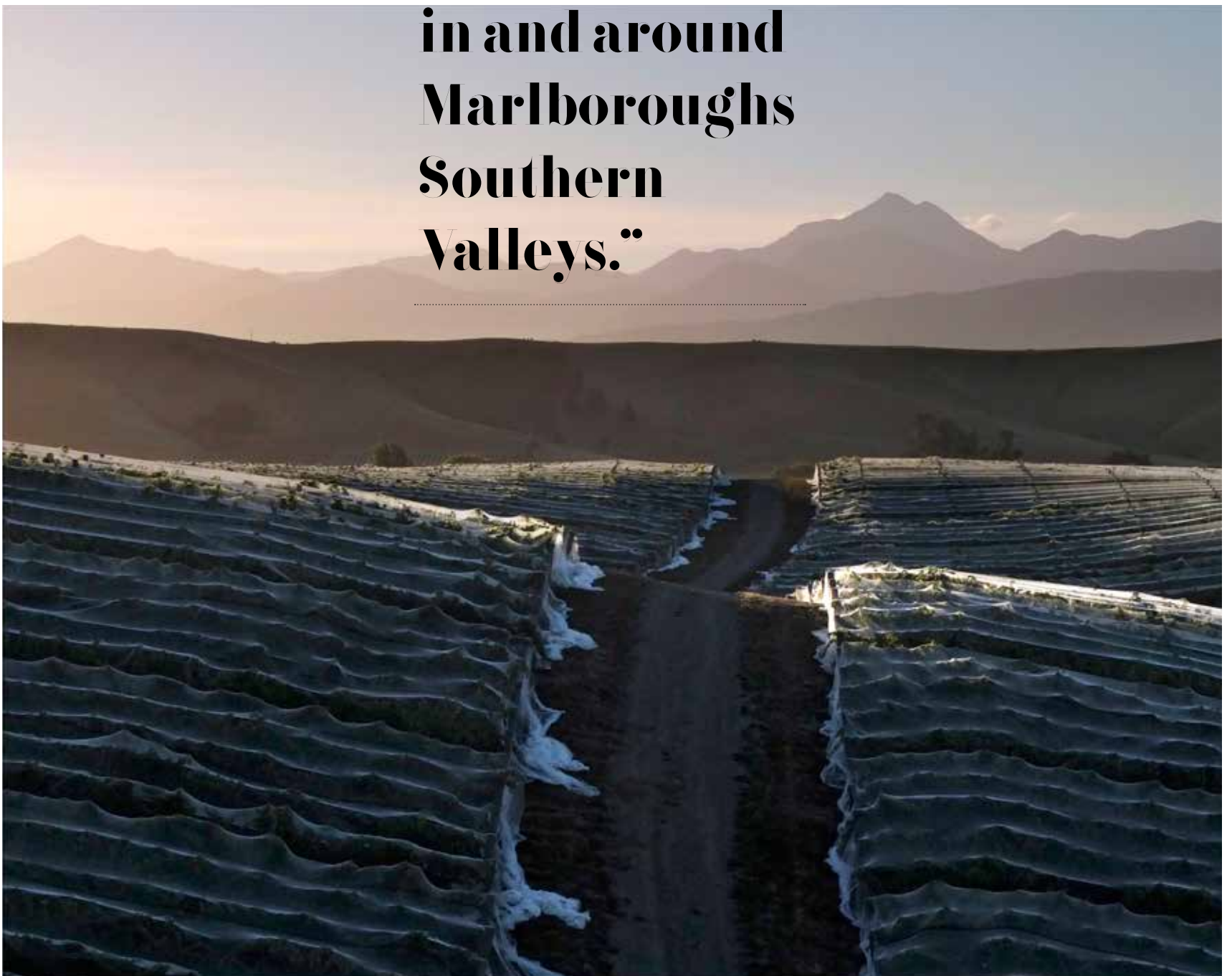
Kevin uses grapes that come from prime, low yielding vineyard sites in and around Marlboroughs Southern (Brancott and Ben Morvan) Valleys. They are vinified using 'non-interventionalist' techniques, which is

.....

**“Kevin uses grapes that come from prime, low yielding vineyard sites in and around Marlboroughs Southern Valleys.”**

.....

intrinsic to Kevin's style of winemaking. How he treats the Pinot Gris grape is a prime example: 'Pinot Gris has a very thick skin so if you pick it by machine it's not good. We pick it by hand and treat it gently.' This consideration is part of what makes Kevin an exceptional wine maker. He owes much of his knowledge to the quarter of a century that he spent honing Cloudy Bay. It was there that he made the first move away from cork sealed bottles. He recalled: 'in 2003 we changed Cloudy Bay to a screw cap and never looked back. A screw cap gets rid of the issue of random oxidation. People will tell you that wine needs oxygen to age but not my wines - although the debate is still out on some winemaker's reds. Some corks have far more flavour than others and they can impart a barky taste to the wine - which can be nice, but it's not so nice when it alters the flavour you were hoping for.' ▶



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“I don’t want to own a full winery but it would be good to have a place that we can call home.”



During a wine tasting class with Kevin, you can extract a high calibre of top tips that will impress at any dinner party. Along with his strong line on the cork debate, he also advised: ‘In the winter I would serve a white wine at twelve degrees, not five degrees like you might in the summer. Also, storage is all about the constant temperature rather than the actual temperature.’ He also has a bit of a soft spot for wines that can be sometimes overlooked and he advises that many of us need to give Riesling another chance: ‘Riesling is hard to sell,’ he said thoughtfully, ‘it’s a victim of its own diversity and versatility and the poor old consumer’s a bit confused. But it’s a superb wine. Our Riesling is made from an 18 year old, organically certified vineyard; it has a very low PH and a touch of residual sweetness. It’d go wonderfully with a bit of chilli crab!’





The entire Greywacke range was sampled at Feast that day and as the wine tasting drew to a close, talk turned to the future. It was heart-warming to learn that Kevin's aspirations are modest and attractively simple. He explained wistfully: 'I would eventually like to grow a little vineyard, have a cellar with some barrels and make a home base for Greywacke. I don't want to own a full winery but it would be good to have a place that we can call home.'

Kevin left the restaurant to head out on a photographic tour of the Island, another passion of this quiet but fascinating man. The members of the wine tasting class were a little intoxicated by the wine and perhaps also a little intoxicated by the man.



**Picture credits:**

Photography by Mike White and Kevin Judd

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# LANIQUE

DRINK SOMETHING LANIQUE



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# GASTRONOMIC UTOPIA

**Food, glorious food** - it's big news in Jersey! The social culture of the Island dictates that dining out is literally part of the DNA.







Bohemia by Steve Smith

“The Island’s chefs are completely spoilt with a world-class larder. You can’t see for seafood!”

Ormer by Shaun Rankin



**Jersey is a foodie haven with strong influences from France, England and Portugal due to the cosmopolitan nature of the Island. The gastronomic scene is changing rapidly and whilst Jersey doesn’t cater to every type of cuisine (it’s crying out for a good Lebanese or Japanese) what it does offer is pretty excellent.**

The Island’s chefs are completely spoilt with a world-class larder. You can’t see for seafood! Imagine sweet spider crab; perfect lobster; hand dived scallops, and plump mussels to name a few. And you haven’t lived if you’re yet to sample a Jersey Oyster: the flavour is famously described as ‘like kissing the sea’.

The more adventurous chefs have also taken to designing dishes that include foraged ingredients from the shore and land. Resident bushman, Kazz Padidar, is the ‘king of the forest and cliffs’, finding delicacies such as sea purslane and sea beet to adorn the dishes of the Michelin-starred restaurants.

Executive chefs, Andrew Baird of Longueville Manor and Shaun Rankin of Ormer, are hugely responsible for honing the Island’s supply chain to ensure the best produce stays within Jersey, that premium products come in, and that international distribution outlets for farmers and producers are forged. This has developed a very special final product and explains the huge number of mid to high-end restaurants flourishing in the Island.

Shaun Rankin is Jersey’s most renowned chef. Although he’s originally from Yorkshire, he has lived in Jersey for 20 years and Islanders have now adopted him as their own: for any other newcomers who are not on TV, it might take a bit longer! He caused a stir when he opened Ormer in 2013 declaring ‘fine dining’ as ‘passé’ and banishing tablecloths and fussy presentation in favour of a refined yet relaxed dining experience. Michelin responded and gave him a star only three months after opening. Shaun’s move to open his own establishment



Longueville Manor by Andrew Baird



Saffrons at Hotel de France

then left the door open for Steve Smith to take the helm at Bohemia, part of the fantastic Club Hotel & Spa.

Steve has firmly found his local following and has been highly acclaimed by journalists and critics since his arrival. He looks set to raise the culinary bar even higher for the Channel Islands, so watch this space...

Chef competition on Jersey is fierce. Mark Jordan has retained a star for nine years at the five star Atlantic Hotel with the sublime 'Ocean' restaurant. He's since opened up a second offering called 'Mark Jordan at the Beach' – an extremely popular bayside eatery known for its 'executive' burgers and beautiful fresh seafood.

The final star sits with Tassili, a restaurant with a small but dramatic dining room in the Grand Jersey Hotel. They've recently introduced new executive head chef Nicolas Valmagna, who has spent time in the kitchen of chef Raymond Blanc. Nicolas' style is a mix of traditional British and French cuisine with a modern twist.

Jersey is fast becoming a location for destination dining and the Luxury Jersey Hotels' consortium have forged a deal for visitors who can stay for a week and try every Michelin-starred restaurant on the Island. You know things are moving forward when everyone is working together for the greater good – not something always seen on the foodie scene elsewhere.

If you prefer something a little less starry-eyed then do not fear as the mid to high range restaurants are bountiful. For the more traditional amongst us, places like La Capannina Restaurant and Chateau la Chaire offer everything you could want in sumptuous surroundings - head to La Capannina if you want to dine in a place where every waiter remembers your name and your favourite tippie. If you're after something a bit different, don't forget to try Saffrons at the Hotel de France, which is a restaurant often overlooked due to its hotel location, but offering Indian fine dining at its best with an exquisite tasting menu and amazing options for vegetarian diners. ►

“Jersey is fast becoming a location for destination dining and the Luxury Jersey Hotels' consortium have forged a deal for visitors who can stay for a week and try every Michelin-starred restaurant on the Island. ”



Ocean by Mark Jordan



Tassili at the Grand Jersey Hotel





Banjo



Feast

“It takes living in Jersey for some time to get round them all but the culinary adventure is quite unique to the Island and well worth the journey.”

The younger crowd may prefer Jersey Potteries’ latest addition, Banjo, which sits in the centre of town and hits the nail on the head for dining and socialising all in one place. Additionally, Zephyr at the Royal Yacht Hotel is hugely popular for drinking and dining and you can’t leave without trying the delectable chilli squid. For seafood, you can’t beat The Oyster Box that feeds the desire for elegant dining overlooking the ocean. Just a stone’s throw away you can indulge in a spot of people watching as you drink Pimms on The Terrace at the L’Horizon Hotel.

If location is key, then Green Island Restaurant is a local favourite and the exuberant service is something to be remembered. A little further up the coast you reach Gorey Harbour and can take your pick - from the quirky and popular restaurant that is Feast, to relative newcomer Paper Fig, family favourite The Crab Shack, or the elegant and much admired Sumas.

Gorey’s biggest rival is the old fishing village of St. Aubin at the other end of the Island. Here you can take your pick from a stream of restaurants and bars in a quaint and friendly environment. Of particular note are Danny’s, The Old Court House, Cheffins and the locals’ favourite, Salty Dog.

It takes living in Jersey for some time to get round them all but the culinary adventure is quite unique to the Island and well worth the journey. New restaurants are springing up island-wide and word on the street is that Lebanese and Tepenyaki are also finally on their way!



Sumas



The Oyster box



# Journey to Ocean... and escape to a special place

With breathtaking views over St Ouen's Bay, the Michelin starred Ocean Restaurant at The Atlantic Hotel is a sublime blend of classic and contemporary, the perfect backdrop for the innovative modern cuisine of Executive Head Chef Mark Jordan, featuring the very best of Jersey's world class produce.

Independent Hotel of the Year 2014

The Atlantic Hotel  
Le Mont de la Pulente St Brelade Jersey  
01534 744101 [reservations@theatlantichotel.com](mailto:reservations@theatlantichotel.com)  
[www.theatlantichotel.com](http://www.theatlantichotel.com)

✿ ONE MICHELIN STAR

🌸🌸🌸🌸 4 AA ROSETTES



atlantic  
HOTEL

Where Luxury Meets The Ocean

## MARK JORDAN AT THE BEACH

Soak up the relaxed atmosphere, experience the incredible views across St Aubin's Bay and sample some tasty treats, which epitomise the ethos of simple food of the finest quality.

Tatler Restaurant Guide 2014

La Plage La Route de la Haule St Peter Jersey  
01534 780180 [bookings@markjordanatthebeach.com](mailto:bookings@markjordanatthebeach.com)  
[www.markjordanatthebeach.com](http://www.markjordanatthebeach.com)



🌸🌸 2 AA ROSETTES





# HOTSPOTS

## HOT SPOTS

**As with many holiday islands, the hotels in Jersey have become more than just hubs for tourists, they are intrinsic to the daily lives of the locals too. Whether it's for dining, corporate activities or leisure, the top hotels in Jersey are drivers of the local scene. They also happen to house three of the Island's four Michelin-starred restaurants so the foodie circuit are spoilt for choice.**

Our guide to Hotel Hot Spots features the finest hotels in Jersey, many of which are part of a consortium called Luxury Jersey Hotels. If you're looking for things to do in and around the hotels, then visit their website: [www.luxuryjerseyhotels.com](http://www.luxuryjerseyhotels.com) where you can read about how to enjoy the

Island's coastline, where to find the best shopping and the top events taking place each month. It's also worth keeping an eye on [www.jersey.com](http://www.jersey.com) for the most extensive events listings for tourists and locals alike. There's so much to do on this nine by five mile Island; you just have to know where to look.

## BEST FOR... TERRACE

### Grand Jersey

The Terrace at Grand Jersey is a wonderful place for a lunchtime escape or early evening drinks. Offering smart furnishings and unrivalled views, The Terrace is a unique place to relax and soak up some sun. It enjoys a perfect setting with panoramic views of both the bay and the impressive Elisabeth Castle. The spacious terrace is ideal for corporate entertaining or simply for socialising with friends, and will make you feel comfortable whether you are having morning coffee or evening champagne. The Terrace is open from May to September.

**TOP TIP:** If the weather takes a turn for the worse, head inside to the hotel's beautiful champagne bar which boasts lavish furnishings and table service.

**Website:** [www.handpickedhotels.co.uk/hotels/grand-jersey](http://www.handpickedhotels.co.uk/hotels/grand-jersey)





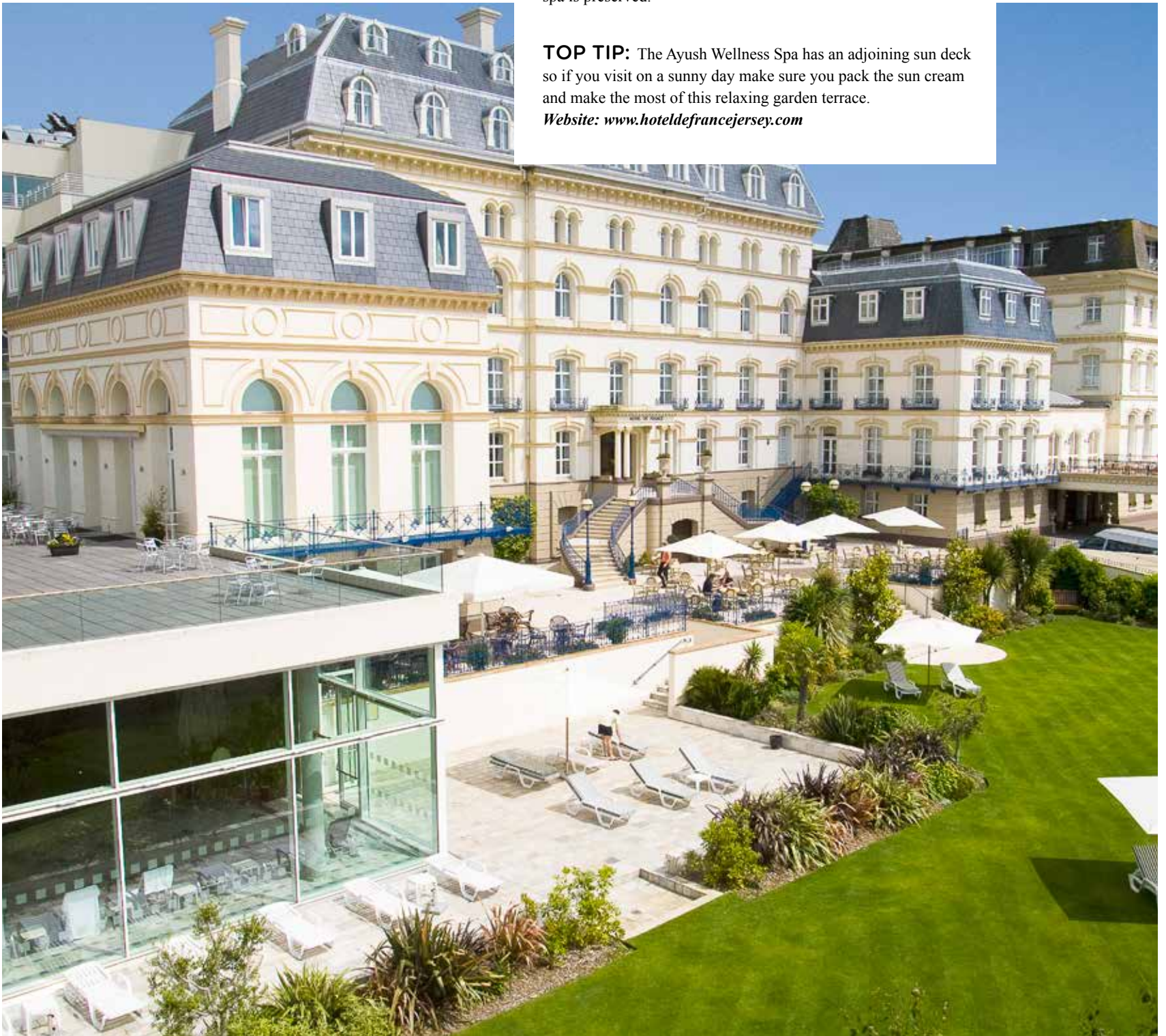
# BEST FOR... HEALTH & WELLNESS

## Hotel de France

The magnificent Hotel de France has the luxury of space, which extends to their spa and fitness centre meaning they can offer the most comprehensive health solutions. Healthhaus is their exclusive private members fitness club designed for the discerning health-conscious individual. Each piece of equipment has been chosen for both effectiveness and the ability to be customised into bespoke programmes. The luxurious Ayush Wellness Spa runs alongside, offering authentic Ayurvedic therapies and luxury spa treatments. The complex is used by residents of the hotel and also loved by locals but they retain only six private treatment suites to ensure the tranquility of the spa is preserved.

**TOP TIP:** The Ayush Wellness Spa has an adjoining sun deck so if you visit on a sunny day make sure you pack the sun cream and make the most of this relaxing garden terrace.

**Website:** [www.hoteldefrancejersey.com](http://www.hoteldefrancejersey.com)





## BEST FOR... BEACH



### L'Horizon Beach Hotel & Spa

L'Horizon is one of the most popular hotels in Jersey thanks to its unique location directly in front of St. Brelade's Bay. The bay is often considered one of most beautiful beaches in the Channel Islands. With its soft golden sand, crystal clear waters and clean, fresh air, it has an almost Mediterranean feel; yet the hotel itself is unmistakably British. From springtime onwards, the L'Horizon terrace is bustling and it's a perfect spot to enjoy a sundowner after a day on the beach.

**TOP TIP:** L'Horizon do an excellent afternoon tea served between 2pm and 5pm. It includes mixed scones, finger sandwiches, local clotted cream and jams, and even a slice of Guernsey Gache. This can be enjoyed on The Terrace whilst you watch the world go by.

**Website:** [www.handpickedhotels.co.uk/hotels/lhorizon](http://www.handpickedhotels.co.uk/hotels/lhorizon)

## BEST FOR... BAR SCENE

### The Club Hotel & Spa

Bohemia Bar is a haven for cocktails, champagnes and wines with seating for up to 60 guests. It has long been the place for discerning locals to re-group after work and relax whilst enjoying an extensive range of high quality drinks and service. Relaxed bistro style bar food is available between 12.30pm and 2.30pm and between 6pm and 10pm with a light tea menu served between 2.30pm and 6pm. With its chic surroundings and vibrant energy, this really is the perfect place to relax and enjoy great company.

**TOP TIP:** Try the "Amandine" cocktail. It's a sensuous blend of Amaretto, Orgeat Syrup, Lemon Juice, Peach Bitters and Egg Yolk. Or design your own; the bartenders here are top class and they enjoy a challenge.

**Website:** [www.theclubjersey.com](http://www.theclubjersey.com)







## BEST FOR... SECLUSION

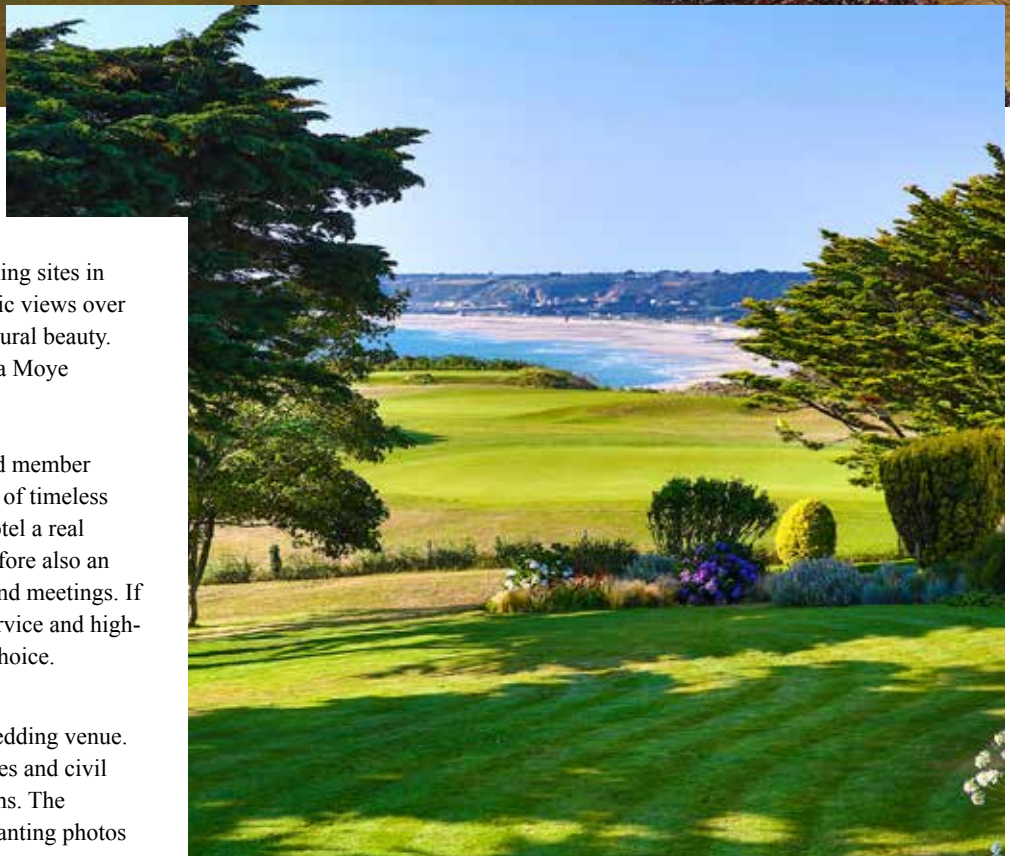
### The Atlantic Hotel

The Atlantic Hotel is situated on one of the most stunning sites in the Channel Islands. This cliff top hotel enjoys dramatic views over St Ouen's Bay - a conservation area of outstanding natural beauty. Extensive grounds surround the property and adjoin La Moye championship golf course.

As one of the top hotels in the British Isles and a proud member of Small Luxury Hotels of the World, the combination of timeless elegance and secluded location makes The Atlantic Hotel a real hideaway on an Island rich in natural beauty. It's therefore also an ideal choice for private dining, business entertaining and meetings. If exclusivity and privacy, combined with impeccable service and high-standards are what you're looking for it's the perfect choice.

**TOP TIP:** The Atlantic Hotel is the most idyllic wedding venue. They are licensed to host both civil wedding ceremonies and civil partnership ceremonies in a choice of two private rooms. The dramatic coastal setting will help create the most enchanting photos on your special day.

**Website:** [www.theatlantichotel.com](http://www.theatlantichotel.com)





# BEST FOR... HERITAGE

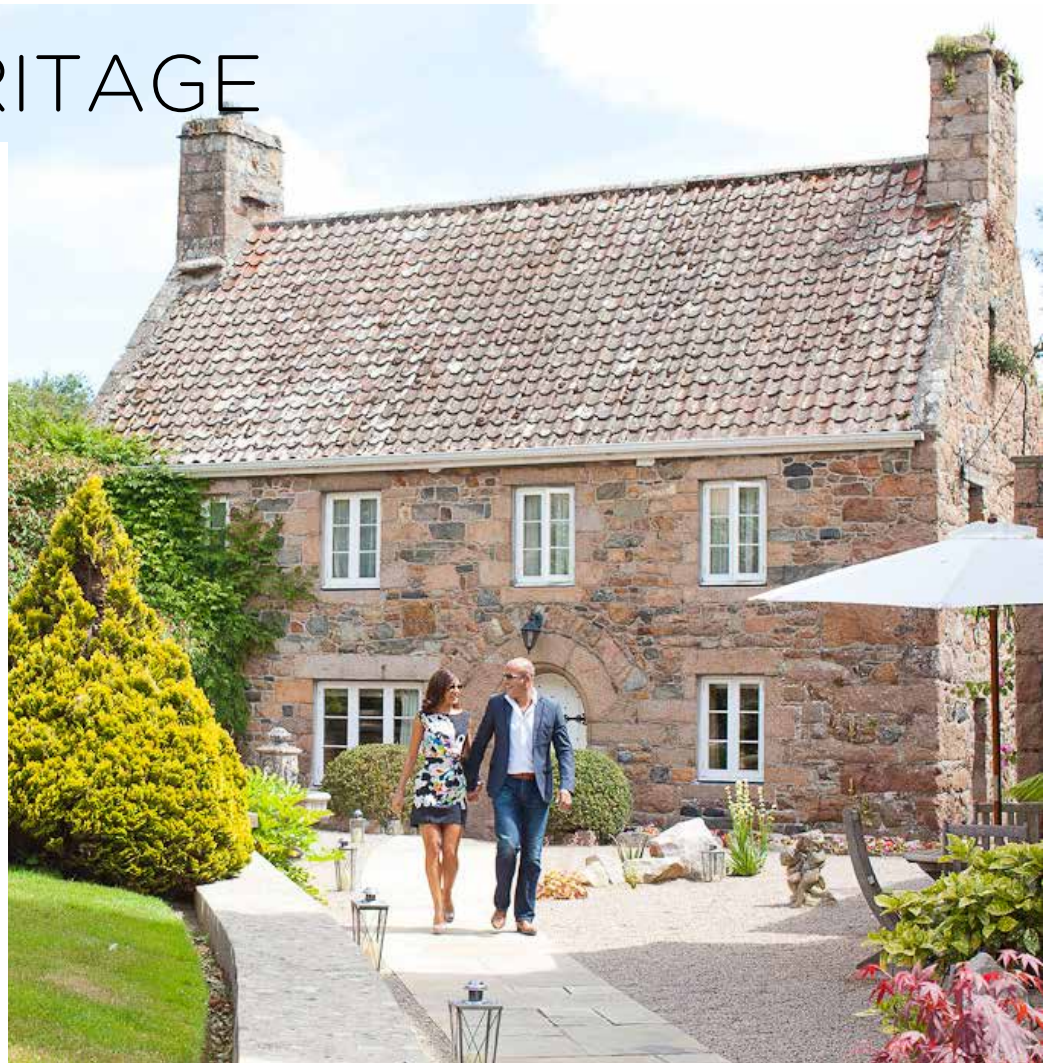
## Longueville Manor

This lovingly refurbished Jersey Manor house is one of Europe's most celebrated hotels. It is the only AA Five Red Star property in Jersey and the sole member of the exclusive Relais & Châteaux luxury hotel and restaurant collection.

The Manor and grounds are steeped in history. Visitors always talk excitedly about the Victorian Kitchen Garden, which is still in use today and supplies the restaurant with an abundance of fruit and vegetables. There's also an ancient crypt where the chefs smoke their own salmon and 24 beehives that produce all the Manor's honey. It really is a place you can immerse yourself away from the hustle and bustle of everyday life. The Manor is loved by locals who above all appreciate the warm welcome and excellent service - they book rooms here almost as much as the tourists do!

**TOP TIP:** Visit in spring to enjoy the best of the estate, visit in summer for luxurious barbeques by the pool and stay over in winter when long afternoons by the log fire are perfection. You won't want to leave.

**Website:** [www.longuevillemanor.com](http://www.longuevillemanor.com)



# BEST FOR... NIGHTLIFE

## The Royal Yacht

The most vibrant bar in St Helier 'The Drift' is housed within the Royal Yacht Hotel. Completely re-designed in 2014, The Drift creates an atmosphere of lavish extravagance. The locals head there for the live entertainment every week ranging from acoustic to jazz. The emphasis here is on unwinding, socialising, entertainment, grazing over delicious food or dancing the night away.

With a variety of areas on offer from their champagne and cocktail bars, through to discreet seating and booth areas, there really is somewhere for everyone. Enjoy waitress service whilst relaxing at your reserved table.

**TOP TIP:** Expect the unexpected with the uber chic drinks menu, drinks come served in everything from treasure chests to illuminated conch shells!

**Website:** [www.theroyal yacht.com](http://www.theroyal yacht.com)





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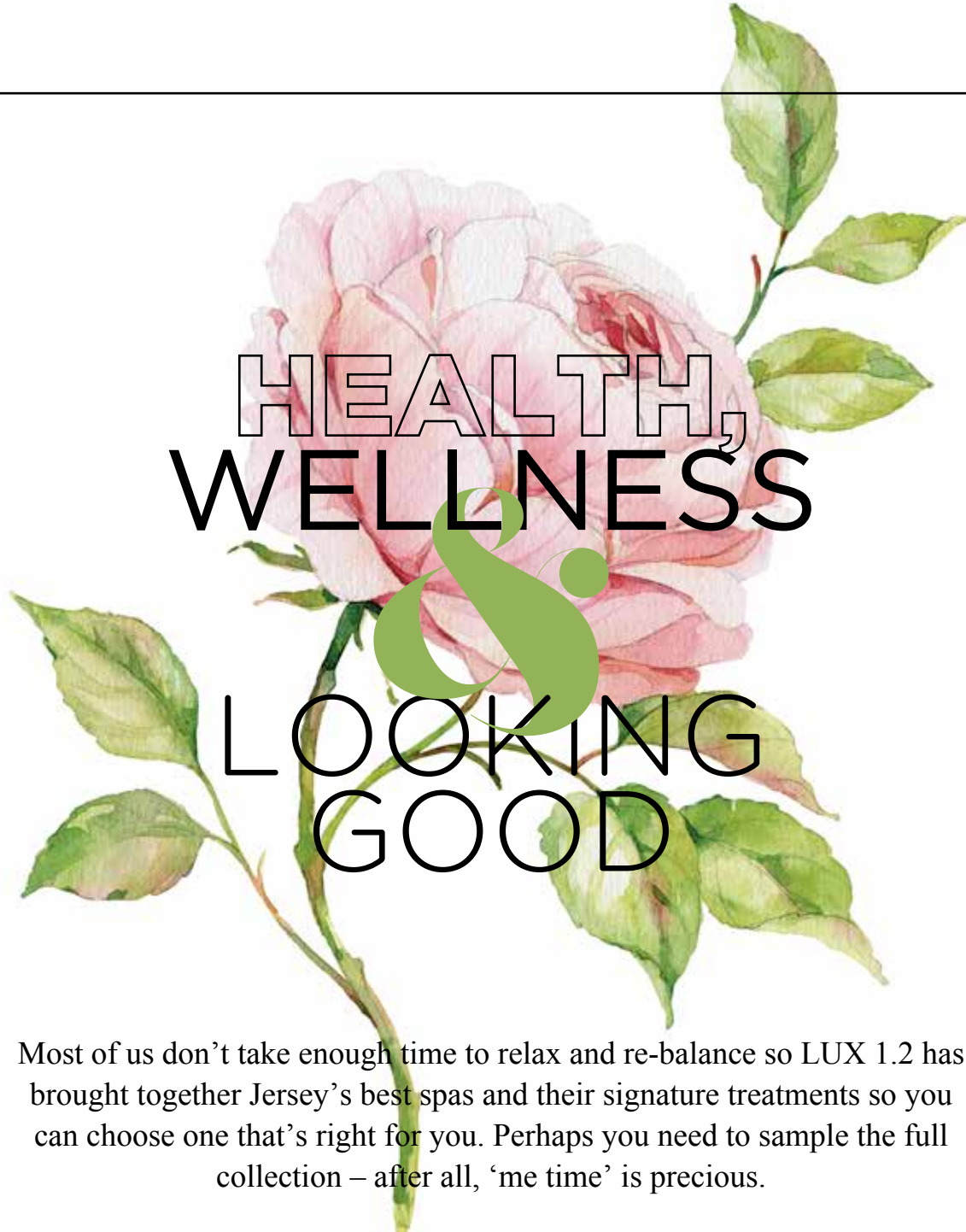


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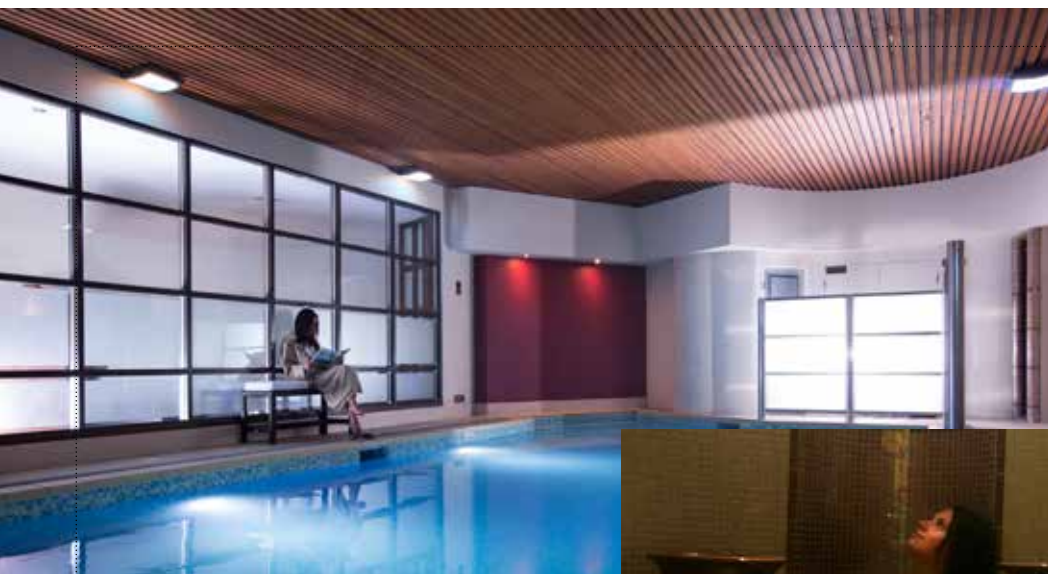
[www.aviationbeauport.com](http://www.aviationbeauport.com)





# HEALTH, WELLNESS & LOOKING GOOD

Most of us don't take enough time to relax and re-balance so LUX 1.2 has brought together Jersey's best spas and their signature treatments so you can choose one that's right for you. Perhaps you need to sample the full collection – after all, 'me time' is precious.



## COUPLES RETREAT

The Club Hotel & Spa is an intimate and luxurious oasis, making it the perfect place to unwind. The Spa has an indoor and outdoor pool, a thermal suite and five treatment rooms. They offer a full range of treatments including Darphin, Decleor and Ayurvedic Shankara. The Spa also has a dedicated manicure and pedicure area and offers GELeration.

### Signature Treatment:

*Couples Spa Day Getaway, £130pp*

Couples start this blissful day relaxing in The Club Spa's thermal suite and relaxation lounge, before experiencing the Rasul mud chamber together. This is followed by a soothing 45 minute Stress Busting Back, Neck & Shoulder Massage in the Spa's double treatment room. Couples can unwind further with a glass of champagne and a delicious three-course lunch in the Michelin starred Bohemia restaurant.

*The Club Hotel & Spa, Green Street, St. Helier*

*T: 01534 876500*

*W: [www.theclubjersey.com](http://www.theclubjersey.com)*





## A HOLISTIC APPROACH

The Ayush Wellness Spa at Hotel de France is the largest spa on the Island providing a spacious environment with stunning facilities. The spa centres on the Ayurveda philosophy providing a truly natural and holistic form of healing. They combine authentic Ayurvedic therapies with luxurious spa treatments. A full suite of treatment programmes is available ranging from a one day visit to a three week stay.

### Signature Treatment:

*Shiropada Head, Back & Foot Massage, 55 minutes, £85*  
Shiropada combines the benefits of Ayurvedic Head and Foot massage. This begins with a scalp, neck and shoulder massage using customized oils and an Ayurvedic technique that gently releases tension and clears congestion. This is then followed by a soothing Ayurvedic foot massage, bringing about healing and relaxation from the crown of the head to the soles of the feet.

*Ayush Wellness Spa, Hotel de France, St Saviour's Road, St Helier*

**T:** 01534 614171

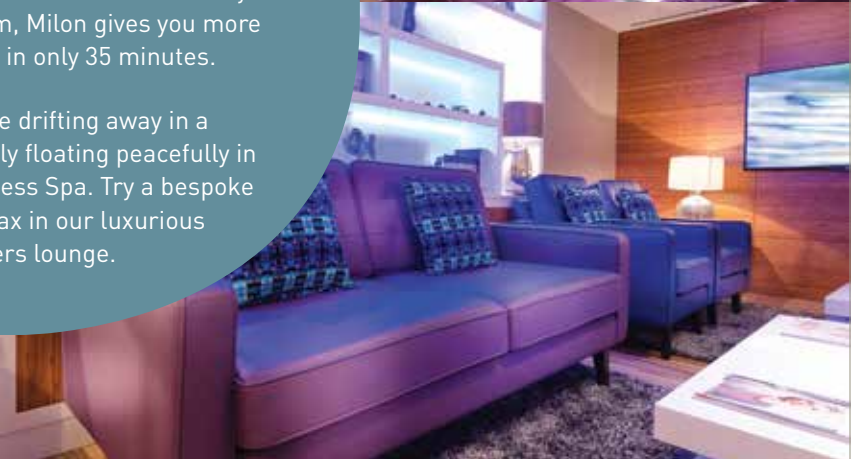
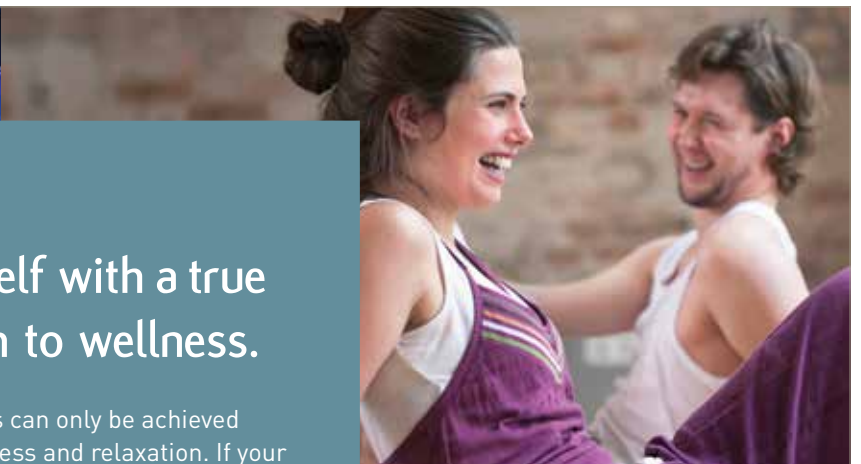
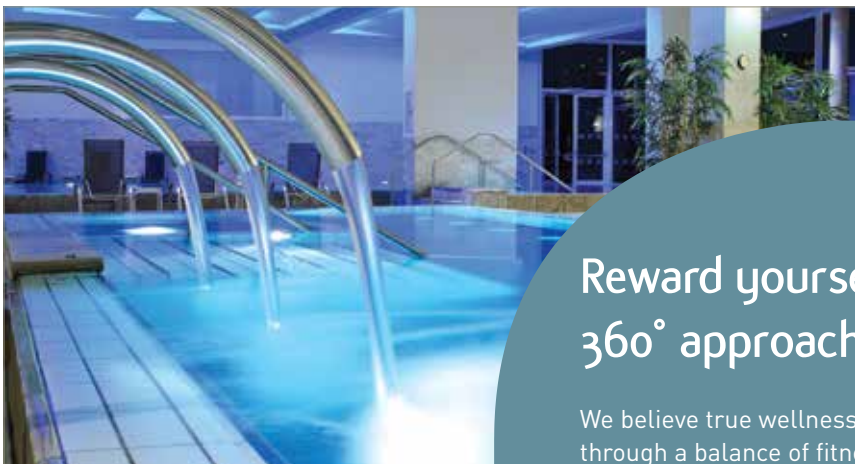
**W:** [www.ayushwellnessspa.com](http://www.ayushwellnessspa.com)



## Reward yourself with a true 360° approach to wellness.

We believe true wellness can only be achieved through a balance of fitness and relaxation. If your time comes at a premium, Milon gives you more with a full body work out in only 35 minutes.

Rediscover yourself while drifting away in a mind/body class or simply floating peacefully in the pools at Ayush Wellness Spa. Try a bespoke signature class, then relax in our luxurious non-intimidating members lounge.



Because your body is as precious as your time.

Now with two locations at Hotel De France and in the centre St Helier.

For enquiries please call 01534 614800 or email [info@healthhaus.co.uk](mailto:info@healthhaus.co.uk) [www.healthhaus.co.uk](http://www.healthhaus.co.uk)

  
**healthhaus**<sup>®</sup>  
taking fitness personally





## THE ROYAL TREATMENT

The Royal Yacht offers a beautifully appointed spa with a range of indulgent facilities including a heated vitality pool, Swedish sauna, aromatherapy steam room, salt steam therapy and experience showers. For the more energetic they also have a fully equipped gym. If that sounds too much like hard work, you can simply unwind in the Jacuzzi with hydrotherapy, or take some time out in the tranquil relaxation room where they offer luxurious thermal couches.

### Signature treatment:

*Me, Me, Me Facial, £90, 1 hour 15 minutes, course of 6 for £450*

This is much more than just a facial! The signature treatment, using Phytomer skincare products, is customised to suit the customer's skin type and designed to refine and brighten the complexion. This includes a relaxing back massage, bubbling thermal sea mud treatment, and a deep cleansing marine based mud masque, which will breathe life back into skin and leave it looking radiant and healthy. After the initial consultation, the therapist will choose the right products according to skin type and perform one of the following blissful facials: High & Dry - thirst quenching for dry, dehydrated skin, Calm Seas - to soothe and strengthen sensitive skin and Sea Breeze - oxygenating and purifying for oily, dull or tired skin.

*The Royal Yacht, Weighbridge, St Helier*

*T: 01534 615425*

*W: [www.theroyal yacht.com](http://www.theroyal yacht.com)*

## AN ESPA EXPERIENCE

At the heart of Grand Jersey is the spa, a tranquil environment with the most luxurious relaxation room. They combine ancient healing traditions with contemporary techniques and ESPA products to create unique experiences. The Grand Jersey Spa has exclusivity on ESPA products in Jersey. The Spa also boasts an indoor heated pool, sauna, steam room, Jacuzzi, gym, experience showers and a range of twin and single treatment rooms.

### Signature Treatment:

*Holistic Back, Face & Scalp Treatment, £95, 1 hour 25 minutes*

A truly holistic experience combining a deep cleansing back exfoliation with a powerful back massage using essential oils to soothe, relax and balance. This is followed by an ESPA Intensive Facial tailored to individual needs and finishes with a therapeutic head massage to help clear the mind, calm the spirit and ease tension.

*Grand Jersey Hotel & Spa, The Esplanade, St Helier*

*T: 01534 722301*

*W: [www.handpickedhotels.co.uk/hotels/grand-jersey](http://www.handpickedhotels.co.uk/hotels/grand-jersey)*







## ADVANCED TREATMENTS

The spa at L'Horizon Hotel has enjoyed recent investment and offers a perfect space for wellbeing and relaxation. If you've booked a treatment you can enjoy full use of the facilities including a well-proportioned swimming pool, jacuzzi with views of the beach, sauna and steam room. It's important to know that the hotel sets aside adult only times (12.30pm-2pm & 7pm-close) to ensure a peaceful atmosphere.

### Signature Treatment:

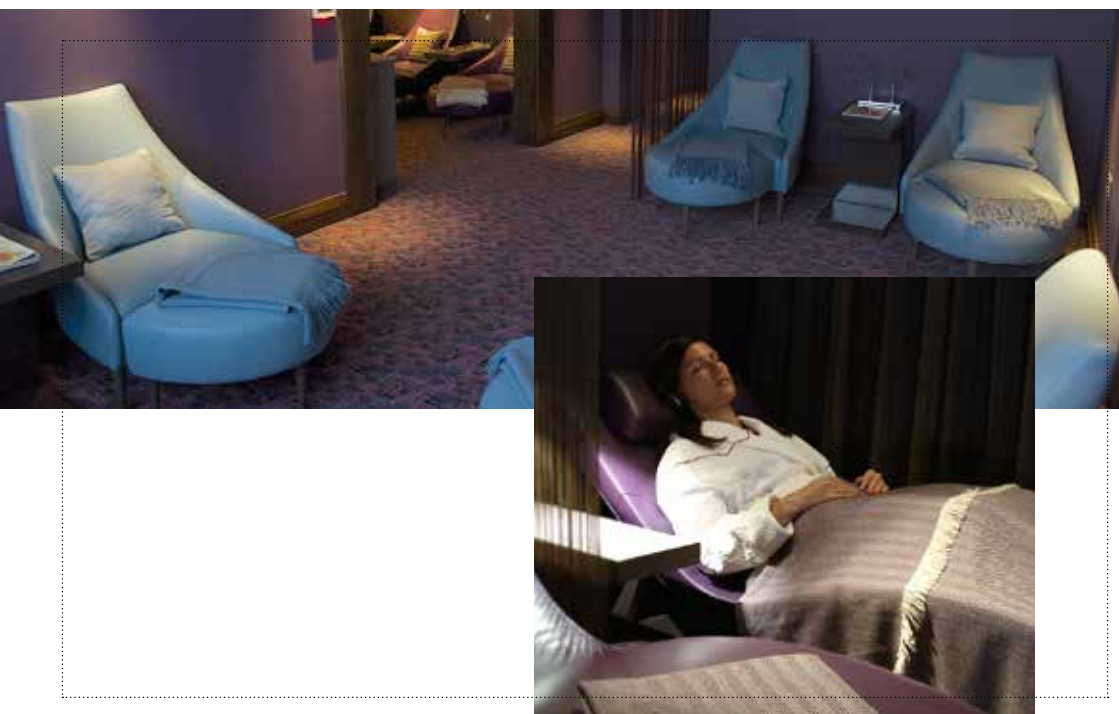
*Elemis Bio-tec Facial, £75, 55 minutes*

For the first time, British beauty brand Elemis has delved into the advanced skincare arena with the launch of its new hi-tech Biotec machine. Combining the science of advanced bioelectric therapy and high-potency actives with its unique hands-on techniques, the launch has led to a "new generation of facials". The machine boasts five hands-on technologies, including ultrasonic, micro-current and galvanic, that stimulate cellular performance for instant and long-lasting results. The L'Horizon is now offering a menu of seven new Biotec facials that promise to improve fine lines and skin tone, banish blemishes, tighten the cheeks and jaw line and rejuvenate ageing skin.

*L'Horizon Beach Hotel & Spa, St Brelade's Bay, St Brelade*

*T: 01534 743101*

*W: [www.handpickedhotels.co.uk/hotels/lhorizon](http://www.handpickedhotels.co.uk/hotels/lhorizon)*



## EXPENSIVE TASTES

If you had £5,000 to splurge what would you spend it on? A new kitchen? A holiday? A facial?

Here are the top most expensive treatments celebrities are indulging in right now.

### Evian Bath

The spa at Hotel Victor in Miami offers an Evian Bath for £5,000. The first celebrity believed to have indulged in the 'World's Most Expensive Bath' was tennis star Serena Williams. It apparently consists of 350 gallons of Evian sprinkled with rose petals. The experience also includes champagne, foie gras, a platter of chocolates and a curious dish called smoked salmon lollipops.

### The Diamond Facial

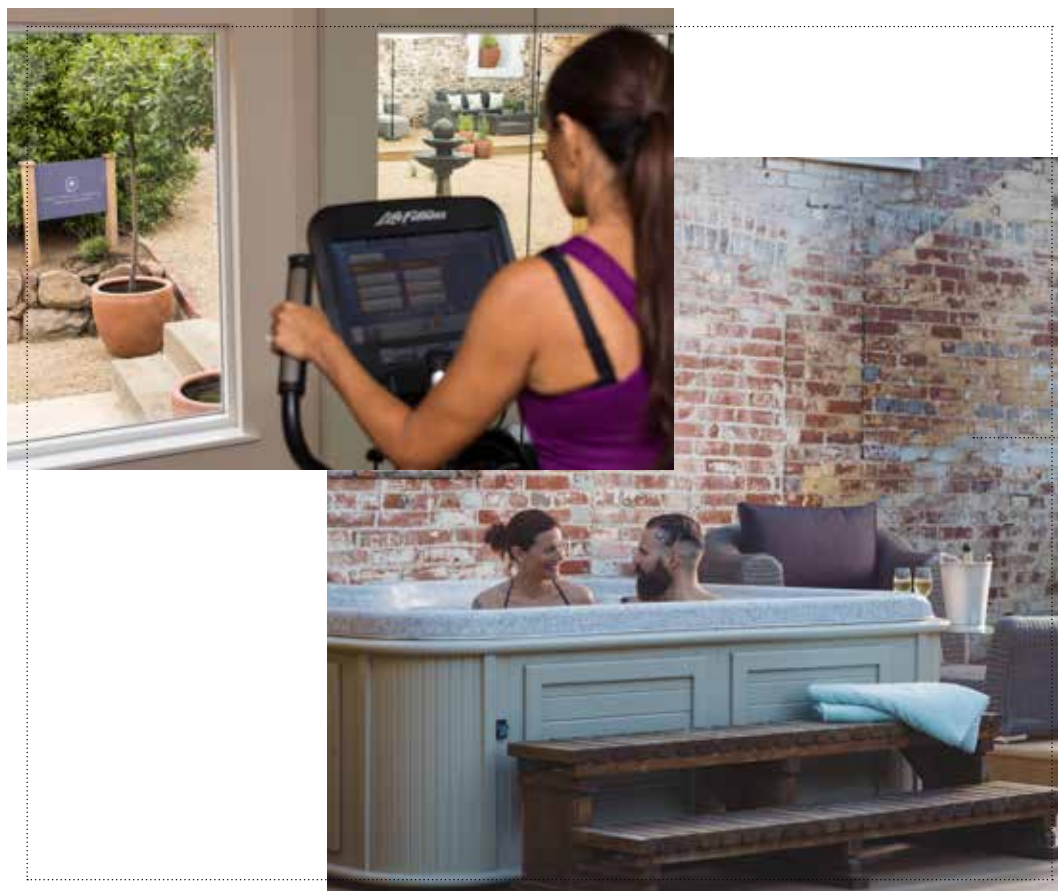
The Borba Rubies and Diamonds facial treatment comes in just shy of £5,000. The luxurious treatment was invented by Scott-Vincent Borba and it's said to give the skin an anti-oxidant boost and youthful glow. It uses crushed down diamonds and rubies, which are made into a paste and then brushed onto the skin. Mila Kunis, star of Black Swan, is rumored to be a fan.

### Gold Rush

The Gold Bee Venom Facial costs £1000 per session and promises to smooth, lift, plump and brighten the complexion using a special bee venom cream and solid gold. The face is covered in 24-carat gold leaf and a mask made from gold hyaluronic acid and collagen. Ellie Goulding has been known to try the Mayfair Hotel's Gold Bee Venom Facial. Hollywood A-listers such as Nicole Kidman and Cameron Diaz are fans of it too.







## BOUTIQUE LUXURY

The Cottage Garden at the luxurious Longueville Manor is Jersey's newest spa. It offers a small yet idyllic sanctuary and is the perfect retreat to de-stress, unwind and be pampered. In addition to enjoying the comprehensive range of treatments, The Cottage Garden's mini gym, outdoor spa pool and suntrap terrace will enhance the experience of wellbeing, equilibrium and overall pleasure. Enjoy a relaxing treatment before making the most of the sun terrace and Longueville Manor's exemplary butler service.

### Signature Treatment:

*REN Moroccan Rose Ritual, £160, 2 hours 30 minutes*  
An exquisite experience incorporating an indulgent REN bespoke facial and full body exfoliation to encourage the body's natural healing mode, finished with RENs bespoke body massage. It is the ultimate treatment to relieve stress, uplift and soothe, leaving the body balanced, grounded and relaxed.

*The Cottage Garden, Longueville Manor,  
Longueville Road, St Saviour*

**T:** 01534 725501

**W:** [www.longuevillemanor.com](http://www.longuevillemanor.com)



# NO SHOES REQUIRED!



**So many of us have become do-it-yourself travel agents, booking all our trips online and making tailored itineraries. The Internet makes our lives easier in many ways but when it comes to travel we are inundated with options and travel sites, so how do we make informed destination decisions?**

Travel agents in Jersey (they are still out there and offer a very stress-free service) know only too well that Islanders like to visit other islands. So, it's with this in mind that LUX 1.2 went on a mission to find the world's best island escapes. We've combined scores from all your favourite sites including Trip Advisor, Conde Nast, National Geographic, Lonely Planet, and Rough Guides and generated their combined ranking so you don't have to. Kick off your shoes, imagine the sand between your toes and enjoy our ten best islands.







# 10

FIJI

Fiji, in the South Pacific, is an archipelago of more than 300 islands. It's famed for its rugged landscape of blue lagoons and palm-lined beaches, and eco-activities from mountain climbing and surfing to soft-coral diving and zip-lining. Its major islands are Viti Levu and Vanua Levu.

**Where to stay:** Taveuni Palms, Taveuni Island  
The Hotel is perched on a beachfront headland on the tropical Taveuni Island. Its three spacious two-bedroom villas offer total privacy, pampering and seven staff each, with delicious food, spa treats and subtly stylish Fijian design.

**W:** [www.taveunipalms.com](http://www.taveunipalms.com)

# 09

KOH TAO  
THAILAND

Koh Tao is part of the Chumphon Archipelago of Thailand. The island is very popular with tourists and divers and is an important breeding ground for hawksbill and green turtles. Most activities are centered on the water but this jungle topped island has a lot to be explored inland too. There's also a vibrant bar scene and cocktails at sunset overlooking the ocean are essential.

**Where to Stay:** The Haad Tien Beach Resort, Shark Bay, Koh Tao

The Haad Tien Beach Resort is a boutique destination situated at the southern tip of Koh Tao. It features its own 380 metre secluded beach. The property contains 70 private villas including an island paradise Castaway Villa built on stilts over the sand.

**W:** [www.haadtien.com](http://www.haadtien.com)



# 08

BAZARUTO ARCHIPELAGO  
MOZAMBIQUE



The Bazaruto Archipelago consists of five idyllic islands: Bazaruto, Benguerra, Magaruque, Santa Carolina and Bangué. The Archipelago is one of the most beautiful destinations on the African continent. The area is now protected as a conservation area and national park, including the coral reefs surrounding the islands. The islands are for you if you're looking for miles of sandy beaches, hours of beautiful snorkeling and long walks on the dunes. Flight connections are through Johannesburg.

**Where to stay:** Azura, Benguerra Island  
This is the most chic of all Mozambique's boutique hotels. Each of the 15 suites are set in a private beach garden with loungers, plunge infinity pool, a glass-enclosed bathroom with tub for two and outdoor shower.

**W:** [www.azura-retreats.com](http://www.azura-retreats.com)





©Conrad Maldives Rangali Island

## MALDIVES 07

Supreme white beaches, total luxury and a staggering underwater world make the Maldives one of the most sought after destinations in the world. It's a honeymooner paradise and a place where switching off is the number one activity. For those that want a little more adventure, there's island hopping and exploring to do and incredible scuba diving and sailing. Every resort in the Maldives is its own private island, and with over 100 to choose from the only problem is selecting where you want to stay.

**Where to stay:** Conrad Maldives, Rangali Island  
Conrad Maldives is set on two islands and is reached by a 30-minute seaplane flight. Select from 12 restaurants and bars including Ithaa Undersea Restaurant, the cheese bar featuring 101 of the world's best cheeses, and an underground wine cellar with 20,000 bottles of fine wines.

*W:* [www.conradhotels3.hilton.com](http://www.conradhotels3.hilton.com)



Lombok is only a 20 minute hop from Bali but it's far removed from the overdeveloped mainland. On the west side is Senggigi, the closest thing Lombok has to a holiday resort, which sits in the shadow of active volcano Mount Rinjani. This is the place for enjoying simple but wonderful fresh fish restaurants with your feet in the sand and a bottle of Bintang in your hand. There's plenty to do from snorkeling the warm tropical waters, to exploring Hindu temples, savouring Balinese cuisine and even visiting the Pusak Monkey Forest. If you're staying for a long period, don't miss the chance to skip over to the amazing Gili Islands. You can see

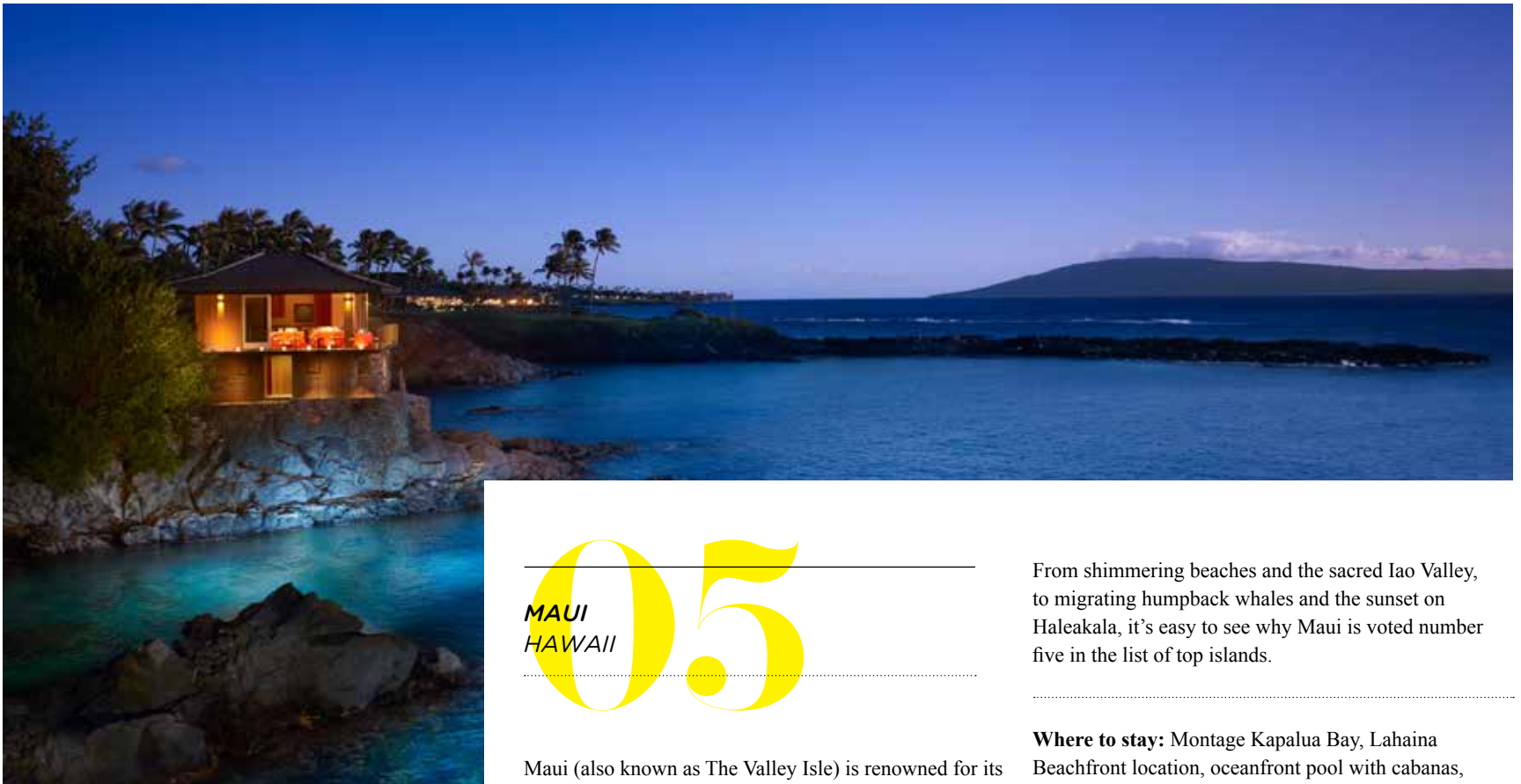
them from Lombok and they're well worth the short trip. There are regular flights from Bali to Lombok and you can also travel by fast boat.

**Where to stay:** The Lombok Lodge, Medana Bay  
A boutique Mr & Mrs Smith Hotel, its beautiful design is complimented by a fantastic restaurant, extensive spa and stylish pool. The Poolside Lodge Suites are the top choice for Instagram-worthy ocean views and direct access to the pool deck and glittering infinity pool.

*W:* [www.thelomboklodge.com](http://www.thelomboklodge.com)

## LOMBOK BALI 06





MAUI  
HAWAII

# 05

Maui (also known as The Valley Isle) is renowned for its beach resorts, distinct geography and outdoor activities ranging from cycling and hiking to windsurfing and snorkelling. It's part of the Hawaiian island chain and much loved for its scenic landscape and friendly ambience. Haleakala National Park encompasses the island's highest peak, Mt. Haleakala, and the pools and waterfalls of Oheo Gulch attract many admirers.

From shimmering beaches and the sacred Iao Valley, to migrating humpback whales and the sunset on Haleakala, it's easy to see why Maui is voted number five in the list of top islands.

**Where to stay:** Montage Kapalua Bay, Lahaina Beachfront location, oceanfront pool with cabanas, access to championship golf, full-service Spa and two signature restaurants are just a few of the highlights of this hotel. It's a truly special occasion hotel with many guests visiting for anniversaries and exceptional events. The dining, overseen by Executive Chef Riko Bartolome, is considered the star of the show.

**W:** [www.montagehotels.com/kapaluabay](http://www.montagehotels.com/kapaluabay)



BORA BORA,  
FRENCH POLYNESIA

# 04

A honeymoon paradise! Bora Bora is a small South Pacific island northwest of Tahiti in French Polynesia, surrounded by sand-fringed islets and a turquoise lagoon protected by a coral reef. It's a very popular luxury resort destination with the trend being luxury bungalows on stilts perched over the water. It's known for its scuba diving, multitude of activities and white sandy beaches. It's very romantic so perfect for a couples retreat and candlelit fine dining on the beach.

**Where to stay:** Four Seasons Bora Bora Offering a choice of bungalows perched on stilts above the turquoise lagoon or on-shore villas stretching along a semi-private beach, this exquisite resort enjoys views of the turquoise waters and majestic Mount Otemanu.

**W:** [www.fourseasons.com/borabora](http://www.fourseasons.com/borabora)



# 03

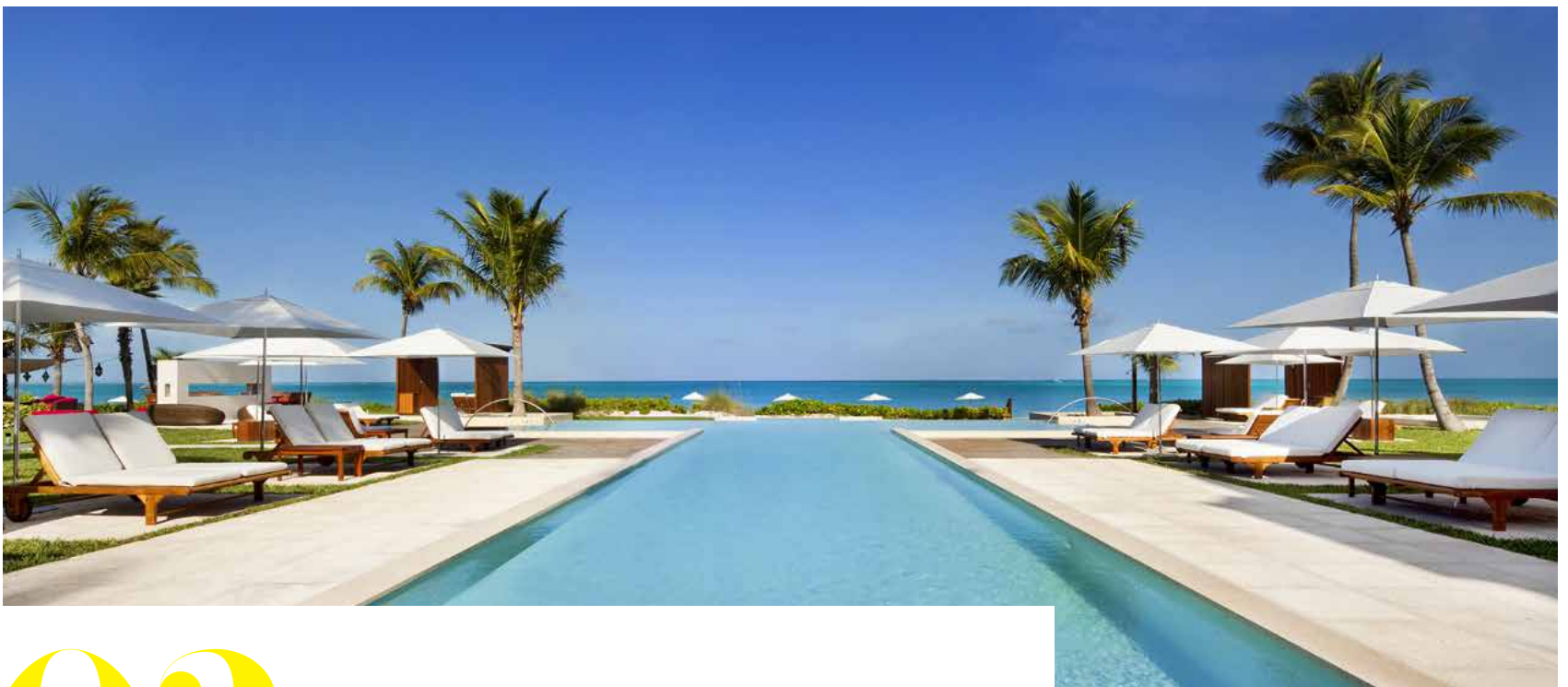
SANTORINI  
GREECE

Considered by some to be the number one island, but overall the beautiful Greek destination comes in at number three. It's known for its unique landscape that was shaped by a volcanic eruption in the 16th century B.C.E. The whitewashed, cubist houses of its two principal towns, Fira and Oia, cling to cliffs above an underwater crater. They overlook the clear Aegean Sea and beaches made up of black, red and white lava pebbles. It's captured the imagination of many a traveller with its diverse offering that attracts everyone from archaeologists to foodies. Expect to find wonderful museums, seafood restaurants and don't miss the chance to sample the famous sea urchin, a local delicacy.

**Where to stay:** Aroma Suites, Fira, Santorini

Overlooking the quieter southern end of Fira, this boutique hotel has charming service and beautiful rooms. Built into the side of the caldera, the traditional interiors include individual touches like canopied beds and local art. Balconies make the most of the stunning views and offer a feeling of complete seclusion.

**W:** [www.aromasuites.com](http://www.aromasuites.com)



# 02

PROVIDENCIALES,  
TURKS AND CAICOS

Think picture-perfect coastlines, horse-back riding and scuba diving and you pretty much have the measure of Providenciales (commonly known as Provo). Consisting of broken down shells and coral, the sand in the Turks and Caicos is a measure above the beaches in most other countries. The seven mile long Grace Bay Beach is the main feature and has received many international awards.

Providenciales offers excellent diving and water sports. Many of the popular dive sites are quite close to the island, so long boat trips aren't necessary. There's also an 18-hole golf course and a National Park. Regular international flights are available and many people access the island via private yacht.

**Where to stay:** Grace Bay Club, Grace Bay, Providenciales

A renowned Turks & Caicos Resort that offers an unrivalled, tailor-made experience. The most exclusive stay option is the uber-luxe resort within a resort, The Estate. Here guests can enjoy enhanced exclusivity, luxurious amenities and privacy in their own beach house. The estate includes facilities such as a poolside bar, poolside cabanas, a 25-metre lap pool, beach beds and jacuzzis.

**W:** [www.gracebayclub.com](http://www.gracebayclub.com)





## 01 PALAWAN ISLAND, PHILIPPINES

In at Number 1 is the largest island of the Province of Palawan in the unmistakably beautiful Philippines. The islands of Palawan stretch from Mindoro in the northeast to Borneo in the southwest and Palawan Island is a sliver of paradise amongst them. Here the waters are so clear it's like looking through glass and the marine life is nothing short of exquisite. No surprise that the area is often frequented by divers; it's the perfect destination for this crowd with little development and access to UNESCO World Heritage Sites and a number of wrecks. People travel to this region just to see the Puerto Princesa Subterranean River, which has been named one of the world's best natural wonders. Tourists can reach Palawan by plane or ferry with flights from Manila lasting just over an hour.

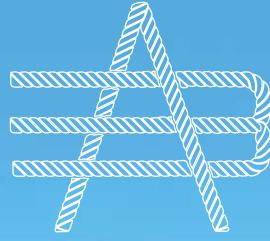
**Where to Stay:** Two Seasons, Coron Island, Palawan  
The most exclusive room at the Two Seasons is the Sandbar Bungalow; it's the only one of its kind on the island as it is located literally on the pointed tip where the beautiful sandbar is connected to an islet. From the bedside, a sliding door opens to a veranda with an outdoor Jacuzzi built and blended with the natural rocks. A few steps down is a small private sunset beach cove: total bliss.

**W:** [www.twoseasonsresorts.com/coron](http://www.twoseasonsresorts.com/coron)





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# REFLECT ON JERSEY

Jersey is an Island community with over 800 years of independence and a reputation for punching above its weight. Over the last few years, the Island has seen a significant increase in applications for business relocations and high value residency.



“Since 2012, Locate Jersey has helped almost 100 new businesses relocate to the Island.”

With a long-standing reputation for attracting successful companies and individuals to its beautiful shores, Jersey has for some time proven to be a location for those who want to work in a thriving, international business centre of excellence.

For those who also seek a life of more than just work, however, Jersey is increasingly proving to be an attractive option, with a growing number of professionals considering relocating themselves and their families to the Island.

Jersey offers a thriving cosmopolitan, top-rated international business centre and an excellent quality of life; a desirable work-life balance really is achievable.

Locate Jersey, the government body responsible for promoting and retaining inward investment for Jersey, approved 43 business licenses in 2014 alone, an increase of 48% compared to 2013.

The statistics also show that 163 enquiries were received by Locate Jersey from businesses considering relocating to Jersey – also up year on year - with particular areas of interest including natural resources, digital, fin-tech, and alternative fund management sectors. Since 2012, Locate Jersey have assisted almost 100 new businesses to relocate to the Island.

In addition, 20 licenses were granted for ‘High Value Residents’ in 2014, an increase on the yearly average of



ten over the previous five years, whilst the total value of property bought by these new residents during the year stood at over £90m, compared to a five year average of around £25m per year.

These figures paint a picture of success for Jersey and reflect just how attractive the Island is proving both as a welcoming, sophisticated, friendly jurisdiction for successful businesses to relocate to and as a desirable place to live for the individuals that run them.

Jersey's well established financial and professional services infrastructure, its highly experienced network of professional services firms and globally-renowned

first mining company was established in Jersey in the mid-90s, mining firms and companies involved in the exploration and development of mineral and natural resource sites have established their headquarters in the Island.

For the mining executives behind those companies, the access Jersey can offer to capital markets as well as business support and high quality financial expertise within a stable and European time-zone jurisdiction, is hugely valuable for protecting global assets and ensuring international business strategies can be rolled out effectively.

“20 licenses were granted for ‘High Value Residents’ in 2014, an increase on the yearly average of 10 over the previous five years, whilst the total value of property bought by these new residents during the year stood at over £90m”

experts, the approach of its business-focussed, independent government and some of the lowest direct tax rates in Europe provide an attractive environment for businesses to flourish.

Complementing Jersey's on-going efforts to promote its financial services through Jersey Finance, there is also sectorial growth in a number of different areas, including natural resources, technology, cleantech and e-commerce.

Specifically within the digital sphere, there is growing interest in Jersey from a broad range of tech firms – both established names and innovative start-ups – as a location to support their ambitions. There are a number of reasons for this, including Jersey's stable and resilient communications infrastructure and position as one of the first jurisdictions in the world where all residents and businesses will be connected at gigabit speed through a fibre network.

Meanwhile, there are now 20 mining, natural resources and associated companies in Jersey with a significant management and executive presence, thanks to a number of recent relocations and business launches. Since the

Of course, moving a business often means moving the people who head up that business. Contrary to some perceptions, Jersey is actually a very open jurisdiction with a simple relocation process for those wishing to live in the Island.

There are requirements placed on high value residents, but the support mechanisms in place to make a move to Jersey are second to none. New policies introduced last year provide greater clarity for those considering relocating, with there now being a much greater focus on ensuring that all high value residents contribute actively in some way to Jersey's economy.

This focus on economic contribution means that Jersey's business and tax environment, its standing as a well-regulated IFC, and its appropriate approach to safety and privacy are often key factors in the decision-making process. Business heads also appreciate just how accessible Jersey is from major UK cities and European hubs.

Importantly, Jersey offers a safe and secure family life beyond work. Jersey's appeal to families lies in its high-class education and health systems, high quality ►

“Jersey offers a thriving cosmopolitan, top-rated international business center and an excellent quality of life; a desirable work-life balance really is achievable.”



“The kind of unparalleled quality of life that Jersey offers the family presents something of a unique proposition and is a key driver behind business and personal relocation decisions.”



leisure facilities, a rich rural heritage and the very best produce from land and sea. It boasts a first-class range of restaurants (four of which are Michelin-starred), and an ability to be home, on the beach or in breath-taking countryside within minutes of leaving the office.

The kind of unparalleled quality of life that Jersey offers the family presents something of a unique proposition and is a key driver behind business and personal relocation decisions.

In addition, the range of properties available in Jersey is as diverse as the Island itself, from luxury waterfront apartments and historic cod houses to picturesque granite farmhouses. With one of the most expensive Jersey private properties to date being sold this year, there is more interest than ever before in Jersey as a desirable place to relocate to.

The current interest in the high-end property market in Jersey reflects something of a change in how Jersey is perceived. No longer is it a case of retiring to Jersey,

those choosing to relocate are younger, often with children. They often work in cutting edge areas and are attracted both by Jersey’s business environment and its high standard of living, outdoor lifestyle and extremely high quality of housing.

By blending the benefits of being both a vibrant business centre and a fantastic place to live, Jersey is certainly ticking the boxes of a growing number of successful individuals and families, and current trends suggest that this interest in moving to Jersey both to work and to live is very sustainable indeed.

The team at Locate Jersey are providing a free, confidential service to facilitate, support and guide companies and individuals through the process of moving and setting up their operations in Jersey – from pre-location information and advice, to aftercare once established in Jersey. The overriding message is that Jersey is very much open for business, and for life.

“...those choosing to relocate are younger, often with children, working in cutting edge areas and are attracted both by Jersey’s business environment and its high standard of living, outdoor lifestyle and extremely high quality of housing.”



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# ACCESS

March 2012 saw the restructure of Jersey Airport and Jersey Harbours into one business to provide a singular enterprise.

The group, known as 'Ports of Jersey', ensure the organisations retain their four core functions and brands, namely Jersey Airport, the Port of Jersey, Jersey Marinas and Jersey Coastguard.

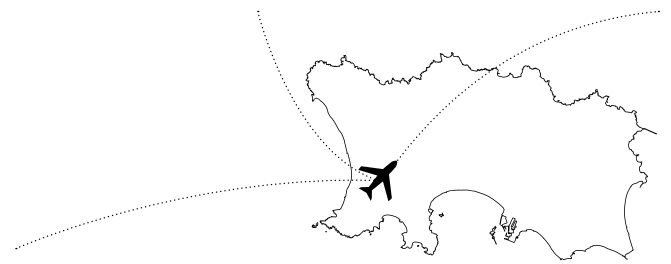


# JERSEY





## JERSEY AIRPORT



It's almost 80 years since Jersey Airport developed from a simple grass strip. Since 1937 the airport has become a modern and bustling 21st century facility.

Major improvements in recent years have been aimed not just at ensuring the airport remains safe, secure and open for business, but at demonstrating a commitment to providing optimum comfort and service for its scheduled airline partners and numerous charter operations. The Island is impressively served from up to 50 departure points across the British Isles and mainland Europe, with Jersey Airport handling 1.47 million passengers every year.

A modern and spacious departures terminal provides 30 check-in desks as well as common-user check-in and self-service options while the airside departures lounge offers a good range of retail facilities, with savings to be had on a number of products. Retailers at Jersey Airport aim to bring an element of fun to the shopping experience with regular in-house product launches and demonstrations together with price-led promotions and food tastings.

The airside departures lounge boasts a contemporary bar and food hall, specialising in locally grown produce,

perfect for a quick snack or leisurely meal while providing departing passengers with a calm environment in which to relax and unwind before taking to the skies.

For those passengers wanting to escape from the hustle and bustle of the ground floor departures area, the first floor viewing lounge offers peace and quiet while providing some fantastic views over the taxiway and runway. This is in addition to a dedicated seating area, located immediately past central security, which has been created to accommodate those passengers who have prior requested special travel assistance.

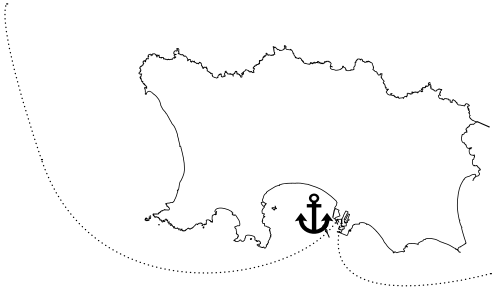
The customer relations desk, located in the departures terminal, is open seven days a week during airport opening hours. The team provide an efficient and friendly service and assist with all enquiries, either by telephone or in person at the desk.

In an attempt to engage more proactively with its customers, Jersey Airport launched its 'Your Views Count' satisfaction survey in spring 2013 encouraging feedback; that accurately reflects the passenger experience and subsequently evaluating the level of services and facilities provided to them. To date, Jersey

Airport has received in excess of 1,200 responses and has implemented a number of new processes based on this valuable feedback. Overall the passenger response has been very positive with an average score of 80% satisfied with their overall journey experience through Jersey Airport. This level of service has also been recognised off-Island with a number of nationally recognised accolades in recent years.

Providing passengers with a direct line of communication between the airport, the airline and its ground handler during busy travel periods is the idea behind the 'Welcome Host' scheme. Although their duties are varied, these specifically trained staff act as roaming customer relations staff, available to provide advice, assistance and answers to anyone using Jersey Airport's facilities. ►





## THE PORT OF JERSEY

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The Port of Jersey is the Island's lifeline to the outside world with 99.6% of all freight goods arriving through the commercial port in St Helier, which remains open 24 hours a day, 365 days a year.

The commercial port provides warehousing for logistic companies transporting freight to and from the Island and also has a dedicated fuel berth for tankers bringing in the Island's total fuel requirements such as petrol, butane and kerosene. The port also facilitates vessel calls for ships removing scrap as well as those supplying fertiliser, timber and other bulk commodities.

There are currently two ferry companies serving the Island. Condor Ferries provides a year-round passenger and car carrying service to the UK and France, using both conventional passenger ferries as well as high speed craft. Manches Iles operates a foot passenger service to the other Channel Islands and France during the summer from both St Helier and Gorey Harbour. Vessels requiring assistance arriving or departing St Helier Harbour, especially during periods of inclement weather can also call upon the services of the tug vessel, the Duke of Normandy, which also undertakes other marina work for outside services, such as electrical cable pulling and repositioning of beacons and buoys.

## JERSEY COASTGUARD

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Administered by the port authorities on behalf of the States of Jersey, Jersey Coastguard provides a 24-hour a day, 365 days a year service to both commercial and leisure vessels in port and coastal waters, maintaining a constant watch of all maritime emergency channels and is the first point of contact for any sea rescue, including 999 calls.

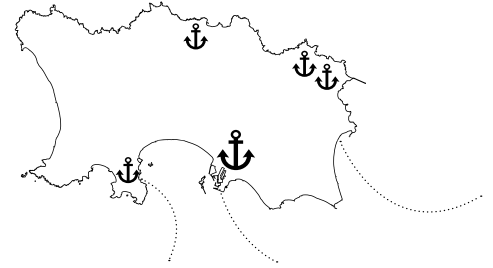
The on-duty watch manager is responsible for implementing emergency procedures in response to all incidents at sea, including search and rescue and if required, calling upon the services of other Channel Islands and nearby French lifeboats and support vessels. Combined, Jersey, Guernsey and Alderney Coastguards have responsibility for more than 2,000 nautical square miles.

## CRUISE JERSEY

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Although the number of cruise ships visiting Jersey is not particularly large, due to the harbour depths and limited 'alongside' berthing, interest in the Island as a cruise destination remains high. The number of ships visiting in recent years has increased due to the proactive marketing work undertaken at many of the large cruise travel events around the UK and further afield.

The Albert Pier is an ideal facility for the smaller compact cruise ships as it is strategically placed within the shelter of St Helier Harbour. Larger vessels will anchor in St Aubin's Bay in the approach to the main harbour and a tender will easily transport visitors to the arrival pontoon, from where it is just a few minutes stroll from the town's shopping precinct and public bus station.



## JERSEY MARINAS

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For local boat owners, visitors or anyone simply passing through, Jersey Marinas offer 1,000 berths across its three award-winning marinas – St Helier Marina, Elizabeth Marina and La Collette Yacht Basin.

Jersey Marinas boasts a range of facilities and services both on the pontoons and surrounding areas, including complimentary Wi-Fi, CCTV, disabled access, drying out pad/blocks and pump station while on-shore facilities include nearby cafés and restaurants, launderette, refuse disposal, showers and parking.

St Helier Marina is home to the annual Barclays Jersey Boat Show ([jerseyboatshow.com](http://jerseyboatshow.com)), an award-winning three day maritime extravaganza that attracts in excess of 38,000 people and is the largest free entry event in the Channel Islands. As the perfect opener to the summer boating season the event features a full range of maritime-based products and services combined with a lifestyle and leisure activity show.

Over and above the three St Helier Marinas, Jersey boasts a number of outlying harbours around the coast, including Gorey, which is often referred to as Jersey's second port as well as the sheltered drying harbour at St Aubin on the Island's south west coast. Venturing further around the coast and despite the rocky terrain, the harbours at St Catherine, Rozel, Bouley Bay and Bonne Nuit are also popular mooring harbours.







# JOIN THE JET SET



The Summum Private Jet Lounge at Amsterdam's Schiphol Airport

**Corporate travellers have long been dedicated to private air charter with the convenience and facilities it affords. However, recent years have seen a rise in use for leisure passengers worldwide.**

Private terminals are opening up across the globe with one of the latest being The Summum Private Jet Lounge at Amsterdam's Schiphol Airport. It is rented exclusively

for absolute premium privacy and service, offering the ability to park your jet right outside the door. The two Michelin star restaurant De Bokkedoorns takes care of the food, there's a cigar bar, two boardrooms and a luxurious lounge.

Jersey based Aviation Beauport is also ranked with the best and is considered one of the leading operators in Europe. You can arrive at Aviation Beauport's luxurious private terminal and be airborne within ten minutes

(security queues and check-in do not exist here). Their flagship jet, the Falcon 2000LX, is one of the most advanced business jets currently available and can undertake long haul flights including Jersey to New York (non-stop), Jersey to Dubai (non-stop) and Jersey to the Caribbean with one stop.

There are now more than 5000 airports providing access for executive aircraft. If it's convenience, time efficiency and service you're looking for, this is certainly the way to travel.





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# — PRECIOUS — PROPERTY

**Technology for the property surveillance sector has evolved at a rapid pace. We can now install everything from sound sensitive lasers to facial recognition devices. The latest trend is a rise in monitoring ‘inside’ the home and the primary trigger for this upsurge is the desire to monitor staff.**

So, what technology is now available? Are there laws governing the use of cameras in Jersey? And how safe is your home and your family? *Emma Kennedy* and *Anthony Barbapiccola* investigate.

**Jersey consistently ranks as one of the safest places to live in the British Isles. Yearly figures, released by the local police force, reflect a low crime rate and this adds to the Island's appeal for families looking to relocate here. However, the safe environment can make residents complacent about home security and it is prudent to check what's available and what's effective in the monitoring and protection of your property.**

The home security industry is a booming business. A myriad of technologies have led to the rise of the 'smart home', where the latest security gadgets can be controlled and monitored via your mobile phone. Think James Bond gadgetry and you're almost there. Beyond the basic ability to have a live feed into your home, devices such as Piper or Canary can monitor different points of data like sound, temperature and movement, as well as provide connectivity to other devices to enable you to control lighting through a single device. You can now get bulbs that mimic your typical light-switching habits whilst your property is vacant, cameras with facial recognition, and lasers with sound sensors. These are just a few of the options available as we move away from traditional home security solutions.

Video monitoring is still the most widely used technology for the home and is particularly popular with the 'new mums' sector. As Jersey currently has no statutory right to maternity leave (April 2015) the employment of a nanny is commonplace and the adoption of the nanny-cam is increasing. Hidden inside anything from teddy bears, alarm clocks, smoke detectors, pens and even fake car keys, cams are

“The use of such equipment in the home would usually benefit from an exemption within the Law for domestic use, however that is providing the cameras are only used for your own personal use and not disclosed to anyone else or used for any other purpose.”

readily available and inexpensive. In fact, it appears that they are more popular than professionally installed security cameras. When questioned a Jersey security company, with 40 years experience on the Island, cannot remember ever installing cameras to keep an eye on what is happening inside the house only outside. The fact that cameras such as these are so clandestine might be one of the reasons that the law surrounding is not so clear.

Paul Vane, from The Office of the Information Commissioner in Jersey, states: ‘The Law is very much silent on the use of CCTV equipment in this context, and to some degree lies more in the realm of privacy intrusion rather than data protection law,’ he continues: ‘The use of such equipment in the home would usually benefit from an exemption within the Law for domestic use, however that is providing the cameras are only used for your own personal use and not disclosed to anyone else or used for any other purpose.’

The idea that you are recording your nanny without his/her permission is where you as the employer may be in the wrong and it is best to make sure that any

recordings are covered in any contractual agreement you have between yourself and the employee. Paul Vane clarifies: ‘This then serves to inform the employee of the use of the cameras (thus ensuring the fair processing of their personal data) and also provides some protection for you as the employer. Should anything be identified from viewing the footage that the employer believes does not comply with the contractual arrangements then they are in a stronger position to challenge the contract. Obviously, if criminal activity is identified from viewing the footage then the appropriate report to the Police would be made.’

As shown, the law on these issues is vague so at the moment you can monitor your nanny or household staff if you feel the need. However, it may be wiser to keep in mind that if you have any doubts at all about the person looking after your child then they are not the right person for the job.

Regarding security for the exterior of the home, motion-detecting lights and CCTV are most prevalent. But even here we're seeing great leaps in technology as consumers want more and more control and peace ►





“ Thankfully, for Jersey residents security incidents are few and far between, so it’s up to the homeowner to assess need.”

of mind. Through the use of geofencing, for example, messages are sent to a smartphone when movement is located in a defined geographic area. In this way its possible in the not too distant future to see a house automatically lock itself when its owner leaves and also disable alarms when they return. Some may find this a little too tech-dependent and would rather resort to manual application. In this case, there’s an option to use an ‘intelligent doorbell’. The i-Bell is one such device that can identify who’s at your door even if you’re not home by connecting to your smartphone. When there’s a knock at the door, the visitor automatically gets their photo taken so you will have a constant record, whether you are present or not. As an added feature, you even have the ability to speak with the visitor through the built-in speakers so you can tell the caller to hold on if you know you’ll be home in a few minutes.

Threats to a home are not only confined to what’s happening on the outside. The Nest Protect, for example, can detect if ever there is a carbon monoxide leak, and automatically shut down the boiler, provided you’ve got the company’s thermostat installed. It provides a clear, voiced alarm if there’s any smoke in the house and will notify you of any immediate danger. It also allows you to keep tabs on your home while you’re not there, by sending you messages and alerts to your phone.

This level of automation is quite clearly the direction home security is taking as more and more of this technology is developed. Thankfully, for Jersey residents security incidents are few and far between, so it’s up to the homeowner to assess need. As the technology shows, there’s certainly something for everyone.

# THE SMART HOME

The latest gadgets on the market can ensure your home security is intuitive and intelligent.



## Nest Protect Smoke Alarm & Carbon Monoxide Detector

Nest have taken the traditional smoke alarm and revolutionised it into a multi-functional unit worthy of the most tech savvy homeowner.

Whilst not the cheapest in its field, the device does have some key features which set it apart from the competition. The Wi-Fi compatibility provides it with functions that no other alarm can claim, including the ability to send alerts to a smartphone app in real time.

When an alarm does sound, the Nest produces a human recorded voice to tell you that smoke or carbon monoxide has been detected. It connects too with other alarms in your home so you can be sure you'll receive any alerts swiftly, no matter where you are.

We all know that in an emergency, every second counts so Nest Protect could be a very valuable investment (from £179.99).



## Myfox Home Alarm

Myfox is a self-monitored home security system backed by a smartphone app. Through its patented 'IntelliTAG' technology, it professes to prevent break-ins before they happen.

It has 'anti-intrusion sensors' that cleverly measure vibrations in the vicinity. This is made even more ingenious through built-in algorithms which help distinguish these vibrations between a routine knock at the door and something more sinister. As soon as a suitable vibration is picked up the 110db alarm will sound before the burglar even gains entry.

It comes equipped with the ability to send alerts via your smartphone, should any issue arise whilst you're away (available late spring 2015, £249.00).



## August Smart Lock

The August Smart Lock provides secure, intelligent access to your home without the need for keys or codes. It enables you to have complete control over who can access your home. For example, you can issue a virtual key (located on a compatible smartphone app) that works 24/7 for a family member, or one that works a couple of hours a week for your cleaning person.

The lock automatically logs all the details of who has entered and when and sends that information to your phone. Its 4 AA batteries provide plenty of backup should the cable or Wi-Fi go down, and will send you reminders when power is running low (available for pre-order, £179.99).





# invite Jersey inside

Home to nearly 100,000 residents and a huge attraction for over 680,000 annual visitors, Jersey is beachy, breezy and beautiful. Now a spectacular brand-new development in Portelet Bay celebrates all of those qualities.

There's a certain class to life on Jersey. Only here will you find a church with stained-glass windows by Lalique. The island is home to wealthy golfers and racing drivers. Lavender farms and wine estates abound and the yachts that summon you to St Helier's harbour with their clanking masts could sit just as prettily in the bay at Monte Carlo.

## Jewel in the crown

One of the jewels in Jersey's crown is Portelet Bay. This is the beach voted by Sky Travel as one of the world's top ten – and the best in Europe. On a south-facing arc, it comes with soft, golden sand and a small slice of history. Janvrin's Tomb on the rock in the middle of the bay is named after an 18th-century captain not allowed to dock over fears his men carried the plague.

Today, the bay is a haven of safe bathing sheltered by tall granite cliffs. Swimmers, canoeists and snorkellers love the clear waters, and the reward for the steep climb from the beach is a hearty meal in the Portelet Inn.

*“the beach voted by Sky Travel as one of the world's top ten”*

## Stunning apartments

If the beach life here on Jersey's sunny south coast appeals, then it's certainly worth taking a look at a new award-winning development on Portelet Bay with a quite extraordinary setting.

Named simply Portelet Bay, these stunning apartments are built to celebrate the captivating views. The 46 ultra-modern apartments and seven houses feature fully fitted kitchens and utility rooms, and even a tennis court.

Spectacular floor-to-ceiling windows take full advantage of the ocean panorama. They seem to invite Jersey in, with a sweeping shore vista that's broken only by the gentle sway of palms.

## South-facing terraces

The south-facing, glass-fronted terraces are the perfect place to pop a cork in the evening sunshine. Magnificently appointed interiors come in muted, contemporary colours, and materials include pink granite, marble, glass and stainless steel. Freestanding baths sit invitingly in beautifully minimalist bathrooms. Outside, chrome balustrades guide you down to the beach.

Portelet Bay has taken the Best Interior Design [Channel Islands] accolade at the International Design and Architecture Awards, as well as the coveted Best Architecture [Multiple Units] at the Daily Mail UK ►





Property Awards, and Best House and Best Interior Layout at the prestigious What House? Awards.

For ultimate seduction, the four-bedroom Fulmar is a spectacular duplex penthouse with underground parking and uninterrupted views across the bay from its three terraces. The two-bed Dunlin offers a south-facing 22-foot terrace, two-car parking and a sumptuous level of interior fitting.

*“the perfect place to pop a cork in the evening sunshine”*

### **Idyllic investment**

Prices start from just £595,000 for the Dunlin, £925,000 for the three-bedroomed Shearwater and Curlew and the flagship Fulmar costing £1,700,000.

This is certainly a lifestyle investment, with the powdered sands beckoning and the aquamarine seas glinting in the sunshine here on Jersey's southern shores. The greatest attraction might just be the feeling that all this is invited into your home every day. ■

Viewing can be arranged by calling +44 (0)1534 789900 or by visiting [www.dandara.com](http://www.dandara.com)





# A TRULY OUTSTANDING PROPERTY WITH COUNTRYSIDE VISTAS

**Thompson Estates are delighted to offer for sale this prestigious newly-built residence.**

Approached via its own gated entrance, this spectacular house is amongst one of the finest homes in Jersey. Situated in the heart of St Peter's countryside, the house occupies 1¼ acres of land and commands outstanding agricultural views from all principle rooms.

Built by a highly respected local developer in the classical style of a Victorian cod house, the 7,000 sq. ft. of luxurious accommodation has been finished to the highest specification. There is meticulous attention to detail, including a G4 alarm system, Lutron lighting and a surround media system.

This exquisite home with high ceilings and large windows boasts three fine reception rooms all with functional fireplaces, a luxurious kitchen, utility room, cloakroom, a palatial orangery, three bedroom suites, two further bedrooms, house bathroom and generous annexe unit.

An impressive entrance hall with natural limestone flooring and slate inserts accesses the elegantly proportioned ground floor accommodation. The magnificent kitchen/breakfast room is fitted with a handmade Stoneham kitchen, a half moon island with Silestone worktops and LED concealed lighting. Top of the range Miele appliances include twin dishwashers, combination microwave, wine fridge and coffee machine. There is also an electric aga with an additional module of double oven and hob. An adjoining door provides access through to the utility room with complimenting handmade cupboards, Silestone work surfaces and Belfast sink. A further door accesses the triple garage and an independent staircase leads to an extensive integrated annexe (above the garage), ideal for guests or staff. The open plan kitchen boasts a spacious orangery with doors leading out onto the extensive south/west-facing terrace offering wonderful far-reaching countryside views.

The dining room with oak parquet flooring is connected via pocket doors to the drawing room, both including functional fireplaces. The snug/study also has oak parquet flooring with a functional fireplace. A French polished solid mahogany staircase with recessed stair lighting leads to the first floor landing accessing three bedroom suites, media cupboard and large airing cupboard.

The extremely spacious master suite has a large bedroom with a dressing area, 'his and 'hers' dressing rooms, shower room and bathroom. Two further en-suite bedrooms are found on the first floor, one with an en-suite dressing room.

A concealed staircase to the second floor accesses two very large bedrooms with vaulted ceilings and a wet room. Externally there are lawned gardens, an

ADVERTORIAL FEATURE







orchard, an extensive south/west-facing terrace enjoying countryside views, integral garaging for three or four cars and a large brick paved forecourt.

Plans have been passed for an outdoor swimming pool and pool house.

Internal viewing of this spectacular home is highly recommended by Thompson Estates.

**For more information please contact**  
Margaret Thompson: 07797 711190  
Rebecca Sokrati: 07797 751527





# Sophisticated Lines & Elegant Designs

Trending designers are finding inspiration in nature and the art deco era to create distinct pieces for today's modern home.

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