

Memorandum for the Environment & Natural Resources Committee

Meeting date: 20th August 2020

Agenda Item No: 4

Title of proposal:
Sale of St Helena Maps

Decision Sought: Committee is asked to consider approving the sale price for the new St Helena Map.

Background & Considerations:

1. In February 2020, Executive Council approved in principle the production of the new St Helena Map, following extensive public consultation.
2. The St Helena map was revised as several changes have taken place on the Island in recent years, most notably the construction of St Helena Airport, the Airport Access Road and developments in Ruperts. The revision exercise has also enabled the position of two of the three Peaks in the central ridge to be corrected, public facilities such as toilets and bus shelters to be added and greater accuracy applied to the location of road tracks and paths. National Conservation Areas have also been added, and the 10 and 50 metre contours are more comprehensive than ever. Ruins and new buildings have been updated.
3. The St Helena map is a useful resource for people wanting to know geographical details about the Island. It is of special interest to tourists in helping them learn about and navigate the Island. Some tourists purchase a map as a souvenir of the island.
4. A revised map was produced by the GIS team of the Infrastructure & Transport Directorate, working with an offshore company, Geomni UK. A proportion of the costs of this project was funded by Enterprise St Helena.

Financial Implications:

5. Following Executive Council's approval to accept the new map in principle, it was anticipated that the maps would be finalised and printed and placed on sale by April 2020. However, due to Covid -19 delays it was not possible to finalise and print the map until after Geomni's office reopened for business in mid-May.

Economic Implications:	Consequently the batch of maps will arrive on Island in August 2020. The maps will be sold from the Customer Services Centre.
Environmental Implications:	6. It is proposed to retail the 1:25000 maps (batch of 1000 maps) at £10.00 each and the 1:10000 maps (batch of 800 maps) which should be sold as a set of 4, at £30.00 per set. The total cost of producing the maps (Geomni) was £21,680.00. The total cost of printing (Dennis Maps) was £3,023.00, plus £604.60 for local import duty. Shipping costs are currently unknown. Our GIS team's time has not been factored in as a cost. If a second batch of maps is printed then the full cost of producing and printing will be recovered.
Consistency with Investment Policy Principles:	
Public/Social impact:	
Public Reaction:	
Publicity:	7. A revised map will no doubt be an attractive purchase by tourists and generate revenue. Data from Customer Services Centre indicate that 300 copies of the current map were sold in 2018/19.
Support to Strategic Objectives:	8. No significant environmental implications.
Link to Sustainable Economic Development Plan Goals:	9. N/A 10. None
	11. There is likely to be majority public support as a revised map with significant developments such as Airport and associated structures recorded will be welcomed.
	12. ENRC's decision will be covered in the media report following the meeting. If approved, separate publicity should follow including when the new map will be printed and where it will be made available for members of the public to view or buy.
	13. N/A
	14. Supports Objective 10: Attracting visitors

Signed by Lead Officer

Signed by Director Infrastructure & Transport Derek Henry

Summary of decision

