S.P. 15/21

St Helena
Government

ST HELENA GOVERNMENT

ENTERPRISE ST HELENA
ANNUAL REPORT
2019 - 2020

Enterprise St Helena

ANNUAL REPORT 2019 - 2020

ENTERPRISE ST HELENA ANNUAL REPORT 2019-2020

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CHAIRMAN'S LETTER

Hon. Lawson Henry
Board Chairman

The financial year 2019 / 2020 saw St Helena make progress on both the numbers of international tourists visiting the Island, and on numbers and amount of investments committed, despite the over-arching economy remaining very difficult.

The Board of ESH continue to support the organisation, and with new Board members joining, we have had fresh insights from the private sector, which is always welcome. At the beginning of this financial year, the Board moved from Bi-Monthly to Quarterly Meetings in a move to improve efficiency and reduce administrative time.

During the year, I stepped down as Chair of ESH, but I have continued my support of the organisation as Chairman of the Economic Development Committee, and via regular liaison with CEED and other senior staff.

This year it has been encouraging to see the increase in detailed information available, with more emphasis on outcomes and the linkage between activity and results.

Food security remains a key concern on such a remote island, and ESH has continued to support the agriculture sector, with a focus on improving water security and fencing, as well as continuing to fund training for this sector. In partnership with ANRD, plans for increased honey production, specialist examination of the DNA of St Helena's bee population and fruit tree propagation were developed, as well as hosting a successful Agriculture Day.

Supporting young people, and the generation of new ideas, are two key aspects in any entrepreneurial economy, and ESH worked with the Foreign and Commonwealth Office team on Island to launch and deliver two new entrepreneurship projects. Grand Ideas supported innovative projects, new to the Island resulting in two awards (one for aquaponics, the other for soft play equipment). Pitch to Plantation targeted young entrepreneurs, and resulted presentations being made at the Governor's residence, Plantation House, where two awards were presented for food focused business ideas.

In tourism we saw a stronger focus on our niche target customer groups, Marine (whalesharks, diving, and fishing), History & Heritage, and Soft Adventure (walking, hiking and mountain biking). This was supported by enhanced digital marketing using robust analytics, to access the most effective routes to the customer, including those social and travel influencers that have significant numbers of online followers.

We hosted a visit by international trail assessors Green Flag to review our Postbox Walks and Footpaths, so that our 'Walks' product can be accredited. Other tourism related work included the introduction of the Tourism Operations Group, a collaborative partnership with Immigration, Customs, Ground Handling and the Airport, to improve some of the problems reported by visitors, resulting in several simple but effective changes (e.g. visitors being able to pay their Short-Term Entry Permit fee on arrival in Euros, USD, ZAR as well as GBP).

ESH also worked with the airline, AirLink, to develop a joint marketing plan, and aligned activities, which resulted in AirLink informing us that more than 80% of referrals to them from St Helena tourism website led to either a booking enquiry, or definite booking.

During the year, one ESH job role advertisement gained a remarkable amount of international press coverage – when we looked for a 'Napoleon Impersonator' to appear at events.

May 2021 sees the 200th Anniversary of Napoleon's death on St Helena, an important event in the Island's history, as well as in French and European history. ESH has played an important role in supporting the Napoleonic Bicentenary Project Steering Group, as well as promoting the Island in France, at Top Resa travel show and via St Helena's 'Ville Imperiale' status, which was achieved during 19/20. St Helena is the only place outside of France or French dependencies, to be awarded this status, which signifies places whose history has been marked by Napoleon's influence.

The launch of the online St Helena Investment Prospectus, with its in-built analytic capability, means that promotion of the Island's investment opportunities can be updated instantaneously, and marketing campaigns can be both targeted and tweaked to ensure they are most effective. ESH continued with liaison and support to potential and new investors, both local and international, including proactive support during visits by international investors. Investment commitments reaching over £1M were achieved during the year.

ESH continued to deliver numerous small projects that both enhance the visitor experience, and support local life for residents. The Jamestown pavements improvement project, maintenance of Footpaths, Walks and the Island's picnic benches, funding support for the National Trust's 'BoneShark Festival' and the Festival of Running, as well as coordination of Local Market days, all contribute to a sense of community. ESH also used resources towards quality of life improvements, by supporting the costs of Electrical Training and Hospitality NVQs, and with funding for a number of small Social Enterprises. In funding the Island's membership of the British & South African Chamber of Business, ESH is supporting St Helena Chamber of Commerce members with access to a supportive and enthusiastic international network.

The end of the financial year saw the emergence of the global threat from COVID-19, and whilst (at the time of writing) the Island has managed to avoid the virus, a number of both local and global events that had been in planning for many months needed to be cancelled.

I wish to pay tribute to the Members of the Board and the Chief Executive Officer for Economic Development Dr Dawn Cranswick and the staff at ESH for another successful year and to wish them all the very best for the future.

ENTERPRISE ST HELENA AT A GLANCE

OVERVIEW

Enterprise St Helena (ESH) was established in 2012 by Ordinance (CAP 166) to deliver St Helena Government's (SHG) economic policy as set out in the Sustainable Economic Development Plan (SEDP) 2012. In line with the SEDP, the overarching aim of ESH is to "help St Helena become financially independent and improve standards of living". As set out in the plan, tourism offers the most likely route to economic self-sufficiency. The SEDP has since been revised for 2018-2028 and reinforces the primary role tourism has in future economic development, as well as other sectors.

ESH's vision is to support the development of a sustainable and vibrant economy for the benefit of the island, whilst creating opportunities for all. ESH does this by expanding the private sector activities in St Helena through providing access to finance, business advice, training and support.

ESH has made good progress in supporting tourism and businesses in what is a very challenging environment. The St Helena Airport only opened for first commercial flights from October 2017 which was later than expected. This has delayed the predicted benefits from tourism and it has also led to current financial challenges for some businesses that had invested in the expectation of increasing visitor numbers. Despite this, ESH continues to support businesses and investors making use of the full range of tools available to an enterprise development agency.

Board of Directors
The ESH Board of Directors is established in accordance with the Enterprise St Helena Ordinance (CAP 166). The ESH Board of Directors is responsible for setting the strategic direction of the organisation, and also monitoring of ESH's operations including financial performance.

Sub-Committees
There are three Sub-Committees to the Enterprise St Helena Board of Directors;
- Tourism
- Business Development
- Finance, Governance and Audit

Asset & Credit Committee
The Asset & Credit Committee is a combined Board and Senior Management sub-group that convenes when necessary to consider larger Business Cases presented to the organisation.

Board Members
Anthony M. Thomas
Dr Corinda Essex
Brian Deadman
Christine Thomas
Ian Gough
Gregory Cairns-Wicks

Tourism
Hon. Russell Yon
Derek Richards
Michel Dancoise-Martineau, MBE
Giselle Richards

Business and Investment
Gregory Cairns-Wicks
Hon. Cruyff Buckley
Isabel Winfield
Andrea Timm

Finance Audit & Governance
Christine Thomas
Dr Dawn Cranswick (CEED)
Joan Peters

Operational Framework
Our Corporate Governance Guidance sets out how our business is done across ESH. It is based on principles of good governance, and details the organisation's policies, procedures and processes. The Finance, Governance and Audit sub-committee ensures that the appropriate corporate governance framework including internal control systems for financial reporting and risk management are in place and compliant with the Enterprise St Helena Ordinance (CAP 166) and all legal and regulatory requirements.

Organisational overview
The key areas of focus that derive from the 2018-2028 SEDP are:
1. Increase exports
2. Substitute imports
3. Attract visitors and increase tourism
4. Mitigate impacts of inflation on the lowest income groups
5. Improve land productivity
6. Sustain and improve our natural capital
7. Improve infrastructure
8. Develop, maintain and attract a skilled workforce
9. Develop the digital economy
10. Reduce leakage of income

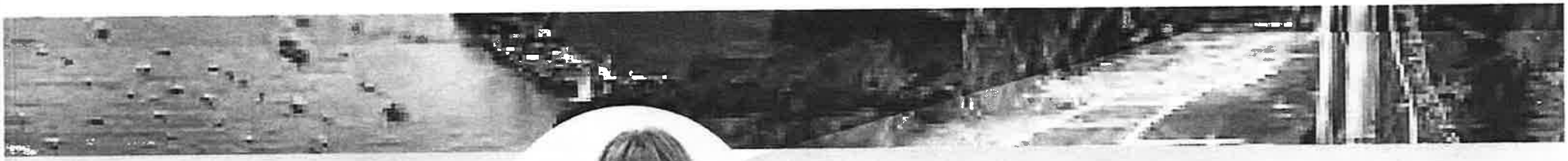
Providing services to the business community

Financial
Grants
Micro Small Medium Enterprise
Social Enterprise
Capital Investment
Skills Development
Loans
Youth loans
Business Development
Skills Development
Equity Finance
Risk capital

Non - Financial
Promotion
Of local produce & businesses/investment opportunities including organising activities and events
Commercial Property Portfolio
A number of commercial units for both industrial and non-industrial businesses
Specialist Advice and Guidance
Business and hospitality
Training programmes
Both accredited and non-accredited, local and offshore
Information Centre
Including meeting room facilities

Investing in our people
We continue to encourage members of staff to be trained and developed through a number of channels. These range from professional qualifications to informal, non-accredited and/or in-house courses.

As of 31st March 2020, staff headcount at Enterprise St Helena was 27, which consist of 24 permanent locally appointed staff, 1 fixed term contractor and 2 TC employees.



CEED REVIEW

Welcome to Enterprise St Helena's Annual Report for 2019 / 2020.
A range of positives are recorded in this Report, including contributions to the organisation's goals of More Investment, More Tourism, and Stronger Local Businesses.

We experienced a flight schedule to the Island that was uninterrupted by weather-related delays, which supported our aim to increase the number of international visitors; we provided a greater amount of support to some of the Island's key business sectors; we supported improvements to the accessibility of one of ESH buildings, which in turn enhanced the streetscape in Jamestown; we drove increasing effectiveness and growth in our social media followings; and, we worked with colleagues in St Helena Government (SHG) to launch the Island's new Investment Prospectus.

We welcomed more international visitors during the year than ever before, with tourists from UK, South Africa, Germany and France being the best represented geographical markets; leading products enjoyed by visitors were the Island's exceptional diving and marine activities, 'soft adventure' in the form of walking and hiking, and St Helena's globally relevant history and heritage. Income from tourism was a key contributor to the island's economy.

Also worthy of comment are the 360+ engagements that the Business Development Team had during the year with local businesses, resulting in support to key businesses in Tourism & Hospitality, Construction, Agriculture, Fishing and Service sectors. In addition, support was proviced to a range of growers under the Small Producers Scheme, which helps to increase the amount of local food available on the Island. It was also heartening to see local traders come together again to host 'special market days' based in an around Jamestown Market.
ESH supported more than 70 people to develop new skills during the year, and looking ahead, ESH will continue to work with partners in the Education Directorate to collaborate further, with the goal that St Helenians who want, or need, to develop their vocational or professional skills can do so.

To support businesses with their planning and development processes, we registered the services of more professional advisors from the Island's private sector, and continued to provide access to these services for businesses who need to develop or update their business plans, or require access to other technical business expertise, including legal, marketing and financial.

Thanks to collaboration with partners in the private sector, the Canister Building in Jamestown is now accessible by wheelchair users, the back of the property has been visually enhanced, and the surrounding pavements have been refurbished and extended, increasing the safety of pedestrians as they pass by.

We were sad to see the closure of Bertrand's Cottage in January following a number of years as the home of the Island's hospitality upskilling activity. However, the Cottage became available as an investment opportunity, and we invited expressions of interest to acquire it on a rental or purchased basis.

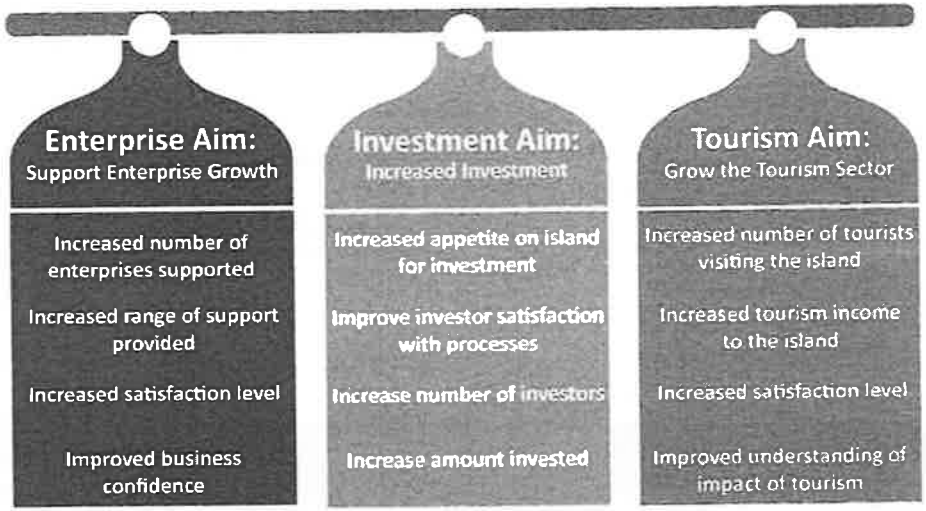
The launch of the new St Helena Investment Prospectus in October 2019 was a significant milestone for the Island, as it brings together the most promising sectors from the Sustainable Economic Development Plan, with Government Assets including Chief Secretary housing, which presents potential investors with a full picture of publicly-owned investment opportunities.

ESH launched its updated website to coincide with the Investment Prospectus. During the year, work to support both local and international potential investors, has resulted in five new investments – four local, and one international. These investments will help develop St Helena's economy, and increase the range of products and services available to both residents and visitors.

During the year we moved towards an online and influencer led marketing strategy. This provides better value-for-money and is more easily measured than advertising-led promotion (although there remains a place for advertising to raise awareness in any broad promotional strategy). Industry standard metrics, used by tourism promoters all over the world, show that our relatively modest promotional spend with international PR Agencies reached a total circulation of over 5.5 million people, with an 'Advertising Value Equivalent' estimated at over £85 million (AVE estimates what it would have cost to reach an audience that size with advertising alone).

However, in some respects, the year was one of frustrated promise; towards the end of the 2019/20 financial year (the period covered by this Annual Report), the growing tourism market was stopped in its tracks – along with every other tourism destination – by the global COVID-19 pandemic and its associated travel restrictions. ESH, supported by funding partners in Department for International Development, and with agreement from St Helena Government and Enterprise St Helena Board, moved to divert significant budget in 20/21 towards a funding scheme for businesses affected by the virus-driven economic downturn. As we moved out of 2019 /20, we were also lucky to have staff with relevant skills who were happy to be seconded into key SHG departments, to support with efforts to manage the additional workload caused by the threat of the virus.

Like many places around the world, we moved into the new Financial Year with significant concerns about the potential impact the virus may bring.



PERFORMANCE, OUTCOMES & IMPACT

SHEETS OF THE KPI'S

Impact : Increase in the sustainable economic development of St Helena

Outcome: Growth in tourism-led business activity on St Helena

Objective: Protect St Helena's future whilst acknowledging the important aspects of its past, through inclusive and sustainable ethical economic development.

Key Performance Indicator	Target	Actual YTD
Total annual SHG revenue collected from private sector sources (£).	£12.7m	£12.3m
Average (median) employee income from employment (£):	£9,419	£8,410 (2018/19)
Number of tourists arriving at St Helena by (i) International Airport (units) and (ii) by sea;	2,500/8,534	2,484/2,859
Increase in number of ESH-supported businesses newly registered with SHG Tax Office	3	4 (4 M)
Room nights sold on island to visitors (compared with number of beds available, including self catering)	27%	25% Average

Objective: Encourage private sector, social enterprise and community development and growth, including through innovation and the sustainable economic use and re-use of island resources.

Key Performance Indicator	Target	Actual YTD
Increase in number of new Tourism businesses on island, specifying those supported by ESH; (34 baseline).	3	4 Businesses (Ownership 4M / 3F)
Number of the 29 tourism businesses supported by ESH before 2016/17 which are still operating	29 / 24	29 / 27
Deliver X number of tourist nights through Tour Operators selling St Helena	1,800	873
Increase in estimated income to the island from Tourism	£5,5000,000	£5,766,650
Improve quality of hire transport (size of fleet achieving agreed standard)	5	0
Improve collaboration across the sector re bodies (initiatives to) Number of collaborations	1	5
Developing business advisory sector (number of operators)	1	4
Improvements to range, quality and quantity of agricultural production	1	1
No. of businesses with standards improved as registered with the Tourist Office	15	6
Increase in the number of Tourism Businesses marketing themselves or accepting bookings online through their own website or other digital platforms.	10	1
Increase in individuals trained effectively across all sectors	40	68 (51M/17F)
Tourism product Initiatives supported	2	3

PERFORMANCE, OUTCOMES & IMPACT

RESULTS OF THE KPI'S

Objective: Promote investment opportunities and support on-island and inward investors

Key Performance Indicator	Target	Actual YTD
No of ESH supported businesses achieving increased profitability	10	6 Businesses (Ownership 3M / 4F)
Increase in skilled individuals	4	3 (1M/2F)
Existing businesses supported by ESH demonstrating a higher level of business confidence	5	6 (3M/3F)
Number of ESH internal policy reforms/changes in favor of private sector development	1	2
Number of public policy reforms enabling enviroment/ investment climate for private sector development facilitated by ESH	1	1
Number of information events on business opportunities and challenges, including recording feedback and actions for ESH, facilitated and organised by ESH	2	6

Objective: Make and market St Helena as a desirable, value-driven destination, through targeting niche visitors, tour operators and new markets

Key Performance Indicator	Target	Actual YTD
Increase in number of local, diaspora and foreign private sector Investors in all sectors organised and secured by ESH. (Investments over £25,000)	3	5
Increase in total local, diaspora and foreign private sector investment in all sectors organised and secured by ESH (investments over £25,000, excludes public funds]	£600,000	£1,109,756

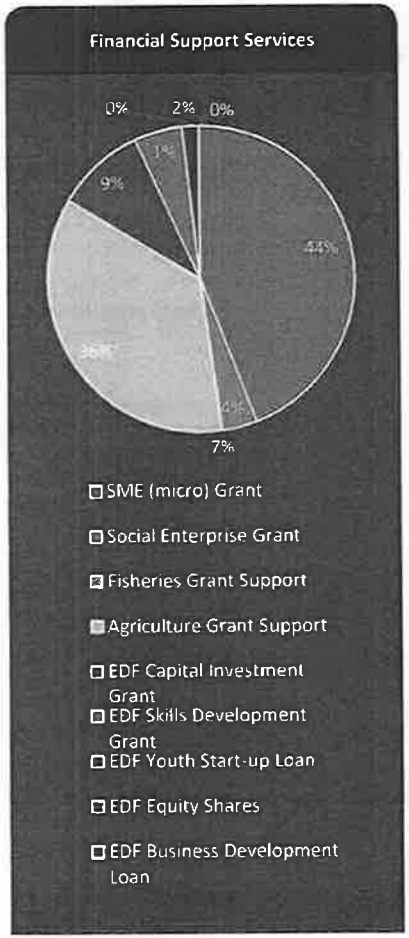
Key Performance Indicator	Target	Actual YTD
Increase in number of SHG land and property transactions facilitated by ESH for private sector use	2	1
Category A investment as defined by the IEG assessment matrix secured in partnership with ESH	0	2
Satisfaction rating of 3 and above indicated by actual investors	3	4

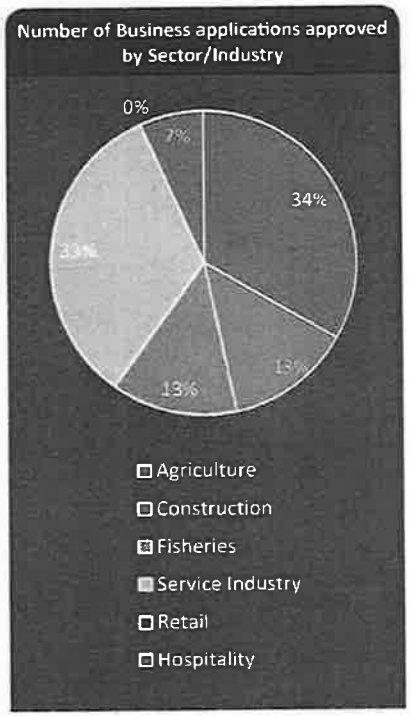
FINANCIAL SUPPORT PROVIDED

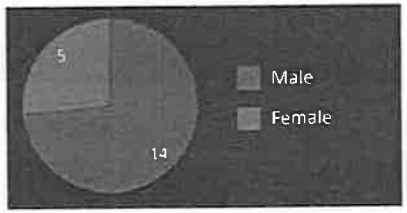
Financial Support Services	2019/20	2018/19
SME (Micro) Grant	£33,743.80	£74,594.84
Social Enterprise	£11,643.88	£4,916.06
Agriculture Grant Support	£40,273.22	£24,992.72
EDF Capital Investment Grant	£25,714.99	-
EDF Skills Development Grant	£5,771.39	£4,522.39
EDF Youth Start-up Loan	£2,000.00	£4,000.00
EDF Equity Shares	-	-
EDF Business Development Loan	-	£22,500.00
Total provision of Financial Support	**£119,147.28**	**£135,526.01**

PERFORMANCE, OUTCOMES & IMPACT

FINANCIAL SUPPORT







Working in Partnership with Private Sector Development

ESH Financial Support Approved and Business Advisory: 1 April 2019 - 31 March 2020

CLIENT	SECTOR
Gavin & Tammy Williams	Tourism & Hospitality
Craig & Paul Scipio	Tourism & Hospitality
Prunella Yon-Stevens	Service
Alan Joshua	Hospitality
Ronald & Diana Williams	Service/Hospitality
Needle + Thread	Retail
Robin Williams	Agriculture
Andrew Yon	Service
Nigel George	Construction
Michael Sim	Fishing
Sandie Walters	Service
Robert Mittens	Agriculture
Steve Biggs	Agriculture
Joan Peters & Steve Evans	Agriculture
Ben Dillon	Service
Joshua Brothers Covered Production	Agriculture
Aldhelm Garner*	Service
Shara Knipe	Hospitality
Clients above exclude those who received only business advice, guidance	

*Subsequently Withdrawn

PRIVATE SECTOR DEVELOPMENT

Green Flag Accreditation
Walking and Hiking is one of our most popular Tourism products, that is enjoyed by visitors and locals alike. This is shown through data capture, via visitor feedback surveys and the post box walks comment books.
Green Flag Trails is an accreditation programme that seeks to offer trail users all the information needed to ensure the trail meets their expectations, contrary to other systems that makes use of someone's opinion on what a "good trail" might be. Green Flag Trails allows the user to make his/her very own assessment of what type of trail is preferred and this helps ensure they have a "good experience". In applying for Green Flag Accreditation this would allow the walkers to make informed decisions before venturing on these walks. Trails are assessed by a unique audit procedure, which identifies, acknowledges and rewards those trails that demonstrate and practice responsible management. It also identifies environmental conditions, safety elements and ensures sustainable trails in terms of conservation of the environmental, resources and the quality of experience had by trail users. In 2014, St Helena received its first international recognised accreditation for one Post Box walk, namely High Peak. This assessment was also undertaken by Green Flag.

In order to promote our walks further on the international stage, St Helena Tourism recognised that we should obtain accreditation for the remaining Post Box Walks and footpaths hence the current accreditation program undertaken. Following Board approval in December 2019, two Green Flag auditors, Gerhardt Van Greuning and Professor Leon Hugo visited the Island in January 2020. The auditors were required to carry out the review of High Peak (current accredited walk) and conduct new assessments on the remaining 20 Post Box Walks, and 11 footpaths.

The auditors were required to assess and evaluate the following:
1) Trail Description
2) Trail Location
3) Trail Map
4) Difficulty Rating
5) Environmental Classification
6) Facilities and Services
7) Safety Risk Assessment
8) Path Condition
9) Trail classification

It is pleasing to report that 15 of the post box walks have received full accreditation and 6 have received a qualified status pending recommended changes. In addition to this, the 11 footpaths also received full accreditation. During this accreditation process contractor/maintenance team also received on the job training.

Dark Skies Accreditation
The first application was submitted to the International Dark Skies Association in December 2019, whereby feedback was received from the International Dark Skies Association requesting the submission of additional evidence. We are now working with St Helena Government to finalise legislation before we submit our final application by 25 March 2021. If this accreditation was to achieved, this would certainly enhance our product offering, increase activities for the private sector and enable St Helena to compete with other dark sky accredited destinations.

St Helena Tourism sponsors the African Travel and Tourism Association Event
At World Travel Market 2018, St Helena Tourism sponsored the African Travel and Tourism Association (ATTA) Event. There were two prize draws; one of which consisted of two return Airlink tickets all-inclusive of direct services from Johannesburg to St Helena, 5 course meal for 2 guests at Farm Lodge Country House, 3 course meal for 2 guests at the Blue Lantern Restaurant and a Snorkelling Trip for 2 guests with Sub-Tropic Adventures. It was a pleasure to congratulate winner Tariro Ndebele, who enjoyed her sponsored trip to St Helena in September 2019. When asked to describe her week on St Helena she said she has only one word to describe it "Amazing!"

New Napoleon Impersonator
In October 2019, The St Helena Bicentenary Steering Group were pleased to reveal the new St Helena Napoleon Impersonator. Kenickie Andrews was selected from a total of 38 local and international candidates. Kenickie is a St Helenian, a young Ambassador for the Island, and fits the selection criteria well. His interest in Island history and Napoleon even stems back to his childhood where he played a Napoleon character in both Primary and Secondary Schools. By day he is an integral part of the St Helena National Trust Blue Marine Team and from now until 2021 - the lead up to the Bicentenary of Napoleon's death - he will also be called to participate in events commemorating this 200th anniversary as the newly appointed Napoleon Impersonator.

Kenickie made his debut entrance by ferry boat to the main wharf landing steps at approx. 12noon on 17th October, marking the anniversary of the date Napoleon first stepped ashore on the Island. He was received at the wharf by the local press and public including primary school children, and was led through lower Jamestown by a 'Town Crier' impersonator, past Porteous House, where Napoleon spent his first night and then onto the Tourist Office for photo and press opportunities.

Kenickie commented "I am honestly proud to be able to represent my Island as the new Napoleon impersonator. Many mixed emotions this morning, but, totally over the moon that everyone came out to support me and to say 'Bonjour'. I cannot wait to see what the Napoleonic Bicentenary brings."

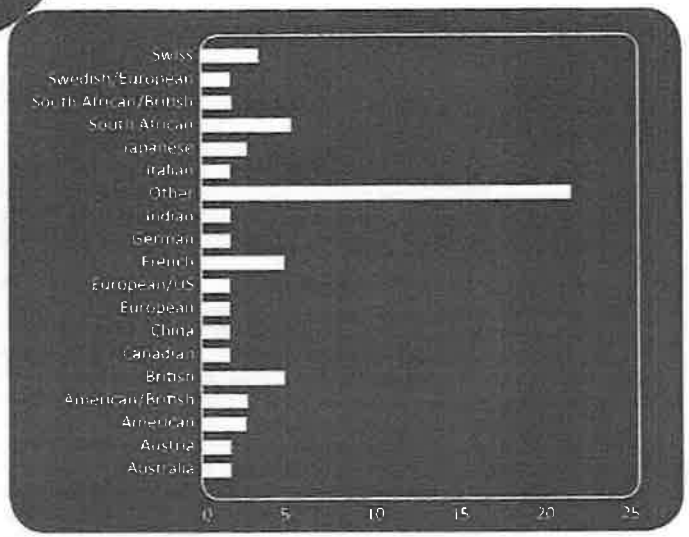
Registered Business

106 Tourism related businesses were registered at 31 March 2020		
Ground Handlers – 2	DMC - 7	Tour Guides – 22
Walk Guides - 4	Taxi Drivers - 12	Car Hire - 6
Restaurants – 17	Home Hosting – 2	Accommodations – 34

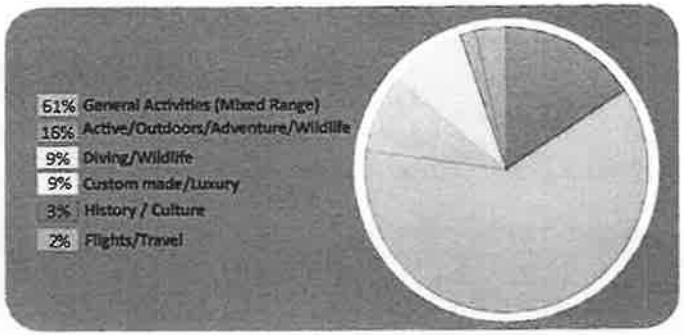
68 TOUR OPERATORS NOW SELLING ST HELENA

AS AT 31 MARCH 2020, THERE ARE 68 TOUR OPERATORS SELLING ST HELENA, AN INCREASE OF 11 FROM 2018/19.

GEOGRAPHICAL LOCATIONS WHERE ST HELENA IS SOLD BY TOUR OPERATORS 2019/20



TOUR OPERATORS SELLING ST HELENA PRODUCT OFFERING 2019/20



Travel Trade Shows

St Helena Tourism had planned to attend 7 Travel Trade Shows, but due to the Coronavirus Pandemic ITB Berlin in Germany was cancelled.

Travel Trade Shows attended for 2019/2020:

Travel Show	Business Type	Consumer Type	No of Tour Operators Met	Total Visitors Engaged
We Are Africa, SA	X		51	53
Experience Africa, UK	X		36	38
Bird Fair, UK	X		27	436
Pure, Morocco	X		40	45
Top Resa, France		X	46	132
WTM, UK	X		58	400
Total			258	1104

Total Visitors is broken down further:
258 Tour Operators
123 Travel Trade/Media/Sellers
723 Others/Members of the Public

ST HELENA TOURISM

EVENTS

Sir Hudson Lowe Exhibition
Sir Hudson Lowe Exhibition was launched at Plantation House on Sunday 14th April 2019. The Exhibition has been organised by St. Helena Tourism, Napoleonic Heritage Ltd and the St Helena Museum. Lt. General Sir Hudson Lowe was the Governor of St Helena during the exile of Napoleon, and much of his historical reputation stems from his tumultuous relationship with Napoleon. The aim of the exhibition is to also shed light on his lesser known role in bringing an end to slavery on St Helena. The Exhibition was closed in August 2019 due to lack of visitors to the exhibition.

World Tourism Day
During September 2019 St Helena Tourism joined Destinations around the world to celebrate World Tourism Day. It is a unique opportunity to raise awareness on tourism's actual and potential contribution to sustainable development. This year's theme was '"Tourism and Jobs: A better Future for All"
Alongside the official celebrations of United Nations World Tourism Organization (UNWTO) in New Delhi, India, St Helena Tourism celebrated this event with an Open Day at the St Helena Tourist Office on Friday 27th September 2019. The open day aimed to focus on Jobs in the Tourism Industry on St Helena, Local Product Development and upcoming events, including Napoleonic Bicentenary 2021.

Festival of Running
The Festival of Running hosted by National Sports Association St Helena (NSASH), New Horizons and St Helena Tourism took place from 2 – 9 November 2019. Collectively 164 participants took part which is broken down as the following:
54 participants took part in the 3km (New record of Participants)
38 participants took part in the 10km (New record of Participants)
8 participants took part in the 21km (including a young boy aged 12 who brave this event and came in 5th position)
4 participants took part in the 42km
42 participants took part in the Jacobs Ladder Challenge
18 participants took part in the trail Run
Triathlon was cancelled due to the island experiencing heavy winds which cause unfavourable sea conditions and we took into account the safety of the swimmers.

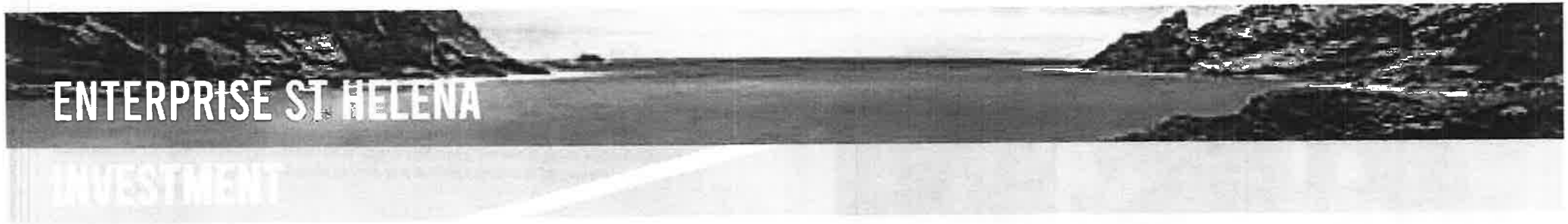
Yachting Season
Yachting Season was busy for St Helena with the arrival of the World ARC Rally 2020 with 16 yachts and a total of 45 visitors

Whaleshark Festival
Over 500 people attended the Whale Shark Festival that was held on Friday, 20 February 2020. It was organised by the Blue Marine Team from the St Helena National Trust and St Helena Tourism worked in collaboration with them by providing sponsorship to enable the event to be a success.

Cruise Ship
St Helena received 4 cruise ships during 2019/2020. The cruise ships capacity was:

MV Pacific Princess 609 passengers and 379 crew
MV Albatros 375 passengers and 339 crew
MV Boudicca 552 passengers and 375 crew
MV Artania 923 passengers and 515 crew

Other ships that were scheduled to visit St Helena were MV Marco Polo, however due to an emergency onboard they had to divert and cancel their visit to St Helena. MV Astor was also cancelled due to the Corona virus pandemic.



Developing an Investment Product and Enabling Environment

With the island poised for enabling investment, Enterprise St Helena (ESH) embarked on several marketing campaigns during the year, to attract local and foreign investments to enable private sector growth.

Activities included the development and relaunch of the ESH website and launch of the Investment Prospectus 2019-2020. The Prospectus is a live digital document that allows for greater reach and the ability to capture live back-end data to aid monitoring and forward planning. Whilst conveying a snapshot of the local economy and its aspirations, the Prospectus harnessed incentives available and the investment opportunities promoted by the island's Sustainable Economic Development Plan (SEDP), and was received globally as an 'impressive' product.

With a product to take to market, ESH embarked on a series of global events with equitable and responsible travel, trade and investment opportunities as the areas of business. Working within a relatively small budget for a local and international marketing campaign, ESH was successful in delivering a number of events within various markets.

The objectives planned and achieved were:

- Raise awareness and deliver the island's key message: "St Helena is on a journey towards becoming a globally-connected green and blue Island destination with a vibrant tourism and digital-driven economy" (Investment Prospectus 2019-2020)
- Gain various industry insights
- Identify and establish meaningful relations and potential partners
- Explore travel, trade and investment opportunities reflective of the Sustainable Economic Development Plan (SEDP)
- Focus and additionally promote St Helena as a potential new Film and TV Location, the Napoleonic 2021 Commemoration opportunity, and exports.

Significant Challenges - 2019/20

- Investment readiness and implementing an enabling environment
- Increasing the appetite for investment
- Impacts of COVID-19
- Planning for 2020/21 during global uncertainties

Significant Challenges - 2020/21 envisaged

- Economic, Social, Political and Environmental impacts of COVID-19
- Maintaining an appetite for investment in a COVID-19 environment
- Economic downturn inflicted by COVID-19
- Constrained capacity and resources to respond and recovery from COVID-19 impact-factors

This years investment highlights..

The London 2019 programme saw ESH and island-delegates conducting business at the World Travel Market (WTM), featuring at the International Tourism & Investment Conference (ITIC) and Global Travel and Tourism Resilience Council - The Global Resilience Summit 2019 also engaging with the diaspora at the ESH Networking Event, and partnering the London launch of the St Helena Research Institute (SHRI). A number of business-to-business meetings were facilitated and included the progress towards a Host Country Agreement with the Commonwealth Telecommunications Organisation (CTO) to commit to a Digital Forum in St Helena for 2020, and a Silver Membership with the British Chamber of Business in Southern Africa (BritCham).

As a result, 150+ contacts were made in the travel, trade and investment arenas, three direct expressions of interest from potential investors were received for the services, agriculture and other sectors. Two successful Live Streams from WTM reached a global audience, plus two interviews by the BBC which will aid future exposure. Throughout, St Helena increased its positioning with local, regional and global leaders, institutions and markets.

Investment stats 2019 / 2020

- Website visits/views: 19,000+
- Investment Prospectus downloads: 216
- Investment Prospectus hard copy and USB distributions 77 +
- 34 enquiries; 15 serious
- 14 proposals received
- 5 investors approved
  - Local: 4
  - Foreign: 1
  - Sector/Industry
  - Agriculture: 1
  - Services: 1
  - Tourism and/or Hospitality: 3
- 1 SHG Strategic Asset committed
- £1,109,756 initial investments committed

Prior to the launch of the Prospectus, ESH undertook a familiarisation trip to South Africa to enhance St Helena's position. During a time of shifting landscapes in South Africa, ESH was proactive in finding out and positioning St Helena with 16 institutions (government, non-government and commercial) within 6 days, some of which included subsidiary organisations.

PUBLICATION FEATURES
27

JOURNALIST VISIT
10

FACEBOOK LIKES
22,905

TARGET MARKETS

1. UNITED KINGDOM
2. SOUTH AFRICA
3. UNITED STATES
4. EUROPE
5. CANADA

TOURISM WEBSITE VIEWS
301,599

WEBSITE VISITS TOP 10 COUNTRIES

1. UNITED KINGDOM
2. UNITED STATES
3. SOUTH AFRICA
4. CANADA
5. AUSTRALIA
6. GERMANY
7. NETHERLANDS
8. ST HELENA
9. FRANCE
10. SWEDEN

SUPPORTED BY AWARD WINNING PR AGENCY

FEATURED IN INTERNATIONAL MEDIA
121

CO-OP MARKETING CAMPAIGNS
3

TWITTER FOLLOWERS
3308

TOP FACEBOOK VISITORS

1. SOUTH AFRICA
2. UNITED KINGDOM
3. UNITED STATES

FACEBOOK REACH
237,153

TWITTER VIEWS / REACH
102,5900

International Media

St Helena has been promoted in 27 travel related publications. Promotion via these publications includes digital (website, newsletter or Social Media) and print advertising. The target geographical markets for this period were: UK, South Africa, USA, Europe and Canada.

The organisation sponsored 10 Journalist visits during this period, including major UK historian Dan Snow and his crew. The journalists visiting the island wrote articles for publications in the USA, UK, China, Italy and France for publications such as the Evening Stanard, Daily Mail, BBC World Service Online, and GEO-Leading French publication.

St Helena has appeared in the international media over 121 times for this period. There has been much positive news about the island that helped to generate the desired interest.

PR agency and working partners

During 2019/2020 St Helena had the support of two (2) PR Agencies, one in the UK and another in France. The UK PR Agency continue to be the Brighter Group. They continued to issue press releases and pitches to the UK media and market, with 9 press releases being issued generating 24 pieces of media coverage with a cumulative circulation of 529,522,325 and an estimated advertising value of £85,275,932

With 2021 being the year of Napoleons Bicentenary it was deemed necessary to recruit a PR Agency to support St Helena in more effectively reaching the French market for this significant occasion in the islands history. The Agency was only recruited in October 2019 and was able to issue 1 press release during 2019/20 which generated 18 pieces of media coverage with a circulation is 324,175,757 and an estimated advertising value of £14,818.30.
Both agencies also supported with the recruitment of suitable journalists to visit the island.

Digital Marketing

St Helena's digital presence has steadily increased with locally generated content to ensure it is current and relevant to what happening on St Helena. The infographic on the left reflects the interest in our digital platforms which include social media and the St Helena Tourism website. All of the Tourism social media platform have seen steady increase in followers during the year.

THE BRIGHTER GROUP

FINN PARTNERS

EXPRESSION

ENTERPRISE ST HELENA

BUSINESS HIGHLIGHTS

TOTAL VALUE FINANCIAL SUPPORT APPROVED
£119,147.78

15 SMALL MEDIUM ENTERPRISE GRANTS APPROVED

TOTAL VALUE APPROVED SME GRANTS
£33,743.80

TOTAL VALUE APPROVED VIA ECONOMIC DEVELOPMENT FUND
£33,486.38

BUSINESS START-UP EXPANSIONS
12

SMALL PRODUCER GRANTS APPROVED
16

358

BUSINESS ENGAGEMENTS

BUSINESSES REGISTERED WITH THE TOURIST OFFICE

EATERIES = 17
ACCOMMODATION = 34
CAR HIRE = 6
TAXIS = 12
TOUR GUIDES = 26
DMC = 7
(DESTINATION MANAGEMENT COMPANIES)

TOTAL VALUE APPROVED SOCIAL ENTERPRISE GRANTS - £11,643