



**St Helena
Government**

**ENTERPRISE ST HELENA
ANNUAL REPORT
2017 - 2018**



Enterprise St Helena Annual Report 2017-2018

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Enabling Tourism and Economic Growth



St Helena
Hospitality Up-Skilling



Annual Report 2017-2018

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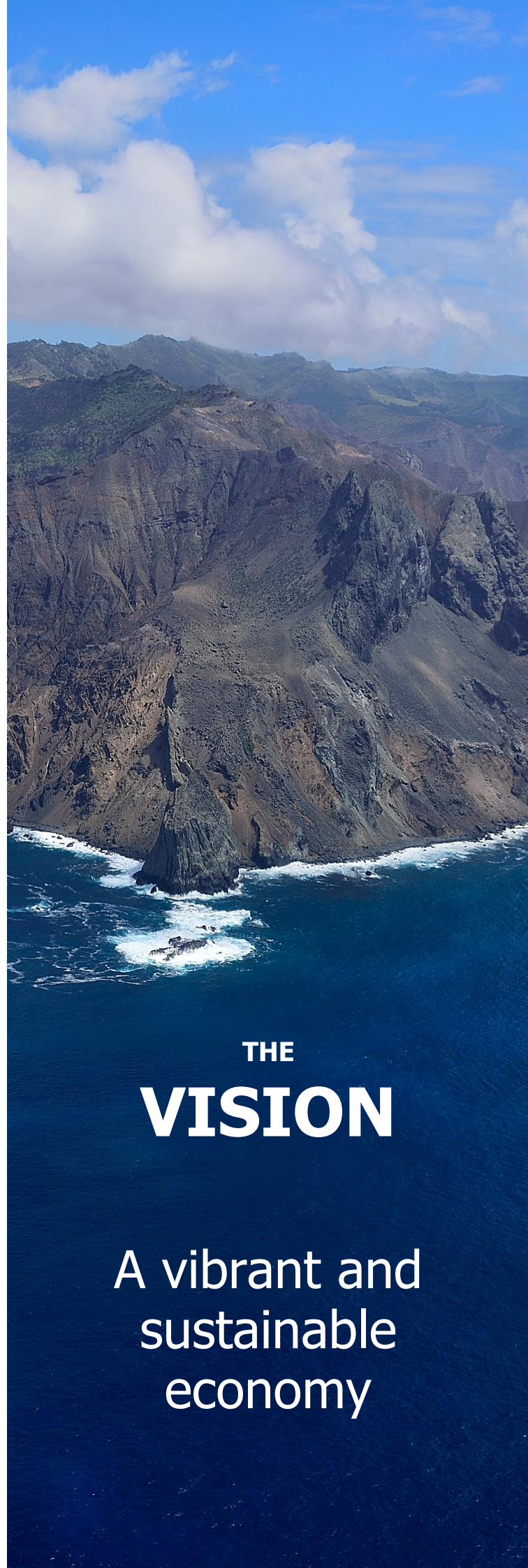
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THE VISION

A vibrant and
sustainable
economy



Executive Summary

Board Members:

Hon. Lawson Henry
Dr Niall O'Keeffe
Nicholas Yon
Martin T. Joshua
Dr Corinda Essex
Giselle Richards

Subcommittee Members:

Finance, Audit & Governance

Nicholas Yon
Dr Niall O'Keeffe
Desmond Wade
Joan Peters
Priscilla Joshua

Business Development

Martin T Joshua
Darren Duncan
Hon. Wilson Duncan
Wendy Benjamin
Aaron Legg
Isabel Wingfield

Tourism

Giselle Richards
Dorothy Peters
Vince Thompson
Hon. Brian Isaac
Elizabeth Clingham
Michel Martineau

Project Management

Anthony M Thomas
Barry Hubbard
Alfreda Yon
Stedson Francis
Clint Beard

Established as a statutory body at arm's length from the St Helena Government (SHG), Enterprise St Helena (ESH) is responsible for the economic development of St Helena Island, and is the lead body responsible for promoting and enabling private sector development, particularly tourism. Following unforeseen delays, commercial scheduled air services to St Helena commenced on 14th October 2017 and has been operational for less than six months.

In partnership with the Department for International Development (DFID) and SHG, ESH strategically strives to reach out and offer support, whether advisory or financial, to the various sectors on the island and continue to increase promotion of St Helena as a Tourism and Investment opportunity. The operating environment is still challenging, but there is positive momentum and a strong foundation to build on. ESH are working together with their partners to develop St Helena as a destination, build confidence in the market and attract much needed investment for the benefit of St Helena.

During the first year, Phase II of the DFID Project (2017-2020), ESH delivered crucial outcomes which demonstrate the improvement made and the ultimate impact on economic development resulting in the Annual Review Performance score 'A'. Significant activities and achievements can be highlighted over the past year from St Helena's first international Conference hosted in partnership with the South Atlantic Environmental Research Institute (SAERI) and Georgia Aquarium to the opening of the Longwood Enterprise Park providing an agricultural pack house and storage facility operated by a local producer and business units for a further 4 local entities.

The Sustainable Economic Development Plan (SEDP) 2018-2028 will provide future direction for the organisation. The vision of the SEDP is to achieve development which is economically, environmentally and socially sustainable by increasing standards of living and quality of life; not relying on aid payments from the UK in the longer term; whilst affording to maintain the island's infrastructure; achieve more money coming into St Helena than going out and sustain and improve St Helena's natural resources for this generation and the next.

The journey to fulfilling the SEDP and achieving a prosperous future for all is both filled with opportunity and great challenge. It is a challenge that must be met with vigour by all of the community. It is a challenge that can be overcome by working together in true partnership. This Annual Report 2017/18 has capitalized on the progress of all stakeholders in working together, moving towards an inclusive and sustainable future.

Chairman's Letter

Hon. Lawson Henry

During the year under review a contract between Saint Helena Government (SHG) and Airlink for a Commercial Airservice was signed and on the 14th October we saw the first commercial flight to the island. This has taken the time for travel to and from the island to another level.

There remains some critical challenges to overcome in particular in regards to the low number of tourists, and whilst we are still in the very early stages of air access - early indications from the market is that the fares are pitched too high and there is a need for tourists and other users to access the island from additional points of origin. We are hopeful that these issues will be taken into account in the contract review which is due shortly. The approval of the second flight later in the year and Companion fare rates during the low season is very much welcomed and I would like to thank both our partners in SHG and the Department for International Development (DfID) for their approval of these measures.

There have been other challenges too as we transit from sea access to air access, the low tourist numbers have severely impacted on the accommodation/hospitality sector. The economic outlook remains challenging with rising costs which has been felt by the whole community.

One of the highlights for the year under review was the first St Helena conference hosted in partnership with the South Atlantic Environmental Research Institute (SAERI) and Georgia Aquarium with both local and international speakers.

In addition to the many businesses ESH supported we saw the opening of the Longwood Enterprise Park providing an agricultural Pack House and storage facility for the community operated by a local producer. The newly expanded building also provides business units for a further 4 local entities.

Developing our economy based on tourism will take a number of years and ESH has a key role to play in shaping the future of this industry. Looking forward we will be working in collaboration with key stakeholders by marketing St Helena as a destination that is a "must to visit". This will be underpin by developing an Investment strategy and Investor Prospectus in collaboration with SHG.

Key to this will be the role ESH has in fulfilling the key actions in the Sustainable Economic Development Plan (SEDP) ESH will therefore continue to focus on the key sectors, Farming and Fishing.

There is still much to do in particular with the development of the island's enabling infrastructure if we are to reap the full benefits of air access. ESH is grateful for the support we have received from our partners SHG and DfID and we look forward to their continued support as we strive to build a better future for St Helena and all her people.

I am very grateful for the support from my fellow board members and I have received from the staff at ESH who I congratulate on another successful year. Whilst we still have many challenges to overcome in the years ahead, let us all pause for a moment and celebrate our successes. I look forward to working in collaboration with our partners and all stakeholders as we play our part in shaping St Helena's future. Finally, on behalf of the ESH Board of Directors and all ESH Staff I would like to take this opportunity of paying tribute to Dr Niall O'Keeffe outgoing Chief Executive for Economic Development (CEED) for his contribution to the economic development of St Helena over the last four years and wish him and his family well for the future. I would also like to welcome our new CEED Dr Dawn Cranswick, we wish her well in her new role and look forward to working with her as we continue to shape St Helena's future.



Hon. Lawson Henry
Chairman

"Whilst we still have many challenges to overcome in the years ahead, let us all pause for a moment and celebrate our successes."



Enterprise St Helena at a Glance

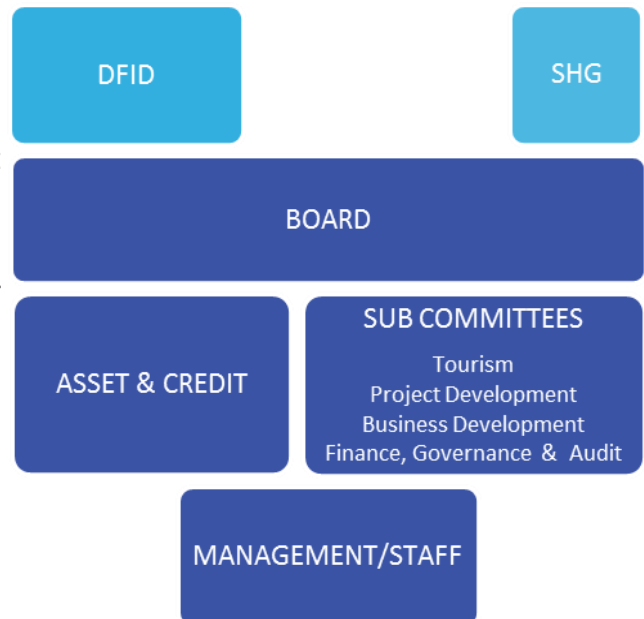
The Current Position

Enterprise St Helena (ESH) was established in 2012 by ordinance to deliver St Helena Government's (SHG) economic policy as set out in the Sustainable Economic Development Plan (SEDP, 2012). The SEDP has been updated and as set out in the 2018 -2028 SEDP Tourism still offers the most likely route to economic self-sufficiency although also widening the focus to other sectors.

ESH has made good progress in supporting tourism and businesses in what is a very challenging environment. Economic development in the island is predicated on growing numbers of tourists. The unexpected delays in flights starting has not just delayed the predicted benefits from tourism, it has also lead to current financial challenges for some businesses that had invested in the expectation of increasing visitor numbers, and has complicated the marketing of the island to international tour operators.

Despite this, ESH continues to support businesses and investors making use of the full range of tools available to an enterprise development agency

ESH is funded by the Government of St Helena and the United Kingdom (UK) Department for International Development (DFID).



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 four advisory Sub-Committees to the Enterprise St Helena Board of Directors;

- Project Development
- 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 Business Cases presented to the organisation.

Key Objectives

ESH has commenced Phase II of the new project programme relating to the following four objectives:

1. Protect St Helena's future whilst acknowledging the important aspects of its past, through inclusive and sustainable ethical economic development.
2. Encourage private sector, social enterprise and community development and growth, including through innovation and the sustainable economic use and reuse of island resources.
3. Promote investment opportunities and support on-island and inward investors.
4. Make and market St Helena as a desirable, value-driven destination, through targeting niche visitors, tour operators and new markets.

To meet key areas of activity, ESH includes the St Helena Hospitality Up-skilling Initiative and St Helena Tourism to promote the tourism industry and up-skilling of people working in this crucial sector.

Managing Risk

Effective management of risks and opportunities is essential to the delivery of ESH's strategic objectives, achievement of sustainable stakeholder value, protection of its reputation and meeting the requirements of good corporate governance. Our approach is aimed at the early identification of key risks, mitigating the effect of those risks before they occur and dealing with them effectively if they crystallise.

Supported by strong Governance Processes

Operational Framework

Our Corporate Governance Guidance sets out how our business is done across ESH. It is based on principles of good governance, and detail the organisations 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, compliant with the Enterprise St Helena Ordinance (CAP 166) and all legal and regulatory requirements.

We have Excellence in Economic Development status meeting our overall objective aligned to the Institute of Economic Development (IED) standard, which enabled the development of our people, projects and processes, and facilitates the exchange of best practice and enabling benchmarking over time. The IED is the leading professional body in the United Kingdom representing economic development and regeneration practitioners.

Providing Services to the business community

Financial

Grants

SME (Legal & Technical support and Development Projects)
Social Enterprise
Capital Investment (Tourism & Hospitality)
Skills Development

Loans

Youth Loan
Business Development
Working Capital
Skills Development

Equity Finance

(Risk Capital)

Non-Financial

Promotion

Of local produce & businesses/ investment opportunities including organising itineraries, 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 a booking service & 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 non-regulated and/or in-house courses. At least 8 members of staff are currently studying toward a professional qualification and 2 members of staff have achieved their qualification throughout the year. As part of their ongoing training and development, staff also attend Travel Shows. During the year a total of 7 members of staff attended the various travel shows internationally.

As of 31st March 2018, staff headcount at Enterprise St Helena was 29, consisting of 25 permanent locally appointed staff, 2 fixed term contractors and 2 TC members of staff.

Staff turnover during the above period was 14% however taking into account 2 of the above left due to contract expiry, staff turnover was 7%, below the average turnover of 15%.

Enabled by our Resources



We:

- ⇒ have a talented and diverse workforce the majority of which are St Helenian
- ⇒ invest in education and training and the continuous professional development of our existing workforce
- ⇒ have 29 Full-time employees, both local & international.



We:

- ⇒ receive budgets from DFID and SHG which fund our project and recurrent (operational) costs respectively
- ⇒ Funding for the year, SHG - £1085,000 and DFID £1676,000



We:

- ⇒ have two main office buildings, ESH head office located at Ladder Hill, the Tourist Office in Jamestown and also an office space at the airport
- ⇒ have international presence via a UK based officer
- ⇒ have neighbouring representatives on Ascension and the Falkland Islands

Chief Executive Review

Dr Niall O’Keeffe

At Enterprise St Helena we continue to challenge ourselves around how best we can support St Helena. There are many good examples of our work outlined in this publication and evidence of our positive impact on the lives of individuals, families, and businesses. We strive for holistic sustainable economic development which can only be deemed successful when the quality of life has been enhanced for all in our community.

Despite the uncertainty surrounding the commencement of air services, together with labour market challenges, businesses have continued to operate against the odds. We continue to support and encourage businesses in all sectors to offer a range of products and services that will enhance our tourism offering but to also help sustain the economy. We did so in the past year via a business engagement programme which included over 400 businesses met and consulted with; 114 existing businesses and 41 potential new-business start-ups were advised and supported and advice was provided to 113 non-financially supported clients.

Commercial flights commenced on 14th October 2017 which greatly reduced travel time to St Helena and it is anticipated that the commencement of a second flight to the island will stimulate the arrival of an increased number of tourists. A solution to the aero-political issues is crucial to allow tourists to access the island from additional points of origin, to greatly increase the flight options from Northern Europe and elsewhere. The operating environment is still challenging, though ESH has laid a strong foundation for growth. We are working together with our partners to develop St Helena as a destination, build confidence in the market and attract much needed investment. We are ensuring that the island is in the best possible position to take advantage of the growth opportunities that air access presents, and in the long term, reducing the need for continuing financial assistance from the UK. The use of data will be critical to inform decision making in the years ahead.

Over my four years, both working with the team at ESH and being a part of the St Helena community, I have been impressed by the spirit, determination and capabilities of St Helenians in the face of adversity, the community has embraced the challenges and I am sure they will endure and reap benefits from the growth of tourism in all sectors of the economy. While the development of an economy based on sustainable tourism will take a number of years, the next few months will be critical in shaping the future of the industry. Only by working together, pooling from our collective strength, and developing new and innovative ways to solve issues, and forge new partnerships, can we overcome the challenges, and opportunities, that we have before us. St Helena’s future will require an intensified collaboration of all, all organisations, all people, for us to successfully deliver on the promise of fulfilling transformative Sustainable Economic Development.

ESH looks to the community to participate; take advantage of change, and to utilise the resources at ESH for the betterment and benefit of all on St Helena.

Dr Niall O’Keeffe
Chief Executive

“ We strive for holistic sustainable economic development which can only be deemed successful when the quality of life has been enhanced for all in our community. ”



Performance, Outcomes & Impact

Results of Key Performance Indicators





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	RAG YTD	Actual YTD
Total annual SHG revenue collected from private sector sources (£).	£12.165m		
Average (median) employee income from employment (£).	£8,576		
Number of tourists arriving at St Helena by (i) International Airport (units) and (ii) by sea; (Note: leisure, business and VFR only - excludes returners, transit)	850/4,768		1,470
Increase in number of ESH-supported businesses registered with SHG Tax Office	8		59

ESH Objective	DFID PROJECT AREA	KEY PERFORMANCE INDICATOR (DFID LOG FRAME INDICATORS in GREEN)	Target	RAG YTD	Actual YTD	
Encourage private sector, social enterprise and community development and growth, including through innovation and the sustainable economic use and re-use of island resources.	Increased growth and sustainability in the tourism sector	Increase in number of Tourism businesses on island, specifying those supported by ESH.	3		13	
		Number of Tourism businesses previously supported which are still operating after 3 years, and have expanded in size and offering, demonstrating; consolidation & diversification.	34 / 18		25	
		Improved quality of hire transport (size of fleet achieving agreed standards)	5		5	
		Improved collaboration across the sector re bodies (initiatives to) Number of collaborations	2		2	
	Improved skills and technology in accommodation and related service sectors, and on-island standards raised in the tourism sector (as registered with the tourism office)	Developing business advisory sector	2		2	
		Improvements to range, quality and quantity of agricultural production	1		1	
		Tourism product initiatives supported	2		1	
		No. of businesses with skills and standards improved	10		21	
		Increase in the number of Tourism Businesses marketing themselves or accepting bookings online through their own website of platforms such as AirBnB.	10		0	
		Increase in individuals trained effectively.	55		97	
	Promote investment opportunities and support on -islands and inward investors	Increased business activity as a result of ESH grants	Increase in number of ESH-supported businesses in all sectors receiving micro-grants and capital investment grants.	20		37
Increase in employment of ESH-supported businesses in all sectors receiving ESH micro-grants, measured annually.			4		4	
% Change in employment for all businesses receiving grants and measured annually.			10		0	
Increase in skilled individuals.			3		1	
Investment climate improved through public sector advocacy and public-private dialogue, including business and market information		Number of public policy reforms enabling environment/investment climate for private sector development facilitated by ESH.	1		1	
		Number of ESH internal policy reforms/changes in favour of private sector development.	2		4	
		Number of information events on business opportunities and challenges, including recording feedback and actions for ESH, facilitated and organised by ESH.	4		5	
Make and market St Helena as a desirable, value-driven destination, through targeting niche visitors, tour operators and new markets		Increase size of private sector on St Helena	Increase in number of local, diaspora and foreign private sector investors in all sectors organised and secured by ESH.	1		1
			Number of tour operators actively marketing and selling St Helena as a destination.	10		32
			Increase in total local, diaspora and foreign private sector investment in all sectors organised and secured by ESH.	£200K		£400
	Increase in number of SHG land and property transactions facilitated by ESH for private sector use.		1		1	

	Target met and exceeded
	Targets should be met
	Target could potentially not be met
	Target unlikely to be met



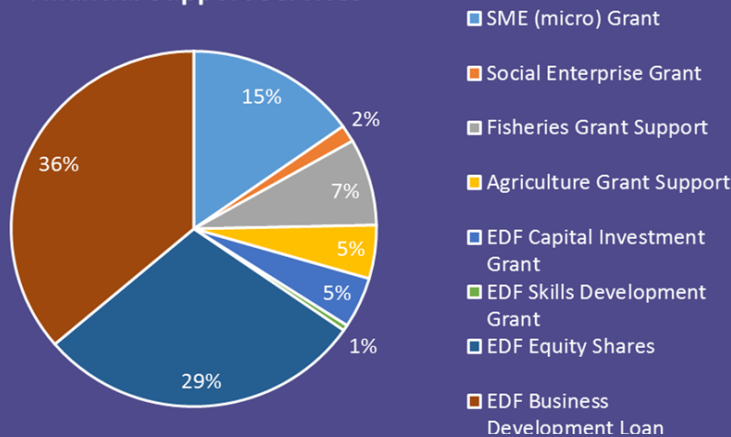
Financial Support Provided

Results of financial support

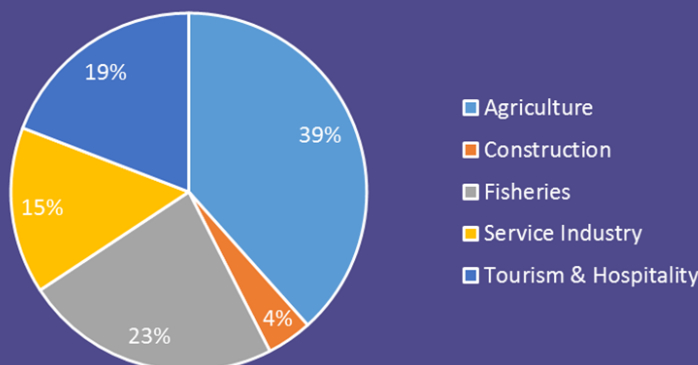
Financial Support Services	2015/16	2016/17	2017/18
SME (micro) Grant	£57,466.71	£106,229.87	£96,244.28
Social Enterprise Grant			£9,828.11
Fisheries Grant Support			£50,0000.00
Agriculture Grant Support	£118,322.18	£44,017.66	£30,756.19
EDF Capital Investment Grant	£24,135.73	£19,113.34	£29,318.49
EDF Skills Development Grant	£13,223.15	£6,829.00	£3,330.49
EDF Youth Start-up Loan	£2,000.00	£0	£0
EDF Equity Shares	£0	£0	£184,000.00
EDF Business Development Loan	£128,300.00	£91,523.05	£229,342.38
Total provision of Financial support:	£343,447.77	£267,712.92	£632,819.94

Engagements with the business community	2015/16	2016/17	2017/18
Business Engagements	167	179	227

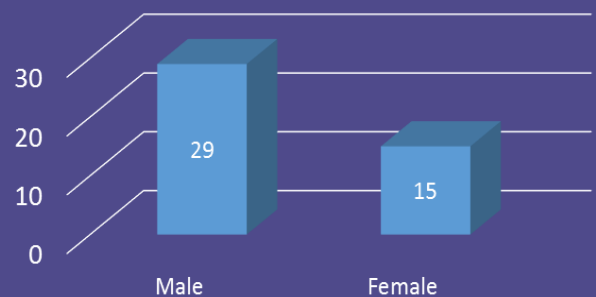
Financial Support Services



Number of Business-applications approved by Sector/Industry



Gender composition of Businesses benefitting from SME and Capital Investment Grants





Making a Difference

The difference made....

Larger, more profitable and sustainable local businesses particularly in key sectors

Fewer skills gaps and enhanced entrepreneurship

Better financed local businesses

St Helena better established as a tourist destination

Economic development supported with increased investment levels

Island fisheries providing sustainable livelihoods and growth opportunities

Significant Achievements, Activities & Events

St Helena Conference 2018

The first St Helena Conference was held 28 January to 08 February 2018. This was hosted by the South Atlantic Environmental Research Institute (SAERI), Georgia Aquarium, and Enterprise St Helena with Sure providing sponsorship.

For St Helena's first conference, there was a total of 39 speakers with 21 being international speakers, including 3 skype presentations, 18 local speakers including 6 Prince Andrew School students. The conference was well attended by 270 people of which 59 were international participants and 211 were local.

The theme of the conference was Diverse Island Environments. Speakers produced thought provoking presentations covering anthropology of St Helena, natural environment, species research, renewable energies, recycling and island sustainability.

At the closing of the event, the concept of MICE tourism was introduced to St Helena (Meetings, Incentives, Conferences and Events), where the conference was so successful, St Helena has seen the possibility of hosting future conferences.



2018 Diverse Island Environments



RMS Farewell 2018

A programme of events was organised on island from 06 to 10 February 2018 to commemorate the life of the RMS. The events ranged from a thanksgiving service, open day on the RMS, a celebration day at the seaside and a special farewell ceremony on the RMS's departure from St Helena.



Proving and Inaugural Flight by SA Airlink

On the 21 and 22 August 2017, Airlink carried out a 'proving' flight to St Helena using an Embraer 190. The visit allowed Airlink and SHG including St Helena Tourism to carry out air contractual meetings, marketing and tour operator discussions as well as allowing St Helena to present what it has to offer as a destination to its new airline service.

On 14 October 2017 Airlink carried out its inaugural flight to St Helena with the operating air service schedule being effective thereafter. The inaugural flight carried media and tour operators from both UK and South Africa to experience the first scheduled landing at St Helena's airport including St Helena's product.



Tourism Roadshow

With St Helena's air schedule underway, St Helena was able to host a delegation of local officials on a road trip to London for the World Travel Market and networking reception at Westminster, Paris for connecting Napoleon to St Helena and Cape Town for a symposium that presented St Helena as a destination with air service. This roadshow allowed St Helena to showcase we are now able to offer tourism and investment through the platform of air travel.



International Sale of the St Helena Product

At 31 March 2018 St Helena has 32 tour operators selling its product to the international travel trade. The tour operators cater for the following geographical markets:

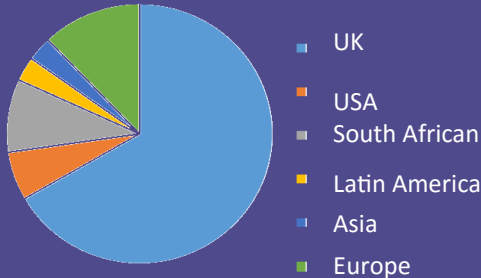


Tour Operators Selling St Helena



Destination Marketing

Geographical Advertising Distribution

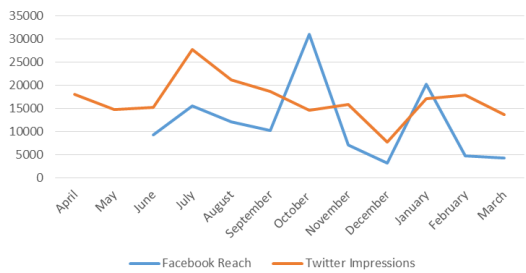


Social Media followers year end 2017/18

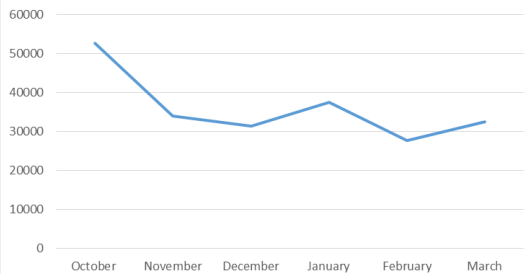
Facebook: 21360

Twitter: 2123

Social Media Impressions and Reach



Tourism Website



ESH has advertised St Helena in **31 travel related publications** from April 2017 to March 2018, promotion via these publications can include digital (website, newsletter or Social Media), and print advertising. The chart below indicates the geographical distribution of these publications.

The island played host to **22 Journalists since October 2017**, featuring some well respected names such as **Michael Binyon, Lyn Hughes, Mark Stratton** and **Richard Jones** to name a few.

St Helena has appeared in the **international media over 142 times** for this period. There has been much positive news about the island that can help to generate the desired interest, although there was some negative, much of this has now been counteracted. The island also appeared in 13 accolade lists, including **Conde Nest Traveller's Top 10 destinations for 2017** and **Wanderlust's Travel Hot List 2018**.

Members of the St Helena Tourism Team attended **7 travel and trade shows, including the World Travel Market and Destinations**, providing St Helena with the opportunity to meet with not only potential visitors, but and high profile journalists and international businesses interested in selling and promoting St Helena.

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. Opposite provides diagrams that show 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 of the year with numbers at the end of the year as list to the left.



Projects in Partnership

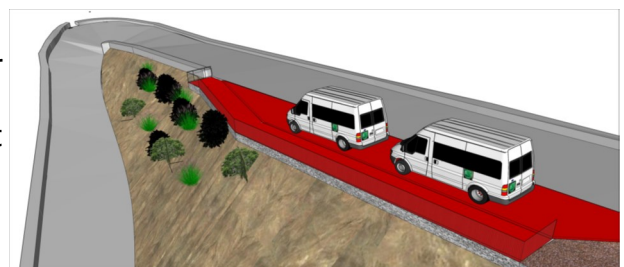
Longwood Enterprise Park (LEP) is based on the refurbishment and expansion of a former slaughterhouse and butchery facility, which stopped operating in 2006 and has not been used since. In January 2012, the building was identified by the Agriculture and Natural Resources Division of SHG as a potential site for the development of a processing and storage facility for arable produce servicing farmers and growers in the Longwood area. ESH has developed this concept further and, in addition to providing an agricultural pack house and storage facility operated by a local producer, the newly expanded building provides business units for a further 4 local entities.



Jamestown Main Street – Phase 2 Jamestown is the capital of St Helena and is an attraction within itself. We have observed the dangers of narrow pedestrian walkways and with the anticipation of, more vehicles, more pedestrians, more businesses and more activity in Jamestown, mitigation is needed. The smart appearance and effectiveness of work completed in the original Main Street Project would see the most used walkway areas having been enhanced. The benefits to this are improved safety for pedestrians and an easier passage way for pedestrians due to widening the pavements. Motorists will benefit from not having pedestrians absent minded stepping out into the road without warning. Drop curbs are also being installed to improve disabled access.

Jamestown itself would look more uniformed and will meet the future needs of the town's increasingly popular activities.

Button – Up Corner is a prime location to offer spectacular views within the vicinity of a public highway. The vista includes a visual frame encapsulating Heart Shaped Waterfall, High Knoll Fort, Briars, Jamestown and the Jamestown harbour.



Over the decades this has become an unofficial viewing area and the very first stop for cruise ship passengers. The risk of an accident in this location involving a member of the public is considered high because of the current unstable surface at the edge of the hillside which composes loose gravel, stones and soil. To mitigate risk and enhance this area, Enterprise St Helena, plans to delineate pedestrians from traffic with kerbs and pavement, with the inclusion of safety railings, creating a pedestrian viewing platform.

CONCEPT - Bottom Woods Sports Field Facility - The National Amateur Sporting Association of St Helena (NASAS) has been exploring options for the development of a new sporting ground facility on the island, noting the island's limited capacity in terms of Francis Plain being the only venue and how this impacts on both conflicting and growing demand.

The advent of air access opens the island to the possibility of not only increased sporting activity, but also the possibility of the island being considered as a venue for inter-island related sporting events; at the present time, however, the island does not have adequate sporting facilities of an appropriate (internationally approved) standard to offer. Were the island be in a position to offer such facilities, in at least a limited manner, there is also the potential of attracting funding support from international sports governing bodies, such as FIFA in respect of developing football, noting that other British Overseas Territories such as Montserrat have already been successful in obtaining such funding.

Challenges to Economic Development



The financial year 2016/17 was not without its challenges which continue to impact on sustainable economic growth. The most significant challenge was the deferral of air access and the continued reliance on the lengthy sea voyage, however further challenges in relation to achieving business development, attracting investment (both local and international) and promoting tourism are:



⇒ Easing access to land and buildings

In keeping with the spirit of the Framework Agreement between SHG and ESH, the bodies will work together to identify potential assets and sites which can be best used as vehicles for economic growth. This will help address barriers to securing sites by ensuring appropriate resources to speed up property transactions.



⇒ Costly internet and telecommunications

Executive Council has endorsed a proposal to pursue a sub-sea fibre optic cable from the EDF 11 funding.

⇒ Creating a business enabling environment

Ensuring that local policies are business friendly and that all parties involved in the process adopt a 'business enabling' culture. With appropriate resources this will ensure that promotional efforts are not undermined by the creation of subsidiary policy/process constraints, delays in processing applications, or 'mixed' messaging.



⇒ Making St Helena a good place to invest

Ensuring that the right incentives are in place to enable investment in a sustainable manner for the betterment of St Helena and that these are delivered in a joined up manner. Funding support (grants, loans, and risk capital) has been reviewed during the year to encourage holistic business growth and greater entrepreneurship.



⇒ Labour supply

Current high levels of employment will become a factor effecting future investment decisions.

2018



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 Mobile 62938
 EMAIL:
 Nickkaiser1967@yahoo

Partners in Development

Kaiser's Growers

Written by Nicholas Stevens

Over the years I have gained substantial offshore knowledge and experience in growing salad crops using hydroponics, Nutrient Film Technique (NFT) System along with experience in arable farming which is why I wished to utilise my expertise in a new business here in St Helena. I wanted to grow a selection of high quality and quantity fresh produce with a focus on organic, environmental sustainability and diversity. Targeting specific produce which are to the most part imported. I believe that because my product will be grown on island I will be able to provide the standard of produce which the community and emerging tourism and hospitality establishments desire.

My vision is aligned with the National Agriculture Policy in several ways; from the implementation of modern technology in the forms of hydroponics growing system, to supporting others in the industry to use enhanced growing techniques. Collectively, making a dramatic impact on the market place by reducing imports and expanding the local product range by providing a reliable, consistent supply of quality vegetables which remains cheaper than imported alternatives whilst aiming towards future self-sufficiency.

My intentions became a reality in early 2016 after being successful for a Public Private Partnership with Enterprise St Helena (ESH) and the Agricultural and Natural Resources Division (ANRD). This enabled the development of four polytunnels later in 2017 which is located on land at the ex ADA fields in Longwood. I constructed a hydroponic NFT system based on the model of the one that I previously worked on for 14 years. This enabled full control of the balanced nutrient solution and environmental conditions to produce various salad crops, fruit and vegetables. One of the biggest threats to crop here on the Island are pests so with the help from ANRD I have started a programme of using a more environmental friendly biological pest control by using live insects called Encarcia which is a great benefit in the fight against whitefly and a biological insecticide which will help to control other insect pests. This in turn will help reduce the need for use of chemical insecticides and guarantee a more healthy and sustainable harvest which can be difficult to manage in an unprotected environment.

In 2017 I turned to ESH for grant financial assistance for the procurement of a full NFT control system including nutrient dosing pumps that enabled me to have full control of nutrients that is being pumped around the Tunnels, also a backup 5000lt water tank, roofing iron to complete a storage shed and two inline water pumps that was use in the hydroponics irrigation system. Later in 2018 following a welcomed site visit from ESH, current challenges were discussed regarding the guarantee of the water pumps in the case of power outages, ESH again, financial assisted with a grant for a water pump controller and float switch which solved this issue. Another issue was raised concerning the over flow of the existing rain water tanks that resulted in the problem of flooding in my tunnels this was also assisted by ESH and ARND.

At present I have started a growing programme in which I have planted three tunnels with crops, these consists of four various kinds of Lettuces, Tomatoes and Cucumbers, my aim also includes other crops including Herbs, Courgettes, and Sweet peppers. I have since started harvesting cucumbers and lettuces which I now have been selling to a few small catering business outlets and some shops around the island. The main challenges that I face now is trying to tap into the local markets and get a feel for prices that would be affordable.

I hope that my venture into a partnership with ANRD and ESH will encourage others to take that same step that I took and make their dream of owning a business and benefiting the island a reality.



TOTAL VALUE FINANCIAL SUPPORT APPROVED £418,669

38 SMALL MEDIUM ENTERPRISE
GRANTS APPROVED

TOTAL VALUE APPROVED SME GRANTS
£ 1 0 3 , 3 0 4

TOTAL VALUE APPROVED VIA
ECONOMIC DEVELOPMENT FUND
£ 2 7 1 , 1 1 1

227

**BUSINESS
ENGAGEMENTS**

23 BUSINESS START-UPS/EXPANSIONS

6,324

TOURIST VISITOR ARRIVALS

**BUSINESSES REGISTERED
WITH THE TOURIST OFFICE:**

EATERIES = 5

ACCOMMODATION = 5

CAR HIRE = 1

TAXIS = 6

**DESTINATION MANAGEMENT
COMPANIES = 3**

TOURS = 2

**APPROVED SKILLS
DEVELOPMENT GRANTS = 1**

**APPROVED TOURISM /
HOSPITALITY CAPITAL**

**22 ACCOMMODATION
ASSESSMENTS**

**MONTHLY AVERAGE
VISITOR ENQUIRIES 1545**

**13 NEW TOURISM
BUSINESSES
SUPPORTED**