

# The St Helena Ambassador

... An Extraordinary Place on a Path to Prosperity

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## UK Training For Communications Officer



Kimberley Yon-Roberts

Returning on 6 April 2015 from her six-week training programme attached to UK Government and other press offices, was Public Relations Officer Kimberley Yon-Roberts.

Kimberley's exposure visit was sponsored by the Queens Diamond Jubilee Fund, allowing those living and working in Commonwealth territories to gain opportunities to develop skills and maximise their potential-by interchange with UK organisations.

During her time in the UK Kimberley was attached to the communications offices of the charity Sustrans, Keene Communications PR agency, Sussex Police, the FCO and St Helena UK Government Office. She also undertook a week's Masterclass video training course at Certitec - an Adobe-authorized training organisation, where she successfully completed her advanced exam. Kimberley experienced a broad variety of media work, ranging from proactive work at a leading UK charity to sensitive press work at Sussex Police Force. She worked on campaigns organising and advertising local and national charity events, conducted market research on potential bloggers, worked on news desks and attended workshops on social media and crisis management. The weeks' video training course at Certitec focused on colour correction, advanced effects, multicam projects, Adobe encoding, Encore and integration with Photoshop.

Kimberley said of her videoing training: *'Being in a classroom with successful software developers, marketing managers and British Film Institute filmmakers was intimidating at first, but we all got along and learned from each other.'*

*'Editing is often done under tight time constraints, and the course taught me how to speed up my work and understand the more complex tools on an extensive editing software package which changes constantly in response to user demands and technology upgrades.'*

Her placement at Sussex Police headquarters gave Kimberley hands-on experience in a large team working to provide strategic media advice and tactical support to help prevent and solve crime, build public confidence and enhance the reputation of British Police. She was placed in all three sections of the Corporate Communications team - Media Relations, Account Management and Production and Development. She monitored social media, attended Gold Group meetings, responded to media enquires, assisted in photographic shoots, took a crash course in interview lighting and met with police traffic response units to discuss their use of social media when dealing with road traffic accidents.



Kimberley added: *"The most frightening but thrilling time at Sussex Police was being placed on the 'call desk', where international newspapers called through every few minutes, with the team searching through several databases to recover relevant information in 'live' time. It placed me in an environment where I had to deal with several journalists at one time, juggling their deadlines, focusing on time management and logging calls.*

*"As the Airport on St Helena draws nearer, I feel it was a valuable experience in seeing how to meet the urgent demands of international media."*

## Opportunities Fair

On Friday 27 March 2015 an Opportunities Fair was showcased by Enterprise St Helena (ESH) in the Castle Gardens in Jamestown. Starting at 3pm, the fair gave people the chance to view displays and hear talks illustrating training and education opportunities, including various initiatives for private enterprises. The event also advertised available careers and vacancies currently on offer on the Island.

The Opportunities Fair was opened by Governor Capes and Director of ESH Niall O'Keeffe, who both spoke about recent developments on the Island.



**Governor Capes**

On a day that Governor Capes described as 'Good News Friday', he announced a contract worth £2.8 million for the refurbishment of the Jamestown General Hospital to greatly enhance the Island's medical care, and confirmed that Comair will provide the Air Service to St Helena. The public was encouraged to take a look around at the displays and pick up pamphlets describing career opportunities and training available. Governor Capes also announced that the Mantis Collection (luxury hotel group) had been selected as the preferred bidder to manage the new hotel being developed in Main Street, Lower Jamestown.

Governor Capes ended by saying: 'As we continue to steer St Helena towards new opportunities, to shape a prosperous

future for the benefit of all who live and work on the Island, we are indeed fortunate to have on-board two strong partners of the calibre of Mantis and Comair.' The Governor ended by commenting: 'By any reckoning, we have achieved a great deal in just a few years ... for such a small community, with limited resources, we can be proud of the progress made in such a short time.' Niall concluded: 'The event was a tremendous success both locally and Internationally. We had streams of people visit the pop-up career centre in the Castle Gardens, up until it closed, and have had quite a number of follow-up calls since the day itself. We are also busy fielding high level enquiries internationally, following our parallel event on the same day in Cape Town.'



**Opportunities Fair**



**Displays on show**

## American Musician Banning Eyre Visits Island

American musician and music Journalist Banning Eyre held a workshop on the evening of Thursday 2 April at the Museum in Jamestown, entitled 'A Guitar Tour of Africa.' Banning was very keen on meeting musicians on the Island to talk about the guitar and its many uses in Africa - and indeed on St Helena.

Banning is senior editor of Brooklyn-based public radio station and magazine [www.afropop.org](http://www.afropop.org) for Africa and has written about international music - especially African guitar styles - since 1988. He has travelled extensively in Africa, and through *Afropop Worldwide* has broadcast for over 20 years and promoted music and stories from Africa and the African diaspora.

Eyre has played guitar professionally since the mid '70s, working in genres as diverse as jazz, flamenco, dance-rock and reggae. He teaches African guitar styles both privately and in workshops at Tribal Sounds in New York, and has published (in 2002) an instructional book on African guitar called *Guitar Atlas: Africa*.

Seven St Helena musicians, and various onlookers, attended Banning's workshop.

Pamela Murray, Artistic Director of Creative St Helena, commented after the workshop: 'We were very impressed with this event. Banning spoke and demonstrated guitar styles from different African regions, and worked practically with our musicians to teach the different methods. It was a great opportunity for cultural exchange - Banning was equally delighted to meet our local musicians and learn about St Helenian musical culture.'



**Workshop Group**

## Saint Chosen For Jersey Artist Lock-In 2015

It was announced on 25 March 2015 by the Jersey Arts Trust that St Helenian Eira Stevens had been selected to be part of the Jersey Artists Lock-In at Elizabeth Castle, Jersey. Eira will represent St Helena in the workshop which will take place between 22 June and 2 July 2015.



*experience which will teach me independence.*

To help Eira with her travel expenses, the Art & Crafts Association will be holding a raffle and other fundraising events, and making a donation. The money raised will also help towards training on short UK art courses while Eira is away.

The Bank of St Helena has also agreed to support Eira, under its Community Projects Fund, as has Creative St Helena.

Eira would like to thank all her sponsors and donators who have helped in giving her this opportunity: *'By attending the workshop, I am sure I will gain more artistic skills and, of course, will meet new people. I hope to come away from Jersey with fresh artistic ideas and different thoughts on art in general. I also have the added bonus of being able to see some of my friends and family.'*

Cathy Hopkins, Chairperson of Art & Crafts commented: *'The Association is very pleased that Eira was selected and we are very happy for her. This is a wonderful opportunity.'* Eira will depart St Helena on 6 June and will return in early July 2015.



The programme has been developed by the Jersey Arts Trust to run alongside and complement the Island Games, which will also take place in Jersey this year. Twenty-four artists from twenty four islands were selected to come together, collaborate on ideas and projects, and encourage creativity. Participants will spend ten days at Elizabeth Castle and develop shared work around the theme of 'Islandness'. Individuals will work together to produce shared work that will be shown in public.

Before being chosen, Eira had to submit three pieces of artwork (pictured). Her first piece was called 'The Eyes of A Wolf' in pastel. Eira's second piece was 'A Free Spirit', in charcoal and watercolour. Finally, her third piece is 'Baby Owl' in pencil.

Alongside her art, Eira also completed a written form where she explained the reason for her interests in the Jersey Artists Lock-In.

Eira commented on how she felt on receiving the good news: *'I was so overwhelmed when I received the news, I felt so happy and excited for having this opportunity.'*

*'I wanted to show the Jersey Art Board my strengths in mixed media, so that is why I did varied pieces. I'm a bit nervous as this will be the first time for me to leave St Helena and travel on my own. But this will be a great*



## Busy Cruise Ship Season

St Helena has been very busy over the past month as cruise liners have been visiting the Island, bringing with them passengers enthusiastic to see the Island. Shuttle buses were laid on for tourists who wanted to view the Island's scenery and historic sites, such as Longwood House, Napoleon's Tomb and High Knoll Fort. Local businesses took the opportunity to set up stalls in Jamestown, attracting many tourists seeking a souvenir of their visit.

Of the most recent arrivals, the cruise ship

*MV Costa Neoriveria* was the first, calling at the Island on 23 March at 7am, with 821 passengers and 500 crew on board. She is an Italian cruise liner of 711 ft. This liner departed the Island at 5pm bound for Mindelo, Cape Verde, which is south-east of Dakar.



MV Costa Neoriveria

A week later, the *MSC Opera* arrived at 9am and berthed in James Bay along with the RMS. She had over 2000 passengers on board. It was a beautiful day for the

tourists who came ashore. Taxis were pre-booked by many



MSC Opera

passengers and Jacob's Ladder was yet again a major attraction for those visitors who took the challenge to climb the 699 steps. The *MSC Opera* departed St Helena the very same afternoon.



Tourists visiting stalls



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At 8am the following day (Thursday 2 April) *The World* arrived for three days at St Helena. She is the largest private residential ship



The World

ever, at 644 ft. Launched in 2000, *The World* travels around the globe continuously, transporting its residents to exotic ports and destinations. 61 residents and 267 crew were on board when she called at St Helena- and both residents and crew came ashore. *The World* represents a luxurious lifestyle, somewhere between a private yacht and an expensive home or hotel. The residents own their individual apartments and, collectively, own the entire ship.



Fabulous Fossils

On her third day *The World's* band, 'Fabulous Fossils', gave a musical performance at the Mule Yard in Jamestown. The band's live public performance was accompanied by the Island's own local musicians and the band *The Big Easy*. The performances were a hit, and the crowd cheered on as the concert lasted throughout the evening. *The World* departed St Helena at 10pm that evening.

Finally, on 9 April at 10.30am, the *MV Astor* arrived at the Island with 261 passengers and 274 crew on board.



MV Astor

So far, the Island will have harboured eight cruise ships in her waters this season, three of them having stayed at least two days. Tourists have had a terrific opportunity to see the Island's wonders, and there are still 3 more ships to visit St Helena this season.