

Volume 2

Strategic policies



Strategic policies

Responding to climate change

Climate change is probably the most significant challenge facing our society. The scientific evidence of climate change is overwhelming, and the global impacts of climate change will be severe. It is often seen as a long-term challenge, but the impacts are being experienced now, through unprecedented global trends and through more localised severe weather events. In recognition of the threat posed by climate change, the Government of Jersey declared a climate emergency in May 2019¹ and committed to bringing forward a plan for how Jersey could aim to become a carbon-neutral jurisdiction by 2030. The Carbon Neutral Strategy² was lodged and adopted by the States Assembly in February 2020.

Climate change will have a lasting impact on the lives of islanders, our natural environment and our biodiversity. It will also help define future economic progress and growth, as the cost of carbon pollution is expected to continue to rise and climate resilience becomes a more significant consideration in insurance and investment decisions. The Carbon Neutral Strategy (2020) recognises that our strongest moral and legal responsibility is to the future generations of islanders that will live in and look after Jersey, our children, and our children's children.

Decarbonising our society and economy is a complex task which will require a variety of routes, investments and policies over different timeframes. The Carbon Neutral Strategy sets out a people-powered process to develop a carbon neutral roadmap which will identify and set out the timing of interventions and policies that will enable Jersey to achieve carbon neutrality. This bridging Island Plan must confidently embrace this challenge and provide a new framework to plan for this future. It can directly help mitigate climate change by both reducing emissions, tackling the root cause of climate change; and promoting adaptation to withstand the impacts of our changing climate.

At present, a third of the island's emissions arise from road transport. Through the spatial strategy, the Island Plan can reduce the need to travel by private vehicle, increase the use of sustainable and active modes of transport, and minimise vulnerability to the impacts of climate change. The Island Plan will help secure radical reductions in carbon emissions through prioritising the use of public and sustainable forms of transport, including ultra-low emission vehicles.

More than a third of the island's emissions arise from energy use in buildings. The Island Plan can reduce this impact by requiring and supporting development which enables a reduction in energy consumption and whole life-cycle carbon impacts. Development must demonstrate how it incorporates the highest level of sustainability measures, including energy efficiency, waste reduction and the use of sustainable drainage systems. This also requires us to critically consider our approach to the use and treatment of existing buildings, where energy and carbon has already been spent in their construction and fabric, and the plan requires the demolition of existing buildings to be critically appraised. The plan also supports the retrofitting of existing buildings, in an appropriate manner, to increase energy efficiency and reduce emissions. Adaptation measures are encouraged,

¹ [P.27/2019: Climate change emergency: actions to be taken by the Government of Jersey](#) (as adopted on 2nd May 2019)

² [Carbon Neutral Strategy \(2020\)](#)

where these enhance environmental resilience and will not unacceptably harm the historic environment and landscape character.

The location of new development must be suitable in the long term, taking into account increased risk from sea level rise, flooding, increased temperatures and extreme weather events.

Policy SP1 – Responding to climate change

To promote and achieve a meaningful and long-term reduction in carbon emissions and to mitigate against and adapt to the impact of climate change, the Island Plan will:

1. direct growth to areas of previously developed land, or locations which minimise the need to travel by private vehicle;
2. secure improvements to walking, cycling, public transport and active travel networks and promote the use of sustainable forms of transport;
3. direct growth to areas which are least vulnerable to the long-term impacts of climate change, including flood risk;
4. support the retention and appropriate re-use and retrofitting of existing buildings;
5. ensure building design and the public realm is resilient and adaptable;
6. reduce the carbon impact of new development by requiring development to optimise land use through efficient forms of development which minimises energy demand, maximises energy efficiency and which utilises renewable forms of energy and the use of renewable and recyclable construction materials;
7. support the delivery of renewable and low carbon energy schemes and innovative forms of infrastructure and land use which aid a transition to carbon neutrality; and
8. better protect and improve the island's green infrastructure to maintain and promote climate regulation.

Spatial strategy

Planning is of fundamental importance in delivering sustainable development in a changing global context. The development and use of land clearly has environmental implications. The desirability of using land efficiently and reducing, mitigating, and adapting to the impacts of climate change, and supporting a transition to carbon neutrality, must be a key consideration given the environmental challenges that we currently face.

If Jersey is to demonstrate a commitment to an environmental responsibility, it needs to continue to develop a co-ordinated response to current environmental challenges that manages the island's limited resources – particularly land and buildings - in the most efficient and effective way that ensures the most sustainable pattern and form of development. This Island Plan seeks to balance a response to environmental challenges whilst meeting the community's economic and social needs through development and the use of land. It is a key tool in managing and directing how development can be sustainably accommodated in the island and this is most applicable to matters such as;

- the location of development to promote environmental, economic and social sustainability whilst seeking to minimise vulnerability to the effects of climate change, particularly flood risk;

- the efficient and effective use of resources, in particular energy, water, land and buildings;
- safeguarding productive agricultural land, in order to increase the security of local food supplies, whilst supporting the long-term maintenance of the agricultural industry, and diversification of the rural economy; and
- protecting the intrinsic value of the island’s countryside, coast and marine environment.

To help deliver the most sustainable pattern of development, and to promote the most efficient use of land and buildings, the Island Plan’s spatial strategy will focus much of the development activity over the plan period in the island’s existing built-up areas.

Significant development and growth should be focused on those locations in the island which are, or can be made, sustainable and which are, or can be made, resilient to the impacts of climate change. This will be where there exists a greater range of facilities and services, limiting the need to travel, whilst offering genuine access to sustainable transport modes. This is informed by the development of a built-up area framework for the island which sets out a clear hierarchy for its urban areas, as shown in figure SP1.

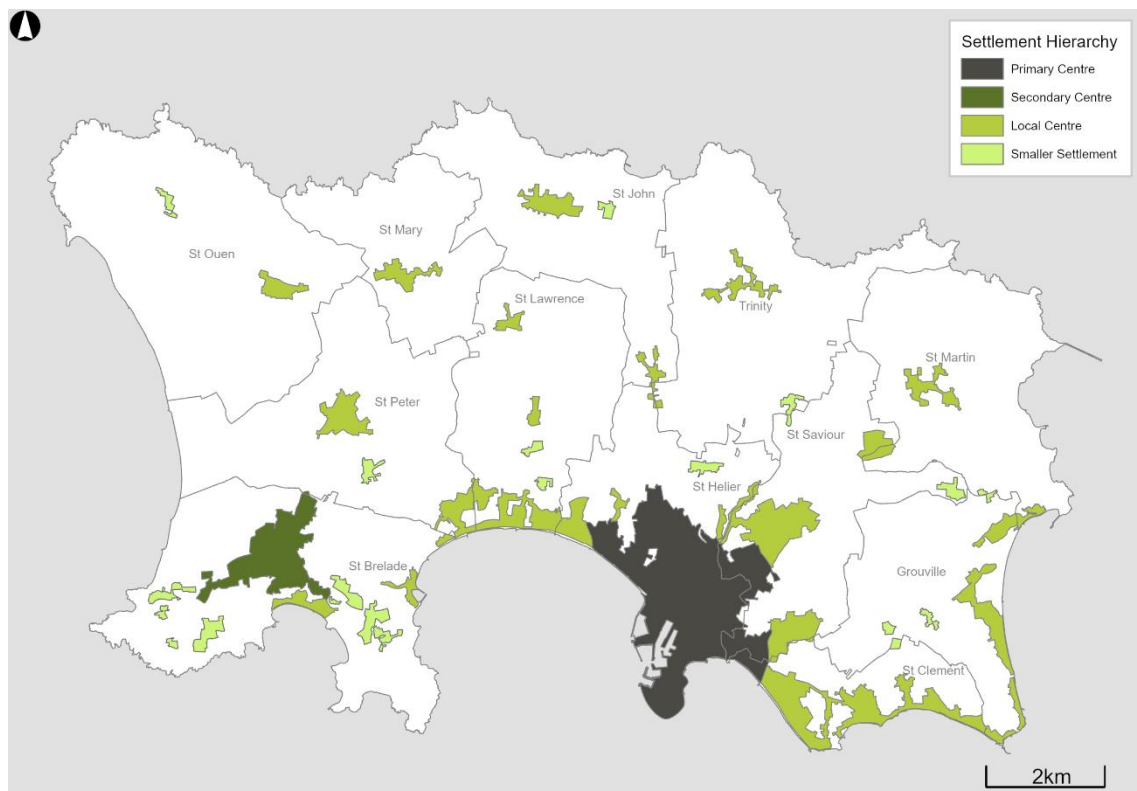


Figure SP1: Settlement hierarchy

The classification of different parts of the island’s built-up area, relative to the settlement hierarchy, is described below and defined on the proposals map.

Main centres

Town³ has developed as the island’s primary centre for commerce, shopping, housing and public services, benefiting from its location as the focus of Jersey’s transport, social and economic infrastructure.

³ Town is defined as the primary centre on the proposals map. It extends from and embraces Grève D’Azette in the east, first Tower in the west, and up to Mont à L’Abbé, Vallée des Vaux and St Saviour’s Hill in the north. Its southern edge is where it meets the sea.

Town will continue to provide land and development opportunities to meet much of the island's development needs over the plan period. It will be the focus for new high quality residential and commercial development which provides an opportunity to make better use of already developed land, whilst creating better and more sustainable urban neighbourhoods and communities through improvements to the public realm and community infrastructure. This focus will support the delivery of the new St Helier Waterfront; ensure that we continue to enhance the vitality and viability of St Helier as a town centre; facilitate the delivery of key elements of strategic community infrastructure, such as the new hospital; whilst protecting the coast and countryside from development.

Les Quennevais⁴ has developed as a secondary urban centre in the island, providing much residential accommodation supported by a good range of community, education and sports facilities, and a secondary island retail centre. As one of the island's main urban centres, Les Quennevais can continue to provide a focus for new development enabling investment and regeneration, and being supported as a sustainable alternative place for new development to happen, which might otherwise be located in St Helier by encouraging the redevelopment of already developed land and buildings at higher densities that are appropriate to the character of the area, and by accommodating a broader range of employment uses, such as the development of office accommodation (up to 200sqm).

Local centres

Within the built-up area framework there is a range of local centres⁵, providing sustainable urban communities and places in which most of people's daily needs can be met within a short walk or cycle. This embraces traditional parish centres; historic harbour villages; suburban centres and some areas characterised by development along the south and east coast.

There is a need to protect the viability and vitality of Jersey's local centres and some new well-related development can enable and support the sustainable growth of local communities and help to sustain local schools, shops, pubs, public transport and other facets of parish life. There are opportunities for some growth and development of these areas to ensure their continued vitality and viability. This necessitates the release of some greenfield land to provide new opportunities for the development of affordable homes, supporting and enhancing the critical mass and diversity of the local community. Any such development in these areas will need to positively respond to its context in scale, character and use.

Some of the island's local centres are also important for parts of the island's economy where they provide specific land uses which support, for example, tourism, and the development of these sectors here will continue to be supported.

⁴ Les Quennevais extends to and embraces La Moye; Le Saut Falluet; La Petite Route des Mielles; Tabor Heights; and Park Estate.

⁵ Local centres include: Bagot-Longueville; Beaumont - First Tower; Bellozane; Carrefour Selous; Five Oaks; Gorey Village; Grands Vaux; Grève D'Azette - Ville-ès-Renauds; Maufant; Sion; St Aubin; St Brelade's Bay; St John's Village; St Lawrence Church; St Martin's Village; St Mary's Village; St Ouen's Village; St. Peter's Village; and Trinity Village.

Smaller settlements

The remainder of the island's built-up area comprises a mixture of small, mostly suburban residential forms of development, often with little or no local facilities and services, where opportunities for development will be more limited⁶.

Countryside, coast and the marine environment

Much of Jersey's coastline and marine environment remains undeveloped and beyond the built-up area boundaries there is a clear transition into open countryside. It is important that these undeveloped parts of Jersey's natural environment are protected for their intrinsic value; for the health and wellbeing, and recreation of islanders and visitors; and for the island's economy.

The appearance of large parts of the island's countryside is, however, generally a result of the management of the land by those engaged in the rural economy and in particular, agriculture. Whilst the agricultural industry has gone through significant change, it is still very much regarded as the custodian of Jersey's countryside. It is important, from an environmental, economic, community and cultural perspective, that agriculture and the rural economy, in general, is supported and that development, where a countryside location is justified and appropriate, in scale, character and use, is facilitated.

Similar support is required for other forms of development which are related to the use of the countryside, coast, and the marine environment; or where it involves the reuse or redevelopment of already developed land and buildings in the countryside, where it is appropriate, justified and where its impact on the essential character and quality of the island's sensitive landscapes and seascapes is acceptable in planning terms.

Coastal and rural development opportunity will be most limited in the Protected Coastal Area to protect its important and sensitive landscape and seascape character. Jersey's Coastal National Park, which sits within and is a subset of the Protected Coastal Area, is primarily a designation to protect its outstanding landscape and seascape character, along with its special heritage and biodiversity value.

Making effective use of land

The plan promotes an efficient use of land in meeting the need for homes and other uses, while safeguarding and improving the quality of local environment, creating good places, and ensuring healthy living space. It will encourage the appropriate re-use or redevelopment of already developed or under-utilised land and buildings (for example converting space above shops and supporting development on car parks). In this respect, redundant and derelict glasshouses are considered to be temporary structures associated with the agricultural use of the land and are not considered to be brownfield land.

In seeking to secure the most efficient and effective use of land, the plan encourages and enables development at optimum levels of density. As a small island, with significant pressure and competition for the use of land, it is important that planning policies avoid homes being built at low densities in the island's built-up areas, making optimal use of a site's development potential. The plan also encourages the optimal development and use of existing dwellings in the countryside. This must take into account the need for different

⁶ **Smaller settlements** include Clos de Roncier; Grouville Arsenal; Grouville Church; Le Clos de L'Atlantique/Parcq de L'Oeillère; Les Fourneaux; Les Ruisseaux/Route de Noirmont; Mont au Prêtre; Mont Félard; Mont Mado; Mont-ès-Croix; Petit Port Clos; Route des Genêts/Longfield Avenue; Rue des Landes; St George's Church; St Saviour's Hospital; Teighmore Park; Victoria Village; and Ville Emphrie

types of homes, achieving high quality internal and external living spaces and ensuring there is sufficient capacity and accessibility of local community infrastructure and services that are required to support the development.

Land reclamation

In order to remain resilient to the impacts of the climate change, especially the risk of coastal flooding as a result of rising sea levels and the increasing frequency and severity of storm events, the Island Plan needs to enable the implementation of the Shoreline Management Plan⁷. This sets out policy options for the island's entire coastline, over three epochs covering a 100-year time period, and essentially seeks to protect the existing developed parts of the island's coastline at risk of coastal flooding. Along some parts of the coastline it is proposed that new coastal defences are developed in front of the existing coastal structures: the advance-the-line option. Where this option is pursued along the St Helier coastline, land reclamation may also present development opportunities.

The Island Plan will seek to enable the development of advance-the-line policy options for those parts of the Town's coastline most at risk from coastal flooding in the short-term. Any such proposals will need to be subject to comprehensive environmental impact assessment to determine their detailed feasibility.

Policy SP2 – Spatial strategy

Development will be concentrated within the island's built-up area, as defined on the proposals map.

In particular, development will be focused within the island's primary main urban centre of Town which will accommodate much of the island's development needs. Development will also be focused within the secondary main urban centre of Les Quennevais.

More limited development will take place within the island's local centres, with the scale of development related to local community need and context, as well as support for some parts of the island's economy. In order to support their vitality and sustainable growth, some limited expansion of local centres will take place, where sites are identified in the Island Plan.

In smaller settlements, development will be much more limited.

Outside the defined built-up area, within the countryside, around the coast and in the island's marine environment, development will only be supported where a coast or countryside location is justified, appropriate and necessary in its location; or where it involves the conversion, extension and/or subdivision of existing buildings. Development in the Protected Coastal Area will be very limited to protect its outstanding landscape and seascape character.

The appropriate development of previously developed land and of under-utilised land and buildings will be supported. In particular, development which makes the most efficient use of land, and which optimises the density of development, will be encouraged.

⁷ [Shoreline Management Plan \(2020\)](#)

Proposals for land reclamation will be supported where they provide an appropriate response to increase the Town's resilience to the impact of climate change and where their environmental impacts are acceptable or can be appropriately managed and/or mitigated.

Placemaking

Jersey's distinctive character and identity is created not only by its celebrated coastline, countryside and heritage but its urban environments and the buildings and places from which they are made. We must ensure that new development not only provides us with buildings, spaces and the essential community infrastructure that we need, but that it also helps to create a sustainable, attractive and safe environment from which we can all benefit, including children and people with disabilities and chronic health conditions, as well as older members of our community. New development should respond to local character, help to maintain and enhance our sense of place, and be recognisable as development that is distinct and related to its locality and the island.

Placemaking is fundamental to this. It is a process and way of thinking aimed at achieving better quality places as the physical setting for life in our urban and rural environments. It requires development to respond to the context of a place, through an understanding of its evolution, functionality and character; the needs of the local community; and the impact that it has on everything that surrounds it. Ultimately, good placemaking helps to ensure that we can provide a high-quality environment for everyone, promoting health, happiness and wellbeing, whilst creating opportunity for sustainable economic activity, attracting residents, visitors and investment, and better managing our natural environment and resources.

The key to achieving better places for all islanders is to make sure that the planning policy framework for managing development, delivering community infrastructure, protecting the unique identity of the island and its settlements, and conserving and protecting both natural and built assets is tailored to deliver these objectives.

Local communities can play a key role in achieving well-designed places and buildings including the relationship between the built environment and quality of life. Designers and developers are encouraged to actively engage with local communities so they can play a role in shaping development proposals and be involved in design processes. To further promote placemaking the plan sets out policies to improve the quality of design, ensure wellbeing in new development, aid healthy and sustainable communities and improve community participation in shaping and caring for the places where they live. Delivering these outcomes can be secured through the planning process and the tools available to it, including the use of targeted planning obligation agreements.

Policy SP3 – Placemaking

All development must reflect and enhance the unique character and function of the place where it is located. New development must contribute to the creation of aesthetically pleasing, safe and durable places that positively influence community health and wellbeing outcomes, and will be supported where:

1. it is responsive to its context to ensure the maintenance and enhancement of identity, character and the sense of place;
2. it is environmentally responsible and sustainable through optimisation of resource efficiency;

3. it enhances and optimises the provision of green infrastructure by integrating existing and incorporating new natural features into a multifunctional green network that supports the quality of place;
4. it achieves the highest standards of accessible and inclusive design having regard to the needs of those with disabilities; is well connected, and creates successful and comfortable public and private spaces, active frontages, streets and links for all, that work as social spaces, supporting wellbeing and healthy living, and enabling successful integration into a place;
5. it makes provision for all modes of transport in a way that prioritises and supports active travel choices, and where such provision is well-integrated into the development;
6. residential development provides housing types and tenures that reflect local housing need and market demand, designed and planned for the long-term; and provides good quality internal environments that are comfortable, resilient and adaptable;
7. it is appropriate relative to the capacity of the local community and social infrastructure; and it supports and enables the provision of new or enhanced facilities, where necessary, to enable communities to thrive; and
8. where required, it has been informed by engagement with the local community.

Protecting and promoting island identity

Jersey is a small island nation with an unusually rich cultural heritage, including its own language; a rare degree of legal and political independence; and a unique sense of place derived from its natural, physical and built environment. These qualities imbue the island with a strong sense of identity.

Understanding Jersey's distinctive identity and heritage is a critical step in the process of helping people to fully engage with it and care for it. It is important that awareness of, access to, and education about our unique and diverse culture is promoted and is accessible to all islanders and visitors regardless of their background.

In 2019, the Chief Minister established the Island Identity Policy Development Board to look afresh at Jersey's distinctive qualities and to explore how they might be best protected, nurtured and promoted. This reflects the strategic priority of Government to protect and value our environment, to retain its sense of place, culture and distinctive local identity, and for the island to enhance its international profile. The Island Identity Policy Development Board's interim findings⁸ support the development of a stronger, broader and distinctive sense of identity for Jersey, both within and outside the island, in support of the delivery of a number of goals prioritised by Government.

Providing education about and promoting awareness of the island's heritage, providing access to the arts, and celebrating the island's cultural diversity, all make an important contribution to maintaining our unique identity, whilst supporting islanders' quality of life and sense of wellbeing. Protecting and promoting a strong local cultural identity can also help foster stronger social and community cohesion, regardless of where people or their families come from. It can also provide a broader, more assured and distinct platform for

⁸ [Island Identity Policy Development Board](#) (2020) Jersey's National and International Identity: interim report (pending)

the island to engage internationally, to sustain and grow economic opportunity in commerce and tourism, particularly in the face of Brexit and a post-Covid recovery.

The Island Plan has an important role to play in helping to protect and promote island identity, and Jersey's heritage is an integral part of this. Our heritage includes a variety of features, evidence and traditions surviving from the past. The most obvious heritage features benefit from formal designation⁹ as listed buildings and places and, in the near future, conservation areas. Our landscapes and seascapes, the most valued of which are embraced by the Protected Coastal Area, are also integral to our sense of identity and place. The setting of listed buildings and places, townscapes, seascapes and landscapes, including important views and vistas, can be just as important as the recognised value of local placenames, customs, memories and oral histories. Our heritage gives the island a distinctive look and feel, engages islanders inclusively in shared experiences and activities, articulates and disseminates credible cultural stories about Jersey and its place in the world, and attracts visitors to the island. Our historic environment must, therefore, be conserved, protected and, where possible, improved to sustain its heritage value for future generations to enjoy.

Heritage also has intrinsic value and is a fragile resource which, once lost, is gone for ever. Most heritage can be adapted and altered to suit new uses and modern needs but some, such as archaeology, is very sensitive to change. Any development will need to protect and value heritage for its own sake.

Whilst our historic environment plays a significant role in defining the island's character, the community's sense-of place is also significantly influenced by the quality of new development and local places which form the backdrop to the daily life of many islanders. It is, therefore, important that new buildings and the public realm in Jersey positively contributes to the built environment, reflecting and celebrating the distinctiveness of the island in its form, materials, function and finishes. New buildings and spaces should also demonstrate an understanding of their context and be mindful and respectful of it, both in urban, rural, coastal and marine settings.

Our island identity also matters for our future economic success. A major aspect of Jersey's identity has been formed by the production and global export of high-quality local produce – ranging from knitwear, to cows and dairy produce, potatoes and seafood. The recognition that this brings to the island is considered to be hugely important to the identity and regard in which the island is held in a competitive global marketplace. It is also key to the island's role as a tourist destination, where the value of heritage and culture is important to marketing and the attractiveness of the island as a destination. The extent to which development may contribute to the island's cultural values, in terms of both its local and international identity, should form part of and be material to the decision-making process.

The island's creative industries are also important in sustaining and nurturing local culture and identity and can help support economic growth and diversification. These smaller but important small- to medium-sized enterprises can have a significant role in supporting the local economy. The Island Plan can contribute by offering support for diversification, mixed-use schemes, and developing space and places for smaller cultural start-up business. The plan will also require the provision of public art, through the development

⁹ Designated under Article 51 of the [Planning and Building \(Jersey\) Law 2002](#)

process, to secure an artistic input into the design of buildings and places to enhance its local relevance and its relationship with place.

Our identity is also expressed through our language, art and cultural activity and it is important that the Island Plan protects and supports the maintenance and enhancement of the associated cultural infrastructure, in terms of the buildings, venues and performance spaces, that are required to support this aspect of island life.

Policy SP4 – Protecting and promoting island identity

The protection and promotion of the island's identity will be given a high priority by ensuring that:

1. all development should protect or improve the historic environment. Any development that affects a listed building and/or place, or conservation area, and their settings, will need to protect or improve the site or area and its setting, in accordance with its significance;
2. all development should respect the landscape, seascape or townscape character of the area in which it is proposed to be located, and make a positive contribution to the local character and distinctiveness of a place;
3. the provision of public art, through the development process, is sought;
4. existing cultural infrastructure is protected and the enhancement of its provision supported;
5. the provision of new or enhanced cultural facilities to support and grow the island's cultural and creative industries, and to support the island's cultural diversity, is encouraged; and
6. economic development, which serves to strengthen and contribute positively to Jersey's local and international identity, will be supported.

Protecting and improving the natural environment

Jersey's countryside, coast and marine environment are unique and precious assets, which are treasured by islanders and attract visitors from across the world. The natural environment has inherent landscape and seascape character, as well as biodiversity¹⁰ and geodiversity¹¹ value, that requires protection, maintenance and, where appropriate, improvement.

Jersey's natural environment, including its biodiversity and geodiversity, provides vital natural capital and benefits for people – called ecosystem services – which are vital to the functioning of the island. Ecosystem services are classified into four categories - provisioning, regulatory, supporting and cultural – and each of Jersey's distinct landscapes and seascapes is home to a specific combination of natural capital and ecosystem services.

- **provisioning services** describe the material and energy outputs provided by ecosystems.
- **regulatory services** relate to the influences of specific landscape characteristics on hydrological, climatic and other natural systems. This is particularly important in

¹⁰ Biodiversity is the variety and diversity of life and species that exist anywhere in and around the island, including its built-up area, countryside, coast and seas. It includes the whole range of mammals, birds, reptiles, amphibians, fish, insects and other invertebrates, plants, fungi and micro-organisms, whether rare or common.

¹¹ Geodiversity is the natural and diverse quality of geological (rocks, minerals and fossils), geomorphological (landform and processes) and soil features¹¹. It plays a fundamental role in sustaining biodiversity, supporting society, such as ensuring sustainable agriculture and industry, and ensuring resilience to climate change.

the context of climate change and in safeguarding the future resilience of natural systems.

- **supporting ecosystem services** are those necessary for the production of all other ecosystem services. Some examples include biomass production, production of atmospheric oxygen, soil formation and retention, nutrient cycling, water cycling, and provisioning of habitat.
- **cultural ecosystem services** refer to the benefits that people gain from interaction with the natural environment as a setting for physical activities, recreation, and education.

The development and use of land and water, consumption of natural resources and energy, and movement around the island has an impact on the island's stock of natural capital and the way that its ecosystem services function. Management decisions affecting ecosystems and natural capital will, therefore, impact on the future provision of ecosystem services in the island and its marine environment, so they need to be considered in decision-making about development and the use of land/water through the planning system.

The natural environment also makes a significant contribution to the economy, directly and indirectly, through recreation, tourism, agriculture and aquaculture. It also provides less tangible benefits, for example, it has scientific, cultural, spiritual, health and wellbeing and aesthetic value. The protection of the natural environment and addressing the challenges of climate change and biodiversity loss, are identified as key priorities in the Government's strategic policy.¹²

The pressures on the natural environment - terrestrial and marine – are, however, significant. Landscape and seascapes are dynamic, under constant pressure from natural processes, but increasingly influenced by human activities. Globally over a quarter of assessed animal and plant species are threatened, and around one million species already face extinction, unless action is taken to reduce biodiversity loss.

The greatest challenge presented to the natural environment is that of climate change; Jersey is facing a climate emergency – as recognised by the declaration of a Climate Emergency in Jersey in May 2019. With increased global temperatures, rising sea levels, increased wave heights and increased occurrence and severity of extreme weather events will come significant changes to the way that the natural environment looks and functions. Climate change will impact on crop choice, potentially affecting the appearance and character of the countryside. It will provide suitable conditions for a range of tree pests and diseases, with oak and ash trees particularly vulnerable. Marine areas will experience a change in sea temperatures, water acidity and water circulation patterns which are likely to impact on the marine environment and its habitats. The rate of climate change predicted exceeds the rate at which the island's ecosystems are capable of change.

On top of this global challenge are more local challenges. Perhaps most obvious is the pressure for development of land – particularly for housing. Development can have a significant impact on visual character if poorly sited and badly designed. Some areas, such as escarpment slopes, are particularly sensitive as they are visible in long-range views across the island. Other development can introduce urban features into rural parts of the

¹² [Common Strategic Policy 2018-2022](#)

island, harming their character. Poorly designed development can also harm biodiversity and influence natural processes, such as flooding.

The global coronavirus pandemic has altered the pressures on the natural environment associated with activities, such as travel, recreation, domestic and overseas tourism. It has also raised the value placed on the natural environment and its intrinsic relationship with health and well-being.

Recognising the breadth of benefits provided by the natural environment, the Island Plan seeks to protect and improve the intrinsic natural beauty of Jersey provided by the character of its landscapes and seascapes, and its biodiversity and geodiversity. Since the publication of the 2011 Island Plan, further research has been undertaken to better understand and more comprehensively quantify the character, biodiversity and geodiversity value of the natural environment, and to provide the evidence needed for robust protection policies¹³.

There is, however, a need for the island to change and adapt to meet the community's needs. In light of these pressures, whilst recognising the intrinsic value of the whole Bailiwick of Jersey, this plan affords the most significant protection to those parts of it with the highest aesthetic quality or biodiversity and geodiversity value. By employing a hierarchical approach and directing development to the least sensitive and vulnerable areas, a sustainable future for the island can be ensured. The plan also recognises the need to improve the island's stock of natural capital – in urban as well as rural, coastal and marine environments - and to support the growth of the island's green infrastructure, and to protect and improve the value of its biodiversity, geodiversity, landscape and seascape character.

The careful use of resources of the natural environment – the countryside, coast and seas and associated biodiversity and geodiversity - is fundamental to deliver sustainable development. This principle is particularly important given the multiple issues and challenges faced by the natural environment, including the potentially far-reaching impacts of climate change. This Island Plan sets out policies that support its wise use to bring about a balance between development, economic activity and environmental protection.

Policy SP5 - Protecting and improving the natural environment

The protection and improvement of the island's natural environment, its landscapes, coastline, seascapes, biodiversity, and geodiversity, is a high priority. These considerations will be material in the determination of planning applications.

Development proposals will need to demonstrate how they will protect or improve the quality, character, diversity and distinctiveness of the island's landscapes, coastlines, and seascapes, in a manner commensurate with its identified quality.

All development should contribute to and improve the natural environment of the area in which it is to be located. Development will avoid, minimise, mitigate or compensate for significant impacts on terrestrial and marine habitats and ecosystems and should, wherever possible, improve local environmental conditions.

¹³ See: [Jersey Integrated Landscape and Seascape Character Assessment \(2020\)](#); [Jersey multispecies distribution, habitat suitability and connectivity modelling \(2018\)](#); [Geodiversity Audit for Jersey \(2020\)](#)

Any development that could affect a designated or protected site or area of biodiversity or geodiversity value, whether within or outside it, will need to protect or improve the site or area, in accordance with its significance.

Development that would improve the natural environment, including proposals for green infrastructure and a better-connected green network, will be supported.

Sustainable island economy

The prosperity of the island, and the public services on which we rely, depends on a sustainable, productive and diverse economy, underpinned by a skilled local workforce to serve it.

Jersey has a rich economic history, based on agriculture and fisheries, tourism and the now-dominant international financial and legal services sectors. Brexit and the Covid-19 pandemic has, however, created considerable uncertainty for the long-term future shape and performance of the island's economy. Both events have been a catalyst for change and innovation, accelerating the use of technology and altering the way we all live, work, travel and do business. It is too early to tell the extent to which the changes experienced from these events will be permanent.

For Jersey's economy to flourish, the Economic Council's recent report¹⁴ considers that the island needs regeneration, having regard to both the infrastructure and quality of life that it can offer. It suggests that Jersey's infrastructure – including public buildings, and the public estate that supports sporting and cultural facilities, utilities and the digital environment – needs to be fit for our future needs. This will require investing in St Helier to make it a more desirable place to live, work, do business and visit, and means:

- supporting the maintenance of a productive and diverse economy, encouraging the development of a local market for goods and services;
- promoting and enabling small footprint/high value business, and fostering innovation;
- enabling the creation of attractive and rewarding sustainable employment opportunities; and
- supporting and enabling the development and enhancement of local skills and training in order to reduce the reliance on in-migration.

The bridging Island Plan seeks to further these ambitions, support the island's economic recovery and boost economic productivity. It can also ensure the planning framework provides sufficient flexibility to enable the island to respond to changing circumstances that support our transition to carbon neutrality, increasing productivity, and attractiveness as an international island economy, and to enable innovation to take place once the pandemic has eased and the implications of Brexit are better known. It also provides time to take stock and plan for the longer-term needs of the economy in a way that is sustainable so that they can be addressed in a subsequent Island Plan Review.

Skills and education are core to maximising the island's productivity, developing a workforce fit for the island's future employment needs and enabling all islanders to benefit and share in our prosperity. Access to skills training improves the quality of islanders' lives and provides greater access to higher value employment opportunities. It also maximises our ability to meet our own skill needs which, over time, will reduce our reliance on

¹⁴ [New Perspectives Critical Considerations for Sustainable Economic Growth \(2020\)](#)

economic related in-migration and manage the pressures that this brings on housing, infrastructure and services.

The planning system plays a critical role in protecting and facilitating the use of land and buildings that support economic activity, whilst providing sufficient flexibility for businesses to innovate, adapt and evolve in response to changing circumstances; it also enables the provision of the infrastructure required to support new development and a good quality of life.

Access to appropriate land for employment uses in Jersey is constrained and needs to be balanced against competing demands for other uses of land, such as new homes, and supporting infrastructure for education, health care and open space. It is, therefore, vital that the Island Plan protects land for employment uses and provides flexibility to enable employment land and buildings to adapt to the changing requirements of the island's economy.

In the countryside, the Island Plan safeguards productive agricultural land in order to increase the security of local food supplies, whilst supporting the long-term maintenance of the agricultural industry, and diversification of the rural economy. It also supports the maintenance and growth of the island's fishing and aquaculture industries.

Policy SP6 – Sustainable island economy

A high priority will be given to the creation and maintenance of a sustainable, productive and diverse economy, with support for new and existing businesses, particularly where they encourage the development of a local market for goods and services, attract small footprint/high value business and foster innovation.

In particular, there will be support for:

1. the protection and maintenance of existing employment land and floorspace for employment-related uses;
2. the redevelopment of vacant and under-used existing employment land and floorspace for employment uses;
3. the provision of sufficient land and development opportunities, in the right places, for new and employment uses;
4. economic development that: supports and enhances the vitality and viability of Town as a place to shop, work, do business and visit; helps regenerate Les Quennevais; and supports and responds to local retail needs in other local centres;
5. development which can help to maintain and enhance a sustainable rural economy, where a rural or coastal location is justified, and where it protects the character of the landscape and seascape, and high-quality agricultural land.

A high priority will be given to the development of the hard and soft infrastructure required to support and facilitate innovation, productivity, diversification and the development and enhancement of skills across all sectors of the economy, where this infrastructure is proven to be in the long-term interests of a sustainable island economy and will enable the creation of attractive and rewarding employment opportunities.

Planning for community needs

Meeting the needs of the community is at the heart of the planning system in Jersey, and the Island Plan must provide for the orderly, comprehensive and sustainable development of land in a manner that best serves the interests of the community¹⁵.

Central to meeting the needs of our community is ensuring that everyone has a safe and secure place that they can call home. To create strong, healthy and sustainable communities, this primary need must be fulfilled. The Island Plan seeks to ensure that all islanders can access a home which is suited to their needs, enabling the location, size, tenure and affordability of new homes in a way that is responsive to current and future housing needs. The Covid-19 pandemic has highlighted how extremely important it is for homes to have good living and space standards, both inside and out, and for this space to be adaptable to different needs. The plan also recognises that new homes must be of a design that is sustainable and that this must be achieved by ensuring that new homes are built at optimal densities, relative to where the development is taking place.

Homes alone, however, do not create sustainable communities. In all its guises, infrastructure forms an essential pillar within our society and continued investment is necessary to ensure islanders can access high quality services and facilities that will support healthy and enriched lives. To respond to this, the Island Plan makes specific provision for key infrastructure projects, such as safeguarding land for the development of Our Hospital¹⁶, educational use and sports and leisure developments, whilst also prioritising sustainable and active travel and softer measures, such as open space provision, and ensuring that the needs of children can be met through specific provisions for play space. There is also a need to promote the intangible qualities of community life, such as ensuring that development supports people in feeling like they belong to their locality or neighbourhood, where they can get to know their neighbour, and live without fear of crime.

The plan plays a key role in supporting the health and wellbeing of islanders, whilst also identifying and managing development that has the potential to pose a risk to health and wellbeing, or which may arise from other land uses or processes and changes in the natural environment. Planning policies must, therefore, be robust in preventing, or be capable of properly managing exposure to both land-use related and natural environmental risks, taking account of flood risk, road safety and potential emissions from different types of development, such as noise.

Jersey has an increasingly diverse community with different needs and makes a commitment to inclusivity, and to putting children first. In taking a holistic and proactive approach to supporting the community through the Island Plan we can fulfil the need to create an environment in which all islanders can flourish, with opportunities available to all, to create a fairer and more equitable society, and one where our children can thrive.

Policy SP7 – Planning for community needs

All new development must be able to demonstrate that it is helping to meet the identified needs of our community, both in the short and long-term. In particular:

¹⁵ (Article 2(2)(a)) [Planning and Building \(Jersey\) Law 2002](#)

¹⁶ [Home | Our Hospital](#)

1. residential development must make a positive contribution to the island's housing stock, by delivering homes at optimal densities in sustainable locations, of the right type, tenure and size;
2. new homes must be of a good design, standard and specification that is capable of adaptation to meet the changing needs of individuals and families, including those with disabilities and additional needs;
3. the design of new development should contribute to the sense of place; and support and enable the creation of sustainable communities where people can know their neighbours and have a sense of belonging;
4. development must make a contribution to physical infrastructure or community facilities where improvements are identified as necessary to meet an impact arising from the development;
5. development must be located and designed to avoid environmental risks and, where necessary, demonstrate how measures to minimise and mitigate any impacts arising from identified environmental risks have been incorporated, as far as reasonably practicable;
6. development must be designed in a way that reduces the potential for crime and the fear of crime; and
7. new or improved public infrastructure will be supported where it is required and will be resilient to future, changing needs.