

**10 October 2019**

## **Update on communication and engagement for the Government Plan 2020-23**

The first-ever draft Government Plan was lodged and published on 22 July 2019.

The Government is committed to an open and transparent approach to policymaking, so it has been communicating and engaging with Islanders and Scrutiny, to ensure that there have been plentiful opportunities for engagement with the Government Plan.

The Council of Ministers has wanted to explain how the Government Plan takes forward the five strategic priorities agreed in the Common Strategic Policy, and to set out how its initiatives will be funded over the next four years.

Ministers have wanted to ensure that Islanders and Scrutiny understand how spending will increase, and that delivering £100 million of efficiencies over the next four years will support the growth in spending, and investment in critical technology, without increasing taxes.

### **Government Plan launch**

The Government Plan was launched with a briefing to States Members, followed by a media briefing, media interviews by Ministers, the publication of the Plan online on gov.je, and social media posts on Twitter, Facebook and LinkedIn.

We also held a stakeholder briefing, notifying almost 200 business, community, voluntary and interest groups, as well as emailing them a stakeholder bulletin about the Government Plan.

Over the first week, the launch generated considerable publicity. It led the TV and radio news bulletins, and there were 15 articles in the Jersey Evening Post, Bailiwick Express and online on BBC, Channel and 103fm.

In addition, the Government issued 32 social media posts, reaching more than 54,000 people, with 945 engagements (clicks, comments or retweets), and it was also widely discussed in social media outside the Government's own accounts.

### **Island engagement**

The Council of Ministers decided to hold five public events in the Island in September, in order to provide Islanders the opportunity to hear about the Government Plan and ask questions directly of Ministers. Each public event focused on one of the five priorities agreed in the Common Strategic Policy.

The events were:

<b>Date</b>	<b>Theme and venue</b>	<b>Ministers presenting</b>
18 September	<b>Protecting and valuing our environment</b> Royal Jersey Agricultural and Horticultural Society, Trinity	Chief Minister Environment Minister Infrastructure Minister
23 September	<b>Reducing income inequality</b> St Helier Town Hall	Deputy Chief Minister Social Security Minister Housing Minister
24 September	<b>Putting children first</b> St Brelade Parish Hall, St Aubin	Deputy Chief Minister Education Minister Children's Minister
25 September	<b>Creating a vibrant economy</b> St Paul's Centre, St Helier	Deputy Chief Minister External Relations Minister Treasury Minister
26 September	<b>Wellbeing and mental and physical health</b> Grouville Parish Hall	Assistant Chief Minister for International Development Health Minister Assistant Minister for Mental Health

The events were publicised through press releases, social media posts, full-page adverts and news stories in parish magazines, and through invitations to the Government's 200-stakeholder database.

The Government's 23 social media posts about the events reached more than 106,000 people, with 2,943 engagements.

The news of the events, and the dates and venues, was covered in the Jersey Evening Post and by broadcast media.

Around 100 Islanders attended the five events, in addition to Ministers and officers. However, we also streamed every event live on Facebook, and filmed them to upload to YouTube, so that Islanders who were interested in the Government Plan could view the events without attending.

To date, there have been 5,500 views of these videos.

In summary, over the weeks since the Government Plan was launched, it has been covered in 23 articles in the Jersey Evening Post, 9 articles in the Bailiwick Express, 5 Channel 103 online articles, 6 BBC online articles, 5 ITV Channel TV reports and the Government's 73 social media posts have reached 160,000 people, with 3,900 engagements (it is important to note that the reach does not mean 160,000 unique individuals, as many people will have seen multiple social media messages).

## Engagement with Scrutiny

Ministers and officers have attended 16 Scrutiny hearings. That has been supported by the provision of underlying documentation in respect of 168 separate revenue and capital projects, and responses to 23 letters, including dealing with just over 200 individual questions on their individual areas of responsibility.

The public Scrutiny hearings attended are as follows:

<b>Date</b>	<b>Scrutiny Panel</b>	<b>Ministers and officers attending</b>
12 September	Economic and International Affairs Panel	Minister for External Relations Group Director, External Relations Group Director, Financial Services and Digital Principal External Relations Officer, Global Markets
13 September	Education and Home Affairs Scrutiny Panel	Minister for Education Assistant Minister for Education Group Director, Education Director, Policy and Planning Head of Careers and Student Finance
17 September	Health and Social Security Scrutiny Panel	Minister for Health and Social Services Assistant Minister for Health and Social Services Director General, Health and Community Services Group Finance Director, HCS Group Managing Director, HCS Chief Nurse, HCS Group Medical Director, HCS
17 September	Corporate Services Scrutiny Panel	Assistant Chief Minister and Assistant Minister for Social Security Chief Operating Officer
17 September	Economic and International Affairs Scrutiny Panel	Minister for Economic Development, Tourism, Sport and Culture Assistant Minister for Economic Development, Tourism, Sport and Culture Director General, Growth, Housing and Environment Group Director for Economy and Partnerships Director, Economic Development Digital Policy Unit Policy Advisor
19 September	Environment, Housing and Infrastructure Scrutiny	Minister for Infrastructure Director General, Growth, Housing and Environment Group Director, Operations and Transport Head of Finance Business Partnering, GHE Interim Director, Estate and Asset Management, GHE Director of Transport, GHE

<b>Date</b>	<b>Scrutiny Panel</b>	<b>Ministers and officers attending</b>
26 September	Health and Social Security Scrutiny Panel	Minister for Social Security Assistant Chief Minister and Assistant Minister for Social Security Director General, Customer and Local Services Director, Strategic Policy, Performance and Population Head of Finance Business Partnering, CLS
27 September	Corporate Services Scrutiny Panel	Chief Minister Assistant Chief Minister Chief Executive Director of Business Change Treasurer of the States
27 September	Education and Home Affairs Scrutiny Panel	Minister for Home Affairs Director General, Justice and Home Affairs Acting Deputy Chief Officer, States of Jersey Police Acting Director, Jersey Customs and Immigration Service
1 October	Economic and International Affairs Scrutiny Panel	Minister for International Development Executive Director, Jersey Overseas Aid Commission
1 October	Environment, Housing and Infrastructure Scrutiny	Minister for Environment Assistant Minister for Environment Group Director, Regulation, Growth, Housing and Environment Director, GHE Director, Environmental Policy, Strategic Policy, Performance and Population
1 October	Environment, Housing and Infrastructure Scrutiny	Minister for Children and Housing Assistant Director, Social Policy, Strategic Policy, Performance and Population Policy Principal, SPPP
3 October	Corporate Services Scrutiny Panel	Minister for Treasury and Resources Assistant Treasury Minister Treasurer of the States Comptroller of Taxes
3 October	Care of Children Review Panel	Minister for Children and Housing Director General, Group Director, Policy, Strategic Policy, Performance and Population
4 October	Economic and International Affairs Scrutiny Panel	Minister for Economic Development, Tourism, Sport, and Culture Assistant Minister for Economic Development, Tourism, Sport and Culture Group Director, Financial Services and Digital Group Director for Economy and Partnerships Director, Economic Development

Date	Scrutiny Panel	Ministers and officers attending
10 October	Government Plan Review Panel	Chief Minister Assistant Chief Minister Chief Executive Treasurer of the States Chief Operating Officer Director of Communications Group Director, Policy, Strategic Policy, Performance and Population

## Issues and themes from Scrutiny

A wide range of issues and themes emerged from Scrutiny, and have therefore been considered by Ministers and Officers, including the following:

- Coordination of Brexit funding
- Funding of Anti Money Laundering activities
- Infrastructure Fund – its operation and practicalities
- Student finance
- Vocational courses
- Budgeting across school years
- Focus on mental health and new models of health
- Waiting times
- Efficiencies in our health service
- Structure of Economic Development operations within government and the delivery of economic plan
- Action on productivity
- Development of our rural economy
- Scale of IT investment needed to modernise public services and project management arrangements
- Whether there is sufficient funding for capital projects, and how pre-feasibility allocations work
- Foul Sewer extensions and adequacy of funding
- Budgets for road resurfacing
- The timing of publication of efficiencies and analysis of income and expenditure
- Allocation of departmental efficiencies, and impact on headcount
- Structure of Government, including new Target Operating Models, Single Legal Entity, and the role of the Chief Executive, and impact on staff
- Migration policy and its timing and importance
- Police numbers and changing profile of crime
- Delivery of efficiencies in our emergency services
- Patient records systems and alignment with relevant operational services
- Financial support in old age
- Increase in Long Term Care contributions
- Progress on Disability Strategy
- Sustainable energy
- Carbon neutrality
- Development of the Island Plan

- Fisheries policy and our responses to Brexit
- Consultancy spend
- GST de minimus
- Tax and duty changes, with a focus on fuel duties
- Investment in housing and availability of sites for housing
- Children's change programme and wider changes to put children first
- Recruitment challenges around key workers, including key worker housing.

### **Further engagement with States Members**

Ministers will be inviting all States Members to two further detailed briefings on the Government Plan. The first, on 24 October, following the publication of the Efficiencies Plan, will cover on efficiencies and modernisation. The second, to be scheduled in the week commencing 4 November, will cover improvements to front-line services.