

Future Jersey

Report on findings from the
public consultation held between
July – October 2017



February 2018

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Introduction

Future Jersey was the final phase of Shaping Our Future, a government-led, community consultation to engage Islanders in building Jersey's first shared, long-term vision.

It followed a series of stakeholder presentations and briefings, and the successful My Jersey survey, in which thousands of Islanders gave their views on Jersey today and their ambitions for the Island.

Islanders' feedback was combined with facts and figures on how Jersey is currently performing to set a series of proposed long-term ambitions contained in a discussion document called Future Jersey.

The consultation asked Islanders whether they felt those ambitions captured what they want for Jersey's future.

The consultation

The discussion document was organised around ten enduring community, environmental and economic outcomes that drive quality of life in Jersey.

Each outcome had a set of headline indicators, covering areas of interest ranging from mental health to traffic congestion and migration. These indicators showed historic performance and identified a required future trend for progress; the long-term ambition.

The consultation asked the public to say whether they agreed with the proposed ambitions, and, if not, what they would change and why.

Future Jersey ran for 12 weeks, between 12 July and 4 October 2017. A printed version of the discussion document was widely available and Islanders could also view its content at www.shapingourfuture.gov.je. Feedback was submitted via this website.

The findings

This report presents the main findings of the Future Jersey consultation. There was plenty of interest in the discussion document and the information on the website, with 4,708 visits during the consultation period. There were nearly 400 feedback submissions and positive discussions with stakeholders and focus groups about the proposed long-term ambitions.

The submissions and discussions showed that people were generally supportive of the direction the vision is heading. Islanders' comments also raised a number of questions about the vision, its purpose and how it will work, which this report seeks to answer.

However, the feedback did highlight an issue with the language used to explain the three options for the long-term ambitions, which some Islanders found confusing.

If the long-term vision is to be successful, it must be as clear as possible and, therefore, the Future Jersey consultation results have led to a decision to revise the description of the options.

Thank you

We would like to thank everyone who took part in Future Jersey, and in the Shaping Our Future consultation as a whole. The long-term vision will belong to the community and, as such, it was vital that in building and shaping it, the public's views and feedback were taken into consideration.

Future Jersey was the final stage of consultation but an important one, to check that Islanders felt it was heading in the right direction.

Feedback given during the consultation is now being taken into consideration as the final touches are made to Jersey's first long-term community vision before it is published in March 2018.

Background

Why does Jersey need a long-term vision?

A long-term vision is essential if the Island is to shape its future by choice, not chance.

There's much to love about Jersey, from its natural beauty to the strong sense of community that comes with Island life, and the prosperity built upon generations of work and enterprise. But the Island cannot afford to take this position for granted.

The final vision will set out the community's ambitions for Jersey's future over the next 20 years. It will serve as a guide to ensure that decisions and policies are tested against long-term social, environmental and economic outcomes that we, as a community, want for our Island.

Public consultation

Public consultation has been an essential part of building the long-term vision to ensure that it has widespread support.

The Shaping Our Future community consultation was launched at the beginning of 2016 and provided an opportunity for the public to have their say on where they want Jersey to be in the future.

It began with more than 150 stakeholder organisations being invited to briefings to introduce the new approach to planning Jersey's future. Each organisation had unique insights into the Island's way of life and an important contribution to make.

Presentations were made at briefings run by partner organisations, such as Jersey Business, the team attended events and manned pop-up stands around the Island, and the consultation was promoted on social media.

Then, over a period of six weeks in June and July 2016, nearly 4,150 Islanders took part in the My Jersey survey, adding 8,000 comments, in one of the Island's biggest ever responses to a public consultation.

The survey asked Islanders to say what they think of Jersey now and their hopes for the future. This feedback has been invaluable in taking the next step towards creating the long-term vision.

Before the launch of Future Jersey, there had already been 12,600 visits to www.shapingourfuture.gov.je.

Future Jersey

How did the consultation work?

The Future Jersey consultation was set against the framework for the long-term vision; the ten community, environmental and economic Island Outcomes, which drive Islanders' quality of life. Progress towards them is measured by Island Indicators, covering everything from injuries on Jersey's roads, to how clean the air is and the Island's economic productivity.

Each of the indicators was presented in Future Jersey as a graph, giving the latest available data to show the current trend in that area and a proposed long-term ambition for progress.

Each graph was accompanied by facts and figures about what is currently happening and the relevant My Jersey survey results, all of which was used to inform the choice of ambition.

Future Jersey also included information about global issues, such as climate change and an ageing population, which will have an impact on Jersey's future and need to be taken into consideration when setting the long-term ambitions.

What was asked?

Islanders were asked whether they agreed with the proposed long-term ambitions and, if not, what they would change and why. The three options for an ambition were:

- Continue the trend (consolidate or build on a current trend)
- Improve the trend (increase the current rate of progress)
- Transform the trend (set a new direction)

In print and online

Islanders were asked for their views through the printed Future Jersey discussion document, which was also available in large print, and www.shapingourfuture.gov.je, where, as well as finding the consultation information, Islanders could submit their feedback.

Focus groups

Four focus groups were held to discuss the Future Jersey discussion document, the questions it asked and the issues it raised. These drew together Islanders of a mix of ages, gender, parishes, Jersey born and non-Jersey born and family situations, all with a stake in Jersey's future.

Apptivism

The ongoing States of Jersey pilot for Apptivism – a new online consultation tool – provided an opportunity to run two ‘chats’ with the public during the consultation period, raising awareness about some of the issues contained in Future Jersey and the facts and figures surrounding the proposed long-term ambitions. Users were directed to www.shapingourfuture.gov.je for more information.

Social media

In addition to promoting the consultation through social media posts, a series of online adverts were run, linked to the Shaping Our Future Facebook page.

These promoted a variety of proposed long-term ambitions, as well as global issues which will have an impact on the long-term vision, such as climate change and an ageing population.

The adverts were designed to generate healthy online debate about Future Jersey, as well as direct Islanders to www.shapingourfuture.gov.je. They provided nearly 2,700 click-throughs to the website and nearly 200 comments from Islanders.

The website

There were nearly 5,000 visits to www.shapingourfuture.gov.je during the Future Jersey consultation period, with 60% of these coming through social media.

This brought the total number of visits during the Shaping Our Future consultation period as a whole to nearly 17,500.

Key themes from the feedback

Key themes

Overall, feedback on Future Jersey showed that Islanders were supportive of the idea of a long-term vision but questioned how it will work.

A number of key themes emerged from people's responses, highlighting the need to reinforce the purpose and scope of the vision. The answers below seek to do this:

Islanders said:

Some Islanders argued the outcomes and ambitions in Future Jersey stated the obvious.

In response:

The outcomes in Future Jersey are obvious in the sense that most communities share similar ambitions, such as safety and security, good jobs, a healthy environment and affordable homes.

However, no two places are the same when it comes to progress; some will be safer, others will be healthier. What makes each place different is its particular environmental, economic and social circumstances, how it responds to these needs and the impact of its efforts to create change.

Thinking long-term. Because the outcomes are shared by most communities, it follows that many places also have a long-term vision that embeds these outcomes into a coherent planning and performance framework.

Communities think long-term because they are looking for sustained social, economic and environmental change, rather than change between one election cycle and the next. For example, energy policies linked to a long-term vision deliver results over decades, not tomorrow or next year.

Measuring progress. If a community is clear about what it hopes to achieve, it needs to monitor progress. Given that most places want similar outcomes, many also use similar indicators for this purpose. Typically, they identify a set of 'headline' indicators and organise other key information around them.¹

The next logical step is to assess whether those measures are heading in the right direction. This is not about short-term improvement. Most conditions have a history and momentum. Bird populations in Jersey, for example, have been in decline for two decades. Improvement between one year and the next doesn't change the bigger picture. Sometimes the best that can be done is to slow down the rate at which things are getting

¹ No single indicator ever gives a result that can be interpreted in isolation. The question should always be asked: 'Why has this indicator shown a change?' The performance system should provide other information to help answer this question.

worse before turning the trend in the right direction. Hence the importance of identifying trends and a desired long-term ambition for change.

Laying foundations. These are the foundations of the long-term vision that the consultation set out to establish. These building blocks might seem obvious but still need to be agreed as part of a coherent, long-term planning and performance framework for Jersey.

Islanders said:

Some Islanders criticised Future Jersey for setting future ambitions without describing how they would be achieved, or the trade-offs that might be required.

In response:

Future Jersey deliberately focused on the broad, quality-of-life end-results that we, as a community, hope to achieve, and how to measure progress towards them. This is because the vision will be a focal point for the planning process to ensure that individual delivery strategies – the ‘how’ – are aligned to each other, and to the vision itself.

The detail of ‘how’ progress will be achieved belongs in a range of social, environmental and economic strategies, which will be developed by government and partner agencies in consultation with the community.

It is also important to remember Jersey is not starting from scratch – as well as strategies belonging to partner agencies, some 60 government delivery strategies already exist. So, for example, current plans on ‘how’ to improve water quality are detailed in the Water Management Plan; the existing Disability Strategy describes ‘how’ the quality of life for people living with disability will be improved; and the recent Road Safety Action Plan set out ‘how’ road traffic casualties will be reduced.

Outcomes are enduring. The long-term vision is based on the premise that the outcomes are here to stay. Being safe, having good jobs and giving children the best start in life will always be important. Delivery strategies, on the other hand, can change according to different political views and priorities. While people broadly want the same outcomes, they can hold very different opinions on the best ways to achieve them.

This is another reason why the delivery strategies are guided by – but not included in – the long-term vision.

Setting direction. The purpose of Jersey’s long-term vision is to set future direction. By collating the outcomes and their respective indicators in one place, it provides transparency on what the States, and the community as a whole, is working to achieve – not just during one political term of office, but over the longer-term. It does not tell policy makers which strategies to pursue – and therefore ‘how’ to achieve progress – but it does:

- ensure those strategies are consistent with Islanders' ambitions for Jersey's future and coherent with each other
- promote discussion about the prioritisation of resources and the different ways of working needed to deliver change
- identify where decisions in one area might have a long-lasting or irreversible impact on others, enable policy makers to consider changes to achieve a more sustainable balance, and make necessary trade-offs more explicit and transparent.

Islanders said:

Some Islanders felt Future Jersey should have set priorities.

In response:

Future Jersey recognised that each of the ten social, economic and environmental outcomes makes a vital contribution to quality of life in Jersey. It also highlighted the impact many of the outcomes have on each other – for example, improved community safety benefits health; and improved education supports a more skilled workforce.

Priorities have a very important place in Jersey's strategic planning process, but they will change according to different political perspectives, public opinion and changing circumstances.

Between January 2009 and January 2012, for example, the number of Islanders registered as actively seeking work doubled to more than 1,600. This led to a priority being set in the 2012 Strategic Plan to get unemployed Islanders working, keep people in work and create new job opportunities.

Priority-setting belongs in medium-term plans. It informs resource allocation and the scope of individual delivery strategies. Whereas, the long-term vision's function is to guide strategy development; to support and inform priority-setting by providing consistent, relevant and reliable information on what is being achieved and what needs attention.

Islanders said:

Some Islanders wanted to see benchmarks and targets in Future Jersey.

In response:

Future Jersey takes a major step towards the creation of a new planning and performance framework. Benchmarks and targets should form part of that framework but they must be appropriate and meaningful. They need to be introduced in a considered and meaningful way, as and when the benchmarking information becomes available, and targets are set by government and the community within strategies and policies.

Feedback on the Community Outcomes

Safety and Security

We will be an Island where people feel safe and protected at home, work and in public

This outcome is about being and feeling safe, both of which are fundamental to Islanders' quality of life. Ensuring people are protected impacts on the overall wellbeing of a community, as well as affecting other areas, such as health care resources and economic productivity.

Future Jersey proposed a long-term ambition for **five headline indicators** to measure progress for this outcome:

- | | |
|--|---------------------|
| • Recorded crime | Continue the trend |
| • Neighbourhood safety | Continue the trend |
| • Number of fires | Continue the trend |
| • Injuries on our roads | Transform the trend |
| • Work-related injuries and ill-health | Continue the trend |

Feedback on the indicators and ambitions

A total of 58 submissions were received concerning the Safety and Security outcome and indicators. Another 30 members of the public reviewed the outcome in detail in four independent focus groups.

There was broad agreement with the proposed ambitions, and the following comments and suggestions were made.

Islanders said:

Questions were raised in both the survey and the focus groups regarding the use of recorded crime as an indicator. Some people were concerned that police-recorded crime data could not be trusted.

In response:

Recorded crime is used internationally as a standard community safety measure.

As with any of the Island Indicators, the integrity and accuracy of the data is key. This goes beyond providing the public with accurate information. The police require high-quality data to:

- establish where, when, and how often crime is happening
- ensure victims of crime receive appropriate support
- plan their work and deploy resources effectively.

It is therefore essential that the Police have robust procedures in place to check that incidents are properly recorded and that these systems are subject to regular review to ensure they meet necessary standards.

As with other places, Jersey's recorded crime indicator is complemented by a neighbourhood safety indicator. This indicator is monitored independently of the Police by the States Statistics Unit through a social survey, which reaches a representative sample of the population. If the two indicators consistently tell different stories, it should lead us to ask why.

Islanders said:

People commented on the importance of understanding what is happening behind the headline indicators. This included understanding how the nature of crime is changing, for example, increases in cybercrime or the impact of crime on different demographic groups.

In response:

A vital element of Future Jersey will be the 'story' behind each of the trends. No single Island Indicator should ever be interpreted in isolation. It is essential to understand what is happening and why and this will always require additional information. In the case of recorded crime, for example, Islanders were correct in identifying the importance of breaking down the overall figure into different types of crime and understanding the profile of offenders and their victims.

Other comments:

Many people added suggestions about what should be done to improve community safety, covering areas such as population control, police enforcement of road safety, fire certification inspections and criminal record checks for immigrants.

These comments will be forwarded to the departments responsible for the relevant delivery strategies.

Learn and Grow

We will be an Island where children enjoy the best start in life

This outcome is about ensuring that children and young people grow up in an Island that provides the opportunities they need to achieve their potential by being ready for, and succeeding in, school.

Future Jersey proposed a long-term ambition for **four headline indicators** to measure progress towards this outcome. Another three indicators were still under development:

- | | |
|---------------------------------------|---------------------|
| • Healthy birth weight | Continue the trend |
| • Breastfeeding | Improve the trend |
| • Progress to A Level or equivalent | Improve the trend |
| • Attainment at A Level or equivalent | Transform the trend |
| • School leaver destinations | (Under development) |
| • Ready to learn | (Under development) |
| • Work/ life balance | (Under development) |

Feedback on the indicators and ambitions

A total of 33 submissions were received concerning the Learn and Grow outcome and indicators. Another 30 members of the public reviewed this outcome in detail in four independent focus groups.

There was broad agreement with the proposed ambitions, and the following comments and suggestions were made.

Islanders said:

The inclusion of an indicator on breastfeeding rates divided opinion. Some argued the benefits to the mother and child are so great that the Island should be targeting a substantially higher rate (of those able to breastfeed), while others were concerned it implied an intrusion by government into the personal choice made by mothers.

In response:

Breastfeeding is absolutely a personal choice for the mother. Across different regions of the UK, breastfeeding rates vary between 19% and over 81%. Such variation is not just down to personal choice, it is also about circumstances.

Given the proven health benefits of breastfeeding, government has a role to play in trying to remove barriers that might prevent mothers from exercising their choice. That is why the indicator was included.

Islanders said:

Feedback highlighted the need for greater clarity in the wording for the indicator on 'progress to A-Level or equivalent'. Several respondents were concerned this implied a focus on A-Levels rather than vocational courses.

In response:

The term 'A-level or equivalent' covers A-Levels and vocational qualifications. This will be made clearer in the final vision.

Islanders said:

Some respondents questioned why GCSE results were not included as an indicator.

In response:

The focus of the headline indicators on education is on how many children successful progress to the final stage of the school system. The OECD states:

'An upper secondary qualification has become the norm for young people in OECD countries. Today it is considered the minimum qualification for successful participation in the labour market and for integration in society.'

These indicators are the headline measures and should never be considered in isolation. There are many important indicators of children's progress and development at key stages of the school system. GCSE results are a vital part of that story.

Islanders said:

The apparent absence of any reference to higher education drew some criticism.

In response:

The Shaping Our Future website asked for feedback on the ambitions set for the four Learn and Grow Indicators for which data was available. While the main publication listed the additional indicators that are under development, unfortunately, these were not listed on the website page where people provided their feedback. We apologise for this omission.

One of the Learn and Grow indicators under development is 'school leaver destinations'. This includes the proportion of children who go on to higher education, but Education are also working with Social Security to see how they can track other destinations, including employment and apprenticeships.

Other comments:

Many people added suggestions about what should be done to improve this outcome, covering areas such as access to higher education; greater sixth form capacity; help for families to support their children's development; and improved maternity legislation and benefits.

These comments will be forwarded to the departments responsible for the relevant delivery strategies.

Vibrant and Inclusive

We will be an Island where people enjoy living in a vibrant and inclusive community

The Island's future relies on people wanting to live in, or return to, Jersey. An important factor influencing that choice is Jersey's attraction as an Island where people and community matter – a great place to live, socialise, grow up and belong. Being a small Island means there is the opportunity to remain as a place where community really means something.

Future Jersey proposed a long-term ambition for **seven headline indicators** to measure progress towards this outcome:

- | | |
|--|---------------------|
| • Life satisfaction | Continue the trend |
| • Volunteering | Transform the trend |
| • Social contact | Continue the trend |
| • Discrimination | Transform the trend |
| • Satisfaction with sporting activities and events | Continue the trend |
| • Satisfaction with cultural activities and events | Improve the trend |
| • Living with disability | Transform the trend |

Feedback from Future Jersey

A total of 36 submissions were received concerning the Vibrant and Inclusive outcome and indicators. Another 30 members of the public reviewed this outcome in detail in four independent focus groups.

There was broad agreement with the proposed ambitions, and the following comments and suggestions were made.

Islanders said:

Comments was made in both the survey and the focus groups about the proposed ambition to 'continue the trend' on social contact. Respondents felt the ambition should be to 'transform the trend' and reduce the percentage of adults who rarely or never socialise with people outside their household.

In response:

The key purpose for including this indicator is to monitor social isolation. The intent behind setting a 'continue' ambition was to ensure loneliness and social isolation don't worsen as Jersey's population ages and household sizes reduce. The survey feedback highlighted that this isn't clear.

The final vision will clearly show an ambition for the proportion of adults who rarely or never socialise outside their household to trend downwards over time.

Islanders said:

One respondent commented that 'culture' is likely to be interpreted in many different ways and that 'arts' and 'heritage' might be better terms to use in the indicator.

In response:

The indicator is based on public opinion gathered through the annual social survey, in which examples of cultural activities and events are given as festivals, music, theatre, exhibitions, and museums. Changing the indicator now would mean we wouldn't be able to use the results from 2013 and 2017. Satisfaction with the range of social and recreational activities (e.g. restaurants, bars, social clubs etc.) is measured separately.

Other comments:

Many people added suggestions about what should be done to encourage volunteering, support the development of cultural activities, tackle discrimination and promote inclusiveness, integration and acceptance.

These comments will be forwarded to the departments responsible for the relevant delivery strategies.

Health and Wellbeing

We will be an Island where people enjoy long, healthy, active lives

This outcome is about Islanders being healthy and, as a result, having the opportunity to live longer and active lives. This helps prevent the need for health interventions and ensures that healthcare and support can be targeted to those who need it most. It is also about ensuring that people can access the right treatment when they need it.

Future Jersey proposed a long-term ambition for **four headline indicators** to measure progress towards this outcome, with one indicator on healthy life expectancy still under development:

- | | |
|---------------------------|---------------------|
| • Obesity | Transform the trend |
| • Alcohol consumption | Continue the trend |
| • Smoking | Improve the trend |
| • Mental wellbeing | Transform the trend |
| • Healthy life expectancy | (Under development) |

Feedback from Future Jersey

A total of 32 submissions were received concerning the Health and Wellbeing outcome and indicators. Another 30 members of the public reviewed this outcome in detail in four independent focus groups.

There was broad agreement with the proposed ambitions, and the following comments and suggestions were made.

Islanders said:

Some Islanders felt the incidence of chronic disease, including cancer, should be included as an indicator.

In response:

The healthy life expectancy indicator, which is currently under development, will be supported by a range of data showing key health trends, including the prevalence of Islanders with one or more chronic illnesses.

Islanders said:

Some Islanders felt there should be an indicator about drug use.

In response:

Measuring drug misuse and its impact is appealing but difficult to do. By its nature, the supply and use of illegal drugs and so called legal highs is secretive. The number of drug deaths or overdose-related hospital visits, for example, is measured but the numbers are very low and subject to many variables. Drug seizures and arrests are also monitored and

reported but variations in this data are more a reflection of the work of enforcement agencies than the prevalence of problem drug use.

While all of these measures have an important place in monitoring Jersey's response to drug misuse, they cannot provide a proper measurement of drug use.

This picture is best derived from long-term studies of problem drug misuse in Jersey. There have been two such studies – in 2001 and 2015. The latest, by the independent Centre for Drug Misuse Research, estimated that there were 892 total problem drug users in Jersey between 2013 and 2014. It concluded that the overall prevalence of problem drug use in Jersey had remained somewhat static since the 2001 study by a research team from Imperial College.

Given the time lag between the surveys, which are also expensive to conduct, it is not proposed to include drug prevalence as one of the headline Island Indicators. Rather, the lower level drug data will help provide vital insights into the trends for other headline measures such as healthy life expectancy and mental health.

Other comments:

Many people added suggestions about what should be done to promote better health, including improving housing conditions, investment in sport and active travel infrastructure, changing attitudes to alcohol consumption, and better mental health services and facilities.

These comments will be forwarded to the departments responsible for the relevant delivery strategies.

Feedback on the Environment Outcomes

Built and Historic Environment

We will live in an attractive Island where people value and enjoy their built and historic environment

There is a close relationship between Jersey's built environment and Islanders' health and social wellbeing. The way St Helier and the rest of the parishes are developed, not only affects the Island's character, but also how people interact with each other. It has important implications for transport, crime and recreation and will help address future climate change, energy and water use challenges.

Future Jersey proposed long-term ambitions for **seven headline indicators** to measure progress towards this outcome:

- | | |
|--------------------------------|---------------------|
| • St Helier as a place to live | Transform the trend |
| • Heritage assets | Continue the trend |
| • Neighbourhood satisfaction | Continue the trend |
| • Traffic congestion | Improve the trend |
| • Satisfaction with housing | Transform the trend |
| • Housing supply | Transform the trend |
| • Active travel | Improve the trend |

Feedback from Future Jersey

A total of 49 submissions were received concerning the Built and Historic Environment outcome and indicators. Another 30 members of the public reviewed this outcome in detail in four independent focus groups.

There was broad agreement with the proposed indicators and ambitions, and the following comments and suggestions were made.

Islanders said:

Some people felt the ambition to increase active travel should take into account the needs of an ageing population.

In response:

Although the focus of the active travel indicator is on the percentage of journeys to work made by commuters, the broader point made by respondents is important. Any future strategies developed to have an impact on this indicator will require a clear understanding of the challenges which lie ahead. With Jersey's pensioner population set to increase by about 70% over the next 20 years, this will be an important consideration.

Islanders said:

Some people challenged the inclusion of public transport in the definition of active travel

In response:

Research has shown that using public transport offers health advantages over driving to and from work. People who take public transport almost always walk from home to the bus stop, then from the bus stop to their place of work. People who drive to work do less exercise.

Islanders said:

It was suggested that journey time on key routes would be a better indicator than peak hour traffic volumes.

In response:

A system of measuring journey time on key routes is currently being considered and could be introduced at a future date.

Islanders said:

Some people felt the options for an ambition for the heritage assets indicator did not work. 'Continue' was interpreted as endorsing a historic trend that has seen the loss of some protected buildings in recent years, and 'improve' as accelerating this decline.

In response:

'Continue the trend' was intended to represent an ambition for the percentage of Jersey's stock of identified heritage assets to remain stable over time. As a result of the Future Jersey consultation feedback, this will be clearer in the final vision.

Islanders said:

Some people questioned whether setting an ambition to keep heritage assets was unrealistic in the face of competing interests.

In response:

The aim of the long-term vision is not only to identify the community's future ambitions for Jersey but improve transparency and accountability as work progresses towards them. If future policy choices propose the loss of some heritage assets, the reasons should be clearly set out and the consequences widely understood. Setting the ambition helps make any future trade-offs more explicit and transparent, and guards against the unseen erosion of Jersey's stock of heritage assets.

Other comments:

Many people added suggestions about what should be done to improve the built and historic environment. Suggestions included subsidies for public transport.

These comments will be forwarded to the departments responsible for the relevant delivery strategies.

Natural Environment

We will live in an Island that protects its unique natural environment for future generations

Good stewardship means taking action to ensure that the natural environment so treasured by Islanders is available for future generations to enjoy. Despite Jersey's small size, it contains an incredibly diverse range of natural habitats alongside the more built-up areas, and many would argue that Jersey's countryside and coast contribute significantly to Islanders' quality of life.

Future Jersey proposed long-term ambitions for **five headline indicators** to measure progress towards this outcome, with a sixth on Ramsar sites still under development:

- | | |
|---------------------------------------|---------------------|
| • Natural green space | Continue the trend |
| • Protected Sites of Special Interest | Continue the trend |
| • Butterfly abundance | Transform the trend |
| • Breeding birds | Transform the trend |
| • Marine water quality | Continue the trend |
| • Ramsar sites | (Under development) |

Feedback from Future Jersey

A total of 36 submissions were received concerning the Natural Environment outcome and indicators. Another 30 members of the public reviewed this outcome in detail in four independent focus groups.

There was broad agreement with the proposed indicators and ambitions, and the following comments and suggestions were made.

Islanders said:

'Continue' was interpreted by the public as endorsing a historic trend that has seen a slight decline in green space over the last ten years. The other options of 'improve' or 'transform' were interpreted as literally meaning an acceleration of this decline or the unrealistic alternative of wholesale demolition of existing buildings to restore green space.

In response:

The 'continue' ambition was intended to represent a stable future trend in the proportion of Jersey which remains as green space. However, the consultation highlighted that this was open to different interpretations.

As a result of this feedback, the final vision will clearly show an ambition for the percentage of Jersey that is currently natural environment or land under cultivation to remain stable over time.

Islanders said:

Some people questioned whether setting an ambition to keep green space was unrealistic in the face of competing interests.

In response:

The aim of the long-term vision is to not only identify the community's future ambitions for Jersey, but also to improve transparency and accountability as work progresses towards them.

If future policy choices propose the loss of some green space, the reasons should be clearly set out and the consequences widely understood. Setting the ambition helps make future trade-offs more explicit and transparent, and guards against the unseen erosion of Jersey's green space.

Islanders said:

Some people challenged the inclusion of both natural environment and farmland as 'green space'.

In response:

Public consultation consistently shows that the majority of Islanders feel strongly about protecting Jersey's countryside and coast. Farmland forms an intrinsic part of Jersey's 'countryside' – about 52% of the Island is under cultivation, whereas 18% comprises natural habitat. This does not detract from the importance of looking beyond the headline figure to track changes in both.

Islanders said:

Some people questioned whether butterfly abundance warranted inclusion as an Island Indicator.

In response:

Butterfly abundance is internationally recognised as an important measure for a healthy environment. The European Environment Agency says:

'Birds and butterflies are sensitive to environmental change and their population numbers can reflect changes in ecosystems, as well as in other animal and plant populations. Trends of bird and butterfly populations can, therefore, be excellent barometers of the health of the environment.'

In fact, birds and butterflies are the only species groups that are integral to biodiversity monitoring programmes across Europe.

Other comments:

Many people added suggestions about what should be done to protect and enhance the natural environment, habitats and species, as well as air, water and soil quality.

These comments will be forwarded to the departments responsible for the relevant delivery strategies.

Sustainable Resources

We will be an Island that uses and manages its natural resources responsibly

The environment underpins every aspect of Islanders' lives – clean air, fresh water, protecting Jersey's resources and managing waste are all vital to health, wellbeing and quality of life.

Future Jersey proposed long-term ambitions for **six headline indicators** to measure progress towards this outcome:

- | | |
|----------------------------|---------------------|
| • Air quality | Continue the trend |
| • Water consumption | Continue the trend |
| • Natural water quality | Transform the trend |
| • Greenhouse gas emissions | Improve the trend |
| • Energy use | Improve the trend |
| • Waste management | Continue the trend |

Feedback from Future Jersey

A total of 31 submissions were received concerning the Sustainable Resources outcome and indicators. Another 30 members of the public reviewed this outcome in detail in four independent focus groups.

There was broad agreement with the proposed indicators and ambitions, and the following comments and suggestions were made.

Islanders said:

There should be an Island Indicator for soil quality.

In response:

This is an indicator used elsewhere – Wales's national wellbeing indicators include one of soil quality, for example. New work being undertaken by the Department of the Environment means that a new indicator on soil quality in Jersey can be introduced from 2018.

Islanders said:

One Islander queried why the ambition for water consumption should be to 'continue the trend', when there had clearly been an increase in both 2015 and 2016.

In response:

Although the most recent data goes against the overall downward trend, the bigger picture shows a 10% decline in water consumption since 2006.

Future Jersey is about creating sustained change over time, rather than short-term results. Using a ten-year time span does downplay the importance of changes from one year to the next. But, as the respondent has pointed out, the indicator also highlights where more recent results could put the desired long-term trend at risk. The final version of Future Jersey will therefore introduce the means of flagging such cases.

Islanders said:

One respondent queried the methodology used to calculate air quality. The indicator measures the number of times average monthly nitrogen dioxide concentrates exceed European Directive limits at any of Jersey's 22 monitoring sites in a year. The respondent asked whether measurements at one site consistently above the European limit would only count as one occurrence.

In response:

The indicator is based on a monthly average so the maximum number of times any one site could exceed the limit in any one year is 12. If average monthly nitrogen dioxide concentrates at one site constantly exceed the limits, this would be counted 12 times and constitute 12 breaches.

There are 22 monitoring sites so the maximum number of times that limits could be exceeded across Jersey using this indicator is 264. In 2015, the figure was seven.

Islanders said:

Some Islanders felt there should be a renewable energy indicator.

In response:

Many people are unaware that there is already a substantial amount of renewable energy that forms part of the island's energy mix. Jersey Electricity report that 35% of the Island's electricity, just over 215GW/h, is supplied by hydro-electric power plants which is of course renewable energy. As an aside, the other 400GW/h of the imported electricity that supplies more than 98% of the Island total electricity needs is from nuclear energy which is a very low carbon source of electricity.

There are two other large sources of renewable energy that enter the on-Island energy system:

- the States of Jersey generate energy from the Island's Energy from Waste facility. This technology is considered renewable in many categorisations throughout Europe and the Island's waste generated nearly 44 GW/h in 2017
- the treatment process for sewage sludge carried out by the Department of Infrastructure also produces renewable energy. The anaerobic digestion of sewage produces methane, which is then burnt in a Combined Heat and Power unit, which in 2017 produced just over 3 GW/h of electricity. The heat from this process is then

used to pasteurise the sewage sludge, meaning it is safe to return to land as a fertiliser; this whole process is 90% efficient.

While it is possible to monitor and report on these sources of renewable energy used locally, it is much more difficult to monitor the amount of 'decentralised' renewable energy across the Island that consumers have chosen to install in their homes. Examples of this sort of technology include solar photovoltaic panels to generate electricity from the sun's energy, or solar thermal technology, which uses the sun's energy to heat water used in homes. Other renewable energy space heating solutions include ground source or air source heat pumps, the latter of which is becoming widespread. Because these types of renewable energy installations are purchased privately and mostly exempted from planning permission, it is impossible to monitor the amount of installed capacity.

In other jurisdictions, private households receive grants for installation of renewable energy technology and so uptake can be tracked. No such system exists in Jersey so the data is not currently available. The possibility will be re-visited in the future.

Islanders said:

There was some criticism that the waste management ambition to 'continue the trend' was not ambitious enough.

In response:

The current ten-year trend for the amount of waste produce per person in Jersey is downwards, albeit largely due to improvements made up to 2012. More recent results are contrary to this desired trend.

Setting an ambition to 'continue the trend' reflected the need to turn around recent results and then go further than earlier reductions in waste consumption. This will be challenging in itself if greater spending and consumption generates more waste.

As a result of feedback from Future Jersey, the final vision will clearly show an ambition for the amount of waste produced per person in Jersey to trend downwards over time.

Islanders said:

There was concern that the greenhouse gas data for Jersey did not fit with the Inter-governmental Panel on Climate Change (IPCC) trend, leading the respondent to question whether the correct information had been provided.

In response:

The IPCC trend is a global trend. The Island Indicator measures only Jersey's greenhouse gas emissions. This is calculated in line with IPCC standards, as well as methodology from independent accredited experts.

Other comments:

Many people added suggestions about what should be done to encourage recycling, renewable energy and electric vehicles, and improve air and water quality.

These comments will be forwarded to the departments responsible for the relevant delivery strategies.

Feedback on the Economy Outcomes

Affordable Living

We will be an Island where people can afford a decent standard of living

A decent income is crucial to Islanders' quality of life because most basic needs – food, water, shelter, health care and many forms of recreation – have to be bought; affordable living is about being able to afford what you need to lead a healthy, happy and productive life.

Future Jersey proposed long-term ambitions for **six headline indicators** to measure progress towards this outcome:

- | | |
|----------------------------|---------------------|
| • Disposable income | Transform the trend |
| • Relative low income | Improve the trend |
| • Coping financially | Transform the trend |
| • Cost of buying a home | Transform the trend |
| • Rental stress | Transform the trend |
| • Relative consumer prices | Transform the trend |

Feedback on the indicators and ambitions

A total of 59 submissions were received on the Affordable Living outcome and indicators. Another 30 members of the public reviewed this outcome in detail in four independent focus groups.

There was broad agreement with the proposed indicators and ambitions, and the following comments and suggestions were made.

Islanders said:

Islanders asked for the disposable income indicator to be amended to make it clear that this is a weekly income.

In response:

The indicator will be amended accordingly in the final vision.

Islanders said:

Questions were raised about why the rental stress indicator focused on qualified low-income households in private rental.

In response:

The rental stress indicator uses an approach introduced in the early 1990s in Australia to provide a measure of the proportion of households that were over-burdened by their housing costs. Prior to its introduction, a widely-used measure of rental 'stress' assumed that **any** household, regardless of their income level, which spent more than 30% of their gross income on mortgage or rental costs was in housing stress. However, this approach

can overestimate housing stress, since some high-earning households are able to spend more than 30% of their income on housing costs and still have sufficient funds remaining to pay for non-housing expenses.

Having chosen to focus on low-income households who pay more than 30% of their gross income on rental costs, three main household types in this income bracket were looked at – qualified private rental, unqualified private rental and social rental. One option would have been to use an indicator that covered all three household types. The table below, however, shows that there is considerable variation between them:

	Social rental	Private rental	Non-qualified
2015	45	73	53

The greatest proportion of low income households living in housing stress are in the private rental sector (73%). That is why the indicator focuses on this segment of the market.

However, it should never be considered in isolation. Underpinning all the indicators will be secondary indicators, which will gather further data and evidence to give a greater understanding of what is happening, and why. In the case of rental stress, data on social rental and unqualified households will form an integral part of the story behind the trend, as well as other measures, such as overcrowding and housing waiting lists.

Other comments:

Many people added suggestions about what should be done about issues, such as affordable housing, consumer prices and wages.

These comments will be forwarded to the departments responsible for the relevant delivery strategies.

Attractive Business Environment

We will be an attractive place to do business

Jersey must compete against many places to attract and retain companies and skilled workers. Maintaining an attractive and competitive business environment is essential if the Island's economy is to continue to provide employment and funds for its infrastructure and services.

Future Jersey proposed long-term ambitions for **four headline indicators** to measure progress for this outcome. An additional one on business start-ups was still under development:

- | | |
|--------------------------|---------------------|
| • Skilled workforce | Improve the trend |
| • Digital infrastructure | Continue the trend |
| • Economic participation | Continue the trend |
| • Net migration | Transform the trend |
| • Business start-ups | (Under development) |

Feedback on the indicators and ambitions

A total of 26 submissions were received concerning the Attractive Business Environment outcome and indicators. Another 30 members of the public reviewed this outcome in detail in four independent focus groups.

There was broad agreement with the proposed indicators and ambitions, and the following comments and suggestions were made.

Islanders said:

It was suggested that the economic participation rate is not a good indicator; in an affluent society people can choose to retire early and it doesn't show the participation rates of different groups, such as locals and migrants.

In response:

The economic participation indicator is widely used internationally. Interpreting each of the Island Indicators always requires an understanding of 'the story behind the trend'. People not needing to work may be one factor but this needs to be set alongside others, such as incapacity (and, in particular, the trends in these factors) and other potential barriers to work. An understanding of these factors will help to inform policy decisions.

No indicator should be interpreted in isolation and this is one indicator that clearly benefits from deeper analysis of participation rates by different demographic groupings such as age, gender and place of birth.

Islanders said:

Some respondents felt the indicator measuring the roll-out of fibre-optic infrastructure was inadequate.

In response

This indicator is widely used elsewhere, because of the economic importance of improving digital infrastructure and the availability of next generation broadband connectivity. Such connectivity will support future innovation in the digital economy, help create better jobs and ensure local businesses can grow and remain competitive in the global digital environment. It will also enable the delivery of digital services to support public sector efficiencies and savings.

While the Island Indicators are organised around the ten Island Outcomes, the purpose of the framework is to recognise that progress in one area can have an impact elsewhere. Improved digital infrastructure, for example, opens up new opportunities for different ways of living and working that could contribute to progress on transport, health and greenhouse gas indicators.

The fibre-optic indicator will have a limited shelf life; Jersey is in the enviable position of being close to rolling out the infrastructure to all homes and businesses. Once this target has been reached, and this significant achievement has been celebrated, a replacement indicator will be found. In this respect, work is also underway to identify whether other Island Indicators in Future Jersey can be broken down to identify a digital element.

Islanders said:

Questions were asked about why the indicators did not cover aspirations for the technology sector of the economy, nor measure how much technology businesses contribute to Jersey's GVA.

In response:

Once the proposed ambitions in Future Jersey have been agreed and the final vision is in place, delivery strategies will be identified to take Jersey in the right direction for each indicator.

As things stand with the indicators, the ambitions are to increase GVA, with a focus on achieving productivity-led growth. If these are agreed, the Island will need to decide what role will be played by technology. GVA and productivity are the headline indicators – technology may well be key to taking the respective trends in the right direction.

As stated in the previous answer, work is also underway to identify, for example, the GVA of the digital sector – acknowledging that technology contributes to the performance of all Jersey's economic sectors.

Other comments:

Many people added suggestions about what should be about issues, such as training, migration, higher education and retaining local talent.

These comments will be forwarded to the departments responsible for the relevant delivery strategies.

Jobs and Growth

We will benefit from a strong economy and rewarding job opportunities

An economy is successful if it can provide high-income jobs and keep people in work. Increasing the proportion of higher-value jobs in Jersey's economy entails encouraging Islanders to remain in the Island for employment and to progress up the skills ladder. It also involves attracting others to Jersey who can help businesses grow, become more productive and help create better employment opportunities for Islanders.

Future Jersey proposed long-term ambitions for **four headline indicators** to measure progress for this outcome:

- | | |
|--------------------|---------------------|
| • Economic output | Transform the trend |
| • Productivity | Transform the trend |
| • Unemployment | Continue the trend |
| • Average earnings | Improve the trend |

Feedback on the indicators and ambitions

A total of 26 submissions were received concerning the Jobs and Growth outcome and indicators. Another 30 members of the public reviewed this outcome in detail in four independent focus groups.

There was broad agreement with the proposed indicators and ambitions, and the following comments and suggestions were made.

Islanders said:

Some people argued there was not enough emphasis on the lower-paid jobs, that are essential to any society, and the difficulties people in these jobs face in affording a decent standard of living in an expensive island.

In response:

Although Future Jersey does not include an indicator specifically looking at lower-paid jobs, it does include measures on disposable income, relative low income, coping financially, the cost of buying a home, rental stress, average earnings, life satisfaction, educational qualifications, skills and relative consumer prices.

These are all vital indicators for how the whole community is faring. Each one can also be broken down to help understand what is happening to different groups within Jersey's society. Their purpose is to inform transparent, evidence-based policy decisions, designed to make a difference.

Islanders said:

Some Islanders expressed concern that increases in productivity are often achieved by making people work harder.

In response:

Productivity is about how well Jersey uses its available resources – land, people and capital – to produce goods and services. Increasing productivity can either produce more goods and services with the same amount of resources or achieve the same levels of production with fewer resources.

Increased productivity is not about working longer, but working smarter. It's about finding new and innovative ways to do things better. It is also the most likely way to reduce demand for migrant labour and deliver higher incomes for Islanders in the longer-term.

Islanders said:

The value of unemployment figures was questioned by one respondent, who asked whether they included people on work schemes and those who don't claim benefit.

In response:

There are currently two ways to measure unemployment in Jersey:

- registered unemployment: the number of people registered as actively seeking work (ASW) with the Social Security Department
- unemployment rate: the number of registered unemployed as well as people not registered, but still seeking work.

The Future Jersey indicator on unemployment uses the internationally comparable rate as defined by the International Labour Organisation (ILO), which measures the proportion of unemployed people in the entire work force. This includes people registered as unemployed, as well as those not registered but still seeking work.

The ILO definition of unemployment includes participants in skills training or retraining schemes within employment promotion programmes, who on that basis, were “not in employment”, not “currently available” and did not “seek employment” because they had a job offer to start within a short subsequent period, generally not greater than three months.

The ILO unemployment rate is measured by States of Jersey Statistics Unit through the Jersey Census and is updated between census years through household surveys. The unit also independently analyses anonymised ASW data from the Social Security Department and publishes monthly reports of these figures.

Islanders said:

There was concern that overall economic statistics can be skewed by the influence of the financial services sector.

In response:

No Island Indicator can tell the full story about the causes and forces at work behind the trend. Each has to be broken down into more detail or supported by other information.

Certainly, many of the economic indicators will need to be broken down so that the contribution made by different sectors of the economy can be understood.

Islanders said:

Some respondents argued that continual economic growth is unsustainable.

In response:

Economic growth is just one of the many indicators in Future Jersey. Many of the others have been chosen because they are included in wellbeing and sustainability indices used in other places. The purpose of developing a set of indicators to monitor progress is to ensure Jersey achieves a sustainable balance across all the economic, social and environmental outcomes.

Other comments:

Many people added suggestions about what should be done about issues, such as training, economic diversification and migration.

These comments will be forwarded to the departments responsible for the relevant delivery strategies.