



Island Identity and International Profile Policy Development Board

Minutes from Meeting 1 of The Policy Development Board
Monday 21st October 2019

Board:

Minister for International Development, Deputy Carolyn Labey (Chair)
Assistant Minister for Education, Deputy Jeremy Maçon (JM)
Deputy Russell Labey (RL)
Simon Boas – Executive Director, Jersey Overseas Aid (SB)
Geraint Jennings (GJ)
Ben Shenton (BS)
Tom Hughes (TH)
Jacqui Rutter (JR)
Adv. Christopher Scholefield (CS)
Chris Bright (CB)

Executive Support:

Paul Milbank – Programme Manager (PM)
Dr Megan Matthias – Group Director Policy (MM)
Alison Macfarlane – Ministerial Support Officer (AM)
Dr Ian Skinner - Corporate Planning and Performance (IS)

Apologies:

Alexia McClure (AM)
Kate Nutt - Group Director External Relations

1. Welcome, introductions and apologies

The Chair welcomed all the attendees and conducted introductions. Apologies were noted.

- 1.1. The Chair introduced the meeting by outlining the remit of the Island Identity and International Profile Policy Development Board and the mandate given to the Board by the Chief Minister.
- 1.2. The following points were also made:
 - The Chair has a particular and long-standing interest in the subject of Jersey Identity, having been co-author of the Islands first Cultural Strategy in 2005. Many of the Board are concerned at what could be perceived as a general dilution of a distinctive Jersey identity.
 - The importance of this work is increased by the need to promote Jersey internationally in coherent ways and to counteract negative narratives about Jersey with a positive vision of who we are and what we stand for. The narrative about Jersey needs to be developed.
 - There is an enormous amount of work to do and a culture to confront which does not recognise the uniqueness of Jersey and the importance of protecting and enhancing our identity.
 - Bringing this Board together is an important first step.
- 1.3. The Chair introduced a timeline of work for the Board:
 - The Board must produce an interim findings report by June 2020
 - The Board should then create an action plan by December 2020
- 1.4. The Chair asked for comments or thoughts about the Terms of Reference for the Island Identity and International Profile Policy Development Board, which had been previously circulated to the Board. There were no comments from the Board – all were content with the TOR.

2. General discussion and idea-sharing on the subject of Jersey Identity

- 2.1. GJ made the following points:
 - An immediate point of distinctive identity is our language
 - Identity and its formation are about the sensory experience of the island: not just visual but audible (sounds and music), also tastes, textures.
 - Identity is formed through our public realms and in our architecture
 - Food is important - the various tastes that you might associate with Jersey
- 2.2. CB agreed that the promotion of Jèrriais is crucial. He emphasised that we are not English - we are historically far more closely related to Normandy.
- 2.3. GJ has been invited to be member of the Council of the Norman Language under the region of Normandy. His role is to work on Norman language strategy.
- 2.4. CB said that there are significant challenges to a revival of Jèrriais. The Welsh language has experienced a significant revival because there have been some key economic drivers. Jèrriais does not have the same drivers – very few people could enhance their income through learning the language.

- 2.5. CB continued that a more direct route to the preservation of island identity is better management, design and reform of our public realm. A programme of changes to our visual environment, such as distinctive Jersey road signs could signal more clearly to visitors and residents that they are not in England. Language is part of this but there is much more to do.
- 2.6. GJ informed the Board that the Basque Country have developed their own font for use in the public realm. The Irish have done the same with the Celtic fonts and imagery
- 2.7. Various points were made by members of the Board about the ways that other jurisdictions, such as the Isle of Man use distinctive fonts, language and imagery in the public realm and on public property.
- 2.8. Board members raised points which could be summarised as a concern about the 'anglicisation' of Jersey.
- 2.9. The Chair spoke about education and how identity is formed and reinforced through our education system. She asked if more could be done to train teachers in matters of citizenship and identity. There is certainly work to be done with education to find ways to reinforce identity through the school system.
- 2.10. JM added that Jersey identity is also about what we experience together. It is important to understand our public celebrations and traditions and how they inform national identity for example:
- Liberation day
 - Parish life
 - Public celebrations
- JM asked if the fundamental question of Jersey identity is about what exactly it is that makes us different from the UK.
- 2.11. GJ raised the issue of public spaces for the performance of art and music and highlighted that we don't have an adequate gallery for the presentation of the national art collection.

3. Conversation about current work that is being undertaken in the area of Island Identity

- 3.1. IS discussed the work undertaken in the Future Jersey project. He made the following points related to the findings of Future Jersey:
- Quality of life is consistently cited as Jersey's most important defining asset
 - Beauty of landscapes generally comes up first when people are talking about Jersey
 - Wellbeing is an important feature of the work that is emerging from the Future Jersey report
 - If the work of the Board is to feed in to other policy development directions, then sustainable wellbeing is an interesting unifying theme.
- 3.2. IS also highlighted that these themes feed into current and future areas of policy work such as the climate change and sustainable transport policy.
- 3.3. JR made comments about the arts and arts diplomacy. Jersey has an enormous wealth of artistic talent and the showcasing of our artistic talent is one of the best ways for us to build our international profile and relationships. Young artists from Jersey are already operating on

the international stage.

3.4. MM made some general points about the trajectory of this Board’s work There are different ways of dividing the work of the Board depending on the angle of approach. Focus could be towards:

- Improving and enhancing Jersey’s reputation
- Social cohesion and inclusion
- Civic engagement
- Nation Building

4. Closing comments and next steps

4.1. The Chair drew the discussion to a close, commenting that there is a wealth of ideas to be explored. We may look to form smaller working groups in the future or work streams to explore particular aspects of identity in greater depth and to make more specific recommendations – e.g. Public realm / Education / Arts and culture etc.

4.2. It was noted that the next meeting would be held on the 11th of November 2019 and that PM would be collecting responses to a set of questions posed in an appendix to the agenda ahead of the meeting.

The meeting closed at 1430.

5. Key points and actions

Member	Key comments	Actions
GJ	An immediate point of distinctive identity is our language Identity and its formation is about the sensory experience of the island: not just visual but audible (sounds and music), also tastes, textures.	
CB	A more direct route to the preservation of island identity is better management, design and reform of our public realm. A programme of changes to our visual environment, such as road sign could signal more clearly to visitors and residents that they are not in England.	
CL	It is possible that more could be done to train teachers in matters of citizenship and identity.	Establish a work stream of Island Identity in education and citizenship.

IS	If the work of the Board is to feed in to other policy development initiatives, then wellbeing is an interesting unifying theme.	Explore the sustainable wellbeing framework and its links to Jersey identity.
IS	Quality of life is consistently cited by residents as Jersey's most important defining assets	
	The beauty of Jersey's landscapes is generally the first thing people mention when discussing the island	
JR	Jersey has an enormous wealth of artistic talent and the showcasing of our artistic talent is one of the best ways for us to build our international profile and relationships. Young artists from Jersey are already operating on the international stage.	Explore the possibility of a work stream around arts diplomacy and identity formation through the arts.