



Island Identity and International Profile Policy Development Board

Minutes from Meeting 2 of The Policy Develop Board Monday 11th
November 2019

Board:

Minister for International Development, Deputy Carolyn Labey (Chair)
Deputy Russell Labey (RL)
Geraint Jennings (GJ)
Simon Boas (SB)
Alexia McClure (AM)
Tom Hughes (TH)
Adv. Christopher Scholefield (CS)

Executive Support:

Megan Mathias - (MM)
Paul Milbank – Programme Manager (PM)
Alison Macfarlane - Ministerial Support Officer

Apologies:

Assistant Minister for Education, Deputy Jeremy Maçon
Deputy Carina Alves
Jacqui Rutter
Kate Nutt
Ben Shenton

1. Welcome and apologies

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

2. Update on membership of the Board and discussion about Consuls in Jersey

2.1. The Chair informed the Board that Deputy Carina Alves has accepted an invitation to join the Board. She delayed her decision because she was unsure of her ability to commit due to her current workload. However, she is very supportive of the Board's objectives and wishes to play as much of a role on the Board as her workload will allow.

2.2. The Chair expressed appreciation that Deputy Alves had agreed to join the Board. Among her potential contributions was her in depth knowledge of the Madeiran/Portuguese community and the challenges and opportunities of a Jersey identity for that community.

2.3. Deputy Alves has expressed her views on the role of Consuls in Jersey, especially the Portuguese consul and her insights would be the basis for a valuable discussion.

2.4. CS expressed his support for the important role played by the Consuls in Jersey. He commented however, that the role of the French Consul in Jersey has become inverted as most of their work is to help Jersey people with questions about France, rather than supporting French nationals.

2.5. SB said the Consul model is interesting and wondered about the possibility of extending Jersey Consuls into different countries. He offered the example of the Flemish region having its own honorary representative in different regions. Jersey could look at a similar network model.

2.6. The Chair agree that this could be an interesting model and potentially something that could be presented in the future recommendations of this Board. We ought to discuss this at a future meeting when a representative of External Relations is present. PM will work on this between meetings and report back to the Board.

3. Comments relating to question set given as appendix to agenda from meeting 1

3.1. The Chair informed the board that Chris Bright, who had not made a firm commitment to join the Board, but who attended the first meeting as a part of his decision-making process, had decided not to join. He remains entirely supportive of the objectives of the Board, but felt that his contribution would be more valuable in the form of occasional written contributions an as an advocate for enhancing of Jersey Identity in his media columns etc.

3.2. The Chair also drew attention to written comments made by Chris Bright in writing to the Board which included the following points:

- Island Identity is a very important area of work
- Not sure if it can be handed down from Government
- Perhaps it should be properly formed at the grass-roots level

3.3. The Chair responded to Mr Bright by making the following points:

- She agrees that there is a danger of attempting to form Identity at Government level
- People may feel that whatever is presented is being imposed

- However, civil society needs to be supported and encouraged towards engaging with questions of identity and international profile
- Government has a role to play to catalyse and facilitate such activity
- This is the role of this Board

3.4. CS agreed with the points made by the Chair. People expect and look for leadership from Government.

3.5. The Chair informed the board that various responses to the questions from the previous agenda had been received and thanked members of the Board for their contributions. PM is collating them and keeping a record.

3.6. CS said that he had contributed several documents to PM between the meetings and will continue to do so. He also said that he appreciated seeing the comments of others and that almost everything listed as a potential 'quick win' line of work was valuable.

3.7. The Chair emphasised that we are still in the scoping and collecting phase and we will continue to welcome all relevant documents and thoughts.

4. Discussion about the general purposes and objectives of the Island Identity Policy Development board

4.1. RL commented that he would like the Board to have greater clarity about what they feel are its objectives and hoped for outputs. He commented that Government has often not been able to provide an acceptable level of clarity about the difference between objectives and outputs. What are the primary outputs for an Island identity programme?

4.2. MM said that she thought that there were several categories of outcomes that could be explored and pursued together:

- Pride in Jersey and sense of belonging
- Social cohesion and community
- Celebration and raised awareness of history and heritage
- An improved international reputation and relationships

All were valuable goals and all could be enhancing to Jersey as a whole.

4.3. The Chair explained that the Board are expecting to hear from Dr Ian Skinner at the next meeting. He led the Future Jersey project and report and will help us to better understand the background and context of the Island identity work.

4.4. MM suggested that Ian Skinner's work would be complemented by a presentation from Duncan Gibaut who is Head of Statistics Jersey and could provide valuable insights.

4.5. The Chair agreed that Stats Jersey's input would be a valuable contribution to the next meeting.

4.6. The Chair also said that a fundamental question for an Island Identity Board, and indeed for the whole island is "What kind of Island do we want?"

4.7. AM agreed and commented that one of the most significant challenges was to find a way to put words or feelings around the nature of Jersey's identity. She made the following additional points:

- There is a need to follow a process of brand development.
- We are not exactly trying to build a brand, however there are similarities to what we are trying to do, and to the brand development process
- We are trying to encapsulate and present the personality of Jersey

4.8. AM continued by making comments about the process that we ought to consider following:

- The process is essentially in two-stages:
Stage one:
 - We should not be thinking about outputs until we have done a sufficient job of scoping all the existing research.
 - There is a danger of reinventing the wheel if we do not work together and collate all existing work and reports
- Stage two:
 - Creating a vision and narrative
 - Finding ways of disseminating this vision and gaining buy in

4.9. PM explained that he intends to collate information and scope in three ways

1. Arranging structured interviews with selected people – ‘stakeholders of Jersey identity’
2. Inviting key individuals and organisations to present to this Board
3. Discovering what work and data there is already out there

The Board agreed this approach

5. Discussion about the groups and individuals that the Board would like to engage with

5.1. Members of the Board made the following suggestions of people or groups that the Board would like to hear from or engage with:

- Jersey Finance Limited
- Heritage
- Groups representing older islanders and younger islanders
- Locate Jersey
- Representatives from Infrastructure, planning and the public realm

6. Ideas shared

6.1. The meeting concluded with a sharing of ideas about projects that could be undertaken.

Potential projects mentioned were:

- A Jersey specific road sign design
- A Jersey Identity podcast, including interviews with interesting local figures, local music, poetry etc.
- Cycling infrastructure and networks – Jersey as a cycling hotspot through the development of infrastructure

The Chair closed the meeting at 1430. Next meeting 25th November 2019.

7. Key points and actions:

Member	Key points	Actions
SB	The Board could explore the possibility of extending honorary Jersey Consuls into different countries.	Explore the operations of the existing consuls in Jersey and consult with External Relations on potential recommendations for a future extension of the model, locally and in other countries.
MM	<p>There are several categories of outcomes that could be explored and pursued together</p> <ul style="list-style-type: none"> - Pride in Jersey and sense of belonging - Social cohesion and community - Celebration and raised awareness of history and heritage - Enhanced international reputation <p>All were valuable goals, and all could be enhancing to Jersey as a whole.</p>	
MM	Statistics Jersey will make a valuable contribution to the next meeting.	PM to Invite statistics Jersey to next Board meeting -
AM	<p>The process that the Board should consider following is essentially a two-stage process</p> <p>Stage one:</p> <ul style="list-style-type: none"> - We should not be thinking about outputs until we have done a sufficient job of scoping all the existing research. - There is a danger of reinventing the wheel if we do not work to gather and collate all existing work and reports <p>Stage two:</p>	Explore this process further at a subsequent meeting. PM and AM to consult between meetings to build this process.

	<ul style="list-style-type: none"> - Creating a vision and narrative and find ways of disseminating 	
	<p>Process to collate information and gauge opinions</p> <ol style="list-style-type: none"> 1. Structured interviews with selected people – ‘stakeholders of Jersey identity’ 2. Inviting key individuals and organisations to present to this Board 	Draft interview questions and circulate to the Board
PM		Research road signs: fonts, formats and designs in other places