



Island Identity and International Profile Policy Development Board

Minutes from Meeting 3 of The Policy Develop Board
Monday 25th November 2019

Board:

Minister for International Development, Deputy Carolyn Labey (Chair)
Deputy Jeremy Maçon (JM)
Geraint Jennings (GJ)
Ben Shenton (BS)
Simon Boas (SB)
Alexia McClure (AM)
Adv. Christopher Scholefield (CS)
Tom Hughes (TH)
Frederick Holmes (FH)

Executive Support:

Paul Milbank – Programme Manager (PM)

Apologies:

Deputy Russell Labey
Deputy Carina Alves
Jacqui Rutter
Geraint Jennings
Ben Shenton
Kate Nutt

Guest contributors:

Matthew Gill (MG) - Statistical Officer
Dr Anushka Muller (DAM) - Director of Strategic Planning and Performance

1. Welcome and apologies

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

2. Public meetings

2.1. The Chair highlighted the public meetings taking place in December which may be of interest to the Board. PM will attend and will circulate file notes to the Board.

2.2. St Helier Character Consultations- Weds 11th December 1100-1300 – St Paul’s Centre
Sustainable Wellbeing – what does it mean, what should it mean? Thursday 12 December 1130 – 1330 – St Paul’s Centre.

2.3. The Board had a brief discussion on the subject of traffic in St Helier, noise and air pollution and sustainable transport policy. AM commented that traffic and transport are important aspects of identity. Overcrowded roads affect quality of life, health, perception and reputation. The Board agreed that sustainable transport policies were an essential part of the work that is needed to preserve and enhance Jersey’s identity.

3. Discussion draft interview questions and process for the research work

3.1 The Chair moved to discuss the interview questions intended for the research work. PM explained that interview questions were developed as a way of capturing data from individuals and organisations consistently to allow easy analysis.

3.2 AM suggested that there needed to be some questions added that were focused towards organisations and leveraging their previous work. Also need to think about finding organisations who have done the work of critiquing various aspects of island life and can provide critical data points. E.g., around public realm and roads.

3.3 The Chair explained findings will all go into our June report. CS’s work can be an important input into this and he should present his opinions – *This Realm of Ours* is one such document.

3.4 SB gave a suggestion of how to structure the report to differentiate between “Internal Identity” and “External Identity”. External Identity then breaks down into further distinction between Islanders’ and outsiders perspective on Jersey’s international profile.

4. Updates on other work undertaken

4.1. The Chair explained that she and PM had met the Ports of Jersey: Alan Merry - Executive Strategy & Development Director & Maria le Tiec - Passenger Services Manager. They discussed the lack of identity in the points of entry, particularly the airport terminal. They were open to our input. It was suggested that we ought to include someone from Visit Jersey on this Board or at least actively consult Visit Jersey.

4.2. CS said that the Ports provide a key moment and opportunity to make a first and lasting impression. There are small things that can make a big difference such as uniforms and the general demeanour of the customs staff.

5. Discussion of “Jersey at a Glance” Document Produced by Chief Minister’s Department

- 5.1. The Chair showed the group the booklet and asked for input which CM's department are keen to receive from us.
- 5.2. AM explained that, as she understands it, the purpose of this Board is to reach a collective opinion on the subject of island identity. This can form the foundation for a number of lines of work where that identity is disseminated and projected. The process of working towards this collective expression of identity is the first stage of the process.
- 5.3. The Chair agreed and said after the finding and recommendations had been produced we would create an action plan which could be brought to the States for a decision to implement. On this basis we can then hold to account and provide critical input on decisions.
- 5.4. FH said that the booklet was made quickly in response to the Chief Minister's request to have something to take with him to China. There are other gifts such as Bachin, cufflinks and the Bailiffs medals etc.
- 5.5. AM said that this work should be undertaken following the development of a Jersey strapline and strong brand identity. Funding will be required
- 5.6. The Chair asked PM to find out what Jon Carter at Jersey heritage recommends in terms of Jersey publications to give out as gifts.

6. Presentation from Matthew Gill of Statistics Jersey and discussion

6.1. Civic engagement and participation

- 6.2. MG made the point that Jersey has one of the highest scores for access to relatives or friends who could help or be contacted in an emergency. However, it also has one of the lowest scores on civic participation and voter engagement.
- 6.3. MG said that we do not have access to detailed voter data because the parishes are unable to share data. JM suggested that this indicated the need for a central electoral register. CS questioned whether political parties would make a difference. FH said that it was noted by the Electoral Observation Mission in the last election that Jersey has a very low participation level.
- 6.4. MG explained that mandatory voting makes a huge difference – Chile is a good example. The Chair said that Malta is a good example of an island with a very high participation rate with rates over 90%, PM made the observation that Island Identity and voter turnout are related.

6.5. Jersey Opinions and Lifestyle Survey:

- 6.6. MG discussed some of the most relevant insights gained from previous surveys. One example being that that leisure and sports activities are generally rated quite positively in Jersey while cultural activities are rated poorly.

6.7. Comparisons with other jurisdictions

- 6.8. MG informed the Board that they have the opportunity to include their own questions in the next Jersey Opinions and Lifestyle Survey. The Chair said that we must produce an interim findings

report in June and therefore the results of the next survey will not be ready in time to shape this report, but it could potentially shape the Action Plan. SB said that it will still give the work of the Board significant impetus.

MG made the point that statistical research can help to provide substance – to move beyond anecdotal and subjective ideas.

6.9. CS asked if Stats Jersey had drawn up a list of comparable island states? MG said that there are regions in the OECD that are closely comparable to Jersey – in the UK, Ireland and Switzerland.

7. Presentation From Dr Anushka Muller - Why Sustainable Wellbeing?

7.1. Key points:

7.2. GVA not an adequate measure of societal success and wellbeing.

7.3. Jersey's data does not appear on the OECD website.

7.4. Netherlands connect sustainable wellbeing and identity – wellbeing to be a significant part of their international profile.

7.5. Jersey doing very well on some measures and working hard towards progress – we need to talk more about it as part of our profile.

7.6. The inclusion of sustainable wellbeing in finance law is one of the areas in which Jersey is world leading.

8. Discussion on implications of wellbeing work

8.1. CS asked if we can we make it a starting point for the work of the Board that identity naturally contributes to the things that make for sustainable wellbeing

8.2. DAM suggested it could be the other way around:

Could being a leader in the Sustainable Wellbeing space be a significant marker of Jersey's identity in the future? i.e. Quality of life is the USP of Jersey

8.3. JM asked if the data is broken down by income brackets? It could be said that the data isn't meaningful if people are having very different experiences of life here – depending on their income. MG said that the Better Life Survey does have a life satisfaction / happiness question: Generally people get less happy as their income gets lower. AM said that there is a big divide between rural and urban populations in Jersey.

JM said that Jersey Identity Board needs to be very aware of the different experiences of different groups of people and not produce something that is not representative.

9. Next steps

9.1. CS said that Sustainable Wellbeing has implications for how agencies like Locate Jersey sell the island – it could save a lot of unnecessary marketing efforts if we were able to talk more about our Better Life Index score and our progress on the Better Life Index. It provides an objective

intergovernmental measure which could be marketed. CS said that the USP from a wellbeing perspective is the safety of the island. Italy offers a similar option for HNW individuals, but Jersey is a much safer place.

9.2. JM asked if we should invite Locate Jersey to the next meeting of the Board? SB asked if we want also to invite Jersey Finance? FH said that JFL should be approached and invited. It is representative of the largest industry. CS asked on what basis should we be inviting. Can we be guiding them in how they represent Jersey? FH said that JFL are going through a long process of trying to reformulate the way it represents itself. It is also worth trying to connect with the diaspora communities. JM said that it has also done work of surveying work and data collection it has. CS suggested we could approach JFL by saying “Here is what we are doing as a group – and what are you doing and how can we help each other?” FH: JCG is currently working on increasing its international student intake and bringing students to Jersey.

9.3. JM asked if Perhaps we should contact them and ask for an interim report on their work to promote Jersey as place to come to be educated? CS asked Which school has links with China? TH confirmed that Hautlieu has links with China CS: We should find a list of comparable islands or states that may have done identity work, such as the island of Bornholm.

[Meeting closed at 1300]

10. Key points and actions:

Member	Point	Action
		Identify local organisations which have already completed critique on various aspects of island feel and identity.
		Consider including a representative of Visit Jersey on the Island Identity Policy Board.
		Ask Jon Carter and Jersey Heritage about the documents they are giving out as gifts to visitors.
		Interact with Malta on the question of voter engagement
		Build a question set for next year's Jersey Opinions and Lifestyles Survey and send to Stats unit early in the New Year.
		Contact the relevant people in the Netherlands with a view to understanding their national identity process
		Stay in dialogue with the Ports of Jersey to ensure an interchange of ideas and thoughts about how Jersey identity can be expressed through ports – airport in particular.
		Discuss diplomatic gifts and what might be given as a gift on State occasions.
CL	The findings of the questions on identity to be including in the Jersey Opinions and Lifestyle survey could influence	

	the action plan and give it significant impetus.	
DAM	Jersey: Leader in sustainable wellbeing as a significant part of Island Identity in the future.	
DAM	The inclusion of sustainable wellbeing in finance law is one of the areas in which Jersey is world leading.	
DAM	Quality of life is the USP of Jersey	
JM	The images of Jersey that we use must reflect the experiences of all island.	
		<p>Invite the following to address the Board</p> <ul style="list-style-type: none"> - Visit Jersey - Jersey Finance - Arthouse - Digital - Sir Philip Bailhache
		Contact JCG to ask for an interim findings report on their efforts to market Jersey elsewhere.
		Contact comparable jurisdictions to ask about the kind of work they might have done on Island Identity.