

Privileges and Procedures Committee

Political Awareness and Education Sub-Committee

(3rd Meeting)

26th January 2023

**Part A (Non-Exempt)**

All members were present with the exception of Deputy L.K.F. Stephenson from St Mary, St Ouen and St Peter from whom apologies had been received.

Deputy C.S. Alves of St Helier  
Deputy C. F. Labey of Grouville and St Martin  
Deputy R. L. Kovacs of St Saviour  
Deputy M. B. Andrews of St Helier  
Deputy I. Gardiner of St Helier  
Deputy R. Ward of St Helier  
Connétable M.A Labey of Grouville

In attendance –

Mrs. L Hart, Greffier of the States  
Ms J. O'Brien, Head of Digital and Public Engagement  
Ms K. Boydens, Principal Committee and Panel Officer  
Ms M. Jehan, Education Manager  
Ms K. Camara, Research and Project Officer

Note: The Minutes of this meeting comprise Part A

Minutes                   The Sub-Committee approved the minutes of the meeting held on the 27th October 2022, subject to minor amendments.

Digital and Public Engagement:                   The Sub-Committee received an update from the Head of Digital and Public Engagement ('D&PE') regarding key workstreams the team was currently undertaking.

Update on key workstreams                   The Head of D&PE informed the Sub-Committee that questions had been submitted to Statistics Jersey for the Jersey Opinion and Lifestyle Survey, specifically in relation to civic engagement. A number of questions had also been submitted for the Jersey Children and Young People Survey in relation to influence. The Sub-Committee requested that the list of questions was circulated to it as soon as possible.

The Head of D&PE explained that she had recently visited Westminster with the Education Manager which had included insight into how petitions were used. The Sub-Committee discussed the petitions process in Jersey and agreed that they could be used as an engagement tool with the public. The Head of D&PE advised that this would be considered by the team and would be placed on a future agenda for the Sub-Committee's consideration.

The Head of D&PE explained that a pilot scheme had been undertaken to create proposition videos. The Head of D&PE explained that the first half of the pilot had been to post videos 'organically' which meant no monies had been spent on advertising or boosting social media posts. As the pilot was at its halfway juncture, the Head of D&PE

advised that the social media content would utilise the advertising and boosting functions so that the engagement results could be compared.

The Head of D&PE updated the Sub-Committee regarding the focus groups being carried out by Professor C. Pich of Nottingham Trent University. The Sub-Committee were informed that 8 focus groups had been delivered to date with additional focus groups taking place during February 2023. The Sub-Committee was advised that there had been a challenge around reaching non-voting members of the public, but a plan was in place to target harder to reach groups such as Polish, Portuguese and Romanian residents.

In terms of the new States Assembly website, the Head of D&PE informed the Sub-Committee that progress was being made and it was likely the new site would be launched in June 2023.

The Sub-Committee discussed whether to invite a representative from the Jersey Youth Parliament (JYP) to meet with it at its next meeting. The Education Manager advised that she was due to meet with the JYP and would raise this matter with them.

Citizenship  
Book

The Sub-Committee received a verbal update from the Education Manager regarding a book for children aimed at promoting active citizenship. The Education Manager explained that the origin of the book came from Deputy L.K.F. Stephenson, who had previously discussed it following the election period. 5,000 copies had been printed with the aim to provide a copy to all year 5 students as well as displaying copies in shops including the States Greffe bookshop.

Parish Hall  
engagement

The Sub-Committee discussed and considered a response to a Written Question regarding work initiatives undertaken by parishes to encourage children, younger adults and those from minority communities to attend parish meetings and take part in elections.

Deputy Labey advised that she had met with the Comité des Connétables on 5th December 2022 to discuss the Island Identity report recommendations relating to engagement with parishioners and attendance at Parish Assemblies. The Deputy added that she had provided all Connétables with an early draft of a 'welcome pack' for constituents in their Parishes that could be adapted and utilised for new parishioners. Deputy Labey advised that she would circulate the welcome pack to the Sub-Committee.

The Sub-Committee discussed whether, in addition to the welcome pack for parishioners, work could be undertaken in collaboration with the Parishes to create a citizenship ceremony to mark the occasion of a change in status. Deputy Labey confirmed that a citizenship ceremony had been included as a recommendation in the Island Identity report. The Sub-Committee agreed to discuss the matter at a future meeting.