

Privileges and Procedures Committee

Political Awareness and Education Sub-Committee

(5th Meeting)

23rd November 2023

Part A

All members were present with the exception of Deputy C. F. Labey of Grouville and St Martin from whom apologies had been received.

Deputy C.A. Alves of St Helier
Deputy R. L. Kovacs of St Helier
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 -

Ms J. O'Brien, Head of Digital and Public Engagement
Ms E. Thomas, Campaign Manager
Ms H. Lockhart, Digital Communications Manager
Mr. W. Millow, Deputy Greffier of the States
Ms K. Boydens, Principal Committee and Panel Officer
Ms J. Lepp, Research and Project Officer

Note: The Minutes of this meeting comprise Part A

Minutes. A1. The Sub-Committee approved the minutes of the meeting held on 7th September 2023.

Democracy Week 2023. A2. The Head of Digital and Public Engagement provided an overview of the activities and outcomes of Democracy Week 2023. It was noted that the focus of Democracy Week was 'continued messaging', in which the public could become more actively involved and engaged with the States Assembly and its Members throughout the term and not just during the annual 'Democracy Week'.

The Sub-Committee noted that a report is being finalised by Dr Chris Pich of Nottingham Trent University on voter turnout. Dr Pich had explored islanders' attitudes towards voting in the 2022 General Election in his study 'Exploring the Voter Journey in the Context of Jersey: Engagement, Barriers and Recommendations'. The Head of Digital and Public Engagement advised that Dr Pich had undertaken some consultative work with the Digital and Public Engagement Teams and was due to publish a report in January 2024 that focussed on education and outreach. The Sub-Committee requested a copy of the report before it was cascaded to the media.

To discuss update on the podcast episodes.

A3. The Campaign Manager provided the Sub-Committee with an overview of the States Assembly podcast. The Sub-Committee noted that the podcast was launched in September 2023, during Democracy Week. Podcasting was a brand-new channel for the States Assembly for communicating information about Jersey's political system to Islanders. Since the launch there had been:

- 3 episodes released.
- 280+ downloads of episodes
- 69% of listeners based in Jersey and 19% in the UK with the remainder spread globally.

The Campaign Manager explained that future podcast topics included the anniversary of the Royal Mace, the Government Plan and Scrutiny 101.

The Sub-Committee thanked the Campaign Manager for the update and asked whether the episodes were being made available on Spotify and Apple podcasts. The Campaign Manager explained that the podcast was hosted on the Buzzsprout platform which connected to podcast directories such as Apple, Google and Spotify.

States Assembly TikTok channel.

A4. The Sub-Committee recalled that it had written a letter to the Assistant Minister Chief Minister, Deputy Alex Curtis, about the use of TikTok and whether the States Greffe could undertake work on establishing a TikTok account. The Assistant Chief Minister had advised that the Government did not have a policy prohibiting the use of TikTok for 'Bring your own Devices' however was prohibiting the use of the platform on Government 'owned and managed' devices.

The Campaign Manager provided the Sub-Committee with an update, and it was noted that a Data Protection Impact Assessment had been completed and was awaiting further comment from the Data Protection Unit. The Sub-Committee requested that it was kept updated on the status of this matter,

New States Assembly website.

A5. The Head of Digital and Public Engagement presented the new States Assembly website to the Sub-Committee and explained that fixes to certain pages were still ongoing and that it was likely the website would go live during the first quarter of 2024 after testing had been completed.

The Sub-Committee agreed that States Member feedback would be necessary and that run through tests would need to be completed. The Head of Digital and Public Engagement noted that the link to the site would be circulated to Members in 2024, once internal testing has been completed.

YouTube and live streaming of States meetings and Scrutiny Public Hearings.

A6. The Digital Communications Manager provided the Sub-Committee with a future plan for the live streaming of States meetings and Scrutiny Public Hearings. Having reviewed the potential reach for the States Assembly YouTube channel and live streaming, the Digital Communications Manager advised of a number of statistics which demonstrated that the platform could increase online reach. It was noted that there was a library of content available of past States Meetings, however, live streaming was currently only set up privately, but the team was working on plans to stream live in due course.

Education work during recruitment period.

A7. The Head of Digital and Public Engagement updated the Sub-Committee on the recruitment status for the role of Education Manager. It was noted that the job description was being revised before a recruitment campaign commenced in January 2024.

Digital and

A8. The Sub-Committee deferred discussing the DPE business objectives and OP plan

Public Engagement business plan objectives and operational plan 2024. for 2024 and agreed to review the plan circulated in advance of the meeting and direct any questions or feedback to the Head of Digital and Public Engagement.

Organisational chart for the Digital and Public Engagement team. A9. The Sub-Committee received a copy of the Digital and Public Engagement team organisational chart.

Future Meetings. A10. The Sub-Committee agreed that the next meeting on the 21st December 2023 would be cancelled due to Christmas holidays and member availability. The Sub-Committee also agreed that it would hold its first meeting of 2024 on 22nd January. The Research and Project officer was tasked to compile and circulate a 2024 meeting schedule for approval.