

Privileges and Procedures Committee

Political Awareness and Education Sub-Committee

(5th Meeting)

7th September 2023

**Part A (Non-Exempt)**

All members were present with the exception of Deputy M.B. Andrews of St Helier and Connétable M.A. Labey of Grouville from whom apologies had been received.

Deputy C.S. Alves of St Helier  
Deputy R. Ward of St Helier  
Deputy R. L. Kovacs of St Saviour  
Deputy C Labey of Grouville and St Martin  
Deputy I. Gardiner of St Helier (items A1 – A2)

In attendance –

Ms K. Boydens, Principal Committee and Panel Officer  
Mrs J. Hales, Research and Project Officer  
Ms J. O'Brien, Head of Digital and Public Engagement  
Ms J. Le Cornu, Digital Communications Manager  
Ms M. Gladwin, Education Manager  
Mr L. Van der Niet, States Greffe Intern

Note: The Minutes of this meeting comprise Part A

Minutes. A1. The Sub-Committee approved the minutes of the meeting held on 8th June 2023.

Trial Corporate Offering. A2. The Sub-Committee received an update from the Digital Communications Manager on the trial corporate offering. It was noted that the corporate tour offering was currently being piloted to help engage with Islanders through their workplaces and it was discussed how these could target new audiences.

It was further noted that the Digital and Public Engagement Team (D&PE) had developed a script for an adult audience, based on the script currently used for schools. The Sub-Committee asked if there would be a cost attached to the roll out of these new offerings and was informed that there would be a nominal cost in the future but overall, the offering was planned to be cost neutral.

The Sub-Committee asked if consideration had been given to tying the costs of the corporate offerings into the Jersey Heritage Pass. The Digital Communications Manager explained that liaison was ongoing with Jersey Heritage and there was a mutual agreement that both Jersey Heritage and the D&PE team would promote each other however, it was viewed that there would be no financial benefit to tying in the costs. The Sub-Committee asked if it could see the script prior to launch and was informed that it was currently under internal review but would be circulated shortly afterwards via Microsoft Teams.

The Sub-Committee suggested that tours would be of interest to new Island residents. The Head of D&PE confirmed that discussions were underway with the Customer and Local Services Department to provide information and opportunities to join tours for new people registering in the Island.

Democracy Week. A3. The Education Manager informed the Sub-Committee that Democracy Week was due to be rolled out the week of 25<sup>th</sup> September which would include a broad range of activities to inform and engage Islanders of all ages. Activities would include free tours of the States Chamber, a variety of school-based activities, a display of artwork in the Royal Square, readings of 'The Many Hands Club' book, a competition to 'Design a Future States Chamber', an 'Introduction to Jersey Politics' talk, guided walking tour of St Helier, new video resources, pop up stands in the town centre to allow islanders to speak directly with elected representatives and a 'Politics Matters' breakfast event aimed at the Island's workforce.

The Sub-Committee noted the plans and thanked the Education Manager for the update. In terms of Democracy Week 2024 preparations, the Sub-Committee suggested a number of activities which could be included. The Head of D&PE suggested a Careers Fair style event which could provide all members with a table to engage with young islanders. To ensure the event was well attended and accessible, transport would be organised to and from the event for young people. The Sub-Committee agreed that plans for Democracy Week 2024 would be an ongoing discussion during future meetings.

The Sub-Committee was advised that the Education Manager would shortly be leaving her role within the States Greffe. The Sub-Committee thanked the Education Manager for her work.

States Assembly website. A4. An update on the new States Assembly website was provided to the Sub-Committee and it was informed that it was due to be launched before the end of 2023 together with e-newsletters.

Global Tactics for Youth Political Engagement. A5. The Sub-Committee received a PowerPoint presentation from the States Greffe Intern on the Global Tactics for Youth Political Engagement. The Sub-Committee was informed that a recent report undertaken by Harvard Kennedy School listed areas to develop strategies for young people to vote. These areas included focusing on the issues which mattered to young people with examples given such as right to work laws, climate change, abortion, equality, racial and gender and mental health. It was explained that showcasing these issues during election time could generate enthusiasm with younger voters.

The Sub-Committee was informed that Japan held a public holiday for 'Coming-of-Age Day' every January for young people when they reached adulthood (age 20), a tradition dating back to 714CE. It was explained that this could be used as a basis for the previously discussed Citizenship Day in Jersey for when young people turned 16. The presentation also contained a number of other suggestions in which to engage young people to vote including field trips to polling stations, automatic voter registration, festivals and events held at opposite sides of the Island in order encourage all island participation, engagement with Jersey influencers and engaging in youth ambassador programmes.

Citizenship Day. A6. Further to its discussions on organising a Citizenship Day in 2024, the Sub-Committee agreed to write to the Comité des Connétables to ask whether the Connétables planned to address the suggestions made in the Island Identity Report, specifically to provide an information pack about the parish/Assembly to parishioners when they turned 16. The Comité would also be asked for its view on a dedicated Citizenship Day within each Parish in order to inform the proposals currently being discussed by the Sub-Committee.

Amendment to Standing Orders – permanent political awareness and A7. The Sub-Committee discussed lodging an amendment to Standing Orders (via the Privileges and Procedures Committee) to include a specific Sub-Committee to cover political awareness and education matters. It was agreed this would be drafted and circulated to PPC for further consideration.

education Sub-Committee.

Use of TikTok and Podcasts.

A8. It was agreed that this would be discussed at the next Sub-Committee meeting.

Future Meetings.

A9. The Sub-Committee noted that its next scheduled meeting was due to take place on 13th October 2023.