

**WRITTEN QUESTION TO THE MINISTER FOR ECONOMIC DEVELOPMENT
BY DEPUTY T.A. VALLOIS OF ST. SAVIOUR
ANSWER TO BE TABLED ON TUESDAY 19th JANUARY 2010**

Question

Could the Minister advise what work, if any, is currently being undertaken by the Economic Development Department in order to meet priority 2 of the Strategic plan 2009-2014 (maintain a strong, environmentally sustainable and diverse economy), and, in particular, to test economic growth plans for sustainability to ensure they do not diminish our natural capital?

Answer

Delivery of both Priority 1 and Priority 2 of the 2009-2014 Plan were the prime drivers of the Economic Development Department (EDD) 2010 budget and business plan. As such all EDD work is directed at meeting these Strategic Plan priorities.

The Department's budget and business planning process, which for 2010, had to reconcile demand of c.£20MM for a budget of c.£16MM, involves a scoring process in which the relative merits of all "bids" are evaluated. From 2008, budget, one of the criteria used in the process has been the "environmental impact and sustainability".

In delivering a sustainable economic future, the emphasis is on the further development of the financial services industry which, as a high productivity (measured by GVA/capita) sector, delivers economic advantage with minimum impact on the natural capital of the Island. In addition the objective of delivering genuine economic diversification, primarily being delivered by Jersey Enterprise, is also focussed on the development of sustainable high productivity sectors which will have the minimum impact on natural capital. Work on the Rural Economy is delivered by a fully integrated EDD and P&E team located at Howard Davis Farm.

In 2010, this work will be focussed on the development of a new Rural Economy Strategy with the objective of delivering sustained economic growth in a sustainable manner. Finally, EDD's tourism marketing and promotion activity places a very strong emphasis on the Island's wonderful natural environment.

Progress in achieving this objective, which is, in no small part a function of effective inter-departmental working is being guided by a Chief Officer level steering group, consisting of representatives from EDD, Chief Ministers (Economic Advisor) and Treasury departments, working in consultation with business representative bodies.