

5.13 The Connétable of St. Helier of the Minister for Treasury and Resources regarding the distribution of this year's telephone directory by J.T. (Jersey Telecom):

Is the Minister, as a shareholder representative of Jersey Telecom, satisfied with the distribution of this year's telephone directory?

Senator P.F.C. Ozouf (The Minister for Treasury and Resource):

From the perspective of the shareholder I am satisfied with the production and delivery of the 2013 directory. It was a success despite the exceptionally small number of businesses and homes that did not receive a directory. To give some context to the position, J.T. (Jersey Telecom) distributed, I am advised, some 55,000 directories in 2012 but some concerns were raised about the quality of the distribution with either no or surplus directories being delivered to certain homes and businesses. To deal with this issue J.T. entered into a new arrangement with Jersey Post, who deliver the 2013 directory. To date I am advised 54,500 directories have been distributed in 2013, 500 lower than the previous year but the most pleasing aspect is that Jersey Post's performance in appropriately dealing with properties previously missed or receiving multiple copies has significantly improved. If J.T. can be criticised for anything it can be perhaps for trying to be too precise with its forecasting, which was hampered by the quality of the prior year's distribution by a U.K. provider. J.T. has assured me that it has put in place further checks and balances to ensure that the same issues do not arise in 2014.

5.13.1 The Connétable of St. Helier:

I am grateful to the Minister. He reassured us that exceptionally few households and businesses have not received this year's directory. This does not quite square with the reports that I have certainly heard from people who have not received their directories. Could he perhaps give us a number of how many households and businesses have not had a directory this year and have been advised to use the Internet?

Senator P.F.C. Ozouf:

I am sure that it has been a frustrating issue for those people who did not receive a directory. Clearly there is a media report in probably a low news time which certainly inflamed matters. I am advised by J.T. that 72 customers got in touch with J.T. seeking a 2013 directory, all of which have been catered for. J.T. welcomes any further requests from individuals who have not received a directory. An arrangement has been put in place that where surplus directories where people do not need their directories, they hand them back to J.T. and then J.T. have been handing out those directories to people who have not got them. Certainly my understanding is that J.T. has dealt with this limited issue extremely well and is receiving requests but they are very small.

5.13.2 Deputy G.C.L. Baudains:

Before I request the delivery of the latest telephone directory I wonder if the Minister could advise whether it now contains the numbers in the back which were deleted from previous directories because it is handy sometimes to be able to look up a number to find out who had telephoned. That was deleted from some copies. Is it available in the 2013 version?

Senator P.F.C. Ozouf:

Sometimes I think that Members expect me to go and count the paperclips in J.T. as well as knowing everything about it. We set up these organisations in order that they are largely run by a board of directors. I do not know the reason. Certainly I can give Deputy Baudains my own copy of the directory if he wants. I use an Internet-based search. I will bring it in to him later on today or tomorrow if that solves that problem. In relation to the numbers, I do not know. I do not know whether there was a data protection issue or an issue but I will find out and I will circulate an email to Members.

5.13.3 The Connétable of St. Helier:

I am as keen as the Minister is on co-operation with Guernsey but I cannot say I have used the reverse side of the directory very often. Would the task of distribution be easier and cheaper if directories did not include our sister Island?

Senator P.F.C. Ozouf:

I will confess to Members that when I received my own directory a couple of years ago, I did not turn it open. I thought that I had been sent the Guernsey directory. It was only when I turned it over I realised that it was the Jersey one. I understand from J.T. that having a Channel Island directory is more efficient. It reduces the cost and it has dealt with the availability of numbers in Guernsey for businesses. There is a lot of cross-border trade going between Jersey and Guernsey. We have got increasing co-operation and certainly it was lower cost. I understand that J.T. is going to look at that again next year. Certainly the directory is still well-used. It is an important advertising medium. The Islanders welcome it but clearly there is a move to online which is happening ongoing but I will certainly express any concerns that Members may have about the directory to J.T. when I speak to them, as I do regularly.