

2.3 Deputy A.D. Lewis of St. Helier of the Minister for Economic Development, Tourism, Sport and Culture regarding the promotion of the ‘buying local’ concept: 1(400)

Will the Minister advise what initiatives, if any, his department has to promote the concept of “buying local” to ensure that local businesses have the best possible opportunity to compete in the local market place?

Senator L.J. Farnham (The Minister for Economic Development, Tourism, Sport and Culture):

My department seeks to help local businesses in a number of different ways. E.D.T.S.C. (Economic Development, Tourism, Sport and Culture) grants funds to Jersey Product Promotions Limited and through it the Genuine Jersey programme, of which currently there are approximately 178 members producing, literally, hundreds of goods and products across a number of different ranges. These are generally small, local producers and the department’s support helps them access and benefit from the local market a number of different ways, including providing trading opportunities, marketing and promotional advice and support, plus access to reduced costs, insurance and other benefits. In recent years E.D.T.S.C. has provided additional support, via Jersey Business and the Retail Development Group, to the retail sector supporting initiatives such as Shop Jersey, Love Jersey and the Retail Ambassador Scheme. Small Business Saturday is something that has also been a great success and hopefully we can grow upon, and digital literacy programmes all aimed at supporting the local economy and local businesses. My department is currently in the final discussions with a new Jersey Retail Association regarding a proposed support package, which will help deliver a business plan designed once again assisting local retailers.

2.3.1 Deputy A.D. Lewis:

Will the Minister not consider bringing back the Think Twice Buy Local successful campaign that his department ran a number of years ago. It was high profile. It really got people thinking about buying local. Would the Minister consider that initiative should be repeated?

[10:00]

Senator L.J. Farnham:

I will certainly give it consideration. We will discuss it at a forthcoming meeting. It has been considered at one of our earlier meetings. In fact, recently, after taking office the Assistant Minister and myself went writing to our departmental managers. We asked that they spend as much of our budget in the local economy as possible. Our programmes are aimed at helping businesses become more efficient, provide better service and provide better value. While I think there is some merit in that sort of campaign I simply think that the modern consumer really does not want to have banners, or adverts, telling them to buy local. I think they have got to want to buy local and we are trying to help businesses make their offering more attractive. But we will certainly consider it.

The Deputy Bailiff:

There is time for a final supplementary, if you wish.

2.3.2 Deputy A.D. Lewis:

I am slightly disappointed that Members are not quite as concerned about this as I thought they might be, but I thank the Minister for his answer. The other question I did have for him was: is he satisfied that the States itself has an adequate procurement process that does give

opportunity for local businesses to always compete on a level playing field when tendering, for example, for work in the States of Jersey?

Senator L.J. Farnham:

Yes, I am satisfied that that is the case.