
STATES OF JERSEY



GUIDANCE ON THE USE OF JÈRRIAIS BY THE GOVERNMENT OF JERSEY

Presented to the States on 16th September 2019
by the Chief Minister

STATES GREFFE

REPORT

Stationery, including letterheads, signage, forms, exhibitions, printed materials, website, and social media

The Government of Jersey wishes to increase the awareness and visibility of Jèrriais as a language – aiming to promote a positive image of Jèrriais as an integral part of Jersey’s heritage, and fostering a sense of pride on our unique culture.

This will be done in line with the States Assembly’s decision to approve [P.143/2018](#), “Jèrriais: promotion by the Public Sector”, as lodged by Deputy J.M. Maçon of St. Saviour on 6th December 2018, which asked for guidance to be produced to include Jèrriais in signage as a default position and as much as reasonably possible; as well as the commitment made in the Jèrriais Plan 2017 – 2019 ([R.72/2017](#)) to provide greater prominence to the language.

1. Implementation principles

The public sector will enhance the visibility of Jèrriais in its corporate identity, demonstrating how the language is valued by the Government, by using Jèrriais in the branding of materials covered in this guidance wherever reasonably practicable. It should be noted that there are natural constraints, and the adoption of Jèrriais by the Government needs to be:

1.1 Cost-effective

Its usage does not incur avoidable costs, and so is done as materials are renewed, replaced, or rebranded in the normal course of events.

1.2 Informative

Whilst we aspire to more people understanding the language, for those who do not, the use of Jèrriais, and its prominence, should not impair our ability to quickly, clearly and safely keep the Public informed. For example, in signs directing customers to places or imparting complex information.

1.3 Safe

Whilst bilingual signs are used in many places and settings, safety will be considered when determining where to use the language locally, aiming to avoid causing any confusion, such as use in critical road signs.

2. Implementation in relation to:

2.1 Stationery

Communications has already designed and issued bilingual stationery, including –

- Letterheads for all Ministers, Assistant Ministers, and Government Departments

- Business cards for Ministers, Assistant Ministers, Directors General and Directors
- E-mail signatures for Ministers, Assistant Ministers and all Government of Jersey employees
- Government of Jersey PowerPoint presentation template.

Communications is currently auditing electronic letter templates used by the Government, and will revise to include the bilingual translation.

2.2 Signage

The Government will introduce the English and Jèrriais logo on signs across all Government of Jersey sites, with the Government of Jersey logo in both languages to be used on external signage and entrance signage in public reception areas only. New signs will contain both languages (such as for Broad Street offices), but existing signs will be only be updated if and when they are replaced.

The Government will not adopt Jèrriais for use in road signs generally, as this could distract motorists who must be able to read and understand a road sign at a glance.

2.3 Forms

The Government will not make provision for the use of the Government's branding in Jèrriais in existing forms, because of the scale and cost of the task (in staff time) to audit and update thousands of forms across Government. However, all new forms created for Government Departments must comply with this guidance and include dual branding, including in the logo and headers.

2.4 Exhibitions

For exhibitions, officials will consider whether the content and/or target audience indicate that it should contain any information or branding in Jèrriais, in addition to English, whether in leaflets, posters or pop-up boards. This should take place within the spirit and intent of the guidance, which is to increase the prominence of Jèrriais. If it is required, Communications will ensure that this is provided.

2.5 Printed material

Government of Jersey documents and campaigns will adopt a dual branded logo approach, using the Government of Jersey logo, in both English and Jèrriais.

There may be circumstances where it is appropriate to produce a fully-translated Jèrriais document, such as when a topic is being translated into other community languages or where it deals with matters relating to the Jèrriais language. The cost of such a translation would be met by the responsible department.

2.6 Website

Gov.je and one.gov.je will not adopt a bilingual approach for its content, but will use bilingual branding and seek to increase the prominence of Jèrriais. This is to avoid impairing our ability to communicate effectively online with Islanders, and because the cost of providing all content in both languages would be prohibitive.

2.7 Social media

Government of Jersey posts will not adopt a bilingual approach. This is to avoid impairing our ability to communicate effectively through social media, where messages need to be short and impactful (especially via Twitter, where there is a very short character limit to any messaging).

However, where it is appropriate to produce Jèrriais content, such as specifically to promote Jèrriais events, cultural anniversaries and Jèrriais language campaigns, we will produce content in both languages; and more generally, social media may be used to increase the prominence of Jèrriais as a language.

3. Scope and implementation

The Government's Communications directorate will manage and document all the Jèrriais translations for the Government of Jersey, with assistance from L'Office du Jèrriais (in line with sub-paragraph (f) of [P.143/2018](#)).

Where the Government of Jersey has full direct control – i.e. its Departments, including Government-funded schools and Highlands College, and internal agencies such as Skills Jersey or the London Office – this guidance will be mandatory; and we have already taken action to implement sub-paragraph (a) of [P.143/2018](#).

As to other public sector bodies and institutions that fall outside of executive Government, such as –

- the courts; or
- non-ministerial States' bodies, such as the Office of the Comptroller and Auditor General; or
- bodies owned or partly-owned by the States, such as Jersey Telecom or the Ports of Jersey; or
- independent agencies or bodies in receipt of Government funding;

it is for these bodies individually to decide how they wish to respond to [P.143/2018](#), since these bodies are not under the direct control of the Government of Jersey, and must take their own lead from the Assembly, responding as appropriate to paragraph (d) of the proposition. However, where possible and practical, the Government of Jersey will promote the principles outlined in this guidance with these bodies and share its knowledge.

Indeed, Government will seek to set a positive example for the wider public sector and its institutions, and community and business sectors, by adopting and promoting these guidelines, and maintaining them under review.