

Deputy David Johnson  
Chair, Economic and international Affairs Scrutiny Panel  
By Email

28<sup>th</sup> January 2022

Dear Deputy Johnson,

### **Common Population Policy, P.116/2021**

Thank you for your letter of 18<sup>th</sup> January regarding action points in P.116/2022 and the timelines for a number of projects that sit within the Economic Development, Tourism, Sport and Culture portfolio. Responses to each of the Panel's points are provided below.

#### **Productivity**

- **Review the 2021 Productivity Support Scheme pilot and launch a new Productivity Scheme for 2022 to enable businesses to enhance their productivity levels through investment.**

A review of the 2021 Pilot Productivity Support scheme is under way within the Economy Department. The Department plans to launch a revised Productivity Support Scheme during this Government's term of office.

- **Deliver a new Rural Economy Strategy for 2022-2027 which will include provision of a Rural Support Scheme and Rural Initiatives Scheme to support increased productivity, greater alignment with local consumption and judicious use of our island's resources.**

A new Rural Economy Strategy for 2022-2027 is being drafted. The new Rural Economy Strategy is expected to be considered by the Council of Ministers in April 2022. The strategy will include initiatives such as a revised Rural Support Scheme and Rural Initiative Scheme.

- **Work with Visit Jersey to support growth of the visitor economy throughout the year, with particular focus on the shoulder months of the season**

Work is under way, in conjunction with key stakeholders, on a new Tourism Strategy. This work is being undertaken in consultation with Visit Jersey, Jersey Business, Ports of Jersey and industry representative groups. This strategy is due to be considered by the Council of Ministers in April 2022.

#### **Economy – Building a Sustainable Economy for the Future**

- **Future Economy Programme - Deliver a public facing economic strategy detailing the Government's long-term vision.**  
The Future Economy Programme timeline includes the production of an economic strategy by the target date end of Quarter 1 2022.
- **Tourism, Sport and Culture - aspiration for the future of Jersey's economy. This will be supplemented by new strategic alignment and policy prioritisation tools.**

The Future Economy Programme (FEP) is a cross-Government project that recognises the importance of coordination across all policy areas in order for the Council of Ministers to effectively set its priorities. The FEP is considering the economic impact of a range of policies on economic growth. This work is ongoing and conclusions and recommendations will be captured in the economic strategy.

- **Economic Recovery - Lead the ongoing recovery from the Covid-19 crisis to support the creation of a sustainable, vibrant economy and skilled workforce for the future.**

Ministers and officers have played a leading role in liaising with businesses throughout the pandemic and developing support schemes, which have been constantly monitored and adjusted, where necessary, to reflect prevailing conditions. This is ongoing.

## **Technology**

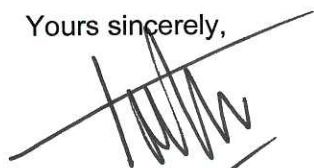
### **Taking advantage of new developments.**

The Digital Economy team continues to deliver policies in line with the Digital policy framework. The particular focus has been on assuring the security and resilience of the island and evolving our digital infrastructure so that Jersey is a safe and easy place to work digitally. We continue to develop legislation to meet new digital opportunities, for example with the Electronic Communications laws passed by the Assembly last year. Jersey is the first of the Crown Dependencies to launch a Cyber Emergency Response Team. The Digital Policy team continues its ongoing work to liaise with the EU Commission, the UK and international jurisdictions to maintain the free flow of data and facilitate business.

- **Digital Health programme - Pilot digital and other innovative support / proactive schemes to enable people with care needs to remain living in their own home.**

This is a bespoke and specialist programme that sits with Health and Community Services. Internal digital improvement programmes are not led by EDTSC.

Yours sincerely,



### **Senator Lyndon Farnham**

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