



States Greffe

Deputy Kirsten Morel
Minister for Economic Development, Tourism, Sport and Culture

Cc
Deputy Alex Curtis
Assistant Minister for Economic Development, Tourism, Sport and Culture
Deputy Lucy Stephenson
Assistant Minister for Economic Development, Tourism, Sport and Culture

BY EMAIL

2nd June 2023

Dear Minister,

Firstly, thank you for your attendance at the Panel's Quarterly Public Hearing with you on 1st June. During the hearing the Panel was offered further information and documents as follows:

- Terms of Reference for the Medicinal Cannabis Ministerial Group;
- what support you are considering and currently offer to agricultural businesses to become established noting that the Rural Initiative Scheme is not designed to aid in this area; and,
- explanation of the Growth Value Added/potential Growth Value Added per full-time equivalent employee inclusion for inward investment applications as identified in the Delivery Plan (page 12, P9.2)?

Due to time constraints, we unfortunately did not cover some areas we wished to question, and would appreciate updates on the following:

Markets Working group

1. The Panel understands that you are working with the Markets Working Group to establish a plan for implementation of the recommendations resulting from the Markets Review undertaken in 2022. Can you update the Panel on this work?
 - a. Can you confirm the membership of the Markets Working Group?
 - b. What necessity is there for the Markets Working Group?

Social Enterprise Framework

2. The Delivery Plan identifies that you will be forming a Social Enterprise Framework, can you update us on the work of scoping this?
3. How will this framework interplay with ambitions of productivity in the Island?
4. What early consideration would you have as to the impact of Social Enterprise on capacity of expanding the Island's paid workforce?

Visitor Economy Strategy


5. The Panel was informed in March that the Visitor Economy Strategy was in its inception phase. How is the development of this strategy progressing?
6. How will the Visitor Economy Strategy help inform planning decisions, such as hotel provision and change of use for AirBnB lets?
7. Have you queried the success of the move away from a physical tourist office by Visit Jersey?
 - a. Have there been any complaints from visitors?

Following consideration, we would also be grateful if, further to the above, you could provide greater clarity and information on the following points:

- Confirmation that the Arms' Length Organisation (ALOs) review will include identification and review of Key Performance Indicators (KPIs), including review of independently produced data in the Jersey Performance Framework that could inform, improve and serve to track Key Performance Indicators (particularly with respect to contribution towards economic productivity or growth).
- The reason for measuring economic contribution of individuals by reference to GVA with respect to inward investment, while not measuring the economic contribution of ALOs intended to assist in improving economic productivity by reference to GVA?
- How KPIs of ALOs will be made publicly available. For example will they be reported in a similar way as the [Service Performance Measures](#) or [Jersey Performance Framework](#)?
- How health impacts and benefits of sport are measured in the Island, how this is communicated to the Economy Department and how these influence the work of your officers in appraising performance and allocating grants in this area?
- If public health will be an element of the Sports Review and if performance measurements in that area will be relevant to the review's Terms of Reference and work?
- What is the anticipated figure for the potential contribution of local cannabis industry in 5 years time (including any assumptions regarding changes in regulatory framework on which that estimate is based)?

We would be grateful if you could provide the information requested by Monday 12th June 2023, to confirm we will be publishing this letter any response on the States Assembly website.

Yours sincerely,



Deputy Moz Scott
Chair
Economic and International Affairs Scrutiny Panel