



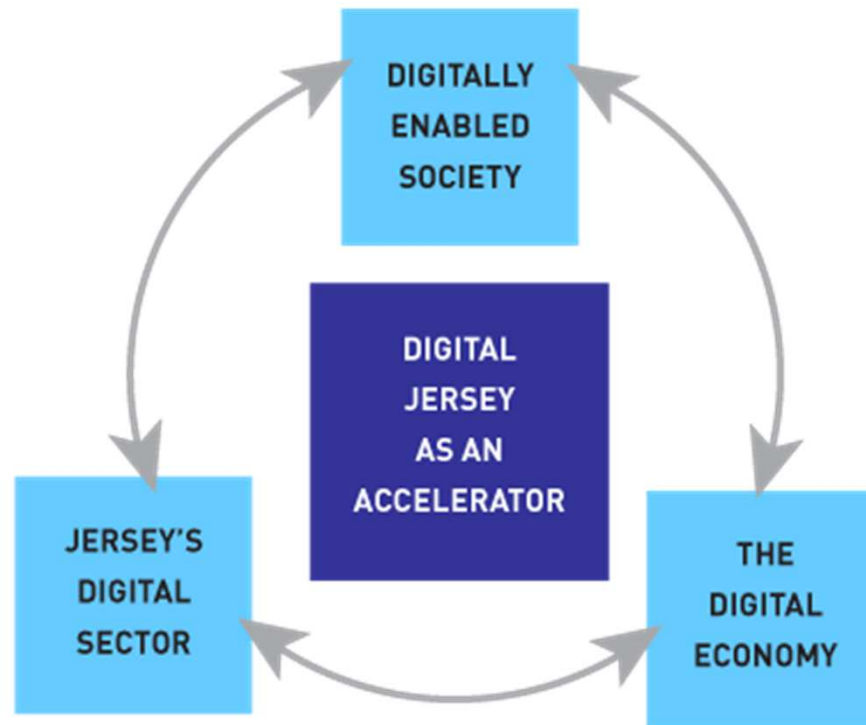
DIGITAL JERSEY

PROMOTING TECHNOLOGY
AND INNOVATION

Overview
CSSP Submission

January 2015

Digital Jersey is an 'accelerator'



Digital Jersey Objectives

Economic




**SUPPORT
SUSTAINABLE
GROWTH**

as measured by sector contribution to GVA, job creation and the number and 'health' of digital businesses


and 'health' of digital businesses to GVA, job creation and the number as measured by sector contribution

By 2020

Social



**ENABLE A
CONNECTED
SOCIETY AND
ENHANCED
QUALITY OF
LIFE IN
JERSEY**



JERSEY
LIFE IN

Reputation



**ESTABLISH
JERSEY**

as an internationally regarded "digital centre" as measured by ranking, recognition, statistics, results and inward investment.

inward investment, recognition, statistics, results and "digital centre" as measured by ranking as an internationally regarded

- 2300 new jobs in the digital sector
- Effective e-competency in industry and society
- International recognition as a centre for digital growth

Three Strategic Work Streams

Digital
Ecosystem

Delivering an environment that enables sustainable growth

Business
Development

Supporting existing business and start-ups and attracting inward investment

Skills Availability
& Development

Ensuring skills meet current and future needs for business and community

2015 Objectives



2015 Objectives	Target	* Direct / Influence	RAG Status	Comments
Economic				
New employment in the digital sector in Jersey	150	I		Target increased over the initial 2013 business plan 2015 target of 115.
New digital sector companies created in Jersey		I		Target increased over the initial 2013 business plan target of 18
Total Inward Investment	30 12			
Value of the Digital Sector to Jersey	Q2	D		Define by Q2; create baseline for 2015 (requires SoJ support)
Social				
Define and quantify digital divide in Jersey	Q2	D		Define by Q1; establish plans to address by Q3
Adopt and implement EU digital e-competency framework (e-cf)	Q4	D		Adopt Q1; implement and communicate by Q3
Reputation				
Establish Jersey on target indices	Q4	D		Establish Jersey on three key digital indices (requires Telco cooperation for data)
Increase reach through on line communications	50% increase	D		Website discrete visit metric
Digital Ecosystem				
Hub utilisation target	50% increase	D		Utilisation measured by user meetings
Hub income	£50,000	D		Membership income of £30k; Business Services income of £20k

(Based on grant submission of £1.25 m)

2015 Objectives(cont.)



Industry engagement	Quarterly surveys	D		Establish survey process and engagement baseline in 2015
Establish Digital Sector Stats reporting with SoJ	Q1	I		Define in Q1; establish 2015 baseline
Business Development				
Outbound trade missions – participating companies	40	D		Target exceeds the initial 2013 business plan target of 20.
Define and launch Jersey Test Bed concept	Q2	D		Define Test Bed for target sectors by Q2; launch Q3
Launch SEIS equivalent in Jersey	Q1	I		Proposal to SoJ Q1
Partnership Agreements		D		Sign 6 MoU agreements with strategic partners
Run a major FinTech event	Q3	D		
Skills Availability and Development				
Complete 3 year industry skills gap and needs analysis	Q4	D		
Skills Programmes	6	D		Facilitate and promote 6 industry training programmes
skills programme participants	60	D		
Launch Jersey ‘Sirius’ Programme	Q3	D		Complete design and roll out plan by Q2; First intake Q3
Schools Engagement programme	4 events	D		Run 4 significant events to promote digital awareness and careers in schools

2014 Objectives



DIGITAL JERSEY
PROMOTING TECHNOLOGY
AND INNOVATION

December Update (D - Digital Jersey has direct responsibility for delivery; I - Digital Jersey influences the outcome)

2014 Objectives	Target	* Direct / Influence	Q4 Status	Comments
New employment in the digital sector in Jersey	65	I	Green	Estimated 100+ new positions in the sector. Final numbers to be confirmed early 2015. Industry reporting growing demand for new hires and unfilled positions due to lack of skills and need for inward migration.
New companies created in Jersey	6	I	Green	12 start-up companies in the Hub; 20+ other digital companies have commenced.
Inward investments – new companies to Jersey	8	I	Green	8 to date; significant wins include Logfiller, Babylon and ISR
Outbound missions – companies attending	15	D	Green	20 companies participated in a number of events including Estonia, Bitcoin London conference and the Siemer Conference in Los Angeles
Growth incentive package and FDI (foreign direct investment) proposition	Agreed Q1	D	Green	Research complete. Priority recommendations being developed
Digital Learning Hub (DLH) operational and working with students and school leavers	40 Students	D	Green	First cohort underway for 14 students; working with local industry to ensure graduates are employed. 80 additional students via training, skills programmes and coding programmes.
Co-working space for start-up companies	Co-located with DLH	D	Green	Co-working space started in April; 80 individuals and companies now resident
Major tech conference hosted in Jersey	Island Innovators, 3-6 April	D	Green	On course. 120 off island attendees and 30 on island; achieved objectives of putting Jersey on the 'digital map' and developing international relationships.
Monthly tech seminars to extend the reach of the sector	✓	D	Green	Successful programme being delivered, including Cyber Security, eHealth, Cryptocurrency workshops, Google and Start up ecosystems and financing and developing Jersey.
Formation of Jersey Tech Growth Fund	Fund formed Q4	I	Red	Will not launch this year. Ability to get a matching contribution from the SoJ is challenging
Funding applications to Innovation Fund or other sources through Digital Jersey	8	I	Green	Advice provided on 10 potential applications; letters of endorsement provided on 4; including the successful applications by Total Solutions Group and Logfiller



2014 Objectives

2014 Annual Schedule 1: Key Objectives, Priorities & Description of Services: December Update

(* D – Digital Jersey has direct responsibility for delivery, I – Objective influences the outcome)

Jersey Space Programme initialed as individual projects	4 projects in schools	D	Red	Space Programme replaced with 2015 schools completion to drive engagement in schools
Apple i-tunes store in Jersey	√	I	Red	Waiting to hear from Apple.
Making programme in schools	2 schools		Green	Completed, including the successful Tech Fair in November with over 600 attendees
Formation of Channel Island Info Security Forum	√	D	Green	Complete. We are also sponsored their May conference.
Initiate target sector development	E-health, social gaming	D	Green	E-gaming market assessment commissioned with KPMG. E-health in development.
Establish baseline data for economic activity for the sector	Publish	D	Yellow	In progress
Create impact evaluation framework	Agree assessment method	D	Green	In progress.