

What does 'Jersey' mean to you?



Consultation Summary of the
Policy Development Board's Findings

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Foreword

Avant-propos

Whether you have recently arrived in Jersey or can trace your family back over many generations, all of us who love this Island know that we are part of a special and unique place, but one that cannot be taken for granted.

Jersey has a rich, distinctive cultural heritage with a long history of innovation. Its constitution is a unique product of that heritage and history. We have been further enriched by the contribution of many immigrant groups and communities. The things that we feel make us 'Jersey' are many and varied.

I hope that everyone who feels the privilege of living in this island will engage in the conversation about what it means to be a part of this community, what makes us unique, what we should value and defend, the principles that we should uphold as defining the best parts of Jersey and its people.

In working together to shape our understanding of island identity and to enhance our international personality we can be proud of our island, and maintain it for future generations.

Tim Le Cocq

Bailiff
February 2021

Introduction

Introduction

What makes Jersey special and why does that matter? These two simple-sounding questions underpin the creation of this report. If we can provide satisfactory answers to them, we can also begin to see how our Island's distinctive qualities can be recognised afresh, protected and celebrated. We can help educate our citizens and the wider world about our unique constitution, history, environment, culture and community. We can take advantage of the opportunities they bring, and enjoy the economic and political benefits of a more confident and positive international personality. Most of all, we can foster engagement, pride and inclusiveness, and hand these down responsibly to future generations through the sense of identity that embodies them.

However, these questions of identity – how we see ourselves and how others see us – are actually far from simple. Jersey is bursting with stories to tell. But none of these stories alone can tell us what it means to be Jersey. And Jersey is changing – both for the better and in some respects for the worse. The task of the Island Identity Policy Board has not been to look backwards and attempt to preserve our unique essence, but to shine a light on its many strands and look at the different ways they can be woven together in the future.

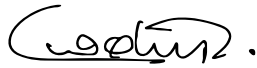
This is not a branding exercise. It involves searching our soul, engaging with difficult issues, and asking not only who we are but who we want to be in ten, fifty or a hundred years. This will allow us to take an active role in shaping our future, rather than just responding passively to signals from the global marketplace, or unthinkingly following UK policies that are ill-fitted to our context. And I believe that success must start with a confident understanding that Jersey's unique history and personality qualify it as an Island nation in its own right, a country entwined with but not bound by the paths of the other nations of the British Isles. Our future is ours alone to shape.

The Island Identity Policy Board and its many interlocutors have spent considerable effort examining these questions. This document summarises our findings so far, and thus distils the ideas, aspirations and wisdom of perhaps one hundred people. Lovers of Jersey, leaders in their fields; I am grateful to every one of them for their time and effort. However, we don't presume to have found the answers to those two simple questions, but to have helped to frame them and to kick-start the debate. The next stage – and the aim of this summary document – is to put the ball in your court.

Whoever you are, whatever you do, please ask yourself two questions as you read this. First, do you agree with the ideas we are advancing? Tell us what we've got wrong, and what we've missed. Articulating and debating questions of our national identity is an ongoing process not a one-off exercise, and the issues (and answers) will evolve over time.

Second, please ask yourself what you can do to further the objectives set out below. We all wear many hats professionally and personally. We are all ambassadors for Jersey when we are abroad. This is NOT just a policy paper for policy makers, although the Government Plan recognises its central role in guiding the future decision-making of politicians and civil servants. But in whatever capacity you make decisions – in your communities, parishes, schools, hobbies, businesses, homes, travels – please think how you can help make Jersey more cohesive and civically engaged, more knowledgeable and proud about itself, and better recognised internationally.

I'd like to thank all those who have contributed to this work so far, especially my Island Identity Board panel, through extremely difficult times. We still face considerable uncertainty in the future, but in my view the topic of our identity and international personality – what Jersey means to you and to others – is a fundamentally optimistic and forward-looking one. And it is in that spirit of optimism that I now say "Over to you!"



Carolyn Labey

Deputy of Grouville, Assistant Chief Minister,
Minister for International Development



Rationale

Raisonn'n'ie

Our national Identity – how we see ourselves and how others see us – matters a great deal. In Jersey, our ability to work together, care for each other, grow our economy and look after our environment depends on us being bound to each other by more than a shared geography and set of rules. Whatever our backgrounds or occupations, we can benefit from a shared sense of belonging and a shared understanding of what it means to be Jersey.

Internationally, our long-term future relies on projecting a positive image of the Island; a richer international personality than just that of our world-class finance industry. Our unique history and constitutional status, and our extraordinary endeavours in other fields (culture, heritage, philanthropy, international development, sport, business, art, digital, agriculture, tourism and conservation, for example) should also be recognised as part of this personality. Coordinating and projecting these facets of our Island identity will help us build the reputation and relationships we will depend on to thrive in a globalised world.

Why is now the right moment to prioritise these issues? Firstly, there is a profound and almost universally-shared sense that what we have in Jersey is special and worth protecting, yet also a widespread feeling that something is being lost. How can Jersey change with the times, embrace diversity, remain a welcoming place for immigrants, and play its part in an increasingly interconnected (and homogenous) world, yet preserve and nurture its uniqueness?

Secondly, there are some very practical reasons to examine our identity at this particular moment. Big global issues such as the changing relationship between the UK and Europe post-Brexit, rapid technological advances, the global Covid pandemic, and the increasingly urgent need to avert or mitigate the impact of climate change will all likely result in changes to the way we associate, work and prioritise things. At the same time, there is great opportunity to diversify and innovate, as other British nations such as Scotland and Wales are attempting to do with far fewer political and constitutional freedoms than we enjoy. The way Jersey positions itself now will affect the way we respond to these challenges and opportunities.

Process

Procéduthe

The Government recognised the importance and urgency of examining how Jersey's distinctive qualities could be more systematically celebrated and deployed for the benefit of the Island. In October 2019 it convened a Policy Development Board to consult a wide range of opinion about how we see ourselves and how others see us, and what might make this identity more distinct, coherent, inclusive and positive.

The Policy Board was composed of 12 Jersey citizens of different ages and backgrounds, and was chaired by Assistant Chief Minister Carolyn Labey. It was impossible to ensure all viewpoints were represented in a sample this size, but between them the Board embodied numerous strands of Jersey life, including politics, the arts, business, finance, journalism, foreign affairs, law, creative industries, heritage, education, language-teaching and public administration.

Over a period of ten months from October 2019 the Board met ten times, interviewing or consulting numerous members of the public, experts in different fields (such as marketing, policy-making and diplomacy) and the leaders of ten key Jersey institutions. It also examined existing government strategy documents and reports, the (limited amount of) research conducted into public attitudes towards identity, and similar exercises conducted by other countries.

From March 2020, the Covid pandemic led to restrictions on movement and assembly, and the reassignment of key supporting staff to emergency operations. This caused severe disruption to the planned programme of consultation. Nevertheless, thanks to the dedication of those involved in the project and the importance attached to it by the Government, some work continued – the only major piece of long-term policy development to do so. Aware that there were many other views and voices still to hear, in the summer of 2020 the Board decided to begin circulating an interim draft of its proceedings to stimulate further debate and provide some useful signposts for the formulation of the Government Plan 2021-24.

This paper is the third iteration of that summary document. The Board's initial findings have now been both endorsed and considerably enriched by new voices from the world of business, politics, law, sport, culture, media and finance, and from a handful of individuals who have made other distinguished contributions to Jersey life in recent years. The plan now is to widen the debate to the general public, while at the same time assisting policymakers to internalise and begin putting into practice the objectives and ideas which this exercise has already generated.



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Chic

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Main Findings

Èrmèrques Prîncipales

Over the course of its consultations, research and discussions, the Board examined Jersey's identity – current and desired – through several lenses: constitutional, cultural, civic, historical, international, economic, environmental and social. It agreed on three overarching objectives and seven more specific goals which it hopes will inspire people across Jersey and guide the future plans of numerous Jersey organisations - not only those connected to Government.

These are set out below, together with a summary of the major issues which arose across the key themes. Examples are given of ideas proposed by Board members, interviewees and reviewers to advance the objectives, some of which could rapidly coalesce into concrete activities and Government policies, others of which are still very much at drawing-board stage. Readers of this document are invited to join the debate, and to come up with their own initiatives which can also serve to further these goals.

Overarching Objectives

Cliés d'la Votte

The Board settled on three primary objectives for this work: overarching goals representing where we want to get to (and against which success may ultimately be measured). They were chosen to have the broadest appeal to Islanders and organisations, and consciously reflect the aims of many existing organisations.

The first two embody the two main aspects of identity discussed above - how we see ourselves and how others see us:

1. People living in Jersey are civically engaged and proud of their Island

2. Jersey has a recognisable and positive international personality

The third objective underlies these, and although it could also be construed as simply a means to achieve them (and therefore more at home in the 'Goals' section below) it was felt to be sufficiently important in its intent and implementation to be highlighted as an end in itself:

3. Public policies coherently support and develop Jersey's distinct identity

All those whose work has an impact on our identity are encouraged to reflect on how their activities advance - or could be advanced by - these three overarching aims.



Specific Goals

Intentions spécifiques

Over the course of its consultations the Policy Board identified seven more-specific goals which it felt would further the overarching objectives listed above and serve to nurture and celebrate our Island identity. These begin to point to some more concrete outcomes while still having applications across the breadth of public life and a range of policy areas.



Conserving what makes Jersey look and feel unique and expresses our distinctive character and heritage



Improving public awareness of our constitution and history, including understanding ourselves as a country, or small Island nation



Nurturing a stronger sense of citizenship and engagement in public life



Addressing alienation and social exclusion, and ensuring all Islanders feel the belong in Jersey whatever their background



Expanding the international narrative about Jersey



Developing Jersey's distinct international personality, separate from that of the UK but with strong connections to Britain, France, other European countries and the Commonwealth



Celebrating and better promoting what we do well

Again, readers of this document are invited to consider how these goals might be applicable to their areas of interest, how they might advance them in different ways, and how they might coordinate with those involved in other sectors.



A group of people are walking a dog on a dirt path that winds through a lush, green, hilly landscape. The path is made of dirt and is surrounded by tall grass and ferns. In the background, there are rolling hills and a clear blue sky. The overall scene is bright and sunny, suggesting a pleasant day for a walk.

Key Themes

Thèmes dé l'Avant

In its meetings and interviews the Board considered how to apply these goals across many important areas of public life in Jersey, and what implications they might have for the activities of different organisations and Government departments. The discussions, main issues and (where applicable) interim conclusions are summarised below, together with examples of the ideas which emerged as ways to take things forward.

Constitutional Status and Terminology

Constitution en État et Patholes

It is widely understood that Jersey is a 'Crown Dependency' although confusion exists about what that exactly means. The Island is not a fully sovereign country, with the UK being responsible for defence and formal international representation. Otherwise however, Jersey has a significant and growing degree of autonomy, including over all domestic and fiscal matters and the Island increasingly represents itself in foreign relations. This autonomy dates back to 1204 and has been affirmed in a line of Royal Charters, legislation and Court cases all of which are studied by lawyers qualifying to practise Jersey law. It is worth noting that few islands in Europe have more autonomy than Jersey.

The majority of Islanders travel on British passports as British citizens. . The Jersey Customs and Immigration Service issues specific Jersey variant British passports which make clear that Jersey is not part of the UK.

Most Islanders know that Jersey has its own parliament, government, ministers, legal system, judiciary, taxes, language, international UN country-code, credit rating and bank notes. However, outside the Island most people are unaware of these national attributes, and it is therefore commonly assumed Jersey is part of the UK, an error the Government of Jersey could do more to correct. Even within the island there is a tendency to use the word 'local' to describe Jersey and 'national' to refer to the UK. Furthermore, while at pains to point out the huge contribution made by English civil servants, several Board members and interviewees lamented what was frequently termed the 'creeping Anglicisation' of Jersey's governmental institutions, a tendency to model processes and policy-making on Westminster and Whitehall (or even English local government), and to import senior functionaries rather than to develop our own. The Board concluded that Jersey is accurately described as a 'Country', or even as a 'Small Island Nation', and as such has a distinct international character. This has been agreed with the UK and by constitutional experts, and in 2007 the Lord Chancellor and Chief Minister signed an agreement entitled 'Framework for developing the international identity of Jersey', which also acknowledges that Jersey's 'international identity' is different from that of the UK. However, legally-speaking the term 'identity' has no defined meaning; the appropriate term for a country is 'personality', and this report adopts that usage throughout when describing how we are viewed internationally.

This is not a move towards independence for Jersey. Our nationality is definitely British. But just as Scotland and Wales are most definitely nations while the Scots and the Welsh remain British nationals, using the language of international personality and nationhood to describe Jersey could bring significant benefits. These include a stronger and more confident sense of identity, greater clarity in our international engagements, a stronger voice for the Island's interests in international negotiations like Brexit, and higher levels of social and civic engagement. Other non-sovereign jurisdictions such as the Isle of Man and Bermuda already use this terminology, with National Galleries and National Museums. The Board came up with examples where this could be applied in Jersey, including describing Liberation Day as a National Day and the States of Jersey as our National Assembly. It also suggested that an official Jersey Constitutional Language Guide could help people use the correct terminology.

Uniting our Community(ies)

Unnissant en C'mun

About half of the people who live in Jersey were born here, and in some quarters there is a reticence to discuss identity – and to adopt the language of nationhood – for fear that it is exclusionary to new arrivals. Certainly, care must be taken that by defining some ideal of 'Jerseyiness' we do not alienate people with different views and backgrounds, nor impose an unwanted homogeneity on a vigorously diverse community. However, discovering and celebrating what people themselves value about the Island can help provide common focal points for our growing and increasingly-diverse population. Furthermore, nations which have a strong sense of national identity – Canada, Australia, the USA, New Zealand and Scotland, for example - are often among the best at integrating immigrant communities and giving them a strong sense of something they proudly now belong to.

Jersey has long enjoyed several linguistic and cultural communities (English, Breton, French) existing alongside the Jèrriais-speaking population. Particularly in the last two generations, these have been enriched by migrants from Europe, the UK, Africa and the rest of the world. The Board was very conscious that their task was not to define (or somehow 'preserve') a national identity, but rather to take a closer look at the many strands which now compose it, and the shared attributes which have the potential to unite us. For example, pro rata Jersey has the world's largest Portuguese speaking minority. How can Portuguese and Madeiran culture be celebrated as itself part of Jersey, and Portuguese and Madeiran communities feel a sense of connection, belonging and pride in their adopted Island – as those from Brittany and Italy now do?

The Board recognises that it barely scratched the surface of this question, and indeed one of its findings is that a lot more research should be done on barriers to integration and on how Islanders – recent and longstanding – view themselves and their home. However, in the course of its interviews and discussions a few ideas emerged which could contribute to engaging and uniting our diverse communities. These included expanding the role of the Island's Honorary Consuls, ensuring Government documents are properly communicated to minority communities, and celebrating when migrants to Jersey gain housing and employment rights.

Most of all, though, uniting our communities requires establishing common reference points through citizenship, education, culture and sport (see below). A National Day could also provide a focal point to rally Jersey's diverse inhabitants, with Liberation Day currently proving the most popular among the several candidates which the Board and reviewers considered.



International

Îternâtionnale

The word 'Jersey' means different things to different international audiences. To foreign visitors to the Island it may conjure up green lanes, beaches, and the well-preserved architectural remnants of centuries of trade and war. To global businesses it may mean blue-chip financial, legal and accounting services. For gastronomes it could be Michelin-starred restaurants and the world's best potatoes. In the world of fashion it's a type of knitted fabric – another reminder of one of our former boom industries. To an African farmer Jersey almost certainly just means one thing: a really good dairy cow. To many, of course, Jersey is most closely associated with offshore finance, which (as discussed below) comes with reputational challenges to overcome, as well as positives.

Jersey's international personality is extremely important to its economic future, and also influences the way Islanders perceive themselves. Jersey is by no means a 'one trick pony', yet some Policy Board interlocutors felt that the popular international view of the Island is unfairly negative and one-dimensional compared to similar pro-business jurisdictions such as Singapore, Switzerland and Ireland. In the long term, the Board concluded that the sympathy and regard in which we are held internationally, and our own sense of national pride, depend on us being known for more than tax neutrality and financial services.



The Board proposed several ideas to strengthen Jersey's international personality, and demonstrate the many ways we act as a force for good in the world in addition to facilitating its commerce and investment. The first is simply that we should do more to highlight and celebrate our distinctiveness as a country, promoting the fact (in the words of the 2007 agreement with the UK's Lord Chancellor) that 'Jersey has an international identity that is different from that of the UK' and that we are a 'stable and mature democracy with its own broad policy interests and which is willing to engage positively with the international community across a wide range of issues.'

This involves better explaining our constitutional status, and also identifying which international organisations (such as UN and Commonwealth bodies) and agreements we are currently signed up to and where we need to increase our representation. Currently, our relationships with international organisations varies from full membership to observer status to a situation where we struggle to be heard at all. Frequently Jersey requires some form of permission from the UK to exercise its international personality, but the situation is extremely confusing and there is currently no central record of which treaties or agreements apply to us (although this work is underway). This hampers our ability to be heard, not only in matters such as trade and tax but across a wide range of international issues, from biodiversity to human rights, from climate change to medicinal cannabis.

The message that we are a distinct polity which takes its international personality seriously would also be assisted by recreating an independent External Relations department. At present, the department is folded into a larger less-focused department. No other country conducts its diplomacy through an 'Office of the Chief Executive', and as one former Minister noted, this makes us sound like a UK local authority.

The Board's second strand of ideas involved changing and expanding the narrative about Jersey. If the slur of 'tax haven' must be lived with for the foreseeable future, let others also associate us with dairy cows, fintech, philanthropy, conservation, impact investment, Jèrriais, international development, innovation, and a unique blend of French, English and other cultures. The Board observed that External Relations already runs several laudable initiatives to project a more holistic and positive image of the Island abroad, although noted with concern that its dedicated 'Bilateral Programme Fund' which funds many of these was under threat financially. The Board also commended the work of Jersey Overseas Aid in demonstrating the Island's credentials as a good global citizen, particularly as its new areas of focus (Dairy, Conservation and Financial Inclusion) so closely reflect three of Jersey's existing strengths.

The Board recognised that many Jersey institutions can also project 'soft power', including Parishes, sports clubs, schools, environmental charities, and organisations involved in arts, heritage and culture, and suggested these efforts be supported and coordinated more systematically. Two simple ways of contributing to this would be to develop specific materials to assist outward-facing bodies to tell a coherent and positive story about the Island, and to expand the nascent 'Jersey Ambassadors' initiative to more locations and more sectors, involving figures from the worlds of sport, business, hospitality and the arts. There is a large reserve of goodwill towards Jersey among the Island's diaspora and those who have lived or worked here, which can be nurtured and utilised.



Economy

Économie

Our national identity is influenced by the livelihoods people pursue, but also itself plays a part in our long-term economic success and prosperity. Global competition for a share of the world's consumers, investors and talent is intensifying, with greater awareness about a place's image increasingly shaping people's decisions about where to live and the origins of the products and services they buy. This does not just include our well-known quality-of-life attractions such as connectivity, safety and natural beauty, but also the picture we project of our culture, history and values, and the commonality we feel as a society. The Board noted growing academic evidence that small jurisdictions with strong identities are more economically successful. It therefore examined some of our unique economic selling points, and sought out ideas that might promote growth and innovation in ways that are compatible with the long-term maintenance of a strong and distinctive national personality.

Jersey's traditional industries of **farming and fishing** are not just important to the island as a source of income and jobs, but form a vital part of our heritage and of how Jersey is seen by the rest of the world. Jersey's farmers have been conquering new international markets with our 'Jersey Royal' since the 1880s, and our milk and ice cream is now a luxury brand in both developed and developing countries. Meanwhile our fishermen have been exporting produce to the Continent since the 12th century (the French even borrowed their word for octopus from Jèrriais), and dominated the Grand Banks cod trade for over 100 years. The Board therefore saw continuing support for agriculture and fishing as vital, and emphasised the value of promoting Jersey's offering at the high-quality end of these markets. This is the place we already occupy in terms of dairy products, potatoes and fresh seafood, but opportunities also exist for products like cider, black butter, and medicinal crops.

Tourism is another sector in Jersey with a distinguished history, although the encouraging recent increases in visitor numbers has been brought to a halt by the pandemic. The Board examined a number of possible niche tourism opportunities for the Island, but its main message is that better celebrating Jersey's unique culture and heritage – and its distinctiveness from the UK – will help attract visitors. The Board also hoped that transport links with France could be strengthened, and suggested that more attention be paid to promoting our Island identity at the Ports of Entry.

The Board also considered Jersey's non-traditional industries, and highlighted the particular opportunity presented by **Digital**. For centuries Jersey has innovated and reinvented its economy, and in recent years the Island's human capital, superior connectivity (including being the first country in the world to roll out optic fibre connectivity to every home) and entrepreneur-friendly ecosystem has spawned a rapidly-growing digital sector. This now employs over 3,000 people and generates more than £180 million per year. Small and agile digital businesses address unique market niches, and there is also significant overlap with Jersey's thriving creative industries. Opportunities exist to further Jersey's value as a test bed for new products, and to replicate Digital Jersey's highly-successful 'Sandbox' model in other industries. Additionally, as mentioned below, establishing a specialised University or university campus in Jersey could contribute to developing and retaining talent.



Finance

Finnance

Any attempt to articulate Jersey's identity must examine the impact of its half century at the forefront of the international financial services industry. This is a complex issue which generates strong and conflicting opinions, both internally and externally. On the one hand, offshore finance acts as a conduit of investment that lifts people out of poverty and creates jobs and infrastructure. Furthermore, Jersey is now one of the world's best-regulated financial centres, working to recognised global standards, offering secure international access to financial markets and sharing confidential information responsibly with other jurisdictions. On the other hand, offshore finance is the target of sustained, orchestrated campaigning, with pejorative labels such as 'tax haven' colouring several related debates such as the impact of finance-sector salaries on prices and inequality within Jersey.

The Board found that there is pride that an Island of 100,000 people punches so far above its weight in the financial world, but also a degree of defensiveness about our main source of income, and exasperation that outsiders routinely assume that everyone from Jersey must also be personally wealthy. It also sensed in some quarters a feeling of 'otherness' to the finance industry, even though so many Jersey people are part of it. The Board felt more could be done to ensure that those who make Jersey their home while working in this sector feel engaged and included in Island life. These welcome migrants from the UK and further afield – and indeed all who move here for work assignments - can become some of the best ambassadors for the Island when their time comes to move on (see also International).

In terms of Jersey's international reputation, the Board noted with interest how our finance industry is now making significant strides in the fast-growing area of sustainable and responsible investment, deploying capital to have a positive impact in Environmental, Social and Corporate Governance (ESG) terms as well as making a profit. Jersey Finance has recognised the importance of this direction of travel and is leading initiatives to make the Island an even more attractive jurisdiction to do this kind of business. The Board hopes that the Government will support these efforts, as well as those to develop Jersey's already substantial offering in the administration of philanthropy. Coupled with the growing reputation of Jersey's international aid programme and opportunities in development finance, there is an exciting chance to promote the Island as a jurisdiction focused on 'doing well by doing good'.





Civic Engagement and Citizenship

Engagement Civique et Citoyenneté

People in Jersey are actively engaged in helping each other. There are more than 500 voluntary and community organisations active in Jersey, and 11,000 islanders volunteer their time. The recent Covid emergency saw an overwhelming response from Islanders keen to assist those in need. The OECD's Better Life Index places us in the top 10 of out of over 400 OECD regions in the category of 'Community'. However, voter turnout in elections is extremely low, and few people understand themselves as 'citizens' of Jersey, with the commitment, responsibility and pride that this word can imply.

Citizenship is an issue distinct from nationality, and is it not exclusive. An individual in Jersey may legitimately identify themselves as a British citizen, a Jersey citizen and a Polish national all at the same time. The Board proposes that to call oneself a Citizen of Jersey should come to mean something; the word 'Resident' is insufficient and implies a temporary arrangement (people 'reside' in care homes). Nurturing the concept of Jersey citizenship through official communications, education at school (and for newcomers to the Island) and citizenship ceremonies can instil a common sense of belonging and participation. It can equip Islanders to act as informed Ambassadors for Jersey abroad (see International). Additionally, educating school children and the general public about the political system in Jersey and the work of the States Assembly could increase voter turnout and involvement in public life.





Education and Research

Éducation et R'chèrche

Jersey's people are its greatest asset, and a world class education system should easily be within its grasp as a small and wealthy jurisdiction. However, data shows that Jersey schools underperform their equivalents in the UK, particularly for poorer students. The reasons are varied and largely beyond the scope of this report, but many contributors wanted to highlight that developing a world-class education system will improve social mobility and cohesion, improve economic performance, and enable us to provide the majority of the human capital required to administer the Island. It should therefore be one of our highest aspirations.

Jersey's education system can also play a direct role in nurturing a cohesive sense of national identity. One key area, as mentioned above, is teaching the rights and responsibilities of citizenship. The Board noted that France takes a lead among European countries in this regard, and looking to our nearest neighbour for guidance in this respect could also help educators enact two other of the Board's suggestions: improving the teaching of French in schools, and emphasising more strongly Jersey's historical and cultural connections with France.

Jersey's higher educational offering also has an important role to play. Existing centres of excellence such as the JICAS MSc in Island Biodiversity and Conservation, Digital Jersey's Leadership Academy, Durrell's Conservation Programmes and the Jersey Business School help to retain and upskill Islanders while playing to some of Jersey's strongest areas of expertise. Even if a fully-fledged University of Jersey is hard to envisage at the minute, the establishment of specialised university campuses attached to respected institutions could do even more to establish the Island as a Centre of Excellence in these and other areas, while simultaneously contributing to our national pride and our international reputation.

Jersey could also develop a reputation in science and research, which can increasingly be conducted by small, independent laboratories and groups of researchers incentivised by the advantages of holding Intellectual Property in Jersey and the recent decision to allocate a portion of Channel Islands lottery funding to this area every year. In the arts and social sciences there is also a need for more research on Jersey-related topics, which could be rectified by modest funding and support for such projects (including university dissertations) where the Société Jersiaise currently holds the torch almost alone.



Parishes

Pâraisses

The Parish Assembly is a distinctive feature of direct democracy in Jersey and provides an arena for grass-roots politics, within which a sense of engagement and involvement with the political life of Jersey can be fostered. The Honorary Police is one of the oldest police forces in existence, and embodies the best Peelian principles of policing by consent. The Parish Hall Enquiry system has been celebrated as a highly effective model for restorative justice, with minor offences dealt with at a community level in a way that does not necessarily criminalise first-time offenders. Meanwhile, the twice annual Branchage and the Visite Royale are both examples of important historic rituals that form part of Jersey's Identity.

The Board highlighted these aspects of the venerable Parish system as examples of Jersey's identity particularly worth celebrating. It also noted the value of the twinning system, which sees Jersey communities tied to others in France and (now) Madeira. It hopes that the Comité des Connétables can be supported to find new ways to enhance public engagement with the Parishes - and in particular the Parish Assemblies - including in particular ways to get young people and new arrivals involved. Many democracies are now experimenting with 'citizens' assemblies'; Jersey has recognised their value for generations.

Language

Langue

One of the most distinctive aspects of Jersey's culture is its unique linguistic heritage. Historically, there were 'les trois langues': Jèrriais in the home and the fields, French in church, law and the States, and English for commerce and the military. These have now been joined by Portuguese, Polish and other tongues. The strengths of Jersey as a multilingual small island nation can be built on to reinforce identity, belonging and human capital.

Jèrriais is in the DNA of Jersey – a crucial historical aspect of our identity. To quote Professor of Linguistics Paul Birt, 'There are few languages I know with such a richness of expression, some of her idioms are poetry... Jèrriais belongs to Jersey, and without it Jersey would, I believe, stop being Jersey.' However, if we can agree that we should not allow Jèrriais to die, then we must fund its revival properly. Jèrriais should be an integral part of our Island Identity, promoted by Government, the States, businesses and organisations, and can be used as a unique selling point to those beyond our shores, also helping to differentiate us further from neighbouring countries. Teaching it in schools can embed a sense of identification, pride and citizenship in Jersey school children, regardless of background.

French is also one of the crucial components of Jersey's cultural heritage and identity. It is important for its own sake as the language of our nearest neighbour, and as a stepping stone to Jèrriais comprehension. Jersey has its own variety of French whose peculiarities it would be a shame to lose. The Board felt that as a participant in the international Francophonie organisation and parliamentary association we should be as proud of our Francophone identity as Belgium, Switzerland, Canada are of theirs. It also suggested we revert to using the centuries-old name of the Channel Islands - Îles de la Manche - rather than the recent Parisian invention of Îles anglo-normandes, which has usurped it.



Heritage

Héthitage

Heritage is not confined to looking backwards in time but is an essential part of the present we live in and the future we build. It is the extraordinary range of landscape, monuments, experiences and stories that characterise Jersey, and it also encompasses our contemporary interactions with this inheritance and the meanings we ascribe to it. Heritage

gives the Island its distinctive look and feel, attracts tourists, and can inspire both intercultural dialogue and a shared sense of place and belonging.

Jersey is unusually rich in tangible heritage assets, some of which (such as the prehistoric site at La Cotte and Le Câillon Bronze Age hoard) are of international significance. Fourteen thousand Islanders – one seventh of the population – are members of Jersey Heritage. However, the sector has suffered from chronic underfunding, a lack of dedicated Ministerial input, and the lack of a coherent Heritage Strategy for the Island, all of which the Board suggest be rectified as soon as possible. More should also be done to protect Jersey's historic built environment (see section below).







Culture and the Arts

Tchultuthe et l's Arts

Jersey has a rich tradition of artistic endeavour, and an enviable intangible cultural heritage. This is not just historical; contemporary Islanders are producing high-quality work often inspired by the character of the distinctive place in which they live. From music to filmmaking, from painting to poetry, scores of Jersey citizens are now making careers and reputations at international level. The Board celebrated the fact that creative people and entrepreneurs clearly feel a sense of attachment and pride in the Island, and noted that some excellent organisations (such as ArtHouse Jersey) and events (such as the Festival of Words and the 'Weekender') are helping to put the Island on the global cultural map. However, given the extraordinary potential of art and culture to achieve almost all of the objectives associated with Identity – domestic and international – it felt that even more could be done in this sphere.

Part of this involves funding. The Board welcomed the plan agreed by the States to dedicate 1% of the Government's budget to arts, heritage and culture, but the hugely significant programme of investment and support which this represents is now under threat. The strongest individual spending recommendation is the establishment of a National Gallery, which can simultaneously celebrate our individual artists and collective identity, acting also as a cultural hub and an attraction for visitors. Another important innovation would be the establishment of a Cultural Festival, possibly coinciding with a new National Jersey Day.

There are also plenty of possible initiatives that would not cost much money. The first is to update the 2005 Cultural Strategy, a ground-breaking document in its time but now in need of updating. The Board lamented the lack of a dedicated Cultural Officer in Government, but in its absence suggested Arthouse Jersey could assume responsibility for drawing up a new plan, tapping into the huge treasury of knowledge, care and energy amongst those responsible for the stewardship and direction of the Island's cultural, artistic and heritage output.

Another important low-cost suggestion is just that we properly celebrate our cultural and artistic figures in the naming of roads and buildings, and with a set of re-thought and much expanded plaques (perhaps as part of a new Cultural Trail). This need not be confined to historic figures (such as Sir John Everett Millais, Lillie Langtry, Wace, René Lalique, Claude Cahun, Victor Hugo, Edmund Blampied) but can also include Jersey's distinguished visitors (such as George Eliot, Karl Marx, Anthony Trollope, Claude Debussy) and talented young filmmakers, songwriters, actors and artists (who have been recognised by the BAFTAs, GRAMMYS, Brit Awards and Turner Prize, but less so in their native Island). The Board would also like to see it become easier for artists and organisers to put culture in public spaces – and for the main Ports of entry to showcase such works.

Finally, the Board singled out the Battle of Flowers as an exemplum of the enormous power of cultural activity to express identity and provide an important social ritual. Its real value should be recognised by Government not as a tourist attraction as something which unites our communities in a creative, artistic endeavour. If le Carnaval de Granville can achieve UNESCO Intangible Heritage status, why not the Battle?

Built Environment and the Public Realm

Envithonnement Bâti et les Choses Publiques

The Built Environment can be a remarkable cultural, social and economic resource, vitally important for people's identity and well-being. It is a tangible part of Jersey's distinctive character, generating (at its best) a sense of place and pride. This physical identity is not confined to notable 'heritage' buildings, but is also derived from the commonplace structures and places that provide the backdrop to our daily lives: homes, shops, offices, farm buildings, street furniture, green lanes, roadside walls, fosses, banques, lavoirs, post boxes, piers, slipways, parks and gardens. However, much of what makes Jersey special in this regard has been lost, both in terms of the destruction of unique and historic edifices, and in the haphazard creation of new developments which are out of sympathy with each other and Jersey's character.

In terms of protecting what remains, Jersey's heritage assets were surveyed and their value reviewed between 2011 and 2013, leading to their subsequent designation as listed buildings or places where their heritage value warranted protection. The effect of this was meant to ensure that their heritage value is a material consideration during the planning process. However, listed and culturally-significant structures are still being lost (a figure now at least recorded annually), partly because the issue of 'viability' for new developments requires more systematic guidance to ensure it is weighed empirically. In general, planning policy requires review (and comparison with other jurisdictions) to assess how it could better protect the historic built environment. The Board endorses the introduction of Conservation Areas, and the Minister of Environment's suggestion to reintroduce a historic building grant scheme. However, the debate must also be informed by an appreciation that the high cost of housing in Jersey alienates many of the poorest, and exacerbates divisions between those who 'have' and those who don't.

In terms of managing the new, the Board noted some success stories but highlighted many areas for improvement (including Jersey winners of the 'Carbuncle Cup' for Britain's ugliest developments). Guernsey was cited as doing much better in preserving its distinctive look and feel, especially when comparing St Peter Port to St Helier. The Board wanted to see distinctive Jersey architectural themes better preserved (and reflected in official guidance on style), and new developments better harmonising with their historical and natural environment. It also wanted to see more trees in public spaces, and better celebration of Jersey's French heritage in the naming of buildings and streets. It lamented the increasing adoption of UK standards of road design, traffic management furniture, bus shelters and signage, and suggested creating distinctive Jersey style for these following European cues.

Finally, focusing on St Helier, the Board recommended the development of a 'St Helier Town Centre Masterplan' and a particular focus on enhancing the vitality and viability of St Helier's historic Markets. The Board also hoped that French and Continental retailers could be enticed to set up shop in the Town, which would potentially attract tourists from both sides of the Channel as well as helping to distinguish our national Capital from the English market towns which it increasingly resembles.







Natural Environment

Envithonnement Natuthé

Jersey's natural environment has always been deeply intertwined with our national identity. Our relationship to the land and to the sea has shaped the sensibilities - and livelihoods - of countless generations of Islanders, and continues to play an important role in the way we see ourselves and in the image others have of us. In a Visit Jersey survey the word most commonly associated with Jersey is 'Beautiful', and it was the widely-held view of the Board and its interviewees that this beauty should be preserved.

Fortunately, in this area the Board found much to admire. The character of the Island's countryside has been, since the introduction of planning legislation in 1964, fairly well protected, despite significant population growth (and notwithstanding a recent relaxation of controls on advertising hoardings, the proliferation of imported fencing products and the creeping growth of traffic management clutter). Our genuinely world-class beaches remain unspoilt, and our Coastal National Park enjoys a high level of protection.

The Board praised the Government's 'Countryside Enhancement Scheme' which provides grants for projects which 'maintain and improve the Island's unique and internationally significant rural character, landscape, habitats, flora and fauna'. The Board noted that deepening our focus on protecting the natural environment not only ensures we are good stewards for future generations, but helps us improve the international narrative about the Island. In this context, there are significant advantages to pursuing the Sustainable Transport Policy – including our unparalleled opportunity to reduce our dependence on the internal combustion engine – and to decarbonising our economy. In conjunction with this, planning policy should also be amended to give less priority to the motor car. The current requirements for the provision of roads and parking spaces for new housing developments exceed those of the UK, and lead to the development of what some have described as 'car parks with homes attached'. This damages the environment while also pushing up housing costs.

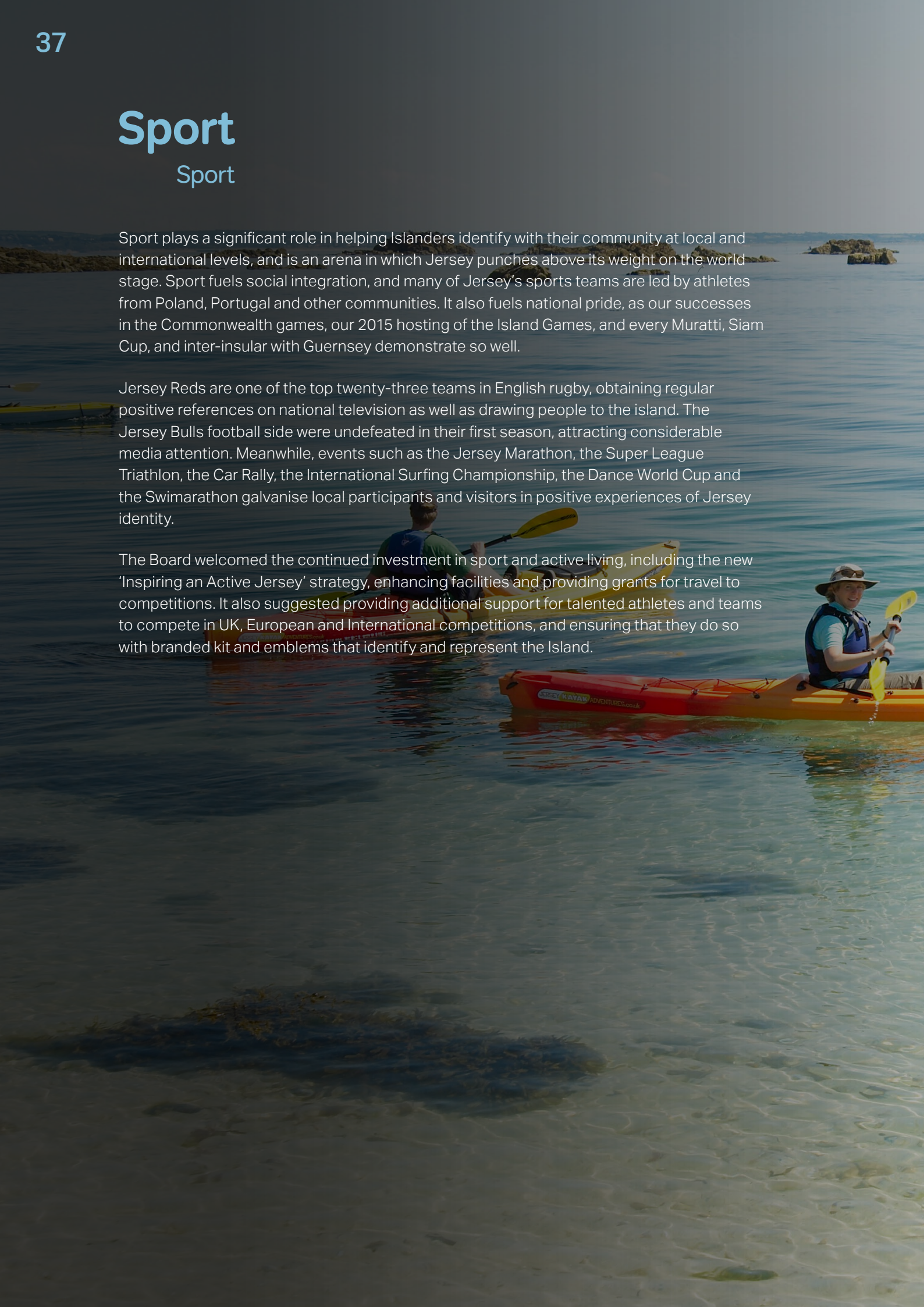
Sport

Sport

Sport plays a significant role in helping Islanders identify with their community at local and international levels, and is an arena in which Jersey punches above its weight on the world stage. Sport fuels social integration, and many of Jersey's sports teams are led by athletes from Poland, Portugal and other communities. It also fuels national pride, as our successes in the Commonwealth games, our 2015 hosting of the Island Games, and every Muratti, Siam Cup, and inter-insular with Guernsey demonstrate so well.

Jersey Reds are one of the top twenty-three teams in English rugby, obtaining regular positive references on national television as well as drawing people to the island. The Jersey Bulls football side were undefeated in their first season, attracting considerable media attention. Meanwhile, events such as the Jersey Marathon, the Super League Triathlon, the Car Rally, the International Surfing Championship, the Dance World Cup and the Swimathon galvanise local participants and visitors in positive experiences of Jersey identity.

The Board welcomed the continued investment in sport and active living, including the new 'Inspiring an Active Jersey' strategy, enhancing facilities and providing grants for travel to competitions. It also suggested providing additional support for talented athletes and teams to compete in UK, European and International competitions, and ensuring that they do so with branded kit and emblems that identify and represent the Island.





Next Steps

Les Préchains Pas



The production of this report is intended to serve as a bridge between the 'listening and researching' phase of this exercise and the 'deciding and doing' activities that must come next. The Board hopes that the discussions it has stimulated and the suggestions it has made can inspire yet more ideas, and that all these in turn can be incarnated into concrete plans and strategies. The Government has pledged that its Departments will take this process forward over the coming years, refining, developing and implementing recommendations and ensuring that national identity considerations act as a lens through which to focus all policy decisions. However, for its ambitious objectives to be met it is important that this initiative engages an even wider audience.

As with the key themes summarised above, the next steps proposed below are open to comment and addition from readers. This Island Identity work aims to be participatory and evolving rather than prescriptive and set-in-stone. However, the Board's current thinking involves the following:

- Appoint an Island Identity Champion, who can support and coordinate this work across Government and ensure that all major policy discussions and changes to the law simultaneously advance the goal of nurturing and celebrating a cohesive and positive sense of national identity, both domestically and internationally.
- Create a website, where the themes and objectives can be explored in more detail and changes can easily be made to reflect ongoing debate.
- Devise a detailed stakeholder map and plan for stakeholder engagement and alignment.
- Elicit additional contributions, recognising the significant role to be played by Arm's Length Organisations, voluntary groups and individuals.
- Agree on a small number of initiatives for 2021 that will engage and inspire the public.
- Have a 'soft launch' and let this initiative gain a natural momentum.
- Conduct additional research on what people themselves value about the Island, what barriers exist to better integration of different groups, and how Islanders – recent and longstanding – view themselves and their home. This might also be part of a broader public consultation.
- Create a strategic framework, built around key audiences, that defines the long-term objectives and also serves to make decisions in the short term, prioritising initiatives.
- Establish a measuring framework, collecting benchmark data (such as on public attitudes to civic engagement) and track over time.



Opportunities Identified

Opportunit  s Identifi  es

Early versions of this report included a recommendations section, which collated the many excellent ideas (and perhaps a few less excellent ones) examined by the Board over the past year. Here they are edited down still further, and couched as opportunities to be explored rather than policy prescriptions which must be implemented. Some are quite vague and some highly specific; some would be easy to do and some would be hard. Many of these suggestions could work quickly and at little cost, and these are proposed as 'Quick Wins'. However, the main aim of publishing this document is to provide a lens for Islanders and policy-makers to look through, rather than a series of concrete steps to follow. The overall objectives (reprinted below) are the important thing; these opportunities are just some of the possible ways we might achieve them.

We will attempt to take forward those ideas below which continue to receive positive feedback, and at the same time encourage readers with their own suggestions to put them forward.



Opportunities and Ideas

1	Production of an official, accessible booklet explaining Jersey's unique constitutional arrangements and the language which should be used to describe them
2	Creation of a specification sheet for the Jersey flag, including civil (red) and Government (blue) ensigns and the creation of Jersey civil air ensign
3	Designation of a national day – possibly 9th May
4	Development of an annual cultural festival – 'Jersey Week' – possibly coinciding with Battle of Flowers
5	Determination of an anthem for Jersey
6	Conducting a review into the role and effectiveness of the Honorary Consuls
7	Commissioning research into the integration of immigrant and minority communities
8	Increasing the proportion of the Jersey-specific component of the British Citizenship test relative to the UK component
9	Introduction of ceremonies – at Parish or Island level – to mark milestones for migrants to the Island (eg receipt of residential qualifications at 10 years)
10	Support for measures to reinvigorate Parish Assemblies, such as production of a guide for young people and newcomers, coverage of Parish elections on 'vote.je', increasing digital participation
11	Development and inclusion of indicators for National Identity in the Jersey Performance Framework
12	Ensuring all new legislation in the States is considered through the lens of national identity (just as it is for cost and manpower)
13	Development of a Jersey 'Identity and Citizenship' Curriculum for teachers – taking inspiration from the Welsh Curriculum Cymreig and French citizenship teaching
14	Increasing support for the work of the Political Education / Public engagement subcommittee of the Privileges and Procedures Committee
15	Induction and integration materials and events for new arrivals, explaining Jersey's unique history, constitution and culture
16	Establishment of a Jersey National Gallery and Cultural Hub
17	Installation of new heritage/history plaques around the Island in distinctive Jersey design style, perhaps accompanied by a new walking trail and dedicated app
18	Development of a national registry of cultural works and artists to serve as a launch list for education, exploring national culture, raising awareness of our classics, artists, writers, musicians and current works
19	Acceleration of the development of a Cultural Development Framework and review of the structure of Governmental administration of arts, culture and heritage in Jersey
20	Provision of a clear Ministerial lead on Heritage, including the creation and adoption of a new Heritage Strategy
21	Supporting Jersey Heritage to obtain accreditation as a UNESCO Global Geopark, giving in international recognition of Jersey's unique landscape, natural and cultural heritage
22	Re-adoption of the traditional title Îles de la Manche (rather than Îles anglo-normandes)
23	Commissioning of a rapid study of the Jersey University concept – in its widest sense, including a campus for a UK or other university
24	Development of a talent programme to develop human capital to fill top public sector posts
25	Assisting Government, businesses, charities and other organisations to utilise Jèrriais in their outward-facing literature
26	Development of a new modern Language strategy for Jersey Schools

Opportunities and Ideas

27	Maintenance and phased increase of External Relations Bilateral Programme Fund
28	'Ambassador Packs': Promotional packs providing information on Jersey and handouts for visiting dignitaries, travelling sports people, politicians, civil servants, JOA volunteers, business representatives, Arm's Lengths Organisations etc.
29	Development and roll-out of Jersey Ambassadors initiative to more target countries
30	Coordination of the projection of Jersey's image externally among the various organisations which do so
31	Re-establishment of External Relations as a separate department within the Government of Jersey
32	Establishment of a working group of outward-facing bodies to prioritise the international bodies, forums and treaties at which Jersey should increase its representation (eg UN, Commonwealth etc)
33	Research into the legal / regulatory and economic implications of allowing French brands to operate on favourable terms in Jersey
34	Government support for a Rural Enterprise Hub, Creative and Traditional industries
35	Inclusion in Government of Jersey Economic decision-making matrix of a section for Identity, ie what impact an initiative will have on Jersey's National Identity and/or international personality and reputation
36	Continued emphasis and support on development of Jersey as a jurisdiction of choice for impact investment and philanthropy
37	Development of a 'St Helier Town Centre Masterplan': a strategic, cross-departmental strategy for vibrancy and economic growth
38	Continuing specialisation of Overseas Aid in areas of most relevance to Jersey, where we can add the most value and develop expertise and reputation
39	Continuing to reverse the decline in the percentage of GVA devoted to international aid and to progress towards international target of 0.7%
40	Support for Ports of Jersey to promote the whole Jersey identity, rather than just financial services, at the ports of entry
41	Fast tracking the commitments within the Sustainable Transport Policy to improve public transport and provide dedicated safe routes for pedestrians and cyclists
42	Development of a 'Jersey Style Guide' for the public realm, covering the naming of roads and buildings, and the look of signage, street furniture, utilities installations etc.
43	Development of a unique Jersey road sign design, following European cues
44	Designation of new Conservation Areas following community consultation
45	Audit of listed buildings lost
46	Review of the planning regulations and protocols to examine viability requirements, whether too much weight is provided to infrastructure for motor vehicles, and whether sufficient weight is attached to the input of the Historic Environment Team
47	Design of a Jersey emblem to be featured on all national sports team's uniforms
48	Seeking to qualify as an international sports team and self-representation at International sporting bodies (e.g. FIFA)



Join the discussion:
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[#DefiningJersey](https://twitter.com/DefiningJersey)

