
STATES OF JERSEY



TRANSFERS BETWEEN HEADS OF EXPENDITURE UNDER THE PUBLIC FINANCES (JERSEY) LAW 2019: ARTICLE 18 – 17TH APRIL 2025 – TRANSFER OF COMMUNICATIONS BUDGET AND STAFF

**Presented to the States on 17th April 2025
by the Minister for Treasury and Resources**

STATES GREFFE

REPORT

Decision(s): Under Article 18(4) of the [Public Finances \(Jersey\) Law 2019](#) (the Law), the Minister for Treasury and Resources hereby notifies the States, and having consulted with any relevant Minister under Article 18(5) of the Law; that she has agreed to the following:

the recurring transfer of £102,000 and associated Full Time Equivalents (FTE) relating to communications staff from the Cabinet Office Head of Expenditure to the Infrastructure Head of Expenditure.

After the expiry of 4 weeks following the presentation to the States of these transfers, the Minister hereby authorises the Treasurer of the States to action the transfers outlined in the table above.

Background

In 2024 the Council of Ministers implemented a new communications approach of:

1. Less public relations (PR) and more communications; moving away from traditional PR tactics of managing GoJ's political image through media relations, press releases, and promotional campaigns. Moving towards more personal two-way communications not only with Islanders but also with colleagues to better develop policies that are suited to Jersey.
2. Simpler engagement with the media; reducing the number of press releases and increasing the number of media briefings and Q&As so Government is seen to be listening at least as much as it is talking.
3. Focusing design on public services, health, and education; allowing the design and digital teams more time to promote the public services Islanders want to engage with and less time on initiatives or strategies the government wants to launch.
4. Supporting the creative arts sector; shifting from an entirely in-house marketing and design team to using more external freelancers and agencies in Jersey

The Vision

To maximise the vision of direct, relevant, and two-way communications, there was a need to better align the current size and scope of the Directorate with the new communications approach. This is because it may be that there are more communicators than what Ministers require. It may also be that they are not currently working in the most efficient and direct way with those Ministers.

Restructuring the Directorate, and reducing its size, was undertaken and this organisational change aims to achieve the following positive outcomes:

Better career pathways, with colleagues working across several 'communication practices' (e.g. internal, press, marketing) there is more room for career development

for those who want it, and a more interesting day-to-day for those who are happy delivering the core job.

Enhance efficiency, with colleagues focusing on high priority public-service areas and leaving Ministers to engage with the public and media alike on political issues.

Enhance responsiveness, with colleagues coworking across briefs so that nothing gets dropped or paused due to annual leave or sickness. Enhanced morale, with colleagues galvanised towards achieving a common effort and fewer priorities.

As a result, the core operating model of the communications unit has reduced significantly, whilst some of the operational departments will require additional expert communication support, therefore permanent communications staff will move across to support Infrastructure.

Reasons for Decision

Article 18(1)(a) of the Public Finances (Jersey) Law 2019 states that a specified amount appropriated for one head of expenditure may, with the approval of the Minister for Treasury and Resources, be used for the purposes of another head of expenditure that is set out in the government plan.

Article 18(4) of the Public Finances (Jersey) Law 2019 states that the Minister shall give the States Assembly at least 4 weeks' notice before an amount is transferred under paragraph (1)(a).

Article 18(5) of the Public Finances (Jersey) Law 2019 states that if a direction under this Article would affect a head of expenditure that relates to the responsibilities of any Minister, that Minister must be consulted before the direction is made. Both Ministers have been consulted.

To comply with P.67/1999 which charges the Minister for Treasury and Resources to regulate the number of persons that may be employed by the States.

Resource Implications

The Cabinet Office (CABO) head of expenditure to decrease by £102,000 and associated FTE and the Infrastructure head of expenditure to increase by an identical amount.

This decision does not change the total amount of expenditure approved by the States in the Government Plan 2025-2028 and the transfer will be reflected in the next Government Plan 2026-2029 cash limits.

This decision can be found on www.gov.je under the following Ministerial Decision reference - MD-TR-2025-299, which was signed on 17th April 2025.