

# STATES OF JERSEY



## **DRAFT STRATEGIC PLAN 2015 – 2018 (P.27/2015): THIRTEENTH AMENDMENT**

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**Lodged au Greffe on 14th April 2015  
by the Corporate Services Scrutiny Panel**

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**STATES GREFFE**

DRAFT STRATEGIC PLAN 2015 – 2018 (P.27/2015): THIRTEENTH  
AMENDMENT

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**PAGE 2 –**

After the words “in the attached Appendix” insert the words –

“except that –

- (1) on page 14, in row 4.3, in the column Key Areas of Focus 2015 – 2018 after the word “Develop”, insert the words “subject to viability,”;
- (2) on page 14 in row 4.3 in the column Key Areas of Focus 2015 – 2018 for the words “International Business Centre”, substitute the words “Jersey International Finance Centre”;

CORPORATE SERVICES SCRUTINY PANEL

## REPORT

Pages 13 and 14 of the Strategic Plan relate to improving St. Helier.

Box 4.3 consists of a desired outcome of St. Helier being an attractive business destination with premier office accommodation, which the Corporate Services Scrutiny Panel (“CSSP”) fully supports.

Members will be aware that the CSSP is performing a review into the Jersey International Finance Centre (“JIFC”), and has received a number of detailed submissions, the contents and nature of which the Panel are presently reviewing and deliberating upon.

Therefore, without prejudicing in any way the outcome of the review of the evidence we gather during the course of our work on the JIFC, the CSSP consider that the wording of the Key Area of Focus for Box 4.3 could be amended, as the present format firstly could be enhanced, and secondly raises some matters which have not (to our knowledge) been addressed by the Council of Ministers in its own Strategic Report.

### **Amendment 1 – Box 4.3**

Consistent with some of our earlier amendments, this is a financially directed amendment, in order to maintain a degree of focus on overall finances. The present (unamended) wording states: ‘*Develop the International Business Centre on the Esplanade, and office space as a key component of our town*’. The Panel consider that the wording should be amended to make reference to the viability of the scheme.

### **Amendment 2 – Box 4.3**

The second amendment is seeking clarification, and is mainly brought to draw this matter to the attention of Members.

After the Masterplan was endorsed by the States Assembly back in 2008, much of the subsequent documentation, including Phasing Plans and Planning Permits, has been to a ‘Jersey International Finance Centre’.

Indeed, the States of Jersey Development Company website states the following –

*“The Esplanade Quarter will be delivered in phases, the first phase will provide 470,000 sq.ft of office accommodation and has been rebranded “Jersey International Finance Centre”.”.*

The 2013 Eric Parry Masterplan Report states –

*“The first phase will provide six standalone buildings of office accommodation and will be referred to as Phase 1 and has been re-branded “Jersey International Finance Centre”... The second phase, which will see the development of the waterfront and the sinking of the Route de la Liberation, is referred to as Phase 2.”.*

Additionally, Planning Permit P/2012/1141 states the following –

“34. Prior to the commencement of development a Phasing Plan shall be submitted to and agreed in writing by the Minister for Planning and Environment. That Phasing Plan shall include details of the timetable for the delivery of the wider Esplanade Quarter works beyond Phase 1 (the Jersey International Finance Centre) to include the sinking of La Route de la Liberation and the balance of the works in the approved Masterplan for the Esplanade Quarter (as Amended).”.

In its recent submission to the CSSP, Jersey Finance Limited has stated the following –

*“...Having a clearly identifiable financial services centre will be a core marketing attribute for the island. It will act as a valuable business attraction tool that will powerfully underpin Jersey’s pre-eminence as a leading IFC. The **JIFC brand** [emphasis by CSSP] manifested in a clearly identifiable and discreet finance centre will act as a hub, attracting high quality businesses and high value employers...”.*

It appears that all 3 extracts cited above give a clear view from the perspective of the Executive (and as endorsed by the Assembly at the time) of the desirability of a **Jersey International Finance Centre**.

Therefore, as the branding is apparently important, the question arises as to why the ‘brand’ has been changed to an **International Business Centre** by the Executive as part of the Strategic Plan? There is no mention in any part of the Strategic Plan to address this change.

Accordingly, we consider that the wording included in this sentence is unclear, and requires further clarification.

By bringing this amendment, in a neutral manner, and without prejudicing in any way our own review, we wished to bring this to the attention of members, and allow the Council of Ministers to formally clarify the rationale behind such a branding change at this stage.

The final proposed wording of both the above amendments is included in the attached **Appendix**. It is proposed to allow separate votes on each amendment.

#### **Financial and manpower implications**

There are no manpower implications arising from this amendment.

There are no known financial implications arising from this amendment.

PROPOSED AMENDMENTS (HIGHLIGHTED IN GREEN)

Desired Outcome	Key Areas of Focus 2015 – 2018
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**Amendment 1 – Box 4.3**

4.3	St. Helier is an attractive business destination with premier office accommodation	Develop, <b>subject to viability</b> , the International Business Centre on the Esplanade, and office space as a key component of our town.
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**Amendment 2 – Box 4.3 (assumes Amendment 1 is adopted)**

4.3	St. Helier is an attractive business destination with premier office accommodation	Develop, subject to viability, the <b>Jersey International Finance</b> Centre on the Esplanade, and office space as a key component of our town.
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