

**WRITTEN QUESTION TO THE CHIEF MINISTER
BY DEPUTY R.J. WARD OF ST. HELIER
QUESTION SUBMITTED ON MONDAY 31st JANUARY 2022
ANSWER TO BE TABLED ON MONDAY 7th FEBRUARY 2022**

Question

“What is the anticipated cost of the upcoming ‘Government Achievements’ campaign, both in terms of staffing hours and other costs?”

Answer

No additional costs are arising as a result of this campaign.

All marketing materials are being consolidated in house with the vast majority of content utilising existing and past campaign materials.

No additional staff have been recruited or contracted to run the campaign with all work being incorporated within normal working hours of existing Government of Jersey staff.

An estimation for the cost of the hours of the existing staff over the course of the six-week campaign is £8,273.69. This figure has been calculated by collating the total hours estimated to be spent across the campaign, including preparation time ahead of its commencement on 31st January, along with the respective hourly rates of the relevant officers. The estimated costs include an allocation of time for staff attending any interviews etc. By way of example the Recruit Local campaign cost an estimated £24,890, and the 2020 Flu campaign cost approximately £21,760.

I am grateful to the Deputy for highlighting this campaign as it allows me to expand on its purpose. One of the key lessons learnt during the COVID-19 pandemic has been the importance of direct engagement with the public, and over the last two years, media and public attention has largely been directed towards our pandemic response. This is understandable but has led to a number of initiatives and projects not receiving the recognition or attention that they deserve.

I have therefore tasked the Communications Directorate with undertaking a six-week campaign highlighting the achievements of public sector staff over the last four years.

This is intended to reflect on the work of staff during a very challenging time as they have continued to deliver many new initiatives and focus on the priorities of the Council of Ministers during this term and continues the work highlighted in previous answers to the Deputy around informing the Public about the work of Government Departments. By publicising the end-of-term achievements in this way, I have no doubt that Islanders will be able to make up their own minds on the work of the Council of Ministers over the last 4 years.