

**WRITTEN QUESTION TO THE MINISTER FOR ECONOMIC DEVELOPMENT
BY SENATOR A. BRECKON
ANSWER TO BE TABLED ON TUESDAY 19th MARCH 2013**

Question

Would the Minister advise members if Public Relations Consultants were employed by the department during 2011 and 2012 and, if so, identify -

- (i) who they were and why they were used; and,
- (ii) how much they were paid in 2011 and 2012?

Answer

- (i) Economic Development delivers a significant number of products and services across a diverse number of sectors to support the local economy stimulate economic growth and create job opportunities.

Jersey Tourism's marketing and PR campaigns are designed to attract visitors to the Island through a combination of communications which include TV, press, digital and social media which are used in all source markets including the UK, France and Germany where local public relations companies are contracted to handle media coverage and organise visits for appropriate journalists. Contracting with Public Relations agencies in the target markets is critical to maximising the investment made in marketing Jersey as a destination. The benefits include, for example, working with local journalists within the target markets to make sure Jersey is properly and effectively represented. The value created is measured by the additional media coverage and interest generated in all of our existing source market as well as opening up new ones. In the 2011 and 2012 the total spend to tourism PR agencies, based outside Jersey, totalled £280,041.

Locate Jersey operates in targeted overseas markets, in conjunction with partner agencies such as Jersey Finance, Digital Jersey and the Jersey Financial Services Commission to raise awareness of the Island and the business opportunities it can provide.

Developing Jersey's international profile, international networks and local partnership is critical to the success of Economic Development and the local economy. In Europe alone there is over 800 development agencies each trying to attract new investment. For Jersey to compete in this highly competitive market using PR and Press Management professionals is a key to generating new foreign investment in Jersey. The advice received has included developing literature, marketing, research, and communication strategies in the target markets.

In addition to these source market based agencies for tourism, inward investment and international trade, Economic Development has also used professional agencies to make

sure the local business community is fully aware of the programmes and support available. The advice received has included developing new brands such as Jersey Business Ltd and Digital Jersey, literature development, advice on social media, digital communications, event management and market research.

- (ii) The total amount paid to PR Consultants in Jersey for 2011 and 2012 is detailed in the table below:

Supplier	2011	2012	Total
Orchid Communications	£19,475	£23,546	£43,021
Copy Collective/Marcom	£8,750	£13,885	£22,635
		Total	£65,656

All Public Relation agencies have been selected via competitive tendering in line with States Financial Directions, and have signed service levels agreement in accordance with Financial Directions. These agreements are reviewed on a regular basis.