

STATES OF JERSEY



AMENDMENT TO STANDING ORDERS – INCLUSION OF ISLAND IDENTITY STATEMENT

Lodged au Greffe on 10th February 2022
by the Minister for International Development
Earliest date for debate: 29th March 2022

STATES GREFFE

PROPOSITION

THE STATES are asked to decide whether they are of opinion to make the following amendment to the Standing Orders of the States of Jersey, with immediate effect –

1. Standing Order 21 [How a proposition is lodged] amended

After paragraph (3) insert the following paragraph –

“(3A) The draft must be accompanied by the proposer’s statement of how the proposition, if adopted, would either enhance or diminish the Island identity and the international reputation of Jersey.

MINISTER FOR INTERNATIONAL DEVELOPMENT

REPORT

States Members will recall the Opportunities and Ideas put forward in the Policy Development Board's original Island Identity document and the subsequent consultation summary entitled "What does Jersey Mean to You" (Appendix 1). Since producing these documents, I have had Meetings with the Bailiff, relevant Ministers and their Officers, with PPC, with the Comite des Connétables, with States owned entities, with the IOD and I have also presented the report at Parish Assemblies during the Consultation period, to advance the aims and objectives set out therein.

The object of presenting to these various bodies, individuals and to the public was to promote the findings in the reports and to inspire those who could advance the aims (and perhaps add to the opportunities with more ideas), all of which would work towards achieving the overarching objectives and lay the foundations to enhance and promote the Island identity in the future.

To remind Members, the overarching objectives are as follows:-

- **People living in Jersey are civically engaged and proud of their Island;**
- **Jersey has a recognisable and positive international personality;**
- **Public policies coherently support and develop Jersey's distinct identity.**

This amendment to Standing Orders is to ask States Members to accompany their propositions with a statement setting out how the proposition, if adopted, would either enhance or diminish the Island Identity and the international reputation of Jersey.

It is intended to be much like the current requirements, where States Members include a statement on Financial and Manpower and on Child Rights Impact Assessment implications.

Such a statement will require the proposer to consider the implications their proposition or amendment will have on the Island's identity and international personality, and if it is likely to enhance or diminish it. It is intended to encourage the Proposer think about the implications of their proposition on the Island's Identity and consider if it will serve the Island well. I fully accept that there may be occasion when the proposition is neutral in that respect.

Some of the work already being advanced from the initiatives in the Island Identity policy development board's work include:-

- Setting up a dedicated Island Identity website;
- Setting up an educational resource on the website where information can be downloaded to assist teachers, newcomers to the Island, front line staff and learners who wish to test their knowledge about the Island and its constitution, history, Parish system, economy, the arts and culture and environment;
- Commissioning a series of Children's books about the Island's history written by a local author and to be distributed to Primary Schools;
- Producing a rapid study of the Jersey University concept;

- Encouraging the development of a register of the Island's Cultural works and artists to be set up;
- Securing States Assembly agreement to establishing External Relations as an Independent department thus signifying the Island's autonomy;
- Increasing sea links to France;
- As part of the BIP process, ensuring policy guidelines on public spaces and the environment will be offered;
- Engaging with minority groups focused on the barriers and challenges to inclusivity and on-going discussions on how their experience can be improved.
- Lodging a 5-year Jersey Overseas Aid strategic plan setting out the aims where Jersey can add value and expertise to grant giving and build on the good international reputation we are gaining for doing so;
- Reversing the decline in JOA budget;
- Canvassing the opinions of hundreds of people about the Island through interviews and in writing;
- Producing dozens of actionable, cost-effective recommendations;

Members will recall that this project was included in the Government Plan 2022-25, endorsed by the Assembly, and I wish to thank Members for their support for this important project so far. I am especially grateful to the Economic and International Affairs Panel for their input.

Financial and manpower implications

There will be no additional resource implications as a consequence of this amendment.

Child Rights Impact Assessment implications

Extra resources to teach children growing up in the Island about their environment and culture, will I believe give them an enhanced experience and knowledge, which will hopefully instill a sense of pride in their home.

Appendix 1

The Opportunities and Ideas table taken from the Consultation document entitled 'What does Jersey mean to you'. Number 12 sets out what is being asked in this proposition.

Opportunities and Ideas (Possible 'Quick Wins' in green)	
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 9 th 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 (e.g., 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 <i>Curriculum Cymreig</i> 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 <i>Îles de la Manche</i> (rather than <i>Îles anglo-normandes</i>)
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
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 (e.g., 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, i.e., 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)

Appendix 2

Specific Goals

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.



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



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



3. Nurturing a stronger sense of citizenship and engagement in public life



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



5. Expanding the international narrative about Jersey



6. 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



7. 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.