

**WRITTEN QUESTION TO THE CHIEF MINISTER  
BY SENATOR S.Y. MÉZEC  
QUESTION SUBMITTED ON MONDAY 7th JUNE 2021  
ANSWER TO BE TABLED ON MONDAY 14th JUNE 2021**

**Question**

Will the Chief Minister provide, in relation to the States Communications Directorate (“Communications”) (previously known as the States Communications Unit) –

- (a) a breakdown of the monies spent annually by Communications over each of the last 5 years; and  
(b) details of the number of staff employed in Communications during the same period?

**Answer**

a)	<u>2017</u> <u>Spend</u>	<u>2018</u> <u>Spend</u>	<u>2019</u> <u>Spend</u>	<u>2020</u> <u>Spend</u>	<u>2021</u> <u>Spend</u> <u>(Jan to May)</u>
	£	£	£	£	£
Staff	460,113.86	772,745.11	1,831,922.16	2,093,089.02	966,928.16
Non-staff <sup>1</sup>	25,421.21	76,062.96	64,345.70	299,795.72	41,203.39
<b>Total Costs<sup>2</sup></b>	<b>485,535.07</b>	<b>848,808.07</b>	<b>1,896,267.86</b>	<b>2,392,884.74</b>	<b>1,008,131.55</b>

In 2017 the States of Jersey’s Communications Unit was a small team which served Ministers and their departments. Alongside this small team, other people across government were also engaged in communications, either as their sole role, or as part of their role.

In addition, various departments paid external agencies for marketing, design, and PR services. An audit process in 2017 identified 38 distinct agencies/suppliers being used by the States of Jersey for communications-related support, much of which was for marketing. Spending estimates on external agencies for marketing, design, and PR services during this period are as follows:

- £3.5 million in 2015
- £2.7 million in 2016
- £1.8 million in the first half of 2017

This audit, carried out in October and November 2017, found that it was not possible to accurately identify the total cost of communications at the time, either in terms of staffing or total external spend. Following the audit, the new Communications Directorate was formally established in July 2018 as part of the new Target Operating Model, to consolidate communications staff into a single government communications

<sup>1</sup> The non-staff costs for 2020 and 2021 include the costs associated with ‘central COVID-19 costs’ relating to printing, press conferences and advertising which cannot be recharged to departments. These costs are £254,977.65 for 2020 and £24,003.40 for 2021 to date.

<sup>2</sup> The total costs for 2017 and 2018 do not include all the staff and non-staff costs for the Communications team across the Government of Jersey. This is because Communications Staff were charged to individual departments during 2017 and 2018 rather than the Communications Directorate.

function. The new communication function would also undertake Internal Communications and Marketing, Digital and Design activities.

b)

Reporting Period	Actual Headcount	FTE
01/01/2017	6	4.1
01/02/2017	6	4.1
01/03/2017	6	4.1
01/04/2017	7	5.1
01/05/2017	7	5.1
01/06/2017	7	5.1
01/07/2017	6	4.1
01/08/2017	6	4.1
01/09/2017	8	6.1
01/10/2017 <b>(Communications Transition Team appointed)</b>	7	5.1
01/11/2017	6	4.1
01/12/2017	6	4.1
31/01/2018	4	3.2
28/02/2018	5	4.1
31/03/2018	5	4.1
30/04/2018	6	5.1
31/05/2018	6	5.1
30/06/2018	4	3.3
31/07/2018 <b>(Communications Directorate Established)</b>	6	5.3
31/08/2018	10	9.1
30/09/2018	15	14.9
31/10/2018	23	21.8
30/11/2018	24	22.9
31/12/2018	24	22.9
01/01/2019	26	24.9
01/02/2019	25	23.9
31/03/2019	29	27.9
30/04/2019	29	27.9
31/05/2019	30	28.7
30/06/2019	30	28.7
31/07/2019	30	28.7
31/08/2019	30	28.7
30/09/2019	29	27.7
31/10/2019	30	28.7
30/11/2019	30	28.7
31/12/2019	30	28.7
31/01/2020	32	30.0
29/02/2020	32	30.0
31/03/2020	31	29.3
30/04/2020	29	27.4
31/05/2020	32	27.4
30/06/2020	31	27.6
31/07/2020	34	30.6
31/08/2020	34	30.6
30/09/2020	35	31.9
31/10/2020	35	32.9
30/11/2020	35	32.9
31/12/2020	35	33.9
31/01/2021	36	34.8
28/02/2021	37	35.8
31/03/2021	39	37.8
30/04/2021	39	37.8

As per the answer to [WQ.216/2018](#), prior to 2018 a large number of staff across government had communications responsibilities as part of their role, and this was often not included in their job titles. Moreover, external agencies hired to provide PR or other support were hired on a project cost basis, which cannot be broken down into its component elements, such as staff time. It is unfortunately therefore not possible to give an accurate breakdown of comparable communications staff prior to 2018.

The transition from a Communications Unit to a centralised Communications Directorate has not only led to savings in marketing, design, and PR services but has also led to a significant increase in media output by the Government of Jersey as the below tables illustrate.

Table 1 – Social Media

<b>2017</b>		<b>2021</b>	
<b>Channel</b>	<b>Followers</b>	<b>Channel</b>	<b>Followers</b>
Twitter	11,458	Twitter	20,200
Facebook	7,734	Facebook	40,772
Linkedin	3,924	Linkedin	12,211
Instagram	1,073	Instagram	10,400
YouTube	253	YouTube	1,640

Table 2 – Internal Comms

<b>2017</b>		<b>2020</b>	
<b>Internal updates</b>	<b>Emails</b>	<b>Internal updates</b>	<b>Emails</b>
All colleague email updates	18	All colleague email updates	54
All manager email updates	14	All manager email updates	56

Table 3 – External Comms

<b>2019</b>		<b>2020</b>	
Press releases	706	Press releases	914
Media Queries	2,695	Media Queries	4,574
Pieces of designed content	2,534	Pieces of designed content	4,816
		COVID Press Conferences	49