DIGITAL JERSEY

OBJECTIVE

Delivery - 2016 is the year for the investment and work that has gone into Digital Jersey so far to come to fruition. This means our objective is simple - it's delivery; be that the development of new products and services on-island, finding ways to export our skills or by attracting digital companies to Jersey.   The best way that we can build momentum is to deliver some key projects, which will attract inward investment. This is our clear focus over the next 12 months.

STRATEGY

Collaboration - While significant investment has been made to get Digital Jersey up and running, we are still in our relative infancy compared to more mature industries. In order to be successful we are going to have to collaborate, and collaborate hard. This is the only way that we can maximise our funding and hope to achieve our aims. That is why in 2016, no activity will be undertaken by Digital Jersey without collaboration at its heart; be that working with industry, government, education providers, the community or with off-island partners. This will strategically underpin everything we do.

TACTICS

We will be running 5 main tactical work streams in 2016:

1. _Supporting_ local technology firms and the digital community
2. _Supporting_ corporate technology firms to sell their services and create new offerings
3. _Developing_ a compelling proposition for digital businesses in specific sectors
4. _Promoting_ Jersey as an attractive digital jurisdiction
5. _Partnering_ with industry, government, development agencies, the private sector and off-island partners to create a joined-up digital agenda

Innovation Review Action Plan

The Innovation Review is a government commissioned independent study which evaluated the impact of innovation on the islands economy. The study made eighteen conclusions which directly apply to the work of Digital Jersey and a further three which indirectly apply. Digital Jersey has responded to the findings and subsequent recommendations of the review, and those actions arising are indicated by the listed number beside the objective title, e.g.(29, 31).

Workstream 1   Enabling Community

1.1 Foundations

Objective: To successfully separate the identity of the Hub from Digital Jersey; and to engage the local tech community in the future direction of the Hub.

Activity	Partner	Q1	Q2	Q3	Q4
Appointment of Hub Team		✓			
Review & redevelopment of Hub facilities		✓			
Relaunch Hub membership scheme		✓			
Develop Hub usage policy		✓			
Launch Hub User Group	Members		✓		
Develop Hub marketing plan			✓		
Launch new Hub identity			✓		
Launch new Hub website			✓		

1.2 Community Support Strategy

Objective: For the Hub to develop as a focal point for activity in the digital industries. Stimulating local interesting in digital industries and raising the profile of required skills.

Activity	Partner	Q1	Q2	Q3	Q4
Agree plan for Hub usage with Education Dept, Schools, etc.	SoJ		✓		
Supporting wide range of events in Hub, e.g. Hackathons	Members	✓	✓	✓	✓
Supporting key events outside Hub, e.g. TechFair		✓	✓	✓	✓

1.3 Fostering Homegrown Entrepreneurs (29,31)

Objective: To establish the Hub as a community driven co-working space which fosters and grows Jersey's entrepreneurial community.

Activity	Partner	Q1	Q2	Q3	Q4
Develop start-up onboarding process	JB		✓		
Build relationships with support companies, e.g. lawyers, accountants, etc.	JB		✓		
Support for JB High Growth Firms	JB		✓	✓	✓
Working with Jersey Business to investigate options for establishing an incubator	JB		✓	✓	✓

Workstream 2   Industry Support

2.1 Foundations
Objective: To firmly establish Digital Jersey as an industry membership organisation, representative of the island's digital businesses.

Activity	Partner	Q1	Q2	Q3	Q4
Relocate Digital Jersey (Non-Hub) team			✓		
Develop membership scheme	JF	✓			
Convert existing corporate members to new scheme		✓			
Recruitment campaign for new members		✓			
Establish Member Advisory Group (for initial period)	Members	✓			

2.2 Industry Led Engagement
Objective: To successfully engage industry in the policy development process of Digital Jersey, harnessing industry knowledge to the benefit of our newly focused approach.

Activity	Partner	Q1	Q2	Q3	Q4
Initial member working groups established		✓			
Agree industry priority issues and action plan, e.g. SoJ procurement			✓		
Agree election process for further development of Member Advisory Group			✓		
Further actions developed jointly with Members			✓	✓	✓

2.3 Importing Necessary Skills (12, 13)
Objective: To establish quick and efficient routes for business to employee needed skills from international markets.

Activity	Partner	Q1	Q2	Q3	Q4
Pilot working license schemes considered		✓			
Negotiations with Population office	SoJ		✓		
Scheme launched			✓		
Mid-term evaluation					✓

2.4 Facilitating Boardroom Digital Skills (11)
Objective: To work with Jersey Finance and the private sector to collate a list of candidates with experience in the technology industry who are willing to act as NED at participating firms.

Activity	Partner	Q1	Q2	Q3	Q4
Validate proposed strategy & consider options		✓			
Collated list of NEDs & other info		✓			
Trial with small number of companies & individuals	JF		✓		
Launched			✓		

2.5 Off-Island Collaboration (17, 16, 28)

Objective: To engage local businesses in knowledge transfer by actively supporting international collaboration. To this end Digital Jersey will formalise partnerships with TechUK, Digital Catapult, and Tech City which in turn will facilitate local firms in working internationally.

Activity	Partner	Q1	Q2	Q3	Q4
TechUK partnership formalised	TechUK	✓			
Tech City partnership formalised	TechCity		✓		
Digital Catapult partnership formalised	DC		✓		

2.6 Fostering a Venture Capital Market (1, 6)

Objective: To establish a vibrant local venture capital market, where routine pitch events are hosted, and investors and investees clearly recognise the funding paths available locally.

Activity	Partner	Q1	Q2	Q3	Q4
Publicly funded investment incentives scheme drafted		✓			
Inhibitive financial regulations reviewed (Crowd funding)			✓		
DJ and JB review and endorse joint approach	JB		✓		
JB/DJ working with the JFSC to amend/draft regulatory framework if agreed	JFSC		✓		
Funding application to States EPGDP	SoJ		✓		
Pilot launched				✓	
Quarterly Update					✓

2.7 Signposting Funding Options (3)

Objective: To collate and present all public and private funding services available to locals. In publicising 'complete' information, businesses will better overcome the challenges of funding availability; in turn fostering the funding of early stage ideas.

Activity	Partner	Q1	Q2	Q3	Q4
Preliminary Research	JB	✓			
Collated & Documented	JB	✓			
Format Proposed	JB		✓		
Populated	JB			✓	
Launched	JB				✓

2.8 Business Support & Skills Development (8)

Objective: To collate and present all public and private business and skills development services available to locals. In publicising 'complete' information, businesses will better overcome the challenges of operating a business. In turn fostering an environment supportive of improvements to productivity.

Activity	Partner	Q1	Q2	Q3	Q4
Preliminary Research	JB, Edu	✓			
Collated & Documented	JB, Edu	✓			
Format Proposed	JB, Edu		✓		
Populated	JB, Edu		✓		
Launched	JB, Edu		✓		

Workstream 3   Proposition Development

3.1 Foundations (23)

Objective: To have agreed the target industries that DJ will pursue, and decided upon what data is needed to set revised targets, monitor performance and drive our inward investment strategy forward.

Activity	Partner	Q1	Q2	Q3	Q4
Validate KPMG research to confirm target sectors		✓			
Collate sub-sector specific research		✓			
Broadly estimate the sub-sector potential GVA value		✓			
Agreed on a strategy moving forward.			✓		
Published a baseline study of Jersey's Digital and Creatives Industries (GVA, employment, capacity)			✓		

3.2 FinTech (19)

Objective: To draw together Jersey's tech & finance industries to develop new products & services in FinTech space, to provide a platform for inward investment, to stimulate domestic development and the strengthening of our current position in financial services.

Activity	Partner	Q1	Q2	Q3	Q4
Agree FinTech proposition development action plan with Jersey Finance	JF	✓			
Joint meeting DJ & JF members re FinTech development	JF		✓		
Establish DJ/Joint FinTech working group	JF, JFSC		✓		
Next Jersey FinTech conference	JF			✓	
First FinTech live project(s)					✓
Plan for FinTech UK showcase event by end 2016	JF, LJ			✓	✓

3.3 MedTech (19)

Objective: To have significantly enhanced Jersey's current MedTech clusters, both locally and internationally; to develop live e-Health projects and build a thriving MedTech development & export industry.

Activity	Partner	Q1	Q2	Q3	Q4
Run e-Health workshop with SoJ and DJ members	SoJ	✓			
Establish e-Health working group based on workshop outcome		✓			
e-Health working group action plan			✓		
First e-Health live project(s)					✓
Plan for e-Health UK showcase event by end 2016	TechUK			✓	✓

3.4 Testbed Opportunities (18, 19)

Objective: By December of 2016 to have achieved significant traction in DJ efforts to established Jersey as a Testbed, initially for IoT but also other key technologies.

Activity	Partner	Q1	Q2	Q3	Q4
Preliminary stakeholder discussions		✓			
Establish 'Testbed Jersey' ThinkTank group - initial focus IoT			✓		
Ongoing support			✓	✓	✓
Measurable progress achieved					✓

3.5 Building the Framework (20, 25)

Objective: To have firmly set in motion the mechanisms needed to overcome highlighted barriers and identify hygiene factors needed in order to foster the target sub-sectors.

Activity	Partner	Q1	Q2	Q3	Q4
Establish RegTech member working group with JFSC to develop 'regulatory sandbox' type approach if feasible	JFSC		✓		
Establish Data member working group with Information Commissioner to develop action plan	IC		✓		
Marketing tool to increase awareness of Jersey IP framework	EDD, Locate J			✓	

Workstream 4   Promotional Activity

4.1 Foundations

Objective: To have separated the branding and social media of the Hub from Digital Jersey, relaunch both and to have agreed DJ events calendar, locally, and internationally.

Activity	Partner	Q1	Q2	Q3	Q4
Develop new websites for both Hub & Digital Jersey			✓		
Agree revised social media strategy & platforms			✓		
Agree DJ on island event plan for 2016		✓			
Agree off island event plan	JF, LJ, TechUK, DC			✓	

4.2   Promoting Jersey Abroad (15, 21)

Objective: To have agreed sustaining partnerships with Jersey's other economic agencies in the promotion of Jersey internationally, the target audience, and the marketing material.

Activity	Partner	Q1	Q2	Q3	Q4
Agree plans for marketing collaboration on and off island with other agencies	LJ, JF, VJ		✓		
Develop new digital marketing collateral around key proposition areas	JF, LJ			✓	
Agree target criteria for digital companies with Locate Jersey, JFL, etc. for lead generation	LJ		✓		
Build relationships with off-island partners and their members	TechUK, Tech City, DC		✓	✓	

Workstream 5   Partnership Programme

5.1 International Collaboration (16)

Objective: To firmly establish Digital Jersey in international circles by agreeing partnerships with respected bodies and agencies.

Activity	Partner	Q1	Q2	Q3	Q4
Meet with Tech City UK to agree collaboration opportunities		✓			
Join TechUK and agree action plan to showcase Jersey opportunities to their members		✓	✓		
Hold workshop with Digital Catapult to identify key areas of co-operation		✓			
- Develop action plan to deliver joint projects			✓		
Links to Knowledge bases (16)		✓	✓	✓	✓

5.2 Cross-cutting Issues

Objective: To work with partners to address cross-cutting issues that will support digital agenda in general.

Activity	Partner	Q1	Q2	Q3	Q4
Assist SoJ with development of Digital Policy Framework	SoJ	✓	✓		
Support SoJ with development of e-Gov platform	SoJ	✓	✓	✓	✓
Develop detailed understanding of existing digital sector in Jersey	SoJ		✓		
Work with Members to develop range of scenarios for future growth				✓	
Agree revised GVA & jobs target for digital sector with SoJ					✓