2018
Highlights

DIGITAL JERSEY

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1.1 Digital Jersey Hub

- Digital Jersey welcomed **40 new small and large businesses** into membership, bringing the total to 124 (against a KPI of 100).

- Welcoming over **80 new individual members**, bringing the **total to 376 (against a KPI of 325). This increasing trend builds on the growth seen in previous years** and shows increased momentum and support for the work of the organisation.

- Digital Jersey has **maintained 95% occupancy** of the 26 small business work spaces in the Hub (KPI of 90%)

- There has been a waiting list for desk space during the second half of the year.

- It's also encouraging that **4 companies** have moved out of the Hub in 2018, as they needed **larger office** space and room to employ more local staff.

- Many of the Hub users also **support each other's** commercial projects, allowing them to share knowledge and skills.

- Digital Jersey has also advertised over **160 digital sector jobs** from local firms on the website and social media.

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1.2 Growing the digital sector

- In 2018 Digital Jersey has endorsed **36 Work Permission Licences** (against a KPI of 35) to **11 local firms**, to enable them to bring in advanced **digital expertise into Jersey** when it could not be found locally.

- The majority of the roles were in **Fintech** (17) and the rest spread amongst **Digital Health, IoT and Digital Agency workers.**

- These **highly skilled individuals** are earning an average salary of £58,000 and will collectively be contributing approximately **£462,000 annually in tax** contributions.

- The firms hope that these roles will also develop new teams, creating the potential for up to **16 new jobs** for local employees.

- Digital Jersey is confident that many of these permissions would not have been granted without the **organisation's endorsement.**

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1.3 Start-up support
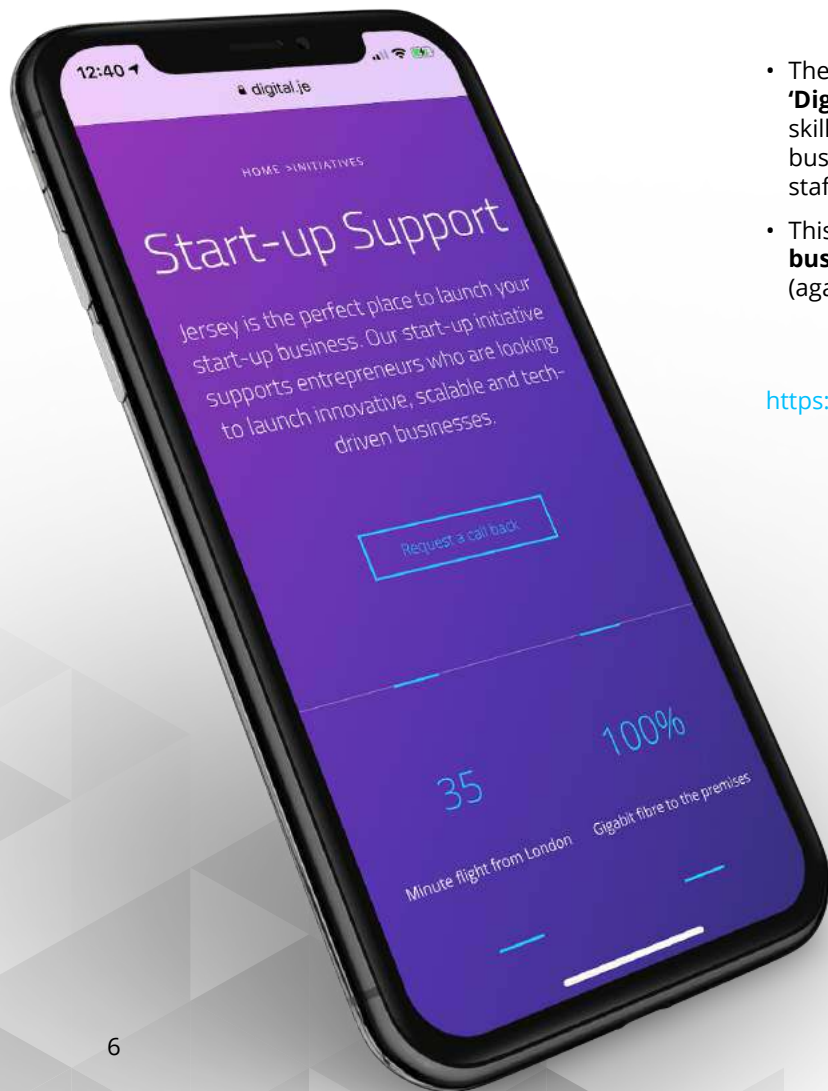
- The organisation started the year by announcing a **'Digital Start- Up Scheme'**, aimed at helping highly skilled entrepreneurs consider Jersey for their new businesses, and in turn employing and training local staff.

- This year Digital Jersey has helped **13 firms gain business licences** to start their business in Jersey (against an annual KPI of 12).

https://www.digital.je/initiatives/start-up-support/

- 3 of these firms **offer a range of Financial Technology services, as well as 2 firms which offer Digital Health solutions.**

- Digital Jersey is confident that many of these permissions would not have been granted without the **organisation's endorsement.**

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1.4 Fintech

- Within fintech, Digital Jersey has promoted Jersey off-island as a **vibrant place for fintech activity**, as well as developing local policy and regulation.

- The most important output of this promotion is Digital Jersey's signing of an **'MoU'** with the world's largest cryptocurrency exchange, **'Binance'.**

- **Binance** have since established a presence in Jersey and plan to create **30-40 jobs over the next three years.**

- Binance's announcement generated nearly **600 pieces of news coverage** across major and specialist publications, blogs and social media in just 10 days, seen across the **UK, Europe, US, Canada, Russia, China, Japan, Singapore, Indonesia and more.**

- Digital Jersey also worked closely with the JFSC, Government and Jersey Finance to publish new **ICO guidelines;** this policy work will continue to professionalise the local industry and enable Digital Jersey to promote the island as a well-regulated jurisdiction for fintech activity.

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1.5 IOT & Digital health

- Within IoT, Digital Jersey has laid the foundations to grow and attract IoT start-ups by building a new IoT workshop facility, known as the Digital Jersey Xchange (DJX).

- Digital Jersey also ran an IoT Hackathon to kickstart a campaign to promote IoT activity in Jersey.

- At an IoT event that Digital Jersey ran this year, Dr Clive Poole, Teaching Fellow at UCL, said "I believe Jersey has the potential to become a unique testbed for future communications technologies, architectures and systems and events like this are an important part of raising public awareness and drawing in interested parties from around the world."

- The specifications for a Data Platform for use within DJX have also been agreed, and a tender has been issued for firms to build it, which has great potential for 2019.

- In Digital Health, the organisation ran off-island promotional events (through Sandbox Jersey), to promote Jersey as a location for digital health businesses.

- Digital Jersey has helped two health businesses relocate, has provided start-up advice support to several more on-island businesses, as well as coordinated several forums to discuss latest industry trends.

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2.1 Courses & Events

- Digital Jersey ran two Digital Marketing Courses, which were **passed by 55 students** (against a KPI of 12, with a 90% pass rate) to fill short term identified skills gaps in the local industry.

- Digital Jersey also ran 2 Coding Courses, which were passed by **29 students** (against a KPI of 24, with a 93% pass rate), in which they produced a GDPR app for the Office of the Information Commissioner (indirectly saving money for another grant-funded organisation). Survey results from 2017 coding course students show that **80%** (12/15) are now **utilising their skills** through employment in the digital sector.

- The Hub has run **more digital sector events than ever before**, focused on knowledge sharing and skill development. In 2018 the organisation ran **190 events** (74 more than 2017).

- With an average of **28 industry representatives at each event** (an average of 3 more attendees per event than 2017) and a total of around **5300** (against a KPI of 3000).

- It is hoped that the Hub can **be expanded in 2019 to allow this service to grow.**

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2.2 TechWeek

- Digital Jersey ran a full week of technology events including an **IoT Hackathon**, 3 conferences (IoT, Digital Health & Fintech) and a **Digital section of the Skills Show** - known as **Jersey TechWeek**, which attracted **3800 attendees.**

- Covering topics from AI and blockchain to smart homes and operations using VR, the audience had the opportunity to listen to experts and examine how technology will disrupt all businesses.

- Attendees also learned **new skills at the IoT Hackathon** and the island celebrated its digital best with the inaugural **Tech Awards.** TechWeek concluded with the Jersey Skills Show, where Digital Jersey arranged for 17 member firms to demonstrate the career opportunities there are within the sector.

- It is important for Digital Jersey to pursue this activity, as it builds a **sense of community amongst the sector**, develops technical skills and **promotes career opportunities.**

- Specifically, the TechWeek Conference allows for industry leaders to **share emerging business trends** and **allows for delegates to network and meet each other.**

- The Awards Ceremony allows promotion of local individuals and businesses and encourages the celebration of **local success.**

- **The Hackathon develops technical skills** within IoT technology, which is a focus area for growth, and the **Skills Show** demonstrates the wide range of **career opportunities** within the sector that people can enter.

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2.3 Digital skills strategy

- Digital Jersey worked with specialist education consultants to assess the current provision of digital skills training in Jersey, and identified plans to close the training gaps. The output was a **'Digital Skills Strategy'**, which recommended the creation of a Digital Skills Academy, along with the formation of a Digital Skills Partnership.

- The Partnership has since been created, bringing together education specialists, with industry and Government, who are currently reviewing the computing curriculum for schools.

https://www.digital.je/digital-jersey-academy/digital-skills/digital-skills-strategy/

- "A business case for the Digital Skills Academy was also produced by Digital Jersey, and **£1.7m funding was approved** at the end of 2018 from Government."
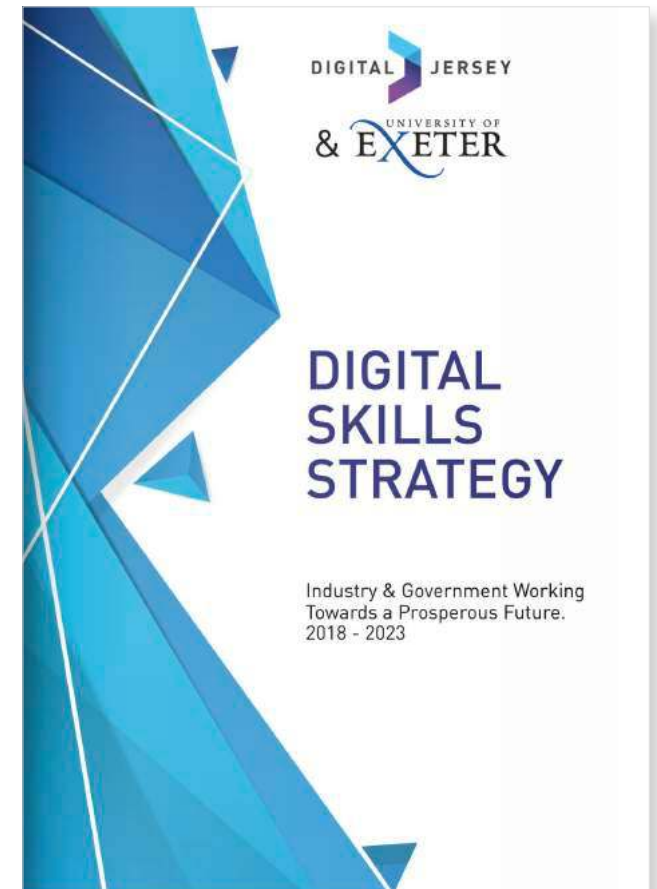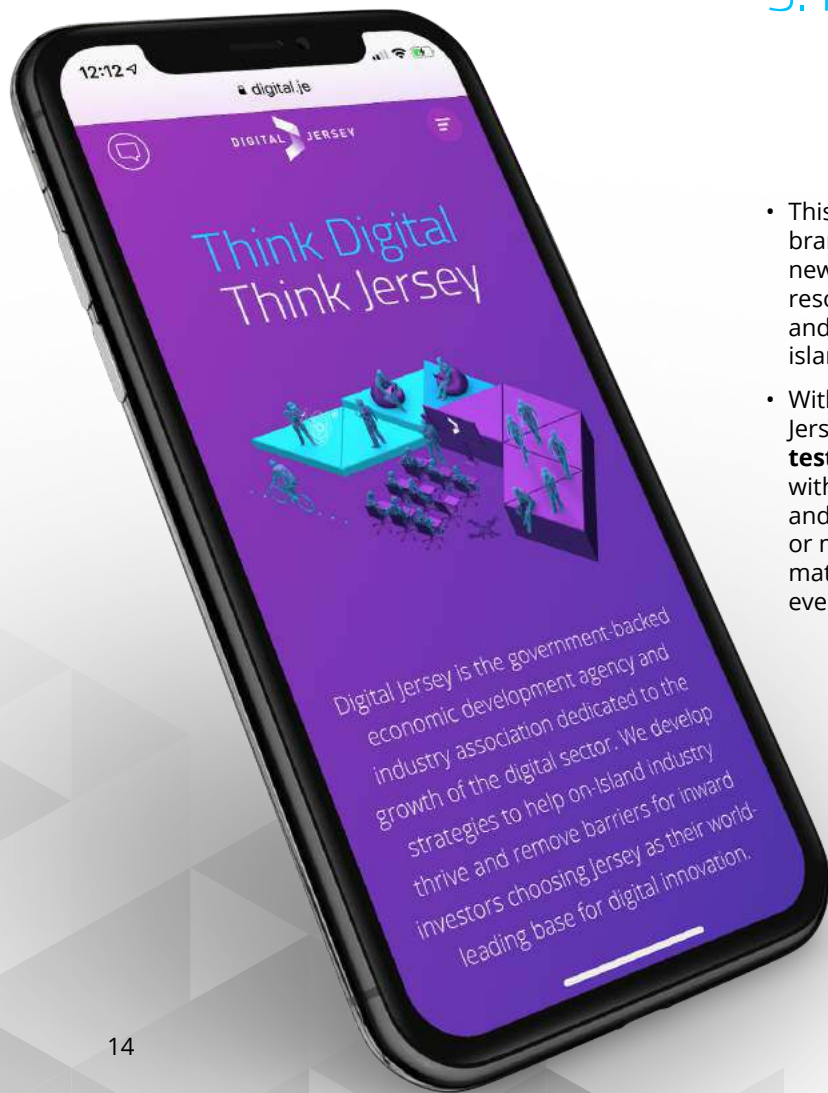
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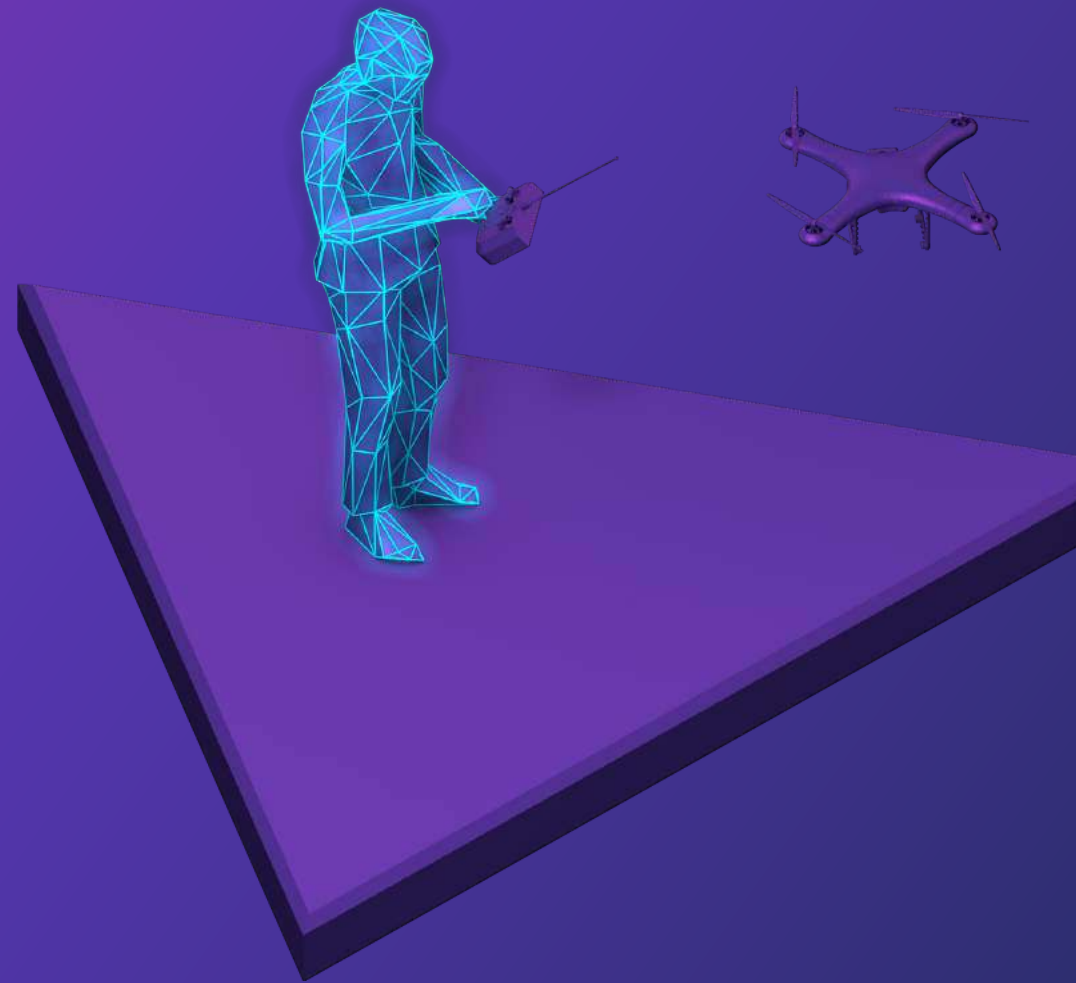
Section 3 | Off-Island Reach – Sandbox Jersey

3.1 Digital Jersey website re-launch

- This year Digital Jersey unveiled an evolution of its brand identity to coincide with the launch of their new **website**, aimed at providing a comprehensive resource centre for the on-island digital community and enabling them to effectively market Jersey's off-island proposition.

- Within this they launched **Sandbox Jersey**. Sandbox Jersey offers companies the opportunity to **develop, test, and launch new and innovative products,** without the high cost and complex legal, government and regulatory barriers they would face in other cities or markets such as London. Physical promotional material has also been created for handing out at events.

Section 3 | Off-Island Reach – Sandbox Jersey

3.2 Strengthening the relationship with Normandy

- Sandbox Jersey was first showcased in France at the **'IN Normandy Tech Conference'**, which is the country's most important innovation and digital sector event for French businesses.

- This event sparked several useful conversations with French businesses and translated into one company utilising Sandbox Jersey a few weeks later to **develop and test their digital service.**

- Digital Jersey held two launches for Sandbox Jersey in France, one at **'Brittany Tech'** and another at **'Normandy Tech'**. A further launch took place in at a London roundtable event in association with CSFI, (The Centre for the study of Financial Innovation), all of which were aimed at digital sector employees, entrepreneurs and journalists.

Section 3 | Off-Island Reach – Sandbox Jersey

3.3 Case studies

Several interesting Sandbox Jersey **case studies have been developed**. For example, Digital Jersey helped **drone technology experts** to forecast Jersey's weather. Data from innovative new drone-led technology being tested in Jersey could deliver **benefits for all islanders,** as well as providing a rich data source for IoT companies.

Thank You

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