

# 2020 Business Plan

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# 2020 Targets and Objectives

## 1 Drive Digital Sector Growth

Create 50 new jobs and support 100 businesses through tailored growth plans, targeted inward investment campaigns and a wide range of services via the Digital Jersey Hubs.

## 2 Create a digitally-skilled workforce

Support 300 students on training initiatives from the Digital Jersey Academy. To be achieved through growing the Digital Leadership Programme, developing and running new courses in areas of industry demand, and hosting 3rd party courses.

## 3 Focus on the growth of the local fintech sector

Relocation of 5 Fintech businesses into Jersey, and help with the ongoing modernisation of the existing finance industry. To be achieved through delivering the Fintech Roadmap, positioning Jersey as a supportive jurisdiction for fintech and building an even closer working relationship with Jersey Finance, Government and the JFSC.

## 4 Drive Smart City and IoT innovation in Jersey

Support the relocation of 5 IoT related businesses into Jersey. To be achieved by working with local firms to implement new technologies such as 5G, by working with off island companies to utilise our world-class networks, and further developing our supporting foundations such as DJX and digital twin.

## 5 Promote Jersey as an attractive and unique destination to develop and launch new technologies

Work with off island businesses to deliver 4 Sandbox Jersey projects. To be achieved through the support of the business development team, targeted digital marketing campaigns, publication of compelling case studies, and off island representation at key events.

## 6 Promote and celebrate the very best of Jersey's digital sector

Attract over 3500 people both on island and around the world through key Digital Jersey events such as TechWeek, the TechAwards and sector specific events on fintech and Smart Islands. By achieving 80%+ attendee satisfaction levels at these events, Digital Jersey will enable Jersey to showcase the very best of Jersey's digital business sector to support local and export growth, and also attract new businesses to the island.

## 7 Develop and implement an island wide technology roadmap

Develop a technology strategy for Jersey, which pulls together public and private sector organisations to address key challenges facing the island. The strategy's objective will be to deliver efficiencies, support economic growth and make Jersey a more attractive place for digital companies to work.

## 8 Establish a future vision for a strong digital economy in Jersey

Work with leading academic and industry experts to publish a long-term vision for the organisation's direction over the next few years. This in turn will support the Government of Jersey's Common Strategic Policies and Digital Policy Framework.

# Supporting the Government's Strategic Plans

Government of Jersey – Common Strategic Policy 2018 - 2022

Create a Sustainable, Vibrant Economy and Skilled Local Workforce

Protect and Value our Environment

Improve Islander's Wellbeing

GoJ - Digital Policy Framework

- Thriving Digital Sector
- Digital Skills for All
- Advanced Digital Infrastructure

GoJ - Sustainable Transport Strategy

- Electrification
- Vehicle sharing
- Congestion monitoring
- Mapping services
- Air Quality

GoJ - Tackling the Climate Emergency

- Protecting and developing our finance and digital sectors
- Carbon neutral by 2030

GoJ / Digital Jersey - Digital Health and Care Strategy

- GoJ / DJ Electronic Patient Records
- Replacement of legacy systems
- Improving information flows
- Health Sandbox
- Digital Health and Care Strategy

DIGITAL JERSEY

Digital Sector Growth

Fintech

Smart Island (IoT)

Digital Health

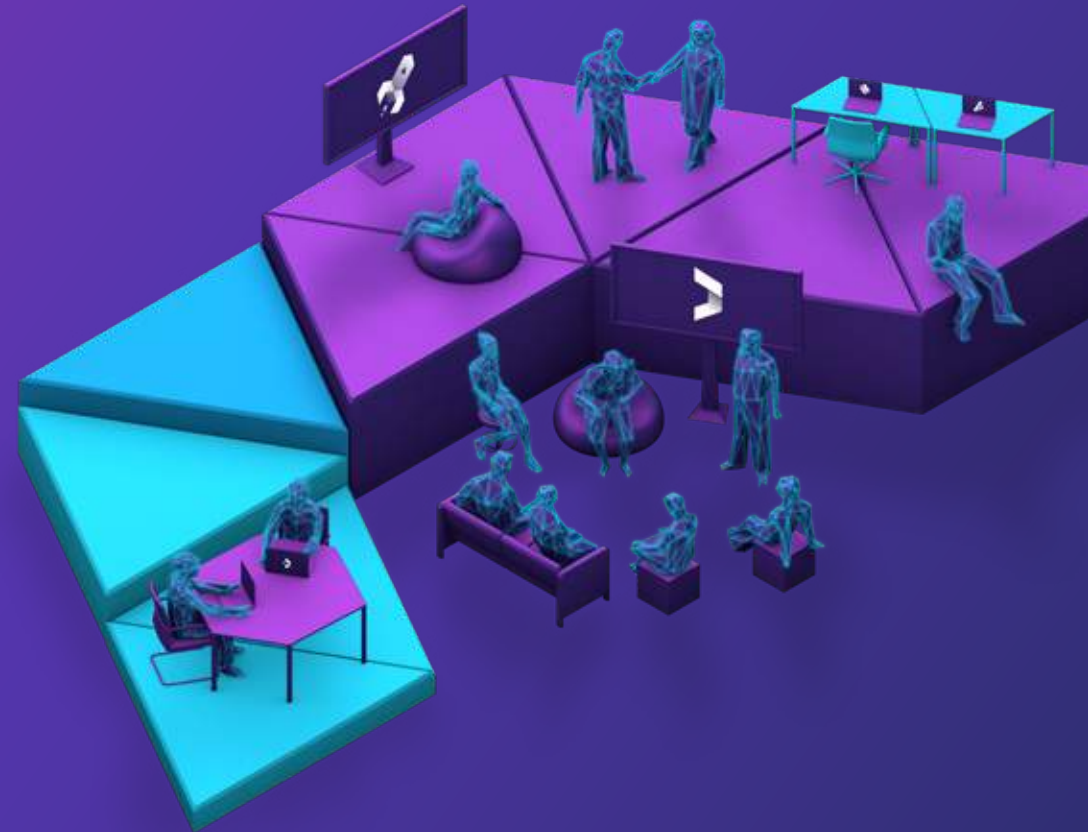
Academy

Hubs





# Business Development



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# Business Development

Business Development activity for Digital Jersey continues to be a combination of the more traditional function of positioning Jersey as a viable destination for inward investment in the digital sector, which includes encouraging organisations and individuals to relocate, as well as supporting the three priority sectors – Fintech, Digital Health and Smart Island (IoT).



## Business Development

# Smart Islands (IoT)

The Government of Jersey has ambitions to protect and value our environment. This includes “creating a Smart Island strategy that utilises the Internet of Things and other digital innovations to enhance the environment.” Digital Jersey aims to connect these government objectives with business opportunities and technology.

This approach also aligns with the economic growth section of the Government plan, which emphasises the need to “diversify our economy, including ongoing support for our digital sector.”

To achieve this in 2020, Digital Jersey will enact proposals laid out in its Smart Island framework, following a Smart Island Roundtable held last year.

## Activity

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The Business Development team will work to develop proposals for private sector investment in Smart Island technology. In doing so, this will encourage businesses to utilise Smart Island technology, creating high productivity jobs, as well as improving the quality of life on island.

The strategy will support local technology businesses in prototyping new Smart Island products and innovations, to be achieved by populating the DJX Digital Twin with valuable data sets, which can be analysed to help solve local problems.

Promote Jersey as a business location for Smart Island technology, by running events on-island and having a presence at off-island events.

Support Government in delivering Island-wide sustainable initiatives creating data-driven decisions both at a community level and through government policy, for example, sub-standard air quality readings at certain times in certain areas such as schools, could drive down conventional vehicle usage whilst influencing sustainable transport policy i.e. promoting electric vehicle initiatives.





# Fintech

Digital Jersey's Fintech activity delivers on a range of Government priorities to improve economic performance, support and strengthen our financial services sector, and continue to diversify our economy through digital.

To contribute towards the delivery of this, Digital Jersey will implement the Fintech Roadmap, which will shape Jersey's direction and priorities for fintech and regtech, to create more jobs and business for the digital sector.

## Activity

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In 2020 Digital Jersey will support jurisdiction for fintech through working with the JFSC, JFL and Government in having clear and consistent messaging and marketing material across agencies.

Assess the viability for the financial services industry to reduce high compliance costs and complexity, enhance security, and to simplify Client Due Diligence. Digital Jersey will work with JFSC, Government and industry to identify whether a jurisdictional wide approach to address this is possible.

Improve Jersey's international footprint via reciprocal business development agreements.



Regtech



Enabling Digital Providers, Hosting, & Support



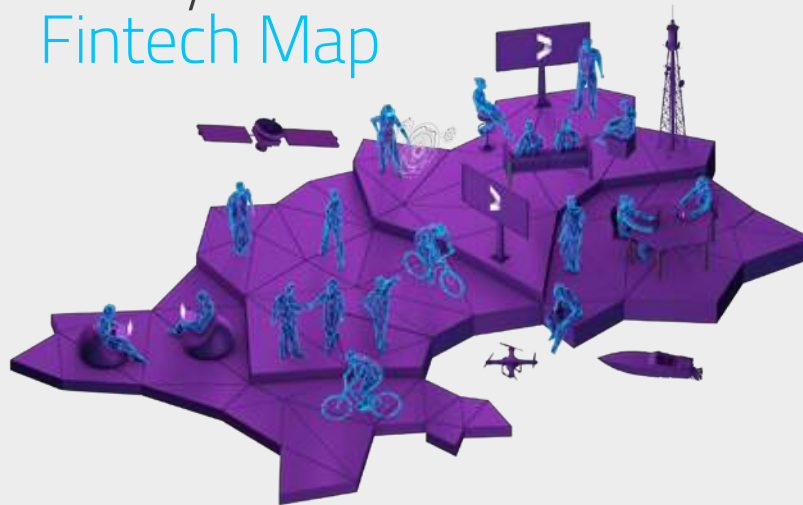
Lending & Alternative Finance



Analytics, Data & Information Management



# Jersey Fintech Map



Digital Assets, Crypto, & Blockchain



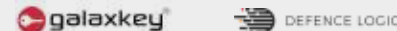
Wealthtech, Fundtech, & Corporate Service Platforms



Peopletch



Cyber Security



Banking & Payments



## Business Development

# Digital Health

Included within the Government's plan is a commitment to "improve Islanders' wellbeing and mental and physical health by supporting Islanders to live healthier, active, longer lives, improving the quality of and access to mental health services, and by putting patients, families and carers at the heart of Jersey's health and care system." Specifically in relation to Digital Jersey, this includes a commitment to "deliver the majority of recommendations in the Digital Health and Care Strategy," which was produced by Digital Jersey in 2017.

In conjunction with the new Digital Health Team within Government, Digital Jersey will help to implement the Digital Health and Care strategy by acting as a facilitator between public and private sector.

Digital Jersey will also promote Jersey as a business location for Digital Health and as a centre of healthcare innovation, by helping to connect local firms with off-island partners.

Investigate opportunities for private sector investment in the Digital Health sector, by assessing the viability of a research foundation in Jersey, as a vehicle for accessing on-island funds. The Foundation could be a structure capable of attracting and administering funds that remain unchannelled and may reside in various sectors of the community (private, public, charitable sector, private wealth) but have no official or structured investment vehicle.





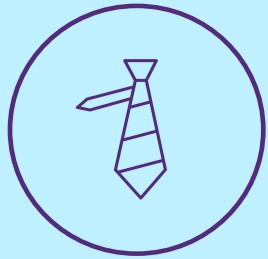
## Business Development

# Digital Sector Growth

- Continue to work with local businesses to bring in advanced digital skills that can't be found on-island, by supporting and endorsing Work Permission applications.
- Working with off-island businesses looking to relocate their innovative digital businesses to Jersey, by supporting their Business Licence applications.
- Create a specific plan to engage the Creative sector of Jersey's digital economy.
- Build a network of Digital Jersey Ambassadors, who promote the opportunities of running a business in Jersey, by promoting the island at international events and conferences. We will also make it easier for Ambassadors to reach into overseas locations, by promoting existing links with other tech hubs in cities around the world.
- Help small digital businesses and students gain access to mentors who can guide them on their start-up journey. To be achieved by continuing the Digital Jersey mentorship scheme, to connect members with experienced digital business leaders.
- Evaluate whether Jersey has business development opportunities in positioning itself in the global market as a Data Island or Data Trust. To be achieved by analysing the legal, regulatory and policy implications of this initiative, and whether a commercial case can be identified for local firms.
- Work with Government to deliver outcomes from the Telecoms Strategy, which includes supporting private sector providers in their development of 5G use cases, and promoting Jersey as a Sandbox.



# Key Performance Indicators



15

15 Business Licences within the Smart Island, Fintech and other digital sector businesses.

20



20 Work Permission Licences for highly skilled digital staff from off-island to work in local businesses.

3



Support and develop 3 proposals for private sector investment in Smart Island technology.

40



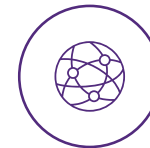
40 leads to be generated from Sandbox Jersey campaigns and promotion.

6



6 mentors to guide and support entrepreneurs and digital business leaders.

6



6 Digital Jersey Ambassadors to promote Jersey around the world at conferences and events.

5



5 Sandbox Jersey projects.

# Strategy & Policy

A core part of Digital Jersey's work is to reduce barriers to entry for digital start-ups, and increase the international competitiveness of Jersey's digital sector. Digital Jersey's policy function helps to shape the island's legal and regulatory environment, and to develop initiatives supporting the development of Jersey as a mature digital business destination. In doing so, this will create the right conditions for any digital business to start and grow, and to support local businesses in exporting their goods and services.

In 2020, the Policy Team will be working to refine and refresh the Digital Jersey economic strategy, working with partners in industry and Government to align views to create a clear vision for the digital economy moving forward. The strategy will have a strong focus on institutions and infrastructure in delivering the vision for a digital Jersey, building in the capabilities to respond appropriately to changing market conditions and technology advances.



# Activity

## Work with Statistics Jersey to ensure more representative analysis of the digital sector:

In 2020 Digital Jersey will continue to improve the accuracy of how the digital economy is monitored by working with stakeholders to implement the recommendations from the Tech Nation Jersey report.

**Outcome:** Publications of local labour market insights throughout the year (blogs, infographics or reports).

## Address barriers to growth:

Work with partners to address barriers by introducing creative ways for entrepreneurs and investors to raise funds from the local market.

**Outcome:** The launch of a funding platform which connects investors with start-ups.

## Review options for short term housing needs:

Assess the feasibility of creating appropriate housing to accommodate local and overseas students studying higher education in Jersey, and short-term key workers in digital professions. This purpose-built accommodation could be public or privately funded and would address barriers to growing the island's digital sector and its wider knowledge-based economy.

**Outcome:** A go/no go decision on whether to progress the project through to investment and construction.

## Establish International partnerships with universities:

Working with the External Relations team to establish an education partnership with target universities to foster knowledge exchange, the creation of future trading relationships and benefits to students studying at the Digital Jersey Academy.

**Outcome:** Agreement with a University to student exchanges and industry placements.

## Deliver the Digital elements of Government's Future Economy initiative:

Work with the Government of Jersey to develop and implement the digital focus of the Future Economy initiatives which are in the process of being developed.

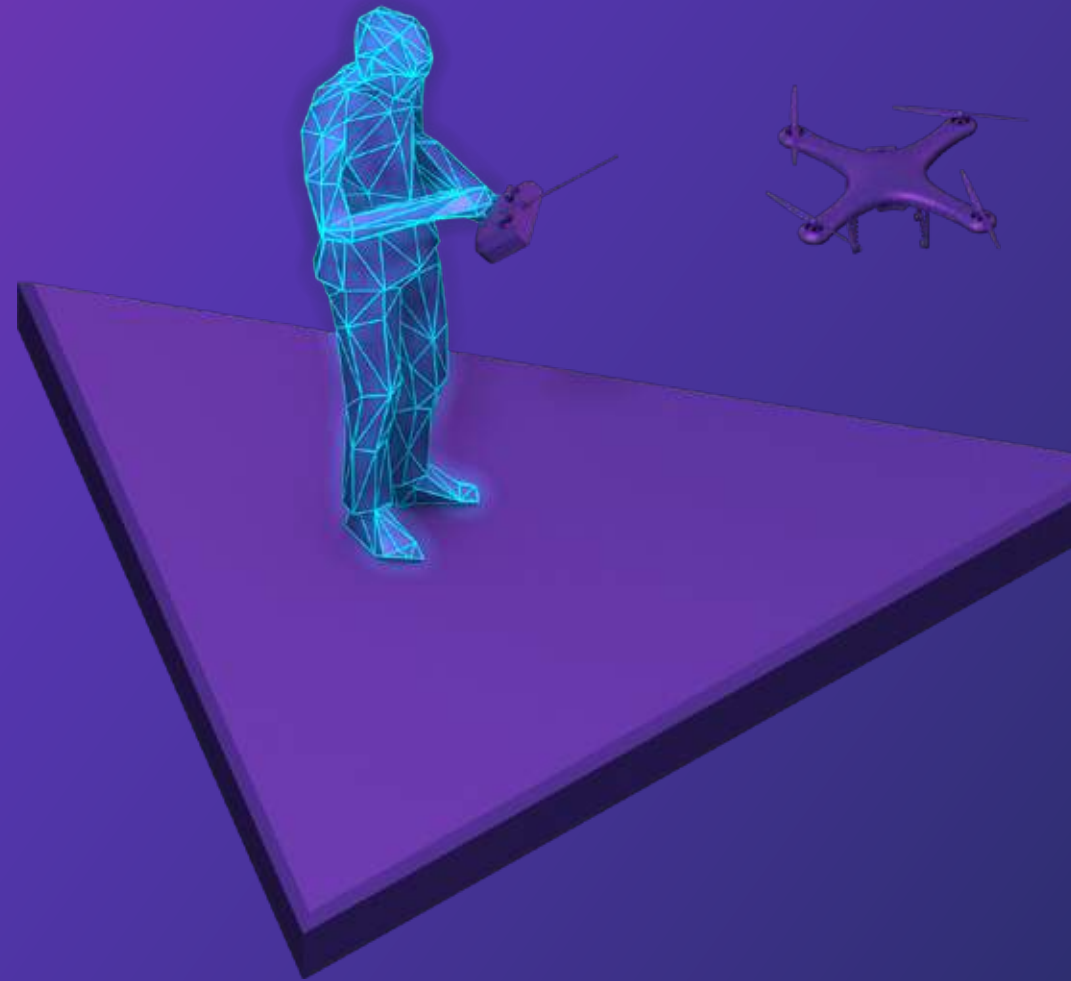
**Outcome:** The delivery of initiatives connected with digital skills, sector intervention/growth and technology adoption, to be published by the Government of Jersey as part of its long-term Future Economy Programme.



DIGITAL  JERSEY

  
DJ  
HUB

  
DJ  
XCHANGE



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# Hubs

Over the past five years, Digital Jersey has worked to grow and support the island's digital industry and economy on-island and raise its profile internationally. The Hubs provide a vital part in this process, acting as a focal point for those in the sector to start businesses, collaborate on projects, to share expertise and hold events.

Entrepreneurs from on and off-island, who have chosen Jersey as the place to develop their business and begin that journey at the Hubs. Ambassadors and visiting dignitaries, who want to understand the scale and ambition of Jersey's tech sector, are also among those who have visited the Hub in 2019, and will continue to do so in 2020.





## Hubs

# The Hub space for meetings and hot-desking

Towards the end of 2019, the space at the Hub was revamped, providing additional hot-desks, a greater number of meeting rooms and a larger events space. In 2020 a greater number of workshops, member-run events and targeted networking meet-ups are planned at the Hub. This is part of our commitment to focus on generating knowledge sharing opportunities and value for Digital Jersey members.

The additional space also allows employees from larger businesses to use the facilities for short term projects, which has the benefit of encouraging users to collaborate with other people in the digital community. The additional work and meeting areas also gives students from the adjacent Digital Jersey Academy the chance to meet industry professionals. This allows Digital Jersey to maximize the space committed to classroom-based learning, while also encouraging users to move between all three floors of the Digital Jersey site.

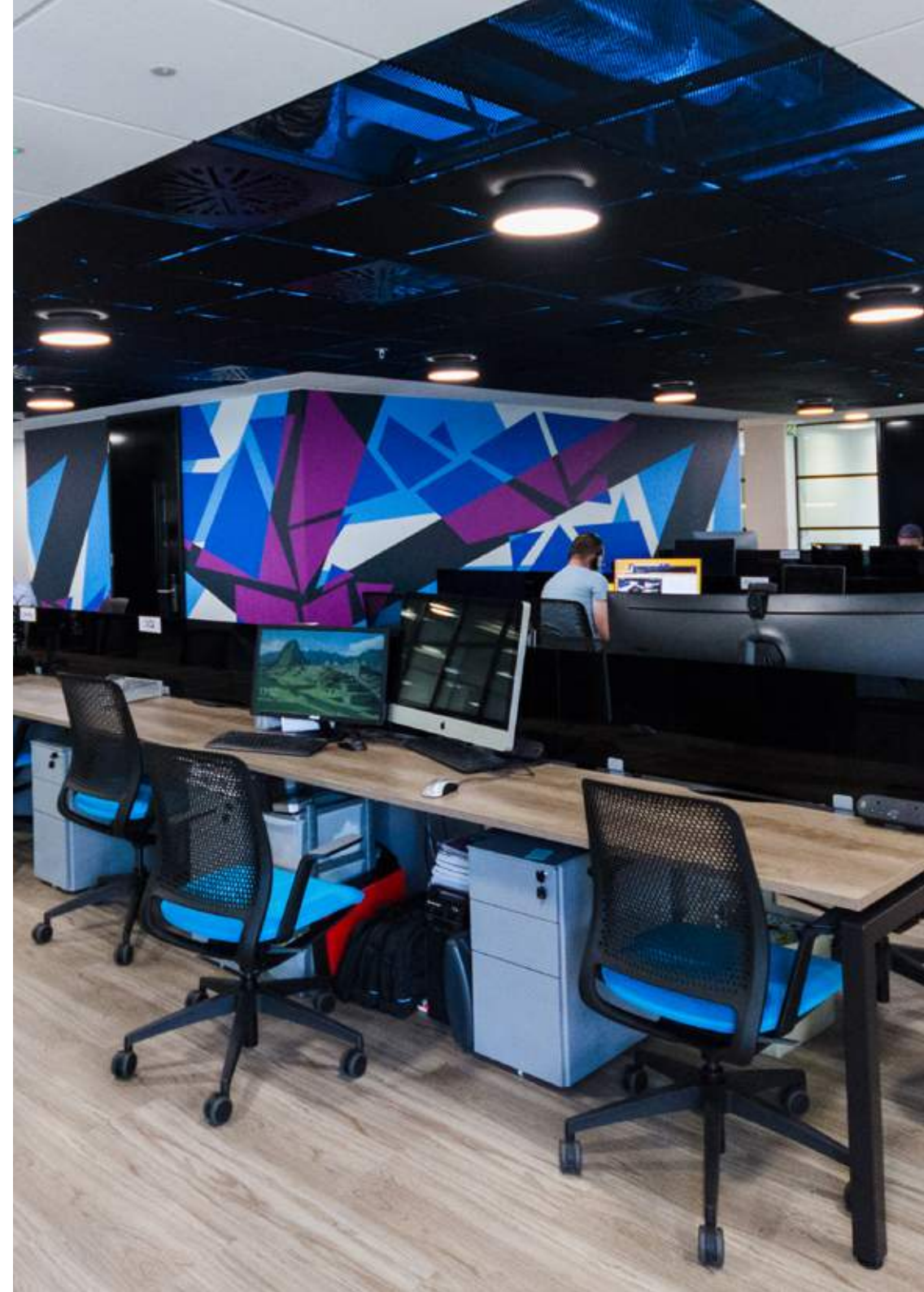


## Hubs

# The Hub Offices

The Digital Jersey Hub Offices are collaborative and energetic co-working environments for the tech sector in Jersey. The Offices provide dedicated desks and offices for members to come together to learn, share skills, develop ideas and innovate. The vision for the Offices is to become a space for the most innovative and forward-thinking digital firms in Jersey. The Offices are on the first floor of Forum 4, located next door to the existing Hub and one floor above the Digital Jersey Academy. The floor provides 30 dedicated open plan desks and 7 offices for 4-8 people. These are prioritised for the most scalable, high-growth, product led digital sector businesses, which have the potential to work together and support each other on projects.

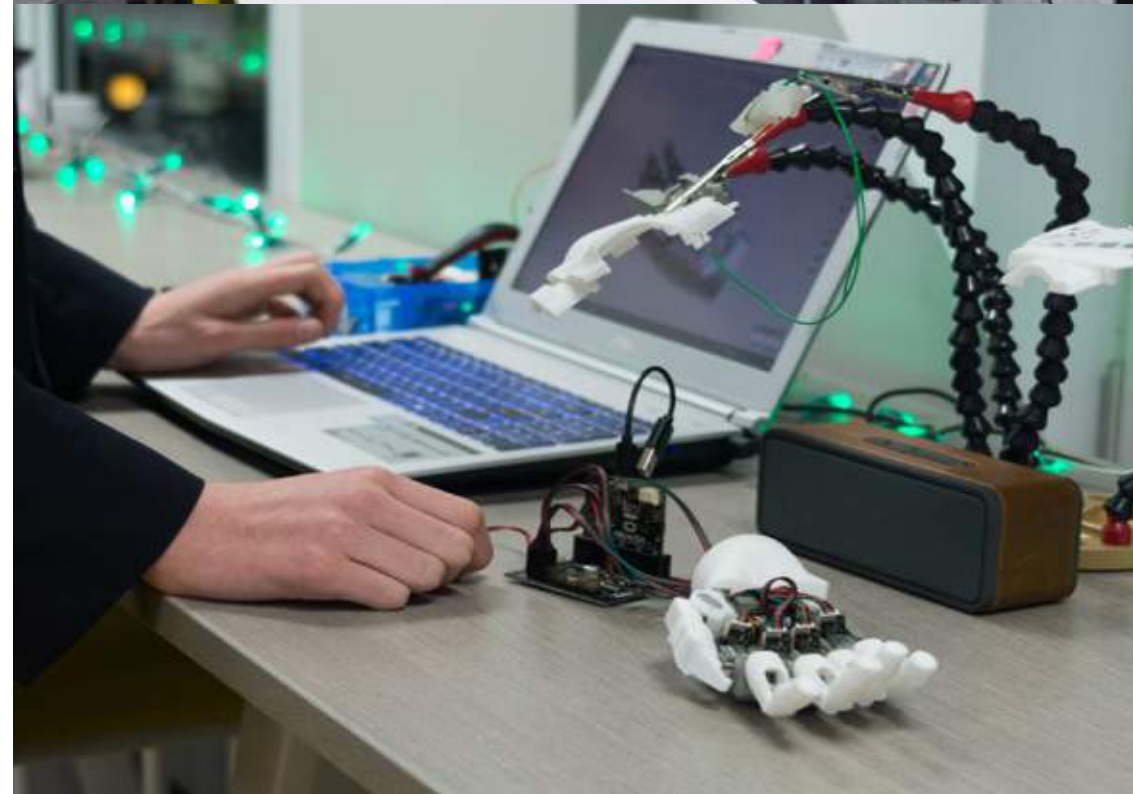
The Offices will encourage the natural progression of start-ups, allowing them to begin their journey with a hot-desk in the ground floor Digital Hub, benefit from networking and events, and then grow on to the first-floor permanent desk area. The space has been designed to encourage all three of Digital Jersey's floors to come together, where users flow between the Academy and Hub Offices into the Digital Hub for formal meetings, catch-up coffees and events. This space is also an incentive for those companies relocating to Jersey to have a closer working relationship/support within close proximity to the Digital Jersey team.



## Hubs

# Digital Jersey Xchange

The vision for the Digital Jersey Xchange (DJX) is to provide a dedicated technology space and research centre focused on the latest innovations in IoT, with a particular focus on Telecoms and Digital Health. IoT businesses will not only benefit from DJX, but also from the Island's highly-developed network infrastructure, rapid connectivity, and access to award-winning Tier 1 mobile and fixed infrastructure. In 2020 DJX will continue to support local businesses prototyping and testing products, and act as a key tool in our off-Island campaign, Sandbox Jersey, which promotes our Island as a unique place to research, develop, test, and launch a digital product or business.



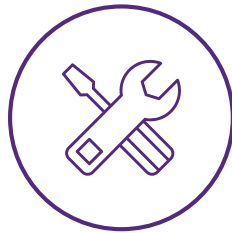


# Key Performance Indicators



25

Host 25 workshops, corporate, networking or educational events.



6

Help all industry sectors embrace the benefits of technology through running at least six promotional events or workshops with partners, such as Jersey Business.



80%

Reach and maintain 80% utilisation rate of the 30 permanent desks and 7 offices.



4

Run 4 workshops which encourage firms to utilise the available data sets on the DJX Digital Twin.

DIGITAL  JERSEY

 DJ  
ACADEMY



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# Academy

Whether someone is interested in technology, looking for career guidance, or deciding their next step in education, the Academy will provide a dedicated space for a wide range of digital training opportunities. The Digital Jersey Academy opened in September 2019 and is a dedicated facility for higher level digital skills development. The Academy has been established to benefit students leaving further education, those currently in the digital economy looking to up-skill, or those looking to change career.

The facility is located on the ground floor of Forum 4, with teaching space for around 60 students, 5 rooms equipped with smart teaching technology for project-based work or study, an audio booth and media production space for AV related projects, and a breakout area. Students from the Academy will also be encouraged to use the Digital Jersey Hub for self-study time and when meeting industry partners with whom they will be working with.







## Activity

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- Ensuring the successful delivery of the two-year Level-6 Diploma in Digital Leadership. The programme will be run by Digital Jersey's education partner Innovate Education and will take students through a variety of advanced digital modules designed to provide them with the digital leadership skills in demand locally and internationally. The programme will be delivered flexibly allowing options for full-time, part-time, apprenticeship and continuous professional development style learning.
- Ensuring sufficient sign-up of students for the second cohort of the Digital Leadership Programme starting in September 2020.
- Private sector involvement and financial support is a critical component of the programme (as achieved with Jersey Electricity in 2019), and the Academy will need to ensure this is sourced and delivered. Students will be assessed against live industry projects commissioned by industry partners throughout their studies.
- The Academy will also host the Higher National Diploma in Computing run by University College Jersey two days a week.
- Key to improving competencies in the digital sector will be a range of shorter courses in other areas of industry demand.
- Having an informed digital strategy is a vital part of any business, particularly at board level. The Academy will facilitate Executive Training Courses alongside promoting thought leadership events.
- The Academy facilitates communication between business and education through the Digital Skills Partnership. This enables businesses to influence the digital literacy/skills of young people to best fill the needs of the local economy.



# Key Performance Indicators

25



Enrol 25 students on the second cohort of the DLP starting in September 2020.

20%



Work with Highlands College to enrol 20% more students taking the HND in Computing through the Academy, starting in September 2020.

100



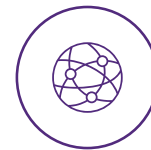
100 workers from private sector businesses to attend workshops and promote a digital first mindset at executive level.

80%



Run 2 Data Protection courses, with 10 people per course and a targeted 80% pass rate.

80%



Run 2 Cyber Security courses, with 10 people per course and a targeted 80% pass rate.

15



Run 1 coding course with 15 students and an 80% pass rate.

# Marketing

In 2020 Digital Jersey will run a full marketing programme, both on and off island, to support and deliver the Operational plan. To achieve this, the marketing function will deliver a greater number of more dynamic campaigns, events and communications.



## Marketing

# Campaign Activity

Working with the Business Development team, Digital Jersey will increase the number of on and off-island digital marketing campaigns in the following areas:

- Drive membership and revenue: via member retention and recruitment campaigns led by the membership plan.
- Maximise usage of facilities: Hub, DJX & Academy campaigns aimed at meeting KPI targets.
- Encourage inward investment via ongoing Sandbox Jersey and Relocations campaigns.
- Increase take up of support services: working permissions & start-up campaigns aimed at meeting KPI targets.
- National campaigns throughout the year that help achieve brand awareness: i.e. World Programmers Day, World Techies Day and World Telecommunications Day.





## Marketing

# Events

Digital Jersey will run both on-island and off-island events, to enable the delivery of the business plan. Key 2020 events include:

- The Digital Jersey Annual Review event, showcasing 2019 successes and 2020 aims.
- TechWeek 2020 - After a break in 2019, we will once again hold Jersey TechWeek, enabling Jersey to play host to a full week of exciting and innovative tech events, showcasing the best of tech whilst providing networking, learning, business and social opportunities. We will look to repeat the success of the inaugural 2018 Jersey TechWeek, which saw experts from around the globe impress local audiences with talks at our Fintech, Digital Health and IoT Days plus a hackathon. During 2020's TechWeek we will the event by encouraging off-island attendees (given the right funding), as well as global speakers and media.
- TechAwards – As part of TechWeek, we will once again celebrate the very best of Jersey's digital talent, creativity and entrepreneurship at the Jersey TechAwards. The event will have at least twelve categories, celebrating a wide range of digital and technological accomplishments from local students and educators, to innovative organisations, projects and digital pioneers.
- The marketing team will support and promote the Digital Jersey Hub, DJX & the Digital Jersey Academy events during 2020 including assisting in securing sponsorship.
- Off Island events will consist of encouraging and supporting Digital Jersey trade delegations and roundtables (partnering with members) in key business plan areas, plus promoting team member attendance and helping to secure speaker slots at relevant digital conferences.







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