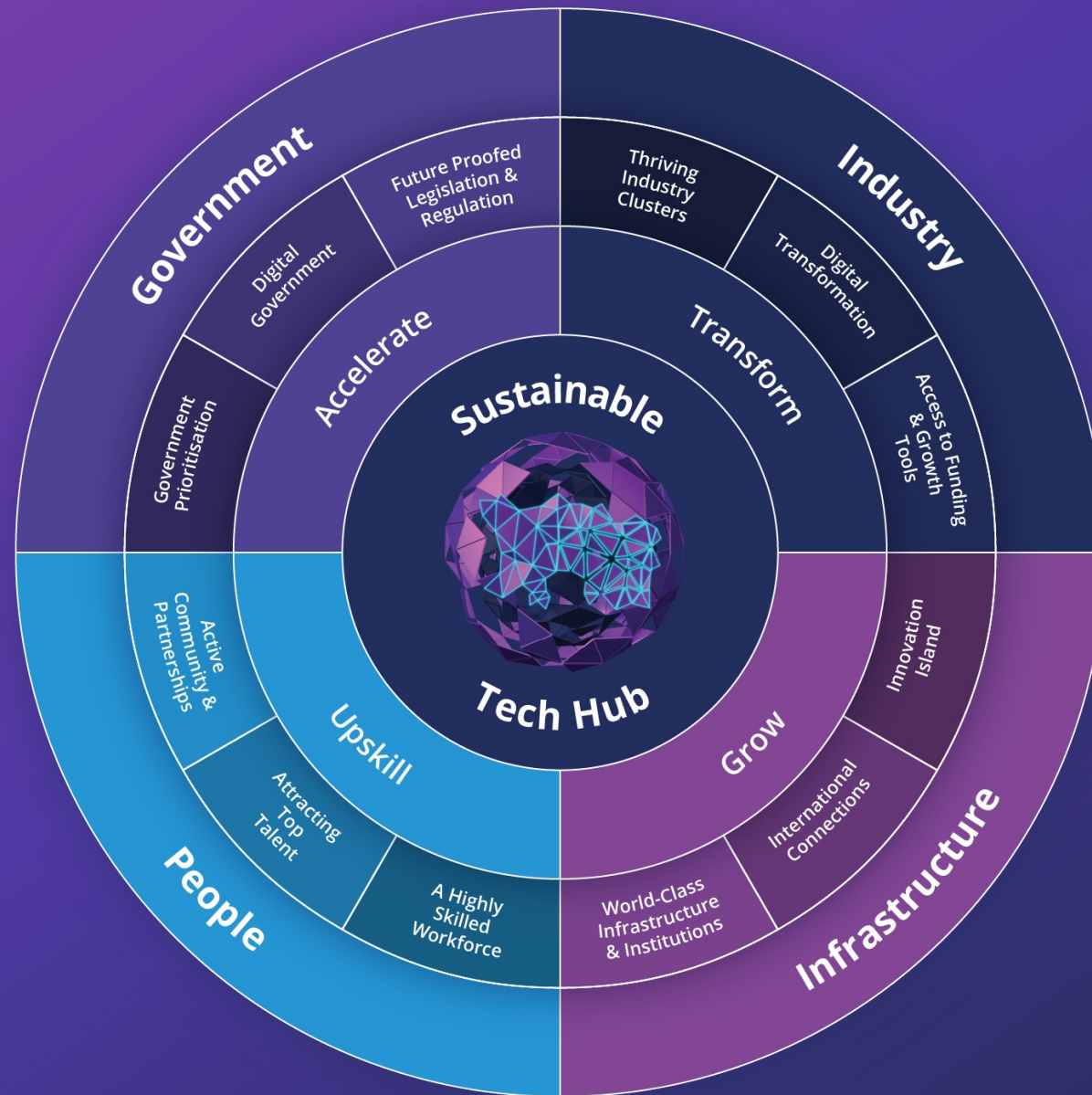


# Digital Jersey: 2024 Operational Plan



# CEO statement – 2024 priorities

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I am delighted to share Digital Jersey's operational plan for 2024. We have come a long way in the last 3 years, building a strong tech community, developing a wide-ranging skills programme, initiating a range of sandbox projects and in 2023 designing and launching Impact Jersey. Our plan for 2024 reflects all that we have learned through these initiatives and reflects our aspirations for the year ahead.

We are now half-way through our 5-year Strategic Plan period and looking forward to the publication of the Government's Digital Economy Strategy. We have been working closely with the Minister for Sustainable Economic Growth and the Digital Economy Team to ensure that our work delivers on key Government priorities.

To that end we have focused our work this year in three key areas:

- Driving economic growth and productivity through technology;
- Delivering technology-based research and development; and
- Accelerating digital skills adoption in both schools and the workforce.

The Government has endorsed this mandate, recognising that Digital Jersey is well placed to take risk and test and trial ideas and projects in an agile way, learning from outcomes and sharing those lessons with others to build capability. Together we are developing a three-year delivery and evaluation framework, which will be agreed in 2024, and will enable us to set longer-term targets, measure progress, and adapt our activities based on interim outcomes. We have already begun this, using the lessons learned from launching our first Impact Jersey programme to develop our next phase of work.

We have agreed with Government an overarching KPI for 2024: to **grow Digital Jersey's business membership by a further 5%** (building on significant increases in the last 3 years). Our members are core to all our activities and active partners in our work. Membership growth and renewals are a tangible sign of trust and confidence in Digital Jersey's work and the value we add to the digital sector ecosystem.

Overall, our mission is to accelerate Jersey's digital future. We do that by showcasing Jersey's opportunities to those beyond our borders; developing strong networks with partners in the UK, Europe and beyond; helping local businesses to enhance productivity through tech adoption; supporting the local tech industry to grow; initiating and driving technology R&D projects including sandbox initiatives, our data stewardship workstream and running the next phase of Impact Jersey; and of course driving forward the digital skills agenda, helping to ensure that our workforce is ready for the future.

We look forward to further progress, challenges and opportunities in 2024 and hope that you will partner with us to drive this agenda forward.

<b>MISSION</b>	<b>Accelerate Jersey's Digital Future</b>			
<b>GOVERNMENT PRIORITIES</b>	<b>Future Economy Strategy, Economic Development Ministerial Delivery Plan, Digital Economy Strategy and the Digital Education Strategy</b> Digital Jersey will work with the Economy Department, CYPES and other departments to deliver Government strategy & policy objectives in key areas such as economic development and upskilling.			
<b>HEADLINE OBJECTIVES</b>	<b>1. Drive economic development and productivity in the local economy by:</b>		<b>2. Perform technology-based research and development function for Jersey</b>	<b>3. Accelerate adoption of digital skills in schools &amp; workforce</b>
	<b>Supporting the growth of the digital sector and use of tech in all sectors</b>	<b>Delivering targeted support for the local tech industry to grow local digital ecosystem &amp; community</b>		
<b>TARGET OUTCOME</b>	Increased productivity and technology adoption across existing industries, development of new economic opportunities and growth of the digital sector in the island.	An innovative, growing and profitable local technology sector accounting for a higher share of local procurement and successfully exporting to global markets. High member satisfaction ratings for Digital Jersey support.	Establish a culture of tech research and development in both public and private sectors in Jersey, ensure a wide range of sustainable local tech projects and develop an international reputation as a sandbox.	A highly skilled workforce fit for the future economy – developing the tech skills of islanders to fulfil the roles of the future.
<b>OVERALL KPI</b>	Grow Digital Jersey's business membership by 5% in 2024 with a retention rate of at least 80%			
<b>2024 ACTIVITIES / KEY RESULTS</b>	<p><b>a. Support implementation of the Future Economy and Digital Economy strategies</b> in partnership with Government of Jersey (subject to team and financial resources)</p> <p><b>b. Support Fintech development and usage opportunities</b> in collaboration with Government, JFSC, Jersey Finance and other partners</p> <p><b>c. Promote Jersey as a place to do business</b> through:</p> <ul style="list-style-type: none"> <li>marketing and business development initiatives</li> <li>partnering with at least 3 off-island collaborators in the UK, Europe and beyond</li> <li>developing and converting a pipeline of business relocation opportunities for digital companies</li> <li>working with other Arm's Length Organisations (ALOs) and Government bodies to align messaging and pool resources where appropriate</li> </ul> <p><b>d. Support the Government's Export Strategy</b> working with other ALOs including Jersey Business</p> <p><b>e. Promote tech adoption in non-tech industries</b> working with ALOs, Chamber of Commerce, IoD and other partners to identify key gaps and provide training and/or advice to industry groups. Deliver sector technology roadmap for at least one existing industry sector in 2024 and commence a case study to demonstrate impact</p> <p><b>f. Support Government departments and local businesses seeking to digitally transform</b></p>	<p><b>a. Provision of Hub and DJX</b> facilities with utilisation rates of &gt;50% of members</p> <p><b>b. Deliver at least 10 DJ-led events to promote the tech industry</b> in Jersey and provide learning and collaboration opportunities across industries and with off-island partners</p> <p><b>c. Support member-led events in Hub, Academy &amp; DJX</b> to help local companies achieve their objectives</p> <p><b>d. Continue to deliver Mentor programme</b>, introducing 10 new mentoring partnerships</p> <p><b>e. Deliver tech-business support and incubation activities</b> including 4 Springboard clinics, support with routes to funding and export opportunities, desk facilities, marketing and our mentoring programme</p> <p><b>f. Support local industry with tech services procurement</b> through at least 2 Government procurement workshops and further development of ProMatch portal including opening it up to non-finance companies</p> <p><b>g. Deliver second Bootcamp</b> for at least 5 start-ups (working with corporate sponsors) and complete impact evaluation of cohort one. Build a three-year programme to strengthen innovation in the digital sector and adapt to lessons learned</p>	<p><b>a. Deliver phase 2 of Impact Jersey</b> including:</p> <ul style="list-style-type: none"> <li>Completion of first Open Programme</li> <li>Commencement of first Challenge Programme and progression to at least stage one</li> <li>Launch of at least 2 further new programmes in 2024.</li> </ul> <p><b>b. Sandbox Jersey:</b> 3 sandbox projects delivered and evaluated for example projects in areas such as Agritech, the Digital Twin and FinTech</p> <p><b>c. Data trusts:</b> complete the first data trust pilot project and provide recommendations to industry and government on next steps. Take forward recommendations and deliver next steps, subject to resources, for example supporting a commercial data trust.</p> <p><b>d. In partnership with Government broker and support strategic partnerships with UK/European academic institutions</b></p> <p><b>e. Develop evaluation and impact assessment framework</b> for key initiatives building on results of Impact Jersey Open Programme One review</p> <p><b>f. Promote use of the Digital Twin</b> and partner with Government and States Owned Entities where required to support public policy initiatives</p>	<p><b>a. Operate the Digital Jersey Academy</b> facilities to <b>train at least 1000 people</b> on digital skills short courses (including specialist courses)</p> <p><b>b. Work with CYPES, Economy and other departments to advise on and support the development of a renewed workforce digital upskilling plan</b> to achieve Future Economy &amp; Digital Economy strategy objectives</p> <p><b>c. Further develop the Skills Credits Programme</b> in collaboration with local business partners, reviewing the pilot scheme and recruiting at least 10 businesses</p> <p><b>d. Support government workforce skills initiatives</b> in collaboration with CYPES &amp; Economy Departments</p> <p><b>e. Support the delivery of the Digital Education Strategy</b> including teacher skills training, a curriculum review and evaluation process and new digital skills courses for secondary school students</p> <p><b>f. Pilot digital sector Summer Intern Programme</b></p>
<b>DJ 5-YEAR STRATEGY FOCUS AREAS</b>	<i>Thriving industry clusters   Access to funding and growth tools</i>		<i>Innovation island</i>	<i>A highly skilled workforce</i>
	<i>World Class infrastructure &amp; institutions   International connections   Digital transformation</i>			
	<i>Attracting Top Talent</i>		<i>Active Community &amp; Partnerships</i>	
	<i>Supporting Government Prioritisation   Digital Government   Future Proofed Legislation &amp; Regulation</i>			

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