

Digital Jersey Operational Plan

2026



CEO Statement

ACCELERATING JERSEY'S DIGITAL FUTURE

Digital Jersey stands at a pivotal moment as we look ahead to 2026. While technology is now integral to daily life in Jersey, the emergence of artificial intelligence (AI) presents both significant opportunities and challenges for which we must be better prepared.

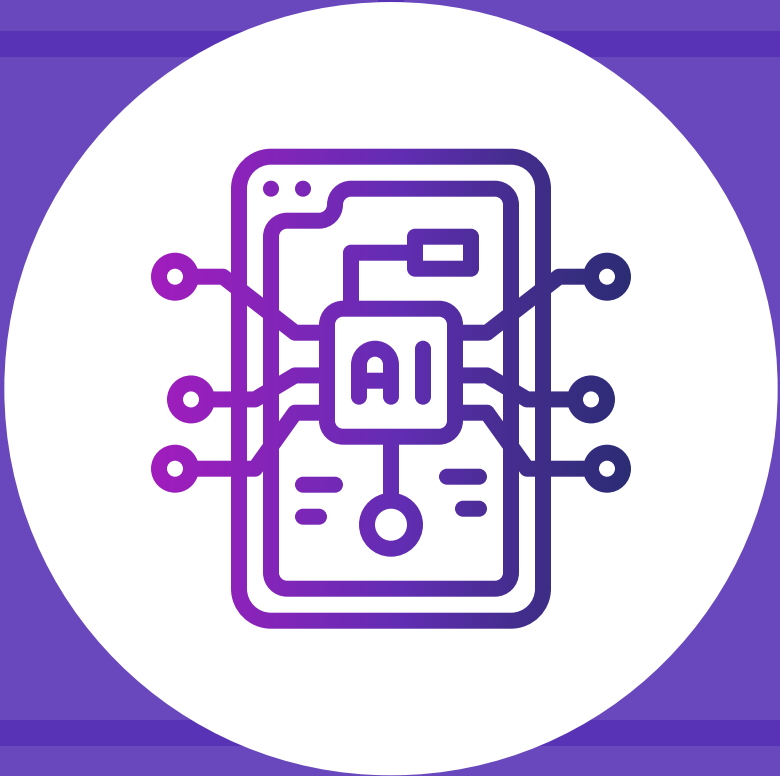
Building on our strong foundations, including our growth enabling Hub facilities, valued community of members, and our Impact Jersey grant programme, this Operational Plan prioritises the acceleration of AI adoption and its enabling technologies across the island's economy.

Digital Jersey occupies a unique position, operating at the intersection of the public and private sector. We are trusted to convene and unite stakeholders, to unlock commercial value and growth for industry, and to deliver measurable change for Jersey. Our focus is on driving economic diversification, improving productivity through technology, and strengthening the island's resilience in response to demographic and economic pressures.

Jersey is faced with stagnating productivity, skills shortages, and the risks of jobs offshoring. The AI revolution could disrupt high-value jobs and tax revenues if left unchecked. However, with decisive leadership and a clear vision, we can harness AI to create new opportunities, strengthen the digital economy, and unlock future prosperity.

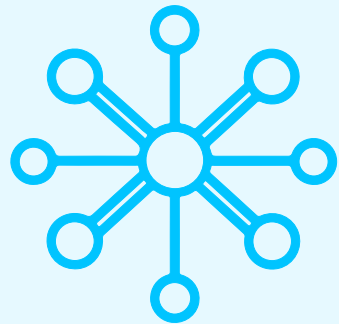
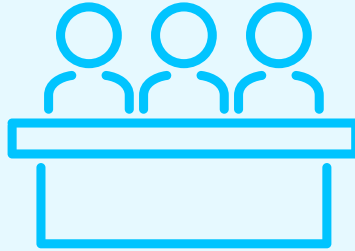
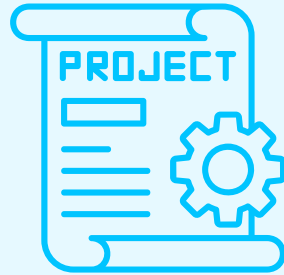
This Operational Plan outlines our roadmap - it is a call to action for industry, the community and government to collaborate, to embrace innovation, and to ensure Jersey continues on its journey of digital transformation.

2026 Workstreams

01	Accelerating AI adoption Enabling and accelerating the adoption of AI across the island's key industries <i>Productivity growth of participating orgs by 20%</i>		Start & Scale Providing a platform for the island's tech entrepreneurs to launch and scale <i>Support £200k of investment in local startups</i>	04
02	Supporting Digital Industry Nurturing our member community and enabling people and businesses to succeed <i>Grow membership by 10%</i>		Driving Inward Investment Attracting business, promoting industry, and supporting product development to grow our digital economy <i>Attract & relocate 10 Fintech and AI businesses</i>	05
03	Upskilling the workforce Creating a future-ready workforce by upskilling islanders for present and emerging skills needs <i>Over 500 participants attending Skills initiatives in 2026</i>		Funding Innovation Delivering Impact Jersey to address our island's greatest challenges <i>£2m in funding through the Innovation Programme</i>	06

01: Accelerating AI adoption

WHAT WE’LL DO

			
PARTNERSHIPS To overcome existing barriers and to accelerate AI adoption, we will build relationships with AI service providers (e.g. Google, OpenAI, etc.) providing credits and discounts to Jersey companies. <i>Measure: Establish 10 partnerships with multi-national AI providers by December 2026</i>	ONLINE AI HUB Design and build the first version of the online DJ AI Hub where islanders can find resources and expertise for their AI transformation. <i>Measure: DJ’s AI Hub established and at least 30 people signed up</i>	AI COUNCIL To drive coordination and action, we will convene the AI Council to support and accelerate AI adoption on the island. <i>Measure: Run quarterly AI Council meetings and track actions against agreed delivery timeframes</i>	PILOT PROJECTS Work with industry to establish a series of AI pilot initiatives and create a resource library for industry. <i>Measure: Establish and complete 2-3 projects</i>

WHY WE’LL DO IT

The focus on AI is born out of the island’s need to adopt AI to remain competitive, whilst recognising the opportunities it can provide for the island and islanders.

These initiatives are aimed at providing support across established businesses, start-ups and islanders, enabling people and businesses at all stages of their AI adoption journey.

The overarching ambition over 3 years is to drive a significant productivity improvement from all participants engaged in these initiatives and build the first version of the online DJ AI Hub where islanders can find resources and expertise for their AI transformation.

EXPECTED IMPACT

- PRODUCTIVITY**
Boost the productivity of the private sector through AI adoption.
- AI AWARENESS**
Improve islander awareness of AI capabilities, opportunities and skills requirements.
- COORDINATION**
Increase coordination between island agencies to improve the rate of AI adoption on the island.

02: Supporting Digital Industry

WHAT WE’LL DO



MEMBERSHIPS

Refine our membership tiers and benefits to maximise member support across our range of services.

Measure: Grow membership by 10% (measured by numbers and revenue), sustaining a retention rate >70% and aim for a membership survey mean average score of above 8/10



FACILITIES

Provide excellent co-working and collaboration spaces at the Digital Jersey Hub and DJ Xchange for members, which support digital businesses to succeed.

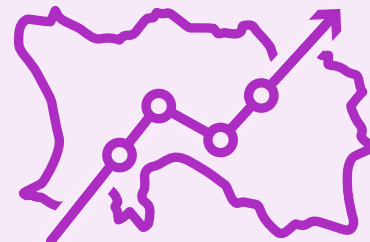
Measure: >50% of members regularly use facilities



EVENTS

Create opportunity for knowledge sharing and connections by delivering our flagship events such as TechAwards, Annual Review and Member Meet-ups. To amplify impact and deliver value, we raise sponsorship where possible and at a minimum ensure that TechAwards is fully funded by sponsors and attendees.

Measure: Deliver programme of events with at least 1000 attendees over the course of the year



IMPACT MEASUREMENT

Measure and report on the size of the Digital Economy and the role of Digital Jersey in driving economic growth

Measure: Report delivered and response plan created

WHY WE’LL DO IT

Members drive the sector’s growth, and are the momentum behind our initiatives. They are the foundations of our digital community facilitating wider projects and initiatives.

Membership fees and associated revenue generate ~£450K annually for Digital Jersey. This revenue is reinvested into our wider initiatives.

In our interconnected business community, events serve as a key channel for business development, networking, mentoring and knowledge transfer.

EXPECTED IMPACT

ECONOMIC GROWTH
Developing the digital sector, including Fintech and AI, boosts Jersey’s GVA, attracts overseas investment, and increases tax revenue from higher salaries.

BUSINESS COMPETITIVENESS
Improve business efficiency, create new companies through collaboration, and enable global exports.

WORKFORCE OPPORTUNITIES
Create new tech roles, replacing jobs lost to technology substitution.

03: Upskilling the workforce

WHAT WE'LL DO



INSIGHT SESSIONS

Create an AI Insights series open to all, to highlight key opportunities for AI adoption and integration across a range of business-related topics, with a focus on key sector opportunities.

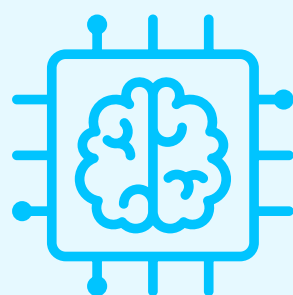
Measure: At least 500 attendees over the year



DATA & TECHNOLOGY DEVELOPMENT

Facilitate longer course models (3-6 months) of blended learning, with self-guided study reinforced by in person sessions building on the successful Let's Build AI and Code in Place courses delivered in 2025.

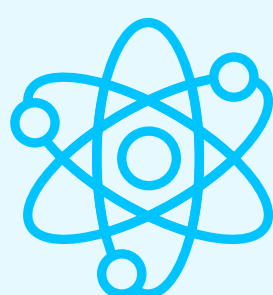
Measure: At least 3 course programmes facilitated in 2026 with at least 60 participants



AI LEADERSHIP ACCELERATOR

Design and establish a 12-week AI leadership accelerator for Jersey businesses, giving leaders the skills & tools needed to use AI.

Measure: 20 businesses on the programme in 2026



STEM PATHWAYS

Working with members, develop a pathway to digital roles in Jersey for at least 100 students through engagement with Trident and IoD, coding, AI and STEM training initiatives.

Measure: Pathway developed with engaged delivery partners and 100+ students engaged in digital pathway

WHY WE'LL DO IT

AI presents the biggest opportunity, and risk, to Jersey's professional services industries. Thought leadership and targeted curated support for skills development will shift mindsets and enable islanders to solve real-world issues to boost the island's competitiveness and productivity.

Our local students are not currently workplace ready for a world that requires AI and STEM skills. Immigration alone is not a fix to our talent gap and supporting students to find meaningful and exciting work locally will support talent retention on island.

EXPECTED IMPACT

WORKFORCE

A future ready workforce that enables Jersey to maintain and enhance its competitive edge.

SKILLS PIPELINE

A pipeline of local talent entering the workplace ready to engage in AI and tech focused roles.

04: Start and Scale

WHAT WE’LL DO



ENTREPRENEUR FIRESIDE CHAT

Deliver quarterly start-up sessions with successful entrepreneurs across a variety of sectors.

Measure: Run quarterly fireside chats



AI START-UP BOOTCAMP

Design and deliver at least one 5-day ‘idea to execution’ bootcamp for entrepreneurs with an idea but lacking the knowledge to launch.

Measure: 12 participants completing the 5-day bootcamp



OFF-ISLAND OPPORTUNITIES

Deliver an accelerator opportunity for startups and scaleups including attending a global off-island conference

Measure: 5 participants attending a global conference

WHY WE’LL DO IT

The start & scale programme is designed to encourage, facilitate and accelerate entrepreneurs at all stages of the journey, from initial idea, through to funding and growth.

The programme is built on the lessons from 2023-2025 understanding the barriers, and opportunities for Jersey entrepreneurs.

The overarching ambition for the Start & Scale programme is to support the raising of measurable investment funding for local technology businesses.

EXPECTED IMPACT

BUSINESS DYNAMISM

Boost the number of dynamic, investable entrepreneurs and businesses in the local ecosystem.

INVESTMENT

Increasing the amount of investment from on and off-island investors.

TECH EMPLOYMENT

Increase the number of digital and tech roles on the island.

05: Driving Inward Investment

WHAT WE'LL DO

				WHY WE'LL DO IT	EXPECTED IMPACT
INWARD INVESTMENT Continue to provide reactive support to all tech relocations with a particular focus on attracting Fintech and AI businesses to the island to help diversify and strengthen the Tech ecosystem. <i>Measure: Attract and relocate 10 Fintech and AI businesses to Jersey</i>	FINTECH We will deliver a refreshed Fintech strategy to include off-island promotion, sandbox opportunities and more, collaborating with Jersey Finance, GoJ and JFSC. <i>Measure: Deliver the Fintech Strategy and actions identified for 2026 within the strategy</i>	PRODUCT DEVELOPMENT SUPPORT Continue to champion nascent opportunities including Regtech and other FinTech prospects and respond to requests for support for industry adoption of data trusts. <i>Measure: Respond to 100% of requests for support for relevant opportunities that support economic growth</i>	INTERNATIONAL PROMOTION Working with other promotional bodies, showcase Jersey as a trusted place to do business through targeted campaigns and stakeholder engagement. <i>Measure: Deliver at least 3 digital marketing campaigns targeting off-island audiences, and attend relevant off-island events or conferences to identify new prospects aligned to the inward investment strategy</i>	As an IFC, we have a strong foundation (reputation, skills, regulatory expertise) and 'right to play' to build on Jersey's proposition as an international Fintech hub. We will also foster a Fintech and AI community to underpin strategic work in these areas. Successfully attracting businesses with high growth potential elevates Jersey's international reputation as a modern, forward-thinking, and digitally enabled IFC.	SECTOR GROWTH FinTech and AI are high-growth, high-value sectors that can increase the contribution of the digital economy to Jersey's GVA. Relocating companies also bring overseas investment to Jersey's economy. NEW PRODUCTS Promoting Jersey as a base to sell digital products and services globally, could generate significant export revenue for the island. INTERNATIONAL PROFILE International links increase the island's profile internationally, and enables businesses to export to other markets.

06: Funding Innovation

WHAT WE'LL DO

WHAT WE'LL DO				WHY WE'LL DO IT	EXPECTED IMPACT
 INNOVATION PROGRAMME Support implementation of approved projects in 2025, and deliver up to £2m of additional funding to impactful projects through the Innovation Programme to accelerate tech adoption across Government's key strategic priorities. <i>Measure: Funding of £2m+ approved and first year programme evaluation report delivered</i>	 CARETECH Support delivery of the £1.7m of approved projects and measure impact through externally validated evaluation. <i>Measure: Projects progressing according to project plans and interim evaluation report delivered</i>	 CXTECH Ensure projects (£176k) are completed and evaluate impact. <i>Measure: Evaluation report delivered</i>	 FUTURE PROGRAMME DEVELOPMENT Explore other programme opportunities for Impact Jersey with the Oversight Group including next steps for the Jersey Data Exchange initiative, and ensuring that data from Impact Jersey programmes is included in the Digital Twin wherever possible. <i>Measure: Present lessons learned from initial JDEX work to Oversight Group and agree next steps.</i>	Building on lessons learned since Impact Jersey was launched in 2023, the Innovation Programme allows for pilot, proof of concept, and system wide project delivery that starts quickly and delivers results fast so Jersey can improve services, meet the productivity challenge, and improve lives of islanders.	INNOVATION-LED GROWTH Funding and evaluation will support the local economy, improve technology adoption in non-tech sectors, and support an innovation ecosystem in Jersey.