

BUSINESS PLAN 2017

Tony Moretta, CEO

Digital Jersey's role as a facilitator, trusted adviser and business enabler, is pivotal to our success in 2017. Throughout everything we do, we will drive an island-wide culture change towards a Digital First agenda. We will create the right conditions for digital businesses to start and grow, and continue to progress our focus areas of fintech, Digital Health and IoT to build a strong digital industry.

The Hub will continue to act as a central space for our tech community to learn, grow and meet likeminded people, plus expand its range of courses, working toward a digitally-skilled workforce. Essential to this growth will also be our collaboration with the Education Department to make improvements to school and higher education provision.

Progress made by these objectives will work to our advantage when improving the Island's global business reach. Having a strong digital industry and thriving digital society will make it easier to encourage relocation of off-island firms and help local businesses to export.

Our Objectives

Digital industry: To support sustainable economic growth in Jersey's digital industry. We want Jersey to have a strong digital industry, contributing to an increasing trend of job creation on-island. Throughout 2017 Digital Jersey will create the right conditions for any digital business to start and grow, and intervene directly to develop specific sub-sectors with a focus on fintech, Digital Health and the Internet of Things.

Digital society: To develop a connected, digitally capable society, producing homegrown tech skills and improving the efficiency and quality of on-island services. Throughout 2017 Digital Jersey will drive and support a 'Digital First' agenda: advising Government, promoting local solutions and importing best practice from around the world.

Global reach: To establish Jersey as an internationally well regarded and outward facing digital business centre. Throughout 2017 we will support local businesses in exporting their goods and services and promote Jersey as location of choice for foreign high-growth businesses.

Digital Jersey will drive
an island-wide culture
change towards a
Digital First agenda.

Digital Industry

One of our aims is to make it easier for digital start-ups and small businesses to set up and do business; we will do this by removing business barriers and making access to information, talent and finance simpler.

We will continue to drive forward our digital sub-sectors to develop new products and services, strengthening our current position in financial services and creating a buoyant Digital Health industry, both of which will be supported by the development of the island as a testbed for product development.

Digital Jersey must also support Government's role in ensuring high standards of data protection legislation and cyber security. We will work with Government to advise on business critical public policy and its impact on industry.

Remove business barriers

- Work with the Population Office to find permanent solution to accessing skills from off-island.
- Lead a project with partners to consider potential start-up business licence.
- Address business registration cost issues for off-island firms.
- Engage Social Security department to address payment issues raised by start-ups.
- Launch online application that suggests best route to funding for start-ups.

Drive forward digital sub-sectors

Fintech

- Work with JFL, JFSC and Government to launch joined up fintech strategy.
- Blockchain: initiate projects to deliver within 6-12 months e.g. a smart contract legal test case.
- Wealth Management: help local Wealth Managers and tech specialists to discuss latest developments which may result in commercial partnerships.
- Regulation Technology: initiate projects to deliver within 6-12 months e.g. automatic push/pull reporting using APIs.

Internet of Things (IoT)

- Following completion and first use of new LoRa network, support ongoing use by industry.
- Launch IoT strategy and develop IoT lab scheme for on and off-island innovators.
- Develop business case for installing IoT infrastructure technology including sensors and a data platform.

Digital Health

- Support launch and delivery of health technology roadmap within HSSD, including governance framework for Digital Health Strategy.
- Facilitate emergence of relationships between local and off-island suppliers.
- Re-introduce working groups to drive collaboration and solution building.
- Facilitate review of Digital Health Strategy's first year.

Advise on business critical public policy

- Co-ordinate industry views on Government's proposed Cyber Security Strategy and Data Protection Policy.

Fully understand and publicise data on the digital sector's development

- Analyse and publish information on the value of the digital sector based on data from the Manpower Returns.
- Work with KPMG to analyse and publish information on the GVA value of the digital sector.
- Measure the concentration of digital employment in Jersey and compare to EU/UK averages.

Reorienting both the public and private sector in delivering innovative services to the public

Digital Society

Digital Jersey is working with the Education Department to create a digitally skilled workforce by ensuring sufficient first-class training is available in core areas where the Industry needs to thrive.

Knowledge sharing is key to a progressive society and industry. Digital Jersey will continue to develop the Hub as a focal point for the Digital community, more actively helping new joiners to settle and meet like-minded people.

Digital Jersey plays a significant role to drive an island-wide culture change towards a Digital First agenda. Whilst out of our direct control, this function helps to focus and reorient both the public and private sector in delivering innovative services to the public.

Creation of a digitally skilled workforce

- Run two cohorts of the App Development, Coding and Digital Marketing Courses. A Data Analytics Course may also be run (subject to funding).
- Identify and address current skills gaps in local market.
- Convene Head Teachers and Heads of Computing working group to discuss improvements to education facilities and provision and initiate projects.

Develop the Hub as a focal point for the digital community

- Publish package of Member benefits for new businesses e.g. preferential rates for professional services.
- Launch series of company roadshows with local firms to explain benefits of involvement with Digital Jersey.
- Play active role as a Member of Barclays Eagle Lab steering group through signposting, promotion and sharing best practice.
- Run number of events monthly attracting 20-80 relevant attendees e.g. Hackathon, eGamers weekend and Women in Tech.
- Work with BCS and sponsors to deliver TechWeek 2017 – an extension of TechFair.
- Collaborate with Highlands to provide online information on digital career opportunities.
- Run a digital skills course during school holidays for students (subject to funding).
- Run a Women in Tech Roadshow across Island's schools to address the industry's gender imbalance.
- Encourage more of digital workforce to get involved in Hub activities by relaunching Hub Users Committee and issuing survey to members as well as non-members to understand areas of demand.

Drive and support a Digital First agenda

- Help deliver key eGov initiatives, review output of Estonian e-Governance Academy and agree next steps with Government.
- Facilitate industry engagement between eGov and the Design Authority.
- Analyse opportunities within the Future St. Helier project. Appoint project manager to develop functional specification noting benefits of a free access WiFi network in St. Helier (subject to funding).
- Implement initiatives with Transport and Infrastructure Department e.g. mobile parking application, taxi booking and payment application and introduction of contactless credit/debit payments on buses.
- Work with Jersey Arts Trust in bringing together cultural creativity with the digital sector.

Digital Jersey aims to promote local businesses off-island

Global Reach

As the other objectives progress, Digital Jersey wants local businesses to have routes to gaining off-island exposure that could lead to the investment required to launch into wider markets, or for joint ventures to deliver services on-island. Eventually this will develop a vibrant export trade in knowledge-based services and a pipeline of exciting digital businesses wanting to relocate.

Throughout 2017, Digital Jersey aims to promote local businesses off-island to help them gain global reach, and to promote Jersey to cutting-edge digital firms around the world to encourage relocation. This will be achieved by capitalising on partnerships with international organisations.

Promote local businesses off-island

- Progress Digital Health discussions with major off-island suppliers.
- Establish industry forum to agree off-island promotional activity.
- Run at least one international trade mission with partners e.g. Estonia.
- Develop knowledge transfer partnerships with key off-island institutions e.g. techUK and Digital Catapult.

Promote Jersey to cutting-edge digital firms around the world

- Build section on the Digital Jersey website for Jersey businesses looking to export.
- Prepare marketing material to promote Jersey to digital firms and investors overseas and develop existing section on website.
- Launch joint Locate Jersey and Digital Jersey landing page.
- Look to work with leading organisations to hold an Artificial Intelligence retreat in Jersey.