

**Education, population, poverty, tax...getting views on topics like those in Jersey isn't the difficult part – but have you ever noticed how many people sound eminently credible when talking about them, even though they may actually be basing their views on conjecture, false facts and blind guesswork?**

There is a real danger in making the 'facts' fit the opinion, rather than the other way around – which is exactly the point at which someone with an eye on the latest buzzwords will smugly insert the phrase 'post-truth' into the conversation, imagining its actually helpful.

So, we've asked the Jersey Policy Forum to add some robust material to those crucial local debates – the point is not to provoke agreement or acquiescence; it is to provide reliable material on which others can build their views.



Gailina Liew, Director, Jersey Policy Forum

**How can we “do the small things in a big way?”**

**What is the role of government versus the role of private individuals in a democratic society? Can government and non-government actors work collaboratively and share responsibility to build a better future together? These are the types of questions that come to mind with the latest release on the Future Jersey project that was published on July 12 by the States of Jersey (<https://shapingourfuture.gov.je>)**

The objective of this project is to develop a long-term vision for Jersey with guidance from the community. The framework was developed after extensive research into other jurisdictions using an outcomes-based approach. The 10 targeted outcomes would be considered by most societies as fundamental ones and are therefore not particularly specific

to Jersey. So why is that important? Establishing some common ground that most people can agree upon is an important first step to move forward. The 10 outcomes are presented as statements that reflect what many advanced societies around the world value and also reflect the specific concerns expressed by the thousands of people who participated in the earlier consultations leading up to this stage have said. Collectively, the 10 outcomes address three broad areas of community, environment and economy and can act as a fundamental framework to guide a more joined-up effort by government for public policy development. The paper then proposes a number of indicators that are linked to each outcome (52 indicators in total with another 7 under development) so that we can understand

where we stand now, look at how performance is trending, and then use this information to decide upon a course of action for the future.

Roughly, the choices for future action translate into: “A” - continue as is, “B” - improve upon the current state, or “C” - set a new direction. Accordingly, a score of “B” or “C” for an indicator means that improvement is needed. Staying above the details, we can then take a look at the overall picture to understand where more improvement might be needed. So, applying the scoring as described, where do we stand now with these outcomes?

In the table all of the indicators were weighted equally for this simple analysis. At this point, we might wish to dive into the details, debate whether specific indicators are appropriate, might have more or less weight, what are appropriate benchmarks to target, etc. but the overall point is that this approach provides a good starting point and some guidance on where one might target aspirations and choose to prioritize activity and resources. Importantly at this stage, there is a clear recognition and presentation of data that is, in some cases, positive, and in others, a cause for concern. Understanding where we

Outcome	Current Performance (by indicator)
<b>Community</b> <ul style="list-style-type: none"> <li>Safety and Security – We will feel safe and protected at home, work and in public.</li> <li>Learn and Grow – Our children will enjoy the best start in life.</li> <li>Vibrant and Inclusive – We will enjoy living in a vibrant and inclusive community.</li> <li>Health and Wellbeing – We will enjoy long, healthy, active lives.</li> </ul>	<p>A, A, A, A, C</p> <p>A, B, B, C (3 under development)</p> <p>A, A, A, B, C, C, C</p> <p>A, B, C, C (2 under development)</p>
<b>Overall</b>	<b>9 A, 4 B, 7 C</b> <i>(11/20 or 55% need improvement)</i>
<b>Environment</b> <ul style="list-style-type: none"> <li>Built and Historic Environment – We will value and enjoy our built and historic environment.</li> <li>Natural Environment – We will protect our unique natural environment for future generations.</li> <li>Sustainable Resources – We will use and manage our natural resources responsibly.</li> </ul>	<p>A, A, B, B, C, C, C</p> <p>A, A, A, C, C (1 under development)</p> <p>A, A, A, B, B, C</p>
<b>Overall</b>	<b>8 A, 4 B, 6 C</b> (10/18 or 56% need improvement)
<b>Economy</b> <ul style="list-style-type: none"> <li>Affordable Living – We will be able to afford a decent standard of living.</li> <li>Attractive Business Environment – Our island will be an attractive place to do business.</li> <li>Jobs and Growth – We will benefit from a strong economy and rewarding job opportunities.</li> </ul>	<p>B, C, C, C, C, C</p> <p>A, A, B, C (1 under development)</p> <p>A, B, C, C</p>
<b>Overall</b>	<b>3 A, 3 B, 8 C</b> (11/14 or 79% need improvement)



truly are with a dispassionate eye is critical. There is much work that remains to be done to ensure that the most relevant indicators are being used and that benchmarking is done against best global practice but, overall, this is good evidence-based stuff!

So where do private individuals and firms fit in this picture? What can each person or firm do to participate and contribute to a better future for Jersey? That's something worth pondering as we enjoy the beautiful paths and beaches, the great variety of activities and quality of life that Jersey provides. A place is defined by its people just as a company's success depends on the efforts of the people who work there. What would happen, for example, if everyone living in Jersey decided to be a little kinder to themselves and each other? Would that help to alleviate social isolation and break down social barriers? Would it help people to be more resilient? Would that improve health overall for people? What would happen if everyone took a few seconds to pick up a single piece of litter in their path? Or be more selective

in consuming energy and goods? Would that make a difference in how you feel about your environment and community? Would that help to protect and sustain our environment not only for us but also for our children and grandchildren? What if we were to “do the small things in a big way”? (from a speech to a graduating class of the University of Edinburgh in July 2017 by Justin Trudeau, Prime Minister of Canada).

So, how would you prioritize the 10 outcomes? What “small things” would you choose?

**Please share your thoughts by email to [contact@jerseypolicyforum.org](mailto:contact@jerseypolicyforum.org).**

**Do you agree?**

Please share your thoughts by email to [contact@jerseypolicyforum.org](mailto:contact@jerseypolicyforum.org). The Jersey Policy Forum is running a series of roundtable discussions to focus on understanding social and economic inclusion/exclusion in Jersey, education and population drivers and the development of a more comprehensive dashboard to assess how well Jersey is performing beyond GDP and GVA.