



# DIGITAL JERSEY

## 2017 ACHIEVEMENTS



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# INTRODUCTION

Digital Jersey's role as a facilitator, trusted adviser and business enabler, was pivotal to our success in 2017.

This document outlines that throughout all of our work in 2017, we have driven an island-wide culture change towards a Digital First agenda.



# DEVELOPING DIGITAL INDUSTRY KEY SECTORS

## FINTECH



100+

WORKED WITH JFSC ENCOURAGING TECH FIRMS TO FIND REGTECH SOLUTIONS TO FIGHT FINANCIAL CRIME

10+ TECH FIRMS NOW HELPED 100+ BUSINESSES THROUGH JFSC'S API PORTAL



MAPPED FUTURE ROUTE FOR DIGITAL INNOVATION IN FINANCIAL SERVICES WITH JFL AND MCKINSEY



SUPPORTED SOJ TO SCOPE REQUIREMENTS, TECHNICAL SPECIFICATIONS AND ENGAGING WITH INDUSTRY AND SUPPLIERS FOR EVID PROJECT.



HOSTED LONDON ROUNDTABLE TO ENGAGE INDUSTRY & EXPERTS TO HELP DRIVE THE INITIATIVE FORWARD.

## HEALTH



SUPPORTED HSSD'S DELIVERY OF DIGITAL HEALTH & CARE STRATEGY

### JERSEY'S FUTURE HEALTH TECHNOLOGY SUMMIT

200+

ATTENDEES

3

EXPERT UK SPEAKERS



### 4-DAY ARTIFICIAL INTELLIGENCE IN FINANCE RETREAT

120+

ATTENDEES

30

EXPERT GLOBAL SPEAKERS



## INTERNET OF THINGS



SUPPORTED THE LAUNCH OF JT'S CUTTING-EDGE LORA NETWORK



PROMOTED JERSEY AS A TESTBED & DEVELOPED EXPORT OPPORTUNITIES FOR MEMBERS

£500k

INVESTMENT SECURED FROM GOVERNMENT FOR AN IOT LAB



JOINED ETSI AT SMART CITY EXPO BARCELONA

5



DELEGATION OF 5 TECH FIRMS TO INTERNET OF HEALTH CONFERENCE, AMSTERDAM

## SKILLS & EDUCATION SUPPORTING DIGITAL



14



DIGITAL  
MARKETING  
GRADUATES

18



CODING  
GRADUATES

6



iOS APP  
DEVELOPMENT  
GRADUATES

12



DATA ANALYTICS  
GRADUATES



120

KNOWLEDGE-SHARING /  
SKILLS EVENTS

2660+

ATTENDEES

15



TECH COMPANIES REPRESENTED AT  
OUR JERSEY SKILLS SHOW SECTION

60



HOSTED A YOUTH HACKATHON  
WITH 60 ATTENDEES



WORKED WITH  
EDUCATION  
DEPARTMENT TO  
DEVELOP DIGITAL  
SECTION OF  
SKILLS STRATEGY



WORKED WITH  
SKILLS JERSEY  
TO PROMOTE THE  
INDUSTRY TO  
SCHOOL LEAVERS



DIGITAL SHADOWING  
SCHEME LAUNCHING  
THIS YEAR

## BUSINESS GROWTH



110



NEW MEMBERS  
THIS YEAR

295



INDIVIDUAL  
MEMBERS

61



SMALL BUSINESS  
MEMBERS

28



CORPORATE  
MEMBERS

9 → 25



NUMBER OF START-UPS USING DESKS IN  
HUB GREW FROM 9 TO 25

20



LAUNCHED 'DIGITAL START-UP' SCHEME  
ENCOURAGING 20 ENTREPRENEURS TO  
ESTABLISH A DIGITAL BUSINESS  
ON-ISLAND

5



NEW DIGITAL  
START-UP  
BUSINESSES

3



DIGITAL BUSINESS  
RELOCATIONS

35



ENDORSEMENTS FOR WORKING  
PERMISSIONS FOR HIGHLY SKILLED JOBS

105



ESTIMATED LOCAL  
JOB CREATION

100+

NEW EMPLOYEES  
IN 2017

2750

EMPLOYEES  
NOW WITHIN THE  
DIGITAL SECTOR

£54,000



AVERAGE SALARY

£600,000



ESTIMATED TOTAL TAX LIABILITY



# DIGITAL INDUSTRY

## REMOVING BUSINESS BARRIERS

In 2017 we aimed to make it easier for digital start-ups and small businesses to set up and do business. We achieved this by working with industry to identify and remove business barriers, and making access to information, talent and finance simpler.

We also continued to drive forward our digital sub-sectors to strengthen our current position in financial services and Digital Health, both of which will be supported by the development of the island as a testbed for product development.

### In 2017 we said we would:

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

### In 2017 :

1. We found a permanent solution to accessing skills from off-island by working with the Population Office to launch our [Digital Licensing Scheme](#). In 2017, the Licensing Scheme successfully endorsed 35 working permissions for highly-skilled people to join Jersey firms. The average salary has been £54,000, which generates an estimated total tax liability of £600,000+ per annum. Furthermore, these jobs are estimated to create an additional 105 local jobs, once new teams have been established.
- 2-3. In 2017 we launched the Digital Jersey Start-Up Scheme, which streamlines the business registration process for off-island firms. In 2017 we directly supported 3 digital business relocations and 5 new digital start-up businesses. Looking to 2018, this scheme will enable Digital Jersey to recommend that up to 20 new businesses should be granted a business license to establish themselves in Jersey for a 3 year period. This will address the specific challenges affecting the growth of all digital firms, both local and non-local, with high growth potential, looking to set up in Jersey.
4. Digital Jersey developed extensive policy options to encourage innovation, research and development, working with Social Security and the Government's Innovation team. Digital Jersey also hosted an [event](#) with local industry to discuss and address their views on Social Security contributions and the impact on digital start-ups. This work will continue into 2018 as part of Social Security's ongoing review of Class 2 Contributions.
5. Our signpost funding tool was built and launched with the aim of identifying your best route to finding funding. The tool meets a recommendation from the Government's Innovation Review and will be given prominence within our revamped website coming in 2018. The tool is available online [here](#).

# DIGITAL INDUSTRY

## DRIVE FORWARD DIGITAL SUB-SECTORS

### FINTECH

#### In 2017 we said we would:

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

#### In 2017 we:

1. Mapped a future route for digital innovation in Financial Services with JFL and McKinsey. In the first few weeks of the year, Jersey Finance committed to delivering a jurisdictional review of the Financial Services Industry. A key focus of this work was the impact of Digitalisation and Automation in the Finance sector. Digital Jersey worked closely with McKinsey and partners to deliver a strategy and action plan in this area, which is due to be launched in the early months of 2018. Involvement included participation on the senior Steering Group and the working group. Digital Jersey also provided detailed analysis of the digital skills and education gap facing the Financial Services workforce and will continue to drive deliverables in the digital space.

2. Digital Jersey has been working with the government on Blockchain related activities, with good progress made in identifying areas where the technology would have significant positive impact on the current process and a project has kicked off and go ahead to move forward obtained. Digital Jersey will continue to support from technical perspective and act as a bridge to experts, other jurisdictions and suppliers/developers.
3. Working groups were held to engage with local Wealth Managers and tech specialists to discuss new and relevant developments. Digital Jersey is will continue to engage with the sector in 2018 through input to Jersey Finance Wealth management conference and other events.
4. Two large Regtech projects run in 2017.
5. Worked with JFSC to launch a regtech solution to help fight financial crime with Jersey being the only jurisdiction to comply with the mandated deadline.
6. Working with Digital Jersey and the JFSC, 10+ local firms have now helped 100+ businesses through JFSC's API portal. "A solution that allows finance firms in Jersey to automatically transfer over 300,000 Beneficial Ownership records at a time, directly into the regulators' system, is a significant development in the growing world of regulatory technology, or 'RegTech'." – available here.
7. Supported the government with scoping of a Digital ID system for the financial services industry.
8. Shared KYC utility for the financial services industry. We worked together with SoJ, JFSC and JFL to scope requirements, technical specifications as well as engaging with industry and suppliers for eVID project. To help drive this forward, we hosted an off-island roundtable session, to engage with industry and experts on the topic.

# DIGITAL INDUSTRY

## DRIVE FORWARD DIGITAL SUB-SECTORS

### INTERNET OF THINGS (IOT)

#### In 2017 we said we would:

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

#### In 2017 we have:

1. Supported the launch of JT's cutting-edge LoRa Network and also developed relationships with key off-island partners to build professional networks for IoT education and cooperation within UCL and IDEA London.
- 2-3. Digital Jersey has secured funding to create a dedicated [Internet of Things Lab](#) to successfully establish Jersey's IoT sector. This approach will support the growth of

new and existing businesses in Jersey far beyond what would be achieved organically, by enabling innovative product development opportunities to increase revenue and create new jobs.

Digital Jersey signed up as a Founding member of an Industry Standards Group in a bid to drive the Internet of Things strategy. Digital Jersey has been invited to help produce the technology roadmap for evolving Smart Cities globally. As a founding member of the ETSI Industry Specification Group on City Digital Profile, Digital Jersey will be helping draw up and test the standards to help cities and regions obtain the most suitable technology options to improve quality of life for their citizens. – Information available [here](#).

### DIGITAL HEALTH

#### In 2017 we said we would:

1. Support launch and delivery of health technology roadmap within HSSD, including governance framework for Digital Health Strategy.

2. Facilitate emergence of relationships between local and off-island suppliers.
3. Re-introduce working groups to drive collaboration and solution building.
4. Facilitate review of Digital Health Strategy's first year.

#### In 2017 we have:

1. Supported the launch and delivery of the Health and Social Services' Department's Digital Health & Care Strategy. Organised a Future Health Technology Summit with 3 Expert UK speakers and 200+ attendees.
2. An example of this work includes Digital Health roundtable discussions between local firms & NHS CIOs in London.
3. Established Health & Care Technology Group to lay foundations of using Jersey as a digital health testbed.
4. Output in annual review for January 2018.



# DIGITAL INDUSTRY

## ADVISE ON BUSINESS CRITICAL PUBLIC POLICY

### In 2017 we said we would:

1. Co-ordinate industry views on Government's proposed Cyber Security Strategy and Data Protection Policy.
2. Fully understand and publicise data on the digital sector's development.
3. Analyse and publish information on the value of the digital sector based on data from the Manpower Returns.
4. Work with KPMG to analyse and publish information on the GVA value of the digital sector.
5. Measure the concentration of digital employment in Jersey and compare to EU/UK averages.

### In 2017:

1. Digital Jersey has been keeping Industry updated in this area through working with our Members to run public information sessions. Given that the focus of the work in this area for 2017 has been primarily for Government (ie new legislation/policy), the States of Jersey is taking the lead on progressing this important agenda. Digital Jersey has also been providing Industry views to Government on the Telecoms Strategy.
2. At the end of 2017, the Digital Sector employed around 2750 professionals, increasing by 100 over the course of the year. Data which helped define the Digital Sector was published [here](#), so too was information on inward investment into the sector, available [here](#).
3. Progress has been made to help Government update their datasets, so that information on the value of the Digital Sector can be analysed and published. The Standard Industry Codes which are used to classify the industry a firm operates in, need to be updated to reflect the Digital Sector. This work is ongoing within the Statistics Department and will continue into 2018 so that the sector can be monitored on an ongoing basis.
4. Due to technical difficulties with the approach selected to measure GVA, the survey was not able to produce data to a suitable standard. We will be revisiting this in 2018 to consider how we can gain meaningful data. In 2017 we have built an online application system for firms to advertise jobs, or to apply for business licences. This will become active in 2018 and will allow us to collate ongoing data on sector developments.

# DIGITAL SOCIETY

Throughout 2017, Digital Jersey has worked with the Education Department to work towards ensuring sufficient first-class training is available in core areas where the Industry needs to thrive. Digital Jersey has continued to develop the Hub as a focal point for the Digital community, more actively helping new joiners to settle and meet like-minded people.

## CREATION OF A DIGITALLY SKILLED WORKFORCE

### In 2017 we said we would:

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

### In 2017:

1. We up-skilled 50 students via four industry-led courses:
  - 14 Digital Marketing graduates
  - 18 Coding graduates
  - 6 iOS App Development graduates
  - 2 Data Analytics graduates
  - We also hosted the Channel Island Information Security Forum cyber security training.
- 2-3. We identified current skills gaps in the local market, both within schools and industry. Digital Jersey worked with the University of Exeter on a detailed set of interviews and analysis of the digital skills gap in Jersey. Recommendations from this will form the bulk of our work in this area in 2018. This included gathering the views of Head Teachers and Heads of Computing from local schools. We also worked with the Education Department to develop a digital section of the Skills Strategy.

# DIGITAL SOCIETY

## DEVELOP THE HUB AS A FOCAL POINT FOR THE DIGITAL COMMUNITY

### In 2017 we said we would:

1. Publish package of Member benefits for new businesses e.g. preferential rates for professional services.
2. Launch series of company roadshows with local firms to explain benefits of involvement with Digital Jersey.
3. Play active role as a member of Barclays Eagle Lab steering group through signposting, promotion and sharing best practice.
4. Run number of events monthly attracting 20-80 relevant attendees e.g. Hackathon, eGamers weekend and Women in Tech.
5. Work with BCS and sponsors to deliver TechWeek 2017 – an extension of TechFair.
6. Collaborate with Highlands to provide online information on digital career opportunities.
7. Run a digital skills course during school holidays for students (subject to funding).
8. Run a Women in Tech Roadshow across Island schools to address the industry's gender imbalance.
9. 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.

### In 2017:

1. A detailed package of support for Digital Jersey members has been developed, including mentor list and resources.
2. This objective evolved as the year progressed. We hosted numerous tours of the Hub for interested parties and conducted outreach, but placed emphasis on promoting the industry to school leavers and job seekers. We worked with Skills Jersey to promote the industry and also launched a Digital Shadowing Scheme for students.
3. The Barclays Eagle Lab is growing and is a useful complement to the Hub, providing users with access to business advice, work space, 3D Printers and Laser Cutters
4. This year we focused on events which developed skills or shared knowledge. We ran over 120 events with over 2660 attendees. We also hosted a Youth Hackathon, two eGamers finals and several Women in Tech events.
5. On discussion with BCS it was decided that Techweek would be rested in 2017; however, we still achieved many of the student-focused aims. This was achieved through running a digital section for the first time at the Jersey Skills Show, where we co-ordinated representation from 15 Tech companies.
6. Information on digital career opportunities has been provided to Highlands, and updated throughout

the year. We also updated and expanded our Skills brochure which is available in hard copy and online and includes profiles, apprenticeships and online courses.

7. Continued to support teenage educational charity, Jersey Coders with their weekly meetings of around 35 to 40 kids learning to code. Hosted a Youth Hackathon, with 60 attendees. Continued to host the Grainville School Business and Enterprise students – hosting two year groups a week and bringing in tech industry mentors.
8. We ran regular Women in Tech seminars throughout the year, including bringing over technology evangelist, Dr Sue Black to the island. We invited all the schools to bring their students to hear Dr Black. Information available [here](#).
9. Successfully encouraged more of the digital workforce to be involved in the Hub and this year the number of members has increased noticeably. Number of start-ups using desks in Hub grew from 9 to 25 and hot desks got busier with meeting room bookings noticeably increasing throughout the year by around one-fifth. In total we welcomed 110 new Members in 2017 ending the year as follows:
  - 295 Individual Members
  - 61 Small Business Members
  - 28 Corporate Members

# DIGITAL SOCIETY

## DRIVE AND SUPPORT A DIGITAL FIRST AGENDA

### In 2017 we said we would:

1. Help deliver key eGov initiatives, review output of Estonian e-Governance Academy and agree next steps with Government.
2. Facilitate industry engagement between eGov and the Design Authority.
3. 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).
4. 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.
5. Work with Jersey Arts Trust in bringing together cultural creativity with the digital sector.

### In 2017:

1. Worked with States of Jersey Corporate Management Board & eGov team to review Estonian approach to eGov with Siim Sikkut, Estonian Government CIO. SoJ Health and Social Services Department were also part of the delegation to Tallinn to see eGov in action.
2. Engagement was facilitated through public sessions run in the Digital Jersey Hub.
3. An independent assessment looking at the viability of free wi-fi in St. Helier was completed, funded jointly by Digital Jersey & the Parish of St Helier. Decision taken not to progress the project due to lack of business case.
4. Worked with the Department for Infrastructure to introduce PayByPhone to almost all carparks & on-street parking.
5. Supported a Virtual Reality art exhibition - 450 Islanders attended FLUX ZERO, a pop-up exhibition that combined work by local tech developers and local artists, with virtual reality and 3D printing. Event was supported by Digital Jersey and Jersey Arts Trust.

# GLOBAL REACH

Throughout 2017, Digital Jersey worked 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.

## PROMOTE LOCAL BUSINESSES OFF-ISLAND

### In 2017 we said we would:

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

### In 2017:

1. A delegation of tech firms attended the Internet of Health Conference, Amsterdam, where we promoted Jersey as a testbed & developed export opportunities for members.
2. Quarterly industry forums held with our partner economic development agencies to coordinate off-island promotional activity: Jersey Finance, Locate Jersey, Jersey Business.
3. Trade delegation to Estonia achieved in 2017 (as well as Amsterdam referenced in point 1). Representatives included private sector firms: C5 and JT, as well as Health and Infrastructure representatives. Blog available [here](#). Also held an off-island Fintech roundtable on the topic of Financial Passport/Digital Identity.
4. Developed relationships with key off-island partners to build professional networks for IoT education and cooperation within UCL and IDEA London.



# GLOBAL REACH

## PROMOTE JERSEY TO CUTTING-EDGE DIGITAL FIRMS AROUND THE WORLD

In 2017 we said we would:

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

In 2017:

1. Website built and is available [here](#).
2. 30 Artificial Intelligence experts from around the world came to Jersey to take part in a 4-day AI Retreat with around 120 local industry representatives.



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