

# States of Alderney Policy Committee Press Release

For immediate release: 15<sup>th</sup> August 2013

## Progress on the States of Alderney Strategic Plan

Earlier this year we produced an outline proposal to introduce a strategic plan for Alderney. The main elements of the plan were described as follows:



This report gives an update on progress on each of the main elements of the plan.

### 1. **Energy Plan** (but see Economic Development):

Over the past few months we have been working with the Energy Saving Trust (EST) from the UK.

It is recognised that Alderney faces a unique predicament in terms of the production of clean, low cost, secure energy supplies. The long-term future is known even if the precise timing is unsure - Alderney Renewable Energy is developing a project to deliver tidal power and/or deliver power from an interconnector which will link France and the UK. The dilemma is in identifying and recommending an energy strategy that has this end point in mind, but that also offers a way out of steeply rising energy prices in the interim. We aim to propose a programme of work focused on reduction of demand for heating, through insulation, solar hot water installation and other measures, and we will also focus on electricity supply with a view to establishing community led projects which will deliver a sustainable supply of alternatively sourced power.

It is anticipated that a consultation document will be available early autumn, offering the community the opportunity to get involved in the solution to this crucial issue for Alderney

### 2. **Population Plan**

This has now been subsumed into the work in the Economic Development Plan streams.

### **3. Service Delivery Plans**

These are now completed and will be published before the end of August. All staff in our organisation have been consulted on the plans which include a series of key performance indicators and relate to customer service standards. We are now moving on to the plans for 2014.

We have used the services of a former director at the Audit Commission in the UK who has been assisting us with a root and branch investigation into how States Works operates. The recommendations from that work will have a far reaching impact on the way we deliver public services in the future.

### **4. Workforce Plan and HR Strategy**

This is now complete. The States of Alderney Human Resource Strategy sets out our plan to ensure that the recruitment, management and development of our staff meets with the aims set out in our Strategic Plan.

#### **Workforce planning means:**

- Having the right structure – in terms of levels, people and numbers.

#### **Performance management means:**

- Doing the right things –measuring with performance management processes and targets.

#### **Training and development means:**

- Doing them right – identifying skills gaps and addressing them through appropriate training and development solutions.

#### **Welfare means:**

- Looking after our people – sickness absence, Health and Safety, Equal opportunities and keeping staff informed.

### **5. Marketing Plan**

This is completed (but see Economic Development). The Marketing Function will support the Alderney tourist economy by:

- Effectively communicating the attractions of the island to the widest number of visitors.
- Providing a tourism brand framework that differentiates the island from other destinations and persuades visitors to come.
- Support a tourist event calendar that draws visitors with particular interests and extends the tourist season.
- Encourage visitors to make the most of their trips to the island and to use the commercial facilities that are available.

## 6. Economic Development Plan

This section of the plan is the most detailed and will drive population growth and includes marketing matters for economic development. The Alderney Enterprise Group, a collection of people from Alderney, Guernsey and the UK, have joined forces to deliver four key strategic plans:

### ➤ Business Development

#### **VISION**

**To ensure a prosperous future for residents and businesses of Alderney based on the objective of sustainable economic development.**

To support this vision, the Business Development team will develop a comprehensive set of objectives with specific States actions. Emphasis will be placed on developing a flexible policy framework that will provide the best options for attracting retaining and growing businesses on Alderney.

### ➤ Transport

#### **VISION**

**To increase capacity, enhance reliability & reduce the cost of commercial transport links to the island thus enabling a secure and prosperous future for Alderney's residents and business.**

To support this vision the Transport Development Team will develop a set of comprehensive objectives with a clear, timescale defined, action plan for the States of Alderney to action.

### ➤ ICT

#### **VISION**

**To ensure a prosperous future for existing and potential residents and businesses by the positive use of ICT.**

Investing and building a world class ICT Infrastructure as a catalyst for growth and prosperity enabling education, commerce and e-government and resident wellbeing

### ➤ Energy

#### **VISION**

**To ensure a prosperous future for residents and businesses of The States of Alderney based on the objectives of energy security, environmental sustainability and economic development.**

To support this vision, the Alderney Enterprise Group will develop a clear set of comprehensive short, mid and long-term and objectives (2, 5 and 10 years) with specific States actions. Emphasis will be placed on developing a flexible policy framework that will provide the best options for maximizing our energy independence, becoming environmentally sustainable and contributing to future economic development opportunities.

We will work with a PR specialist in delivering a marketing strategy to attract people and businesses to Alderney, delivering Strategic Objective number one: secure our economic future with a growing population.

## **7. Medium Term Financial Plan**

Still in preparation. Largely dependent on the outcome of the economic development plans.

## **8. Environment Plan**

This is under discussion with key stakeholders including the Alderney Wildlife Trust.

## **Ends**

### **Notes to editors:**

Our strategic Objectives are:

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1. Secure our economic future with a growing population;
  2. Protect and promote our environment and heritage;
  3. Improve the quality of life for all;
  4. Modernise and improve service delivery and use of resources.

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