

States of Alderney

Business Development Tourism and Marketing Press Release

For immediate release: 7 August 2013

Alderney sets sail with a joined up strategy to improve the commercial viability for the Island.

At about the same time that the Island census hit the streets highlighting the impact of population changes, the States of Alderney was busy pulling together some of the most influential and well connected Islanders to develop a new commercial strategy for the next decade and beyond. This work is part of the development of a strategic plan for Alderney, most of which is now coming together. We have the first drafts of

- the Energy Plan,
- the Service Delivery Plan
- the Workforce Plan and HR strategy
- the Marketing Plan (tourism)
- Economic Development Plan

Population is subsumed into the work streams in the economic development plan – the rationale being that all the work being done here will result in more people and more jobs. Energy is so important that it will also be a work stream in the Economic Development Plan. We have been working with the Energy Saving Trust from the UK to develop that plan and we are nearing the point where the initial consultation can begin.

Titled **“Island Prosperity - A Focus for Change”** an initial one-day workshop was held on the 18th June, where nineteen individuals including States Members, entrepreneurs, specialists from the Bailiwick and the UK were brought together to explore the strengths, weaknesses, opportunities and threats facing the Island.

Under the banner The Alderney Enterprise Group (AEG), these nineteen Individuals were locked in a room for a day to examine the critical issues that are affecting the Island’s attractiveness as a location to start or expand a business. The group was

tasked with examining what was required to put Alderney on the short list for companies when they are looking for a new location for their business.

The group was brought together to come up with real action plans and not just chat and drink coffee and the environment was electric at times with strong ideas and real passionate debate about what was needed to be done. The group focused on what could be implemented quickly and ideas that could create a real legacy for the Island.

Mindful that one of the greatest draws to the Island is its heritage and beauty the group was constantly reflecting on the impact of their ideas, striking a balance between commercial demands and the environment.

The seven objectives of the strategy are to:

- ✓ Create significant awareness;
- ✓ Stimulate business growth;
- ✓ Expand job opportunities;
- ✓ Enhance the fiscal base;
- ✓ Strengthen the area economy;
- ✓ Raise standard of living for residents; and,
- ✓ Increase competitiveness.

AEG has created four action plans and within four weeks of the initial meeting have developed a vision, strategy and series of stepping stones to implement the objectives. These four action plans are now in the process of being presented to the States of Alderney for ratification and budgetary/resource planning.

The four action plans are:

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

3. **Information Computing and Technology**

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

4. **Energy**

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

Individuals from the original nineteen participants have taken up the responsibility to drive each of the separate action plans, having identified a States Member as the political counterpart for each project.

As an example of one of the action plans, the Business Development team have already started to streamline the way in which commercial enquiries are dealt with and responded to when they contact the Island. A small benchmarking study was carried out to see how other cities, countries and islands maximise the conversion from prospect to trading company and the plans are already in hand to dramatically improve and simplify the conduits to Information. The objective is within a year to attract ten companies whom in turn will employ ten individuals, bringing revenue, skills and over a hundred new people to the Island.

A prospectus will be published detailing the four action plans, identifying the individual team members, objectives and timelines and start the public consultation process where appropriate. These are exciting times for the Island and States Members involved in these projects are encouraged by the enthusiasm of this group of Islanders and off Island specialists who have clearly risen to the challenge.

Ends

Roy Burke:

01481 822816

roy.burke@gov.gg