

## **States of Alderney Strategic Aims 2015/2016**

**Social/Community** to achieve a sustained reversal of population decline, with particular emphasis on families and younger people. To create a business environment encouraging improved earnings and living standards.

**Environment** to develop an Environmental Plan for the island in order to maintain and preserve the unique Alderney landscape, built heritage and diversity in natural assets, including review of waste management strategy. To review and update planning laws to better meet island needs.

**Economy** to undertake a series of measures likely to improve the level of economic activity and sustainability including

- Transport links. To define and agree with suppliers minimum acceptable service standards for air services to and from Alderney, sufficient to achieve social and economic objectives. To investigate and promote appropriate sea transport. To ensure airport is fit for purpose.
- Business Development. To market Alderney as a relocation destination for employers and small businesses, together with wealthy retired individuals. To explore targeted tax breaks for key groups, e.g. artists, performers.
- Regulatory businesses. To build upon the success of the AGCC with new areas of regulation, e.g. Anti-Money Laundering Centre of Excellence, and attract associated business departments, such as on-line betting marketing.
- Telecoms/Data. To obtain independent analysis of existing links and establish adequacy for business and economic strategy in the future.

**States Assets** to properly document and produce plan for all key States assets, particularly forts and land. To preserve and where appropriate permit sensitive development of these for the benefit of the island.

**Tourism** to continue with existing strategy of targeting key niche markets, particularly built heritage and natural environment through Living Islands. To continue developing cost-effective and efficient delivery methods of promotion e.g. website, electronic media and develop 'on-island' marketing capacity.

**Energy** to support tidal energy developments and FAB link. To ensure safe, reliable supply of electricity, exploring renewable generation and storage options as appropriate to the island's needs.

**Marina** to promote and encourage development of a marina, capitalising on Alderney's ideal location in the English Channel, for the benefit of the economy. To engage with competent professionals in developing a fully detailed planning brief.

**Guernsey and Transferred Services** to review and update financial and operational agreements between the two islands, to our mutual benefit. To review each transferred service and gain greater involvement in planning and delivery, with a view to optimising user experience and cost-effectiveness.

**Government** to continue reviews of structure, to ensure effective and efficient delivery of services including economic planning and marketing.

**Communications** to continue developing simple communications vehicles to ensure a well-informed population, with transparent States debate and decision-making.

**External Relations** to continue promoting links and joint-working with other Crown Dependencies, UK and France with a view to supporting developments in areas of mutual interest