## **Guernsey's Economic Development**

## 2. Summary of Strategic Aims and Timescales







	Area	Page reference in framework document	Strategic Aim No	Description of Strategic Aim	2014 Q1	2014 Q2	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	2015 Q4
Objective 1:  Developing our existing economic sectors	Finance Sector Development Strategy	Pages 20 – 21	1	Ensure the continued support, development and diversification of the financial services sector		Finalise	and laun			tion and d	lelivery of	strategy
	Retail Sector Development	Pages 22 – 23	2	Support the continued development of the retail sector in Guernsey as an important economic sector	Strate	egy launch	complete On		plementa	tion and d	lelivery of	strategy
	Tourism / Visitor Economy Development	Pages 24 – 25	3	Build on the marketing, promotion, and travel trade business development work already undertaken by creating an integrated visitor economy development plan					e and lau	nch plan ntation ar	nd deliver	y of plan
	eGaming	Pages 26 – 27	4	Support initiatives and policies to derive greater economic benefit from the eGaming sector							On going	g activity
	Other Economic Sectors	Pages 28 - 29	5	Continue to support the development of other sectors of the economy in line with achieving the strategic aims of the Economic Development Strategy							On going	g activity
Objective 2: Supporting emerging sectors	Mechanisms to support emerging and developing sectors	Pages 31 - 32	6	Continue to ensure that the States of Guernsey is pro-active in supporting emerging and developing sectors of the economy							On going	g activity
	Developing the ICT / Digital Sector	Pages 34 – 36	7	Ensure that the infrastructure is in place to develop a competitive Digital / ICT provision on the Island.			Finalise	policy op		mentatio	n of policy	options
		Pages 37 – 38	8	Develop Islanders' Digital Skills			Produce	Digital S	kills Strat	egy Implemer	ntation of	strategy
		Page 39	9	Achieve diversification of the economy by encouraging and facilitating the development of the Digital sector					tion into	incubator	recomme	ndations

	Area	Page reference in framework document	Strategic Aim No	Description of Strategic Aim	2014 Q1	2014 Q2	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	2015 Q4
	Developing the Creative Industries Sector	Pages 40 - 43	10	Support initiatives and policies to develop the Creative Industries sector			Suppo	ort for Cre	eative Aca	demy stu	dent On going	activity
	Skills	Pages 47	11	Establish the Skills Strategy Delivery mechanism	<b>—</b>	Re-align	n delivery	mechanis Delive		ing activi	ity / annua	al review
		Pages 48 - 49	12	Increase workforce participation							On going	g activity
Objective 3:		Page 50 – 51	13	Improve the skills of the working population in line with the needs of employers in all sectors							On going	activity
Making Guernsey work for		Page 52	14	Gather maintain and utilise skills related data				Conduc			Gap Analy	<b></b>
business – helping businesses get the best	Ways of achieving more effective promotion of Guernsey to businesses, investors and clients	Page 54	15	Achieve greater audience understanding and articulate Guernsey's proposition		•	Launch of				; activity, t motion	o include
from Guernsey		Page 55	16	Develop a "Business in Guernsey" Identity to encourage investment in the Island			Launch			_	g activity, motion	to include
		Page 56 - 57	17	Developing channels of Communication to promote the "Business in Guernsey" brand effectively			Launc		web porta		iness pron	notion
	Support for business (financial)	Page 58 - 59	18	Investigate the establishment of an "angel" investment fund		•			estigation olementat		ending on	findings

	Area	Page reference in framework document	Strategic Aim No	Description of Strategic Aim	2014 Q1	2014 Q2	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	2015 Q4
Objective 3:  Making Guernsey work for business – helping businesses get the best from Guernsey	Support for business (non financial)	Page 61	19	Ensure appropriate levels of regulation and legislation					Comple	• • • • • • • • • • • • • • • • • • • •	nvestigation follow up	•••••
		Page 62 - 63	20	Investigate ways of overcoming barriers to doing business in Guernsey				•			vestigation	•••••
		Page 64	21	Provide advice and support for business			Delive		ness Skills going deliv		me pport for l	business
	Connectivity and infrastructure	Page 66 - 67	22	The provision of reliable, sustainable and affordable air links							On going	g activity
		Page 68	23	The provision of reliable sustainable and affordable sea links							On goin	g activity
		Page 69 - 70	24	Ensure an adequate supply of commercial premises and investigate the affordability of commercial premises							On goin	g activity
		Page 71	25	To ensure the provision of sustainable energy supplies							On going	g activity
Objective 4: Tracking the developme nt of our economy	Tracking the development of our economy	Page 73 - 74	26	Continue the development of the economic data set in order to measure and track the performance of the economy in the Bailiwick of Guernsey				•	Improve	ements to		g activity
		Page 75	27	Achieve a greater understanding of the various business needs in the Island.				•		- initial re	anding of esearch On going	<b></b>