Jersey Business Encourages Participation in IoD Jersey Survey

15th January 2025

As part of our commitment to fostering a thriving business environment in Jersey, we are pleased to support the IoD Jersey's initiative to gather valuable insights from the business community. The IoD Jersey has set ambitious objectives for 2025, and your input is crucial in shaping a manifesto that reflects our collective vision for a prosperous Jersey.

With the upcoming elections less than 18 months away, the IoD Jersey aims to prepare a comprehensive manifesto based on the perspectives of its members. This process will be methodical and data-driven, starting with a survey to assess economic confidence and gather evidence on the current economic situation in Jersey. The survey will include contributions from the Chamber of Commerce, Jersey Business, and Digital Jersey.

On 24 April, IoD Jersey will host a debate to conduct a SWOT analysis of our island. This discussion will focus on leveraging our strengths into opportunities and addressing weaknesses that threaten our economic sustainability. Further details about the debate will be shared soon.

Following the debate, working groups will be formed to develop a vision and strategy for Jersey, informed by the survey data and member input. The resulting manifesto will aim to guide potential candidates on the necessary steps to sustain and grow our island economy.

We encourage all members of the business community to participate in this important survey. It will only take 10 minutes of your time but will provide

meaningful data to shape the future of Jersey's economy. Your feedback will also inform our interactions with key government departments and ministers.

Please complete the survey here: The survey will close on 31 January 2025.