

OUR YEAR IN REVIEW

The Jersey Business team has supported businesses of all sizes and sectors through a turbulent year.

As we start 2021, we wanted to share our reflections on what we delivered online in 2020 and our plans for this year.

Scroll down to view 



“Jersey Business are so helpful! Always there to answer a question or give advice.”



2020 REFLECTIONS GRAEME SMITH

Chief Executive Officer

This time last year, as we started 2020, I expected the principal challenges facing the business community to be the transition through Brexit and ensuring continued sustainable economic growth in Jersey.

We still face these challenges, however COVID-19 has fundamentally changed everything.

We have all been through periods of shock, disbelief, frustration and absolute focus on what needs to be done. In reflecting on last year, I feel Jersey adapted quickly and pulled together and I am immensely proud of the positive part our team at Jersey Business played.

As we navigated our collective response to this once in a lifetime crisis, the skills of the Jersey Business team have been tested but we've proven to give really valuable support and guidance. By constructively challenging but always supporting both Government and the business community, we helped to deliver the critical advice and financial support that in normal times would have taken years to put together. We were and continue to be the much needed and trusted 'sounding board' for business.

We've shown judgement, drive, adaptability, perseverance, resilience, agility and, above all, empathy for business leaders and their teams. The statistics in this review captures much of our impact this year, but it is the heart-felt messages and unprompted feedback from clients telling us about the real difference we've made, that resonates with me and the team.

At the same time, I remain cautious. We are not at the end of this medical crisis and we are only partway through what will be a prolonged economic one.

Now we are in 2021, we need to ensure the positive changes, such as better use of technology, the agility and braveness of decision making, and the collaboration across Government, business and agencies like ours, are retained and built upon. One of Jersey's core strengths should always be our ability to innovate and adapt far quicker than larger economies.

Planning and delivering a coherent 'rebuild strategy' is critical if we are to rebound stronger. We must make the most of the closer and better-informed relationships with the business community, value the whole of our community and mobilise the incredible talent we have on this small Island. We need to be brave. We need to be prepared to accept we will make some mistakes. We need to never be afraid to take on balanced risks. The COVID-19 pandemic has already led to innovation and transformation. We need to leverage this. And yes, in addition to COVID-19, we will help businesses to navigate the implications of Brexit.

As a new year starts, I hope you have had the opportunity to reflect on all aspects of 2020 and, in doing so, are in a good place to plan for the inevitable challenges and opportunities this year will bring.

The team at Jersey Business are here to support you in 2021 and beyond.

WE GUIDED YOU TO THE INFORMATION YOU NEEDED

“Jersey Business has been excellent in giving small-medium sized businesses help in these troubling times. Businesses like ours do not have access to lawyers/ HR professionals so, it was the 1:1 that was great for us.”

“The advice supported my thoughts and gave me encouragement that I was right. The team was always there to give help and advise.”

 **20,687**
downloads from our website

 **1,043**
newsletter sign ups
x8 fold increase on last year

 **71,081**
website users

“The speed of your responses and information is so reassuring and helping us so very much to keep going.”

GAVE YOU ACCESS
TO PROFESSIONAL
FREE 1:1 SUPPORT

1:1 Commercial property consultations **59** 

 **194** 1:1 HR consultations

1:1 Business Health Check consultations **59** 

 **36** 1:1 Legal consultations

SUPPORTING
BUSINESS DURING
2020

HELPED YOU
TO MAKE DECISIONS
ABOUT YOUR BUSINESS

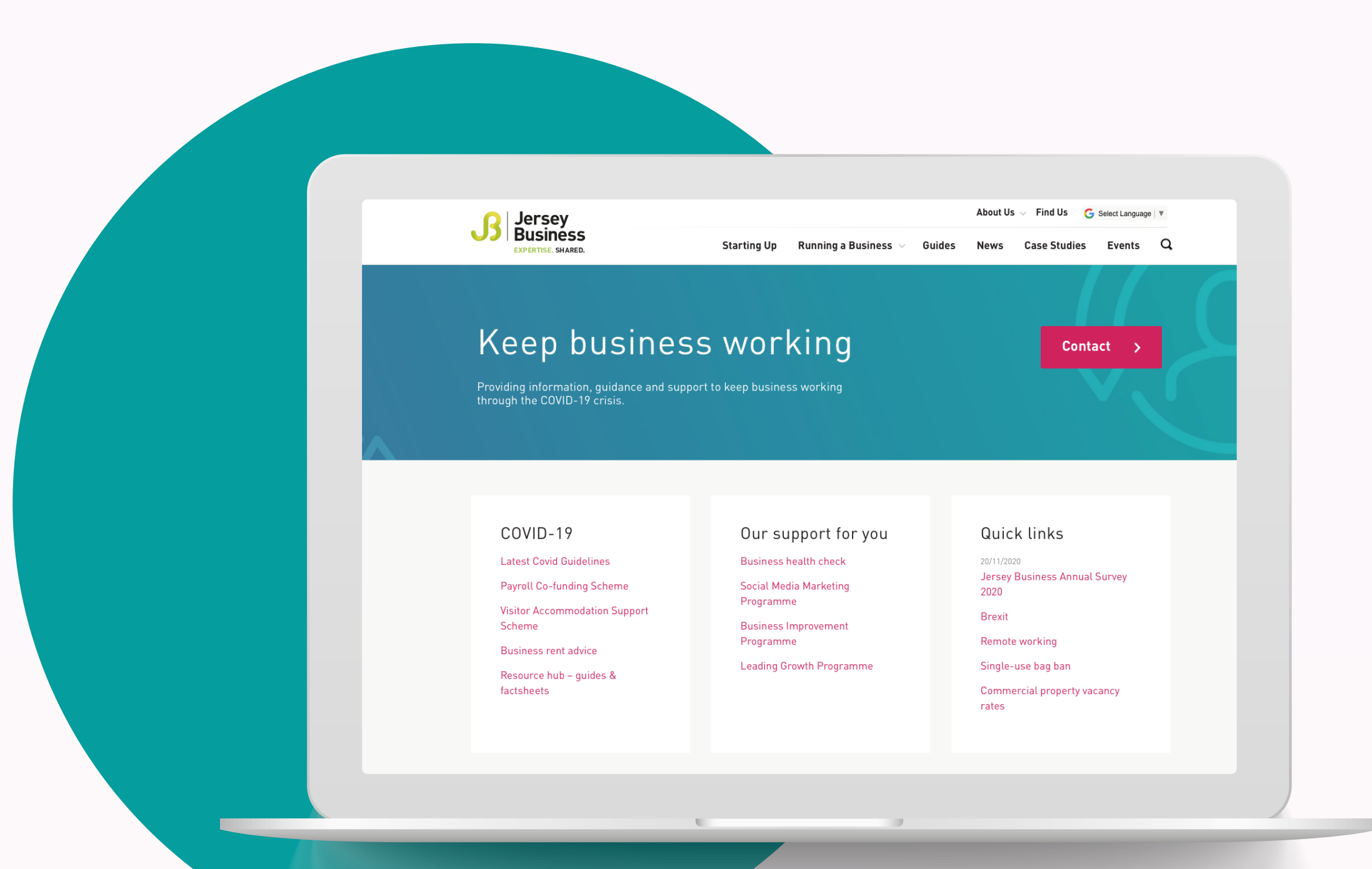
Delivered critical business programmes

Leading Growth Programme	Business Improvement Programme	Social Media Marketing Programme
12 Businesses	10 Businesses	34 Businesses



11 webinars hosted
16 events hosted
417 event attendees

GAVE YOU GREATER
CONFIDENCE ABOUT YOUR NEXT STEPS



8.5
scored for Credibility
★★★★★

8.7
scored for Integrity
★★★★★

8.3
scored for Excellence
★★★★★

8.3
scored for Expertise
★★★★★

data obtained from 2020 Customer Service Satisfaction Research

“Every time I got in touch either by email or phone I was greeted with someone very helpful and always got my questions answered.”

“I just wanted to say that you're doing a great job of providing updates to the retail community. I'm finding it all very useful and appreciate you focusing on the salient points - keep up the great work.”



LOOKING FORWARD ALEXIA MCCLURE

Chief Operating Officer & Deputy CEO

As Jersey's business development agency, our vision is to build a prosperous business community by supporting leaders to make better decisions and accelerate their organisation's success.

Whilst 2020 was perhaps the most challenging year in living memory for many organisations in Jersey, we can now see that the COVID-19 vaccination programme is enabling Jersey to slowly ease trading restrictions. We hope this will help businesses to revive and encourage those with opportunity to thrive. In a still uncertain year, we remain focused on supporting business leaders in good times and in bad.

As we start a new year we also need to look forward. We need to ensure that 2021 is the year we start the journey to 'create a sustainable, vibrant economy and skilled workforce for the future' which is the overarching aim of the recently published 2021-2024 Government Plan.

In 2020 our team showed that we could adapt at pace to provide the support needed by the business community. We will continue to work in a proactive, collaborative way and so our priorities for 2021 will be focussed on the following themes:

Industry Planning

- We will work with government, industry bodies and business leaders to develop coherent and joined up plans for industry sectors that are the foundation of our economy.
- We will develop new initiatives and programmes that meet the short, medium and long terms objectives of these strategies.

Business Investment

- We know that the pandemic has severely depleted the cash reserves and has stretched levels of borrowing in many businesses so their ability to invest for the future is severely limited.
- We will work with Government to see if we can establish and administer a programme of grant and/or soft loan support to assist businesses make critical new investments focussed on growth, export, productivity, technology, resilience and living wage job creation.

Business Growth

- We will continue to provide direct 1:1 advisory support to new and existing businesses, building on the strong relationships we have developed both before and during the COVID-19 crisis.
- We will continue to invest in our website and online knowledge sharing capability and, when restrictions allow, we will resume our programmes of leadership and skills development events and programmes.
- We will launch our 'Build your Business' start-up programme to ensure that new businesses have the toolkit and skillset to maximise their chances of sustainable success.

Business Efficiency

- We will provide proactive 1:1 specialist advice and workshop led support to enable businesses to improve processes that increase efficiency and productivity and stimulate investment in new technology.

Skills

- We will deliver workplace skills development that will enable businesses to invest in growing the skills they need for the future.

Our own organisation

- We will continue to practice what we preach by investing in our team, who are the foundation of our success, and in new technology that delivers efficiencies in the way we operate.

No doubt 2021 will be a challenging year as we navigate the post COVID-19 journey, but we are focused on realising the opportunities that this changing environment will bring and in encouraging and supporting Jersey's entrepreneurial spirit.

Whatever 2021 brings, we'll be there to offer independent advice and practical guidance to Jersey's business community.