

THE ISLAND IDENTITY PROJECT

Project Update 2026

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Ministerial foreword

As Minister for International Development, I am proud to present this update on the Island Identity Project, an initiative that asks a simple but important question: what makes Jersey special, and why does that matter?

Since its inception in 2019, the project has helped us better understand the qualities that shape our Island: our heritage, our sense of community, our global outlook, and the deep pride we take in calling Jersey home. From strengthening cultural strategies to enhancing how we present Jersey internationally, this work has laid a strong foundation for the years ahead.

We can be proud of what has already been achieved: the adoption of Liberation Day as our national day; the designation of “Beautiful Jersey” as our anthem; the creation of new Ambassador Packs and educational resources; connecting Jersey’s diaspora; and important contributions to cultural strategies and international engagement. Together, these accomplishments reflect a growing confidence in Jersey’s unique story and values.

As we look to the future, it is equally important to recognise that some recommendations from earlier phases of the project remain ongoing or have not yet been taken forward. I am committed to ensuring that this work continues, progressing unfinished actions where they still carry value, revisiting proposals that merit renewed attention, and ensuring that nothing of long term importance is lost simply due to timing or capacity. This sustained focus will ensure that the Island Identity Project continues to evolve in a deliberate, thoughtful, and impactful way

But identity is never static. It reflects not only who we have been, but who we aspire to become. Going forward, I intend the next phase of the Island Identity Project to look outward and ahead, developing a shared **vision for Jersey’s future** that our whole community can unite behind. This vision will be shaped with Islanders, through open engagement, collaboration, and participation across all ages and backgrounds. It is my intention for this vision to form part of the next CSP.

One compelling idea emerging from recent work is the vision for Jersey to be known as a philanthropic Island, defined by generosity, service, and a strong sense of international responsibility. This builds naturally on the remarkable contributions Islanders already make every day. Jersey Overseas Aid exemplifies our commitment to “paying it forward” globally, while thousands of Islanders strengthen social bonds and enrich community life by volunteering across hundreds of charities. Being known as a philanthropic Island strengthens Jersey’s appeal to NGOs, increasing the likelihood that they will establish a presence or base their headquarters here.

Jersey’s philanthropic character is evident in the scale and vitality of its third sector. According to the latest Jersey Charity Commissioner report, the Island is home to 487 charities and around 11,000 volunteers. Proportionate to our population, this makes Jersey’s charity sector

exceptionally large. Beyond their economic and social contributions, charitable organisations also play a vital role in stewarding Jersey’s culture, heritage and twelve municipalities helping to preserve and enrich what makes our Island unique.

By bringing together our heritage, our aspirations for the future, our generosity, and our vibrant civic spirit, we have an opportunity to articulate a compelling vision of what Jersey can become, one that celebrates who we are, defines who we want to be, and gives us all something meaningful to strive toward.



Deputy Carolyn Labey
Minister for International Development
Lead on the Island Identity Project

Introduction

The Island Identity Project, led by the Minister for International Development, seeks to deepen understanding of Jersey's unique character, strengthen Islanders' sense of belonging and pride, and support a more coherent and positive presentation of Jersey internationally. By bringing together cultural insight, community perspectives, and strategic policy thinking, the project aims to ensure that Jersey's identity is both understood and celebrated.

Recognising the importance of this work, the Government established a Policy Development Board in October 2019 to explore how Jersey's distinct qualities could be better understood, enhanced and applied for the Island's benefit. Chaired by Deputy Labey and composed of 12 Islanders from diverse backgrounds, the Board examined public views, consulted experts and key institutions, and reviewed existing research and strategy documents.

In 2020, the Board published a [consultation document](#) containing 48 recommendations, opportunities, and ideas to support the project's objectives.

This report provides an update on progress against those recommendations and sets out the Island Identity Project's achievements as of March 2026.

Project objectives

The overarching objectives of the Island Identity project are as follows:

- That people living in Jersey are civically engaged and proud of their Island;
- That Jersey has a recognisable and positive international personality; and
- That public policies coherently support and develop Jersey's distinct identity.

The specific goals of the project include:

- Conserving what makes Jersey look and feel unique and express our distinctive character and heritage;
- Improving public awareness of our constitution and history, including understanding ourselves as a country, or small Island nation;
- Nurturing a stronger sense of citizenship and engagement in public life;
- Addressing alienation and social exclusion, and ensuring all Islanders feel they belong in Jersey whatever their background;
- Expanding the international narrative about Jersey;
- Developing Jersey's distinct international personality, separate from that of the UK but with strong connections to Britain, France and other European countries and the Commonwealth; and
- Celebrating and better promoting what we do well.

Project achievements can be found in the section below, while detailed updates on each recommendation can be found in [Annex 1](#).

Project achievements to date

- In 2025, Liberation Day was formally designated as Jersey's national day and "Beautiful Jersey" as Jersey's local anthem following extensive public consultation.
- An 'About Jersey' brochure has been developed for public distribution with collaboration from Visit Jersey, raising awareness of Jersey's unique history and what the Island has to offer.
- Ambassador Packs and resources on Jersey's constitution and heritage were developed which have so far been distributed to schools and parishes and are available to all Islanders on the Island Identity website. This work also includes business cards with QR codes leading to the Island Identity website and ambassador resources and a resource page for new arrivals to Jersey on the Island Identity website.
- The project created welcome material for Constables to give to Parishioners which provides a short introduction to Jersey and the Parishes.
- Created the Island Identity Website which was updated in 2026 to include a new page titled 'Welcome to Jersey' which useful links to information to those moving to the Island, including what you need to know when you arrive, tips for settling in, and other useful resources. Inclusion of new page titled 'National Day and Jersey Anthem' which outlines the States Assembly's decision to adopt Liberation Day as the Island's National Day and 'Beautiful Jersey' as the Island's anthem. It also makes available official versions of the song, as well as sheet music/lyrics.
- The project supported the Government's recent [Arts Strategy](#), [Heritage Strategy](#) and [Language strategy](#).
- The project commissioned a [rapid study](#) on the 'Jersey university concept' to assess the feasibility of setting up a local university to provide further educational opportunities to Islanders.
- The project supported the re-establishment of External Relations as a separate department within the Government of Jersey.
- The project supported the continuing specialisation of overseas aid in areas of most relevance to Jersey, as well as the commitment to increase the percentage of GVA devoted to international aid by 0.01% each year.
- The project supported the development of a new modern Language strategy for Jersey Schools.
- The project sponsored the Jersey Connections project which aims to connect and strengthen a sense of community among Jersey diaspora across the world.

- The project sponsored engagement events to strengthen and facilitate links between Government and honorary consuls in Jersey.
- In collaboration with Heritage and Education departments, the project produced ‘Charlie and Spud’ books by local author Penny Byrne. These stories are set in Jersey with the aim of raising awareness of the Island’s heritage to young children. These books have been distributed to all local schools.
- The project supported the work of the Political Education and Public Engagement Subcommittee of the Privileges and Procedures Committee, and developed lesson plans, which can be found on the Island Identity website, that teachers can use to explain Jersey’s constitution, history, and heritage.
- The project sponsored an Art House Jersey film (John Henry Falle’s [‘The Complete History of Jersey’](#)) which raises awareness of Jersey’s unique history and heritage and is played in Jersey Heritage venues.
- The project facilitated a photography competition to engage Islanders with the project in a creative context.

Future of the project

As the Island Identity Project moves into its next phase, it is important that the progress made to date is continued and that outstanding recommendations are carried forward. The Minister for International Development recommends that the remaining recommendations with enduring value should continue to be delivered, ensuring momentum is not lost due to changes in administration, policy cycles, or resource availability.

Looking ahead, the Minister further recommends that the next Government should not only sustain the project but elevate it. The Island Identity Project should evolve from a portfolio of individual initiatives into a strategic framework that actively guides both the overall direction of government and the way policy and projects are developed and delivered. This shift is essential to building a coherent, long-term vision for Jersey that Islanders can unite behind.

At its core, Island Identity is about defining and articulating a shared vision for Jersey's future – one that is rooted in the Island's unique heritage, culture, constitutional position, international character, and community values. To achieve this, the next Council of Ministers should be advised to embed this vision into every major strand of government work, ensuring that Jersey's responses to future challenges are shaped by what is right for Jersey – its size, its culture, and its priorities – and not simply influenced by the models of larger jurisdictions

To support this strategic shift, the Minister recommends that four specific recommendations from the original programme be prioritised by the next Government, as they are essential to meeting the project's long-term aims:

- Development of a talent progression programme to help ensure Jersey cultivates and retains the skilled public-sector leadership it requires to deliver policies that reflect the Island's unique needs.
- Creation of a coordinated external image for Jersey, strengthening how the Island presents itself internationally and ensuring that all outward-facing bodies reflect a coherent identity.
- Incorporation of an identity consideration within the Government's economic decision-making matrix, enabling Ministers and officials to assess how economic initiatives support – or undermine – Jersey's distinct national personality and long-term strategic identity.
- Further development of the vision of Jersey as a 'philanthropic Island', building on the Island's strong civic spirit, thriving charitable sector, and international development commitments to shape a positive and recognisable narrative about Jersey's values.

By prioritising these actions, the next Government will be well-positioned to ensure that Island Identity is not only preserved but strengthened as a guiding framework for national policy.

Embedding this work deeply into government practice will help Jersey:

- Set clear national priorities grounded in what makes Jersey distinctive.
- Develop proportionate and local policy responses, rather than relying on approaches developed for larger states.

- Promote coherence across government, ensuring that major initiatives support a unified strategic vision.
- Enhance Jersey's international reputation through a more coordinated and confident external identity.

Taken together, this represents a major opportunity for the next Council of Ministers: to articulate and deliver a clear, confident, and forward-looking vision for Jersey that resonates with Islanders and positions the Island strongly for the future.

Annex 1 – Update on Island Identity recommendations

COMPLETED ISLAND IDENTITY RECOMMENDATIONS		
No.	RECOMMENDATION	UPDATE
1	Production of an official, accessible booklet explaining Jersey's unique constitutional arrangements and the language which should be used to describe them	Ambassador Packs published on IID website and published an 'About Jersey' brochure to be given out to dignitaries, schools, parishes and islanders representing the Island overseas.
3	Designation of a national day	Liberation Day designated as Jersey's national day following extensive public consultation.
5	Determination of an anthem for Jersey	'Beautiful Jersey' designation as the Jersey anthem following extensive public consultation.
15	Induction and integration materials and events for new arrivals, explaining Jersey's unique history, constitution and culture	Materials were provided to the Committee de Connetables to distribute to parishioners. Information about 'Moving to Jersey' and 'Information for Honorary Consuls' are now live on the Island Identity website.
19	Acceleration of the development of a Cultural Development Framework and review of the structure of Governmental administration of arts, culture and heritage in Jersey	Complete. Arts Strategy published: Arts Strategy (gov.je)
20	Provision of a clear Ministerial lead on Heritage, including the creation and adoption of a new Heritage Strategy	Complete. Heritage Strategy published: Heritage Strategy (gov.je)
23	Commissioning of a rapid study of the Jersey University concept – in its widest sense, including a campus for a UK or other university	Rapid study complete and passed on to Minister for Education in previous government.

26	Development of a new modern Language strategy for Jersey Schools	Complete. Language strategy for Jerriais published.
28	‘Ambassador Packs’: Promotional packs providing information on Jersey and handouts for visiting dignitaries, travelling sports people, politicians, civil servants, JOA volunteers, business representatives, Arm’s Lengths Organisations etc	Information uploaded to Island Identity website. Business cards with QR codes and packs distributed to schools and parishes.
29	Development and roll-out of Jersey Ambassadors initiative to more target countries	Complete.
31	Re-establishment of External Relations as a separate department within the Government of Jersey	Complete.
38	Continuing specialisation of Overseas Aid in areas of most relevance to Jersey, where we can add the most value and develop expertise and reputation	Ongoing by Jersey Overseas Aid with support from Island Identity and the Minister for International Development - targeting financial inclusion, dairy for development and conservation livelihood to add expertise and value to projects.
39	Continuing to reverse the decline in the percentage of GVA devoted to international aid and to progress towards international target of 0.7%	Complete. Commitment to overseas development increasing by 0.01% in Government Plan each year to 0.3%.

NOT COMPLETED OR IN PROGRESS RECOMMENDATIONS

No	RECOMMENDATION	UPDATE
2	Creation of a specification sheet for the Jersey flag, including civil (red) and Government (blue) ensigns and the creation of Jersey civil air ensign	Lack of resources to undertake this currently.
4	Development of an annual cultural festival based around Liberation Day – ‘Jersey Week’	The Bailiff’s Office may explore this concept in the future, building on the States Assembly’s decision to designate Liberation Day as Jersey’s National Day and “Beautiful Jersey” as the Island’s official anthem.
6	Conducting a review into the role and effectiveness of the Honorary Consuls	Ongoing. Consul engagement events and meetings to better facilitate the work of the consuls have taken place in 2025 and 2026
7	Commissioning research into the integration of immigrant and minority communities	Ongoing. The International Cultural Centre has commissioned Project Luso alongside the Jersey Community Relations Trust (research into integration of Portuguese community and promotion of Portuguese culture).
8	Increasing the proportion of the Jersey-specific component of the British Citizenship test relative to the UK component	This was taken to the States Assembly as a proposition but was defeated.
9	Introduction of ceremonies – at Parish or Island level – to mark milestones for migrants to the Island (eg receipt of residential qualifications at 10 years)	Lack of resources to undertake this currently.

10	Support for measures to reinvigorate Parish Assemblies, such as production of a guide for young people and newcomers, coverage of Parish elections on ‘vote.je’, increasing digital participation	Ongoing. Constables have been provided material and factsheets about the Island to adapt to their Parish from Island Identity website to distribute to Parishioners.
11	Development and inclusion of indicators for National Identity in the Jersey Performance Framework	Unfeasible following advice that the concept of ‘identity’ is too abstract to measure in an accurate or quantifiable way.
12	Ensuring all new legislation in the States is considered through the lens of national identity (just as it is for cost and manpower)	Proposition defeated by the States Assembly.
13	Development of a Jersey ‘Identity and Citizenship’ Curriculum for teachers – taking inspiration from the Welsh Curriculum Cymreig and French citizenship teaching	Penny Byrne books were commissioned by Island Identity, developed and distributed to schools and are sold at Waterstones and Heritage locations. The project also commissioned filming of John Henry Falle’s ‘10 minute history of Jersey’ video for schools, newcomers and residents. The video is available on the Island Identity Website. Jersey Heritage education officer made progress in introducing more Jersey-specific examples and case studies into the KS1/KS2 history curriculum, which was piloted in 2024.
14	Increasing support for the work of the Political Education / Public engagement subcommittee of the Privileges and Procedures Committee	Ongoing. The PPC Political Education Subcommittee and the States Greffe are continuing work on their engagement and education programme and through the Jersey Youth Assembly.
16	Establishment of a Jersey National Gallery and Jersey Cultural Hub	Lack of resources to undertake this currently.

17	Installation of new heritage/history plaques around the Island in distinctive Jersey design style, perhaps accompanied by a new walking trail and dedicated app	Lack of resources to undertake this currently.
18	Development of a national registry of cultural works and artists to serve as a launch list for education, exploring national culture, raising awareness of our classics, artists, writers, musicians and current works	Lack of resources to undertake this currently.
21	Supporting Jersey Heritage to obtain accreditation as a UNESCO Global Geopark, giving in international recognition of Jersey's unique landscape, natural and cultural heritage.	Ongoing: Jersey Island Geopark: UNESCO Global Geopark
22	Re-adoption of the traditional title Îles de la Manche (rather than Îles anglo-normandes)	Lack of uptake.
24	Development of a talent programme to develop human capital to fill top public sector posts	Lack of resources to undertake this currently.
25	Assisting Government, businesses, charities and other organisations to utilise Jèrriais in their outward-facing literature	Ongoing. Jerriais is now used on GoJ letterheads and signage, post office, etc. Penny Byrne books have Jerriais translation to support learning in schools. External Relations are looking to extend 'Intangible Cultural Heritage' (UNESCO Convention) from UK to Jersey, Jerriais will be part of that submission.
27	Maintenance and phased increase of External Relations Bilateral Programme Fund	Lack of resources to undertake this currently.

30	Coordination of the projection of Jersey's image externally among the various organisations which do so	Lack of resources to undertake this currently.
32	Establishment of a working group of outward-facing bodies to prioritise the international bodies, forums and treaties at which Jersey should increase its representation (eg. UN, Commonwealth etc)	External Relations have advised that there may be scope to deliver this in future, following further exploration.
33	Research into the legal / regulatory and economic implications of allowing French brands to operate on favourable terms in Jersey	Ongoing by the Future Economy programme.
34	Government support for a Rural Enterprise Hub, Creative and Traditional industries	Lack of resources to undertake this currently.
35	Inclusion in Government of Jersey Economic decision-making matrix of a section for Identity, ie. what impact an initiative will have on Jersey's National Identity and/or international personality and reputation	Proposition was taken to the States but was defeated.
36	Continued emphasis and support on development of Jersey as a jurisdiction of choice for impact investment and philanthropy	Ongoing. Seeking collaboration with the Jersey Community Foundation on a possible philanthropy policy for Jersey. Philanthropy is also included here: Policy Framework for Jersey Financial Services Industry (gov.je) Promoting the vision of Jersey as a philanthropic Island.
37	Development of a 'St Helier Town Centre Masterplan': a strategic, cross-departmental strategy for vibrancy and economic growth	Work ongoing within other departments and St Helier.

	Support for Ports of Jersey to promote the whole Jersey identity, rather than just financial services, at the ports of entry	Lack of resources to undertake this currently.
41	Fast tracking the commitments within the Sustainable Transport Policy to improve public transport and provide dedicated safe routes for pedestrians and cyclists	Lack of resources to undertake this currently.
42	Development of a 'Jersey Style Guide' for the public realm, covering the naming of roads and buildings, and the look of signage, street furniture, utilities installations etc.	Lack of resources to undertake this currently.
43	Development of a unique Jersey road sign design, following European cues	Lack of resources to undertake this currently.
44	Designation of new Conservation Areas following community consultation	Work ongoing – see Island Plan for progress.
45	Audit of listed buildings lost	Lack of resources to undertake this currently.
46	Review of the planning regulations and protocols to examine viability requirements, whether too much weight is provided to infrastructure for motor vehicles, and whether sufficient weight is attached to the input of the Historic Environment Team	Lack of resources to undertake this currently.
47	Design of a Jersey emblem to be featured on all national sports team's uniforms	Lack of resources to undertake this currently - designing and promoting a single emblem would involve a costly branding exercise, requiring public and stakeholder consultation and buy-in from Jersey Sport/the sports sector to be successful.

48	Seeking to qualify as an international sports team and self-representation at international sporting bodies (e.g. FIFA)	Lack of resources to undertake this currently. While Jersey already operates as an international team for some sports, such as cricket, bowls and surfing, qualifying with an international body is rigorous and resource-intensive. Not all sports teams in Jersey are resourced enough to join a body, and often it will be more advantageous and efficient for them to join an English body to access competitions nationally.