

Joint Press Release

For Immediate Release

IoD Jersey and Jersey Chamber of Commerce unite to publish a Manifesto for Jersey's Future

The Institute of Directors (IoD) Jersey and the Jersey Chamber of Commerce today jointly released a comprehensive manifesto setting out a bold, long-term vision for Jersey's economic resilience, social wellbeing, and future competitiveness.

Developed collaboratively by two of the island's leading business organisations, the manifesto presents a shared call to action for incoming political leaders. It urges those standing to adopt evidence-based decision-making, long-term planning, and cross government collaboration to address the structural challenges facing the island.

A Unified Vision for Jersey

The manifesto outlines a vision of Jersey as:

“Jersey is an island where belonging, creativity, and opportunity flourish. It is a connected and dynamic community, offering a seamless, inclusive, and inspiring experience for all who live, work, visit, and do business here. Rooted in sustainability and guided by innovation, Jersey thrives as a place where people and ideas grow together, shaping a resilient and equitable future.”

This vision is supported by a set of coordinated pledges designed to strengthen Jersey's talent pipeline, reinvigorate the visitor and business experience, improve quality of life, drive innovation, diversify the economy whilst supporting the work undertaken in respect of the Competitiveness of the Finance Industry, and modernise regulatory frameworks.

Seven Core Strategic Themes

The manifesto sets out clear priorities across seven areas essential to Jersey's long-term success:

1. **Building an Island of talent** – strengthening skills, retention, education, and immigration frameworks.
2. **Reimagining the visitor and business experience** – positioning Jersey as a worldclass destination for events, enterprise and innovation.
3. **Sustainable lifestyle for all** – improving housing, healthcare, childcare, wellbeing and inclusion.
4. **A hive of entrepreneurship and business growth** – removing barriers to business formation and fostering a culture of innovation.
5. **Sustainability of revenue** – modernising the island's tax framework while protecting competitiveness and fairness.
6. **Economic resilience through diversification** – supporting the Finance Industry to deliver on the competitiveness review whilst looking to reduce sector concentration and nurture new economic pillars.

7. **Legal & regulatory reform** – modernising frameworks, strengthening governance and reducing unnecessary bureaucracy.

A call to collective leadership

The IoD and Chamber stress that Jersey's challenges i.e. talent shortages, rising costs, declining visitor economy performance, and justified historic reliance on a single sector cannot be solved through isolated actions or siloed decision-making.

Alex Ruddy, Chair of IoD Jersey, said:

“Good governance must be at the heart of Jersey’s future. This manifesto calls for a government that leads with data, collaboration and long-term thinking. The challenges ahead require unity, not fragmentation and the IoD stands ready to support leaders who share that vision.”

Lee Madden, President of the Jersey Chamber of Commerce, said:

“Businesses need clarity, stability and ambition from Government. This manifesto outlines what our members need in order to invest, grow and contribute to a resilient economy. Now is the moment for bold, decisive leadership that works in genuine partnership with industry.”

A blueprint for the next four years, and the next forty

Both organisations emphasise that the next political term will shape Jersey's direction for decades to come. They call on all candidates and future ministers to adopt the manifesto's principles and work openly with the business community to deliver integrated, long-term reforms.

The full manifesto is now available for download on the IoD website

<https://a.storyblok.com/f/74204/x/30206dd005/manifesto-final-digital.pdf> and the Jersey Chamber of Commerce website <https://jerseychamber.com/chamber-notice>