

# Economy and Planning Services Joint Approach

September 2025

## Ministerial Foreword

This document sets out how Government departments are working more closely together to deliver better economic outcomes for Jersey.

Effective collaboration is vital to achieving sustainable growth. Our ambition is to embed economic considerations more firmly into planning decisions and to ensure that legislation, policy, and guidance are developed through a consistent and robust process that balances environmental, social, and economic objectives.

This document formalises a new way of working; one that ensures that the planning process not only regulates growth but actively enables it. This represents a significant step forward in aligning Jersey's economic and spatial priorities by outlining how planning and economic development services will work to support sustainable growth, innovation, and long-term prosperity.

For planning applicants, improvements will provide greater clarity about how best to present the expected economic outcomes of development proposals most effectively.

For islanders, change will provide confidence that Jersey's planning system is supporting sustainable economic growth and that decisions, as well as the development of legislation, policy and guidance, are consistently informed by robust economic insight.

For officers across Government, it provides a clear strategic direction for joined-up working and decision-making, reflecting our shared ministerial commitment to ensure a consistent consideration of economic objectives.

And for us, this joint approach supports our commitment, set out in Common Strategic Policy, to deliver a more efficient, effective and better value planning system to enable sustainable development in Jersey, and to reduce red tape for businesses.

We look forward to the positive results this joint approach will bring - for our economy, our communities, and the future of Jersey.



**Deputy Steve Luce**

Minister for the Environment



**Deputy Kirsten Morel**

Minister for Sustainable  
Economic Development

# 1. Introduction

## 1.1 Overview

Effective joint working between economic development and planning services is essential to delivering sustainable growth. In Jersey, aligning the planning and economic policy areas presents an opportunity to:

- Develop and maintain a more resilient and forward-looking economy.
- Enable sustainable investment in our built environment
- Ensure the economy is supported by a planning system that responds to the Island's evolving needs.

This Joint Approach ensures that Jersey's planning system becomes a proactive enabler of sustainable economic growth - not just a regulator of development. By aligning spatial and economic priorities, the aim is to create an environment that attracts investment, supports innovation and delivers long-term prosperity and cares for our natural resources.

Sponsored and endorsed by the Minister for Sustainable Economic Development (MSED) and the Minister for the Environment (MENV), this approach has been developed by the Department for the Economy (DfE) and Planning teams in both the Cabinet Office (Place and Spatial Planning) and Infrastructure and Environment (Development and Land: Planning Applications Team).

It formalises joint working and sets out an integrated approach to shared priorities, ensuring planning decisions are informed by economic insight, and that economic strategies are grounded in spatial realities. This document provides a foundation for internal work already underway and serves as a clear statement of intent for:

- Government departments
- Decision-makers including the Planning Committee
- Prospective Applicants and Investors
- The Wider Public

It reflects a shared commitment to transparency, joint working, and strategic direction.

## 1.2 Why This Matters

Planning is not just about regulating development; it defines the physical context in which economies grow and evolve. It influences where businesses operate, where people live, and how infrastructure connects. When planning is aligned with economic priorities, it becomes a strategic enabler of growth and development.

Economic growth relies on investment, and investment depends on confidence. A planning system that is clear, responsive and economically informed builds that confidence. It sends a clear signal to investors, developers, and communities that Jersey is ready to grow in a way that is sustainable, coordinated, and future focused.

This joint approach, between Planning Teams and the Department for the Economy, is about unlocking Jersey's potential to deliver sustainable development. It seeks to signal a cultural shift from simply permitting development to actively enabling in the right place, supporting innovation, housing, infrastructure, and sector growth.

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'The strength of our economy can be directly linked to the strength of our planning system'

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**RTPI Fostering Growth Report (2014), p.7**

Evidence from the Royal Town Planning Institute (RTPI) reinforces the importance of this integrated approach. The Fostering Growth Report<sup>1</sup> highlights the vital role planning plays in creating conditions for sustainable economic growth. Planning contributes to economic success by coordinating infrastructure, guiding investment, and shaping places that attract people and businesses.

More recent RTPI research<sup>2</sup> highlights the significant value of planning for economic outcomes. It introduces the concept of a 'planning premium'; the economic, social, and environmental benefits that well-planned places deliver. These findings reinforce the importance of recognising planning not just as a regulatory process, but as a strategic lever for delivering Jersey's economic ambitions in a way that is coordinated, resilient, and future focused.

In Jersey's context, planning plays a vital role in enabling sustainable economic growth by:

- Creating the conditions for investment by providing certainty, shaping attractive places, and coordinating infrastructure.
- Adding value by integrating environmental, social, and economic goals, delivering sustainable development that supports long-term prosperity.
- Supports productivity by enabling agglomeration economies in key sectors such as finance and digital and improving access to jobs, services and amenities.
- Aligning spatial development with Jersey's economic priorities, ensuring land, housing, and infrastructure are available where and when they are needed to support sustainable growth.

This approach recognises that planning is a catalyst for economic growth. It is a manifestation of a cultural shift that seeks to embed economic insight into planning, to ensure that we can make better decisions and ensure Jersey's spatial development supports economic wellbeing and long-term prosperity.

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<sup>1</sup> [Royal Town Planning Institute \(2014\) - Fostering Growth Report](#)

<sup>2</sup> [The Planning Premium: The Value of Well-made Places \(June 2024\) – Public First, Commissioned by the RTPI](#)

## 2. Purpose

MSED has made it a strategic priority to ensure that economic considerations are more effectively integrated into decision-making processes, as set out in the Future Economy Programme (FEP) Delivery Framework for Sustainable Economic Development 2023-2026.<sup>3</sup> This includes a commitment to aligning government services to support sustainable economic growth, with specific actions to improve the quality of economic insight embedded in the planning process. The strategy also calls for a more responsive planning system and a future Island Plan review process that is agile, efficient, and accessible.

MENV has embarked on an ambitious programme of planning service reform to deliver the Government's strategic priority of delivering a more efficient, effective, and better value planning system to enable sustainable development in Jersey, and to support the island's economic wellbeing.<sup>4</sup> Delivery of sustainable development necessitates that appropriate consideration is given to all aspects of development proposals, including their economic and community benefit relative to environmental impact. MENV has highlighted the need to ensure that appropriate weight is given to economic matters as a material consideration in the determination of planning applications.

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*"Planning decisions are when sometimes competing objectives about supporting the economy, delivering homes and protecting the built and natural environment that we all enjoy need to be weighed.*

*[...]*

*I'm announcing here today that I would like to see more weight being given to economic matters in the decision-making process"*

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*Minister Steve Luce, 12 February 2025, Chamber of Commerce Lunch*

This direction is aligned with the Government Common Strategic Priority to reduce red tape, enhance opportunities for business, and strengthen Jersey's international reputation. Joint engagement provides a valuable opportunity to streamline planning processes, improve responsiveness to economic needs, and ensure the system supports investment and innovation. This joint approach reflects a commitment to transparency and responsiveness, recognising that trust in Government is a foundational requirement for enabling business. By clearly setting out shared priorities and actions, we aim to build confidence among investors and the business community.

As planning is inherently about balancing needs and managing change, this approach will continuously adapt to remain relevant, effective, and fair. Balancing stability, in the form of key principles of good planning and adaptability, remains a consistent challenge. DfE and

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<sup>3</sup> [Delivery Framework for Sustainable Economic Development 2023-26.pdf](#)

<sup>4</sup> [Planning Services Focus](#)

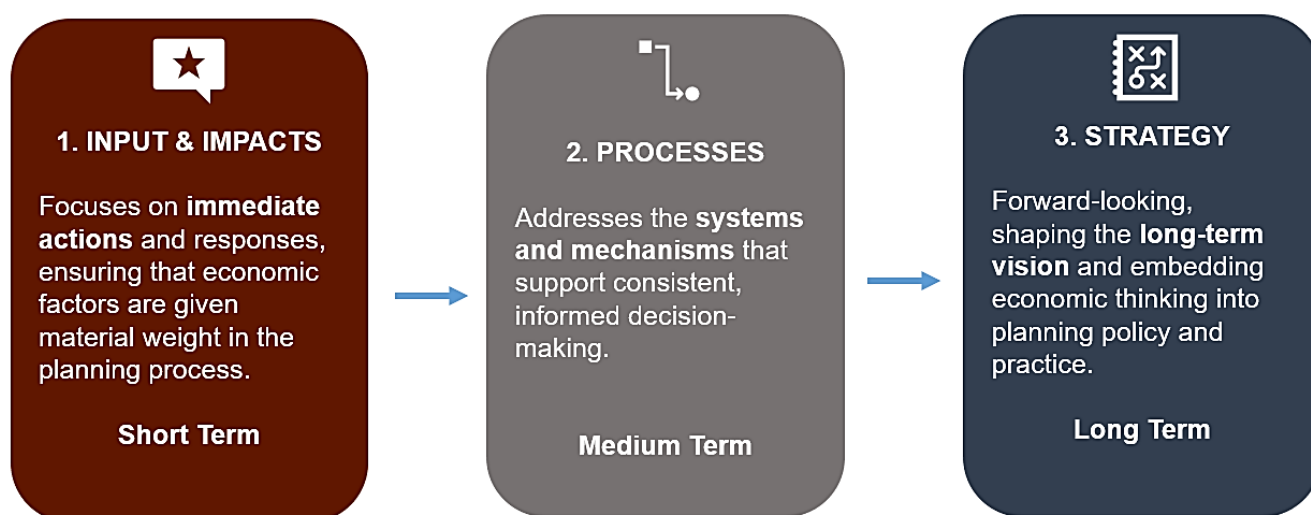
Planning services will work together on behalf of Ministers, using formal engagements and informal peer to peer discussions to ensure a responsive approach to economic challenges and opportunities.

This joint approach is designed to deliver three core outcomes:

- **A built environment that actively enables economic growth**  
Aligning planning decisions with economic priorities ensures Jersey's built environment supports investment, innovation, and sector development.
- **A Planning system that is responsive, transparent, and trusted**  
Economic insight embedded in planning helps improve decision-making, and build investor confidence, creating a more agile and accessible system.
- **Strategic coordination that delivers long-term prosperity**  
Integrating spatial and economic policy creates a joined-up approach to land use, infrastructure, and sector growth, ensuring development is sustainable, resilient, and future-ready.

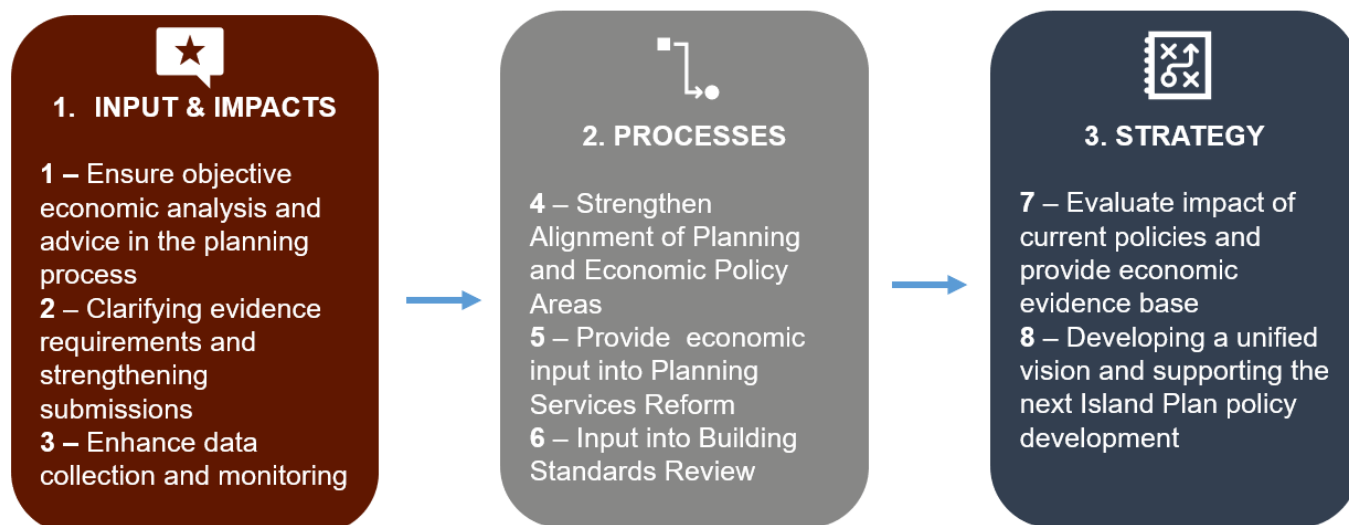
### 3. Areas of focus

To support implementation, this approach sets out three interconnected themed areas of focus – Input and Impact, Processes and Strategy. Together, these areas form a progressive pathway, starting with immediate influence, evolving through process development, and culminating in long-term strategic change.

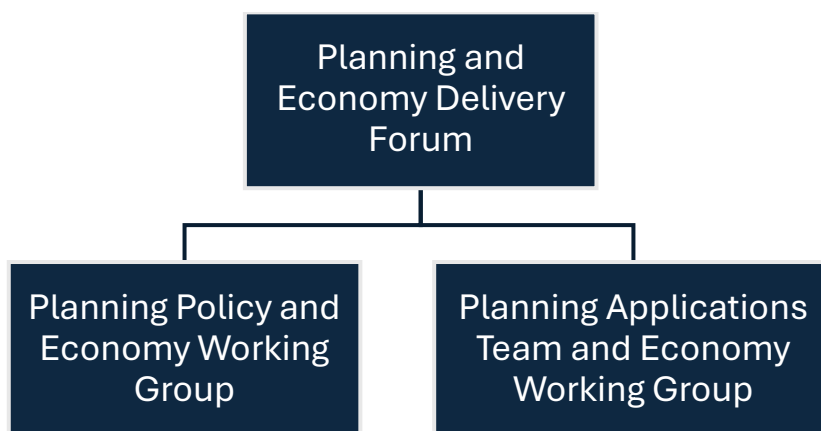


<b>Input and Impact:</b>	This stage signals a cultural shift which ensures that economic considerations are not an afterthought but a material factor in day-to-day planning decisions. By embedding economic insight early, planning can respond more effectively to immediate opportunities and challenges. It builds confidence among stakeholders that planning decisions are economically informed and responsive.
<b>Processes:</b>	Improving planning systems is essential for delivering consistent, joined-up decisions. Strengthening the alignment between planning and economic policy ensures that both areas work toward shared goals. Providing economic input into the review of planning systems and regulation ensures that economic priorities are systematically considered and supports a system that enables development.
<b>Strategy:</b>	Strategic planning sets the direction for Jersey's future development. Evaluating the impact of current policies and building a robust economic evidence base ensures that future decisions are grounded in insight, not assumption. Developing a unified vision and supporting the next Island Plan policy development helps embed economic priorities into long-term spatial planning. This creates the conditions for sustainable growth, resilience, and prosperity, ensuring Jersey is ready to meet future challenges and opportunities.

Each of the three themed areas is underpinned by a set of objectives. These objectives guide activity and joint working at each stage.



Each area builds on the progress of the previous, ensuring a cohesive and evolving approach. All workstreams aim to integrate economic considerations into the planning process, enabling evidence-based decision-making and policy development that support sustainable economic wellbeing. To ensure the joint approach remains responsive and relevant, a structured governance and review process will be put in place.



- Bi-annual review meetings with both planning teams and economy known as '*Planning and Economy Delivery Forum*'.
- Two pre-existing sub-groups will sit under this Joint Working Group
  - '*Planning Policy and Economy Joint Working Group*'
  - '*Planning Applications Team and Economy Joint Working Group*'
- Each working group will build on the areas of focus (summarised in section 4), setting out key milestones in the form of an action plan.
- These action plans will be subject to regular reporting and monitoring to ensure delivery remains on track and responsive to emerging priorities.



## 4. Objectives

The following section provides a short summary of the direction of travel across each of the three thematic areas. It expands on each, outlining the agreed objectives that will guide joint working, while recognising that the specific actions to deliver these objectives will be developed over time.

### Input and Impact

***Focuses on immediate actions and responses, ensuring that economic factors are given material weight in the planning process.***

**1: Ensure objective economic analysis and advice in the planning process**

**2: Clarifying evidence requirements and strengthening submissions**

**3: Enhance data collection and monitoring**

### Objective 1: Ensure objective economic analysis and advice in the planning process.

To ensure planning decisions better reflect economic priorities, this objective focuses on the delivery of a cultural shift that embeds objective and critical economic analysis and insight into and throughout the planning process. This will involve defining the engagement of the DfE in the planning process.

Actions to support this objective will explore how the provision of economic advice to planning decision-makers, as a key manifestation of cultural change and emphasis, might be realised. This will involve establishing how best to engage the DfE as a consultee for planning applications. The process by which input from the Department for the Economy (and the different roles of Directorates within the department) will be taken into account in decision making is to be agreed and set out clearly for internal use. A process map illustrating this engagement has been developed and is included in Annex 1.

Engagement with the Planning Applications Team will also allow DfE to share insights on pre-application submissions and live planning applications to identify, assess and critically appraise to articulate potential economic benefits and impacts of development proposals relative to economic policy objectives and current and emerging issues.

To support this, informal guidance and targeted training may be developed for planning officers to help build internal capacity and knowledge to ensure that economic evidence and

the economic benefit of development proposals is given appropriate consideration as a material factor in delegated decision-making.

There is also the opportunity to explore engagement with the Planning Committee to build awareness of economic objectives and sector strategies and to ensure that Members are comprehensively informed in their decision-making and enabled to give due consideration to the economic value of development proposals.

## **Objective 2: Clarifying evidence requirements and strengthening submissions**

This objective aims to ensure that clear and consistent advice is available to support the framing of economic cases within the planning application process.

To deliver cultural changes which ensure that economic considerations are more effectively integrated into planning applications, and subsequently into decision-making, there is a need to clarify the type of information required to support economic reasoning. This will help establish a consistent approach to how economic cases are made, both at application and pre-application stages.

Guidance will be provided to help applicants understand the type and quality of economic information expected in support of planning applications, improving the consistency and relevance of submissions.

This work will be shaped through joint working to ensure alignment with planning requirements and best fit within existing processes. This approach will seek to balance the requirement to provide sufficient information to better inform decision-making, whilst also seeking to minimise the burden on the applicant.

## **Objective 3: Enhance data collection and monitoring**

Improving the quality and accessibility of data is essential for informed decision-making and policy making. This objective aims to identify, collect, and utilise key data to support planning and economic policy.

A review of existing data sources will identify opportunities to extract additional information from government systems to support informed policy development and decision making. New system capabilities to support effective monitoring, including identifying valuable data fields and reporting functions, will be explored further. Consultation with relevant departments would help determine what economic data could be collected at source, with findings shared to inform practice.

As systems develop, opportunities will be explored to ensure key economic data fields are included, with support provided to show how reporting tools can support policy development.

## Processes

*Addresses the systems and mechanisms that support consistent, informed decision-making.*

**4: Strengthen alignment of planning and economic policy areas**

**5: Provide economic input into Planning Services Reform (PSR) Workstream**

**6: Input into Building Standards Review**

### **Objective 4: Strengthen alignment of planning and economic policy areas**

The focus of this objective is improving how planning and economic policy functions operate together to deliver more coherent and effective outcomes within the existing strategic and legal frameworks (e.g. the adopted Bridging Island Plan and Future Economy Programme) in the medium-term. The priority is to ensure alignment between policy areas, particularly where new policy or legislation is being developed or where guidance is being updated within the current context.

This includes identifying opportunities for better coordination between teams, especially where planning and economy-led policies intersect and where legislative change is being considered or enacted. By working closely across teams to refine how existing policy is interpreted and applied, whether through guidance, legal amendments, or shared approaches, both departments can respond more effectively to evolving needs.

This approach will help ensure that policy development and implementation are joined-up, responsive and capable of supporting local priorities. It also provides a foundation for more resilient and responsive delivery, helping us make the most of the frameworks already in place while preparing for future strategic policy directions.

### **Objective 5: Provide economic input into Planning Services Reform (PSR) workstream**

This objective ensures that economic considerations are embedded in emerging work on planning service reform (PSR). The proposed changes to the General Development Order (GDO); the Appeals review; and the Plan-making consultation will provide an opportunity for DfE and MSED to formally respond to embed economic policy directions.

This builds on the initial joint-working and engagement with PSR to ensure economic considerations are part of the emerging work within each of the themes. Continued cooperation between DfE and planning services will assist in delivering a more integrated approach taking into account economic priorities.

## **Objective 6: Input into Building Standards Review**

This objective seeks to ensure that the Economy team contributes meaningfully to the ongoing review of the Jersey Building Byelaws and associated Technical Guidance Documents (TGDs). The review is structured around three key workstreams: Safety, Net Zero, and Accessibility and Home Standards.

Building standards play a critical role in shaping the quality, sustainability, and functionality of Jersey's built environment. They influence not only how buildings are constructed, but also how they support broader economic and environmental goals such as enabling innovation in construction, supporting the transition to a low-carbon economy, and ensuring homes and workplaces are accessible and fit for purpose.

DfE's input will help to ensure that the revised standards strike the right balance between regulatory ambition and economic feasibility. The review also carries the potential to identify opportunities for supporting the local economy, encouraging investment and developing skills.

## Strategy

*Forward-looking, shaping the long-term vision and embedding economic thinking into planning policy and practice*

### **7: Policy development for Island Plan - evaluate economic impact of policies**

### **8: Policy development for Island Plan - developing a unified vision and supporting policy development**

#### **Objective 7: Policy development for Island Plan review - evaluate economic impact of policies**

To ensure planning policies support economic growth, this objective focuses on reviewing existing policies and assessing their impact from an economic perspective to inform future policy development.

The bridging Island Plan proposes the establishment of a performance framework, which is designed to help review policy performance over the life of the Plan. Any data that is gleaned about the economic performance of the plan is helpful in reviewing future planning policy direction.

There is scope to review the monitoring areas directly related to economic performance to assess economic strengths and weaknesses. In this, consideration could be given to how best to capture economic input from stakeholders including Jersey's business community to inform this work. Insights gathered through this engagement could shape the development of future economic and planning policy.

#### **Objective 8: Policy development for Island Plan review – developing a unified vision and supporting policy development**

This objective aims to develop a unified vision for Jersey's economy and to embed this into the next Island Plan, underpinned by robust economic evidence and insight. It supports the development of planning policies that reflect economic priorities and respond to Jersey's long-term spatial needs. It seeks to deliver a cultural shift and emphasis that prioritises the delivery of economic objectives alongside those focused on the environment and community needs to deliver a plan for sustainable development in its broadest sense.

This objective seeks to align ambitions for a sustainable island economy with spatial planning by analysing sector needs, ensuring a measured response to planning and spatial challenges and shaping a shared long-term vision for the sustainable development of the island balancing the economic, social and environmental objectives.

Planning must balance stability with adaptability. The contemporary challenges are threefold:

- Environmental challenges: managing and mitigating the effects of climate change and biodiversity loss with proactive planning.
- Economic shifts: adapting to evolving economic conditions to support investment and innovation.
- Societal needs: responding to demographic change and associated community requirements to ensure individual and community wellbeing.

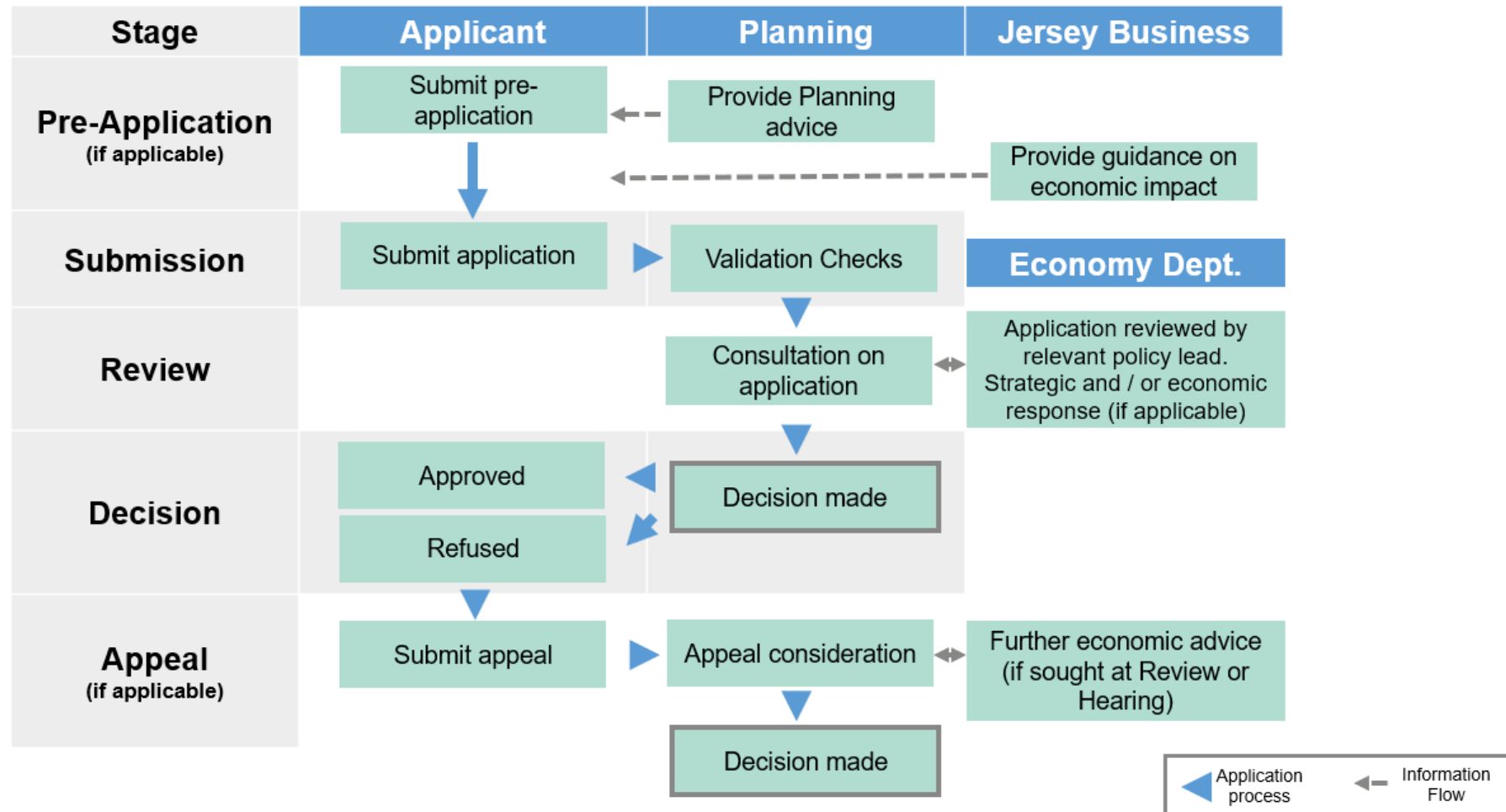
The delivery of economic focus in planning spatial policy could be evidenced by undertaking analysis of Jersey's current economic challenges, supported by Objective 2, seeking alignment with strategic spatial planning policy. Understanding how key sectors are using land with knowledge of existing infrastructure challenges and spatial constraints that may limit growth will help shape future policy responses.

To support the delivery of the Future Economy Programme, this objective will explore how spatial planning can actively enable emerging industries and future economic activity. By researching the spatial requirements of these sectors, such as land demand, location preferences, and opportunities for innovation hubs. DfE will help ensure that planning policy is responsive to economic transformation. This will contribute to a flexible, future-focused economy that is well-aligned with Jersey's strategic spatial planning framework and place-based ambitions.

Through joint working with the Place and Spatial Planning team in the Cabinet Office, the DfE will actively contribute to evidence gathering and the shaping of emerging policy directions. Management of an island plan review will have a governance structure, at both an executive and political level, where MSED and DfE will be key stakeholders. Understanding economic outcomes will be informed by relevant and robust evidence and by working collectively to develop policies that reflect economic priorities.

At the time evidence for the new Island Plan is being gathered, DfE can support local business, landowners and others to help identify land and development opportunities that might make a positive contribution to meeting the island's economic needs and supporting sustainable development. At a suitable stage in the plan-making process opportunities may arise to establish a steering group to help to support evidence gathering and strategic planning to help deliver economic objectives.

## Annex 1: Process Map



*This diagram is intended as a simplified representation of process from the applicant's perspective. It illustrates key steps and interactions but may not capture all procedural details.*