

**REPLY BY THE CHIEF MINISTER TO A QUESTION ASKED PURSUANT TO RULE 6 OF  
THE RULES OF PROCEDURE BY DEPUTY LAURIE QUERIPÉL**

**Question**

*Will the Policy Council, well in advance of the proposals being passed into Law, be compiling and distributing to the people of Guernsey a leaflet or document setting out how the approved propositions contained within Billet XI June 2013 entitled Policy Council – Managing the size and make up of the Island's population, will or might impact upon the population of Guernsey?*

**Answer**

The June 2013 States Report – MANAGING THE SIZE AND MAKE UP OF THE ISLAND'S POPULATION – explained that there would be further States Reports needed before the new Law can be drafted. The States Resolutions made in June provide the foundations on which we can now build the detail that is still required. Therefore, further public information and engagement should be expected in the coming months.

The Policy Council has, in the past, sent a leaflet to every household detailing proposals; produced significant pull-out summaries of the proposals in the Guernsey Press; taken part in subject specific BBC Radio phone-ins and radio interviews; held numerous presentations and road shows; as well as making staff available for telephone, written and face-to-face discussions with the public. The format used for public engagement as we proceed in the coming months will depend on the issues being covered at a particular point in time, but the Policy Council will endeavour to continue to engage the public in this important subject area.

**Question**

*If such an action is to be undertaken has there yet been any consideration as to the format of this document and if so what might this entail*

**Answer**

The Policy Council has not yet decided what format will be used for the various forms of public engagement that will be needed over the coming months. However, I attach a copy of the Policy Council's Communications Strategy in relation to population management, as published in its Consultation Document. While some of the content relates specifically to the main consultation exercise conducted in 2011, much of what is included within the document relates to the Policy Council's general approach to communication on this subject. The Policy Council remains committed to achieving the aims and objectives outlined in its Communications Strategy.

**Date of Receipt of Question:** 13<sup>th</sup> December, 2013

**Date of Reply:** 23<sup>rd</sup> December, 2013

**APPENDIX  
A****COMMUNICATIONS STRATEGY****Communications Strategy – Aims and Objectives**

The Population Policy Group (PPG) has developed its communications strategy, including its aims and objectives, which are outlined below.

**Aim**

- To secure the widest possible engagement across all parts of the community on the proposals for a new Population Management Regime.

**Objectives**

- To promote effective and informed debate which will improve public understanding of the issues involved
- To obtain considered responses from as wide a range of contributors as possible
- To provide a key reference point for further review, by the public and the PPG, prior to final proposals being prepared for consideration by the States.

**Achieving the Objectives of the Communications Strategy**

The PPG's first objective is: *To promote effective and informed debate which will improve public understanding of the issues involved.* In order to achieve this objective, the PPG is:

- Putting as much information as is reasonable into the public domain – too little and the public will not be in a position to fully understand the issues concerned, too much and there is a risk that people may feel overwhelmed
- Keen to engage in discussion about the issues raised in the document
- Launching a 10 week consultation period which is designed to give sufficient time for the public to consider the proposals, attend related events, engage in discussions and to respond
- Including in the document unbiased explanations of views which are known to exist, including where members of the PPG do not support those views
- Expecting conflicts of opinion – the PPG will not be attempting to defend matters of opinion, rather to generate informed debate on the many opinions that will exist

- Keen to identify issues, concerns and ideas which have not been picked up through the PPG's work so far
- Working with the Island's media on an "inform and educate" campaign to get the key messages out
- Planning to produce general press releases for a full media list as and when appropriate
- Keen to acknowledge key issues that are raised during the consultation and respond publicly where appropriate
- Inviting responses in a way that facilitates analysis and helps to identify the underlying principles and reasons for those responses.

The PPG's second objective is: *To obtain considered responses from as wide a range of contributors as possible.* In order to achieve this objective, the PPG has agreed to:

- Explain that respondent's views will have an impact on the PPG's work on developing final proposals
- Adopt the "Clear Print" guidelines as far as possible in the layout and language of the consultation document (these guidelines, originally developed by the RNIB, have been created to enable everyday information to be accessed by more people)
- Make the document and response facility available on-line through a dedicated web-site and via links from other sites
- Advertise details of how to obtain the document and how to provide responses through the media
- Producing a "flyer" for wide circulation to help people to understand what the consultation process is all about, to generate interest and to encourage people to engage in the process
- Accept requests to address any group where possible, reflecting their own preferences on the way they are engaged
- Make special provision for engaging with young people – working alongside the Education Department
- Monitor response levels at intervals during the consultation period and adjust the strategy if necessary.

The PPG's third objective is: *To provide a key reference point for further review, by the public and the PPG, prior to final proposals being prepared for consideration by the States.* In order to achieve this objective, the PPG has committed to:

- Produce a report detailing the response generated, after the consultation period is closed. The content will not reveal any personal details
- Treat all information provided in response to this consultation in accordance with the Data Protection (Bailiwick of Guernsey) Law, 2001
- Provide independent confirmation that the consultation feedback report is an impartial reflection of the responses received
- Analyse and draw conclusions from the responses received in a fair and transparent way
- Outline what impact the responses have had when drafting the report containing the final proposals
  - people who invest the time to respond deserve to be told what has been done in response.