



JERSEY Chamber of Commerce

Press Release – Interim Retail Strategy

Tuesday 4th May 2021 Embargo: 11:30am

The Jersey Chamber of Commerce welcomes the Interim Retail Strategy as a positive step for the retail industry serving Jersey and looks forward to providing more detailed commentary from its Retail and Supply Committee and our wider membership.

Jennifer Carnegie, President of Chamber:

“As we begin to find our way out of the pandemic, the Island finds itself at an economic crossroads. Alongside the sustainability, community and economic challenges that we inevitably face we also have opportunities in recovery, by adapting to change through the digital revolution and other innovative technologies. Our ability to positively and confidently embrace change is going to require weaving multiple viewpoints, skills and resources.”

“The pandemic has forced change in customers' shopping habits, with the majority of retailers embracing this when previously they may have been reticent to do so. Now it is time to look at how we can support a little more balance between online and bricks and mortar - driving our island retail economy in a way that customers want and feel they can support.”

Retail and Supply Committee Chair, Paul Murphy:

“The private sector has a vital role to play alongside the government's many stakeholders in strategic planning. Experimental statistics record Jersey's wholesale and retail trades with a nominal revenue of £1.25 billion in 2019. 910 companies support retail and employ 7,185 people in Jersey. If we look at the trends of late, our shopping numbers continue to be 55% of the numbers seen in 2020. So we have some distance to travel as an industry. The format of the Interim Retail Strategy provides a summary of many of the issues facing the retail industry and importantly, provides citations and references to its sources and data. This report provides the beginning of an objective discussion and should be an essential tool for the Island Plan. It is the role of Chamber, and that of retail to challenge and support change and delivery of the plan. We are very much looking forward to doing that.”*

* Statistics Jersey Quarterly revenue and GVA (experimental statistics) published November 2020
<https://www.gov.je/SiteCollectionDocuments/Government%20and%20administration/R%20Quarterly%20GVA%20and%20Revenue%2026112020%20SJ.pdf>

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