



Jersey  
Financial  
Services  
Commission

# 2026-2030 strategy

# A trusted regulator and registry, enabling Jersey's economic growth

**We understand our responsibility to serve everyone who provides or uses the financial services we regulate, and our responsibility to serve Jersey's wider business community through our registry. Our strategy looks forward with purpose and ambition in the interest of all these groups.**

The financial services sector is critical to Jersey's prosperity, accounting for nearly 40% of the island's Gross Value Added. As the registry and regulator for financial services, we are proud to play our part in the Future Jersey vision\*, of an island that offers everyone the opportunity to contribute to, and share in, the success of a strong, sustainable economy.



Jane Platt CBE

Chair

Jersey Financial Services Commission

\*For more information, [see the Government of Jersey's website](#)

We are operating in a changing macroenvironment, which presents opportunities to attract new business and think ambitiously about the future of our sector. We are conscious of geopolitical turbulence, but we are also confident in Jersey's ability to adapt and succeed. Our strategy positively supports this.

As a respected international finance centre with strong cohesion between government, regulator and industry, Jersey is well-positioned to pursue economic growth. We have the agility and entrepreneurialism to grasp new commercial opportunities.

Our strategy has been designed to support Jersey's ambitions to grow its financial services sector. It is the product of significant engagement with industry, the Government of Jersey and our wider stakeholder community. We will also be accountable to these groups in delivering it.

'Trusted' is the fundamental keyword. We inspire trust through being an effective and proportionate regulator and registry. One that combats financial crime and protects consumers, while also providing excellent service and enabling growth.

Strong relationships and effective engagement are key to this trust. As is the regulatory certainty that has long made Jersey a successful international finance centre.

Our strategy is ambitious about creating better outcomes for the people and organisations we are here to serve. We recognise that our organisational culture is key to making this happen. People who use our services will notice a change in their experience of working with us, as we build on existing strengths, while empowering our people to be more commercially aware and provide excellent service. We recognise how fundamental the effective use of technology is to achieving our goals.

A note on imagery: to reflect our connection to island life, we have incorporated images of Jersey's natural environment throughout this document



**“We have the agility and entrepreneurialism to grasp new commercial opportunities.”**

I look forward to working with all our partners as we deliver for Jersey.

**Jane Platt, CBE  
Chair**

# Our priorities

Our strategy will bring about a step change in our approach to supporting economic growth, providing quality service and being risk-based, while continuing to support Jersey's reputation as a well-regulated international finance centre.

**It sets out a clear vision of success yet retains flexibility so we can respond effectively to future developments in industry and in the Government of Jersey's financial services competitiveness programme.**

We will deliver this strategy through four priorities, carefully selected to drive meaningful change in the areas that matter most to the organisations and individuals we are here to serve.



Jill Britton

Director General  
Jersey Financial Services Commission

# Our priorities (continued)

## **Support growth**

We recognise that what we do and how we do it have a significant influence on the success of financial services in Jersey. We have an important role in supporting the growth of legitimate business, by providing a simple, easy-to-understand regulatory framework. AI, virtual assets and other digital innovations present increased opportunities which competitive finance centres must continue to embrace.

## **Be risk-based and proportionate**

We will work in partnership with industry to be more risk-based in our registry and supervisory approach, enabling earlier, more targeted interventions to help minimise more serious outcomes. This will make us more effective at fighting financial crime and protecting consumers, while reducing the regulatory burden for lower-risk businesses and activities.

## **Combat financial crime**

Meeting our international financial crime obligations is non-negotiable. It keeps people safe, protects market integrity and is essential to attracting new business. It is in the interests of all Jersey businesses that we protect our island from being used for the purposes of financial crime.

## **Deliver excellent service**

Delivering excellent service is good for both business and regulatory effectiveness. By providing better and clearer support, we will help people to meet their regulatory obligations more effectively. Smoother regulatory and registry processes will also save businesses time and money, supporting island competitiveness and improved outcomes for the underlying clients. We are clear that having a service orientation is an essential part of being a successful, modern regulator and registry.

## **Balancing strategy and business as usual**

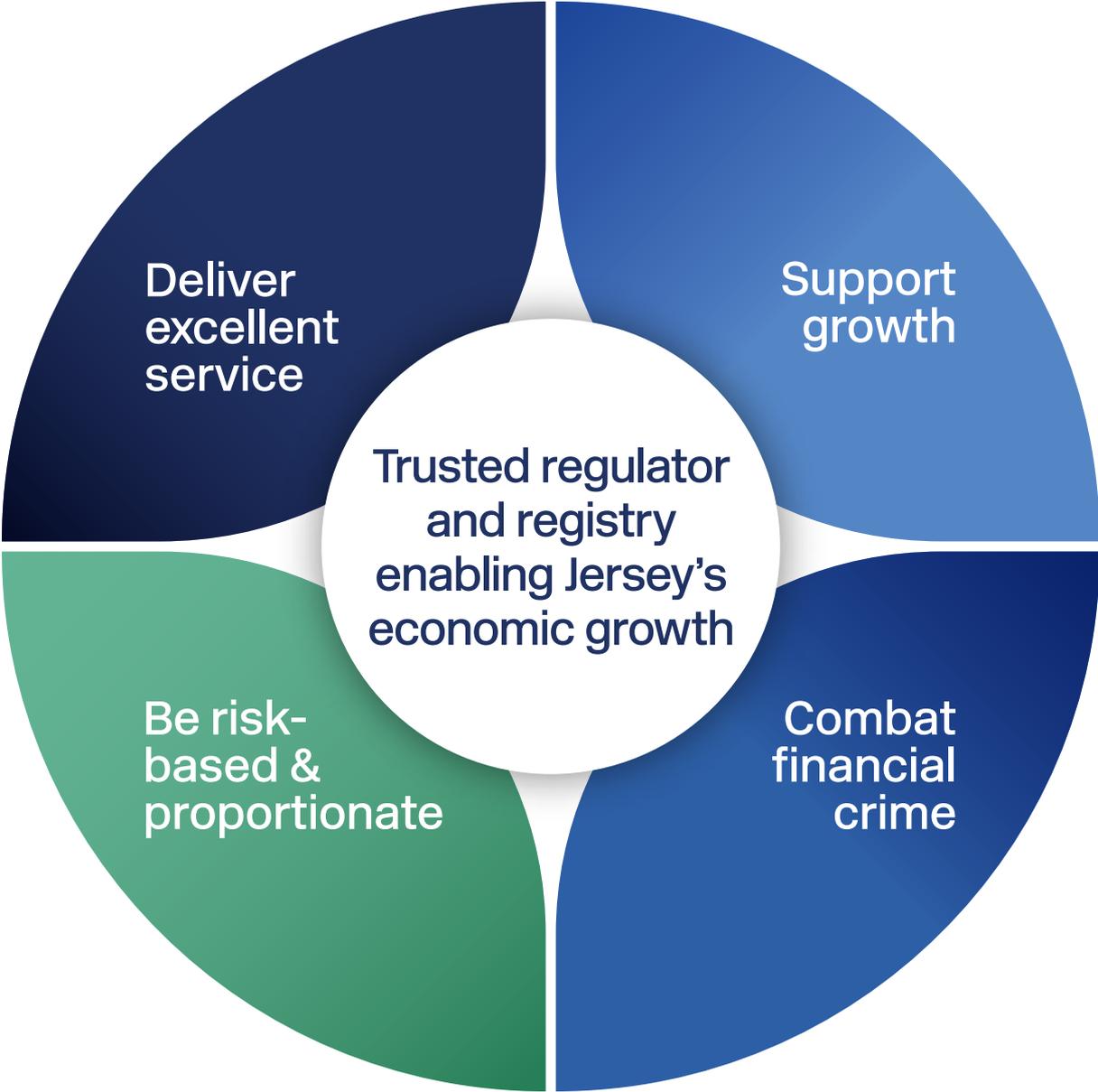
Our strategy will bring about important changes in how we deliver our services, however we recognise the importance of continuing to carry out our core responsibilities as Jersey's registry and financial services regulator. We will implement this strategy while fulfilling these responsibilities to protect and enhance Jersey's reputation.

We will achieve our goals by working alongside government, fellow regulators, partner agencies, the organisations and individuals who are regulated or use our registry, and the consumers we are here to protect.

We look forward to delivering on the commitments we share in this strategy, further building trust through our role as regulator and registry, and supporting Jersey's long-term economic growth.

**Jill Britton**  
Director General

# Our strategic framework



# Financial services in Jersey\*

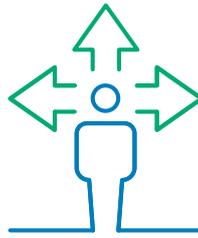


**655,000**  
customer relationships



Worldwide reach of  
**222**  
jurisdictions

Managing around  
**£2.4 trillion**  
of wealth



including  
**£1.3 trillion**  
in trusts

Jersey is the custodian of approximately

**£183b & £466b**

in bank deposits

in administered or managed  
collective investment funds

The total value of funds  
under investment is around



**£41 billion**

\*source: JFSC data collection exercises, 2024 and 2025

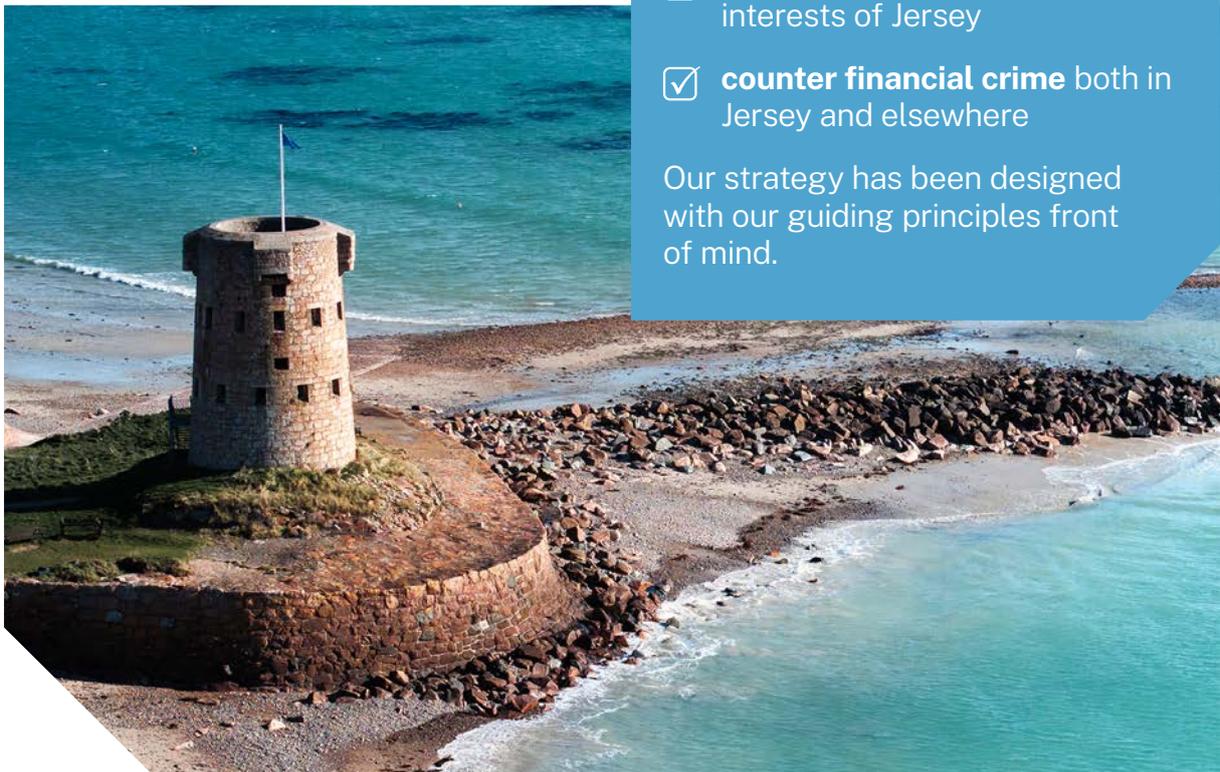
# Our role

## We support the long-term success of Jersey's financial services sector for the good of our entire island community.

We do this through high-quality, proportionate regulation and delivery of registry services that protect the public and fight financial crime, while encouraging the establishment and growth of legitimate business in the island.

We are the 'anti-money laundering' and 'countering the financing of terrorism' supervisor for Jersey's financial institutions, virtual asset service providers and designated non-financial businesses and professions. We are also responsible for supervising financial institutions for conduct and prudential purposes.

We operate the island's registry, maintaining registers that include Jersey companies, business names, foundations, partnerships, and security interests.



We are a statutory body, accountable to the public through the island's elected representatives.

Our statutory responsibilities are set out in the Financial Services Commission (Jersey) Law 1998.

## Our guiding principles are set out in law to:

- ✓ **reduce risk** to the public of financial loss due to dishonesty, incompetence, malpractice or the financial unsoundness of financial service providers
- ✓ **protect and enhance** the reputation and integrity of Jersey in commercial and financial matters
- ✓ **safeguard** the best economic interests of Jersey
- ✓ **counter financial crime** both in Jersey and elsewhere

Our strategy has been designed with our guiding principles front of mind.

# Support growth

**We will support growth through a smarter approach to regulation and delivery of registry services, with quicker decisions, and targeted rather than uniform interventions. Modernisation of our regulatory framework will make it easier to do business in Jersey.**

Listening and responding to industry feedback remains key to supporting international and island businesses. We will also proactively support new opportunities for growth. This will involve encouraging and enabling responsible innovation and technology adoption, including AI, across our regulated community and the JFSC. We recognise the importance of leading by example here. We will also evolve our approach to digital assets to support new opportunities for the island.

The Government of Jersey's financial services competitiveness programme will remain a central focus. We will continue to play a leading role in it to strengthen Jersey's position as an international finance centre.

When it comes to regulation, one size does not fit all. We will support growth by tailoring our policy development, engagement and supervision approach more effectively to the different organisations and individuals we regulate.



We recognise the importance of the registry to the island's infrastructure. Our investment in the registry will ensure we meet the current and future needs of the financial sector, and Jersey businesses more broadly.

Our vision gives equal weighting to our roles as registrar and regulator. It is a competitive opportunity to have both operating in the same organisation. Maximising the benefits of this differentiator for Jersey will be a significant focus.

To encourage global investment into Jersey, we must collectively showcase our strong reputation as an international finance centre, supported by a responsive registry and a proactive regulator. We will enhance the island's global competitiveness through maintaining our strong relationships with local and international organisations and building new ones.

## What will success look like?

- ✓ **industry will see us as more supportive** of growth, competitiveness and innovation
- ✓ **we will see an increase in:**
  - the number of registered persons and incorporated entities
  - assets under management
  - funds under management
  - banking deposits

# Be risk-based and proportionate

**We will emphasise risk mitigation over remediation, so we can solve problems collectively and earlier.**

Our enhanced supervisory approach will result in more targeted, data-led regulatory interventions, reducing the regulatory burden for businesses and activities that present a lower risk.

Effective use of data will support us in taking more of a preventative approach.

Reforming our end-to-end approach to data will enable these changes. This will include improving and simplifying our data collection processes and ensuring that we only collect the data we need. We will also invest in our data analysis capability so that we can use data more effectively and act on it to identify, prevent and mitigate threats.

Our supervisory approach will be facilitated by simpler frameworks that make it more straightforward for businesses and individuals to understand and meet their regulatory and registry obligations. We will bring the frameworks up to date, removing duplication and making them clearer, briefer, and easier to navigate.

In addition, given our wider responsibility to support islanders' financial wellbeing, we will support consumer understanding of financial services through outreach and engagement.



“Our enhanced supervisory approach will result in more targeted, data-led regulatory interventions.”

## What will success look like?

- ✓ stakeholder perceptions of our regulatory approach will improve
- ✓ the use of intelligence in regulatory interventions will increase

# Combat financial crime

**Combatting financial crime and the serious harm it facilitates is our responsibility as members of the international community. It is also core to our role and fundamental to Jersey's long-term success.**

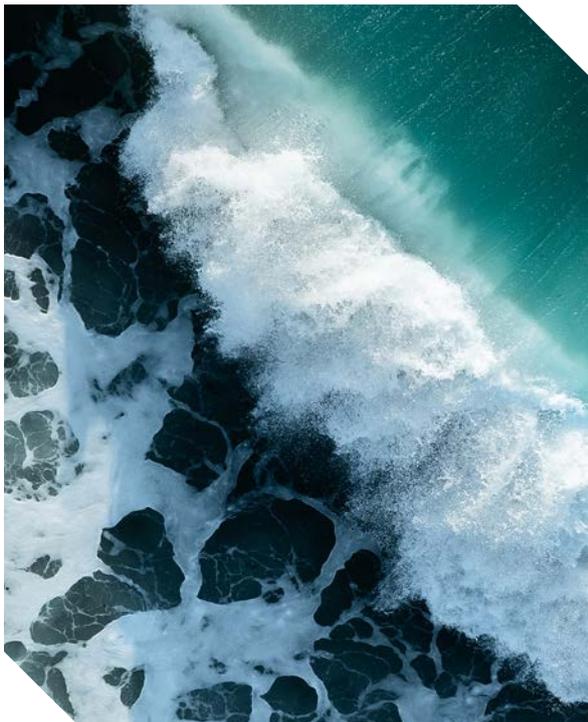
Jersey's 2024 MONEYVAL mutual evaluation report confirmed that our effectiveness in preventing financial crime is among the highest level found in jurisdictions evaluated around the world. We're focused on maintaining and adapting our financial crime capabilities to meet new challenges, as we look ahead to Jersey's sixth round MONEYVAL mutual evaluation, which is set to take place in our next strategic cycle.

While global norms are fragmenting, it remains important for Jersey to maintain alignment with international standards. We will enhance our engagement with international standard-setting bodies to both understand and shape the global regulatory agenda.

We will work with local and international government and law enforcement agencies to deliver the national financial crime strategy and reduce the harm of fraud by actively engaging with stakeholders, including providing a fair and simple fraud regulatory framework that protects customers.

Simplification of our anti-money laundering handbook and guidance will support industry's understanding of, and compliance with, their obligations to prevent financial crime.

**“We're focused on maintaining and adapting our financial crime capabilities to meet new challenges as we look ahead to Jersey's sixth round MONEYVAL mutual evaluation.”**



## What will success look like?

- ✓ **we will maintain** high levels of effectiveness in fighting financial crime
- ✓ **we will have better insights** into fraud to inform the actions we will take

# Deliver excellent service

**We will adopt more of a service mindset, with a focus on the customer and their needs.**

**We will improve our service delivery to increase the ease of working with us, by providing more certainty around decision-making timeframes, transparency on service metrics, and accelerating our information processing and reporting timelines.**

Improving online experiences will be an important component of this. We will take a digital-first approach so that an increasing range of processes can be completed online – from setting up a business, to finding answers to regulatory questions. Our focus will be on making our digital channels work better for the end user.

“We will build on existing strengths while ensuring people experience a more customer-centric approach from us.”

We recognise the potential of AI to improve user experiences, and this will be an important focus.

Our data strategy will also include an important service component, using digital solutions to make data submission much less onerous. ‘Tell us once’ will be a key goal, providing businesses and individuals with a more joined-up experience across our registry and regulatory teams.

We will focus on communicating clearly and constructively, with an emphasis on supporting our stakeholders.

Culture is a critical enabler to making this strategy happen. We will build on existing strengths while ensuring people experience a more customer-centric approach from us.

## What will success look like?

- ✓ **our service levels** will improve
- ✓ **complaints** will be responded to in the agreed timeframe
- ✓ **perceptions** of our digital channels will improve
- ✓ **perceptions** of our communication and responsiveness will improve



# How our priorities work together

All four priorities are equally important to delivering our vision and are mutually reinforcing.

## Support economic growth

- a key driver of being risk-based and proportionate
- ensures we are upholding robust regulatory standards while enabling legitimate business

## Be risk-based and proportionate

- supports economic growth
- increases our effectiveness in fighting financial crime
- focuses our resources on high-risk activities and businesses to protect Jersey's reputation and the public from conduct risk

## Combat financial crime

- both enabled by, and a key outcome of, being risk-based and proportionate
- a critical foundation to sustainable economic growth

## Deliver excellent service

- increases the ease of doing business in the island, providing a faster route to growth
- supports firms and individuals' compliance with their financial crime obligations



# How our priorities work together (continued)

Together, our priorities will support us in fulfilling our role: to protect the public, fight financial crime, and support Jersey's continued success as an international finance centre of choice, for the benefit of our whole island community.

We look forward to working closely with all our stakeholders to deliver our vision: to be a trusted regulator and registry, enabling Jersey's economic growth.





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[www.jerseyfsc.org](http://www.jerseyfsc.org)