Jersey Financial Services Commission

2026 industry survey results



Foreword

Thank you to everyone who took the time to share their views in our industry survey. Your responses give us a clear understanding of how we can improve people's experiences of engaging with us. The survey results also substantively inform our business plan.

What the 2026 results tell us

Our 2026 survey results show a clear year-on-year improvement in perceptions of the JFSC, which is an early signal that we are going in the right direction. We are clear, however, that we need to do more, with respondents' average rating of their most recent engagement with us continuing to decline. It's essential that we improve our digital services, simplify processes and play our part in making it easier to do business in Jersey.



Jill Britton
Director General
Jersey Financial Services Commission

Our progress since last year

In last year's industry survey report, we said we needed to make it easier to work with us. We also recognised that recurring themes of competitiveness, engagement, service and online experiences required a more strategic response.

We launched our 2026-2030 strategy this year, with a clear connection between our strategic priorities and those areas identified as needing our attention.

Next steps

The areas for improvement identified in the 2026 survey align with the priorities we have set out in our 2026-2027 business plan, and we have made progress in addressing them. The results underscore that we need to accelerate some planned programmes of work, especially relating to our digital services, such as MyRegistry and MyJFSC.

Alongside the 2026 results, this report shares our progress in responding to last year's survey and our high-level response to this year's. We will share more detail in our updated business plan which will be published in February 2027.

Our engagement is not limited to an annual survey. We value ongoing conversations with the people and organisations we work with to support the long-term success of Jersey as an international finance centre.

Jill Britton
Director General



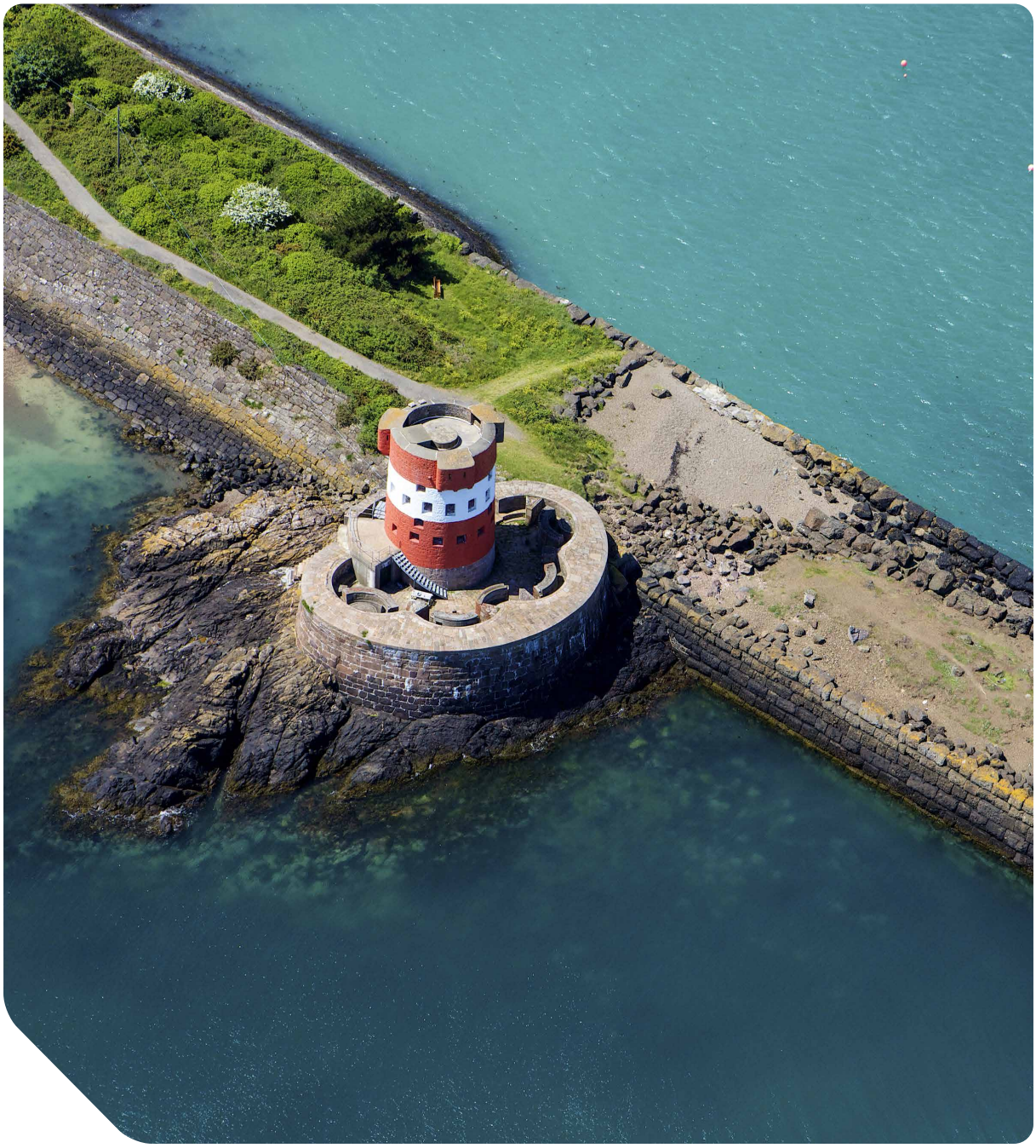
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Purpose

Listening and responding to feedback is essential to being a trusted regulator and registry.

Our industry survey report is an important part of our commitment to transparency and continuous improvement. It tracks progress over time and identifies areas where further attention is needed.

The survey findings inform our business planning and provide valuable insight into the varied experiences of those who interact with us.



Survey methodology

The survey was independently conducted by research agency 4Insight. It combined a quantitative survey of 555 respondents with 16 qualitative interviews. Confidential responses enabled stakeholders to provide candid feedback on their experiences and perceptions of the JFSC.

For the first time in 2026, dedicated registry and supervision deep dives were included. These were designed to add context to the main survey findings and provide new, more detailed insight.

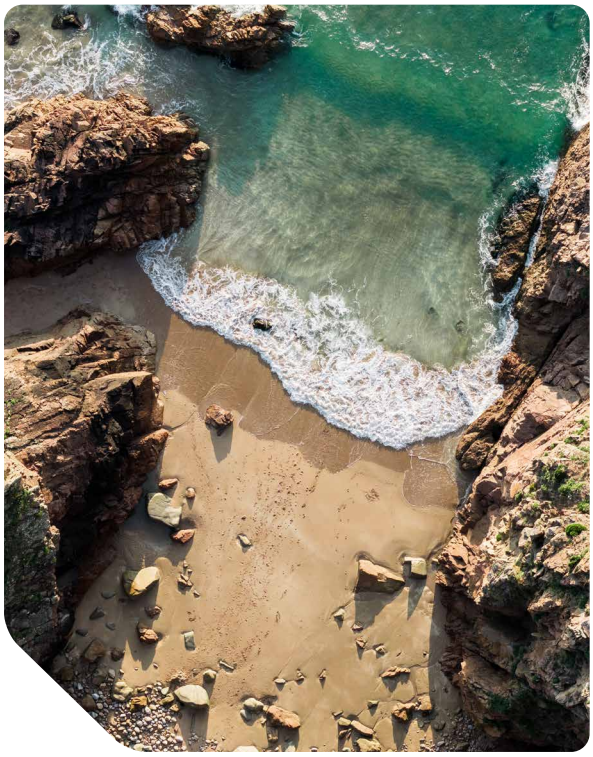


2026 results

The 2026 survey shows improved perceptions of the JFSC across all reputation measures. We are clear however that these should be understood as green shoots, with more progress needed.

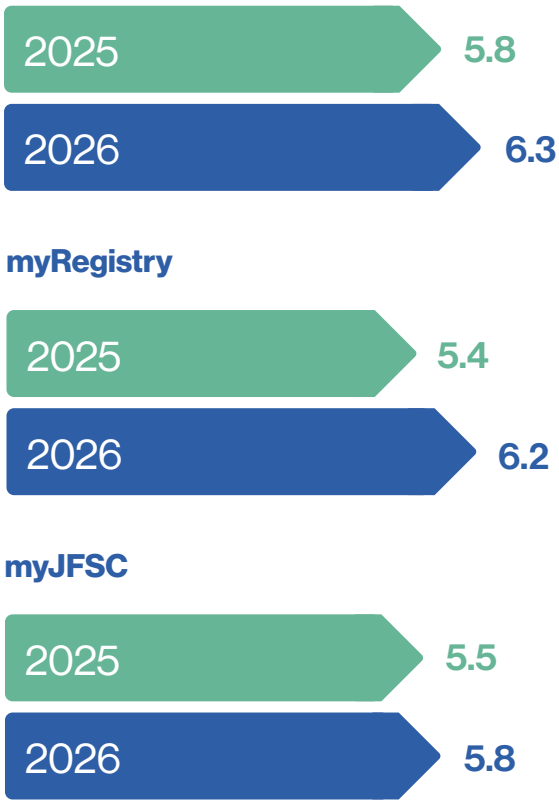
There is an apparent disconnect between improving perceptions of the organisation and declining scores for the quality of last engagement. This suggests a more favourable overall sentiment, but with issues remaining around people's experiences of working with us.

The results also highlight the importance of maintaining momentum. Respondents continued to identify online experiences, end-to-end user experience of key regulatory and registry processes and the accessibility of guidance and support as important areas for improvement.



Quantitative results

Ratings of our digital channels

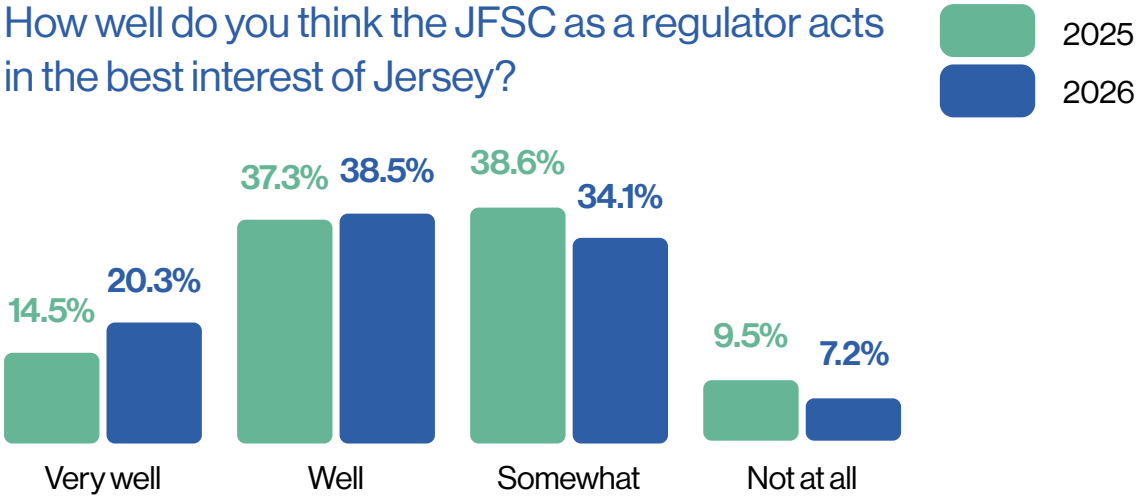


Scores are out of 10

Perceptions of all digital channels have improved, although there is a clear continued need to focus on improving user experiences.

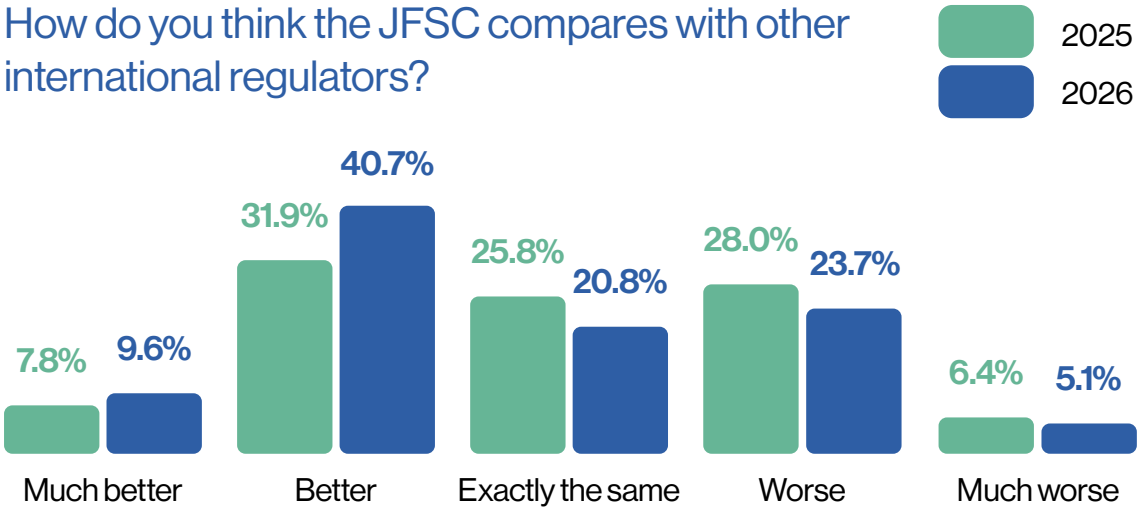
"We are clear the results should be understood as green shoots, with more progress needed."

How well do you think the JFSC as a regulator acts in the best interest of Jersey?



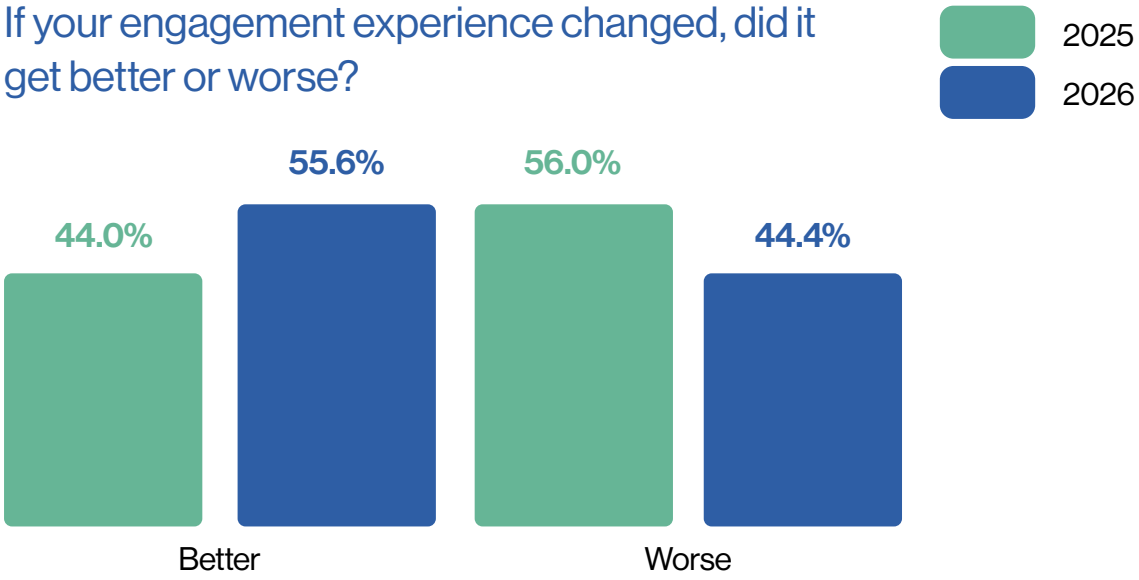
The proportion of respondents who believe the JFSC acts well or very well in Jersey's best interests increased from 51.8% to 58.8%, indicating increased confidence in our direction and contribution to the island. We also saw a decrease in respondents who believe we do not act in Jersey's best interest.

How do you think the JFSC compares with other international regulators?



This year, 50.3% of respondents considered the JFSC better or much better than other regulators. We still have work to do to reduce the proportion rating us worse or much worse, so this should be treated as a positive indicator rather than evidence of a settled change in confidence.

If your engagement experience changed, did it get better or worse?

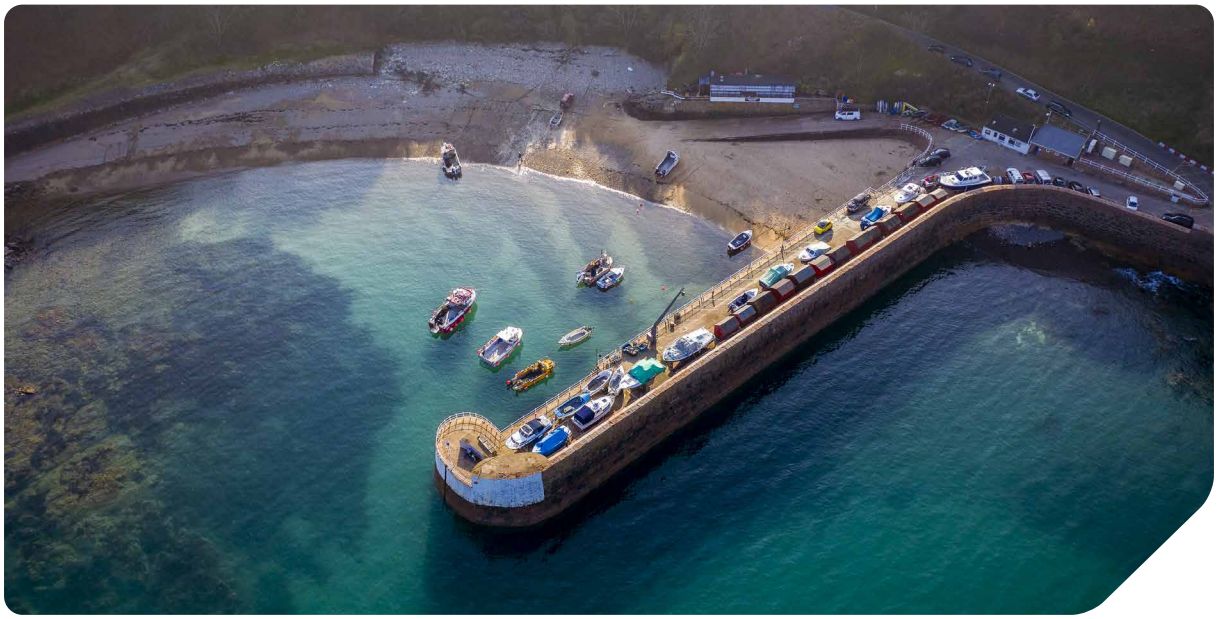


Of the respondents who said their experience of engaging with us had changed, more than half said it was better, compared with 44% last year.

How would you rate the quality of your last engagement with the JFSC? Where 1 is very poor and 10 is excellent



The improvement in our reputational scores is encouraging, but it should be viewed alongside a decline in how respondents rated their most recent engagement with us. This highlights the need to improve people's day-to-day experiences of the JFSC.



Qualitative results

The qualitative feedback gave important context for the survey scores. While experiences varied, stakeholders generally recognised improvements in communication, transparency and engagement compared with previous years. Confidence in the JFSC's role in protecting Jersey's reputation remained strong. Stakeholders continued to call for progress on digital services, guidance, process clarity, consistency and ease of doing business.

Areas where stakeholders have seen improvement	Areas for focus
Continued confidence in the JFSC's role in protecting Jersey's reputation	Website and portal usability
Improvements noted in our communication, transparency and openness	Guidance needs to be simpler, clearer and more practical
Positive experiences with JFSC employees	Easier navigation needed of regulatory and registry requirements and processes
Greater visibility of engagement with industry and a more collaborative approach	Support for smaller and non-financial businesses needs to be more tailored and proportionate
Recognition of improvements to systems and digital services, although further progress is expected	Continued focus needed on responsiveness, consistency and overall customer experience



Registry and supervision deep dives

To get a better understanding of different groups' experiences, this year we introduced new deep dive questions focussed on registry and supervision.

Respondents were automatically taken to these deep-dive quantitative questions based on whether they identified as a registry user or part of the regulated community in the wider survey. These quantitative questions were followed by 16 in-depth face-to-face interviews, with good representation across sectors and business size.

Supervision interviewees were generally more positive about approachability, transparency and day-to-day relationships, while registry feedback was more challenging.

Supervision deep dive

Areas where stakeholders have seen improvement	Areas for focus
More open and constructive engagement with supervisors	Improving the clarity and predictability of authorisation processes
Improved accessibility and responsiveness from supervisory contacts	Reducing duplication in information requests and manual processes
Most felt that supervisory and authorisations processes were proportionate to their firm's risk profile	Enhancing website and myJFSC portal usability

Registry deep dive

Areas where stakeholders have seen improvement	Areas for focus
Professionalism and helpfulness of registry colleagues	Contactability and website/portal navigation
Support provided once queries are assigned and investigated	Service levels and processing times, with 51% not noticing an improvement and only 50% saying their query was fully resolved in a timely manner
Improved portal reliability and reduced downtime	Too much jargon and complexity, making it difficult for customers to understand what is required from them

Our response

The key themes emerging from the survey align closely with priorities already identified in our 2026-2027 business plan, with an identified need to accelerate work on digital channels.

Our update on the 2026/27 business plan, to be published in February 2027, will provide a more detailed plan of action.

Industry feedback	2026-2027 business plan commitments
Improve website and portal usability	Invest in digital services, website improvements and user experience enhancements
Provide clearer guidance and requirements	Regulatory simplification is a key initiative
Make it easier to do business with the JFSC	Ongoing work to modernise processes, reduce unnecessary complexity and improve efficiency
Support smaller businesses more effectively	Increased focus on proportionality, accessibility, user experience and stakeholder engagement
Improve communication and responsiveness	Focus on service standards, accountability and customer experience
Support Jersey's competitiveness	Continued delivery of the Government of Jersey's Time to Win programme

We will continue to deliver against our existing strategic commitments and report transparently on our progress through our business plan, annual reports, quarterly service reporting and stakeholder engagement activities.

Our progress since 2025

It is important that we are accountable for the commitments we make in response to stakeholder feedback. This section provides an update on the progress made against our 2025 industry survey commitments. Much of the activity listed below will also support or enable an effective response to the 2026 results.

In our 2025 industry survey report, stakeholders highlighted competitiveness, online experiences, service and engagement as priority areas for improvement. Those themes informed our 2026-2030 strategy and our 2026-2027 business plan.

Online experiences

2025 commitment

Improve website usability and search functionality and make more fundamental improvements to the myJFSC and myRegistry portals

Progress update

- website user experience upgrade rolled out in August 2026, including improvements to search
- updates made to the myJFSC portal to enable users to access previously uploaded documents and use the portal as a single source of information exchange for examinations

Competitiveness

2025 commitment

Support island competitiveness and avoid over-regulation

Progress update

- threshold raised for submission of beneficial ownership information for low-risk applications
- Control of Borrowing Order simplified ahead of full repeal next year
- new sound business policy delivered, with substantial simplification
- ongoing work to simplify and increase the proportionality of Schedule 2
- changes to the role of the Money Laundering Compliance Officer and reliance regime to reduce compliance costs for industry
- bank licensing policy updated to simplify processes for new entrants

Our progress since 2025
(continued)

Engagement

2025 commitment

More meaningful and tailored engagement, especially in our service provision for smaller businesses

Progress update

- registry website guidance simplified to support smaller businesses and registry-only customers
- more focussed stakeholder engagement with trade bodies

Service

2025 commitment

Make it easier to get hold of the right person for support, provide quicker responses, certainty around timelines and improve the quality of communication

Progress update

- customer service training rolled out across the JFSC
- service level agreements published on our website, with continued improvements in performance across 2026



Looking ahead

In February we will publish an update to our business plan, where you will see in more depth how we will address the issues respondents raised in the industry survey.

We remain committed to listening, learning and responding to feedback as we realise our vision of being a trusted regulator and registry, enabling Jersey's economic growth.





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