

Event Planning Toolkit

Discover the island venue.

#theislandbreak





Events Jersey, Your perfect host.

Dedicated concierge service from experienced, passionate professionals with access to a wealth of information and reliable recommendations for everything you need to plan your event.

Every event is unique and will vary in terms of objective, audience, participants, spectators and size.

When staging an event it is important to make a great impression, and to ensure this happens, careful planning is required from start to finish.

Jersey has some unusual quirks relating to permission and legalities for event organisers, here we have compiled some useful information which may help when organising events in Jersey.

Events Jersey has compiled this useful toolkit in partnership with 3D, which may help when organising events in Jersey.

We look forward to working with you as you design and deliver an outstanding event in the island venue.



Getting started.

The first stage to planning an event is developing the concept.

It is important to have a clear idea about what you would like the event to achieve from the outset, the reasons for staging the event and the ideal outcome. It is also useful to consider the type of people that you want to attract. Define your target audience and consider their needs and expectations carefully.

Setting aims and objectives

Ensure that SMART objectives are set to ensure the success of your event.

Specific

What exactly do you want to achieve?
How will you do this?

Measurable

How will you measure the success of the event?

Achievable

How will the event achieve its aim and how realistic is this, based on other constraints, such as financial factors?

Realistic

Are your aims realistic? Do you need additional resource?
Is this the right time?

Timely

Can the deadline be met without compromising on quality?

Other organisational functions that should be considered:

- Finance and Funding.
- Health and Safety.
- Marketing and Public Relations.
- Venue Organisation and Management.
- Legal and Contractual Obligations.

Planning and staging your event.

Staging an event can be a little like planning a military operation!

Many people assume that anybody can stage an event successfully and are unaware of the potential pitfalls that even the most experienced event organiser may experience. Health and Safety regulations are in place to reduce risk to the general public. It is up to the event organiser to be aware of their responsibilities when staging events.

This chapter has been designed as a reference, to be used either to dip into when planning your event or as a step by step guide.

Research, check and set date

Before setting a date for your event it is important to research if other events are being staged as this could have an effect on visitor numbers. Check the Events Jersey website: <http://events.jersey.com>.

Choosing a venue

Jersey is an island of unlimited opportunities where the combination of land, coast, beach and sea provide unique, immersive event spaces.

Once you have an idea of the type of festival or event you plan to stage, choose a suitable venue or location. Jersey has a vast array of unique options ranging from cultural and heritage sites, hotels, restaurants, sporting arenas, public parks and outdoor spaces.

Once you have selected your venue, arrange a site visit to assess suitability and check that it meets Health and Safety requirements.

Things to think about include:

Venue environment and location

- Is parking available?
- Are there good transport links to the venue such as bus and cycle routes?
- What is the proximity to local infrastructure and will permissions need to be granted?
- Is there adequate space for all elements such as stalls, marquees, catering and other activities?
- Have you considered issues relating to access in terms of unloading/loading/mobility-impaired visitors?

Venue facilities and services

- Are there adequate basic services such as water, electricity and gas?
- Is there sufficient space and what is the capacity for the main area/parking/support areas/kitchens?
- Have you considered the flow of attendees whilst at the event?
- Is there a detailed plan of the site? If not, it is useful to establish ceiling height, access doors, power points, air conditioning, heating systems and water access points available.
- Is there toilet provision on site?

Additional information

- Are there specialist services that the venue offers e.g. sound systems?
- Is the venue available when required? Remember set up and break down time.
- How much does the venue cost to hire and what does this include?
- What are the conditions of hire?

The island venue. Planning and staging your event.

Permission to hold a public event

Public entertainment licensing

The Bailiff, under common law powers permits public entertainment in Jersey. This means that, generally, if you want to hold a public event, you must apply for a permit to do so. For full information on organising public events in Jersey please visit: <https://gov.je/Leisure/Events/OrganisingPublicEvent/Pages/Licensing.aspx>

Contact information

Bailiffs Chambers

Tel: +44 (0) 1534 441 100

Email: bailiffschambers@gov.je

Permissions

Sporting or charitable events

Events that take place on public roads will require permission from:

- Department for Infrastructure.
- The Parish Connétable(s) for the Parish in which the event takes place.
- Events that take place on private land will require permission from the landowner.

In all cases an event plan, risk assessment and appropriate levels of insurance will need to be presented.

Insurance

All events operating in Jersey must demonstrate that they have adequate Public Liability Insurance before they will be permitted an event permit.

Before purchasing insurance, event organisers from overseas should ensure that their insurance policy covers the Channel Islands. The Channel Islands are not part of the UK or members of the European Union and may be specifically excluded from cover that is available for events that are operating in the UK.

Infrastructure

i.e. Road closures

Roads in Jersey are either managed by the Department for Infrastructure (DfI) or by the Parish in which the road exists. Jersey has twelve Parishes, a full list of Parishes is available at www.Parish.gov.je. Requests to close roads for events in Jersey must be supported with a full event plan, risk assessment and appropriate levels of insurance to operate the event.

Contact Information

Department for Infrastructure

Tel: +44 (0) 1534 445509

Email: dfi@gov.je

Duties and Taxes

Importing goods for events

Three different duties and taxes are collected on imported goods:

1. Excise duty on alcohol, tobacco and fuel
2. Common Customs Tariff (CCT). This is charged on all goods imported from outside the European Union (EU). To find out how much you will need to pay visit gov.uk
3. Goods and Services Tax (GST) at 5% is calculated on the combined value. If the combined value of your goods is over £240, you must declare and pay the GST and any excise duties (if applicable).

This includes:

- The purchase price and a goods value at import.
- Insurance, commission, packing and freight.
- All taxes and duties applied before and on arrival, such as VAT, CCT and excise.

If the combined GST, excise duty and CCT is £12 or less, Jersey Customs won't normally charge you. This figure of £12 is called the de minimis.

The de minimis level is the minimum amount of GST collected on imported goods. The de minimis level is for private individuals, not businesses. It is an administrative provision, and not a right, it can be removed at any time by the Jersey Customs and Immigration Service.

If you order multiple items that arrive as one shipment on the same day, Jersey Customs treat this as a single delivery for customs duty purposes. Any goods imported by freight will be detained by the shipper until duty is paid.

There is an extra duty charged on certain items imported from the USA. For more information, check the EU Council Regulation 673/2005 and 632/2006.

Contact information

Customs and Immigration (including import GST)

Tel: +44 (0) 1534 448000

Fax: + 44 (0) 1534 448071

Email: rgc@gov.je

Address: Jersey Customs & Immigration Service, Maritime House, La Route du Port Elizabeth, St Helier, Jersey, JE1 1JD

Sunday Trading

Sunday trading permits are granted by the Constable of each parish, who will consider whether a commercial opening will cause undue disruption, traffic congestion, noise etc. Deliveries to event sites on Sunday will also be limited at the Constable's discretion.

A full list of Parishes is available at

<https://parish.gov.je/Pages/default.aspx>

Outside caterers and Eat Safe scheme

Jersey has an array of high quality, creative outside caterers. When using an outside caterer in Jersey, event organisers should first check to see that Caterers are registered with the Environmental Health Department in Jersey (or local authority if based off island).

Eat Safe scheme and star ratings

Every registered food business in Jersey gets a food safety audit and star rating, based on compliance with the Jersey Food Law and the Food Standards Agency (FSA) Food Safety Code of Practice. After a food safety audit, a business will receive a star rating; ratings are awarded from two to five stars, with five being the best. Businesses are inspected anywhere between every six months to five years, depending on their level of risk and compliance.

Contact information

Environmental Health

Tel: +44 (0) 1534 44580

Email: environmentalhealth@gov.je

Address: Department of the Environment, Environmental Health Section, Maison Le Pape, The Parade, St Helier, Jersey, JE2 3PU

Promotional signage and banners

The Department for Infrastructure (DfI) manages banner sites for events in St Helier, Jersey's capital. For full information on advertising banner spaces for events please visit: <https://gov.je/Leisure/Events/OrganisingPublicEvent/Pages/BannerAds.aspx>

In addition, each Parish may also offer sites for promotional banners. A full list of Parishes is available at: <https://parish.gov.je/Pages/default.aspx>

Aerial photography

Jersey has a number of 'licensed drone pilots' who are able to supply aerial photography services:

Bam Perspectives

Social: @BamPerspectivesJersey

Email: bam128@outlook.com

Site: www.BamPerspectives.com

Studio M

Tel +44 (0) 1534 888 800

Email: studio@thestudiom.com

Site: <http://thestudiom.com>





Travelling from the UK to Jersey

British or European passport / identity card holders

There are no immigration controls between the United Kingdom and Jersey. Neither a passport nor identity card is required for immigration purposes. However photographic ID may be required by on island customs and immigration personnel, police officers, airlines and ferry companies. It is advisable to check with airlines and ferry companies to see which form of photo ID is acceptable.

Non-EU passport / identity card holders

A person who is in the UK legally and who will be travelling according to immigration permissions will not need a separate visa to travel to Jersey. Photographic ID should be carried however and it might also be useful to bring a letter from the Home Office confirming UK residential status.

Travelling from abroad to Jersey

British or European passport / identity card holders

All British citizens must show a valid British passport to immigration control on arrival in Jersey. All European Union (EU) and European Economic Area (EEA) nationals must show a valid passport or identity card to immigration control on arrival in Jersey.

Non-EU passport holders

All non-European and non-EEA nationals arriving from abroad must show a valid passport to immigration control on arrival in Jersey. Further information can be found: <https://gov.je/SiteCollectionDocuments/Life%20events/LD%20IMMIGRATION%20RULES%20TL.pdf>

Visas

Visas may be required dependent on nationality. The Jersey visa requirements are the same as the UK visa requirements. Entry may be refused without the necessary visa. This applies to all passengers regardless of age. More information can be found here: <https://gov.uk/check-uk-visa>

Tides

Jersey has one of the largest tidal ranges in the world. The Island almost doubles in size at low water and so when planning events on a beach or in the sea, event organisers need to take great care and plan very carefully. Please view the Jersey tide timetable at: <http://ports.je/Pages/tides.aspx>

Public collections

Holding collections in public places requires the permission of the Bailiff under Customary Law powers. A person who collects in public without the Bailiff's permission is acting contrary to the Law. Anyone seeking permission to collect in public must make such a request in writing. Details must be given of the proposed time and place of the collection, with the name of the organisation that will benefit.

Bailiff's permission

If permission is granted for a collection, a letter of authority will be issued subject to the following conditions:

- The name of the beneficiary of the collection is clearly displayed.
- The collection is taken in a container with a closed lid
- A copy of the letter of authority is retained by those taking the collection.
- The Parish in which the collection is taking place has been consulted.

A copy of the letter will be sent to the States of Jersey Police. The Bailiff may, within 14 days of the collection, require a receipt of the proceeds of the collection from the charity concerned.

Raffles

With regard to the conduct of raffles, or any other activity dependent on chance, the Gambling and Lottery Office should be contacted for further advice.

Other legalities

Companies House provides instructions concerning:

- Non-residents setting up legal entities.
- Obtaining business licenses to operate on the Island.

Further information can be found: <https://www.jerseyfsc.org>

Reaching out to your audience.

Here's a few tips to help you build your event and inspire even more visitors to discover the island venue. Let's work together to help Jersey shine a little brighter:

Digital

- Ensure that you have updated your event details on Visit Jersey's My Listing Portal which feeds <http://jersey.com> and the official What's On publication.
- Ensure that the images you supply are doing your event justice.
- Register for Visit Jersey's media library and gain access to a wide range of imagery, you can also share your own imagery on the site.
- Update your website regularly and build an e-mail marketing list, segmenting visitors and local attendees, to inspire visiting friends and family.
- Include a link to <http://jersey.com> and include content from Visit Jersey's guides and features, as a hook to inspire off-island visitors to attend your event.
- Use the hashtag #theislandbreak across your social channels. Download our social media guide on how to engage on social media channels.

Customer Relationship Management (CRM)

- Keep your consumer database up-to-date and correspond with your visitors on any new developments and follow them on social media.
- Incentivise previous customers to refer their friends to your event, word of mouth is the most cost effective way to attract more visitors.
- Ask your visitors to post their positive event experiences on Twitter and Instagram using #theislandbreak.
- Ask permission from your event visitors to put their testimonials on your website.

Working in partnership

- Promote your event in the What's On publication aimed directly at visitors. Contact Ben Davies on: ben@factory.je to feature.
- Inform tour operators you deal with in advance of your event and provide them with interesting content, images and packages especially for the off-season.
- Don't forget your business cards and brochures when you attend any networking events, as these are opportunities for you to cross-promote your event with other businesses.
- Sign up to receive our industry newsletter and receive social media alerts to find about activities carried out by Visit Jersey and how to get involved.
- Build relationships with the Visit Jersey team. Share any interesting stories, about your business, activities, festivals etc. that we can use as a hook to tell Jersey's story by emailing product@visitjersey.je.
- Explore the services on offer from Jersey Hospitality Association and Jersey Business in respect of training, quality assurance and networking events.

Research

- Keep up to date with research and trends on our business site and sign up to receive the industry e-news.
- Discover the latest tourism and industry statistics and research projects. Use this insight to shape your event business decisions and identify market opportunities.



Implementing your event.

Confirmation of bookings

It is important to confirm bookings and arrangements with all artists, performers, speakers and VIPs before the event.

- Phone or write to confirm a date/time and any other important details that may be relevant.
- Include a map of the venue and details of how to get there.
- Check any special requests and make sure they are in place.
- Provide contact details of the relevant person in case problems arise.

Weather

The weather can be a determining factor in an event's success or failure. Getting the correct information before the event allows you to implement contingency plans for bad weather. For an accurate online local forecast see: <http://jerseymet.gov.je>. You can also contact the Jersey Meteorological department who provide a consultancy service on +44 (0)905 807 77 77.

Staffing

The event organiser must make sure that all event staff are fully briefed and/or trained, have a good understanding of the overall operation plans and have a good knowledge of Health and Safety standards and procedures for dealing with major incidents.

The brief should include:

- Timings of the event.
- The team's responsibilities before, during and after the event.
- Details of the location of guest facilities such as toilets, first aid, seat allocation and any other relevant information.
- General behaviour and standards whilst on duty.

Make sure all staff are aware of the following:

- What facilities/services are available.
- Where these are located so that they can direct people.
- How to manage problems, including:
 - Unforeseen incidents.
 - Emergencies i.e. fire or bomb scare.
 - Accidents.
 - Lost Property.
 - Directions/information on and off site.
 - Information on local amenities for visitors.

Setting up of the event

As part of the setting-up procedure you should check that your venue has all the necessary facilities and infrastructure in place.

Media contacts

It is important to look after media contacts on the day of the event and assign someone purely for this role. The way in which they are treated may determine how complimentary they are in their reports and cooperation in future events.

Before the event the media contact should receive:

- An updated press release.
- An entrance pass.
- Location map.
- A running order of the day.
- Meeting arrangements.

On the day of the event:

- Meet and greet your contact.
- Update them of any changes.
- Introduce them to VIPs.
- Be present for any interviews that take place.
- Ensure that they are happy throughout their visit.
- Provide your guests with refreshments or make alternative arrangements.



Entertainers and speakers

Throughout the day one member of the team should be responsible for ensuring the entertainers and contractors are happy. Their role should include:

- Meet and greet.
- Show specific areas for changing etc.
- An explanation of running order/times.
- Watch the performance.
- Keep track of time so acts don't over run.
- Ensure all performers have access to water and refreshments if arranged.

Concessionaires

The person allocated to look after concessionaires should:

- Check arrival time.
- Allocate correct location.
- Ensure that they are within the set boundary allocated.
- Ensure that they are complying to basic hygiene standards.
- Ensure quality of the service.
- Check time of departure.

Close down of the event

Be prepared for the clear up of the event; consider all tasks that must be completed, do not underestimate the number of people needed to do the job and ensure basic equipment of mops, buckets, cleaning materials and refuse bags are available unless you are using private contractors.

It may be useful to de-brief the staff before the clear up so that all parties are aware of their duties during this process:

Clearing begins

Litter picking, bagging, washing up (or removal), sort linen, move items to specified collection point.

Clear down small items

Boxing of consumables and small items, loading of items, removal of rubbish.

Removal of equipment and furniture

Contractors to remove their equipment etc.

Cleaning and waste disposal

Collection of solid waste. Recycling collection.

Removal of utilities

Removal of electricity cables, generators, water supplies, gas and sanitary facilities.

Removal of structures

Removal of ropes and crowd barriers, large items such as tents, marquees and portacabins etc.

Handover and restoration

Final removal of waste skips, clean down, check venue for damage and hand over keys to site manager.

Event organisers should be available to speak to visitors and VIPs to obtain feedback and pick up comments. These can be recorded as part of the event evaluation process and be referred to for the next event.

The island venue. Implementing your event.

On the Day

Check the items on the following list before the event starts to ensure that everything is in order and any problems can be identified.

Item	Task	Check by Whom
Access		
Keys	Collect	
Alarm Systems	Identify/Operate	
Car Parking		
Signs to Event	Erect	
Mark out Area	Complete	
Ramps	Install	
Directional Signs		
Signs	Erect	
Clean/Correct	Check	
Electricity		
Mains On-Site Electrics	Check	Electrician
Generators	Install	Electrician
Safety	Check	
(LPG) Gas		
Storage	Check	Contractor
Installation	Check	Contractor
Safety	Check	Contractor
Water		
Mains	Check	
Mobile Supply	Check	
Fire Equipment		
Adequate/Appropriate	Check	
Correct Location of	Check	
Lighting		
Install	Check	Specialist Contractor
Emergency Equipment		
Separate PA System	Install	
Floor Lighting	Install	
Décor/Theme	Erect/Position	
Banners	Position	
Bunting	Position	
Flags	Position	
Posters	Position	
Drapes (Fire Proof)	Hang/Position	
Floral Displays	Position	
Stands/Stalls	Erect/Design	
Tables/Market Stalls	Position	
Chairs	Position	

Item	Task	Check by Whom
Sound System	Install	Specialist Contractor
PA System	Install	
Music/Amplifiers	Install	
Hi-fi Equipment	Install	
Monitors	Position	
Speakers	Position	
Microphones	Position	
Acoustics	Check/Adjust	
Sanitary Facilities	Install/Erect	
Toilets	Clean/Ready	
Portaloos	Erect	
Waste Disposal	Install	
Litter Bins	Position	
Bin Bags	Line Bins	
Disposable Towels	Install/Fill	
Soap Dispensers	Install/Fill	
First Aid/Equipment		
St Johns Ambulance	Position	
Fireworks/Bonfires		
Pyrotechnics	Install	Specialist Contractor
Children Facilities	Erect/Design	
Play Area — Slides	Install/Safety	
Play Area — Swings	Install/Safety	
Crèche	Safely Set	
Lost/Found Point	Position	
Marquees/Tents	Erect	
Seating/Tables	Position	
Heating	Install	
Electricity	Install	
Catering Area	Set up Area	
Entrances/Exits	Clear for Deliveries	
Generator	Install/Check	
Additional Sockets	All Equipment	
Lighting	Install/Check	
Water Supply	Connect	
Security		
Entrances/Exits	Check	
Fire Exits	Check	
Marshals	Briefed	

Celebrate the success of your event.

Evaluation is an important stage of the planning process as it considers both the organisers and visitors' perception of the event.

It is a useful aid to planning and improving your next event and may be a requirement for sponsors and the Bailiff's Chambers, especially if the event is to be repeated.

A short period after the event a meeting should be arranged with the relevant parties to evaluate the event.

The following information should be available/discussed at the meeting to set targets for future events:

- Number of attendees (measure attendance YoY).
- Visitor profiles (on-island community and off-island visitors).
- Attendance statistics — target market information.
- Financial reports and accounts.
- Results from questionnaire or exit surveys.
- Positive PR and feedback from visitors.
- Staff feedback.
- Management notes.
- Discussion of impacts and issues of the event.

The main questions that should be asked are:

- Did the event meet its objectives?
- What can be improved for the next event?





Jersey

The island venue delivering outstanding innovative events in an inspirational setting.

Can we help you organise your next event?

Get in Touch.

T: +44 (0) 1534 849 774

E: info@eventsjersey.je

Visit Jersey,
22 The Esplanade,
Second Floor,
Tradewind House,
St Helier,
Jersey
JE2 3QA