

Events Jersey Strategy.

Visit Jersey | FINAL



Vision.

Unleash Jersey's
potential to win,
host and deliver
great events.





Situation.



Objectives.

Provide focus to our events ambitions.

Raise the productivity of the sector and increase events export earnings by:

- Attracting consumer and business events and festivals to Jersey principally out of the main season, aligning with the Jersey Destination Plan (recommendations 18 & 19).
- Working with the event organisers, and the wider Visit Jersey product team, to deliver experiences that generate and create lasting memories for visitors, responding to the Jersey Product Strategy.

Mission Statement.

The proposed approach.

Develop a balanced and sustainable portfolio of events which:

- Capitalises on the strength of the island break brand
- Enhances Jersey's international reputation
- Aligns with Jersey's key industrial sectors (finance, tourism, agriculture and digital)
- Enhances the wellbeing – financial and societal – of the island



Direction.



Critical Success Factors.

Key deliverables.

- Deliver a measurable return on public sector investment
- Provide leadership for Events Jersey
- Build and develop 'Events Jersey' proposition based on a sustainable competitive advantage (Appendix I, SWOT)
- Establish and support a programme of growth events
- Produce and communicate a business development and marketing plan

Process.

Necessary steps.

- Effectively use Jersey's resources, States of Jersey owned assets, including built facilities.
- Balance a mix of:
 - Attracting one-off international events, with
 - Nurturing existing events, and
 - Stimulating the creation of new events.
- Target key audiences – UK events agencies, corporate buyers, on-island event organisers and suppliers.

Events Jersey Strategy

Provide leadership.

Routes for influencing	Off-island	On-island
Establish, develop, and launch an 'Events Jersey' operational identity and communications plan.	x	x
Launch an events website.	x	x
A credentials pack for BID submissions.	x	x
A database of event owners and organisers, Destination Management Companies (DMCs), venues, capacities and locations.	x	x
A database of research into the impact of events.	x	x
A searchable calendar of major events.	x	
An online toolkit for planning, self-assessment, and evaluation of future events.		x
An online RFP/Bid portal where agencies can submit their programmes which providers can bid for – like the States' portal.	x	



Execution.



What.

Events Portfolio.

- Encourage and grow events that offer long term YoY market growth potential.
- Encourage skills development as the foundation for developing strong and sustainable events in Jersey.
- Identify opportunities and work on joint marketing ventures.
- Work with the owners of our Signature Events to identify new and innovative ways of extending their reach to new audiences, both on- and off-island.
- Agree a TDF-growth fund with EDTSC that may include a ring-fenced budget to support and nurture events.
- Develop the island break event portfolio (Appendix II).

How.

Steering Group.

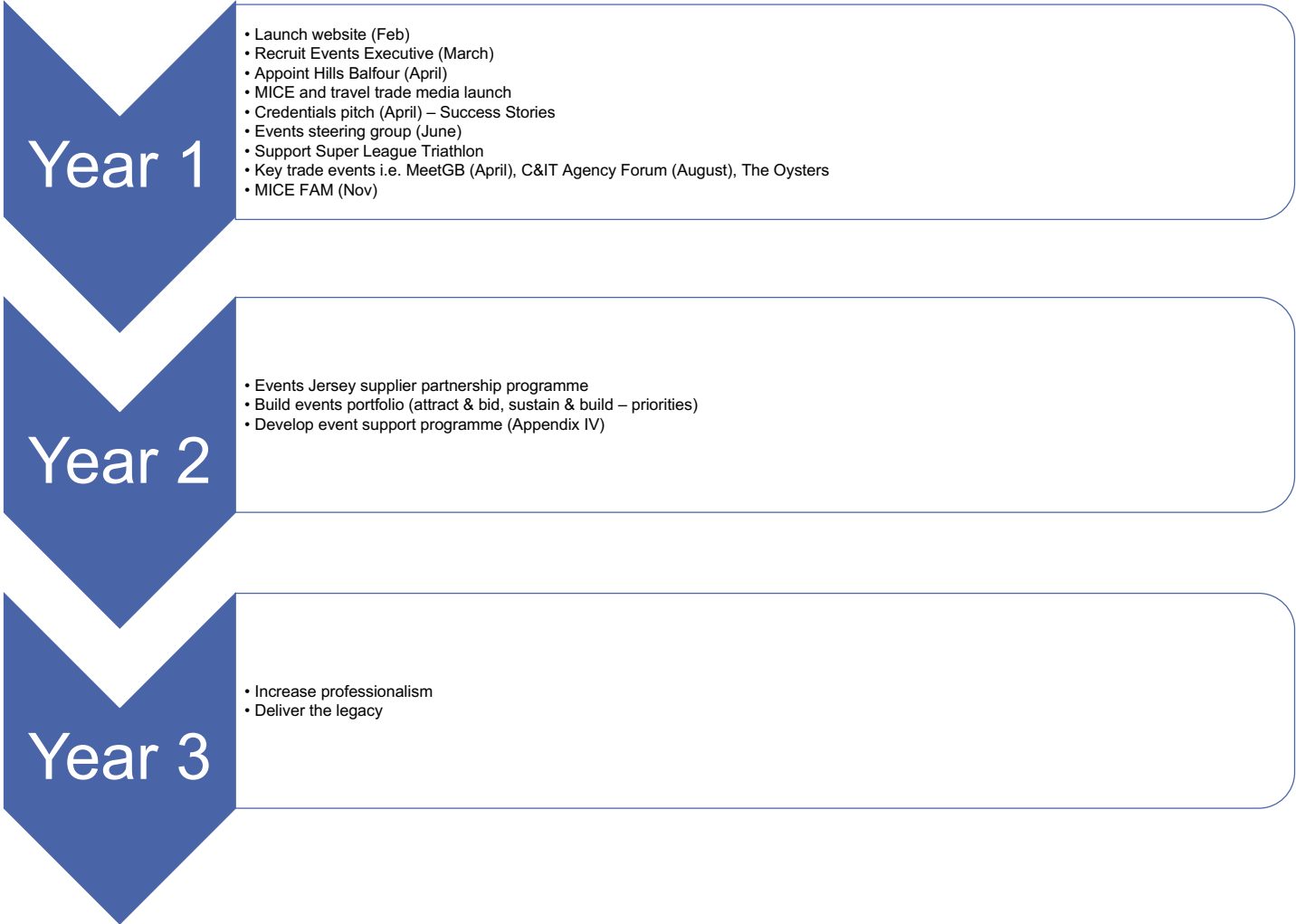
Roles & Responsibilities:

- Credible mix of event related organisations and 'case study' representation.
- Building on the SWOT (Appendix I) and consultation (Appendix III) draw on what do we have and how do we support.
- Encourage regulatory change to facilitate business.
- Inspire a well-trained and motivated volunteer workforce to support the events industry.

Events Jersey Strategy

When.

A phased approach.



Planned Budget 2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Budget
Draft strategy		x											£-
Present to board		x											£-
Super League Triathlon													£50,000
Staffing				x	x	x	x	x	x	x	x	x	£45,000
Website launch (additional dev)			x										£5,000
Steering Group						x							£1,500
Appoint Hills Balfour MICE					x	x	x	x	x	x	x	x	£35,000
Credentials pack				x									£10,000
BD & Marketing plan				x									£-
Bi-monthly e-news					x		x		x		x		£2,500
Online content curation			x	x	x	x	x	x	x	x	x	x	£5,000
International Confex		x											£8,000
Meet GB* Forum and Dinner				x									£2,500
Dedicated Jersey MICE Events & sales call								x	x	x	x	x	£10,500
M&IT Agency Challenge *							x						£7,000
Meeting Space*										x			£6,000
The Oysters							x						£3,000
MICE FAM										x			£6,000
Research and education					x	x	x	x	x	x	x	x	£3,000
													£200,000

*In partnership with Visit Britain.





Evaluation.



Measurement.

Reporting impacts & outcomes.

- Increased attendees from visitors abroad at targeted events. Define agreed percentages i.e. 10% annually.
- Positive PR and feedback from visitors by research identified at key events.
- Set targets for events acquisition i.e. three mega events by 2020.
- Set benchmarking across key events and annual reporting via the trade satisfaction survey.
- Timescales: Ongoing

Appendix I

Strengths

- #theislandbreak brand (distinct proposition)
- Strong support from EDTSC
- Flagship events acquired i.e. Super League Triathlon
- Accessibility
- Proximity to the Ports of Jersey
- Safe destination
- Friendliness of islanders
- Jersey.com scope to be central event calendar

Opportunities

- The trend for bleisure
- Inspire a new type of visitor
- Package up unique, authentic, compelling experiences
- Efficiencies in marketing spend
- Strong corporate base on island offers sponsorship viability

Weaknesses

- Capacity issues in terms of opportunities to grow events
- Disparity in quality of infrastructure
- Lack of events infrastructure and mature event organisers
- On-island perception of events and tourism products
- No framework to enable event champions to be successful i.e. no toolkit
- Inconsistent funding model
- Delivering value for money

Threats

- Competition from other UK areas
- Event sustainability (short bursts of funding result in events that plateau)
- Increasing burden of reporting (for funders) draws resources away from event programming
- Diminishing public funding
- Lack of ability to deliver
- Apathy

Appendix II



Appendix III

“Jersey is a remarkable events destination. The backdrop is beautiful and the community is highly engaged. The ease of access into Jersey with direct flights from Gatwick is a big plus, alongside the ferry services that also feed Franc. It a very attractive destination for an event that is targeting spectator driven revenue.”

“We need to address the bureaucracy which comes with organising an event [in Jersey] to ensure the island remains competitive.

It would be all too easy for an event organiser to consider an alternative destination when faced with the current hurdles which organisers need to overcome.”

“There are excellent transport links from London, our biggest market, and from the continent. There is a wide range of accommodation, outstanding restaurants and well-organised transport around the island.”

“Jersey suppliers needs to consider and meet professional standards to meet the expectations of organisers and deliver a world-class service.”

“We received funding to support the event, but I couldn't tell you how the funding was allocated off-island and to what extent visitors attended.”



Jersey

Appendix IV

Proposed Event Support Programme.

- **Financial support:** Events Jersey will not get involved with funding. A Tourism Development Fund grant/loan approach is suggested to assist with:
 - **Live Bid Support**
 - Financial support to boost Jersey-led bids for international events not currently being held on the island.
 - **Internationalising Growth Events in Jersey**
 - Financial support for annual events already held in Jersey, to grow their profile and attendance amongst key markets, increasing their economic benefit to Jersey.
- **Advocacy/ 'Soft' Support:** Events Jersey will offer an ongoing programme of brokering 'soft' support to assist events by working with key partners. Support could include, for example: Utilising the island break brand/assets, case studies, toolkits, partner networking.