



Heritage thumbs up from quality assessor

Jersey Heritage sites have passed an independent quality assessment with flying colours.

The Visitor Attraction Quality Assurance Scheme (VAQAS) managed by VisitEngland is the benchmark for attractions across England and Wales

Five sites in Jersey run by Jersey Heritage were visited by a VisitEngland Assessor in July and all achieved the necessary standard to be accredited.

Assessments are carried out anonymously by industry professionals with years of experience in the UK leisure market. The process is quite forensic beginning with an enquiry telephone call to the organisation being assessed through to the visit itself and takes in all aspects of the visitor experience – from the cleanliness of toilets and ease of access to the welcome by staff and the way the site is managed and maintained.

Jon Carter, Director of the Jersey Heritage, says “Achieving a nationally recognised quality standard such as VAQAS is extremely important to us and underlines our commitment to delivering the very best heritage services to Islanders and visitors alike. We recognise we could not reach this level of approval without the hard work of our staff and volunteers and the continued support of the States of Jersey, our corporate and individual members and the people who visit our sites every year”.

James Berresford, Chief Executive of VisitEngland commented:

“I’m delighted to see such a wealth of high quality, interesting attractions on the island of Jersey. The VisitEngland quality assurance scheme provides a recognised stamp of approval that supports attractions to showcase themselves to visitors around the world.”

Five sites in Jersey were visited: Elizabeth Castle, Jersey Museum, Mont Orgueil, La Hougue Bie and the Maritime Museum. Jersey Heritage, which manages the sites, received praise in the assessment for the excellence of exhibitions such as *Marilyn* at the Jersey Museum, the enthusiasm and knowledge of its staff and the high standard of maintenance across the sites.

For more information please contact:

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Attached is a Question and Answer sheet that adds more information about the VAQAS process.