

Jersey Tourism
All Sections
Retention Schedule
[Updated August 2014]

Under the Public Records (Jersey) Law 2002 the Archivist appointed by Jersey Heritage is required to work with public authorities to produce retention schedules. The schedules list the public records produced by authorities, the length of time these records need to be retained for and the eventual disposal of the information – either to the Jersey Archive for permanent preservation or to be confidentially destroyed.

This schedule applies to all records, whether paper or electronic that are produced by Jersey Tourism.

The guidance below reflects best practice but does not constitute legal advice. The Archivist will endeavour to work with public authorities to ensure that the guidance reflects legislation but responsibility for checking on any legislative requirements rests with the public authority. Responsibility for checking more recent enactments rests with the reader.

This schedule will be reviewed after 5 years. **Date of next review: August 2019**

Records in Series	Retention	Action by Department	Action by Jersey Archive	Notes
General				
Project based records incl. relevant correspondence	Completion of project + 1 year	Weed and transfer to Jersey Archive	Archive	Guidance to be given on which project documents to archive
Project based working papers	10 years	Destroy	n/a	
All marketing and publicity material incl. television ads	Until superseded	Transfer copies to Jersey Archive at year end	Archive	Co-ordinate centrally to ensure no duplicates transferred
Annual Reviews/Reports	5 years	Transfer copy to Jersey Archive on productive	Archive	
Financial records incl. invoices, purchase card logs	Refer to Treasury guidance		n/a	
Human Resources records incl. recruitment and selection files	See central H.R. retention schedule		n/a	
Health and Safety	See Central		n/a	
Directorate				

Directorate correspondence	Completion of project + 5 years	Transfer to Jersey Archive	Archive	
Marketing				
Jersey.com website	Regularly updated	None – Jersey Archive to capture	Archive	Use web crawler to cache website at intervals
Jersey.com/business	Regularly updated	None – Jersey Archive to capture	Archive	Use web crawler to cache website at intervals
Social Media feeds	Regularly updated	Capture own stats and publish in Annual Review/Report	Archive	Annual reports will capture specific social media campaigns
Marketing campaign project files incl. concept designs and related correspondence	Current + 1 year	Transfer to Jersey Archive	Archive	
Annual Press Reports	Current + 1 year	Transfer to Jersey Archive	Archive	
Advertising Tracking Surveys	Current + 1 year	Transfer to Jersey Archive	Archive	Look at closure period – some commercially sensitive information
Press clipping folders of adverts appearing in UK, European and ROW media	Current + 1 year	Transfer to Jersey Archive	Archive	
Visitor Services				
Complaints and Enquiries correspondence	Current + 2 years	Destroy	n/a	
Compliments and Thank You correspondence	Current + 2 years	Destroy	n/a	
Handouts folder	Updated yearly – retain until superseded	Destroy	n/a	Information used to create publications such as What's On which will already be retained
Product Development				
Marketing and publicity material for festivals and events	Until superseded	Transfer copies to Jersey Archive at year end	Archive	Co-ordinate centrally to ensure no duplicates transferred
General correspondence re. above	10 years	Destroy	n/a	

APPROVED AND SIGNED ON BEHALF OF JERSEY TOURISM BY:

Name	Signature	Position	Date
David de Carteret		Director	03.09.2014

APPROVED AND SIGNED BY JERSEY ARCHIVE:

Name	Signature	Position	Date
Linda Romeril		Archives and Collections Director, Jersey Heritage	07.08.2014