



Lifeboats

feature**link**

Case Study – RNLI

‘Helping to protect Jersey’s coastlines’

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In May 2018, RNLI ran a series of advertorials in the Jersey Evening Post with Featurelink, as a part of their recruitment campaign encouraging people to apply for their coxswain and mechanic positions. This campaign also highlighted the important role RNLI serves in the community by keeping the coast safe for both locals and visitors.

6 LIFEGUARDED BEACHES

41 RNLI VOLUNTEER LIFEBOAT CREW

118 SQUARE KILOMETRES

RNLB GEORGE SULLIVAN

2 LIFEBOAT STATIONS

The aim of the campaign

- The campaign aimed to promote their recruitment opportunities and highlight the work RNLI currently undertake in the area.
- RNLI sought to target the heart of Jersey's community. As an island with a population of around 105,000 people¹, the community feel has an intrinsic link to public life.
- The Jersey Evening Post, has been at the “heart of Island life” since 1890 and celebrated its 125th anniversary in 2015. As such, RNLI chose to deliver their campaign through this highly trusted and relevant platform to reach their audiences directly.



¹. gov.je, “Population estimates”

The crews and lifeguards follow a regularly updated training programme with exacting standards to be met before they qualify to save lives. The different crews and teams on the island train and exercise together to test different scenarios and work closely with Jersey Fire and Rescue crew and the French Search and Rescue service. All crew members are equipped with the latest kit to protect them and enable them to operate in challenging and hostile weather conditions. The RNLI ensures the island's boats and equipment are maintained and serviced regularly with replacement vessels brought from round the coast when necessary.

Almost as familiar as the RNLI's orange boats are the red and yellow flags of the lifeguards on the island's beaches. By 26 May, all the lifeguarded beaches around Jersey will be fully staffed and will remain so until September with the St Ouens team on duty at La Braye until 4 November. A five minute conversation with any of the beach crew will give you an idea of the breadth of their responsibilities and challenges throughout the season.

As well as demanding fitness tests and interviews, the lifeguards go through full assessments each year with their lifesaving equipment, undergo tough first aid training and perform testing and exercising throughout the season to deal with whatever the sea (and beach users) might throw at them. It's no surprise that this job is oversubscribed with many lifeguards and supervisors returning year after year to the island's beautiful bays. The RNLI lifeguards patrol the beaches of St Ouen Tower (El Tico), Watersplash, St Brelade, Grev De Lecq, La Braye and Plemont and play an important role in keeping the coast safer for locals and visitors alike.

If you're interested in the coxswain/mechanic role mentioned earlier, you can apply online at [RNLI.org/JerseyCoxswain](https://www.rnli.org/JerseyCoxswain) and if you're interested in volunteering with RNLI Jersey, please contact us:

St Catherines Station

t: 01534 853 457

e: st-catherine@rnli.org.uk

St Helier Station

t: 01534 724 173

e: st-helier@rnli.org.uk

Or you can contact the Guild on 01534 853517
or email: secretary.mli.jerseyguild@gmail.com



Why use Featurelink?

- Through Featurelink, RNLI were able to directly engage with their audiences by placing advertorials to promote their recruitment opportunities in a relevant, contextual environment.
- With local media being a highly trusted source for news and information, RNLI's campaign was directly rooted within a relevant and unique platform. Engaging with the public through local media provided the campaign with a powerful and reliable medium for its message.
- Using Featurelink, the campaign ran alongside advertorial features in local print with detailed copy for people to learn more about RNLI and the work they do for their community.

26 JERSEY EVENING POST THURSDAY 17 MAY 2018

RNLI - HELPING US TO PROTECT JERSEY'S COASTLINE

SPONSORED CONTENT

The advertisement features a photograph of an orange and black RNLI lifeboat docked in a harbor. The boat is the central focus, with its cabin and various equipment visible. In the background, other boats and harbor structures are visible under a clear blue sky. The RNLI logo, a red and white St. Andrew's cross with a crown and an anchor, is positioned in the upper right corner of the image. Below the logo, the word "Lifeboats" is written in a large, white, sans-serif font. At the bottom of the image, a dark blue banner contains the text "Helping us to protect Jersey's coastline" in a white, bold, sans-serif font.

RNLI

Lifeboats

Helping us to protect Jersey's coastline

For the past 134 years, those on Jersey have been protected by the volunteers of the RNLI who have set sail on the island's extraordinary tidal range to rescue seafarers in danger. Since 2011, the crews of the inshore and all-weather lifeboats have been joined by the RNLI's lifeguards who ensure the safety of the island's celebrated beaches right through the summer season.

THERE aren't many residents of Jersey or visitors to the island who don't have a connection to the coast as beachcombers, fishermen, sailors, kayakers or who simply visit to enjoy the views. The long, golden bays and rugged cliffs have drawn many people to the island's 118 square kilometres.

Whether it's the seaweed used by farmers as fertiliser for the famous Jersey Royals, the first rate seafood caught by local fishing boats in the clear island waters or the surf shops, cafes and hotels which flourish along the beaches, the sea has provided a living here for many generations.

The RNLI has two stations in the island – St Helier, which is home to the George Sullivan Tamar class all-weather lifeboat and the David Page – a B class Atlantic 85 rigid inflatable inshore lifeboat. Further along the coast, St Catherine's station houses the Eric W. Wilson – also an Atlantic 85.

These three boats are crewed by the 41 volunteers who make up RNLI Jersey along with the shore crew, lifeguards, management team, fundraisers, Guild and shop volunteers.

New crew members have been training since last autumn on the George Sullivan. Some of these volunteers were already crew on the island's inshore lifeboats and are undertaking additional training so that they are fully competent on the bigger all-weather boat. Others are new to the organisation and will be learning the ropes for the first time. To support the training and to keep all crew up to date with their core skills and new developments, the RNLI is advertising for a full-time coxswain/mechanic who will be based in St Helier. The successful applicant will also perform day to day maintenance of the equipment at St Helier and St Catherine's Station to make sure that the boats are ready to launch at a moment's notice.





Contact Justin Fenton (justin@localmediauk.org)
for more information

Local Media Works, 2nd Floor, 16-18 New Bridge Street, EC4V 6AG
T: +44 (0)20 3 848 9620 W: www.localmediauk.org