Accessibility Masterclass – Building a Safer Jersey Community

11am - 12:15pm | 09/10/2025 | Le Hocq Suite, Radisson Blu Waterfront Hotel, Jersey

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This masterclass follows Visit Jersey and Jersey Hospitality Association's, "Breakfast with Purpose" event earlier that morning, where Mike Adams OBE, founder of Purple Tuesday, will be speaking about unlocking growth in business through accessibility. Mike is being brought to the island by Visit Jersey following the successful launch of Purple Tuesday last year, and we're thrilled to have this opportunity to host this important masterclass for businesses and community organisations as part of this visit.

About Building a Safer Community (BASC)

The BASC Framework is the Government of Jersey's collaborative approach to making the island safer for everyone. It brings together services, organisations, professionals, and the community to:

Prevent and respond to safety issues before they escalate
Share knowledge and data to better understand and address community safety issues
Promote collaboration
Reduce crime and reoffending
Ensure victims, witnesses, and affected communities receive the support they need to recover and thrive

At its heart, BASC is about creating an island community where people feel safe , protected from harm, and included—regardless of who they are.

About the Event

We're honoured to welcome Mike Adams OBE, founder of Purple Tuesday, as our keynote speaker. Mike is a global leader in accessibility and inclusive business practices. His insights will help businesses and organisations understand how improving accessibility can enhance customer experience and contribute to a safer, more inclusive Jersey.

The event will also introduce the Jersey Safe Places Scheme, a new initiative which the BASC team are launching. A Safe Place is a registered venue that has agreed to offer help and support if someone is anxious, scared or believes they may be at risk and the team will be working with organisation / businesses to create supportive spaces across the whole of the island.

This masterclass is a unique opportunity to:

Learn practical steps to improve accessibility in your business / organisation
Connect with leaders from business, government, and community sectors
Contribute to a shared vision of safety and inclusion across Jersey