

First name: Russell

Surname: Labey

Company (if applicable): Jersey Battle of Flowers (Events) Ltd

Applicant job title: Chair

Email: [REDACTED]

I agree checkbox: I agree to be contacted (via email) by the Arts, Culture, Heritage and Sport team (Department for the Economy, Government of Jersey) on matters relating to the arts. You can unsubscribe any time by sending an email to creativeisland@gov.je

Which category would best fit to your application?:Arts Grant - Public events

public events checkbox 1: I declare that my event will be free for all, and accessible to the public.

I declare that my event will be organised around or designed to highlight and reflect one or more of the Public Events' strategic themes:: Activation of Town Centre public spaces, Engagement of minority communities, Engagement of young people, Interactive events / performances especially aimed at children and young people, Guest performers from other Channel Islands or from Europe (UK excluded)

Project name: Battle of Flowers

Total amount of application (taxes incl):254998.00

Date of application: 2024 02 21

Project start date: 2024-01-01

Project end date: 2024 12 31

Short project description: Year-round community activity in the design, construction and decoration of exhibits, culminating in two, summer, public 'Battle of Flowers' parades in St Helier in August (£240,000) and one Christmas parade in December (£15,000)

What is the purpose of the grant sought?:To maintain the historic guarantee payments made to exhibitors and provided by Government to cover part or all of the costs associated with entering an exhibit in the parades.

To assist the organisation in its aim to innovate and improve on content creation for optimum audience experience and relevance.

To assist the executive raise awareness of and improve access to the event by exploiting the potential offered by modern methods of marketing, such as social media, with the aim of increasing both the audience size and reach.

To assist with liquidity prior to receipt of ticket sales revenue and make up the deficit incurred with the 2023 parade.

Who will be carrying out the work?:Float building organisations & Assoc. Executive

Why GoJ should support this project?:The event brings together over 1000 community volunteers of all ages and demographics on a creative endeavor unique to Jersey. Maintaining

124 years of tradition, celebrating island identity and culture for both residents and visitors,

The value is threefold,

- social community cohesion in the preparation,

the life affirming joy and benefits of the event itself

the enduring attraction to tourists, many of whom will plan their visit around the event.

List the outputs / impacts / outcomes / benefits that your project will have for the Jersey community: 1. Preparation

Learning and sharing skills in mechanics, carpentry, design, creation, costume, floral decoration and dance for over 1000 community volunteers over the months of the build process and rehearsals.

2. Performance

Many float builders and decorators, of all ages, will turn into performers for the parades and people the exhibits or dance or walk with them, often their only opportunity to express themselves through dance or performance. The summer events can be attended by upwards of 18,000 ticket buyers, making Battle of Flowers the largest such event in Jersey. With a wide range of ticket prices starting as low as £10, we aim for maximum appeal and inclusivity.

A diverse band of helpers are welcome by the float-building teams especially in the last 48 hours before the first parade when it's a race against time to complete all the fresh flower coverage. Prior to that, work is undertaken by designers and 'stickers' on the dried flower element - effectively paintings or tapestries but using the medium of dried grasses. Those less confident in decoration can be found employment in construction, flower preparation, applying the glue or providing the logistics, administration and, of course, refreshments. It's commonplace to find 11 year old children sitting alongside our most senior citizens for hours on end at a harestail panel. Likewise other demographics.

Many communities produce parades of long tradition, often centred around religious holidays. By insisting on total floral coverage Jersey's has developed a USP over its 120 year history thanks to healthy competition to produce evermore intricate and original designs and by generationally passing down skills particular to the Battle of Flowers, so that it still sits within that international group of 'elite' flower parades which include the Pasadena Tournament of Roses in California, Corso Zundert in Holland and the Nice and Menton February carnivals which the Chair and Vice Chair are currently attending.

What are the other sources of funding considered?: Additional funding by the Parishes for their own exhibits already exists.

Some teams attract commercial philanthropic sponsorship.

Most will hold community events such as bingo evenings throughout the year to fundraise.

Concessions and a funfair also generate income.

The organisation is currently engaged in ways to attract commercial sponsors for the event itself.

We aim to develop and build on a successful partnership with Butterfield Bank in 2023.

We aim to affiliate with likeminded organisation such as Jersey Opera House, Jersey International Cultural Centre, Art House Jersey.

Detailed budget breakdown: BATTLE 2024 BUDGET 240220A.pdf

Project timeline and communications plan: Project timeline and communications plan: .pdf

Details of organisation applying: Details of organisation applying: .pdf

Is the grant more than £5000?: Yes

Projects risks and mitigations: A full risk mitigation plan for all the parades forms part of the entertainment licence/Bailiff's permission.

Each exhibit team appoints a safety officer.

Regulations regarding safety of exhibitors and members of the public are published in the exhibitors handbook.

Guidelines on Safeguarding are published in the exhibitors handbook.

Scrutineers examine the floats during the build process and on parade day.

As an outdoor event, the weather represents a significant risk to revenue, as witnessed for the day parade in 2023. As mitigation we are planning to increase the amount of covered seating available.

Business plan: Battle Plans.pdf, Battle of Flowers 2023 Post Event Report.pdf

(2) Will your project engage adults in educational activity? If so how many?:800

(6) What is the estimated number of school students / children who will be participating in or attending events related to your project?: 398

(7) What is the estimated number of adults who will be participating in or attending events related to your project?: 800

(8) How many hours will artists be commissioned to work in schools through your project?:

(11) How many rehearsal / studio spaces will be made available for use by local artists by your project?: 4

(13) What is the estimated number of people whose health and wellbeing could be positively impacted through your project?: 1800

(15) How many hours will artists be commissioned to work in hospital / care facilities / through care providers / charitable partners through your project?:

(16) How many hours of art activity in HMP La Moye will your project create?:100

(17) How many prisoners will attend art activities created by your project?:5

(19) Will your project directly engage with environmental issues?:Yes

(21) Will your project have an expression in the public realm? :Yes

(27) How many jobs in the creative sector will be created by your project?:1

I agree again: I hereby declare that the information provided is true and correct.