



# The Jersey Battle of Flowers

SINCE 1902

## SPECTACULAR

Deputy M Higgins  
Scrutiny Office  
Morier House  
Halkett Place  
St. Helier  
JE1 1DD

RECEIVED

19 MAR 2010

STATES GREFFE

17<sup>th</sup> March 2010

Dear Deputy Higgins,

### **Tourism Public Private Partnership**

The Jersey Battle of Flowers has been one of Jersey's most important Events since the early 1900's. It has historically been held on the second Thursday of August and since the 1980's, due to popular demand, the Moonlight Parade was instigated to be held on the following Friday evening.

The 2 day Event attracts in excess of 17,000 ticket holders which comprises of a good mix of UK, Jersey, Guernsey and European visitors to the island. Not only is Battle of Flowers important to the Tourism industry through the filling of Hotel beds, flights, ferries and general spend in the island. The number of local people who are involved in the Battle shows Jersey at its best in so much that a great many organisations and Parishes are involved in putting on this great show.

Battle of Flowers appeals to a cross section of people from younger families to the older market and research has shown that visitors return to Battle of Flowers and also at other times of the year.

We have obtained a grant from the former Tourism Committee and now EDD for many years which currently stands at £145k and which is essential funding for the event as it largely provides the revenue to guarantee the building of the floats. Without this financial support it is doubtful if the Battle would be able to survive— let alone put on the Spectacular event that is the equal to anything in Europe.

The Board of the Jersey Battle of Flowers has two major concerns which could affect the financial relationship between Battle and the Organisation.

### **Jersey Battle of Flowers (Events) Limited**

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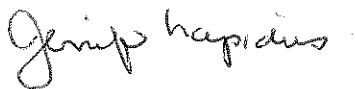


Firstly in the letter published in the Jersey Evening Post of 13<sup>th</sup> March , the president of the Jersey Hospitality Association Robert Jones states that ' the Economic Development Minister would not be in charge of the purse strings ' and that this responsibility would be discharged by an independent board of directors who would have responsibility for all aspect of policy ,financial planning and operations. We cannot take any comfort from this as it clearly leaves the future funding for Battle in the hands of the new board who may not be mandated or minded to continue with any level of financial support.

Our second concern also relates to future funding and arises from the P.P.P. proposal document which indicates that as a result of the additional administration costs in the order of £500k associated with the setting up this new entity leading to a significant shortfall in the operational funding for a number of years . How is this funding gap to be closed and is the Battle grant at threat within this process?

We have always had a good working relationship with Jersey Tourism in its current form as it is, and having read through the proposals we would like to see further evidence to show how Battle would benefit under a PPP.

Yours sincerely,



Mrs Jennifer Lapidus  
Chief Executive Officer