

Minister for Sustainable Economic Development



Ministerial Offices | Government of Jersey | Union Street
Jersey | St Helier | JE2 3DN

By email

23rd June 2025

Dear Richard,

Battle of Flowers 2025 Grant Funding

I am writing to you regarding the 2025 Battle of Flowers to confirm that, having carefully considered pros and cons of grant funding, I wish to proceed subject to the terms of the grant agreement, with an award of £158,750 to the *Jersey Battle of Flowers (Parades) Limited* ('the event organisers') to enable the organisation, promotion and delivery of the Battle of Flowers Parade.

I appreciate that the Public Finances Manual requires that officials are able to demonstrate that a given course of action is economic, efficient and effective before it is undertaken. It is the role of Ministers to consider the wider balance of risks and take into consideration the broader economic and social imperatives which fall beyond the scope of the Public Finances Manual.

I have considered the balance of risks and it is my judgement that a grant to the event organisers is necessary in order to enable a Battle of Flowers Parade in 2025.

As you know, the Battle of Flowers is a keystone event in Jersey's calendar. Having been inaugurated in 1902 and continuing to attract upwards of 16,000 spectators to observe the hard work of around 2,500 dedicated volunteers who give up their time for this community event. The Battle of Flowers is therefore an important fixture which serves not only an iconic event but also brings Islanders together throughout the year.

I appreciate the difficulty in assessing the success of last year's event given the significant overspend and also note that the event organisers for 2025 represent a new entity and one which the Government does not have an established relationship with. Nevertheless, I have been encouraged by the extensive engagement between the Department's officers and the event organisers and also appreciate the many years of experience which the members of the *Jersey Battle of Flowers (Parades) Limited* bring thanks to their previous participation in the Battle of Flowers.

As you will be aware, the plans for this year's event differ from previous parades and seek to bring an updated event with broad appeal to St Helier.

In agreeing to provide the grant to the event organisers, I expect the KPIs set by Government to be delivered and for the event organisers to secure corporate sponsorship for the delivery of the event.

I appreciate officers' diligence and advice in this matter and would formally instruct that, as Accounting Officer, you take the necessary actions to proceed with the grant as soon as practicable.

In line with the usual process, I am copying this letter to the Comptroller and Auditor General.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Kirsten Morel".

Deputy Kirsten Morel
Minister for Sustainable Economic Development