



Town Takeover Business Pack

In 2025, the Parish of St Helier, in collaboration with the Battle of Flowers and supported by the Government of Jersey and Creative Island Partnership, launched the Town Takeover, offering businesses grant funding to create and install creative, eye-catching floral or nature-inspired displays in their windows and shop frontages.

16 grants were awarded to businesses of different sizes in retail, hospitality and community sectors, ensuring funding was spread across a wide variety of organisations to create maximum impact throughout the Town Centre.

The response was fantastic, with over 1,300 votes received on the online voting platform and participating businesses reporting increased footfall, conversions and social media engagement during the Town Takeover period.

We have listened to the feedback from last year and have created a business pack to support your grant applications this year, aiming to provide more guidance on what we are looking for from applications, give you more time for both the design, creation and installation, and introduced a maximum grant amount to ensure that as many businesses as possible can benefit from funding this year.

What's involved?

Displays will need to:

- Be in place from Monday, 13th July
- Remain in place until Sunday, 13th September
- Pair with the theme of one of the 2026 Battle of Flowers floats
- Make use of durable materials to be able to remain in place for the 2 months, such as bark, pinecones, willow, wild grasses, straw, moss, succulents, paper flowers, or recycled elements
- Incorporate an element(s) from the paired Battle of Flowers float to be added into your design after the parades
- Be creative – we're looking for high-impact designs!

How do I apply?

Applications need to include:

- A concept or design proposal for your shop frontage (tell us what elements your concept includes, what materials you'll be using and include a drawing or visual mock-up)
- Your funding request (for a maximum of £2,500)
- Your florist, or creative collaborator (if you have one)
- The float theme you would like to pair with (and why!)

Applications must be submitted via email to posh.events@sthelier.je by Friday, 15th May.

Scoring

Applications will be reviewed by a carefully selected panel, including Parish and Government representatives, youth ambassadors and other industry representatives. Successful applicants will be informed on Monday, 1st June.

Each application will be scored on the following basis:

- Aesthetic impact – creativity, originality, visual appeal, suitability to surroundings, float theme alignment
- Community – public enjoyment, community engagement and/ or interactivity
- Sustainability – eco-friendly, use of waste materials, reusable
- Feasibility – realistic budget, viability, duration, in-kind contributions

Please be advised that funding cannot be provided for anything already procured/ displays already in place.

Terms and conditions for successful applicants

Successful applicants will be advised via email if they have been successful in securing a grant.

Successful applicants must:

- Sign and return a grant agreement before funds are paid
- Invoice the Parish of St Helier for the agreed amount
- Be able to show where the funds have been used via invoice receipts to the value of the grant
- Agree to return any monies in advance should the purchases be less than the amount advanced
- Keep the installation in place for the agreed period
- Ensure that the installation matches the design proposal as closely as possible
- Engage with social media content, by consenting to photography and videography and sharing social media posts in relation to the Town Takeover
- Put a poster up in their shop window, provided by the organisers, for the duration of the Town Takeover period to advertise the online voting

2026 Battle of Flowers themes

Your application needs to focus on a specific theme that matches one of the 2026 Battle of Flowers floats. Successful applications will embrace the theme as creatively as possible, so we encourage you to go for it!

Theme	Team
Once upon an Ogre (Shrek)	Parish of St Peter
Roaring 20s (1920s party)	Northern Parishes
Diwali (Festival of Lights)	Parish of Grouville
Waves of Wonder (What lies beneath)	St Mary & St Ouen
Essence of the Orient	Parish of St Brelade
Carnaval	Parish of St Clement
Diwali (Festival of Lights)	Parish of St Helier
Supercalifragilisticexpialidocious	Parish of St Lawrence
Surf's Up (Tiki beach hut)	Parish of St Saviour
Brave (Disney's production of Brave)	The Optimists Club
Lights out and away we go (Formula One)	VC Family & Friends
Gold (mining)	Bidan Family & Friends
Shaun the Sheep	Adrian & Friends
Mwituni (jungle)	Friends of Galaad
Monkey 'in around (Jungle Book)	Ollivro Family & Friends
St Brelades Old'em (Western)	Parish of St Brelade
Lilo and Stitch	Northern Parishes
The Very Hungry Caterpillar	Parish of Grouville
A whole new world	Parish of St Clement
Paddington Bear	Parish of St Lawrence
Finding Nemo	Adrian & Friends
The Marmalade Express (Paddington)	Bidan Family & Friends
Soda Pop (KPop Demon Hunters)	Ollivro Family & Friends

Example of a successful application:

The following application was received last year from Jersey Skin and was successful in obtaining funding. Jersey Skin was also the winner of the public vote.

Business name	Jersey Skin
Contact name	Benjamin Martin
Contact details	Hello@jerseyskin.com
Preferred theme	A Wicked Collab
Florist or creative collaborator	Benjamin Martin – Founder of Jersey Skin and theatre kid turned skincare wizard Helen Attenborough – Creative artist with a flair for drama and design Theo Jenner – Artist and maker, turning visions into visual spells
Budget request	£3,500- £5,000

Funding Proposal: Jersey Skin x Battle of Flowers – A Wicked Collab

Submitted by: Benjamin Martin, Jersey Skin

Defying Gravity... One Bubble at a Time

This summer, Jersey Skin wants to *make magic* at the **Battle of Flowers** by teaming up with the **WICKED** float – because let's face it, we've always been a little *wonderfully wicked*.

As a theatre lover (and lifelong Elphaba fan, and close friends with Laura Pick who just finished playing Elphaba on the Westend), *Wicked* isn't just my favourite musical – it's part of the Jersey Skin DNA. We even have a **Wicked-inspired range of bubble baths**, brewed with just the right amount of green glam and sparkle. Also our shop theme of being very apothecary esq fits very well with the wicked themes and compliments the shopping experience perfectly.

So it only makes sense for us to pair with the *Wicked* float – bringing a **show-stopping window display** to life, inspired by the musical's magic and a hint of *The Wizard of Oz*.

The Spellcasters

The dream team making the magic happen:

Benjamin Martin – Founder of Jersey Skin and theatre kid turned skincare wizard

Helen Attenborough – Creative artist with a flair for drama and design

Theo Jenner – Artist and maker, turning visions into visual spells

Attached is a visual concept sketch by Theo Jenner that lays out our vision in detail. Look closely and you'll find:

- A winding **Yellow Brick Road with Poppies on the main gate**
- **Nessa Rose's ruby slippers** tucked in for an Oz-ful moment
- A glowing **Emerald City**, made of green glass and ready to light up the night
- **Floating bubbles** for Glinda, naturally
- Mischievous **flying monkeys**
- A towering **Time Dragon Clock**, planned to blow real smoke! Inspired from the stage show.

And we're layering in even more detail:

Moss-covered textures, paper poppies, and bauble-style bubbles made from **reused and recyclable materials**. We're also using **reusable greenery** throughout the display. The **only possible "waste"**? Our dragon clock—but even that's being built with repurposed materials. Chalk pens used on the windows also.

We have left elements such as the broomstick/witch hat and wand out incase the Battle Float want us to display theirs

What We Need

A touch of green, a dash of glitter, and some funding support to help cover:

- Props, materials & display build (with reset costs)
- Artist/design time
- Themed product finishing touches
- Signage

Estimated Funding Needed: £3,500 - £5,000

Because Everyone Deserves to Feel a Little Wicked

With your support, we'll create something truly spellbinding for the Battle of Flowers—a collaboration full of heart, artistry, and a little theatrical mischief. Which is completely wrapped up in passion and love for not only the stage show but the movies as-well.

Let's make this moment *Popular*. 😊

Design mock-up:

