

EuNat meeting 7 October 2023

BN Motion No 6: Application for a subsidy towards the EveryBody Experience in 2024

This application for a subsidy is subdivided into two separate proposals, outlined in Part 1 and Part 2 below. The first proposal is for an entirely naked event called the 'EveryBody Festival'. The second proposal is to establish an area devoted to social nudity, within two well established textile festivals ('Wilderness', and 'Shambala'). Both proposals will promote naturism and social nudity among young people. Both are new ventures and cannot be run without a subsidy. More information about the EveryBody concept is given in Annex A.

Part 1 The EveryBody Festival 2024

Argument

The EveryBody Festival was held for the first time in August 2023 in the southern English county of Dorset. The festival was specifically aimed at those who wanted to try social nudity for the first time. Participants were predominantly young people. With 140 participants, it was reasonably well-attended and, because of its target audience, was considered a great success in promoting naturism. Many of those attending were not members of British Naturism.

The EveryBody Festival is an international event, that will be open to INF members, who will benefit from the same discounted rate offered to BN members. It is aimed at young naturists and those wanting to experience social nudity for the first time. It is proposed to hold the event again on 15-19 August 2024.

Financial request to INF

Being the first of its kind in the UK and not yet fully established, the event made a loss of around €3,000 in 2023. The intention is to attract a wider audience in 2024, necessitating some additional services, entertainment, and infrastructure. A subsidy of €2,000 is sought from the INF. BN will cover all costs of website design and promotion on social media. All advertising and tickets will have both the INF and EuNat logo clearly visible. The estimated breakdown of costs for holding the EveryBody Festival in 2024, is given in the accompanying Excel file 'EveryBody Festival 2024'.

Part 2 Wilderness and Shambala Festivals 2024

Argument

The Wilderness festival was established in 2011. It is an annual textile event that takes place in the southern English county of Oxfordshire. It has a capacity for around 30,000 people. In 2024, the festival will be held 1-4 August. The Shambala festival was established in 2000. It is an annual textile event that takes place in the southern English county of Northamptonshire. It has a capacity for around 15,000 people. In 2024, the festival will be held 26-29 July. Both festivals understand body freedom and are accepting of social nudity, although no formal arrangements have been made to encourage these aspects to date.

Financial request to INF

This will be the first time that mainstream textile festivals will have an area dedicated to social nudity. The costs incurred will be mainly operational and logistical to provide the right setting for the experience including furniture, theming, décor and providing the correct security and support staff

to make it all run smoothly and effectively. All advertising relating to the EveryBody Experience at these festivals will have both the INF and EuNat logo clearly visible.

A subsidy of €4,000 from the INF is sought for BN's presence at both Wilderness and Shambala festivals. BN will cover all costs of website design and promotion on social media. The estimated breakdown of costs for setting up an area dedicated to social nudity at Wilderness and Shambala Festivals in 2024, is given in the accompanying Excel file (EveryBody at Wilderness & Shambala 2024).

Anne Nisbet

International Director (designate)

For and on behalf of British Naturism

20 September 2023

Annex A: The EveryBody Concept



Overview

Following the recent results of a survey conducted with Dr Keon West of Goldsmiths University in London it was clear that the divide between those who enjoy naked activity and those who commit to joining organised naturism is huge - many not even connecting the word 'naturism' with that of naked activity. The British Naturism marketing message, whilst good for naturism, is not well received by a younger audience.

The EveryBody experience

EveryBody is a new event style to allow British Naturism to actively engage with non-naturists and reach out to those who enjoy being naked, but currently don't identify as naturists. EveryBody, is a more accessible, fun and positive lifestyle concept. It takes the 'ist' and 'ism' out of the equation, in order to promote naked experiences rather than a philosophical belief. We believe this is a more accessible approach to attract those at the start of their naturist journey.

Website: www.thisiseverybody.co.uk

The aim of EveryBody is multi-faceted. Through our events we will:

1. Create a body positivity/body acceptance message around being naked and how this is good for well-being, including mental health
2. Appeal to a younger audience by using fresh and playful branding
3. Increase diversity by using inclusive messaging around LGBTQ and ethnicity
4. Urbanise naked activities to facilitate more ethnically diverse participation and enhance accessibility through use of public transport links
5. Offer an access point to British Naturism at 'street' level. EveryBody will speak about 'naked' and 'body positivity' rather than 'naturism' and 'naturist'. The choice of marketing language is key to raising awareness with a new audience. Selling the naturist and naturism ethos can evolve in time. Everybody is a bite-size introduction to social nudity.

Events

British Naturism has already started work on the EveryBody events programme and is optimistic for its success. Three festivals are foreseen, one that is naturist (Everybody Festival) and two that are textile (Wilderness, and Shambala), but where British Naturism will establish an area devoted to social nudity.

EveryBody Festival

The first EveryBody festival took place on 11-14 August 2023 at a site already used by British Naturism for its popular NKD event. The event provided an opportunity to launch the EveryBody brand and to

create marketing assets for future events. The event attracted 140 guests, mainly in the younger demographic. Modest in its aims, the event broke even. More ambitious plans are foreseen over the next three years, which will require some additional financial input.

Naked Body Positive Experience

British Naturism plan to have a presence at two textile festivals (15-30,000 capacity) in 2024 with a 'Naked Body Positive Experience'. We will create an area that allow visitors to experience social nudity in a controlled, safe environment. The idea is to have interactive things to do such as body art, crafts and mindfulness activities and to normalise being in a naked setting with friends.

Other EveryBody Events

In addition to the festivals, British Naturism will be launching four city-based events, two in autumn, two in spring. These will be a mix of comedy nights, cabaret & more. These events are budgeted to break even, and no funding from INF is sought.

International appeal & awareness

The NKD Festival and Nudefest are now regularly attended by guests from around the world, including those from the Netherlands, Germany and the US. We would expect similar interest in the EveryBody Festival, which would be open to any INF member who would receive the same discounted rates as British Naturism members.

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**British
Naturism**

**EVERYBODY
IS
BEAUTIFUL**