



Overview

Following the recent results of the 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.

As President of British Naturism Dr Mark Bass summed up in response to the report:

‘Attitudes to nudity are changing with taboos and stigma being eroded. Modern society is weighed down by a body confidence crisis and more and more people are discovering the benefits that nudity brings to mental, emotional, and physical health by allowing us to reclaim ownership of our identities. When we spend time naked with others, we realise that we all have scars and flaws, and that we don’t need to compare ourselves with an airbrushed model. Naturism gives us the freedom to be ourselves and have a lot of fun.’

The British Naturism marketing message, whilst is good for Naturism, is not well received by a younger audience.

Our Solution

EveryBody, a more accessible, fun and positive lifestyle brand.

EveryBody is a new event brand 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.

It takes the ‘ist’ and ‘ism’ out of the equation at the start of a person's Naturist journey so we can promote Naked experiences rather than philosophical belief - a softer sell.

Website: www.thisiseverybody.co.uk

Aims

The aim of EveryBody is multi-faceted – through our events, we will:

1. Create a good body positivity/body neutrality message around being Naked and how it is good for well-being and mental health.
2. Appeal to a younger audience – fresh and playful branding that appeals to younger people. This has already been professionally created and rolled out.
3. Increase diversity – utilising inclusive messaging around LGBTQ+ and ethnicity.
4. Urbanise naked activities – currently, most Naked events are in rural locations with poor public transport links. This also will help with increasing ethnicity within Naturism as diversity within towns and cities is far greater.
5. To offer an access point to British Naturism at ‘street’ level – EveryBody will speak Naked & body positive rather than Naturism & Naturist. The choice of marketing language is key to hitting a new audience. Selling the Naturist & Naturism ethos can come later. This is a bite-size introduction to Social Nudity.

The logo features the text 'EVERYBODY IS BEAUTIFUL' in a playful, bubbly font. 'EVERYBODY' is in yellow with white outlines and small yellow dots above the letters. 'IS' is in white with a yellow outline. 'BEAUTIFUL' is in white with a yellow outline and small white dots below the letters. The entire logo is set against a solid blue background.

EVERYBODY
IS
BEAUTIFUL

EVERYBODY

Events

We have already started work on our EveryBody Events programme and have big ambitions for its success.

EveryBody Festival

The first EveryBody festival is about to take place this August (11-14). This is a modest event (150-200 guests) based at a site that we already use for our popular NKD event.

We are using this event to launch the brand and create marketing assets for future events.

It is currently on track for a budgeted loss of £3500. This is being funded by British Naturism. It has a three-year growth plan to reach a breakeven point.

EveryBody Events

Following the festival, we will be launching an initial 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.

The EveryBody Experience

We are hoping to appear at two textile festivals (25,000 capacity +) in 2024 with a Naked Body Positive Experience.

We will create an area within other festivals 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.

We would like to apply for matched funding for two festivals.

Each festival will cost £5000 - £6000 to do. 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.

British Naturism will fund 50% and we ask that the INF fund the same. £5000 each.

INF Appeal & Awareness

When we initially launched the EveryBody Festival we were immediately approached by guests in The Netherlands about running our Sauna (I believe the Aufguss world champion!) and since then have had several questions from international guests.

This is on the back of our NKD Festival which is now regularly attended by guests from around the world. In 2023 we had more international representation including guests from The Netherlands, Germany & The US.

We would encourage international guests to attend any of our events, particularly EveryBody Festival. Naturally, this also extends to NKD and Nudfest too. Any INF member would receive the same discounted rates, so they pay the same as a British Naturism member.

Whilst we are specifically asking the INF to offer matched funding for the EveryBody Experience, we would offer that the whole EveryBody brand, including the website and social media, is being supported and partly funded by way of the INF grant. We all benefit that way.

Summary

- We are asking for £5000 to match British Naturism's investment in the EveryBody Experience.
- INF Members will be encouraged to attend the EveryBody Festival 2024 at a special rate.
- INF Members will receive the same benefit as a BN Members at all our other festivals & events.
- The EveryBody Website and social media will reference the INF's financial contribution to the whole project.

Prepared by Mark Walsh
British Naturism Events Manager
Curator of NKD & EveryBody projects on behalf of British Naturism

E: mark.walsh@bn.org.uk

The logo for British Naturism, consisting of the words "British" and "Naturism" stacked vertically in a white, bold, sans-serif font, set against a solid orange rectangular background.

**British
Naturism**

07/08/23