

AEME Panel GEI 17

The Social Sustainability of EDI (Equality, Diversity and Inclusion) at festivals and events



Association for Events
Management Education

Overview

The Association for Events Management Education (AEME) aims to advance events education within the UK and overseas.

Your AEME Panel today are:

Dr Karen Davies - Cardiff Metropolitan University

Naheed Akhtar - University of the West of Scotland

Adrian Bossey - Falmouth University

GEI16 and GEI15, featured AEME panellists from University of Gloucestershire, University of Essex, Canterbury Christ Church University, Edinburgh Napier University, University of West of England, Glasgow Caledonian University & Falmouth University.

Presentation 1

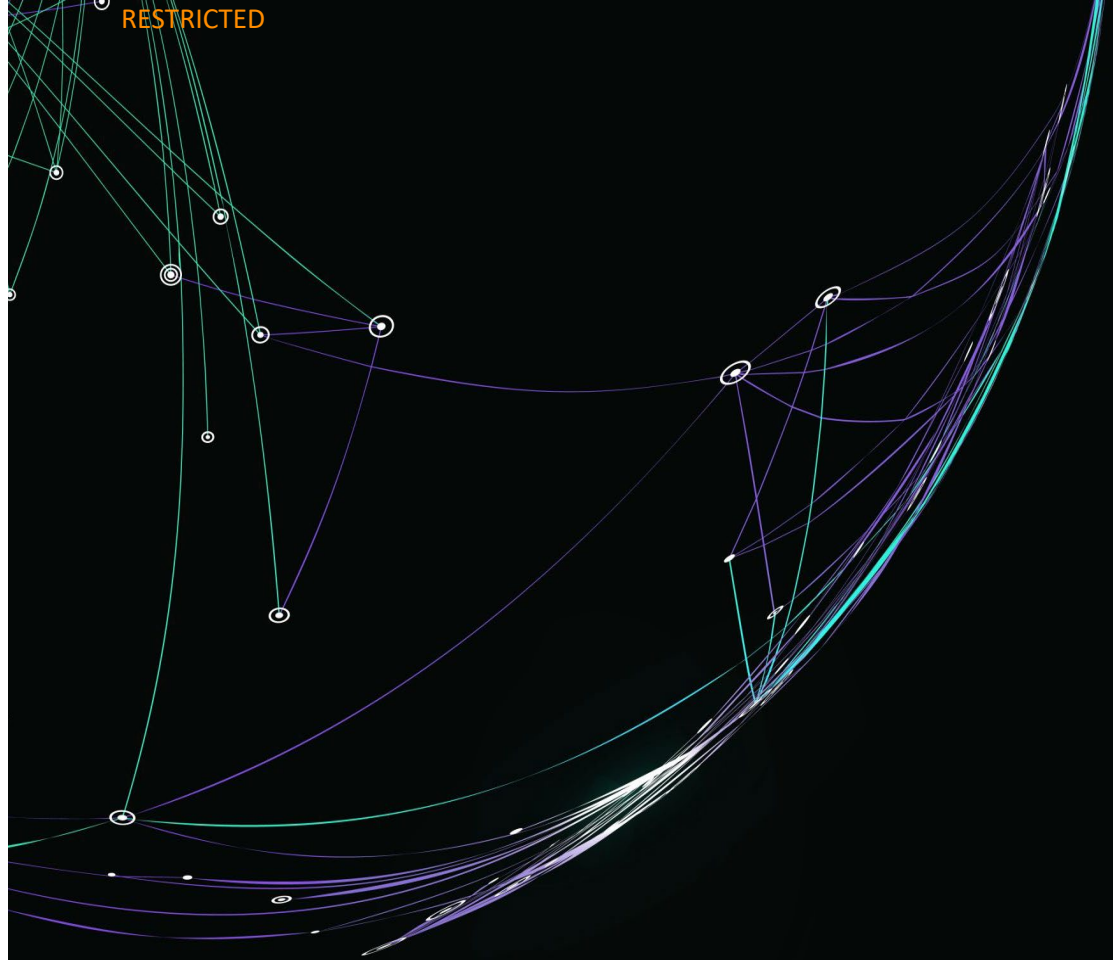
- Dr Karen Davies, Programme Director BA Events Management
- Cardiff Metropolitan University

GEI 17

FESTIVALS AND POVERTY –
EQUAL ACCESS?
DR KAREN DAVIES, DR MARY
BETH GOUTHRO,
DR NIC MATTHEWS, DR VICKY
RICHARDS

RESTRICTED

RESTRICTED



COLLABORATIVE ONLINE WORKSHOPS

Log in

and Poverty; Issues of Access

1
Do you know of any policies / strategies that any music festivals in the UK have utilised to make their events more inclusive...

2. What would inclusive action look like?

3. Can you identify any stakeholders you could work with on such initiatives and in what ways?

Are there any issues with the implementation of initiatives?

Anonymous Typ
Room 2 - Some festivals are better than others at taking care of their low-income workforce or volunteers. There is room for another discussion about establishing shared good practice etc.

★★★★★ (1) Rate
Add comment

Anonymous Typ
Is there the potential to have different events that are more accessible to lower income or people that have different interests

★ Rate
Add comment

Anonymous Typ
Room 2: including - for example -

Anonymous Typ
Charities that work with families so that it is more manageable for us to make our events more accessible

★★★★★ (1) Rate
Add comment

Anonymous Typ
It would be interesting to work with the Family

Davies, Karen Typ
Proof of income..

★ Rate
Add comment

Davies, Karen Typ
People that are not in poverty applying for affordable tickets

★ Rate



THE OUTCOMES

RECOGNITION THAT FESTIVALS WERE BECOMING INCREASINGLY EXPENSIVE AND 'OUT-OF-REACH' FOR THOSE ON LOW INCOMES

INDEPENDENT FESTIVAL SECTOR WORK WITH CHARITIES DOING A LOT OF GOOD OUTREACH WORK

BARRIERS TO ATTENDANCE – TIME AWAY FROM WORK, TRAVEL TO AND FROM EVENT, FOOD IN THE FESTIVALS, STIGMA, CAMPING EQUIPMENT

VOLUNTEERING IS A GOOD 'WAY IN' BUT AGAIN THERE ARE BARRIERS TO THIS

WEEKEND TICKETS

Let's face it. Times are tough. Festivals aren't cheap – to make or to come to. That doesn't mean we can't still try to be creative, kind and radical though. That's why we have **three** simple price-points for adult tickets: **Supported, Standard and Supporter**. You can choose the ticket-type that works best for your circumstances, and spread the cost across the year.

BUY WEEKEND TICKETS

WEEKEND PRICES > CHRISTMAS > EASTER > GREENBELT

SUPPORTER <small>Pay it forward so others can come</small>	£250	£275	£300
STANDARD <small>The cheapest really, really adults to pay</small>	£200	£220	£240
SUPPORTED <small>A subsidised price for anyone who needs it</small>	£150	£165	£180
CONCESSION <small>For students, kids on benefits & first time visitors</small>	£100	£105	£110
18 – 25	£120	£130	£140
YOUTH 12 – 17	£50	£55	£60
CHILD 5 – 11	£25	£30	£35
UNDER 5, VOLUNTEERS & OPEN FESTIVAL	FREE		

PAYMENT PLAN PRICES > CHRISTMAS > EASTER > GREENBELT

	1-6 JAN	7-31 JAN	FEB	MAR	APR	MAY
SUPPORTER <small>Pay it forward so others can come</small>	£36 a month	£40 a month	£46 a month	£55 a month	£70 a month	£100 a month
STANDARD <small>The cheapest really, really adults to pay</small>	£29	£31	£37	£44	£55	£80

SPREAD THE COST

GREENBELT

RESTRICTED

SHAMBALA



After you generous souls raised over £12,000 for Pay it Forwards in 2023, we were able to invite even more people to join the party in 2024 who have never been able to due to financial barriers. 100% of the donations you lot made whilst buying your tickets, getting your drinks in at the bar, or donating through our website, were used to create full festival experiences (*inc tickets, food, drink, accommodation and travel*) for those in receipt Government Cost of Living Payments.

Here's what a couple of the Pay It Forward attendees had to say about their experience at Shambala this year...

INITIATIVES

RESTRICTED

Presentation 2

- Naheed Akhtar, Research Assistant
- University of the West of Scotland

PROJECT FOCUS

1.To examine the **macro, meso** and **micro** level to understand how festivals and events can be operationalised to strengthen equality, diversity and inclusion (EDI) outcomes.

2.To understand how policy ambitions around the **delivery of festivals and events** for the **promotion of equality, diversity and inclusion** can be most effectively translated into material action



THE BIGGEST CYCLING EVENT EVER

3 - 13 AUGUST 2023



PROJECT INSIGHTS

Festivals and events are complex and multi faceted. **EDI considerations should be 'baked' into** conception, planning and delivery, being cognisant of the availability of expertise, experience and resourcing that currently make implementation inconsistent and variable.

Involving those participants or audiences expected to benefit from a festival or event in the inception and planning phases is imperative, not just at the point of delivery or consumption. Organisers need the **right people 'in the room'** from the outset.

Valuable EDI outcomes will only flow from a carefully considered articulation of **purpose, vision, organisation and reflection.**

Space matters. Organisers and their stakeholders need to recognise the unique features of a place when deciding where to host and the impact of those choices on targeted participants or audiences.

When considering how a festival or event can be made more accessible to those with additional support needs, it is necessary to consult with those with lived experience of disability and those representing their interests.

Resources are required. Human capital provides access to expertise and experience, while financial capital is necessary to ensure organisers and their partners can adapt and invest in delivering inclusive and accessible experiences.



INCLUSIVE PRACTICES INVOLVE CONSIDERATION OF THE DIFFERENT NEEDS OF PEOPLE MAKING UP INCREASINGLY DIVERSE COMMUNITIES



Core Principles and Practices for Embedding EDI in Festivals and Events

There are *four key dimensions* that you can work through systematically, when considering EDI in your festival or event planning, asking yourselves questions at each stage. These four dimensions are *Representation; Design & Programming; Governance and Resourcing; and Evaluating Success*. These dimensions are interrelated and will crossover with each other, but they will help you think through your EDI ambitions and how they can be translated into practice.

How festivals and events can help progress EDI outcomes

1

REPRESENTATION



2

DESIGN AND PROGRAMMING



3

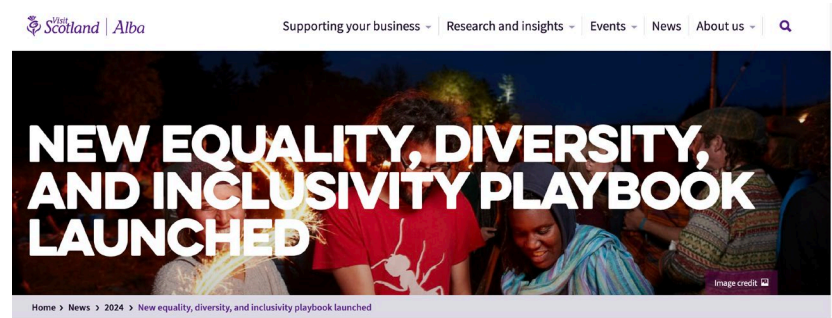
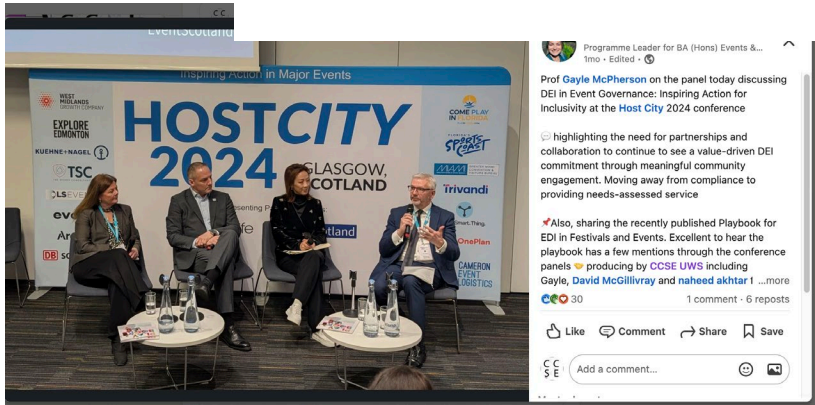
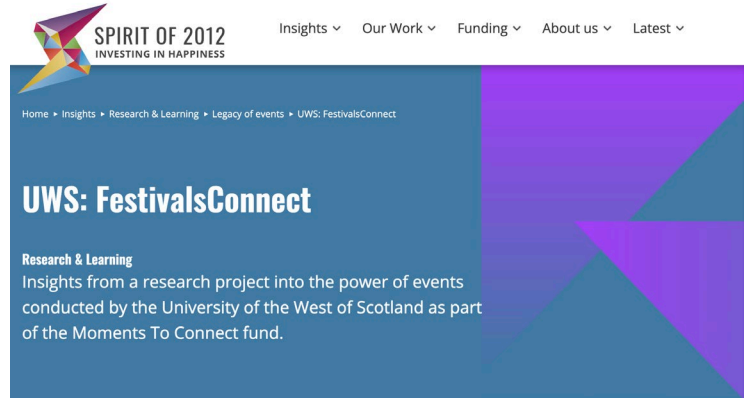
GOVERNANCE AND RESOURCING



4

EVALUATING SUCCESS





Presentation 3

- Adrian Bossey, Head of Subject
- Falmouth University

Live Audience Accessibility & Augmentation ('LAAA') Project



Image: Attendees at LAAA Project using BEAT BLOCK haptic floor CREDIT Matt Jessop



IMAGE: Attendees at LAAA Project DEAF RAVE DJ Workshops CREDIT: Matt Jessop

Live Audience Accessibility & Augmentation Festivals 2 Project



IMAGE: Audience at Deaf Rave Festival 2023
– credit Adrian Bossey



IMAGE: Attendees at Boomtown Fair 2023
Deaf Rave takeover – credit Adrian Bossey

Live Audience Accessibility & Augmentation 2 BEATBLOCKS Project



IMAGE: National Star attendees on Beat Blocks floor at Cheltenham Jazz Festival – credit Sara Tink



IMAGE: Mother and child on haptic floor during DJ Countryman set at Tropical Pressure – credit Tropical Pressure

On-going research

- **Music You Can Touch Project**
- **Potential Exhibition**
- AND we're really open to other project suggestions....

Special thanks to Dr Mandy Curtis & Dr Adam Jones from the University of Brighton Helen Worthington and all our lovely Falmouth University student research assistants



University of Brighton



IMAGE: Collecting questionnaire responses at Meltdown during Les Amazones d'Afrique – credit Kirk Davies

Discussion / Questions

The Social Sustainability of EDI (Equality, Diversity and Inclusion) at festivals and events

