

# Festivals Mean Business 3

## A Survey of Arts Festivals in the UK



**Produced for the British Arts Festivals Association  
by sam and the University of Brighton**

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## CONTENTS

<b>Foreword</b> .....	<b>3</b>
<b>Executive Summary</b> .....	<b>4</b>
UK Arts Festivals: Survey Overview .....	4
The Impact of BAFA Member Festivals in the UK – Modelled Data .....	4
<b>Introduction and Methodology</b> .....	<b>6</b>
Lack of Generic Research in the Sector .....	6
Methodology.....	6
Festival Categorisation.....	7
<b>UK Arts Festivals: Sector Overview</b> .....	<b>9</b>
Festival Longevity, Duration and Frequency .....	10
Audiences .....	12
Income and Expenditure .....	14
Education, Community and Outreach .....	17
<b>BAFA Member Festivals</b> .....	<b>18</b>
BAFA Member Festivals – Survey Response Summary.....	19
Volume of activity .....	20
Audiences .....	22
New Work and Premieres .....	24
Employment .....	26
Education, Community and Outreach .....	29
Income and Expenditure .....	30
<b>Appendices</b> .....	<b>33</b>
List of festivals participating in all FMB studies.....	35
List of festivals approached to participate in FMB3.....	43
Supplementary survey data .....	51

## Foreword

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I am delighted to introduce the 2008 edition of Festivals Mean Business, one of the largest surveys of festivals ever carried out in the UK. 193 festivals have taken part in this survey and I would like to express my thanks to all of those who participated.

This survey shows that the UK festivals sector is as dynamic and vibrant as ever. With over 5 million attendances recorded at the 193 festivals in this survey and 250,000 people taking part in education activities, it is safe to say that festivals are in good health.

BAFA believes that the creation and presentation of new work is essential to the overall good health of the creative sector and this survey shows that festivals continue to make an essential contribution to the artistic life of the UK. With members of the British Arts Festivals Association alone responsible for nearly 200 commissions and 1,700 premieres in 2006 we are able to demonstrate that festivals continue to be significant creators and presenters of new work.

As examples of sustainable businesses the festivals included in this survey have proved themselves to be exemplary. Festivals have never been reliant on a single income stream and have always been very capable when generating revenue from a wide range of sources. This survey shows that a typical festival budget is made up of a diverse range of income sources with new revenues, such as individual giving starting to make an impact. Box office income continues to be the largest single income, indicating the importance of audience development to the festival sector.

Whether you are a festival, Arts Council, local authority, sponsor or government department we believe that this survey demonstrates the importance of festivals to the UK cultural scene and the importance of nurturing festivals to ensure that this vibrant sector continues to thrive.

We at BAFA are dedicated to promoting the message, for our members and for the sector as a whole, that **Festivals Mean Business!**

Nick Dodds  
Chairman  
British Arts Festivals Association

### UK Arts Festivals: Survey Overview

- Over 5m attendances were estimated across all 193 participating festivals (which mainly took place during 2006).
- The 193 respondents to the survey accounted for 2,591 days of festival programming. Over this period, festivals hosted 17,284 events and 2,038 days of exhibitions.
- Over half (51.8%) of all festivals in the survey were established after 1990. A quarter (25.1%) of all festivals started less than seven years ago.
- The average recorded length for all festivals in this survey was 13.4 days, with the median<sup>1</sup> length at 9 days. The majority of all festivals (67.1%) lasted for up to two weeks.
- Annual festivals were by far the most common type in the survey (92.2%), with just over 5% taking place once every two years. Only a few festivals took place more than once a year, or every three years or more.
- Total expenditure in 2006-2007, reported by all 193 participating festivals, was just under £34m with only 25% of this coming from the public sector.
- For all 193 festivals in the survey, just under 249,000 attendances were quoted for Education, Community and Outreach (ECO) events and projects. This represents nearly 5% of all recorded attendances.

### The Impact of BAFA Member Festivals in the UK – Modelled Data

BAFA members were asked to contribute much more detailed information about the size and value of their businesses for the survey. This greater depth of detail allowed the researchers to estimate the impact of the entire membership, which is why BAFA's modelled figures are greater than the BAFA survey responses, which represent less than half of the members (see page 19 for member survey response summary).

The impact and contribution of BAFA member festivals in the UK can be estimated by modelling the data received from the 41 participating festivals against the 2006 BAFA membership base of 88 festivals. Impact figures are calculated by taking BAFA membership structure into account in terms of the different sizes of festivals, in this instance defined by reported annual expenditure. This allows for the fact that the BAFA membership has a large number of small festivals with an annual expenditure of less than £30,000, and weights the data for these festivals accordingly.

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<sup>1</sup> For an explanation of statistical terms, refer to page 9

- **Contribution to the economy** – during 2006-2007, an estimated £41.8m was spent by festivals in the UK<sup>2</sup>. This figure does not account for the considerably higher secondary spend of festival attendees, which was outside the scope of this research.

When measuring the economic impact of any cultural activity, in most instances, the greatest part of the impact is made by audiences' spending money on hospitality, accommodation, retail and travel into the economy of a specific geographic location.

As an example, in 2004, Brighton Festival generated £22 within the city's economy for every £1 spent on tickets and thereby accounted for over £20m within the local economy alone. Although Brighton represents the larger end of the festival spectrum, it gives an idea of the secondary impact or 'knock-on' effects that festivals have on local economies and, ultimately, on the UK economy as a whole.

- **Audiences** – an estimated 7.6m attendances at festival events in the UK in 2006-2007 were at BAFA member festivals, 43% of which were at paid-for events, generating an estimated revenue of £12.9m from ticket sales.
- **Events** – an estimated 10,180 events were programmed by BAFA member festivals during 2006-2007, with a further 4,000 exhibition days. Music accounted for the greatest proportion (35%) of member festival programming.
- **New work commissions and premieres** – BAFA member festivals are estimated to be responsible for the commissioning of approx. 190 pieces of new work during 2006-2007. For the same period, members presented approximately 480 national premieres and 1,250 world premieres.
- BAFA member festivals are estimated to provide 395 permanent paid positions, 1,400 seasonal paid positions, 3,900 voluntary positions and 50,530 opportunities for artists.
- **Fundraising** – during 2006-2007, member festivals were successful in leveraging an estimated £5.2m of funding from local government, £5.4m of funding from Arts Councils, £4m in grants from Trusts and Foundations and £6.7m in donations from businesses, giving a total of £21.3m.
- **Education, Community and Outreach (ECO)** – member festivals are calculated to have been responsible for programming approximately 1,910 ECO events during 2006-2007, 63% of which were education-based events for young people. ECO events at member festivals are estimated to have accounted for over 523,000 attendances.

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<sup>2</sup> A small proportion of this figure inevitably 'leaks' from the UK economy, for example, where touring companies originating from outside Europe have been contracted for a specific festival in the UK.

## Introduction and Methodology

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In 2000, the British Arts Festivals Association (BAFA) commissioned an economic impact study into the UK arts festivals sector. *Festivals Mean Business* (FMB1) established, for the first time, a snapshot of the sector and proved invaluable in demonstrating the economic and cultural contribution that festivals make to the UK.

In 2002, an update, *Festivals Mean Business II* (FMB2), showed how the arts festival sector had changed since the 2000 study.

In 2007, BAFA commissioned **sam**<sup>3</sup> to undertake the research for this study, *Festivals Mean Business III* (FMB3). The purpose of this research is to build upon the 2000 and 2002 studies, provide an up-to-date picture of the UK arts festivals sector and to assess its contribution in the UK more accurately.

FMB3 provides an overview of BAFA membership and the wider arts festivals sector, looking specifically at the following areas:

- Scope and scale
- Activity and programming
- Number of attendances and events
- Employment
- Financial activity and economic contribution

### Lack of Generic Research in the Sector

There is a notable lack of rigorous sector-wide research within the UK arts festivals sector. Essentially, this is due to the difficulties faced in contacting and convincing the myriad of arts festivals in the UK to participate in research. The sector is, to a large extent, an entity about which there is only regionally-specific, art form-specific or anecdotal data. It is a sector which is constantly changing, developing and growing; because of this, it is very difficult to 'benchmark' the data and analyse it within the broader, sector-wide ecology. It is important to state at the outset that this study does not claim to be wholly representative of the UK arts festival sector and was never intended to operate at such a level. Rather, the data and analysis contained within this report aims to give general indications of sector trends and pave the way for further, more detailed research.

### Methodology

A total of 588 arts festivals<sup>4</sup> were approached and invited to participate in this latest tranche of FMB3 research by completing a questionnaire online or returning a paper copy by post. All 88 BAFA members were included in this, and the remaining 500 festivals were identified through a number of different sources, including Arts Council, Wales; officers across Arts Council England's regions, and primary desk research.

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<sup>3</sup> For more information about **sam**, go to [www.sam-culture.com](http://www.sam-culture.com)

<sup>4</sup> See appendix for list of festivals

Although there is no operational definition of an 'arts festival', the guidelines to qualify for BAFA membership were used as broad indicators of whether or not a festival should be included in the survey. Arts festivals were defined as short-term scheduled events where the programme includes performances and/or exhibitions featuring single or multiple art forms. Many arts festivals include opportunities for audiences to participate directly in programmed activities, although this is not always the case<sup>5</sup>.

### **Two versions of the questionnaire were produced**

BAFA members were asked to complete an extended questionnaire which covered each area of enquiry for FMB3 in detail, while non-members were asked to complete a shorter version containing key questions (both versions can be seen in the appendix). This was intended to maximise the response rate as it reduced the time it would take non-member festivals (the majority of the sample) to participate in the survey, whilst ensuring that detailed data was collected from the BAFA membership.

A total of 193 festivals returned data<sup>6</sup> giving an overall response rate of 32.5%. 41 BAFA members returned data. At the time this survey took place, BAFA had 88 members and so this survey represents 47.6% of those members. Since then, BAFA membership has risen to 110.

### **Festival Categorisation**

The first section of this report focuses on the data from all 193 festivals participating in the study, including BAFA members and non-members, and is intended to apply to the UK arts festival sector as a whole<sup>7</sup>. A later section will focus on the 41 BAFA member festivals separately who provided greater detail and allowed for deeper analysis.

All festivals have been categorised and analysed according to their annual expenditure and Arts Council country or region in which their administrative address falls. This enables festivals of different sizes, based in different parts of the UK to better understand how they fit into the overall picture of the arts festival sector. This also enables easier comparison with previous years' studies as festival expenditure was used as the main method of stratification in FMB1 and FMB2. This study (FMB3) is the first time that participating festivals have also been classified according to Arts Council region.

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<sup>5</sup> Definition taken from Long & Owen (2006), *The Arts Festival Sector in Yorkshire*, Arts Council England

<sup>6</sup> Actual number of completed questionnaires approx. 220, including duplicates from some festivals

<sup>7</sup> Due to the size of the UK arts festivals sector and its rapid development, it is not possible to provide a representative sample of festivals in this study. However, by collecting data from nearly 200 festivals of all sizes across the UK, the sample is assumed to be as representative as practically possible.

The tables below show how the 193 festivals that participated in FMB3 have been divided according to expenditure category (based on the expenditure brackets used in FMB1/2, which mirrored the membership fee tiers at the time) and Arts Council country/region.

**Festivals participating in FMB3 by  
Arts Council country/region**

Arts Council region/country	Festivals	% of sample
London	24	12.5%
South East	25	13.0%
South West	30	15.6%
East	7	3.6%
East Midlands	11	5.7%
West Midlands	17	8.9%
North East	6	3.1%
North West	15	7.8%
Yorkshire	24	12.5%
<i>(England)</i>	<i>(159)</i>	<i>(82.8%)</i>
Scotland	16	7.8%
Wales	18	9.4%
<b>all</b>	<b>193</b>	<b>100%</b>

**Festivals participating in FMB3 by  
annual expenditure**

Annual festival expenditure	Festivals	% of sample
No data	36	18.8%
< £30k	59	30.7%
£31k - £100k	56	29.2%
£101k - £300k	23	12.0%
£301k - £500k	9	4.7%
£501k - £999k	6	3.1%
£1m+	4	1.6%
<b>all</b>	<b>193</b>	<b>100%</b>

### A note on statistical terms

Whilst this report is intended to be as accessible as possible, it is also important to report on findings clearly and concisely. To this end, some degree of knowledge of statistical terms is necessary. For clarity, these are explained here.

*Mean:* This is also known as the *average*. It is calculated by adding up a group of numbers and dividing that total by however many numbers there are in that group. It is used frequently in this report as a method of making comparisons across different groups which would otherwise be misleading (e.g. across different sizes of festival, across different years, etc.).

*Median:* When a group of numbers are placed in numerical order, the *median* is the number that sits precisely half way. Sometimes, the *median* gives a better understanding of a group of numbers which have a large *range* (highest number to lowest number), as opposed to the *mean*.

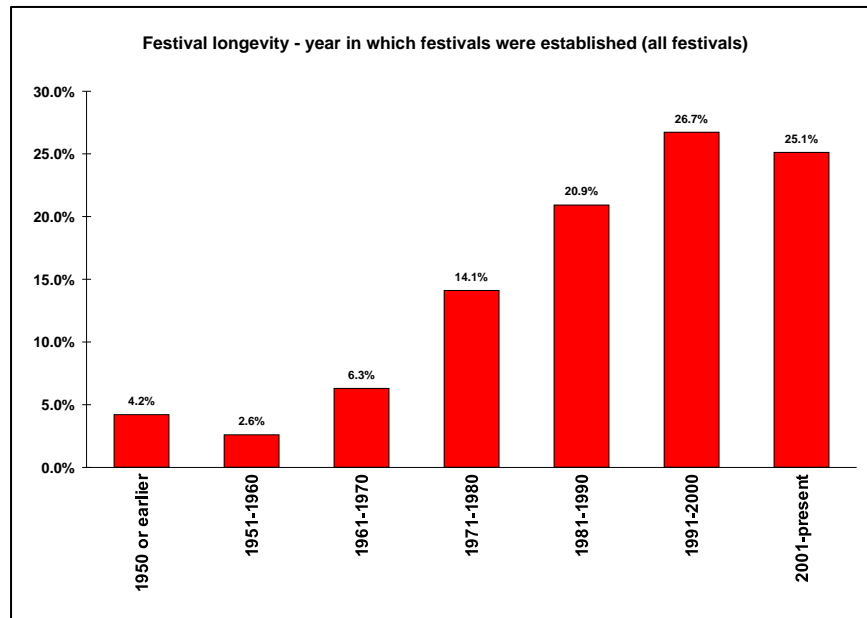
*Mode:* This refers to the most common number in any given group of numbers. It can help give an idea of what is 'typical' in a group of numbers.



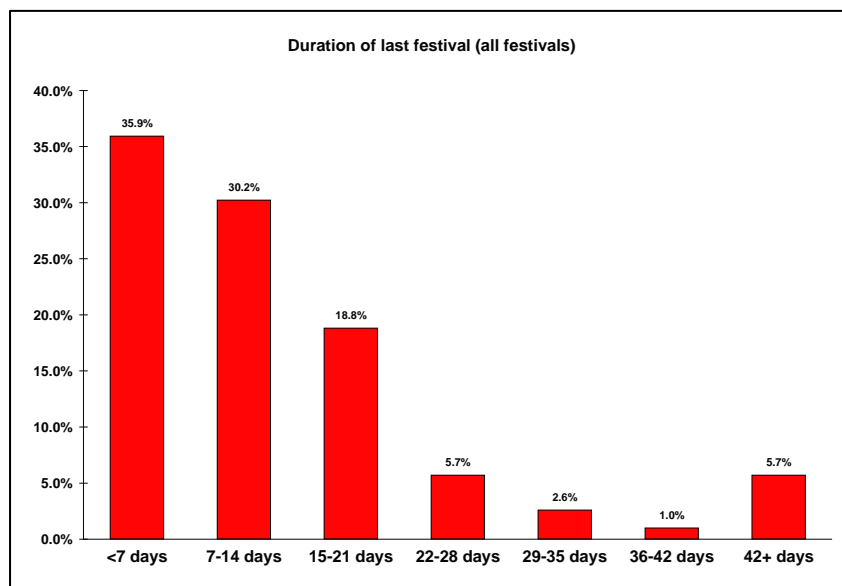
## UK Arts Festivals: Sector Overview

This chapter focuses on the data collected from all 193 arts festivals which completed the survey for FMB3  
(BAFA members and non members)

## Festival Longevity, Duration and Frequency



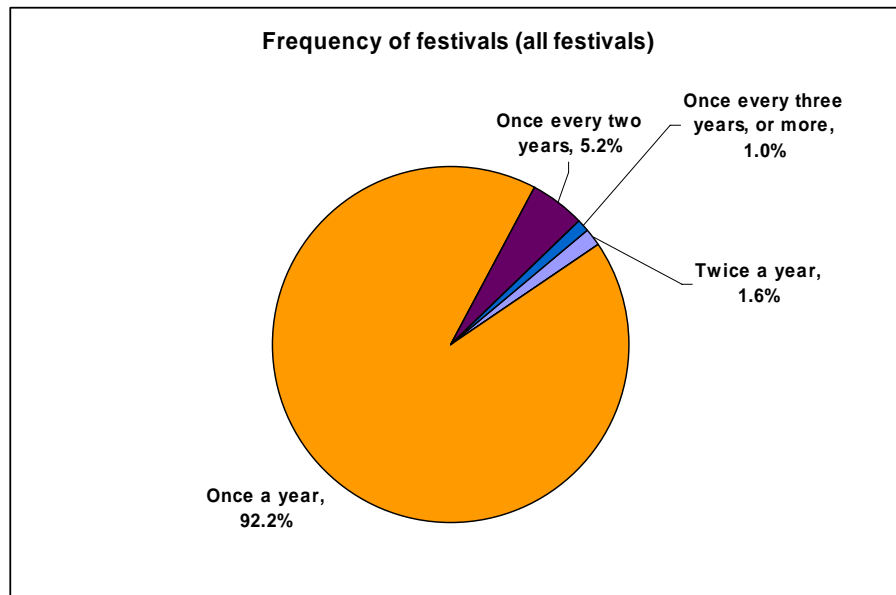
Over half (51.8%) of festivals in the survey were established after 1990. A quarter (25.1%) of festivals started less than seven years ago. The number of festivals established in 1990 or before declines sharply with each decade, to just 2.6% of festivals in 1951-1960. About one in twenty festivals were established in 1950 or earlier.



The average recorded length of festivals in this survey was 13.4 days, with the median length at 9 days. As the chart above indicates, over 35% of festivals lasted 7 days or less. The majority of festivals

(67.1%) lasted for up to two weeks, with a steady decline in the number of festivals lasting up to six weeks (42 days). Just under 6% of festivals had a duration of over six weeks.

As a rule, the average length of a festival increases with expenditure. However, festivals with an expenditure of between £101k-£300k show a significant increase in length compared to other categories suggesting that such festivals tend to go on for a longer period of time in relation to their small expenditure. These festivals report an average duration of just over 20 days (+6.5 days above the average duration for all festivals).



In terms of festival frequency, annual festivals were by far the most common type in the survey (92.2%), with just over 5% taking place once every two years. Only a few festivals took place more than once a year, or every three years or more.

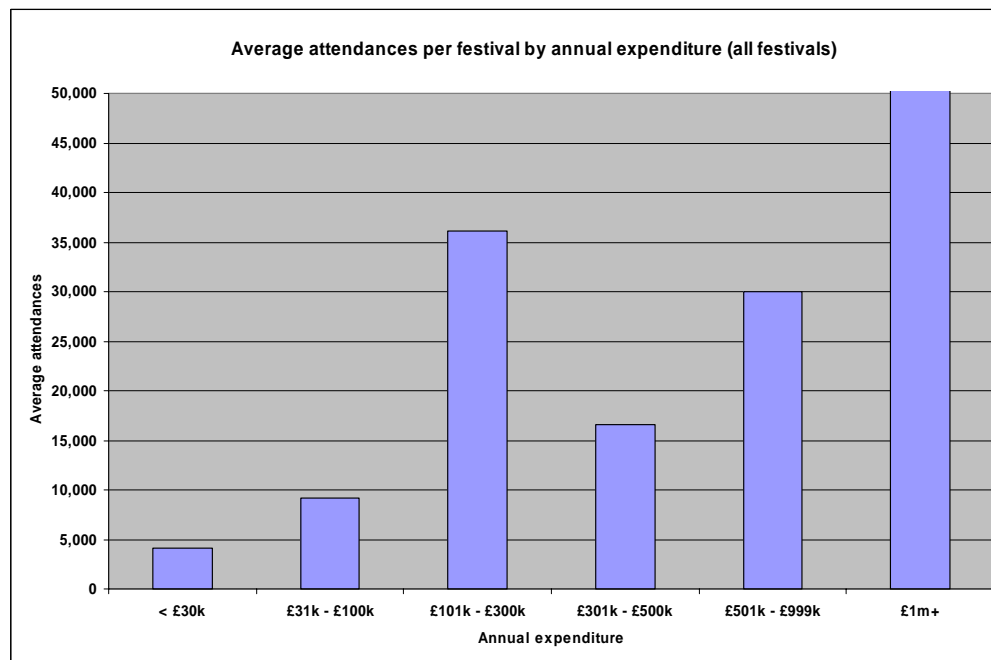
## Audiences

The term 'audience' is used in this report (as in previous FMB reports) to describe members of the public who attend or participate in a festival activity, whether ticketed or free.

A total of 5,147,811 attendances<sup>8</sup> were recorded by the 193 participating festivals during their last festival (figures are largely for 2006 festivals). The average number of attendances per festival was 26,673 and the average number of attendances per event was 298.

Festival attendances and events by annual expenditure					
Annual expenditure	Festivals	Est. attendances	Av. Attendances per festival	Total events	Av. Attendances per event
Not given	36	769,835	21,384	3,972	194
< £30k	59	362,427	6,143	2,372	153
£31k - £100k	56	756,260	13,505	3,590	211
£101k - £300k	23	1,222,375	53,147	2,472	494
£301k - £500k	9	220,423	24,491	840	262
£501k - £999k	6	264,582	44,097	3,234	82
£1m+	4	1,551,909	387,977	804	1,930
<b>all</b>	<b>193</b>	<b>5,147,811</b>	<b>26,673</b>	<b>17,284</b>	<b>298</b>

Festivals with an expenditure of £1m+ show the highest average attendances, over 1.2m, although it should be noted that only four festivals fall within this category (Edinburgh International Festival, Edinburgh Festival Fringe, Brighton Festival and The Guardian Hay Festival). This figure is also likely to be greatly



<sup>8</sup> *Attendances* describes the total number of times individuals attended events at a festival and is given here as a reflection of ticket sales data, which is the only data available to many festivals. The term should not be confused with *attenders* which describes the total number of individuals going to a festival, regardless of the number of different events they attended.

affected by the large number of attendances at Edinburgh Festival Fringe's free, open-air events. Smaller festivals average between 5,000 and 9,000 attendances. Medium-size festivals with an expenditure of between £101k - £300k attracted a relatively high number of attendances at just over 53,000 on average.

A total of 17,284 events<sup>9</sup> were recorded across all participating festivals. Medium-sized festivals with an annual expenditure of between £101k-£300k had a relatively high average attendance per event (494), whereas festivals with an expenditure of between £501k-£999k reported a low attendance per event (82).

<b>Festival attendances and events by Arts Council region/country</b>					
<b>Arts Council region/country</b>	<b>Festivals</b>	<b>Est attendances</b>	<b>Av. attendances per festival</b>	<b>Total events</b>	<b>Av. attendances per event</b>
<b>London</b>	24	296,760	12,365	1,026	289
<b>South East</b>	26	944,123	36,312	3,561	265
<b>South West</b>	30	405,071	13,502	5,178	78
<b>East</b>	7	64,810	9,259	391	166
<b>East Midlands</b>	11	171,619	15,602	1,196	143
<b>West Midlands</b>	17	544,101	32,006	1,686	323
<b>North East</b>	6	30,181	5,030	203	149
<b>North West</b>	15	133,440	8,896	679	197
<b>Yorkshire</b>	24	260,715	10,863	1,139	229
<b>(England)</b>	<b>160</b>	<b>2,850,820</b>	<b>17,818</b>	<b>15,059</b>	<b>189</b>
<b>Scotland</b>	15	2,191,902	146,127	1,613	1,359
<b>Wales</b>	18	105,089	5,838	612	172
<b>all</b>	<b>193</b>	<b>5,147,811</b>	<b>26,673</b>	<b>17,284</b>	<b>298</b>

Scotland reported the highest average attendances per festival, at over 146,000, due to the very large festivals that take place in central Scotland, such as Edinburgh International Festival and Edinburgh Festival Fringe. The South East reported the highest average attendances per festival for England, over 36,000. The West Midlands region shows a relatively high average attendance per festival of just over 32,000 which is attributable to three festivals recording high attendance figures: The Guardian Hay Festival, Birmingham International Jazz Festival and Worcester Festival. Other regions and countries show average attendances per festival of between 5,838 and 15,602.

In terms of average attendances per event, the West Midlands performs well with greater average figures than both London and the South East. The South West recorded the smallest average number of attendances per event of 78.

### **Programming across all festivals**

The entire sample (BAFA members and non-members) of 193 festivals in the survey accounted for 2,591 days of festival programming (for their last festival, mainly in 2006). Over this period, festivals hosted 17,284<sup>10</sup> events, representing an average of nearly 7 per day.

<sup>9</sup> Excluding exhibitions (counted as days running), for a more accurate representation

<sup>10</sup> Total events including exhibitions counted as days running = 19,322

## Income and Expenditure

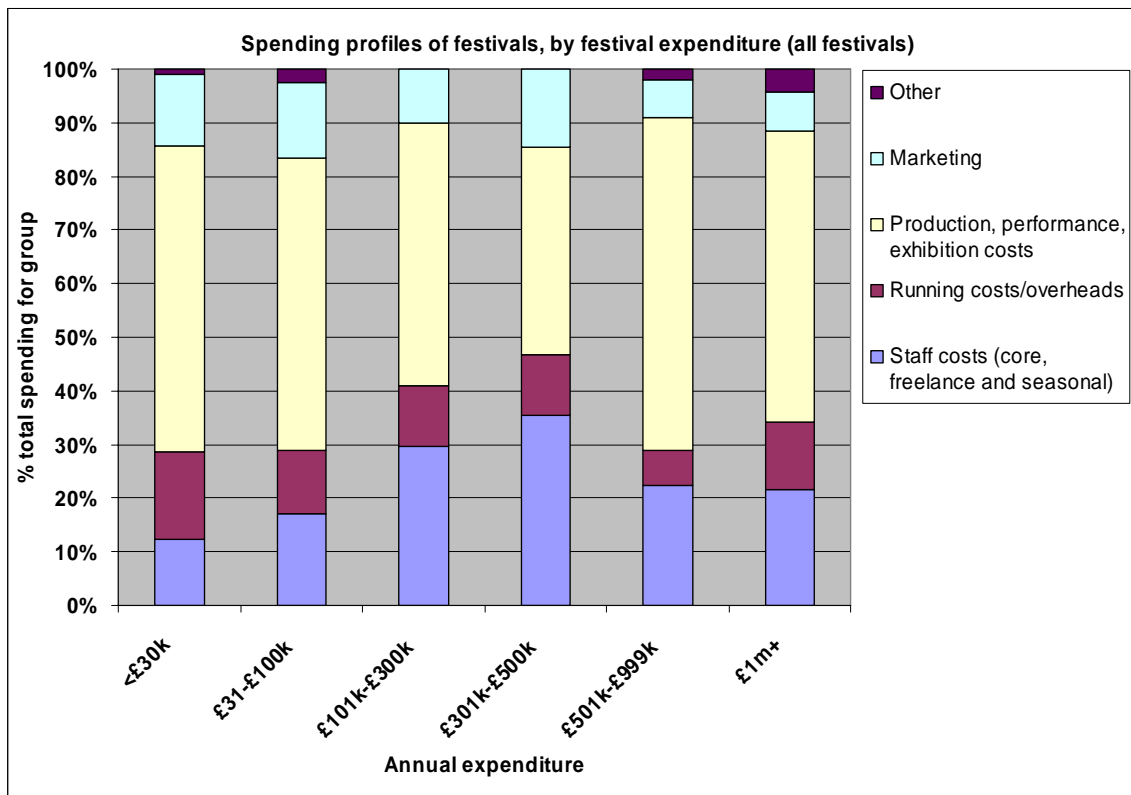
Festival per attendance profit/loss by Arts Council region (all festivals)					
Arts Council region/country	Total attendances	Total income	Per attendance income	Total expenditure	Per attendance spend
London	296,760	£1,641,839	£5.53	£1,320,280	£4.45
South East	944,123	£8,524,271	£9.03	£8,062,420	£8.54
South West	405,071	£3,563,495	£8.80	£3,956,562	£9.77
East	64,810	£776,121	£11.98	£803,758	£12.40
East Midlands	171,619	£1,741,160	£10.15	£1,536,620	£8.95
West Midlands	544,101	£2,698,710	£4.96	£2,582,205	£4.75
North East	30,181	£329,100	£10.90	£157,800	£5.23
North West	133,440	£1,124,498	£8.43	£1,281,879	£9.61
Yorkshire	260,715	£1,469,609	£5.64	£1,395,200	£5.35
(England)	(2,850,820)	(£21,868,803)	(£7.67)	(£21,096,724)	(£7.40)
Scotland	2,191,902	£13,375,017	£6.10	£12,271,819	£5.60
Wales	105,089	£600,704	£5.72	£568,227	£5.41
<b>All regions</b>	<b>5,147,811</b>	<b>£35,844,524</b>	<b>£6.96</b>	<b>£33,936,770</b>	<b>£6.59</b>

The table above shows income and expenditure by Arts Council region and country, along with total festival attendance. As would be expected, the South East and Scotland account for the majority (42.5%) of total attenders and a correspondingly high proportion of regional income and expenditure. The West Midlands performs particularly well in relation to other regions, as does the South West.

Per capita spend of festivals by region is calculated by dividing the total expenditure of festivals in each region by the total number of attenders. For all festivals, the average per capita spend is £6.59. This figure varies greatly, however, depending on the region in which the festival takes place. London has the lowest per capita spend of £4.45, with the east of England having the highest at £12.40. Despite the West Midlands' relatively high volume of festival attenders, total expenditure for the region is fairly low and, therefore, per capita spend is only slightly higher than for London at £4.75. However, due to the relatively small sample of festivals within each region, one should bear in mind that these figures are susceptible to variance.

**Although London spends the least per attendance, it makes a relatively large proportion of that money back – about £1 in every £4 – which means London performs nearly eight times better than the English average (about £1 in every £30).**

Other regions vary considerably. For example, the North West spends, on average, a little under £10 per attendance. However, the region shows an overall deficit per attendance of -£1.18. Similarly, the South West reports a total loss of -97p per attendance for a £10 spend.



By looking at the spending profiles of festivals according to expenditure groups, certain trends can be identified across festivals of different sizes. To be clear, it should be noted that the trends detailed here do not refer to *amounts* of money between festivals (e.g. although staff costs of the largest festivals account for a smaller *proportion* of spending than medium-sized festivals, this does not mean that medium-sized festivals are *spending more*).

### Small Festivals

Smaller festivals with an annual expenditure of less than £100k have similar spending profiles. Between 55-60% of spending for these festivals is attributed to production costs. Marketing accounts for between 13-14% of spending. There is a slight shift in the proportion of spending on running costs and staff costs for the two smallest categories of festival, although this difference is relatively slight at +/-5% - the larger festivals appear to spend more on staff and have reduced running costs as a proportion of overall spending.

### Medium Festivals

This trend continues into the medium-sized festivals with an annual expenditure of between £101k-£300k and £301k-£500k. These festivals report a much higher proportion of spending on staff costs at 30-35% (up to 23% greater share of spending compared to smaller festivals). This accounts for a significantly reduced share of spending on production costs compared to smaller festivals as running costs and marketing costs account for roughly the same proportion of spending as smaller festivals.

## Large Festivals

For larger festivals with an annual expenditure of over £501k, staff costs account for up to 14% less of overall spending compared to medium-sized festivals. Running costs account for roughly the same proportion of spending as other festival categories (typically between 11-15%). Production costs account for the largest proportion of spending across all festivals for this group (between 54-62%), although this is comparable to the proportion of spending on production for the smallest festivals. Marketing accounts for a relatively small proportion of overall spending, at between 2-4%.

**Larger festivals with an annual expenditure of between £501k-£999k and £1m+ show a spending profile similar to that of smaller festivals.**



## Education, Community and Outreach

Out of all 193 festivals taking part in the survey, just under 249,000 attendances were recorded for education, community and outreach (ECO) events. This represents 4.8% of all recorded attendances.

Outside Scotland, which accounts for 62% of ECO attendances, the majority were in London (7.8%), the East Midlands (7.6%) and the South East (5.9%). With the exception of Scotland, the East Midlands had the highest average attendances at ECO events (2,697), with Wales recording the lowest average attendances at 154.

Estimated individual attenders to education, community and outreach events by Arts Council region (all festivals)			
Arts Council region/country	Festivals	Est. individual attendances to ECO events	Av. attendances at ECO events per festival
London	18	19,399	1,078
South East	15	14,754	984
South West	19	4,838	255
East	6	7,930	1,322
East Midlands	7	18,879	2,697
West Midlands	12	9,585	799
North East	5	1,924	385
North West	9	7,492	832
Yorkshire	16	8,351	522
<i>(England)</i>	<i>(107)</i>	<i>(93,152)</i>	<i>(871)</i>
Scotland	13	154,432	11,879
Wales	8	1,235	154
<b>All</b>	<b>128</b>	<b>248,819</b>	<b>1,943</b>

Outside Scotland, the majority of ECO attendances at festivals participating in the study were in London (7.8%), the East Midlands (7.6%) and the South East (5.9%).

## **BAFA Member Festivals**

This chapter focuses on the 41 BAFA member festivals that supplied information for FMB3

*(The information present in this section was supplied directly by participating BAFA members and forms the baseline from which the modelled calculations present on pages 3 and 4 were derived).*

## BAFA Member Festivals – Survey Response Summary

- The biggest single area of programming is music, accounting for 35% of events. Theatre represents 26% of events, comedy 14%, visual arts 8%, literature 6%, dance 4%, film 1% with other art forms accounting for a further 6% of events.
- Medium-sized festivals with an annual expenditure of between £101k-£300k recorded the second highest average attendances at events, after the very large festivals with an annual expenditure of £1m+.
- 44% of BAFA members participating in this study commissioned new work, creating 68 original events; 61% of members reported 188 national premieres, and 46% hosted 933 world premieres.
- 76% of member festivals ran an ECO programme; in total 659 ECO events which accounted for 180,000 attendances.
- Ticket sales form the largest proportion of festival income at just over a third of total income (33.6%). Local authorities (county, district, city and borough) together provide just over 15% of funds, with Arts Councils supplying a further 12% of total income (including Grants for the Arts). Trusts and foundations and private businesses contribute a larger proportion of income, at around 24%. Funds from the National Lottery (excluding Grants for the Arts) form relatively little of overall festival income at 1%, as does the revenue collected from advertising (2.1%) and additional sales, such as merchandising and catering (3.7%).
- Total cash figures for income and expenditure show that earned income from ticket sales amounted to over £7.7m for the 34 member festivals who returned complete financial information. Businesses, trusts and foundations, Arts Councils and local authorities each contribute between £2.5m and £3m. Performance and production forms the biggest expense, accounting for over £12m for BAFA member festivals.

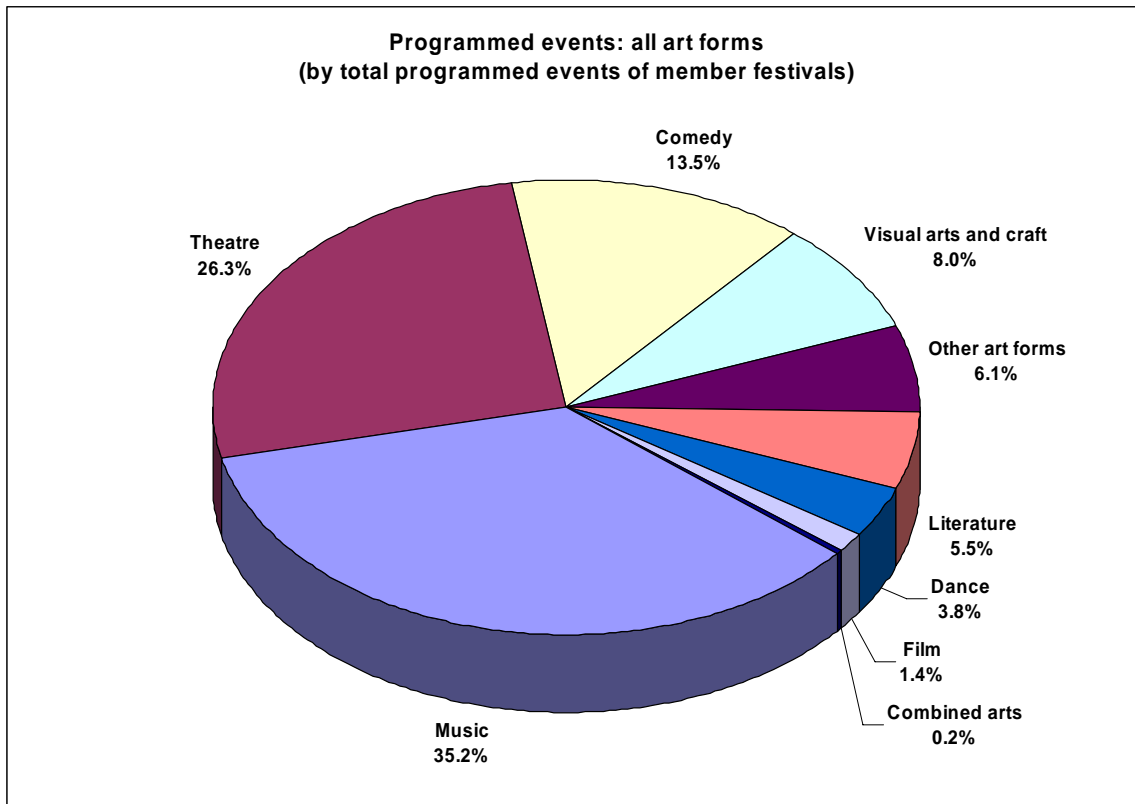
## Volume of activity

Art form (detailed breakdown)	Total events	%
<i>Plays and drama</i>	1,002	19.4%
<i>Music (classical)</i>	938	18.1%
<i>Comedy</i>	698	13.5%
<i>Other art forms</i>	318	6.1%
<i>Visual arts (events)</i>	287	5.5%
<i>Literature</i>	285	5.5%
<i>Music (other)</i>	209	4.0%
<i>Jazz</i>	191	3.7%
<i>Music (popular)</i>	190	3.7%
<i>Children's and youth theatre</i>	189	3.7%
<i>Music (culturally specific)</i>	155	3.0%
<i>Opera</i>	140	2.7%
<i>Visual arts (workshops)</i>	126	2.4%
<i>Musicals</i>	107	2.1%
<i>Film</i>	71	1.4%
<i>Dance (culturally specific)</i>	63	1.2%
<i>Theatre (other)</i>	62	1.2%
<i>Dance (contemporary)</i>	61	1.2%
<i>Dance (other)</i>	38	0.7%
<i>Ballet</i>	35	0.7%
<i>All combined arts</i>	11	0.2%
<b>TOTAL</b>	<b>5,176</b>	<b>100%</b>

Art form (summary)	Total events	%
Music	1,823	35.2%
Theatre	1,360	26.4%
Comedy	698	13.5%
Visual arts and craft	413	7.9%
All other art forms	318	6.1%
Literature	285	5.5%
Dance	197	3.8%
Film	71	1.4%
Combined arts	11	0.2%
<b>TOTAL</b>	<b>5,176</b>	<b>100.0%</b>

A breakdown of the summary event types for BAFA member festivals, separated into art forms, indicates the predominance of music programming, accounting for 1,823 (35.2%) of events overall - the largest share in this sample. Theatre represents just over a quarter (26.4%) of programming and accounts for 1,360 individual events. Comedy appears to be the third most prolific type of event and represents a 13.5% share in programming. After this, visual arts and crafts, literature and dance represent between 3.5%-8% of all programming, with film and combined arts taking a relatively small share of up to 1.5%. Other art forms, which account for just over 6% of programming, include circus, cabaret, walks, lectures, sound installations and masterclasses.

When events are considered in more detail, by sub-dividing art forms into their major components, it is found that plays and drama account for the largest individual share of programming with a total of 1,002 events (19.4%). As such, about one in five of all events programmed at participating BAFA festivals can be considered to fall within this category. Classical music also appears to be a popular programming choice, accounting for 18.1% of events, as does comedy which represents 13.5% of participating member programming. After these three dominant event types, all other art forms account for considerably less of the overall programming of member festivals, with each representing 6% or less. Other types of dance, ballet and combined arts account for the least amount of event programming.



**Music events (35.2%) account for just over a third of participating member festival programming. Theatre accounts for just over a quarter (26.3%) of programming, while comedy (13.5%) represents roughly one in every seven events programmed at participating festivals.**

When events data from participating member festivals is modelled across the entire BAFA membership, BAFA festivals are estimated to have programmed 10,180 events and a further 4,900 days of exhibitions during 2006-2007.

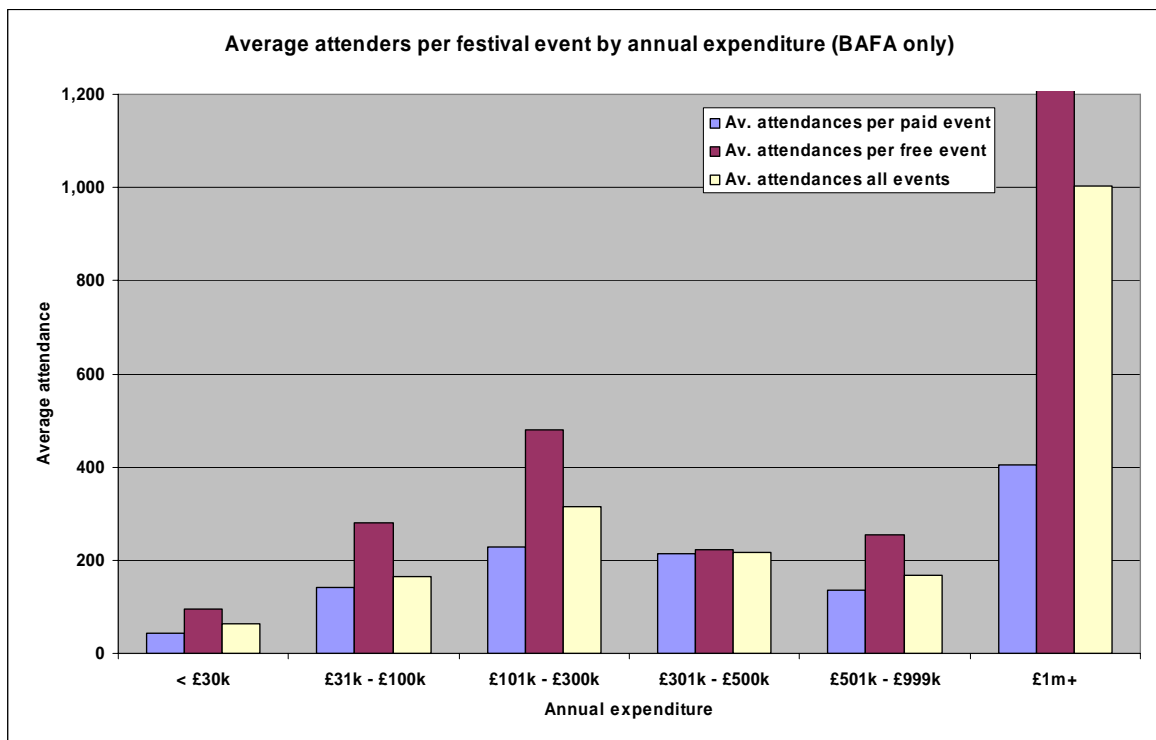
## Audiences

Over 5.1 million attendances were recorded for all 193 festivals in this study. About 40% of these attendances were at BAFA member festivals.

Average attendances per festival event by annual expenditure (BAFA only)					
Festival expenditure	Total events requiring paid ticket	Est. attendances at paid events	Total free events (ticketed or not)	Est. attendances at free events	Total attendances (exc. ECO)
Not given	533	121,800	185	3,500	125,300
< £30k	446	19,741	275	25,984	45,725
£31k - £100k	314	44,624	59	16,619	61,243
£101k - £300k	252	57,550	134	64,300	121,850
£301k - £500k	144	30,749	56	12,500	43,249
£501k - £999k	411	55,264	165	42,004	97,268
£1m+	2,265	915,742	128	1,485,000	2,400,742
<b>all</b>	<b>4,365</b>	<b>1,245,470</b>	<b>1,002</b>	<b>1,649,907</b>	<b>2,895,377</b>

The table above shows attendances at member festivals divided into paid-for and free events, according to annual expenditure. Education, community and outreach (ECO) attendances at member festivals have been excluded from this analysis as they are discussed later on in this report. Of all 2,895,377 attendances, 43% were at paid events and 57% at free events.

The chart below examines the relationship between average attendances at free and paid-for events and annual expenditure of member festivals. To aid comparison of expenditure brackets below £1m+, the scale has been reduced and the average attendance per free event for the largest festivals is



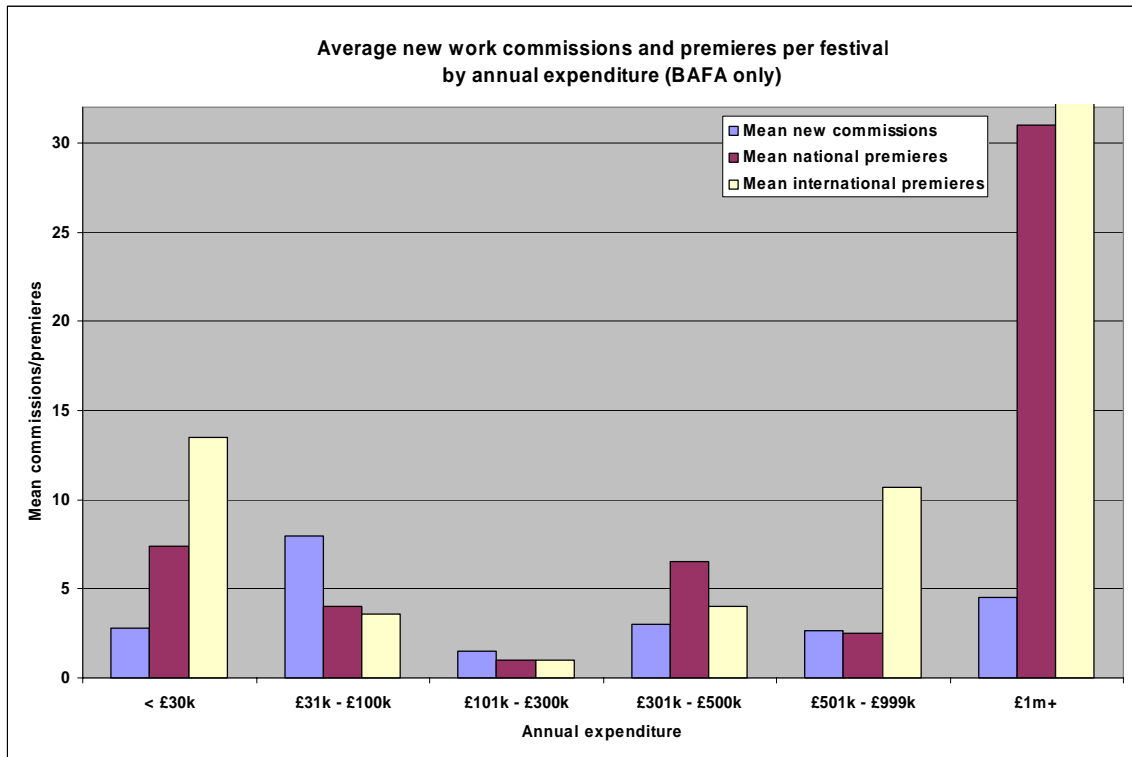
therefore hidden from view. This figure is exceptionally large at just over 11,602 and is due to the combination of free events at Edinburgh International Festival, Edinburgh Festival Fringe and Brighton Festival.

**This chart shows that medium-sized festivals with an annual expenditure of between £101k-£300k recorded the highest average attendances at events, below the £1m+ expenditure bracket. Average attendances at free events are relatively high and may indicate a proliferation of free, open-air events which often attract a large number of attendances.**

When attendance data from participating BAFA member festivals is modelled across the entire BAFA membership, BAFA festivals are estimated to be responsible for about 7.6m attendances at festivals nationwide during 2006-2007, with a ticket sales revenue of approximately £12.9m.

## New Work and Premieres

New work was commissioned by 44% of BAFA members participating in the study, who reported 68 individual commissions. National premieres were reported by 61% of members, accounting for 188 pieces of work. International premieres were reported by 46% of members, accounting for 933 pieces of work.



The chart above shows average numbers of new commissions and premieres according to reported annual expenditure of member festivals.

**Medium-sized festivals with an annual expenditure of £101k-£500k show relatively little activity in commissioning new work and premieres compared to other expenditure brackets.**

The majority of activity is polarised, belonging mostly to smaller festivals with an expenditure of less than £100k and larger festivals with an expenditure of £500k or higher. The majority of world premieres, for example, are reported by smaller festivals with an expenditure of less than £100k and very large festivals with an expenditure of over £1m. In terms of new work commissions, however, it appears that festivals within the £31k-£100k bracket commission the most work, on average. Interestingly, the data shows that, for this sample, the very large festivals have a mean new work commission rate only a few points higher than that of the smallest festivals. While the numbers of new commissions may be similar, it is important to recognise that the scale and value of these will in all probability be significantly greater for large festivals when compared to smaller ones.



By modelling the data provided by participating BAFA member festivals, it is estimated that all BAFA festivals were responsible for commissioning over 180 pieces of new work during 2006-2007, underlining their importance as a catalyst and driver for new artistic work in the UK and abroad. Furthermore, BAFA festivals are estimated to have presented 480 national premieres and 1,250 world premieres during the same period, highlighting their significance as a means by which art and culture is showcased and disseminated.

## Employment

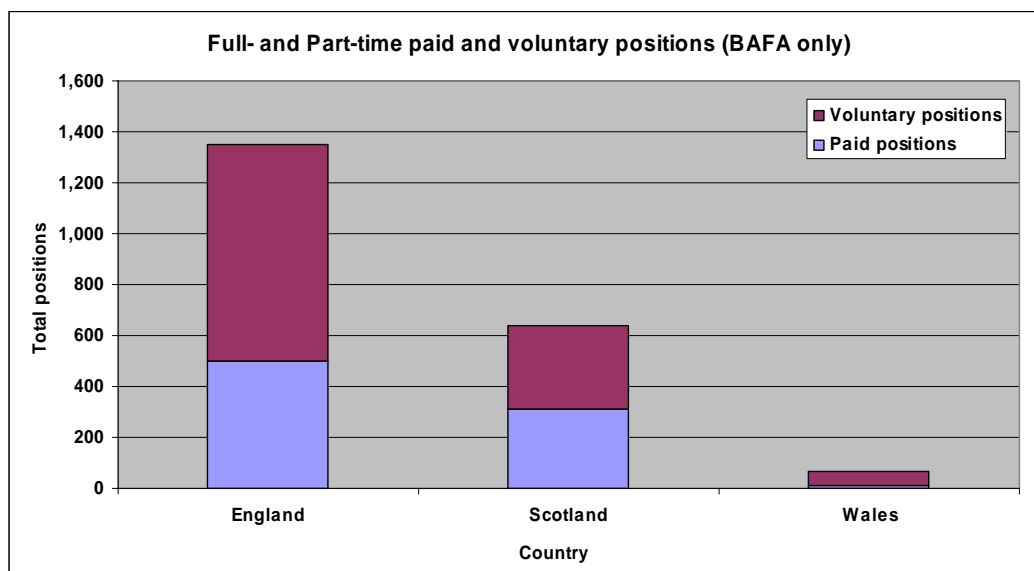
BAFA member festivals were asked to provide data on paid and voluntary positions within their organisations in order to establish employment figures. The table below shows the number of positions within each festival, according to the type of position (eg. full-time, part-time, temporary, freelance, artists, etc.).

Festival employment: staff, volunteers and artists (BAFA only)										
	PAID POSITIONS				VOLUNTARY POSITIONS		ARTISTS & PERFORMERS			Total
	FT Perm Paid	PT Perm Paid	FT Temp Paid	PT Temp Paid	FT Voluntary	PT Voluntary	Artists from the EU	Artists from non-EU Europe	Artists from outside Europe	
<i>All participating BAFA member festivals</i>	<b>150</b>	<b>59</b>	<b>294</b>	<b>321</b>	<b>14</b>	<b>1,212</b>	<b>24,318</b>	<b>445</b>	<b>4,461</b>	<b>31,274</b>

Participating member festivals reported a total of 31,274 employment positions or opportunities within their organisations, including artists and performers. The table above gives an indication of how this figure breaks down into permanent-paid (full-time and part-time), temporary-paid (full-time and part-time, which would also include 'seasonal' positions), voluntary workers (full-time and part-time) and all artists and performers (according to their origin within or outside the EU and European borders).

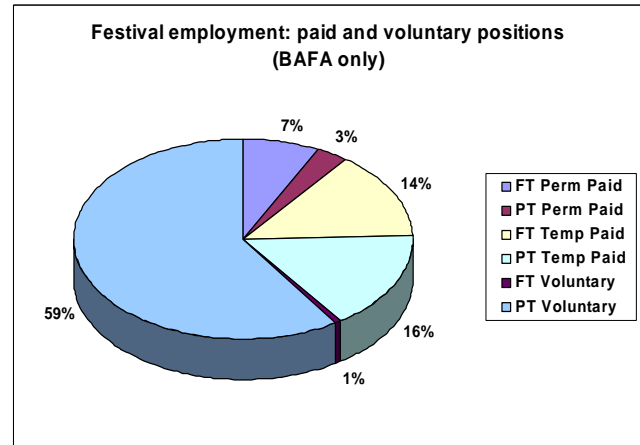
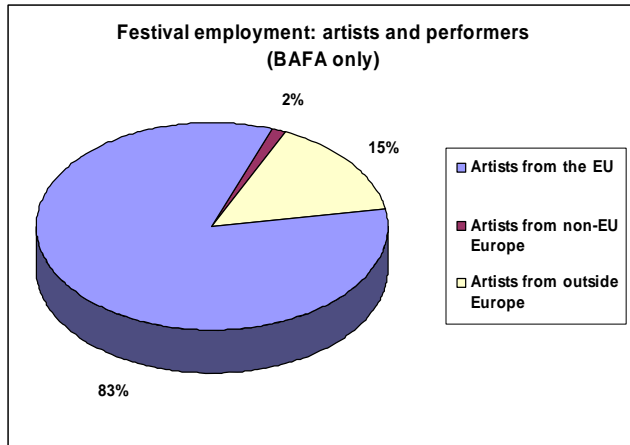
Excluding artists and performers, the table shows that permanent paid positions account for a relatively small proportion of paid employment within participating festivals – about one in four positions – although the majority of these are full-time. Temporary or seasonal employment forms the majority of this 'core' festival staff, most of which are part-time.

The chart below shows the division of paid and voluntary positions in festivals by country and also the origin of artists employed by festivals, in relation to EU countries.

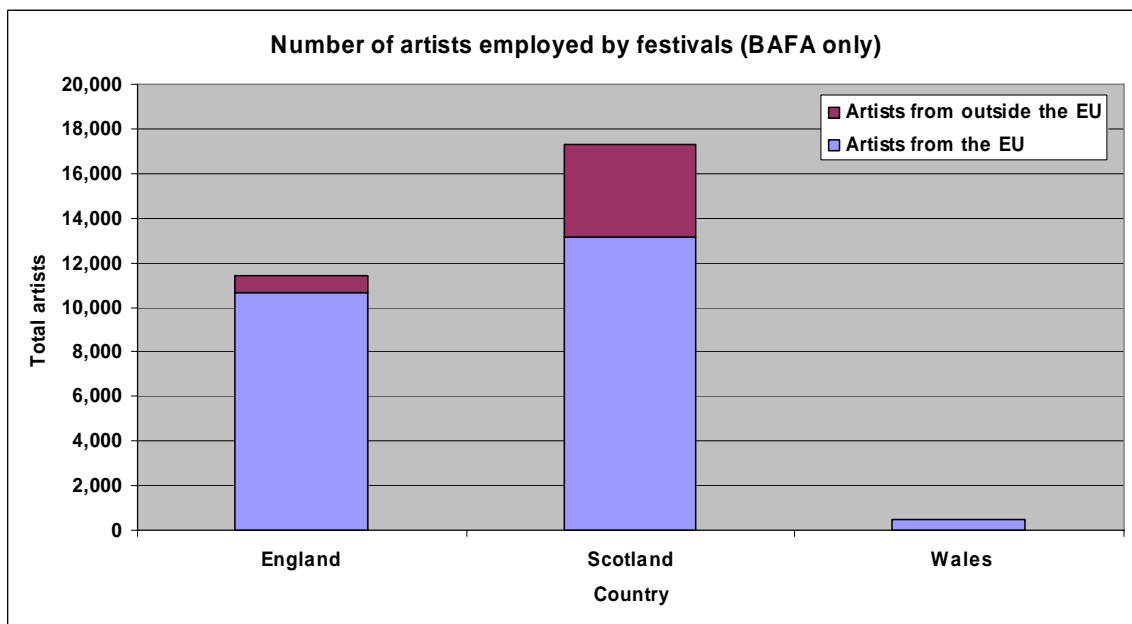


The chart above highlights the importance of volunteers to festivals and indicates how, in some areas, volunteers form virtually all of the festival workforce.

Voluntary staff appear to form the largest overall share of festival employment accounting for 60% of management and production. Virtually all of these are part-time positions and are likely to be seasonal in nature, peaking during the festival itself.



Participating member festivals reported creating 29,224 opportunities for artists and performers. The number of individual artists and performers is likely to be less than this due to the fact that some will be counted more than once as part of a tour, for example. Here, *opportunities* have been recorded as a means of understanding the level of employment that arts festivals offer artists and performers across the sector.



Over 83% of artists and performers hired by participating festivals are from within the EU. Artists and performers from non-EU Europe account for a far smaller share, about 2%, with many more originating from outside Europe (15%).

As the chart above shows, festivals across England, Scotland and Wales appear to employ the majority of their artists from within the EU, with no significant trends indicating that particular regions have a wider scope for sourcing their artists. Edinburgh International Festival and Brighton Festival are responsible for employing the majority of artists from outside the EU within this survey.

**Whether paid or voluntary, the employment opportunities created as part of festival management and production are significant. For the BAFA member festivals participating in this study alone, the figure stands at just over 31,000.**

## Education, Community and Outreach

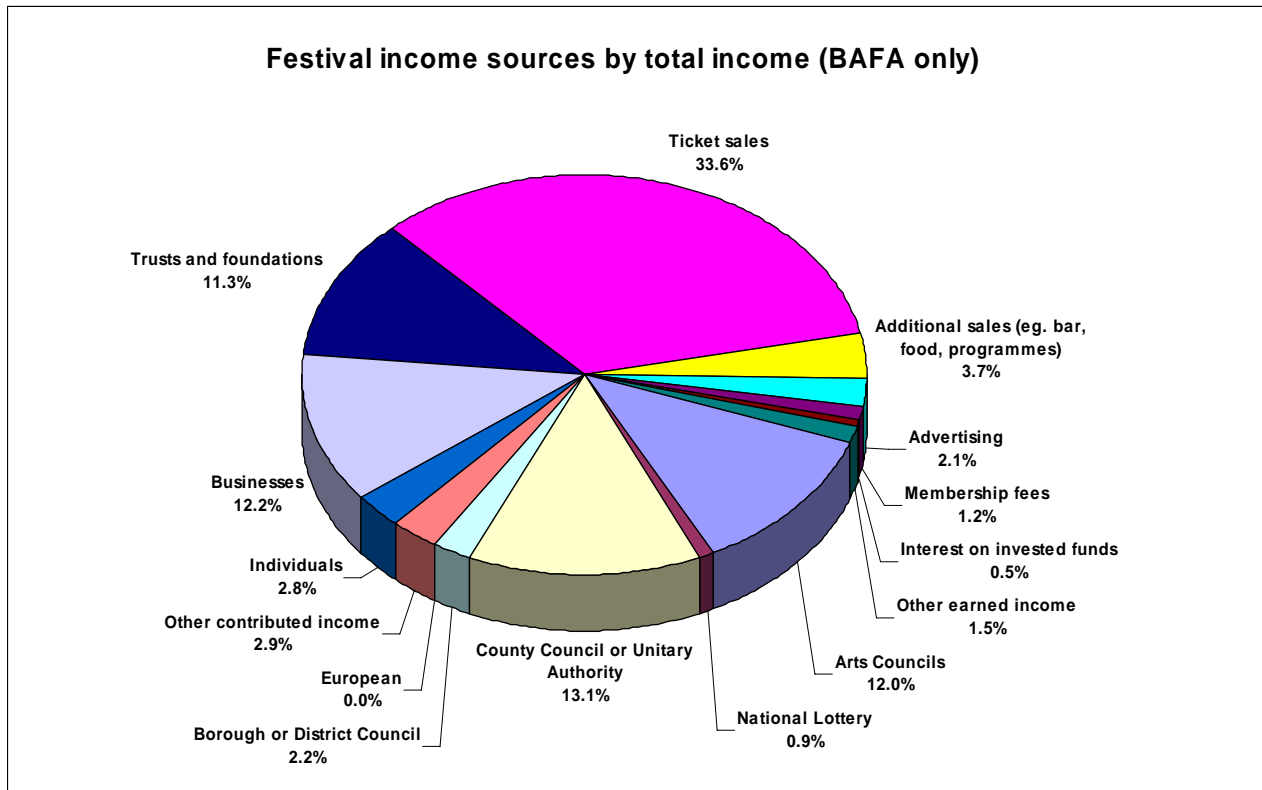
Festivals were asked to provide information separately on attenders, events and programming for education, community and outreach (ECO) provision. Separating these figures enables BAFA to understand better the social impact of festivals, which is an important element in advocating and supporting the development of arts festivals in the future.

Education, community and outreach events by festival expenditure (BAFA only)			
Festival expenditure	Education events for young people	Outreach and community events	All events
< £30k	125	91	216
£31k - £100k	52	36	88
£101k - £300k	69	19	88
£301k - £500k	14	40	54
£501k - £999k	13	58	71
£1m+	140	2	142
<i>all</i>	<b>413</b>	<b>246</b>	<b>659</b>

The table above shows total numbers of ECO events according to festival expenditure. Here, we see that the smaller festivals with an expenditure of less than £30k report the most education events and outreach/community events. Festivals in other categories report considerably fewer events, apart from the larger festivals with an expenditure of over £1m which appear to provide a considerable number of education events for young people.

## Income and Expenditure

All festivals participating in the survey were asked to provide some financial details. BAFA member festivals were asked to provide detailed income and expenditure information, whilst non-member festivals were requested to give net income and expenditure figures for their last festival. 85% of member festivals and 85.4% of non-member festivals provided this information.

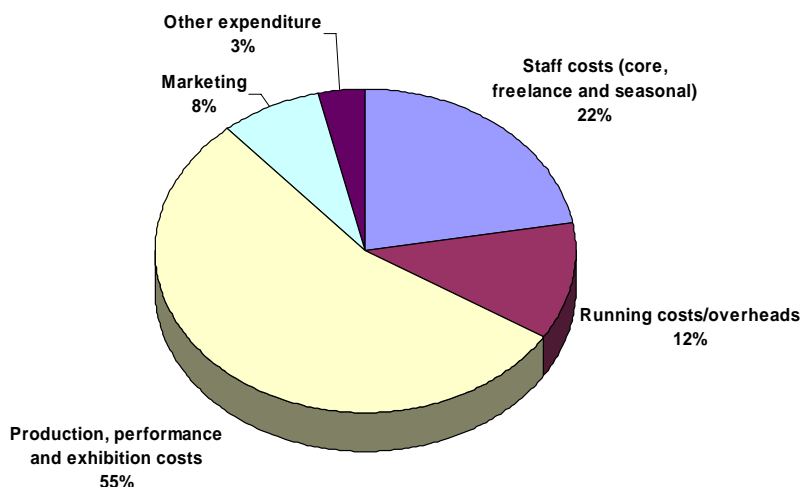


**As the chart above indicates, ticket sales form the majority of festival income at just over a third of total income (33.6%).**

Local authorities and councils (county, district, city and borough) together provide just over 15% of funds, with Arts Councils supplying a further 12% of total income (including Grants for the Arts). Trusts and foundations, and private businesses contribute a larger proportion of income, at around 24%. Funds from the National Lottery (excluding Grants for the Arts) form relatively little of overall festival income at 1%, as does the revenue collected from advertising (2.1%) and additional sales (3.7%).

Other sources of contributed income included income from education and community participants, CD and art sales, gift aid, bucket donations, co-production and broadcasting income, and hire of festival equipment.

### Festival expenditure by total expenditure (BAFA only)



Just over half of festival expenditure was attributed to production, performance and exhibition costs. Staff costs accounted for nearly a quarter (22%) of overall expenditure, with running costs and overheads forming about a tenth of festival expenditure. Marketing accounted for relatively little expenditure (8%).

Other expenditure (3%) was mostly due to festival commissions and education programmes. Edinburgh International Festival expenditure alone accounts for almost three quarters of expenditure in this category.

### Festival income and expenditure detail (members only)

Contributed income: Grants	
Arts Councils	£2,769,819
National Lottery	£204,922
County Council or Unitary Authority	£3,028,834
Borough or District Council	£504,176
European	£1,500
Other contributed income	£673,306

Contributed income: Donations and sponsorship	
Individuals	£637,881
Businesses	£2,818,621
Trusts and foundations	£2,618,293

Earned income	
Ticket sales	£7,744,491
Additional sales (eg. bar, food, programmes)	£851,126
Advertising	£486,516
Membership fees	£275,121
Interest on invested funds	£114,883
Other earned income	£343,714

Expenditure	
Staff costs (core, freelance and seasonal)	-£5,031,750
Running costs/overheads	-£2,624,256
Production, performance, exhibition costs	-£12,294,750
Marketing	-£1,784,708
Other expenditure	-£785,571

**Total cash figures for income and expenditure show that earned income from ticket sales amounted to over £7.7m for participating BAFA member festivals.**

Other types of earned income form relatively small amounts in comparison, the most significant being income from additional sales at a little over £850,000 for BAFA member festivals. Businesses, trusts and foundations, Arts Councils and local authorities each contribute between £2.5m and £3m. Performance and production forms the biggest expense, accounting for over £12m for BAFA member festivals.



## Appendices

## List of appendices

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1. List of festivals approached and participating in FMB3
  2. Copies of questionnaires
  3. Supplementary data
-

## List of festivals participating in all FMB studies

<b>Festival Name (current members in bold)</b>	<b>Region/Country</b>	<b>FMB1</b>	<b>FMB2</b>	<b>FMB3</b>
Aberdeen Alternative Festival	Scotland	✓		
Aberdeen Arts Carnival	Scotland	✓		
Aberdeen International Youth Festival	Scotland		✓	
<b>Aberystwyth-Musicfest International Music Festival</b>	Wales			✓
Aboyne and Deeside Festival	Scotland	✓	✓	
Adur Festival	South East			✓
<b>Aldeburgh Arts Festival</b>	East		✓	✓
Almeida Opera	London	✓		
Alnwick International Music Festival	North East			✓
Alternative Arts (inc. Spitalfields Green Fayre, Spit-Lit & PhotoMonth)	London			✓
Alternative Fashion Week	London			✓
Amersham Festival of Music	South East			✓
Appledore Visual Arts Festival	South West			✓
Artists and Makers Festival	South East			✓
Arts Worldwide	London	✓		
Ashbourne Arts Festival	East Midlands		✓	
Ashton Court Festival	South West			✓
Autumn in Malvern Festival	West Midlands			✓
Bach Festival 2000 in Bath	South West	✓		
Bakewell Arts Festival	East Midlands			✓
Ballymena Arts Festival	Northern Ireland	✓	✓	
Banstead Arts Festival	South East	✓	✓	✓
Barmouth Arts Festival	Wales	✓	✓	✓
Bath Fringe Festival	South West			✓
Bath International Music Festival	South West	✓	✓	
Bath Literature Festival	South West	✓	✓	
Bath Mozartfest	South West	✓	✓	✓
Bath Shakespeare Festival	South West	✓		
Battle Festival	South East	✓		
Baylit	Wales	✓		
Beaminster Festival	South West			✓
Belfast Festival at Queen's	Northern Ireland	✓		
Belfast Festival of Early Music	Northern Ireland	✓		
Berwyn Festival	Wales			✓
Beverley and East Riding Festival	Yorkshire	✓	✓	
<b>Bewdley Festival</b>	West Midlands		✓	✓
Beyond the Border - Int. Storytelling Festival	Scotland	✓		
Big Green Gathering Festival, Somerset	South West			✓
Big Moo Milton Keynes	South East			✓
Birmingham Artsfest	West Midlands	✓	✓	
Birmingham Early Music Festival	West Midlands	✓		✓

<b>Festival Name (current members in bold)</b>	<b>Region/Country</b>	<b>FMB1</b>	<b>FMB2</b>	<b>FMB3</b>
Birmingham International Film and TV Festival	West Midlands	✓	✓	
Birmingham International Jazz Festival	West Midlands			✓
Bledington Music Festival	South West			✓
BOC Covent Garden Festival	London	✓		
Borders Cathedral Festival	Scotland		✓	
Bradfield Festival of Music	London		✓	
<b>Brechin Arts Festival</b>	Scotland			✓
Brecon Jazz Festival	Wales	✓		
Bridgend Festivals	Wales			✓
<b>Bridlington Arts Festival</b>	North East			✓
<b>Brighton Festival</b>	South East	✓	✓	✓
<b>Brighton Festival Fringe</b>	South East			✓
Brighton Festival of Early Music	South East			✓
Bristol Poetry Festival	South West			✓
Bristol Shakespeare Festival	South West			✓
British Asian Film Festival - Fillum	London	✓		
Broadstairs Dickens Festival	South East	✓		
Broadstairs Folk Week	South East		✓	✓
Bromsgrove Festival	West Midlands	✓	✓	
Bude Jazz Festival	South West			✓
Burnley National Blues Festival	North West			✓
Burns an' a that!	Scotland			✓
<b>Bury St Edmunds Festival</b>	East		✓	✓
ButeLive Festival	Scotland			✓
<b>Buxton Festival</b>	East Midlands	✓	✓	✓
<b>Buxton Fringe Festival</b>	East Midlands	✓		✓
Calne Music and Arts Festival	South West			✓
<b>Cambridge Summer Music Festival</b>	East			✓
<b>Canterbury Festival</b>	South East	✓	✓	✓
Castle Park Festival	Unknown	✓		
Ceilidh Culture	Scotland			✓
Chapel Allerton Festival	Yorkshire		✓	✓
Chard Festival of Women in Music	South West	✓		
Charleston Festival (Small Wonder)	South East	✓		✓
<b>Chelmsford Cathedral Festival</b>	East	✓		✓
<b>Chelsea Festival</b>	London			✓
Cheltenham Festival of Literature	South West	✓	✓	
Cheltenham International Festival of Music	South West			
Cheltenham International Jazz Festival	South West	✓		
<b>Chester Literature Festival</b>	North West	✓		✓
Chester Summer Music Festival	North West	✓		
Chichester Festivities	South East		✓	
Church Stretton and South Shropshire Arts Festival	West Midlands			✓

<b>Festival Name (current members in bold)</b>	<b>Region/Country</b>	<b>FMB1</b>	<b>FMB2</b>	<b>FMB3</b>
City of London Festival	London		✓	
Clerkheaton Folk Festival	North West		✓	
Cornwall International Male Voice Chorale Festival	South West			✓
Covent Garden May Fayre & Puppet Festival	London			✓
Dance Umbrella	London			✓
Dartington International Summer School	South West	✓	✓	✓
Dartmouth Music Festival	South West			✓
Deal Summer Music Festival	South East	✓		
Deptford Design Festival (DD06)	London			✓
Derbyshire Literature Festival	North East	✓	✓	
Devizes Festival	South West	✓		
Dinas Powys Music Festival	Wales			✓
Doncaster Arts Festival (HotHouse Festival and Doncaster FamilyFest)	Yorkshire			✓
Doncaster Cultural Festival	Yorkshire			✓
Dorchester Festival	South West	✓		
Dorset Word Week	South West		✓	
Dulwich Festival	London	✓		
Dumfries and Galloway Arts Festival	Scotland	✓	✓	
Durham Literature Festival	North East			✓
Dylan Thomas - The Celebration	Wales	✓	✓	
<b>Edinburgh Festival Fringe</b> (see note)	Scotland	✓		(✓)
<b>Edinburgh International Festival</b>	Scotland	✓	✓	✓
Edinburgh International Film Festival	Scotland			✓
Edinburgh International Harp Festival	Scotland			✓
Edinburgh International Jazz and Blues Festival	Scotland	✓		
Eisteddfod Gadeiriol Tregaron	Wales			✓
Elgar Festival	West Midlands			✓
English Music Festival	London			✓
Exmouth Festival	South West			✓
Exodus Festival	North West			✓
Exposure Hereford Photography Festival	West Midlands			✓
Farnham Festival	South East	✓	✓	
Feis an Eilein	Scotland			✓
Festival of Ephemeral Arts	Unknown	✓		
Festival of International Theatre and Arts	London			✓
Festival of Light	Yorkshire			✓
Festival on the Moor	Yorkshire			✓
Fiddle 2002	Unknown		✓	
Fierce Festival	West Midlands			✓
Fingask Follies	Scotland		✓	
Fishguard International Music Festival	Wales	✓	✓	
Fourth: Lancaster New Music Festival, 2000	North West	✓		
Fringe Arts Bath	South West			✓

<b>Festival Name (current members in bold)</b>	<b>Region/Country</b>	<b>FMB1</b>	<b>FMB2</b>	<b>FMB3</b>
Gateway	North West			✓
Glasgow International Music Festival	Scotland	✓	✓	
Glendale Festival	North East			✓
Gloucester Festival	West Midlands		✓	
Glyndebourne Festival Opera	South East	✓		
Golowan Festival	Wales		✓	
Gowa Festival Society	Wales			✓
Graham Greene Festival	Unknown	✓		
<b>Grassington Festival of Music and Arts</b>	Yorkshire	✓	✓	✓
Great Linford Waterside Festival	South East			✓
Greenbelt Arts Festival	South West			✓
Greenwich and Docklands First Night	London	✓		
Greenwich and Docklands International Festival	London	✓		
Guardian Hay Festival (The)	West Midlands	✓		✓
Guildford Book Festival	South East	✓		✓
<b>Guildford International Music Festival</b>	South East			✓
Guiting Festival	South West			✓
Gwyl Beaumaris Festival	Wales			✓
Gwyl Caernarfon Festival	Wales			✓
Gwyl Giving Voice Festival	Wales			✓
Gwyl Machynlleth Festival	Wales	✓		
<b>Halesworth Arts Festival</b>	East			✓
<b>Hampstead &amp; Highgate Festival</b>	London		✓	✓
<b>Harrogate International Festival</b>	Yorkshire	✓	✓	✓
Haslemere Festival	South East	✓		
Hastings International Poetry Festival	South East	✓		
Haworth Arts Festival	Yorkshire			✓
Hebridean Celtic Festival	Scotland			✓
Heeley Festival	Yorkshire			✓
<b>Henley Festival</b>	South East	✓	✓	✓
Herne Bay Festival	South East			✓
<b>Hexham Abbey Festival</b>	North East		✓	✓
<b>Holloway Arts Festival</b>	London			✓
Honiton Festival	South West	✓		
Horsham Festival	South East			✓
Huddersfield Contemporary Music Festival	Yorkshire	✓	✓	
Huddersfield Poetry Festival	Yorkshire	✓		
Hull Jazz Festival	Yorkshire	✓		
Hull Sea Fever International Sea Shanty	Yorkshire	✓		
Iford Arts	South West		✓	✓
IMPRO Music Festival	Unknown		✓	
International Festival of Street Arts	Unknown	✓		
International Organ Festival at St Albans (The)	East			✓

<b>Festival Name (current members in bold)</b>	<b>Region/Country</b>	<b>FMB1</b>	<b>FMB2</b>	<b>FMB3</b>
International Playwriting Festival	London			✓
International Workshop Festival	Unknown	✓		
Isle of Bute Jazz Festival	Scotland	✓	✓	✓
Jazz Plus Festival of Contemporary Jazz	London			✓
K&C Lit Fest	Unknown	✓		
King's Lynn Festival	East	✓		
<b>Lake District Summer Music</b>	North West	✓	✓	✓
Lancaster Jazz Festival	North West			✓
Language Arts Festival	Unknown	✓		
Larmer Tree Festival	South West			✓
Leamington French Music Festival	West Midlands		✓	
Leap Dance Festival	East	✓		
Leeds International Film Festival	Yorkshire	✓		
Leicester Comedy Festival	East Midlands	✓	✓	✓
<b>Leicester Early Music Festival</b>	East Midlands	✓	✓	✓
Leicester International Music Festival	East Midlands	✓	✓	
Leith Hill Musical Festival	South East			✓
Lewisham People's Day	London			✓
Lincoln Early Music Festival	East Midlands	✓		✓
Lit Up	North West			✓
<b>Litchfield Festival</b>	West Midlands	✓	✓	✓
Litfest	North West			✓
<b>Little Missenden Festival</b>	South East			✓
Llantillo Crossenny Festival of Music and Drama	Wales	✓		
Llangollen International Musical Eisteddfod	Wales	✓	✓	
Loch Shiel Spring Festival	Scotland	✓	✓	
London Festival of Chamber Music	London	✓		✓
London International Festival fo Theatre	London	✓	✓	
London Jazz Festival	London	✓		
London String Quartet Week	London			✓
Lower Machen Festival	Wales			✓
Ludlow Festival	West Midlands	✓	✓	
Luton Summer Festival	East			✓
Lymm Festival	North West			✓
Lynton & Lynmouth Festival	South West			✓
Mananan International Festival of Music and the Arts	Isle of Man	✓	✓	
Manchester Festival	North West	✓		
Manchester International Arts - Streets Ahead & Enchanted Evenings	North West	✓		✓
Manchester Jazz Festival	North West			✓
Marsden Jazz Festival	Yorkshire			✓
Meltdown	London	✓		
Merseyside International Street Festival	North West	✓	✓	
Mid Wales Music Week	Wales			✓

<b>Festival Name (current members in bold)</b>	<b>Region/Country</b>	<b>FMB1</b>	<b>FMB2</b>	<b>FMB3</b>
Milton Abbey Music Festival	South West			✓
Moulton Village Festival	East Midlands			✓
Moving Parts: Festival of Pupperty and Animation	Unknown	✓		
Music at Boxgrove	South East	✓	✓	
Music at The Priory	South West	✓		✓
Music Village / Sacred Voices	Unknown	✓		
National Festival of Music for Youth	West Midlands			✓
National Student Drama Festival	Yorkshire		✓	✓
Newcastle Comedy Festival	North East	✓		
Norfolk and Norwich Festival	East	✓	✓	
North Devon Festival	South West			✓
North Wales International Music Festival	Wales	✓		
Off the Shelf Festival	Unknown	✓	✓	
Oldham Walton Festival	North West	✓		
Oliver Cromwell International Jazz Festival	West Midlands			✓
<b>Oundle International Festival</b>	East Midlands			✓
Peebles Arts Festival	Scotland	✓		
Perth Festival of the Arts	Scotland			✓
Pickering Country and Western Festival	Yorkshire			✓
Poole Family Arts Festival	South West			✓
<b>Presteigne Festival of Music and the Arts</b>	Wales		✓	✓
<b>Proms at St Jude's</b>	London		✓	✓
Queer Up North	North West			✓
Ripon International Festival	Yorkshire			✓
Rotherham Show (inc. Diversity Festival)	Yorkshire			✓
Royal Court Young Writers Festival	London			✓
<b>Rye Arts Festival</b>	South East			✓
Saddleworth Festival of the Arts	North West			✓
<b>Salisbury International Arts Festival</b>	South West			✓
Saltaire Festival	Yorkshire			✓
Scarborough Dance Festival	Yorkshire			✓
Scarborough Jazz Festival	Yorkshire			✓
Scottish International Storytelling Festival	Scotland			✓
<b>Sedbergh Festival of Books and Drama</b>	North East			✓
Sevenoaks Summer Festival	South East			✓
Shaldon Festival	South West			✓
Sheffield Children's Festival	Yorkshire		✓	
Sheffield International Documentary Festival	Yorkshire		✓	✓
Shell Connections	North West			✓
Shetland Folk Festival Society	Scotland			✓
Showcase Festival	Unknown		✓	
Shrewsbury International Street Theatre Festival	West Midlands			✓
Sidmouth International Festival	South West	✓	✓	



<b>Festival Name (current members in bold)</b>	<b>Region/Country</b>	<b>FMB1</b>	<b>FMB2</b>	<b>FMB3</b>
Situation Leeds	Yorkshire			✓
Sound Festival	Scotland			✓
Southern Cathedrals Festival	South West			✓
Southport International Jazz Festival	North West			✓
Southwark Festival	London	✓		
<b>Spitalfields Festival</b>	London	✓	✓	✓
St Ceciliatide International Festival of Music	London	✓		
St David's Cathedral Festival	Wales			✓
St Magnus Festival	Scotland			✓
Stafford Festival Shakespeare	West Midlands			✓
Stainsby Festival	London			✓
Stamford International Music Festival	East Midlands			✓
Stepney Festival	London		✓	
Stockton International Riverside Festival	North East	✓		
Stoke Newington Festival	London	✓		
<b>Stour Music</b>	South East			✓
Stratford-Upon-Avon Music Festival	West Midlands			✓
Stratford-Upon-Avon Poetry Festival	West Midlands			✓
Summer in the Pool of London	London	✓		
Swanage Jazz Festival	South West			✓
Swaledale Festival	Yorkshire	✓	✓	
Swansea Festival of Music and the Arts	Wales	✓		✓
Take Off Festival	North East			✓
<b>Tenby Arts Festival</b>	Wales	✓	✓	✓
Terrington Festival	Yorkshire			✓
Thaxted Festival	East	✓	✓	
Three Choirs Festival - Hereford	West Midlands	✓		
Towersey Village Festival	South East	✓		
Trevethin Festivals Charity	Wales			✓
Tudeley Festival	West Midlands	✓		
Two Moors Festival	South West			✓
Ulverston International Music Festival	North East			✓
Vale of Glamorgan Festival	Wales	✓		
Voices in the City	West Midlands	✓		
Wales One World (WOW) Film Festival	Wales	✓		✓
Wandsworth Arts Festival	London			✓
Warwick and Leamington Festival	West Midlands	✓	✓	
Warwick International Festival	West Midlands			✓
Watch This Space	London			✓
West Bletchley Carnival	South East			✓
West End Festival	London	✓	✓	
Weston Super Mare Arts Festival	South West		✓	✓
<b>Wetherby Festival</b>	Yorkshire			✓

<b>Festival Name (current members in bold)</b>	<b>Region/Country</b>	<b>FMB1</b>	<b>FMB2</b>	<b>FMB3</b>
Winchester Festival	South East			✓
Winchester Hat Fair	South East	✓	✓	
Windsor Festival	South East			✓
Winter Mananan International Festival of Music	Isle of Man	✓		
<b>Wirksworth Festival</b>	East Midlands			✓
Worcester Festival	West Midlands			✓
Worcester Three Choirs Festival	West Midlands	✓		
Wordplay Festival of Literature for Children and Young People	Unknown	✓	✓	
Wrexham Arts Festival	Wales	✓		
Xtrax Manchester	North West	✓		
York Early Music Festival	Yorkshire		✓	
York Late Music Festival (The)	Yorkshire		✓	
Yorkshire Composers Festival	Yorkshire	✓		

## List of festivals approached to participate in FMB3

***NB: Listings here do not necessarily imply refusal by a particular festival to participate in FMB3. Some of the festivals may not have received the initial request to participate in FMB3. Occasionally contact details are old or incorrect and festivals are therefore unable to respond. Festivals which returned data too late to include in this report are also listed here.***

<b>Festival Name (members in bold)</b>	<b>Region/Country</b>
Abbotsbury Music Festival	South West
Aberdeen Arts Carnival	Scotland
<b>Aberdeen International Youth Festival</b>	Scotland
Aberdeen Jazz Festival	Scotland
Aberdour Festival	Scotland
Aberdyfi Fun Festival	Wales
Abersoch Jazz Festival	Wales
Accidental Festival	London
AcoustICA	London
Amabile Music Team Ltd	Wales
Angel Canal Festival	London
Arpa Viva Cymru	Wales
Art Partners	Wales
Arundel Festival	South East
<b>Ashbourne Festival</b>	East Midlands
Bangor New Music Festival Society	Wales
Bath Bach Festival	South West
<b>Bath Film Festival</b>	South West
<b>Bath International Music Festival</b>	South West
Bath International Puppet Festival	South West
<b>Bath Literature Festival</b>	South West
Battle Festival	South East
<b>BBC Proms</b>	London
Beaumaris Festival	Wales
Beautiful Days	South West
Beverley and East Riding Early Music Festival	Yorkshire
Beverley Chamber Music Festival	Yorkshire
Beyond The Border Storytelling Festival	Wales
<b>BIC Innovation</b>	Wales
Big in Falkirk	Scotland
Birmingham Book Festival	West Midlands
<b>Black Country Arts Partnership</b>	West Midlands
Black History Month	London
Black Welsh Film Festival	Wales
Bolton Festival	North West
Borderlines Film Festival	West Midlands
Boughton Aluph - Stour Music Festival	South East
Bradford Animation Festival	Yorkshire
Brampton Live Festival	North West
Brecon International Festival of Jazz	Wales
Brinkburn Music Festival	North East
Bristol International Chamber Music Festival	South West

<b>Festival Name (members in bold)</b>	<b>Region/Country</b>
Bristolive!	South West
Broadstairs Baroque Festival	South East
Broadstairs Dickens Festival	South East
Brockley Max	London
<b>Bromsgrove Festival</b>	West Midlands
Buckingham Summer Festival	South East
Burgess Hill Festival	South East
<b>Cambridge Film Festival</b>	East
Cambridge Strawberry Fair	East
Cambridge Word Fest	East
Cardiff Film Festival	Wales
Cardiff Latino Film Festival	Wales
Caribfest Carnival	London
Carlisle International Summer Festival	North East
Celtic Connections	Scotland
Ceramica Cymru	Wales
<b>Cheltenham Science Festival</b>	South West
Chester Summer Music Festival	North West
Chetham's International Festival	North West
<b>Chichester Festivities</b>	South East
<b>Chiddingly Festival</b>	South East
Children's International Theatre Festival	Scotland
Chinese New Year Festival	London
Chippenham Arts Festival	South West
Chobham Music Festival	South East
City Music Festival	London
<b>City of London Festival</b>	London
Clacton Jazz Festival	East
Clerkenwell Film and Video Festival	London
Clitheroe Great Days Festival	North West
Coastline Bluegrass Festival	Wales
Coin Street Festival	London
Cornwall Film Festival	South West
Cornwall Theatre and Heritage Festival	South West
<b>Corsham Festival</b>	South West
Coventary Jazz Festival	West Midlands
Cowbridge Jazz Festival	Wales
Crawley Festival	South East
Criccieth Festival	Wales
Cricklade Festival	South West
Crowd Pullers	London
Daphne du Maurier Festival of Arts & Literature	South West
Declaration of Independence Film Festival	London
Deptford X	London
<b>Derby Festivals Steering Group</b>	East Midlands
<b>Derbyshire Literature Festival</b>	East Midlands
Devizes Festival	South West
Discover Culture	South East
Downham Celebrates Day	London
Dragon Boat Festival	South East

<b>Festival Name (members in bold)</b>	<b>Region/Country</b>
Dulwich Festival	London
Dumfries & Galloway Arts Festival	Scotland
Dundee Guitar Festival	Scotland
Dundee Jazz Festival	Scotland
Durham International Brass Festival	North East
Dylan Thomas Festival	Wales
Ealing Summer Festival	London
East Grinstead Festival	South East
<b>East Neuk Festival</b>	Scotland
Edinburgh and Glasgow Festival of British Youth Orchestras	Scotland
Edinburgh International Book Festival	Scotland
Edinburgh International Jazz and Blues Festival	Scotland
Emerge Festival	London
Emergency Exit Arts Festival	London
Escapade: An Improvisation Festival	London
Essex Book Festival	East
Ewenny Arts Festival	Wales
<b>Exeter Summer Festival</b>	South West
Exon Singers Festival	South West
Expo Festival	South West
Farnworth Arts Festival	North East
Feis Bharraigh	Scotland
Festival at The Edge	West Midlands
Festival of London Youth Arts	London
Finchcocks Festival	South East
FinFest	London
Flamenco Festival	London
Floreston Festival at Peasmarsh	South East
Focal	Wales
Folk on the Green	South East
Folkestone Literary Festival	South East
<b>Foundation Festival</b>	South West
Frome Festival	South West
GaelForce	Scotland
<b>Gainsborough Riverside Festival</b>	East Midlands
Garsington Opera	South East
Gateshead International Jazz Festival	North East
Glasgow International Jazz Festival	Scotland
Glastonbury Children's Festival	South West
Glastonbury Festival of Contemporary Arts	South West
Glyndebourne Festival Opera	South East
Golowan Festival	South West
Green Man Festival	Wales
Greenwich and Docklands Festival	London
Gwyl Cilcain	Wales
Gwyl Ffidi Yr Wyddfa	Wales
Gwyl Glyndwr Festival	Wales
Gwyl Gregynog Festival	Wales
Gwyl Werin Pontardawe Festival	Wales
Gwyl Yr Ystrad	Wales

<b>Festival Name (members in bold)</b>	<b>Region/Country</b>
Hampton Court Palace Festival	London
Harpden Musicale Summer Music Festival	East
Harrogate Crime Writing Festival	Yorkshire
Harrogate International Youth Music Festival	Yorkshire
Harrogate Write On	Yorkshire
Hawick Reivers Festival	Scotland
<b>Hebden Bridge Arts Festival</b>	Yorkshire
Hereford Contemporary Craft Fair	West Midlands
Highland Festival	Scotland
Holyhead Arts Festival	Wales
Honiton Festival	South West
Howden Arts Festival	Yorkshire
HUB (Liverpool Street Festival)	North West
<b>Huddesfield Contemporary Music Festival</b>	Yorkshire
Hull International Jazz Festival	Yorkshire
Hull Literature Festival	Yorkshire
Ilkley Autumn Festival	Yorkshire
<b>Ilkley Literature Festival</b>	Yorkshire
InsideOut Dorset	South West
Insight North Lincs Open Studios	Yorkshire
International Ceramics Festival	Wales
International Classical Guitar Festival	South East
International Community Festival	London
International East Anglian Summer Music Festival	East
International Women's Week in Lewisham	London
International Workshop Festival	London
Ipswich Arts Festival	East
Islay Festival of Malt and Music (Feis Ile)	Scotland
Isle of Skye Music Festival	Scotland
Isley Jazz Festival	Scotland
K2 Urban Youth Festival	South East
Keswick Jazz Festival	North West
Kings Lynn Festival	East
Kingston & Richmond Early Music Festival	South East
<b>Kingston Readers Festival</b>	South East
Kirbymoore Arts Festival	Yorkshire
Kirkbymoorside Literary Week	Yorkshire
Knaresborough Festival	Yorkshire
Knockengoroch World Ceilidh	Scotland
Lacock Abbey Festival	South West
Lanberis Mountain Film Festival	Wales
Lancaster and Morecombe Children's Festival	North West
Landseer Community Festival	London
Langholm and Eskdale Music and Arts Festival	Scotland
Late Music Festival	Yorkshire
Leamington Festival	West Midlands
Leap Into Dance	South East
Ledbury Poetry Festival	West Midlands
Leeds New Writing Festival	Yorkshire
<b>Leicester International Music Festival</b>	East Midlands

<b>Festival Name (members in bold)</b>	<b>Region/Country</b>
Leith Festival	Scotland
Leominster Festival	East Midlands
Leominster Festival	West Midlands
Lewes Live Literature Festival	South East
Lewisham Irish Festival	London
LIFT (London International Festival of Theatre)	London
Light Fantastic	South East
Lincoln & Lincolnshire Int Chamber Music Festival	East Midlands
Lincoln Book Festival	East Midlands
Lit.com	Yorkshire
Liverpool Comedy Festival	North West
Liverpool Summer Pops	North West
Llanast Llanrwst	Wales
Llandudno Festival	Wales
Llanfyllin Festival	Wales
Llangefni Festival	Wales
Llangollen Fringe	Wales
Llangollen International Music Festival	Wales
Llantilio Crossenny Festival	Wales
Loch Shiel Festival	Scotland
London Handel Society Festival	London
London International Mime Festival	London
London Jazz Festival	London
London Lesbian & Gay Film Festival	London
Longborough Festival Opera	South West
<b>Ludlow Festival</b>	West Midlands
<b>Lufthansa Festival of Baroque Music</b>	London
Lumos	East Midlands
Luton Carnival	East
Maindee Festival	Wales
Manchester International Short Film Festival	North West
Manchester Literature Festival	North West
Market Bosworth Festival	East Midlands
Marlborough Jazz Festival	South West
Mary Wakefield Westmorland Festival	North East
Matthew Street Music Festival Liverpool	North West
Mayfield Festival of Music and Arts	South East
Melbourne Festival	London
Mendelssohn on Mull	Scotland
Milton Keynes Festival of the Arts	South East
Milton Keynes Science Festival	South East
Minehead and Exmoor Festival	South West
MK4U	South East
Monmouth Festival	Wales
Moor & Coast Festival	Yorkshire
Morpeth Northumbrian Gathering	North East
Moving Parts Festival	West Midlands
Mull of Kintyre Music Festival	Scotland
Mumbles Mostly Jazz & Blues Festival	Wales
Music at Leasowes Bank	West Midlands

<b>Festival Name (members in bold)</b>	<b>Region/Country</b>
Music In The Round May Festival	Yorkshire
Nailsborough Festival	South West
Nairn International Jazz Festival	Scotland
National Street Music Festival	Yorkshire
New Kirkcudbright International Festival	Scotland
New Territories	Scotland
<b>Newbury Spring Festival</b>	South East
Newcastleton Traditional Music Festival	Scotland
Newport Spring Festival	Wales
<b>Norfolk &amp; Norwich Festival</b>	East
North Somerset Arts Week	South West
North Wales Bluegrass Music and Dance Festival	Wales
<b>Northampton Festival</b>	East Midlands
<b>Northern Aldborough Festival</b>	Yorkshire
Northop Festival of Music	Wales
Nottingham Dance Festival	East Midlands
Off The Shelf Literature Festival	Yorkshire
Opera Holland Park Season	London
Orkney Folk Festival	Scotland
OXDOX MK	South East
Oxford Contemporary Music Festival	South East
Oxford Early Music by Candlelight	South East
<b>Oxford Inspire</b>	South East
Oxford Philomusica International Piano Festival	South East
Parklife	South East
Pavillion Literature Festival	Wales
Peebles Arts Festival	Scotland
Pennine Spring Music	Yorkshire
Petersfield Musical Festival	South East
<b>Petworth Festival</b>	South East
Photo London	London
Pitlochry Festival Theatre	Scotland
Platform 4 Festival	North West
Plaxtol Music Festival	South East
Poetry International	London
Pontardawe Festival	Wales
Port Eliot Lit Fest	South West
Porthcawl Jazz Festival	Wales
<b>Portsmouth Festivities</b>	South East
<b>Prescot Festival</b>	North West
Prestatyn Youth Arts Festival	Wales
Proms in the Park	South East
Puppet Animation Festival	Scotland
Raise Your Voice Arts Festival	Yorkshire
<b>Ribchester Festival of Music and Art</b>	North West
Riverfront Jazz in Greenwich	London
RNCM Manchester Double Bass Fest	North West
RNCM Manchester International Cello Festival	North West
RNCM Slavfest	North West
Romsey Arts Festival	South East

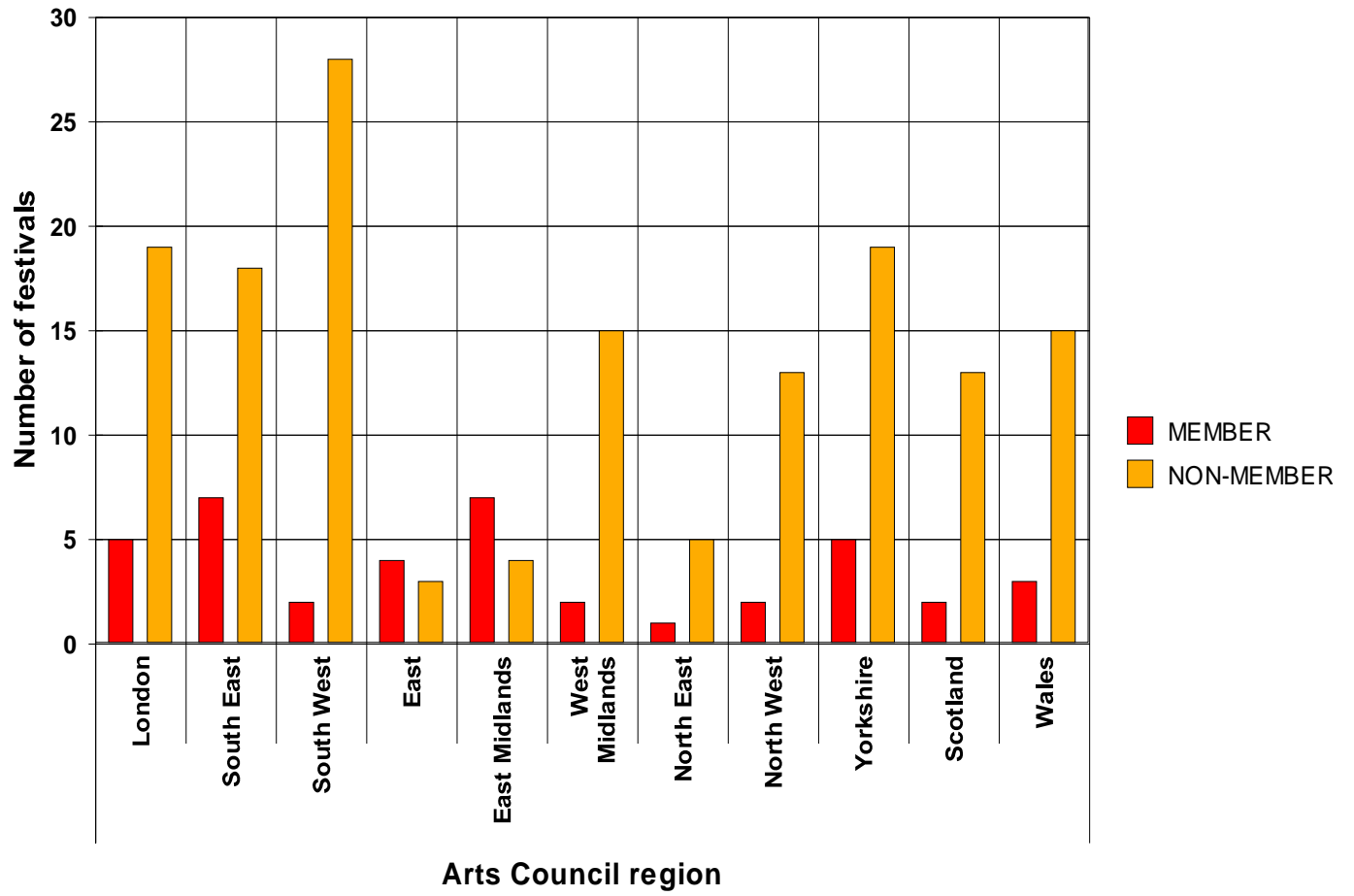


<b>Festival Name (members in bold)</b>	<b>Region/Country</b>
Royal Burgh of Pittenweem Arts Festival	Scotland
Royal National Mod	Scotland
Ryedale Festival	Yorkshire
Ryedale Youth Fest	Yorkshire
Scarborough Fayre	Yorkshire
Scarborough Festival of Light	Yorkshire
Shakespeare Schools Festival	Wales
Sharrow Festival	Yorkshire
Sheffield Children's Festival	Yorkshire
Sheffield Mayfest	Yorkshire
Shrewsbury Children's Bookfest	West Midlands
<b>Shrewsbury Summer Season</b>	West Midlands
Sir Edward German Music Festival	West Midlands
Small Nations Music Project	Wales
Soho Writer's Festival	London
Sounds New Festival	South East
Soundwaves Festival	South East
Southport Comedy Week	North West
Spikefest Comedy Festival	London
St Ceciliatide International Festival of Music	London
<b>St Cuthberts Festival</b>	South West
St Ives September Festival	South West
St Mellons Environmental Network	Wales
St. Endellion Festival	South West
StAnza Poetry Festival	Scotland
Stoke Goldington Steam Rally	South East
<b>Stratford Festival of Salon Arts</b>	West Midlands
Stratford-Upon-Avon International Flute Festival	West Midlands
Streatham Arts Festival	London
Street Life (Sheffield Festival of Street Entertainment)	Yorkshire
Streets of Brighton	South East
Sunbury and Shepperton Arts Festival	London
Sunbury and Shepperton Arts Festival	East
Sussex Villages Festival	South East
Swaffham Arts Week	East
<b>Swaledale Festival</b>	Yorkshire
Swansea Festival	Wales
Swindon Festival of Literature	South West
Swindon Film Festival	South West
Swyddog Celfyddydau Gweledol	Wales
Swyddog Nawdd	Wales
TARU	London
Teulu James Eisteddfodau	Wales
Thames Festival	London
Thaxted Festival	East
<b>The Company Presents</b>	South East
The Hairst	Scotland
The Humber Mouth	Yorkshire
The Small Nations Festival	Wales
The Word Festival	Scotland

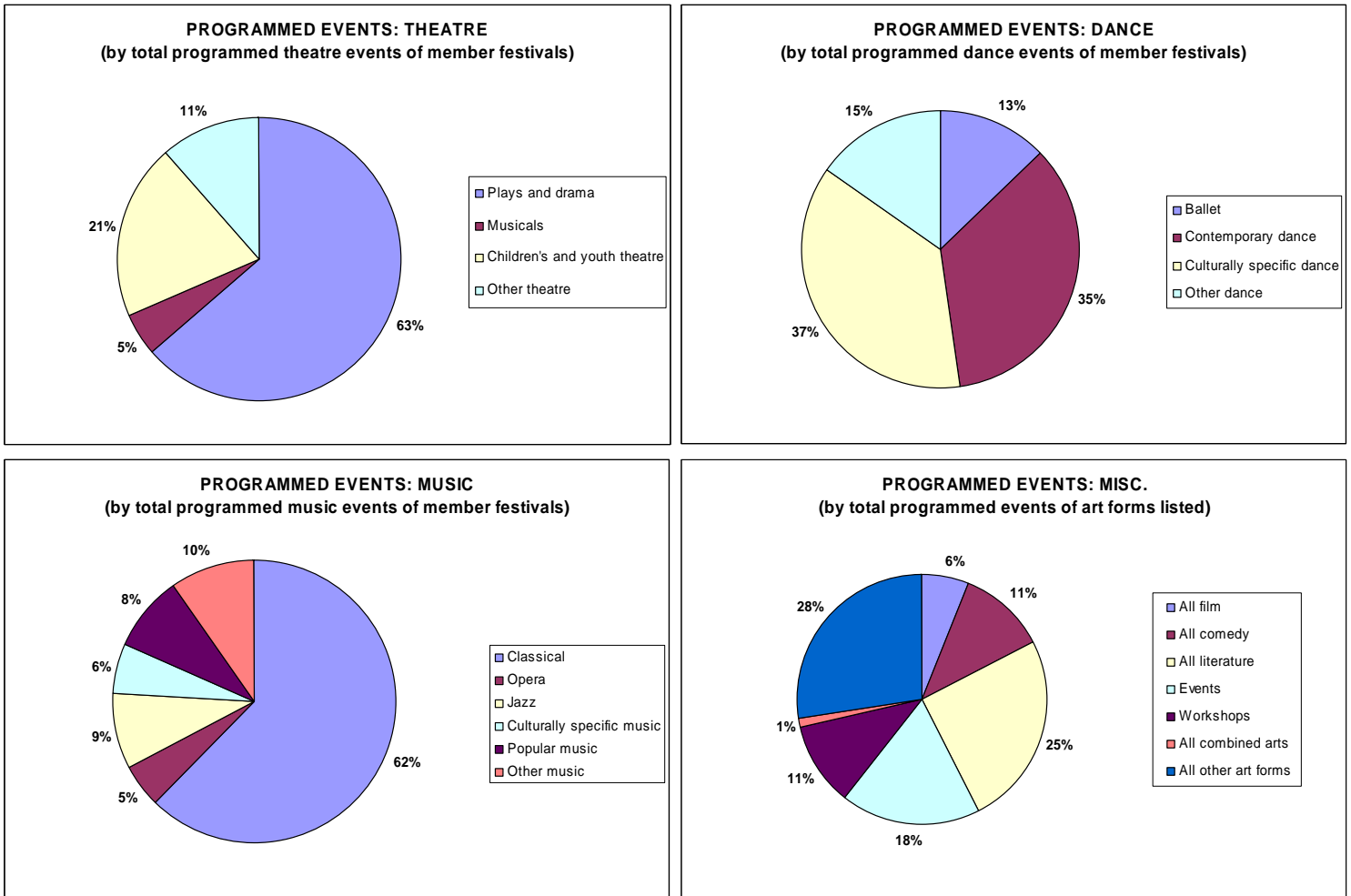
<b>Festival Name (members in bold)</b>	<b>Region/Country</b>
Thornbury Arts Festival	South West
Tilford Bach Festival	South East
TOGFEST	South East
Trefnydd yr Wy Gwyl Ifan	Wales
Tri-Town Festival	North East
Trysorydd	Wales
<b>ts.com</b>	South East
Vale of Glamorgan Festival	Wales
Vaughan Williams Festival	South East
Vibraphonic	South West
Waddesdon Manor Arts Festival	South East
Walthamstow Festival	London
Warwickshire Arts Week	West Midlands
Wath Festival	Yorkshire
Weekend Book Festival	North East
Westival	South West
Weston Park Music Festival	West Midlands
Whitley Bay International Jazz Festival	North East
Wigtown Literary Festival	Scotland
<b>Winchester Hat Fair</b>	South East
Winchester Writers Conference	South East
Winter Words Festival	Scotland
Woking Dance Festival	South East
Wolverton Lantern Parade	South East
WOMAD	South West
Wooburn Festival	South East
Words By The Water	South West
Wycombe Arts Festival	South East
York Early Music Festival	Yorkshire
York Lesbian Art Festival	Yorkshire
Young Musicians' Festival	Yorkshire

BAFA membership by Arts Council region

Festivals' BAFA membership by Arts Council region



## BAFA festival events: art form breakdown



The charts above also show how each individual art form relates to their artistic genre, as segregated on the full BAFA member questionnaire. This can indicate how festivals that specialise in a particular genre tend to focus their programming on specific art forms.

Within theatre, there is a predominance of plays and drama which represent almost two thirds of theatre programming. Children's and youth theatre account for about one in five events in this genre.

Dance programming appears to be dominated by contemporary and culturally specific dance, together accounting for almost three quarters of dance events. Ballet represents a similar proportion to 'other' dance events.

Within music, classical music represents nearly two thirds of programmed music events. Other types of music share roughly the same proportion as each other, between 5-10% of music programming.