



BMTP6017 Festivals and Events Management Glastonbury Festival

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Link to video and presentation -
<https://www.youtube.com/watch?v=WRQCM5xdVis>

Glastonbury Festival – Background



- **What is Glastonbury Festival?**

'Glastonbury Festival is the largest greenfield music and performing arts festival in the world' (Glastonburyfestivals.co.uk, 2023).

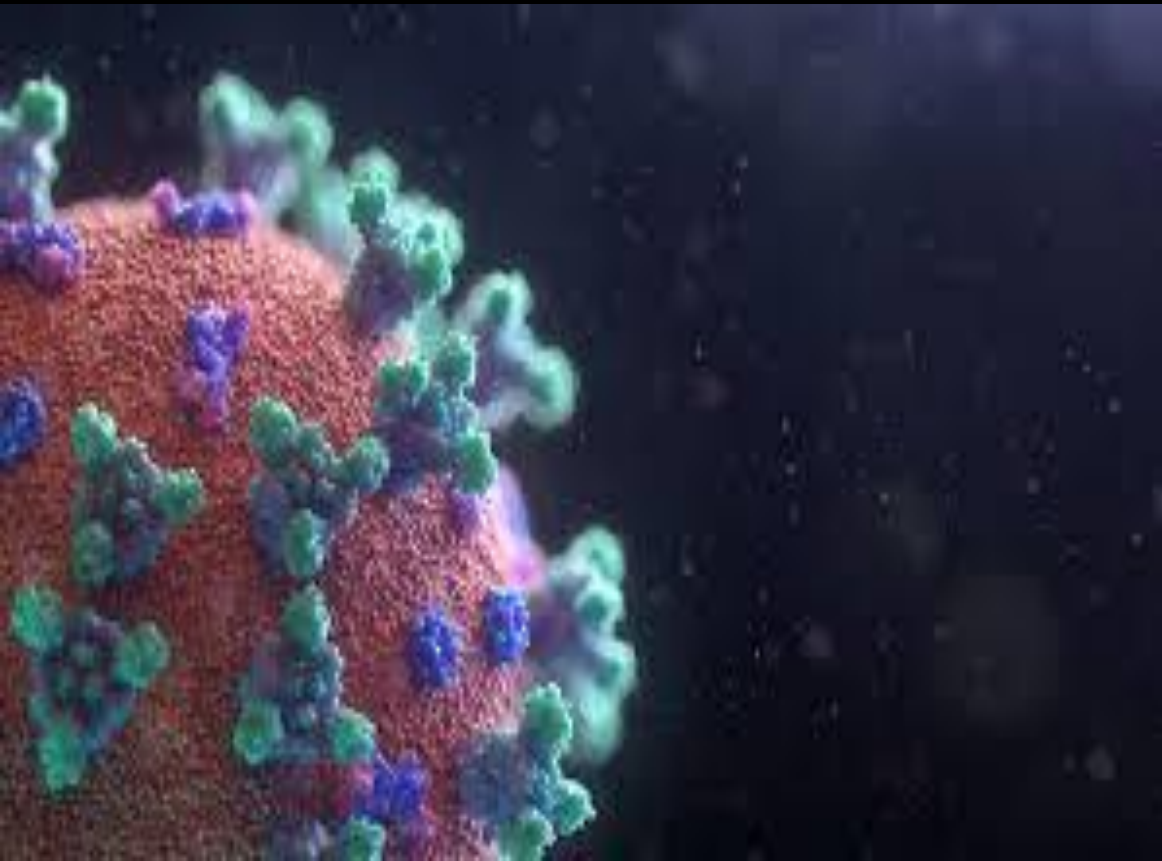
- **Attendees and Capacity?**

- **'The total overall capacity (including staff and performers - increased by three per cent from 203,000 to 210,000' (Bristolpost.co.uk, 2022). This is huge number of attendees, and Glastonbury Festival helps bring in Tourism for the local area.**

- **Why Glastonbury?**
- **Aims to young people**
- **Range of performances**
- **Variety of music genres**

- **(Glastonburyfestivals.co.uk, 2023).**

Impact of Covid-19 on the festival.



Impacts of Covid 19

- Pandemic and Lockdown in the UK
- Economic Impacts
- Loss of Jobs
- Events industry decline

After some research, Glastonbury got massively impacted by Covid 19 and lost '£3.1 million' (Dailymail.co.uk, 2021), due to the covid regulations of cancelling all music festivals and event in the UK.

Festivals are important to the economy as 'They contribute £1.75 billion to the economy' (committees.parliament.uk, 2022). Due to Covid 19 this had an impact as the economy lost money.

Glastonbury Covid 19 Impacts

- Economic impact – loss of money
- Loss of staff
- Refund customers
- Time spent planning

Economic impacts.

- What are the economic impacts due to covid 19?
 - Finances
 - Loss of money
 - Loss of Tourism
 - Not enough support from the Uk Government
 - Local Businesses in Glastonbury
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- 'In July 2020, at least 50.5% of the festival sector's skilled workforce faced redundancy by the end of the year' (Publications.parliament.uk,2021). Many people in the events sector lost their jobs due to money and no events being held.
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- Due to Covid 19 and the spread of the virus, this impacted the events industry and businesses and the loss of finance for these companies and organisations. 'The spread of the virus encouraged social distancing which led to the shutdown of financial markets, corporate offices, businesses and events' ((Ozili, P.K. and Arun, T., 2023).



Government Funding for Festivals - Figures

- Government support for festivals after covid 19:
- Government Recovery fund (Culture Recovery Fund, CRF). Festivals could loan up to £50,000.
- Glastonbury Festival - Successfully got '£90,000' - managed to help until 2022 when events and festivals are recovering.
- 'The Government held back £258 million to support a second round of CRF grants'.
- (publications.parliament.uk, 2021).

Socio-cultural impacts



- 'Tourism is among the industries most negatively affected by this pandemic' ((Zhang, H., Song, H., Wen, L. and Liu, C., 2021). Tourism has a positive and negative impact; it helps the economy and local businesses, while promoting the area or country.
- However, due to covid 19, there were socio – cultural impacts that negatively affected the Glastonbury festival.

Negative impacts:

- No social gatherings
 - Less Tourism
 - No multiplier effect
 - Less money for the economy
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- Why is Tourism important?
 - Event strategies?
 - Marketing
 - Attendees
 - 'Festivals and events can reveal much about a community's symbolic, economic, social and political life, as events create links between people and groups in a community and between the community and the world' (Farber 1983).

The requirement to comply with policy.

- 'March 16, 2020, was the date where they withdrew emergency support workers from mass gatherings and social distancing was introduced and it was illegal to put on live Musics events indoors and outdoors' (committees.parliament.uk, 2022). Due to the covid policy put in place, Glastonbury had to cancel its event.
- The parliament stated the figures that after the covid 19, there was a '90.2% drop in revenue for festivals in 2020, with potentially 50% redundancies' (committees.parliament.uk, 2022).
- Legal requirements

Glastonbury Covid policies

- 'It's recommended that you bring face coverings' (Glastonburyfestivals.co.uk, 2022)
- Lateral flow tests
- Symptoms



International profile and reputation of Wales, UK and/or globally.



Reputation for UK

- 'UK had unequal and varying impacts on people's income, time use, and subjective well-being based on their gender, ethnicity, and educational level' (Zhou, M. and Kan, M.Y., 2021). Covid impacted the UK's economy, along with people living in the UK. UK'S reputation declined during lockdown.
- Less Tourism in the UK.
- NHS in the UK
- 'Covid-19 presents the NHS with arguably the greatest challenge it has faced since its creation' (Iacobucci, G., 2020). NHS staff not supported enough.

Strategy for the successful continuation.

‘The ability to communicate, flexibility, adaptability, a broad perspective on organisational goals, a balanced perspective overall and an understanding of the business environment’ (Coulson and Coe, 1991).

KPI'S

- Event management
- Marketing
- Aims and Objectives for consumers
- Outcome – Sell out tickets
- High demand
- Sustainable - ‘Conduct environment protection campaigns which contribute to the protection of our planet. For example, they try to educate festival-goers on reducing their waste’ (essaywriting.expert, 2014).
- Glastonbury aims to market for a diverse audience with different music tastes. ‘Loved by people of all ages, backgrounds, nationalities, lifestyles, faiths, concepts of fashion and musical taste’ (worldclassbritain.com, 2023).

'2002: Sold out in 8 weeks'	'2003: Sold out in 18 hours'
'2004: Sold out within 24 hours'	'2005: Sold out in less than 3 hours'
'2007: Sold out in 1 hour 45 minutes (registration system introduced)'	2022 – SOLD OUT in 33 minutes.

Ticket Sales (Glastofestfeed.com, 2022).

Rebranding ideas, redevelopment ideas and strategies.

- Rebranding Ideas, redevelopment ideas and strategies.
- Promote more of their sustainability
- Market sustainability
- More social media coverage
- Control traffic around Glastonbury - effecting locals living nearby
- High pollution - 'Bristol Magistrates Court has ordered Glastonbury Festival Ltd to pay £31,000 after pollution went into the Whitelake River' (www.gov.uk,2016).
- 'Are large-scale undertakings which are intended to encourage local and regional economic development by attracting investment, tourism and media attention for the host city' (Chen, Y. and Spaans, M., 2009).



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