

BY **SAM GOODFIELD**

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# GLASTONBURY

## VIABLE

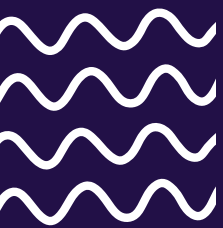


MUSIC FEST



**THANKYOU**  
**QUESTIONS?**





# INTRODUCTION TO THE PRESENTATION



- Introduction to Glastonbury Festival and its history
- Background to the new concept to help increase commercial sustainability
- Location, and impact on stakeholders in the local area
- A look into the festivals economic impact and support for the local area
- Conclusion to the festival, and if its future is sustainable.





(Griffin, 2022)



# THE FESTIVALS FOUNDER

Sir Michael Eavis CBE, the festivals founder started Pilton Pop Festival, later known as Glastonbury Festival in 1970, the first festival being held 1 day after Jimmy Hendrix died and was attended by around 1000.

The festival continued the following year, but moved to match the time of the summer solstice, with attendance at around 12,000.

The festival then took a break, and returned in 1979, tickets cost £5 and around 12,000 attended.

The birth of Glastonbury as we know it was probably around 1981, when the festival started to support the CND. In 1981, around 18,000 attended.





(Griffin, 2022)



# THE FESTIVALS HISTORY

1982 saw around 25,000 attend the festival, and was arguably the first muddy Glastonbury, something the festival has become renowned for.

1990, saw chaos erupt at the festival, with looting and the first year security were bought onto site to manage carparks.

In 1992, was the first year profits from the festival went to support Water Aid and Oxfam, making it a not for profit entity.

In 1994, the famous Pyramid stage (which acted as a cowshed during the winter) burnt down, and was replaced by the NME Stage. 1994, also saw a shooting and the first death in the festivals history.





(Griffin, 2022)



# THE FESTIVALS HISTORY

Year 2000, saw the Pyramid Stage return and was the 3rd year attendance saw over 100,000 people.

2009, Saw a total of 177,500 people onsite, making it the largest Green Field festival in the world (Somerset Council, n.d.).

(Glastonbury Festival, 2019)

2023, saw the biggest festival yet, with around 210,000 tickets sold (Euro News, 2023).

The guardian suggests the festival would equate to the 7th largest city in the south of England (Hatherley, 2014).



# THE FALLOW YEARS

Glastonbury festival takes a break around every 5 years for a Fallow Year. The fallow year is aimed to give the land and livestock a break from the stressful environment a festival brings to land and livestock (Smith, 2022).

The fallow year is important to reduce damage to the agriculture life of the farms, and ensure the land is good for crop growth (Larum, 2018), but also a commercial opportunity for the festival.



(Raphael Rychetsky, 2017)

# SUPPLY AND DEMAND

It is suggested that the demand for tickets for Glastonbury outweighs supply. Looking at previous sales can help collect data about how tickets will sell (Supovitz and Goldwater, 2013).

Taking into account, Maslows Hierarchy of needs, sales of Glastonbury tickets does not seem to have been affected by the cost of living crisis (50minutes, 2015). All tickets were sold within an hour (Pidd, 2023).



(Aranxa Esteve, 2016)

# DEMOGRAPHIC OF ATTENDEES

Research suggests, the average age of attendee at Glastonbury is 39 Year of age, making it one of the oldest audience's as large festivals. Over half of the attendees are married or in a relationship (Howard, 2022).

The majority of attendees are from the UK

The Majority of people go, are motivated by the ideology of socialising with friends and new people, with music and artists coming 4th of the list (Gelder and Robinson, 2009).



Image by Author

# THE PLAN FOR A NEW CONCEPT

Put simply, during the fallow years, there's a gap in the market, while the demand and following for the event still remains.

While moving the festival in its current state is not possible, and not desired, creating a “popup” festival during the fallow years could see supporters of the festival attend.

Rumor has it, a spinoff was due to happen in 2018 at Longleat, but talks to hold it broke down (Wood and Trim, 2017).



Photo by Author

# BACKING FROM LIVENATION

In 2021, GFEL, the company responsible for organising the festival bought back Melvin Benn as a director, the founder of Festival Republic (Companies House, 2024).

This gives the festival backing from Livenation, and access to the Festival Republic Brands.



(Okpako , 2024)

# READING / GLASTO POPOP AREA

Taking the unique concept of Glastonbury to other festivals as a popup area could see the festival attract more younger people.

Provide a more laid back concept at festivals that are very fast paced.

Create an opportunity for festival attendees to experience a different way of life.



Photo by Author

# VIABILITY STUDY

The concept will effectively be a licencing of the brand, meaning other festivals can use the Glastonbury concept on licence for a fee to GFEL.

This will effectively bring income to GFEL during Fallow Years, and boost the brand awareness too attendees to other festivals.



(Siora Photography, 2019)

# WHAT IS BRAND LICENCING

Brand Licencing is the process of allowing a 3rd party to use a brands concept for a percentage or fee. In the case of licencing the GFEL brand, this could be licensed as an add-on to the primary admission ticket.

Brand Licencing provides a strategic opportunity to expand the brand awareness, alongside provide additional income to a brand (Longo and Canalichio, 2024). The Glastonbury brand is well know around the world, and may also pose as a selling factor to the primary festival.



(Wikimedia, 2024)

# GLASTONBURY'S ECONOMIC IMPACT

IQ suggest that Glastonbury Festival has a significant economic impact, which includes around £12 million paid to companies working at the festival and £168 million to the UK's Economy. £32 million of which directly to the local economy (Hanley, 2024). This is also backed up directly by GFEL, who further state that the festival costs £62 million to put on, and around £12 million goes directly to local contractors (Glastonbury Festival Events Limited, 2023).



(BBC News, n.d.)

# GLASTONBURY'S LONG TERM FUTURE

ITV suggest that Glastonbury has secured a long term deal with Mendip Council, securing its future, which includes allocation of land and allowing permanent structures (News, 2023).

The festival is based on Worthy Farm and its founder, Michael Eavis. The festival need to bring more forms of income to ensure its resilient to the future.

The festival have built 52 Affordable Homes, bringing a long term consistent income to the festival (Malloy, 2023). Diversification is key to longterm business success (Williams, 2023).



(Geraghty, 2022)



# MY CONCLUSION

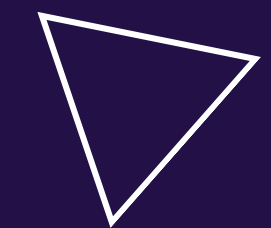
Glastonbury Festival is a green field festival with deep rooted success, culture and history, which is one of the major selling factors for the event.

To secure the festivals long term future, diversification to attract a more diverse, younger market, alongside ensuring security for the festivals future is vital.

Implementing a licencing strategy, will allow the festival to make a far reaching impact, ensuring income to the festival in the long term.



(Geraghty, 2022)



Aranxa Esteve (2016). Photo by Aranxa Esteve on Unsplash. [online] [unsplash.com](https://unsplash.com/photos/three-persons-standing-front-of-field-S5DEUg2yUVU). Available at: <https://unsplash.com/photos/three-persons-standing-front-of-field-S5DEUg2yUVU>.

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