



# Festival Healthcheck and Peer Review



Festivals & Events  
International

BRIGHTON • EDINBURGH

*How's the Festival shaping up?  
What could we be doing better?  
How does our fundraising compare?  
Are we selling enough tickets?  
Should the Board be doing more?*



Just a few of the questions festival directors and their stakeholders need to be asking themselves on a regular basis. But it's not always been easy to get an independent view.... until now!

The FEI **Festival Healthcheck and Peer Review** provides quantitative and qualitative information for festival board and management to assess their organisation's performance against a set of key indicators.

Undertaken by a recognised industry expert, the review will provide a supportive framework for internal discussion as well as making recommendations for possible areas of improvement.

### How does it work?

Following appointment, the FEI project manager will consult with the Festival to define the most appropriate benchmarking data, comparator festivals, list of consultees and timescales.

Documents and data provided by the Festival will be reviewed. Interviews will be undertaken with the Festival board, management and staff along with funders and sponsors. Peers within the relevant festival sector will be consulted for their views on the festival, always recognising the competitive nature of these events.

The report will benchmark the festival against data from some 200 Festivals in the UK, including 80 members of the British Arts Festivals Association and other appropriate events from our extensive database.

### How long does it take?

The FEI **Festival Healthcheck and Peer Review** is a detailed, yet compact piece of research designed to take place over a short, defined period with the consultant spending three days at the festival location. Planning, research, further consultation, evaluation and reporting take place at the FEI office over a period of a month.

### What does it cost?

£4,950 + VAT

FEI can suggest funding sources that may support this type of organisational development activity.

### How do I find out more?

By contacting Nick Dodds at  
**01273 549710** or  
**nick.dodds@feiuk.com**

FEI's website is full of useful festival and events information

**[www.feiuk.com](http://www.feiuk.com)**

## RECENT PROJECTS AND CLIENTS

**Broadstairs Folk Week** A Festival Healthcheck and Peer Review for this 45 year old folk music and dance festival in Kent

**Winchester Hat Fair** Organisational development and business planning for this major outdoor street arts event in Hampshire

**Lamp of Lothian Festival** Programme development and business planning for this proposed new classical music festival in rural East Lothian, Scotland

**Festé Future** An advocacy report for the future development of Derby's new outdoor arts festival for event partners Déda, Quad and Derby City Council

**Blair International Horse Trails and Country Fair** A commercial review to help secure the financial future of this long established sporting event for Atholl Estates

**Hoof: London Festival of the Horse** A feasibility study considering the potential for a major new sporting event in the capital for the British Equestrian Federation

**Loch Ness Marathon and Festival of Running** An assessment of the current event, competitor analysis and development proposals for Caledonian Concepts

**North East Festivals and Events Service** Outsourced sports and cultural event advisory service for ONE North East, the Regional Development Agency

**Birmingham's Festivals Strategy 2008-2012** A feasibility study for festivals and large scale arts events for Birmingham City Council and partners

**Iceland's Children's Festival** Research and advice on start up of a new national children's festival for Visit Reykjavik, the tourism agency.

**Developing Swale's Festivals and Event Programme** A review of programme, development of a new vision and delivery plan for Swale Borough Council in Kent

**Basingstoke Arts Festival** A strategic plan for the future development of a festival for Basingstoke and Dean Borough Council

**Arts Council England Sustain Programme** Organisational development and assessment of clients for this substantial new funding programme

**Greenwich Borough Council** An options appraisal for developing festivals and events for the London Borough of Greenwich

**Singapore Festivals** Research, benchmarking and development advice for four major arts and cultural festivals for PwC in Singapore

*Design* Richard Wolfströme ([www.wolfi.co.uk](http://www.wolfi.co.uk))

*Photography* Matthew Andrews ([www.matthewandrews.co.uk](http://www.matthewandrews.co.uk))

Douglas Robertson ([www.douglasinScotland.pwp.blueyonder.co.uk](http://www.douglasinScotland.pwp.blueyonder.co.uk))