



Festival Healthcheck and Peer Review

FEI are proud to announce its brand new service for festival organisers and their funders. The FEI **Festival Healthcheck and Peer Review** provides quantitative and qualitative information for festival stakeholders 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.

The report benchmarks 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. Documents and data provided by the Festival will be reviewed and interviews will be undertaken with the Festival stakeholders, management and staff along with funders and sponsors. Peers within the relevant festival sector will be consulted for their views on the Festival.

In the current climate there are high expectations for festivals to deliver outcomes from a whole range of different agendas. Yet sometimes festival organisers and their funders seem to be talking a different language. The FEI **Festival Healthcheck and Peer Review** can help with the translation! For more information visit www.feiu.com.

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.

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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.

How do I find out more?

By contacting Nick Dodds at 01273 549710 or nick.dodds@feiu.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

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

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

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

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