

Association of Independent Festivals Membership Overview



AIF

About

National trade organisation
The Association of Independent Festivals (AIF) is the UK's leading festival representative body. Founded in 2008, the combined attendance of AIF's 65 member events exceeds 600,000, contributing over £200m to the UK economy annually.

AIF provides a vital support network for independent festivals promoters through members meetings, public facing campaigns and lobbying, producing conferences and training events and providing business support services to members.

AIF member festivals include some of the most successful and innovative festivals in the UK including the likes of Boomtown Fair, Bestival, Shambala, End of the Road, Boardmasters, Kendal Calling and many more.

Find out more at
www.aiforg.com

Strands of Membership

Being part of a unique network of promoters

Enabling festival organisers to connect with each other and take the temperature of the industry. Alongside several members meetings each year with a formal agenda, there are various informal networking opportunities throughout the year.

Campaigns, lobbying and advocacy

Providing a collective voice for the independent festival sector. Alongside direct lobbying to Government, AIF sits on the UK Live Group of UK Music, the umbrella organisation representing the music industry to government, as well as working across the live industry, forming strategic alliances and leading on key issues facing our members.

Business support services

To help members grow and develop their businesses.

Events and training

Discounted access to AIF's annual flagship Festival Congress and various smaller scale training events throughout the year.

Membership Benefits



1.

Join a unique national network of leading independent festival promoters.

2.

Exchange knowledge and insight through members meetings.

3.

Free business affairs advice and mentoring.

4.

Access to a 'pool' lawyer through free legal helpline, in addition to a free financial health check with a chartered accountant.

5.

Cost savings, collective bargaining and exclusive discounts through the Friends of AIF scheme.

6.

National campaigns, initiatives and representations to Government.

7.

Heavily discounted access to the Festival Congress and Independent Festival Awards, with half price tickets for members.

8.

Access to exclusive member resources, annual audience surveys and data. Resources include market reports, guides to legislation and best practice.

9.

A bi-weekly newsletter, listing on the AIF website and access to members area.

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Discounts to wider industry events, conferences, workshops and training.

Recent Campaigns

Drastic on Plastic

Over the 24 hours of Earth Day on **22nd April 2018**, the home-pages of participating festival websites were simultaneously digitally 'wrapped in plastic'. The campaign featured key facts and consumer facing messages about plastic use. In addition, all participating members made a collective pledge to work towards eliminating single use plastic onsite by 2021, so there is a three-year plan and firm commitment. Customers were able to click and pre-order a branded metal bottle from festival websites as part of campaign (or were directed towards a retail partner if festival was not selling bottles directly) so that the customer could actually take some action as part of the campaign.

The campaign reached over 15 million users on social media alone, and was picked up by outlets including BBC Newsbeat, The Guardian and The Independent, as well as all the music industry trade press.

Safer Spaces at Festivals

Launched in 2017, this campaign was designed to raise awareness about sexual violence and to spread some key messages around "consent", about "not being a bystander" and to take a "zero tolerance" approach to all forms of sexual assault from our members.

Participating festivals blacked out their website for 24 hours and displayed a GIF promoting an increased awareness of sexual assault. Complementing this, over 60 AIF members signed a Charter of Best Practice committing to uphold best practice through a series of measures including a zero-tolerance policy towards any form of sexual harassment, confidential welfare services, a commitment to training staff and volunteers to deal with issues relating to sexual violence and taking a victim-led approach to sexual assault incidents.

AIF worked with Rape Crisis England & Wales, Girls Against, Safe Gigs For Women and various other partners and achieved widespread and global media coverage.

Previous achievements

Campaigns

AIF has planned and executed hugely impactful media campaigns on issues such as the danger of using legal highs, the economic impact of independent festivals, and more recently, sexual safety at festivals and single use plastics (see opposite).

Such campaigns position independent festivals at the forefront of industry, leading on important audience facing issues.

Lobbying for a PRS 'Festival Tariff'

AIF has lobbied for a separate, reduced PRS tariff for festivals, producing detailed responses to tariff consultations and leading for festivals as part of a live industry negotiating group. A revised Tariff LP is currently at copyright tribunal.

Special Police Services (SPS)

AIF formed part of an industry coalition that successfully lobbied the Home Office on Special Police Services becoming a legal requirement at events. The consultation was stopped in its tracks, therefore maintaining existing law that it needs to be at the organisers request.

Secondary Ticketing

AIF has lobbied on secondary ticketing, set up the Fair Ticketing Charter, given evidence directly to parliament on ticketing abuse and actively supported the creation of the FanFair Alliance campaign – ultimately resulting in legislative changes to the Digital Economy Bill to curb online ticket touting alongside other developments.

MAST Forensic Drugs Testing

Supported the work of The Loop in introducing MAST forensic drugs testing onsite at AIF member festivals. We are now working with them on national guidelines and MAST is being rolled out across more festivals

Business rates

AIF have substantially reduced what many members are paying for business rates and lobbied the Government on maintaining an agricultural exemption regarding business rates at festivals and events, triggering debates in the House of Commons and the House of Lords alongside getting this point into UK Music's current manifesto.

Festival Congress

A photograph of people at a festival congress. In the foreground, a woman with long dark hair is smiling and looking towards the right. Next to her, a man with short grey hair is also looking right. In the background, several large, white, spherical paper lanterns are hanging from a wooden ceiling. Other people are visible in the background, some wearing lanyards. The overall atmosphere is social and festive.

Launched in 2014 in Cardiff, Wales, the Festival Congress is AIF's annual flagship event – a two-day conference, awards and celebration of the independent festival industry.

In 2018, the Congress is moving to a new home in Sheffield.

The event is a unique opportunity for AIF members and their teams alongside the wider industry and those interested in the industry to connect, celebrate and shape the future festival landscape with two days of networking, industry discussion and celebration. The event has sold out every year since its inception and welcomes 450 industry delegates each year.

The conference includes high-profile keynotes, engaging panel sessions, TEDx style talks, breakout workshops and fireside chats. Previous speakers have included Jude Kelly OBE (Artistic Director, Southbank Centre), Simon Parkes (Founder, Brixton Academy), Dr Julia Jones (CEO, Found in Music) and Huw Stephens (Radio One).

The Congress also rolls the AIF Independent Festival Awards into its programme, offering attendees the chance to sample some of the best street food the city has to offer, as well as celebrate the best in Independent Festivals.

Membership Eligibility

"Independent" is defined clearly by market share: businesses that do not hold more than 5% of the global market share of the live music industry and businesses who are not 50% or more owned by an entity who holds 5% or more.

Membership Applications

1.

Fill out a brief application here- www.aiforg.com/membership/join-as-a-member/

2.

AIF members will be notified of your application

3.

Membership invoice issued

4.

Once payment has cleared, your membership is activated with all benefits.

Costs

Registered charity/
free event/
less than 1000
licensed capacity **£535.00**

1000 to 5000 **£802.50**

5001 to 7500 **£909.50**

7501 to 10,000 **£1070**

10,000+ **16% licensed capacity***

City based festival
One day event
Below 10,000 **£267.50**

City based festival
Multi-day event
Below 10,000 **£535**

City based festival
One day event
Above 10,000 **£802.50**

City based festival
Multi-day event,
Above 10,000 **£1070**

Overseas festival
UK based** **30% discount**

International
festivals*** **50% discount**

*
Capped at a
maximum of £5000

**
Only organisers
that reside in the
UK but promote a
festival that takes
place overseas
are eligible for this
discount. Members
receive 30% off
of the relevant
capacity prices
listed.

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Contact

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