EDI TOOLKIT FOR FESTIVAL MAKERS: DATA COLLECTION AND DIVERSITY IN PROGRAMMING

EMMA GROVE, TRADFEST

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Gender Representation in Festival Programming

Ways to measure gender representation at festivals are unstandardised; this leads to discrepancies in presented versus actual representation of men, women, and gender diverse artists.

- **Ex. Festivals count demographics based on headline acts, support musicians are left out of the picture.**

Inequality is a pervasive thing: representation takes place in more ways than having bodies on stage.

Baseline data for any genre of festival does not tend to exist as such, it must be generated.

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TradFest's EDI Toolkit: Generating a Baseline

Generating Baseline Data:

- **12-month project examining the history of trad and folk genres. We then examined all archived programmes, photos, correspondence with bands, tech specs, etc.: any information which tells us who's on stage and what they're doing.**

What did we choose to collect?

- **Genders of artists on stage, what instruments they played, what subgenres they perform in, and what size stage they played on, and how much a ticket costs to their event.**

Why?

- **All of these variables are interconnected and can affect performer outcomes going forward.**
- **The combination of these factors can expose how TradFest has been complicit in building barriers t gender inclusivity a ork to**

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Examples of Findings and Improvements in 2023

Based on typical values, TradFest would only see 20% women artists on our largest stages. In 2023 we had 50% women on our largest stages (560+ cap.) and 47% women on our second largest stages (301-559 cap.).

At a typical TradFest, a majority of women artists featured would be singers. In 2023, we had an increase of women artists playing instruments (+7%). However, these tended to be in roles which women have historically played. Programming for 2024 is focused on women in a wider breadth of performance roles.

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Sharing Findings

- The history of the genre should be shared alongside data to give context
- Isolate what data you're collecting/measuring and communicate that clearly
- Use the data and build on it going forward!

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