



THAME, OXFORDSHIRE

towersey festival

EST. 1965
24 - 27 August 2018

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LET'S
COME
TOGETHER



LET'S LISTEN

LET'S WATCH

LET'S TAKE
PART

LET'S
TELL
STORIES



LET'S
DANCE



LET'S MAKE ART



What makes us so special...



“Towersey Festival has always been my life. Started back in 1965 by my Grandad (Denis), I was born into it and in my 43 years I have missed just 2 festivals.

It began in my Grandparent’s back garden in the Oxfordshire Village of Towersey.

It quickly grew from this handful of music enthusiasts and friends to a few hundred and onto a small field in the village. The Festival was taken on by my Dad (Steve), who to this day is still very much involved, having been the Festival Director for some 40 years.

As it continued to grow organically it attracted more families, new generations of fun loving festival goers and moved onto land purchased by the festival for the village. Its goal, to provide a culturally significant event for the local community. A mission that continues today.

And now? Well, those foundations of family, musical passion, togetherness and community are what continue to feed us and our customers.

We call them *Team Towersey*. It’s their festival, our festival and your festival and all who come to Towersey feel that sense of ownership and community.”

Joe Heap, Festival Director

“Towersey. Another Lovelier World” *a Towersey customer*

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Getting to know us...

- ▼ Towersey Festival.. Where music has roots
 - ▼ Roots in music, in families, in friends, in our location, in our traditions
- ▼ We have a diverse selection of musical acts but our strongest link is with Folk, Roots and Acoustic music
- ▼ Some of our customers come with families of four generations
- ▼ The campsite community is an integral part of the festival experience - neighbours become life long friends
- ▼ The festival moved site in 2015 to a new location, but only one mile from the site we had used for the previous 50 years
- ▼ While the festival has moved with the times, some of the traditions from the early days remain as an important part of the festival experience
- ▼ Towersey Festival is a place where discoveries are made, experiences are shared and roots are planted





HAVE YOU FOUND
YOUR FESTIVAL?

- ▼ If this film doesn't play please click on the link below.

[Have you found your festival?](#)

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What our customers think...

- ▼ “It gets into your bloodstream and won’t let go”
- ▼ “It’s like coming home after a year away”
- ▼ “Towersey stands head and shoulders over all the rest.....
- ▼ A benchmark for how festivals should be”
- ▼ “Brilliant! Towersey ~ exclusive but very inclusive, love it!”
- ▼ The three words that sum up Towersey Festival.

Family Friendly

Fun

Relaxing

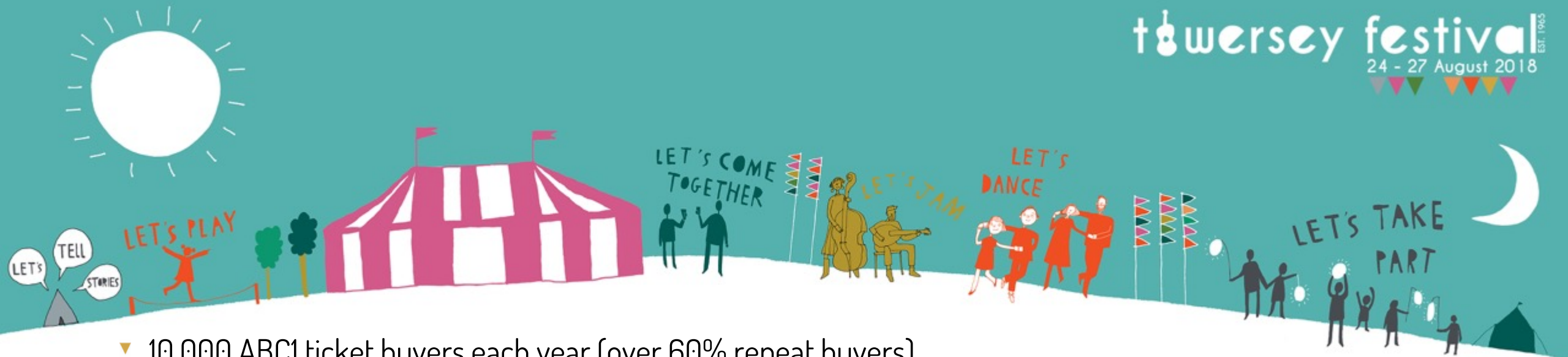
(Taken from the 2017 festival survey)



What's Important...

- ▼ Family
- ▼ Heritage
- ▼ Community
- ▼ Authenticity
- ▼ Safety
- ▼ Personal experiences – audience ownership
- ▼ Sustainability





- ▮ 10,000 ABC1 ticket buyers each year (over 60% repeat buyers)
- ▮ Average age of mid 40's. The most powerful spending group*
- ▮ "Experience Seekers" make up the biggest proportion of our Audience*
- ▮ 500,000 read our publicity**
- ▮ 250,000 targeted social media reach
- ▮ The average festival goer spends between £100 and £200 in preparation before the festival (clothes, food, camping equipment, toiletries.....)***
- ▮ The average festival goer spends between £100 and £200 at the festival on food, drink, gifts, merch***

* Audience UK statistics on Cultural Audiences

** Based on print media industry standard readership numbers

*** EIF festival report 2015/16



Local Impact

- ▮ UK Festivals contribute £2.2 Billion to the economy*
- ▮ 70% of our audience comes from a 50 mile radius**
- ▮ They spend local preparing for the festival
- ▮ The festival buys & hires locally meaning money stays in the local economy
- ▮ **Towersey Festival inputs nearly quarter of a million pounds into the local economy annually****

* Visit Britain Survey

** 2015 Festival Survey

Who comes?

▼ Our audience are:

- ▼ Varied
- ▼ Loyal
- ▼ Look for new but safe festival experiences

▼ The majority are:

- ▼ Mid 30s-60s
- ▼ Strong regional representation (South East/London)
- ▼ Over 50% attend with families

▼ What they come for:

- ▼ To discover new music
- ▼ To learn and share skills
- ▼ To meet new friends
- ▼ To discover new, good quality food and drink
- ▼ To enjoy the things they have come to love about Towersey over the years
- ▼ An environment that provides comfort and familiarity



Finding their festival

- ▼ Our audience is made up of young families, couples, folk roots & acoustic music fans, festival fans and local music fans of a predominantly 30 – 60 year old age range
- ▼ The welcoming and friendly atmosphere is something which is enjoyed by all these groups but they each carve their own journey of discovery and celebration which include:
- ▼ Setting up a camping community with old and new Towersey friends
- ▼ Freedom for children to roam safely while learning new skills
- ▼ Relaxation while enjoying favourite acts and discovering new ones
- ▼ Working their weekend around the excitement of that one special act
- ▼ Experiencing new acts, new foods (and ales!) and getting that front row spot for the headliners
- ▼ Taking in the festival vibe... and then going home to comfy beds!



How do we talk to them?



FACEBOOK

- ▼ **FaceBookLikes 12,438**
- ▼ **Peak Post Reach 101,000**

TWITTER

- ▼ **8,529 followers**
- ▼ **356,000 impressions**

WEBSITE

- ▼ **46,089 page views**
- ▼ **Over 50% via smart phone**

PRINT

- ▼ **"One of the most bravely adventurous festivals in the folk and world music calendar." The Guardian**
- ▼ **"The UK's best summer Festivals" The Telegraph**

DIGITAL MEDIA

- ▼ **Over 20 titles and publications**

RADIO

- ▼ **BBC Oxford & Mix 96 (local commercial Radio), media partners**



Sustainability

- ▮ Has always been a key issue for us
 - ▮ Dedicated volunteer team – ‘The Wombles’ who keep on top of our recycling
 - ▮ We recycle and re-purpose over 85% of waste
 - ▮ Our CO2 saving equates to 42 saved trees
- ▮ We work with caterers and suppliers to improve year on year. Current Initiatives include
 - ▮ Recyclable plates, cups and cutlery
 - ▮ LED lighting site wide to reduce fuel use
 - ▮ Repurposing of wood used to build site structures
 - ▮ We monitor Temporary Power Generation to reduce Diesel use
- ▮ We encourage shared transport through *LiftShare* and use of public transport





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Why get involved?

- ▮ True heritage and history that sets us apart
- ▮ Large and dedicated audience who trust our brand, have disposable incomes and are active spenders and engagers
- ▮ A strong brand that is well recognised regionally and has a large marketing reach
- ▮ A great environmental track record and policy
- ▮ Real family appeal and a sense of ownership

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Get in touch

- ✦ Email Mary Hodson – mary@towerseyfestival.com
- ✦ Call us to find out more. 0115 968 6945
- ✦ www.towerseyfestival.com

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