AIMS

Collect Data

Be Accountable

Uphold Safety

Improve Representation in AIF Membership

Improve Talent Pipeline

Provide Training

COLLECT DATA

Collect demographic data on AIF Membership

Encourage festivals to collect and understand their own demographic data

Collect data on AIF members' audiences

BE ACCOUNTABLE

Publish AIF membership data

Publish overall work in EDI - as an organisation and that of AIF members

UPHOLD SAFETY

Continue with Safer Spaces campaign by relaunching Charter of Best Practice

Expand to include LGBTQ+ groups

IMPROVE REPRESENTATION IN AIF MEMBERSHIP

Aim to help improve representation, in terms of ethnic diversity, in AIF membership

IMPROVE TALENT PIPELINE

Encourage AIF members to improve the representation of under-represented groups in the festival sector

Encourage AIF members to book from as wide and diverse a pool of talent as possible

PROVIDE TRAINING

Provide EDI induction to all new employees and Board Directors

Facilitate training and provide resources in a variety of EDI subjects to AIF employees, directors, and members

SMART SYSTEM

Specific

Measurable

Achievable / Actions

Relevant / Responsible

Timescale

COLLECT DATA

S	We will collect demographic data on AIF membership. This will take place twice a year. Firstly, a pre-season report then a post-season report.
M	The surveys will measure demographics of who is working: 1) Front of stage artists 2) Ownership and management teams But it is acknowledged that 'back of stage' data collection especially with that of 3rd party suppliers is more challenging so this data will not be collected yet.
A	This work is achievable. Some data collection has already happened (to be imminently published). Further development of survey questions asked to be undertaken (i.e., LGBTQ+).
R	This work is of critical importance and will ensure the AIF can respond to press inquiries with hard data on progress. John will oversee this work, assisted by Phoebe.
T	This will be a survey conducted twice a year; the pre-season report will look at festival intentions and be collected in Jan/Feb to be published in March. The post-season will be Sep/Oct to be published at the AGM in November.

COLLECT DATA

S	We will encourage AIF members to collect and understand their own demographic data as part of their EDI work. (It should be noted even if they don't, someone else (journalists, campaigners) will be!).
M	Each member festival will have their own systems for collecting and recording data on their front of stage artists, backstage workers, and teams so this work will mainly involve communications, encouragement and sharing of best practice.
A	This work is achievable although there is, of course, an understanding that each festival will be different with its own resources, methods, and experience to be able to collect this data.
R	This work is of critical importance and will ensure the AIF can respond to press inquiries with hard data on progress. John will oversee this work, assisted by Phoebe
T	This project will start immediately and be ongoing.

COLLECT DATA

S	We will collect data on AIF members' audiences. This will re-start the partnership with UK Music, via their annual audience survey for the Wish You Were Here reports (paused since 2019)
M	We will ensure all members are asking the same demographic questions in their own audience surveys. We will also avoid duplicate surveys by asking AIF members to share their findings with AIF.
A	This work is achievable. This will continue the Wish You Were Here reports. ACE funded organisations must report their annual audience data anyway (although methodologies and reporting systems are continuously updated) so it will be a matter of coordinating with each festival member as and when they happen.
R	This work is of critical importance and will ensure the AIF can respond to press inquiries with hard data on progress. John will oversee this work, assisted by Phoebe.
T	This project will start in Autumn 2023.

BE ACCOUNTABLE

S	We will be accountable to our members by publishing the results of our membership demographics.
M	The 2 annual reports will be published on our website, our non/members newsletters and announced in press comms. We will also highlight good stories on our website.
A	This work is achievable. The website is being improved to allow for easier publication of blogs. John is also applying for Heritage Lottery funding to allow for further investment in this aspect of the website.
R	This work is of critical importance and will ensure the AIF can respond to press inquiries with hard data on progress. John will oversee this work, assisted by Phoebe.
T	As above, the two annual reports will be published in March and at the AGM in November. The aim of the blogs is for one per month.

BE ACCOUNTABLE

S	We will also publish our overall work in EDI - as an organisation and that of individual members when we know about them.
M	We will also publish regular updates on our website about our EDI work and campaigns and that of our members when they let us know (examples of best practice, good news stories, sharing learning).
A	This work is achievable although some work may be required to ensure the website can be easily updated by staff (publishing articles should be straightforward on a Wordpress website).
R	This work is of critical importance and will ensure the AIF can respond to press inquiries with hard data on progress. John will oversee this work, assisted by Phoebe.
T	This work will begin immediately and be ongoing.

UPHOLD SAFETY

S	Continue with the Safer Spaces campaign. Its aim is to tackle sexual violence, harassment, and assault at AIF festivals by getting them to commit to a Charter (outlining actions such as reporting incidents etc.).
M	The target is for all AIF members to sign the Charter plus as many other non- members to re-pledge their support for the campaign. We are also creating specific resources on the AIF website for anyone to access and use.
A	This work is achievable. We will be relaunching the campaign at the end of May 2023 via a communication plan.
R	This work is of critical importance as it's in everyone's interests that festivals are as safe as possible. It is also under scrutiny from the Women & Equalities Select Committee in their inquiry into misogyny in music. John and Phoebe, supported by an existing steering group including Rape Crisis, Girls Against, Safer Spaces, meet twice a year (pre and post season) and are responsible for the delivery.
T	Going to relaunch in Summer.

UPHOLD SAFETY

S	Expand the Safe Spaces campaign to include the LGBTQ+ community.
M	All language in the Charter will be updated to include LGBTQ+ community. Materials on the website to also highlight resources specific to the LGBTQ+ community.
A	This work is achievable. We are participating in a LGBTQ+ training session in May to learn how to be inclusive of trans and non-binary people.
R	This work is of critical importance as it's in everyone's interests that festivals are as safe as possible no matter who you are. John and Phoebe, supported by an existing steering group and are responsible for the delivery.
T	This work will start immediately.

IMPROVE REPRESENTATION

S	We will aim to help improve representation, in terms of ethnic diversity, in AIF membership.
M	AIF will recruit festivals that represent more ethnically diverse types of artists, genres of music and owners.
A	This work is achievable and will involve recruiting more diverse festivals, by researching and scoping more diverse festivals in the UK, who they are affiliated with, and finding out what they want and how the AIF could best support them.
R	This work is of high importance as increasing ethnic diversity in the sector is necessary for long-term relevance and health of the festival sector. John is responsible for the delivery.
T	This work has already started and will be on-going.

IMPROVE TALENT PIPELINE

S	We will encourage AIF members to achieve and maintain workforces that reflect the local communities in which they operate and to improve the representation of under-represented groups in the festival sector.
M	We will do this by leading by example by recruiting two individuals as AIF interns in a positive action initiative.
A	This project is achievable if given funding, we have applied to Youth Music for funding. We will reach out to organisations such as Black Lives in Music and UD to reach out to these communities
R	This work is of high importance as increasing racial diversity in the sector is necessary for long-term relevance and health of the festival sector. John and Phoebe are responsible for the delivery.
T	The decision will be made early July 2023 and will be advertised immediately for start in September.

IMPROVE TALENT PIPELINE

S	We will encourage AIF members to book from as wide and diverse a pool of talent as possible.
M	This work will involve mapping the bookers, those who have creative control in terms of booking and then working out how to help them improve by giving them tools such as awareness of The F-List for Music and Keychange positive action initiatives.
A	This aim is achievable but may take time.
R	This work is of high importance for the reputation of the festival sector. John and Phoebe are responsible for the delivery.
T	This work will be on-going.

PROVIDE TRAINING

S	We will provide appropriate EDI training and development to all new employees and Board Directors (as part of their induction process).
M	The induction process will include a discussion about the EDI Values, Policy and Action Plan and any EDI ongoing campaigns.
A	This work is achievable.
R	This work is extremely important as it will ensure each batch of Directors becomes instantly familiar with the EDI work of AIF, so it becomes ingrained in the culture. John will oversee this work, assisted by Phoebe.
T	New employees it will be as and when but for new Board Directors this will happen after the AGM each year when they are announced.

PROVIDE TRAINING

S	We will provide training in a variety of EDI subjects to our staff and Board Directors in accordance with needs.
M	Each year a review of EDI training requirements will take place. This year the board will undergo LGBTQ+ training.
A	This work is achievable.
R	This work is of high importance as the whole sector needs to keep up with best practice in this area. John will oversee this work, assisted by Phoebe.
T	The training will take place later in 2023.