

**Digital futures for ethically informed
specialist training in the live music
industry**

**REBOOT - The Music Business Education
Conference 2019**

Adrian Bossey

12.06.19

In this presentation, I will:

- Consider whether partnerships between academia and industry can effectively provide specific ethically and sustainably informed skills and knowledge to the live events industry
- Using, as examples, the on-line short course provision from Falmouth University and both; [A Greener Festival](#) & [Attitude Is Everything](#)
- Identify elements of best practice
- **But first ... let's go to Glastonbury!**

We've come a long way (baby)



1981 – 18,000 capacity
£8 per ticket
Very poor traffic management
Very poor accessibility!
Supported CND

ITV broadcast [Warming Warning](#)



2016 – 203,000 capacity
£228 + £5 booking fee
Fined £31,000 for [pollution](#)
Gold [AiE](#) Charter of Best Practice
£2m Greenpeace, Oxfam, Water Aid

[UN summit](#) & climate emergency

So, what do I know?

GLASTONBURY FESTIVAL
of Contemporary Performing Arts
26-27-28 June

*For everything that lives is holy, life delights in life,
Because the soul of sweet delight can never be defil'd
Blake*

Performers include:

MUSIC: a special guest that we can't announce plus
Lou Reed • Morrissey • Buddy Guy • Carter USM • Primal Scream
Shakespears Sister • The Fall • The House of Love • The Levellers
Teenage Fan Club • The Shamen • Blur • Curve • Lush
Ned's Atomic Dustbin • Youssou N'Dour • Hugh Masekela
Manu Dibango • American Music Club • Benjamin Zephaniah
Billy Bragg • The Blue Aeroplanes • Chris Whitley • Richard Thompson
Runrig • Daisy Chainsaw • PJ Harvey • Saw Doctors
The Senseless Things • Television • Airhead • Back to the Planet
Bates Motel • The Belltower • Catherine Wheel • Cud • Dodgy
Dr Phibes • The Family Cat • Fat Dinosaur • Frank and Walters
Flowered Up • Gary Clail • Jah Wobble • Joe Louis Walker
Kitchens of Distinction • K-Passa • Midway Still • The Moonflowers
Ocean Colour Scene • The Orb • Ozric Tentacles • RDF • The Real People
Sandkings • Senser • Spiritualised • The Stairs • Strangelove

ACOUSTIC: Alison Moyet • Alias Ron Kavanagh • Baba Yaga
Bare Naked Ladies • Ivo Papasov • Julian Dawson • Richard Thompson
Robin Williamson • Sharon Shannon • The Ukrainians

THEATRE: Over 100 acts, including: Alan Parker - Urban Warrior
Andy Smart - Vicious Boy • Attila the Stockbroker & John Otway
Ben Baddoo • Bim Mason • Blood, Earth & Medicine
Brickbat Volunteers • Charlie Chuck • Commotion • Forkbeard Fantasy
Jim Tavaré & Al-Murray • John Hegley & The Popticians • Joolz
Knee High • Les Bubb • Loreena McKennit • Malcolm Hardee
Miles and Millner • Natural Theatre Co. • Rob Newman • Roy Hutchins
Skint Video • Stewart Lee • Talking Pictures • Theatre de Complicité
They Wouldn't • 3-D • Tragic But Brave Co. • Tommy Cockles

CIRCUS: Over 100 acts, including: Circus Delirious • Circus Space
Club Meeting • Cycloid - the Human Gyroscope • Deb Pope • Firenoise
The Flying Dutchmen • Foolhardy Folk • Fooltime • Le La Les
Nik Turner's Fantastic All-Stars • No Fit State Circus • Ollie & Herbie
Raging Rodeo Bull • Rex Boyd • Rudi Wallenda's Exploding Car
Sean Bridges • Sheinbar Variete • Skin and Blisters • Skinning the Cat
Swamp Circus • 3-D • Trapeze Rides • William Shrew's Laser Robot

CINEMA: 20 of the best recent films, shown throughout the weekend

Huge and varied entertainments for children in the Children's Field
OR wander through and participate in the delights of 60 acres of
Green Field, including everything from alternative technology
in the Green Futures Arena to the Field of Avalon
and the Sacred Space with its Stone Circle!

in aid of
GREENPEACE **NME**

Tickets £49.00 Advance: 0272 767 868
INCLUDES CAMPING, car parking, VAT and all on-site events
Accompanied children under 18 admitted free of charge
Infoline: 0839 66 88 99*
Calls charged at 50p per minute (excl. VAT) 40p per minute at other times
Probably the most exciting event of its kind anywhere in Europe this year



But don't take my word for it ...

- In the UK, the DCMS, Culture White Paper (2016) stated that 'technology is expanding the ways in which we make and experience culture'
- Meanwhile ... according to [Powerful Thinking](#) the UK festival industry creates 23,500 tonnes of waste annually, of which 68% goes straight to landfill.
- Furthermore, Duffy, Mair and Waitt (2019. 13.) note that 'the festival space may be simultaneously a site of social inclusion and exclusion'
- 'active faculty presence is critical to student success in a virtual class environment.' [Psychology Today](#)

The starting point; MA Creative Events Management

- Pioneering on-line course
- Significant focus on digital futures, sustainability and event design
- Launched in 2017.
- Includes two optional 'face-to-face' events per year
- Two years to complete with three start dates per year
- Approximately 80 students thus far
- **Then we had an idea (or two) ... what if we could 'hard wire' short courses into modules?**

AGF: Assessing Sustainability for the Live Events Industry

- Challenge of training AGF Assessors globally
- Collaborative development of 2 week short course
- Available to MA students AND external students
- Draws on AGF experience of assessing sustainable practice at over 450 events around the world
- Covers key environmental aspects of running an event and latest thinking and good practice
- Stage One of two-part process to become AGF Assessor

Initial survey of 40 Learners from two 18/19 cohorts

- **From a total of 27 respondents:**
- 24 felt *the course content was clearly formulated*
- 24 felt *supported by their on-line Tutor*
- 23 felt *the training fulfilled their expectations and reasons for participating*
- 24 agreed that *overall, online learning as a mode of delivery provided an effective learning experience*
- 25 were *satisfied with the training overall*
- 23 *would recommend to a colleague/friend*

Example motivations for undertaking the AGF course:

- *Help US festivals become more sustainable!*
- *To gain a credential in this area*
- *To increase my knowledge of environmental issues at spectator events and how to effectively plan and get 'buy-in' from other stakeholders*
- *To understand ways to reduce the environmental impact at the events I work*
- *I have a sustainable eco-venue plan for future development*
- *As part of my studies with the MA Creative Events Management*

What did attendees enjoy most ...

- *The live webinars with Teresa and examples of festivals already enacting environmental principles*
- *Some of the signposted associated material and the wider discussions*
- *Sharing my experiences with other students*
- *The webinars and opportunity to share a real dialogue with others*
- *It has a very hands on and practical approach to studying*
- *The depth in which we explored the content*

What could be improved?

- *More one to one's with the tutor*
- *More information about EU regulations, rather than UK*
- *The Print-out in Large Print Format for Visual Impaired Users*
- *The supporting docs for the case study were a little difficult to read*
- *Possibly knowing more about the application process for events to AGF*
- *I would have liked a more in-depth course especially regarding sustainable technologies and inventions*
- *The formative and summative quiz's were testing the use of English not the knowledge of the subject. For a professional course of this level I would expect testing of much greater depth to confirm understanding*

An example student testimonial ...

- *“I would highly recommend the A Greener Festival/Falmouth University online festival assessor training to anybody who is keen to develop their knowledge of environmental best practice for festivals and large events. The information is delivered clearly with plenty of support available from tutors. The opportunity to hear opinions and discuss ideas with peers via the online forums is invaluable.”*
- Cohort numbers grow each time we run the course
- **So, we had another idea ...**

Attitude is Everything: Disability Equality for the Live Events Industry

- AiE works to improve Deaf and disabled people's access to live music & events
- I met Suzanne Bull in Cardiff, after a 17 year hiatus!
- New course to consider operational & legal aspects of inclusivity and unpacks good practice & innovation
- Accessibility is an area where there is always something new to learn ...
- The course takes two weeks to complete and our next one starts on 1st July 2019

Elements of potential best practice:

- Live webinars
- On-line tutors
- Access to an acknowledged industry expert
- Networking and peer to peer learning
- An interactive approach to on-line learning
- **Students like studying on line, it's a convenient, engaging and truly global experience...**

In summary we have...

- Considered whether partnerships between academia and industry can effectively provide specific skills and knowledge to the live events industry
- Used the on-line short course provision from Falmouth University as examples
- **Please visit <http://flexible.falmouth.ac.uk> for more information**
- **Do you have any questions?**

List of References

- DCMS (Department for Culture, Media & Sport) (2017). The Culture White Paper. London: Stationary Office
- Duffy, M, Mair, J and Waitt, G (2019) Addressing community diversity: the role of the festival encounter Accessibility, Inclusion, and Diversity in Critical Event Studies. Routledge. Abingdon.
- Johnson, C (2016) <http://www.powerful-thinking.org.uk/site/wp-content/uploads/TheShowMustGoOnReport18..3.16.pdf> (accessed 25.01.19)
- Luskin, B (2019) <https://www.psychologytoday.com/intl/blog/the-media-psychology-effect/201903/12-best-practices-in-online-teaching-and-learning> (accessed 10.06.19)