



"A wonderful event for showcasing and networking, perfect balance."

English Folk Expo Annual Showcase The story so far

September 2022



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



ABOUT ENGLISH FOLK EXPO

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English Folk Expo was founded in 2012 to deliver an annual showcase of English folk, roots and acoustic music. Since then, the Rochdale-based organisation has grown exponentially, building new programme strands and activities for artists, music industry professionals and public audiences.

"I am really impressed at all you have achieved over such a short period of time. I thoroughly enjoyed my visit to EFX/Manchester Folk Festival and thanks too for properly introducing me to Manchester too!"

Each October, **English Folk Expo's** annual showcase see around 180 industry professionals from around the world converge on Manchester for 3 days of showcasing and networking. Now an established date on the international music industry calendar, it's estimated that the showcase creates an annual economic impact of £120k for Manchester and £146k for the UK ¹.

¹ Figures based on an average across the 2017 and 2018 editions of the showcase.



ENGLISH FOLK EXPO'S ANNUAL SHOWCASE IN NUMBERS

Launched in **2013**, there have now been **7** editions of **English Folk Expo's** annual showcase. Here's what you need to know about the artists and delegates who've attended in that time....

247

The number of artists who have been given a showcase

£9.5m

Estimated total delegate spend on English folk artists arising from the showcase

53%

The proportion of showcasing artists who are female

£6.6m

Estimated spend by delegates on showcasing artists

1163

The number of delegate visits

£2.9m

Estimated delegate spend arising from the showcase on other English folk artists

43

The number of countries in which delegates are based

A woman with long, curly red hair is playing an acoustic guitar on a stage. She is looking down at the instrument. A microphone on a stand is positioned in front of her. The background is dark and out of focus, suggesting a live performance setting. A semi-transparent teal box is overlaid on the center of the image, containing white text.

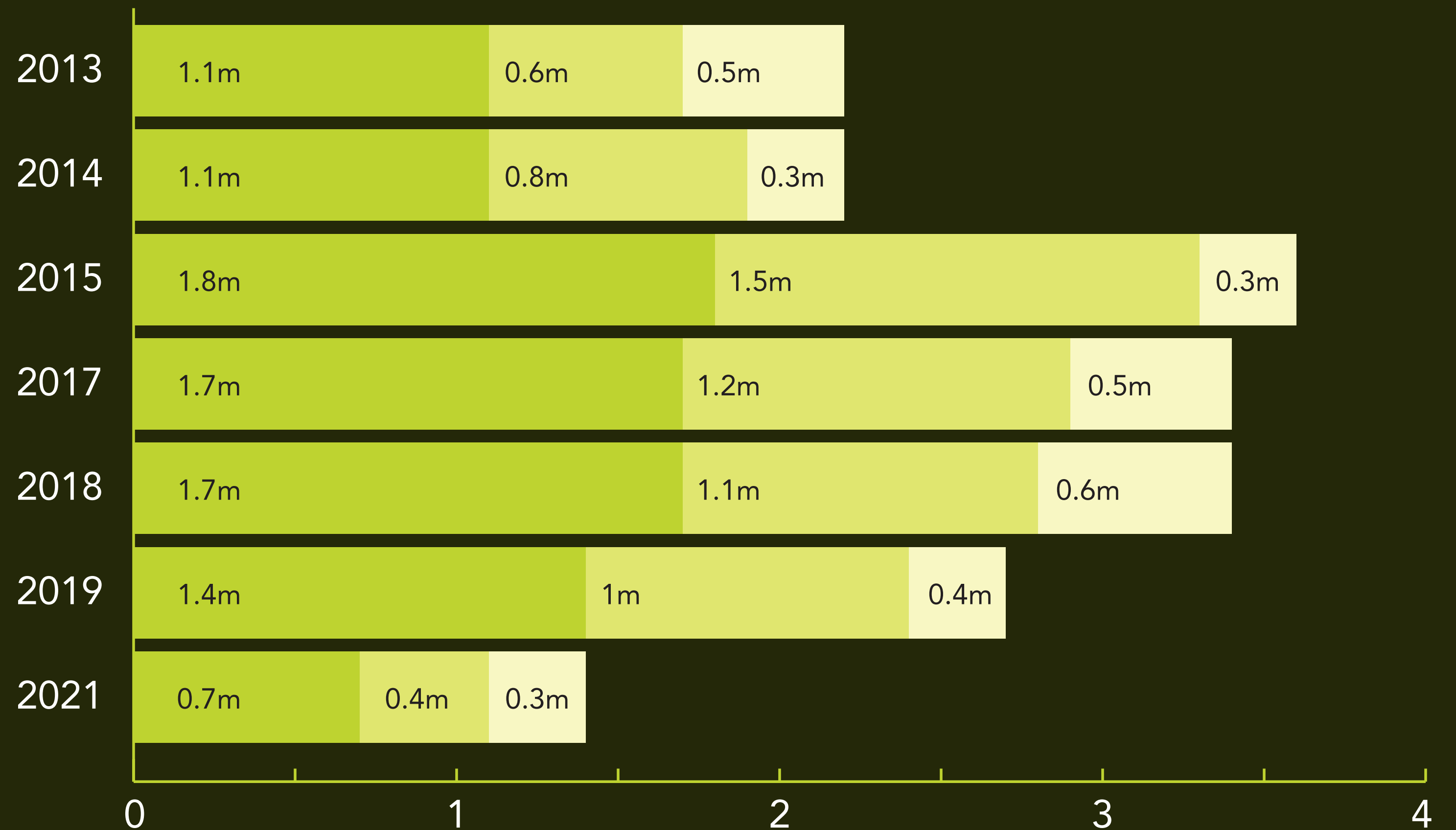
A MAJOR SOURCE OF INCOME
FOR ENGLISH FOLK ARTISTS

TOTAL DELEGATE SPEND ON ARTISTS SINCE 2013

Since 2013 there have been 7 editions of English Folk Expo's annual showcase, which together have generated an anticipated **£9.5m of bookings for English folk artists.**

The following diagram shows the annual total anticipated spend on artists for each edition both those showcasing at the event and other English folk musicians. The data points to a significant spike in artist bookings in 2015, after which spend levels remained relatively stable until 2021, when Covid significantly reduced the number of delegates.

Total anticipated spend on artists 2013-21



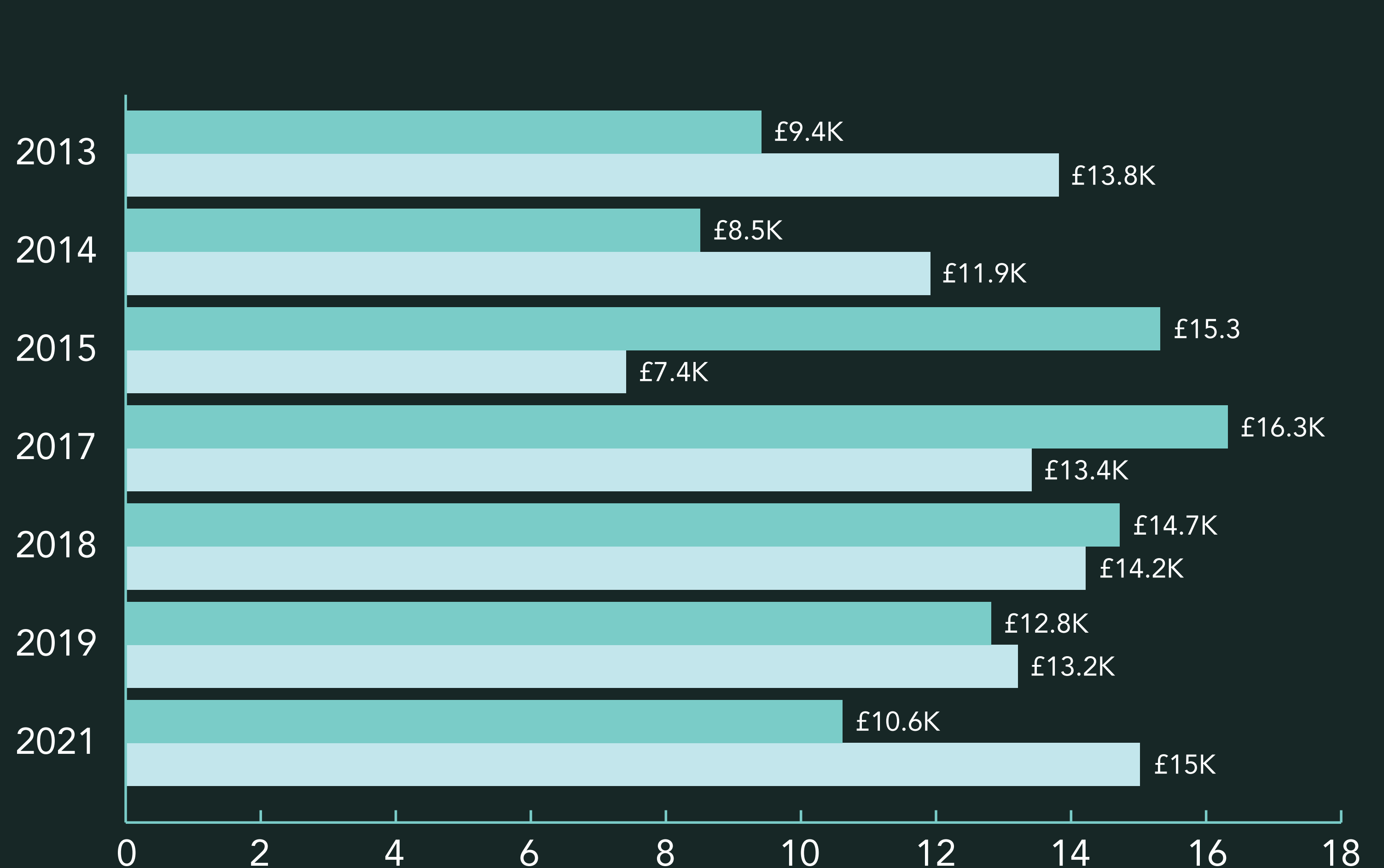
- Total spend (£m)
- Domestic spend (£m)
- International spend (£m)

AVERAGE SPEND ON ARTISTS SINCE 2013

Meanwhile, the following diagram shows how the average spend per booker has changed over the same period. Here, it appears that that spend amongst domestic bookers peaked in 2017, and has fallen since then. Meanwhile, for international bookers, the average spend has been broadly stable in recent years, with the exception of 2019 when it dipped slightly, potentially as a result of the UK's decision to leave the EU and fears over Brexit.

- Average spend per domestic booker
- Average spend per international booker

Average anticipated spend on artists per booker, as recorded 2013-21



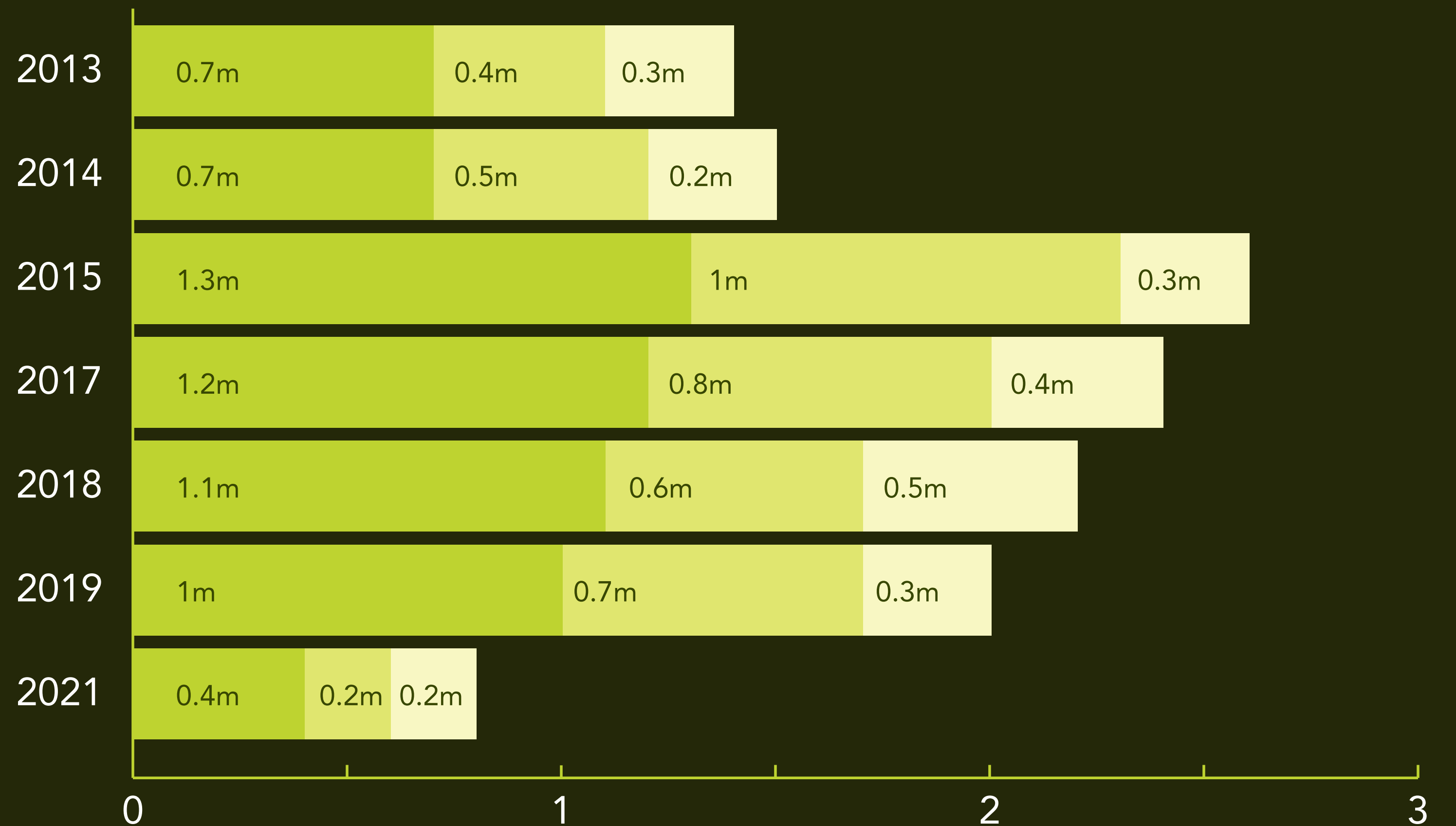




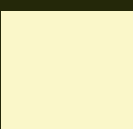
BREAKING IT DOWN
SPEND ON ARTISTS SHOWCASING
AT ENGLISH FOLK EXPO

TOTAL SPEND ON SHOWCASE ARTISTS BETWEEN 2013-21

Looking more closely, the following diagram charts what respondents indicated they expected to spend within the subsequent 2 years, **specifically on artists they'd seen showcase at EFEx**. Again, after peaking in 2015, spend on showcase artists was relatively stable until the 2021 showcase, when spending on showcase artists fell by over 50% off the back of the pandemic.

Total anticipated spend on showcase artists 2013-21

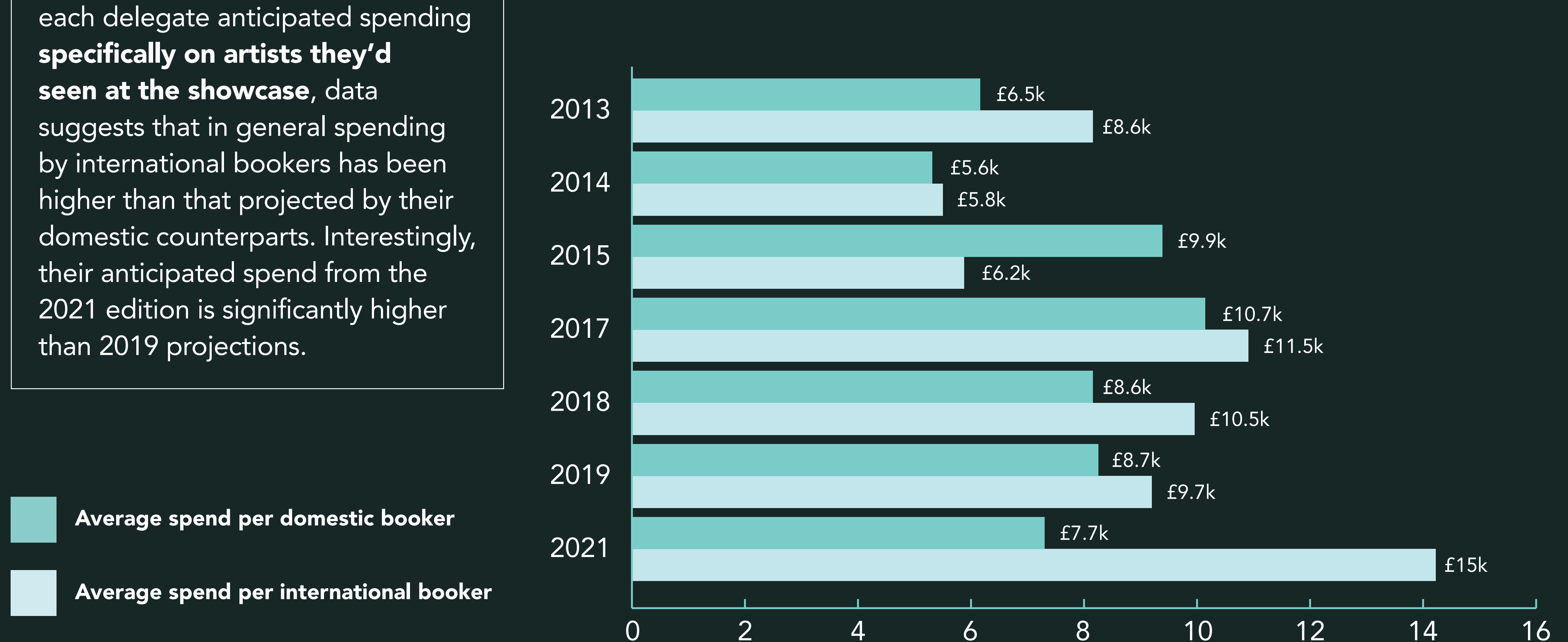


-  Total spend (£m)
-  Domestic spend (£m)
-  International spend (£m)

AVERAGE SPEND ON SHOWCASE ARTISTS BETWEEN 2013-21

Looking at the average amount each delegate anticipated spending **specifically on artists they'd seen at the showcase**, data suggests that in general spending by international bookers has been higher than that projected by their domestic counterparts. Interestingly, their anticipated spend from the 2021 edition is significantly higher than 2019 projections.

Average spend on showcase artists per booker, as recorded 2013-21



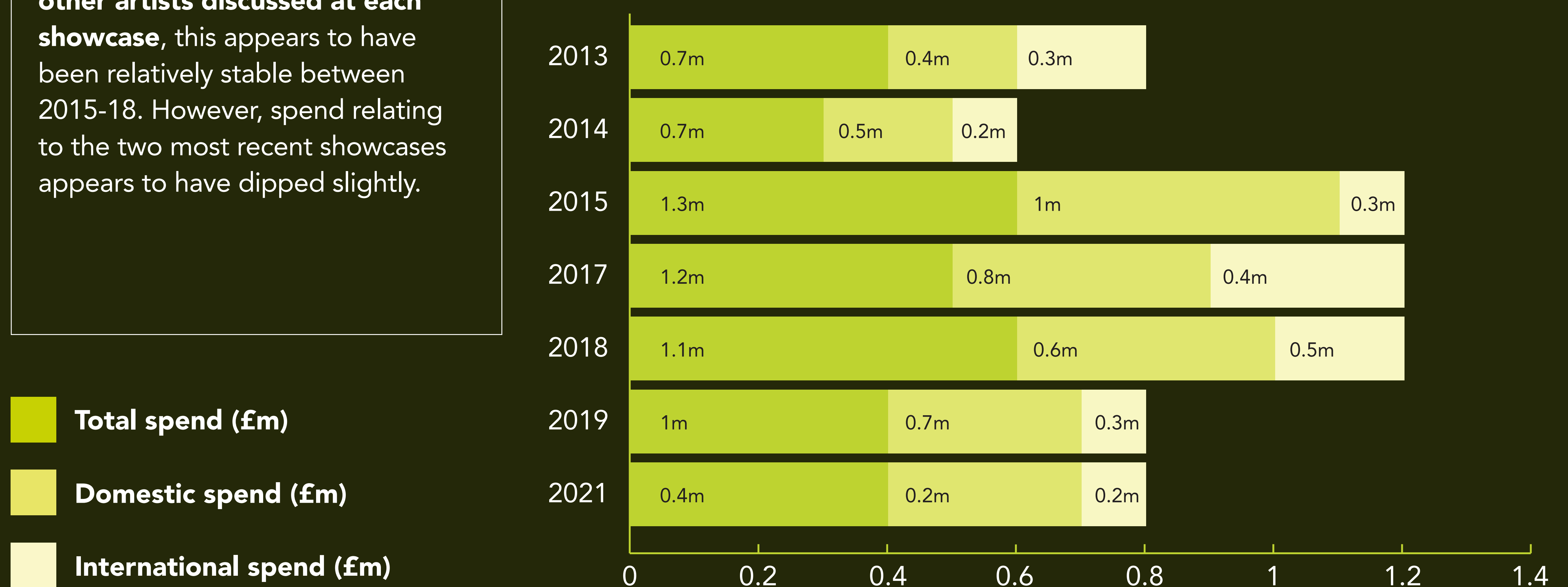


BREAKING IT DOWN
SPEND ON OTHER ENGLISH FOLK ARTISTS

TOTAL SPEND ON OTHER ARTISTS

Meanwhile, looking at what delegates expected to spend on **other artists discussed at each showcase**, this appears to have been relatively stable between 2015-18. However, spend relating to the two most recent showcases appears to have dipped slightly.

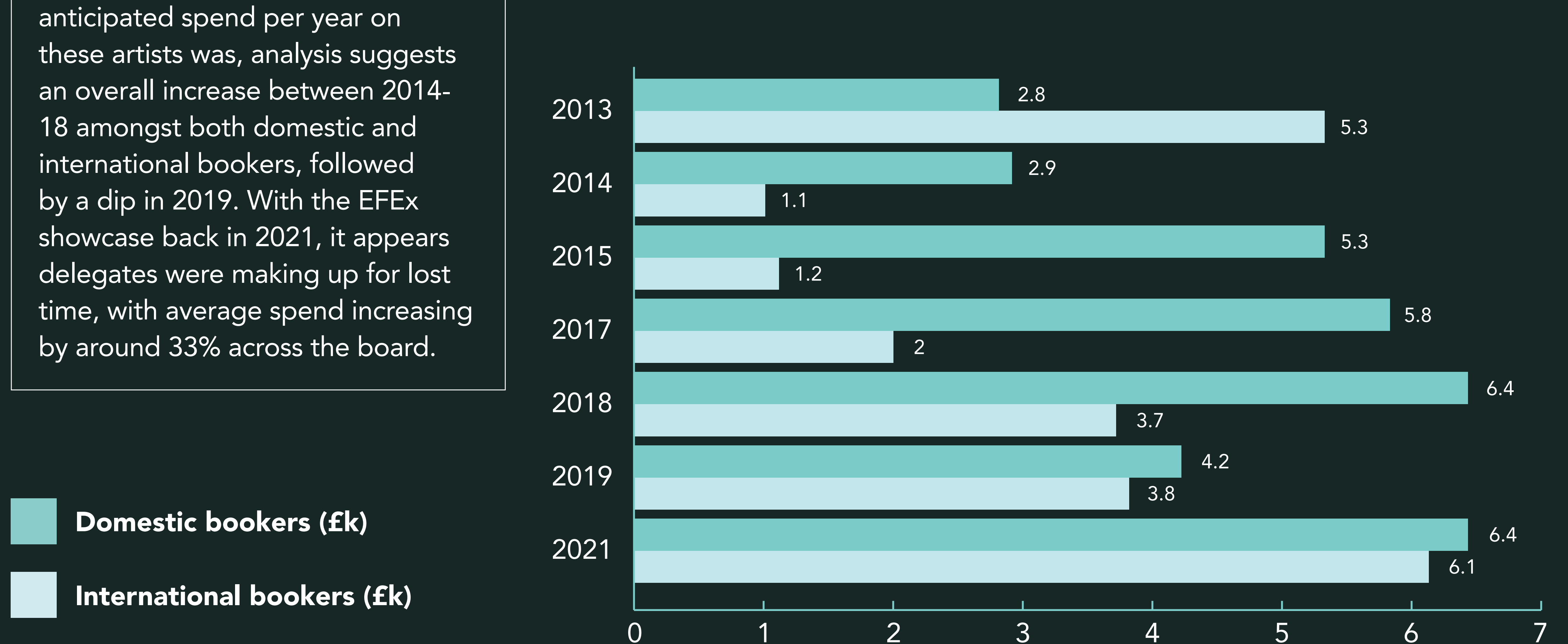
Total spend on other artists discussed at EFEx, as recorded 2013-21



AVERAGE SPEND ON OTHER ARTISTS

Turning to what the average anticipated spend per year on these artists was, analysis suggests an overall increase between 2014-18 amongst both domestic and international bookers, followed by a dip in 2019. With the EFX showcase back in 2021, it appears delegates were making up for lost time, with average spend increasing by around 33% across the board.

Average anticipated spend on other artists per delegate 2013-21



Domestic bookers (£k)

International bookers (£k)

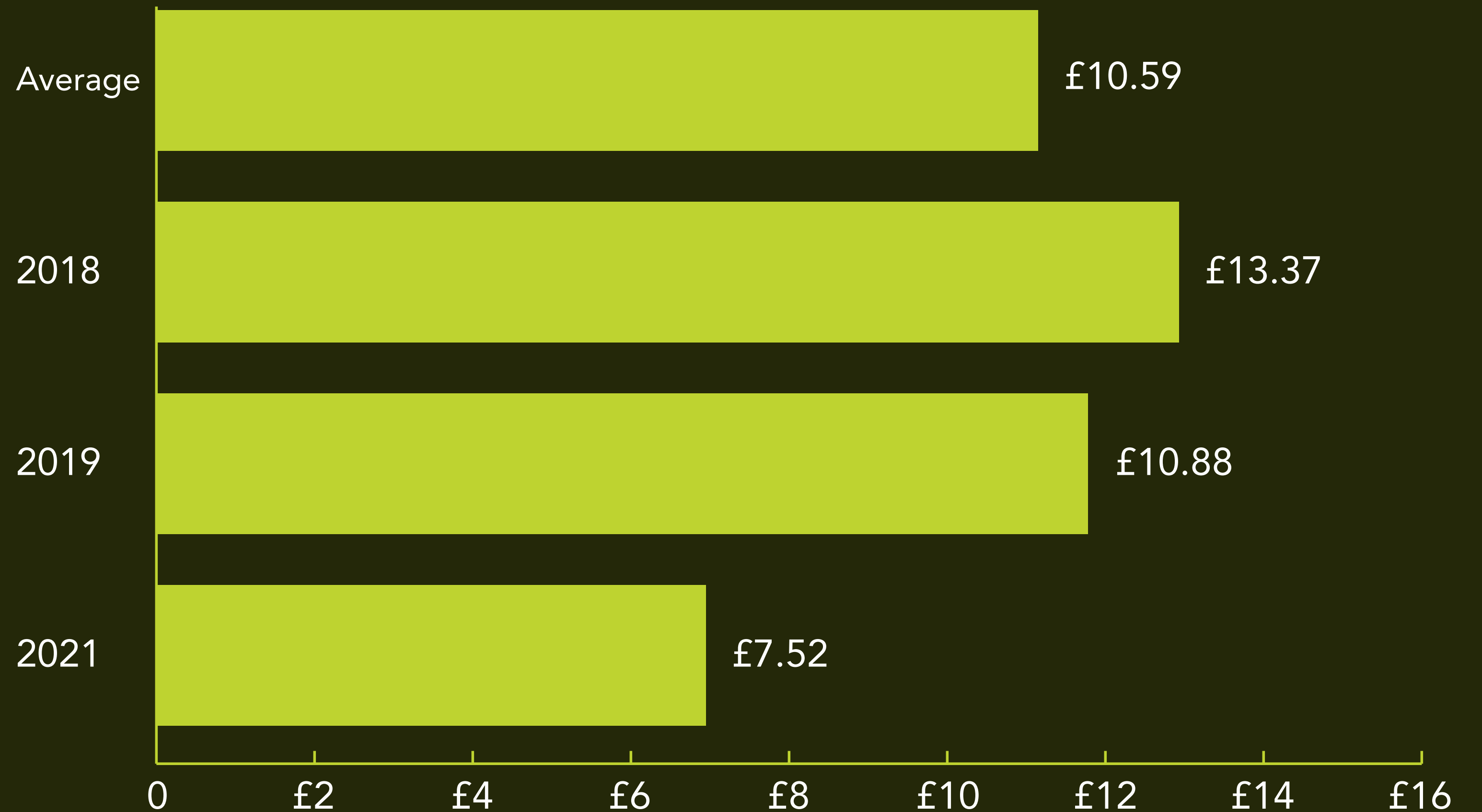
A photograph of two women in conversation at an event booth. The woman on the left is seen from the back, wearing a tan jacket and a lanyard with a badge that reads "ENGLISH FOLK EXPO" and "Maureen Phillips, Upbeat Classical Management". The woman on the right is wearing glasses and a black floral patterned top, gesturing with her hand. The background features a display board with several photographs of folk musicians performing on stage. A semi-transparent green rectangular overlay is positioned in the center of the image, containing the text "RETURN ON INVESTMENT".

RETURN ON INVESTMENT

EFEx RETURN ON INVESTMENT

Looking at the last 3 editions of the showcase, data indicates that for every £1 the organisation spends on the event, it generated an average £11 of delegate spending on English folk artists. ²

Return on investment on EFEx spend on showcase



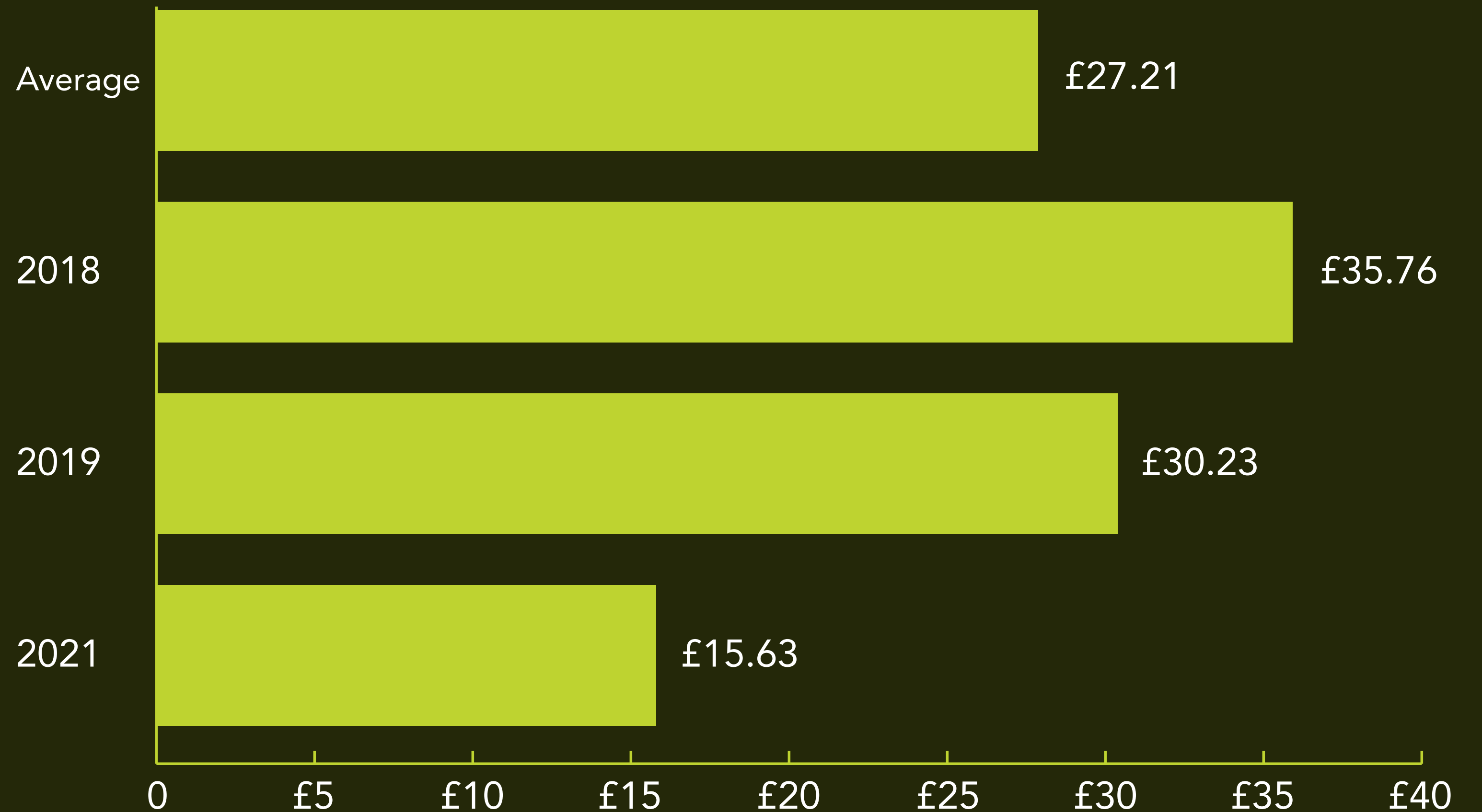
² These ROI figures are based on the following data:

	Total showcase costs	ACE NPO grant allocated to showcase	Anticipated spend on artists
2018	£127,000.00	£47,500.00	£1,698,470.00
2019	£132,000.00	£47,500.00	£1,435,723.00
2021	£98,700.00	£47,500.00	£742,582.00

ARTS COUNCIL ENGLAND RETURN ON INVESTMENT

For Arts Council England, EEx's major public funder, the return on investment is even higher. Based on the proportion of its National Portfolio Organisation EEx allocates to the showcase, the average spend on artists generated by each £1 of grant funding since 2018 is an impressive £27.

Return on investment on NPO grant



A young woman with long dark hair, wearing a green and white checkered dress, is smiling and playing a violin. To her right, a young man with dark curly hair, wearing a blue and white plaid shirt, is playing an acoustic guitar. They are standing outdoors in front of a brick wall with green foliage. A semi-transparent green rectangular box is overlaid on the image, containing the text "OTHER ENGLISH FOLK EXPO ACTIVITY" in white capital letters.

OTHER ENGLISH FOLK EXPO ACTIVITY

WHAT ELSE DOES ENGLISH FOLK EXPO DO?

Alongside its annual showcase, **English Folk Expo**'s live programme now includes **Manchester Folk Festival** and **Rochdale Folk Festival**, plus an ongoing programme that reaches across Greater Manchester and beyond. Sitting alongside this, its **English Folk Expo Digital** platform brings together artists, industry professionals and fans, providing them with news, networking opportunities and special offers.

English Folk Expo has also become a leading provider of professional development support for artists and others working in the music industry. In April 2021 it launched **Folk Talk Academy**, a comprehensive new platform for anyone building a career in the music industry. Meanwhile, its **Artist Development Programme** provides training, mentoring and showcase opportunities, and its **Promoter Training Programme** supports music fans to develop the skills and networks they need to host their own folk events.



STAY IN TOUCH

We're a friendly bunch, and would love to hear from you. Here's how you can get in touch with us and find out more:

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