



In association with
the front of house organisation

Cast your mind back to the Isle of Wight Festival and Woodstock, pioneering the early days of the festival market with scaffolding stages and tarpaulin covers. In the public domain, the loos were nonexistent and catering was an afterthought.



How things have changed...

Over the subsequent years festival promoters have successfully strived to raise the bar both on and off the stage. In doing so they have presented a complete rounded package for the festival-goer offering everything from international cuisine, different and varied camping packages and even posh loos!!

There are still a number of luxuries that could be added to the experience and The Front of House Organisation would like to introduce you to one of them - FESTIBARROW.

What is a FESTIBARROW?

- A compact, folding wheel barrow that can be rented or purchased by festival goers to transport their weekends' camping equipment etc.
- A luxury for campers on arrival at and departure from a festival site, saving them having to make multiple trips to and from the car.
- 50 kg weight limit, 100 litres capacity and very sturdy. Enough room for a boot full in one trip.

What are the benefits to the promoter?

- Additional income stream via a % fee of all barrows rented.
- Happy campers!
- Potential to brand the barrows and hence further additional revenue.

How does it work?

- We propose to leaflet the campers whilst they are queuing to enter the concert site – thus avoiding any further traffic bottle necks. Only one leaflet per car.
- FESTIBARROW collection points will be set up in each car park and/or drop off point. These points are mobile and can be moved as the car parks fill up.
- Campers come to the collection point to rent a barrow, redeeming a 10% discount by returning the leaflet. This avoids litter.
- A FESTIBARROW is handed over for £ 15.00 with an additional £ 15.00 deposit. In addition the hirer is supplied with a wristband which acts as identification for the return of the deposit.
- A car load of festival-goers load up their FESTIBARROW and trudge off to find a camping pitch.
- At the end of the weekend, the hirer returns the barrow having loaded their car and is refunded his/her deposit.

All product and public liability insurance will be in place. Please see the accompanying leaflet for more information on the barrow itself and the marketing for festival-goers.