



SHAMBALA

YOU SPEAK, WE LISTEN: 2023

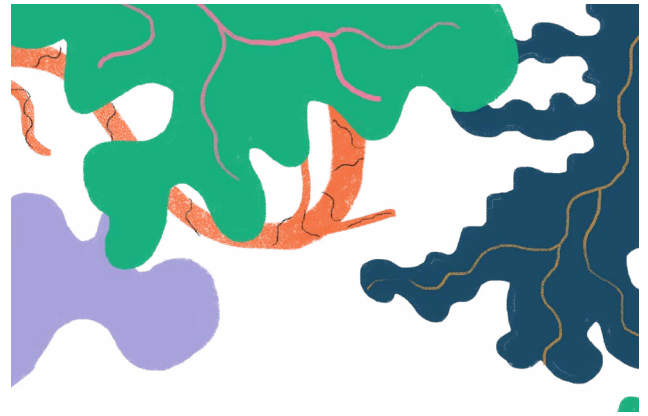
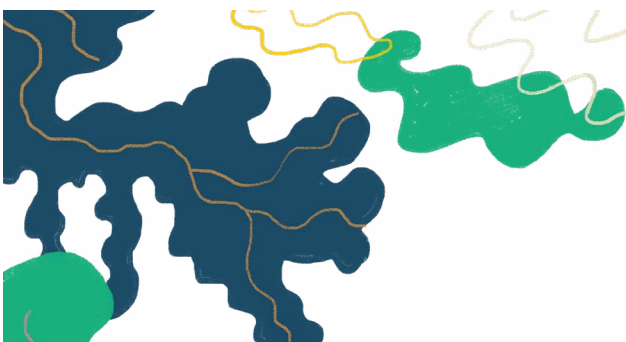
The majority of the feedback we got this year was absolutely lush, with loads of you stating 2023 was your best Shambala ever! Here are some particularly sweet love nuggets that made our hearts sing:

"It's literally the **best festival** I've EVER been to. Bless you and well done."

"It's the people and the lack of corporate sh*tbags that mean it's amazing. It's unlike any festival. **IT IS SO CLEAN!**"

"I'd happily never go to any other festival again if it meant I could always go to Shambala. As a woman **I feel incredibly safe** and comfortable there."

"It's beautiful, super creative, inclusive, colourful and welcoming. The **crowd is amazing** and its eco friendly too."



"Reuniting with friends, the sheer volume of awe-some stuff going on all day and night (with great variety - that's the most important thing for me at a festival!), the wonderful sense of **everyone reconnecting with their inner child** through costume and silliness, the friendliness of attendees (I've never been to a festival before where I can leave my chair outside my tent!!)."

"Shambala feels like **a place to be myself** and experiment with new ways of being. I love to learn something new every time and find some new mu-sic. I love wearing all the things I would feel judged for wearing in the street."

"It feels like the one weekend **I can completely relax** and be positive and be myself, as silly and ridiculous as I would like to be."

"The diversity of what's offered, the life inspiration, the **possibility of adventure** and now that I have a child (first time at festival with a child) how amazingly **family friendly** it is. I really appreciated all the thoughtful details like the family yurt being open at night and the family cafe."

You just keep on coming back for more!

The majority of you have come **five times or more** – you legends.

We also saw a small **increase in the amount of first timers** this year – welcome to the family!

80% of you intend to **return next year**, which is lovely to hear.

Interestingly, the vast majority of you reported that **Shambala is the only festival you attend**.

It's all about the community...

Each year, we ask you what you value most about Shambala. For the fourth year in a row, the 'sense of community and atmosphere' has come up trumps – with a whopping 74% of the vote.

This shows us just how important it is to continue to nurture and develop our community and not take it for granted.

This is your party, after all!





Our 2023 musical line up...

A big shout out to those bouncy party-starters, **Dutty Moonshine Big Band**, who you lot voted your act of the festival!

Special mentions also go to Mungo's Hifi & Eva Lazarus, L'Entourloop, Chali2na and Fabio & Grooverider, who also got a LOT of love.

Shambala has never been about the big names, so we love hearing that you discovered some banging new acts!

"I was worried about this year as I didn't know hardy any acts, but I really, really enjoyed the line up. I should have trusted you - getting the right style for the right time of evening was great. Maybe a household name would be good, but honestly I cant complain at all, it was great."

"I always like discovering new music at Shambala. The lack of 'big names' is one of the best things, cos there's no pressure and you always discover something great."

"The programming has mostly felt really great and diverse for the last couple of years in particular. Definitely keep pushing the boat out with interesting DJs and performers across the stages."

For folks sake!

When asked what sort of music you'd like to see more of, folk was the most highly requested genre, followed by minimal techno.

As ever, half of you think there's far too much drum and bass, and half of you don't think there is enough..



The Enchanted Woods

reclaims it's crown as your top venue!

In 2022, you felt the Enchanted Woods was a little lacking in content and installations compared to previous years. We heard you, and threw a whole lot more at the woods in 2023, so we're buzzing to announce The Enchanted Woods has been voted your venue of the year. Nice one, Morgan and crew!

Non musical content...

We asked you to vote for your favourite non-musical content – and there were three very clear winners...

- 1 The Part of The Furniture carnival. What a surreal triumph that was, you absolute geniuses.
- 2 The Shambolympics – quelle surprise!
- 3 This years' Closing Ceremony was beautifully well received and brought a lot of tears.

A note on the Closing Ceremony...

Unfortunately, whilst this years' ceremony went down a storm, this year did see some clashes between those that are able to sit and watch the closing ceremony on the floor, and those who are not.

A reminder – not everybody can easily sit on the floor and get back up again – and it is not okay to pressure them or make them feel uncomfortable. Not all disabilities are visible so please BE KIND.

We will need to find better ways to manage this in 2024 and beyond, perhaps designated sitting and standing areas – watch this space.

The Shambala App!

A whopping 93% of you used the Shambala phone app this year – which is a bloomin' brilliant statistic.

Our app was developed in-house, with the amazing developers at BOMA, as we find the amount of data harvesting that comes as standard with the big 'off the shelf' festival apps to be pretty icky – so it's wicked to hear you lot are using it and enjoying it (with 85% of you rating the apps usability as 'excellent' or 'good'.

An 'appy, year round community...

The festival may be over, but we strongly recommend keeping the Shambala app year round – it's where you can find all our podcasts, exclusive musical mixes and it's where we'll be hosting our carnival theme vote this year, so don't miss out..!

Public wifi points are available!

Some of you have made it clear that the lack of phone signal at Shambala is an issue for you – so just a reminder that public wifi spots are available at The Fuzzy Duck, The Wonky Cock, and the Public Info points, should you need to get online and find your friends..

The printed programme..

Those of you who purchased a printed programme rated it very highly, and the majority of you would like to still see a printed option offered alongside the phone app – either because it's a lush souvenir to keep, or because you prefer the festival to be a screen-free escape – we hear you.





On site services.. Toilets:

Increasing the amount of loos and traders to reduce queuing was one of our key missions for this year, based on your 2022 feedback. We're chuffed to announce that we seemed to achieve this, with hugely improved ratings across the board, and no gripes about loo queues. That said, we've heard you on better lighting in the toilets, and more loo roll replenishment.

This year, we had sanitary bins in a lot of our loos (marked with a red heart on the door) which was hugely appreciated by those menstruating.

Showers & water points

These were both super highly rated – though we are aware there were water pressure issues in pink camping – we're on the case!

Bars & booze!

Our bars were super highly related across the board – from the variety of drinks on offer, to the service from our bar staff and the affordability of the drinks.

"Your bars offer a better range than any other festival I've been to. They're fantastic. Just don't change them!"

"The bar selection is genuinely great, and cheaper than London prices - it was fantastic!"

You would like to see cheaper soft drinks, more cocktail options and more non-alcoholic and gluten free options at the bars – we're listening!

Festival numbers and capacity

We did not increase the capacity of the festival this year. We did however, scale up the amount of facilities (toilets, traders etc) and we're pleased to note that the majority of you rated the festival capacity as 'just right'.

That said, a few of you have requested a better managed queuing system for high demand venues such as The Puppet Parlour and Windy Van Hootens – we'll see what we can do.

Sensory spaces!

The Shambala audience (..and our crew!) are more neurodiverse/neuro-spicy than the UK population at large. We've had several requests for dedicated sensory/chill out spaces, to escape the mayhem and decompress. We're on the case..





Food, glorious food!

As usual, nearly $\frac{3}{4}$ of you wish to keep Shambala both meat and fish free.

You lot seem pretty happy with our plant-based-milks-only rule, with 41% of you not drinking cow's milk anyway, and a further 40% of you reporting that you didn't even notice.

Our food traders were very highly related across the board, for variety, affordability, quality of food and choice for dietary needs. Nice one.

We asked you to choose your favourite trader – and, once again, Dosa Delhi took the people's choice crown. Long live Dosa Delhi and their legendary, big-as-your-head onion bhajis!

60% of you said you were not aware of our climate food labelling, so we'll step up the comms around this next year. In short, you can check the carbon footprint of each meal on the app (or the trader menu boards) allowing you to make informed choices on the environmental impact of what you're filling your bellies with.

We've been mulling over providing a fresh produce offering, with locally sourced fresh goods for you to buy on site. 70% of you said you'd welcome this, so leave it with us..!



We are family!

97% of parents surveyed felt that we cater to family needs well – and 95.2% felt there was more than enough to keep their kids happy – which is music to our ears!

**A huge thank you
to everybody who
filled in our feedback
survey – it's so
incredibly useful to
help us keep tinkering
and improving your
experience year on
year! xx**

