



**ON-GRID POWER PROJECT**

Russell Foster



**ALSO HAS “WOVEN HUNDREDS OF IDEAS INTO THE FESTIVAL THAT PUT SPEAKERS CENTRE STAGE AND OFFERS A VARIED BILL OF MUSIC, COMEDY, WELLNESS, OUTDOOR PURSUITS AND WORKSHOPS”**

Telegraph – Best Festivals

And **ALSO...**





**WHERE** 180 acres of wild lakeside land set deep in rural Warwickshire.

**IDEAS** Form wild ideas of future you.

**RUN** 5,100 ideas, 200 events, 160 speakers, 14 stages.

**WILD** A place of awe and action.  
A wild reclaiming of Capability Brown's heavenly ideal.





**“A CARNIVAL FOR CURIOUS MINDS, WHERE YOU CAN INDULGE IN A CAPTIVATING ARRAY OF INTELLECTUAL DELIGHTS WHILE STEEPED IN NATURE. . .”**

The Nudge - Best Festivals

And **ALSO...**





**“THE ULTIMATE HOLIDAY. A LIFE-CHANGING EXPERIENCE WHICH TRANSFORMS YOU FROM JADED COMMUTER INTO FREE SPIRIT.**

**A PIONEERING IDEAS FESTIVAL WITH A FOCUS ON GETTING BACK TO NATURE, WHERE MUSIC LEAVES THE SMALL STAGES AND GOES INTO THE WILD.”**

Condé Nast Best Festivals In The World

Condé Nast  
**Traveller**

And **ALSO...**



Audience  
A B C1 25-50



**FABULOUS FOODIES**

@breathe.in.sound



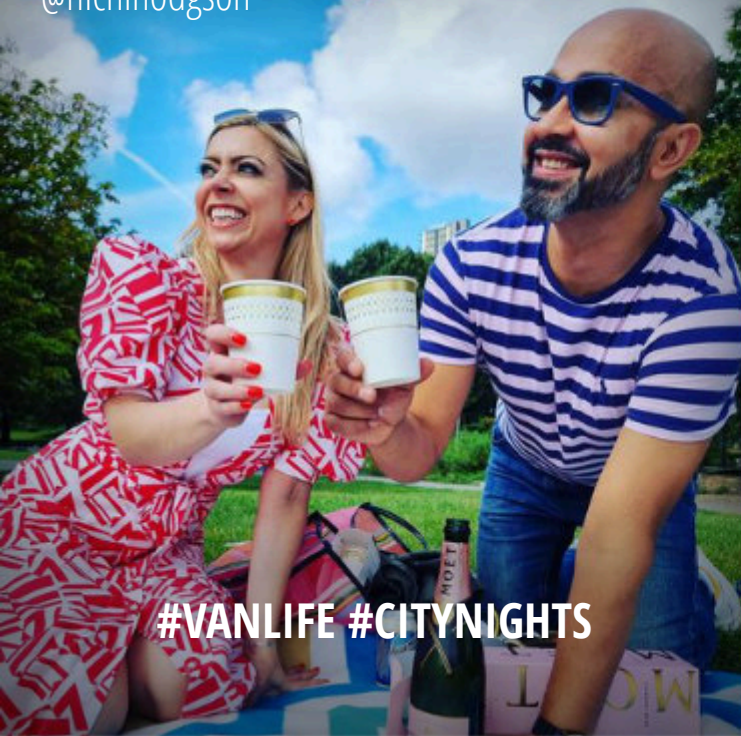
**CONSCIOUS CONSUMERS**

@dralexgeorge



**FOUNDERS & THINKERS**

@nichihodgson



**#VANLIFE #CITYNIGHTS**

@salena.godden



**NOT SHY, NEVER RETIRING**

@towns.louis



**CHANGE MAKERS & ACTION TAKERS**

And **ALSO...**



**"I ABSOLUTELY LOVE ALSO - EVERY YEAR THERE IS SOMETHING NEW AND IMPORTANT TO INSPIRE BOTH MY WORK AND THE WAY I LIVE. BIG RESEARCH PROJECTS HAVE BEEN BORN IN THE MIDDLE OF A FIELD THERE, PLUS I ALWAYS COME AWAY WITH NEW FRIENDS!"**

Professor Catherine Loveday

**"ALSO IS THE FESTIVAL DREAMS ARE MADE OF, THERE'S A SPACE FOR EVERYONE - WITH A CLEVER TAKE ON ALL THE ENTERTAINMENT PROVIDED - AT EVERY CORNER THERE ARE SUMPTUOUS FEASTS FOR THE MIND, BODY AND SOUL! AT LAST A FESTIVAL WHERE IT'S POSSIBLE TO PARTY AND BE REJUVENATED ALL AT THE SAME TIME!"**

Adam Masters, ALSO

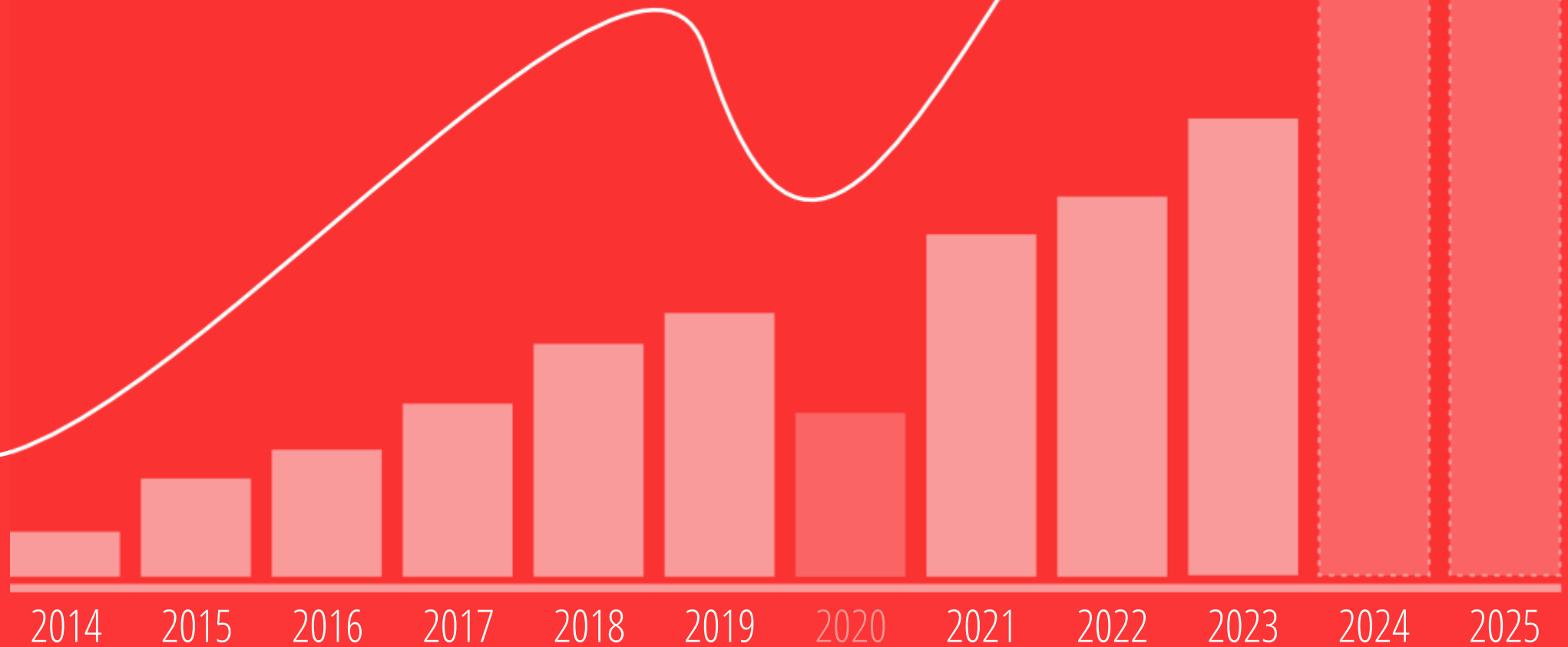


SOCIALS **11,000 FOLLOWERS**

MAILING LIST **11,600 SUBSCRIBERS**

CAMPAIGN REACH **98,934,775**

AVERAGE AUDIENCE GROWTH **39%pa**



And **ALSO...**





As our lives get ever more lived, online access to reliable information gets ever more crucial. Our USP has always been to deliver what we all need in a uniquely beautiful and untamed setting, the award-winning ALSO is truly the place where ideas run wild.

To achieve anything in life, from self-care to saving the planet, you need the best ideas. The speakers at ALSO are chosen to inspire awe and action in equal measures.



And **ALSO...**





## THE PROJECT

**"A HUGE THANK-YOU FOR EVERYTHING LAST WEEKEND, I HAD SUCH A WONDERFUL TIME AND IT WAS GREAT TO SEE PEOPLE GENUINELY INTERACTING WITH THE BRAND IN SUCH A MEANINGFUL AND ENGAGED WAY."**

Christie Knight, Seedlip/Diageo

And **ALSO...**





## CONTEXT & PROBLEM

ALSO is held at Park Farm, Compton Verney, Warwickshire on farmland situated in Capability Brown designed parkland. Because of the remoteness of the site, generators are used to provide power to the festival. This is unsatisfactory because:

- The generators burn diesel, a fossil fuel, which contributes carbon dioxide to the atmosphere, contributing to global warming.
- The generators require transportation, which in turn requires more fossil fuel to be burned.
- Generators themselves are unsightly and produce noise (although this is greatly reduced with the current generation of 'silent' generators).
- Being off-grid prevents the use of renewable energy supplies.
- The cost of diesel is likely to rise significantly in coming years.





## PROPOSED SOLUTION

The proposed solution requires an upgrade of the transformer at the location to provide a 3-phase feed directly to the festival site.

- Upgrade the transformer from 100kVA to 200kVA to provide the extra capacity required to supply the festival site.
- Add a 3 phase service head to supply a RCD protected 125A socket.
- Provision a 300m 50m<sup>2</sup> 5 core 125A overground cable during the festival to supply power from the transformer to the festival site.

## COST

Estimated cost: £20,000 + VAT.





# PARTNERSHIP

**ALSO** is looking for a title-level sponsor to help meet the cost of this work and help the festival towards Net Zero status. For this we can offer:

- National and local PR campaign promoting the partnership.
- Announcements across the ALSO social network.
- Announcement to the ALSO mailing list.
- Branding on the ALSO website and app with click through to partner's website.
- Title sponsorship of an appropriate event at the festival with branding on the main stage.
- VIP tickets for staff, clients or competition winners.
- Follow-up e-mail to the ALSO mailing list.



**DO YOU WANT TO CREATE MAGIC AT ALSO24?**  
We very much hope so....

And **ALSO...**





# PRESS



Best festivals



"The festival to blow your mind"



Best festivals 2023



"A weekend of ideas, inspiration, music and delectable food"



Outdoor pursuits by day and all-out partying by night



"A place to revel in nature and discuss the big ideas"



"TED Talks in a field"



"You owe it to your brain to check it out"



"The festival for healthy hedonists"



"A festival with ideas in spades"



Best for cerebral pursuits



Best festivals in the world

And **ALSO...**

# THE CORE TEAM

It takes the hard work of hundreds to deliver ALSO but the management team working year round are:



For me ALSO is a temporary world where we can interact with hundreds of ideas in the wild, so we can connect with who we are and what we already know to create the best ideas for our future selves.

**HELEN BAGNALL**  
Creative Director



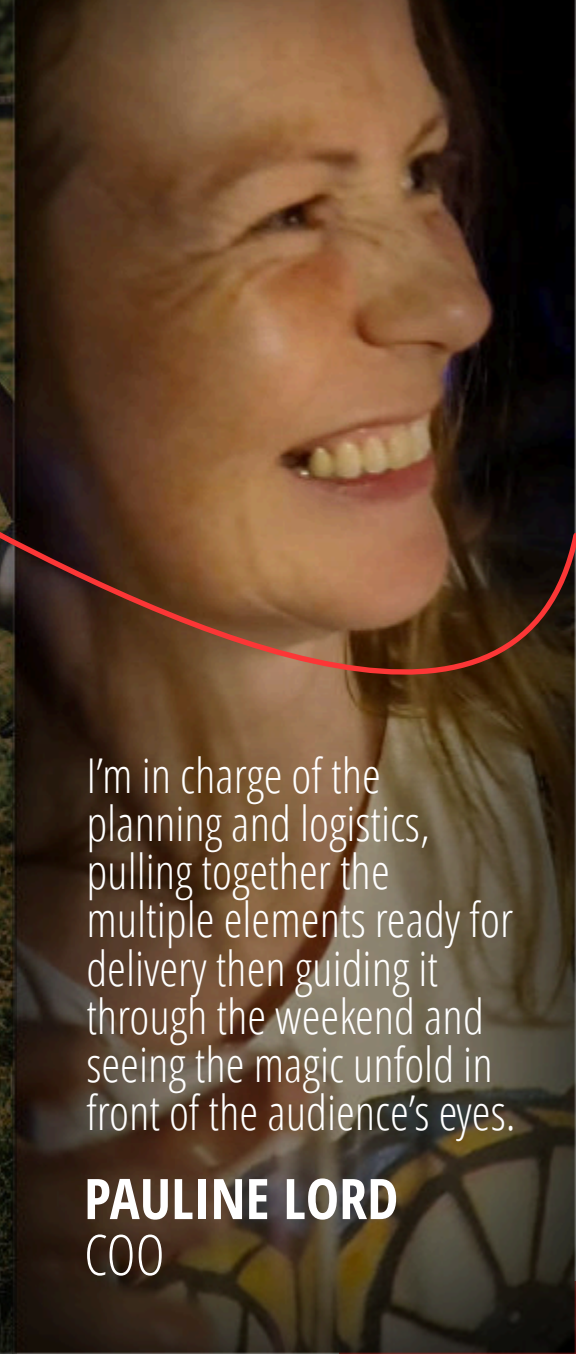
I love creating a weekend that brings people together and our ambition to create a physical place powered by big ideas and new experiences.

**ELOISE WALES**  
CMO



The joy of ALSO is putting new ideas in front of an audience that is absolutely up for it in every way and watching them behold, absorb and engage.

**DICCON TOWNS**  
CEO



I'm in charge of the planning and logistics, pulling together the multiple elements ready for delivery then guiding it through the weekend and seeing the magic unfold in front of the audience's eyes.

**PAULINE LORD**  
COO





# PAST PARTNERS

Ideas in Action



And **ALSO...**





THE MUBI  
SCREEN



LIMBO  
DIR. BEN SHARROCK

AT ALSO  
JULY 8-10

## MUBI

As part of our nocturnal programming at ALSO, we worked with MUBI, the global streaming and distribution company on a mini-film festival.

The MUBI Screen took over the main stage late each night, with guests able to enjoy a hand-picked selection of films – including Céline Sciamma’s spellbinding *PETITE MAMAN* to Joachim Trier’s Oscar®-nominated coming-of-age *THE WORST PERSON IN THE WORLD* to Ben Sharrock’s *LIMBO* the offbeat Scottish comedy which depicts the refugee experience with huge heart and warmth.





## SEEDLIP/DIAGEO

We were delighted to be joined by Seedlip, the world's leading non-alcoholic spirit.

Over the weekend, Seedlip had an on-site bar - the Spritz Bar where guests could enjoy a delicious selection of tipples, ranging from alcohol-free, low ABV and full-strength cocktails.

Seedlip and the award-winning The Pickle House ran two fully-subscribed Non-alcoholic Bloody Mary Masterclasses, with guests learning how to make their own cocktails and enjoy various tastings during the sessions

And **ALSO...**





## **NATALIE HAYNES/PAN MACMILLAN**

We collaborated with rock star classicist, Transmission Prize winner and Women's Prize-shortlisted author, Natalie Haynes to produce a spectacular show on Saturday Night at ALSO for her upcoming novel, *STONE BLIND* in which Medusa's story is retold.

There were many chances for ALSO guests to be part of the celebration from joining the in-festival choir with bespoke arrangements, participating in an especially choreographed dance with a professional dance trope, designing a Gorgon Shield to Head-Dress Making, and huge mythological lantern building.





## PROSPECT MAGAZINE

Much of our programming at ALSO was around the subject of the 'Future of News'. This strand of programming was designed to help us all to take a closer look at the way we consume, respond to and allow news into our lives and so we were so pleased to partner with Prospect.

Prospect editor, Alan Rusbridger ran two sessions at the festival, alongside creating bespoke emails and socials posted before and during the festival. ALSO guests were offered the chance to sign up for a free copy of Prospect Magazine to take a closer look at the work that they do.



See **ALSO** in action. . .

