

WEST FEST

PARTICIPANTS PACK 2026

150+ events in 60+ venues across the West End

WEST FEST

WestFest is Glasgow's newest community-led cultural festival, established in 2022 and rapidly growing into one of the city's most anticipated annual events.

Following a remarkable 2025 festival that delivered 151 events to approximately 110,000 people, the fourth annual WestFest returns from 1st-28th June 2026.

This year promises over 150 events across 60 venues throughout Glasgow's West End, showcasing an eclectic programme of concerts, performances, recitals, galas, exhibitions, talks and workshops that bring Glasgow West alive with creativity.



At the heart of WestFest lies our spectacular programme of free outdoor community events - the jewel in the festival's crown. In 2026, these include:

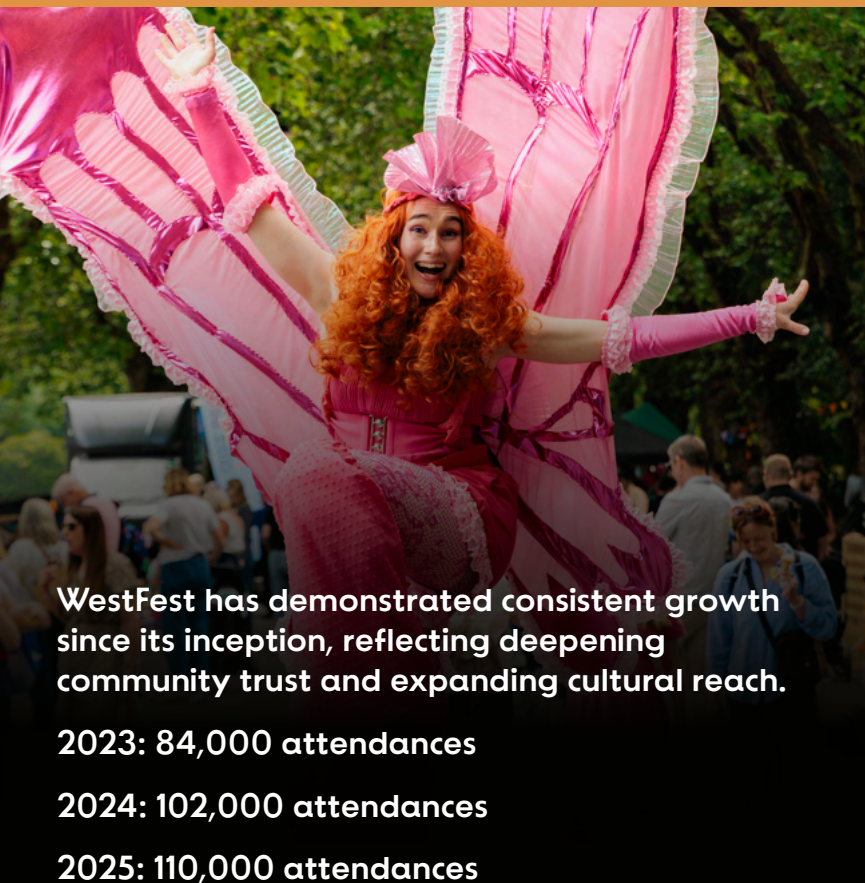
- The Big Sunday on Kelvin Way (part of Glasgow's Commonwealth Festival 2026)
- The Vinicombe Street Gala
- Dear Green Place Music Festival
- Kelvingrove Outdoor Ceilidh
- The Queen Margaret Drive Festival
- Sambayabamba & Friends @ Victoria Park
- Midsummer Solstice Fire Show @ Kelvingrove Galleries

Beyond these flagship events, discover dozens of superb concerts, theatrical performances, workshops, exhibitions and more—all free to attend and united under WestFest's colourful umbrella, celebrating everything that makes Glasgow's West End a cultural heartland.

FESTIVAL OVERVIEW: SCALE AND REACH

WestFest 2025 lit up Glasgow's West End from 1–29 June, transforming streets, parks and venues into a month-long celebration of local creativity and community.

The festival has firmly positioned itself as the West End's flagship community-led cultural programme, driven by growing local ownership, ambition and confidence.



WestFest has demonstrated consistent growth since its inception, reflecting deepening community trust and expanding cultural reach.

2023: 84,000 attendances

2024: 102,000 attendances

2025: 110,000 attendances

Total Attendances
110,000

Programme Events
151

Venues Engaged
61

Free community event attendances
55,000

Major Outdoor Community Events
9

Education & Outreach Events
22

Freelance Staff Employed
39

Performers Engaged
1,400+

Community Groups Involved
33

Volunteer Mobilised
29

Website Visitors (Jan-July)
526,000

Printed Brochures Distributed
40,000



HEADLINE EVENTS: CREATING CULTURAL MOMENTS

WestFest's self-produced outdoor events programme created high-impact, free cultural experiences that brought communities together in shared celebration. These flagship events anchored the festival programme and demonstrated exceptional reach across diverse communities.



THE BIG SUNDAY AT KELVINGROVE BANDSTAND: 25,000 ATTENDEES

VINICOMBE STREET GALA DAY: 11,000 ATTENDEES

KELVINGROVE OUTDOOR CEILIDH: 7,000 ATTENDEES

MIDSUMMER SOLSTICE FIRE SHOW: 3,000 ATTENDEES

DEAR GREEN PLACE MUSIC FESTIVAL: 3,000 ATTENDEES

SAMBAYABAMBA & FRIENDS PERFORMANCE TOUR: 3,000 ATTENDEES

ARCEILIDH AT UNIVERSITY OF GLASGOW: 2,000 ATTENDEES

**TOTAL COMMUNITY EVENT ATTENDANCES:
55,000 ATTENDEES**



Audiences travelled from across Glasgow, the wider West End, and beyond, with visitors from locations including Orkney and Plymouth, demonstrating WestFest's significant tourism appeal and regional cultural significance.

COME AND JOIN US

Are you interested in participating in WestFest 2026?

Listing your event with WestFest is simple and affordable, and our team is here to support you from start to finish. Get in touch for a chat!

Being part of WestFest means your event will receive comprehensive advertising and promotion, including:



PRINTED MATERIALS

Advertising for our listings site on flyers, vinyl banners and poster drums throughout the West End

30,000 copies of the WestFest brochure will be produced and distributed widely across the West End and central belt by our dedicated street team from mid-April through June

It is estimated that these will reach approximately 220,000 people

Distribution will be intensive through conventional channels including shops, cafes, restaurants, bars, supermarkets, libraries, community facilities and West End underground stations

DIGITAL PROMOTION

Featured listing on our comprehensive website with full event details

An estimated 520k website hits and 500k social media reach

Promotion across our growing social media platforms reaching over 15,000 combined followers across all platforms

Inclusion in our email newsletters reaching thousands of subscribers

Coverage in our media partnerships and press releases

ADDITIONAL SUPPORT

Access to WestFest branding and logos for your publicity materials

Guidance on indicating WestFest participation on your website and in press statements

Connection to the wider WestFest community of artists and organisers

HOW TO SUBMIT

westfest.uk/participate

Visit our Participate page and fill out the form to take part.

TIMELINE

Submission Deadline:
5pm on Friday 27th March 2026

Confirmation & Invoice: Shortly after your submission we will be in touch to confirm your listing and will send an invoice for payment of fees.

Proofs: Draft versions of your entry will be sent out around 7th April 2026. You will be asked to return your corrected proof within 3 days to ensure we meet our publication deadline.

Publication: The brochure will be published and distributed during the week of 14th April 2026.

Festival Dates: 1st-28th June 2026

Please Note: We encourage all participants to use the WestFest logo on your publicity materials and indicate that you are part of WestFest on your website and in press statements. Logos and brand guidelines can be found on the website.

If you have any queries at any stage, please do not hesitate to get in touch with the WestFest team.



PRICING

Times are tough so we've kept our listings prices as low as possible.

The Brochure and Website/Social Media are the most effective ways of publicising your event, and to help with our costs we charge a small fee for inclusion.

For ticketed events: A single entry costs £99 with a 20% discount for additional entries.

For free or community events: A single entry costs £69 with a 20% discount for additional entries.

Fees are significantly cheaper than similar events to ensure WestFest is accessible for all who wish to take part.

NEW FOR 2026

ENHANCED DIGITAL LISTINGS

(Only Available from 1st April)

Boost your event's visibility with our new Enhanced Digital Listing package, designed to maximise your online reach throughout the festival period.

Enhanced Digital Listing includes:

- Enhanced web listing on the WestFest website from April-June with priority placement and enhanced visibility
- Inclusion in the daily events feed ensuring your event appears prominently when audiences are planning their day
- Dedicated social media shares across April, May and June on WestFest's platforms (15,000+ followers)
- Creation or co-hosting of Meta Events Page helping you reach wider audiences through Facebook events
- Option of inclusion in our website carousel featuring your event on the homepage





WESTFEST HUB SUPPORT PROGRAMME

To offer support with your event and/or listing, in March 2026 we will be offering workshops via our WestFest Hub, where we will be on hand to offer advice and support on every stage of your event from marketing and event planning to insurances and budgeting.

These practical workshops are designed to help participants of all experience levels to plan, promote and deliver successful events as part of WestFest 2026. Whether you're a first-time participant or a returning event organiser, our team will provide hands-on guidance tailored to your needs.

More details about workshop dates and booking will be announced in early 2026.

WHY PARTICIPATE IN WESTFEST?



PROVEN TRACK RECORD

WestFest has grown year-on-year since 2022, with 2025 seeing 110,000+ attendees across the month-long festival. Your event becomes part of Glasgow's most significant community-led cultural celebration.

EXTENSIVE REACH

With 30,000 printed brochures reaching 220,000 people, 125k+ website visitors, and over 15,000 social media followers, your event gains visibility far beyond your own networks.

COMMUNITY CONNECTION

Join 35+ community groups, 1,500+ performers, and dozens of venues in creating an accessible, inclusive festival that truly represents the West End's diverse creative community.

AFFORDABLE PARTICIPATION

Our listing fees are significantly lower than comparable festivals, reflecting our commitment to accessibility and community-led culture.

COMPREHENSIVE SUPPORT

From initial submission through to festival day, the WestFest team and Hub workshops provide guidance on every aspect of event delivery.

For queries and event submissions, please contact the team:

INFO@WESTFEST.UK



**WEST
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www.westfest.uk

✉ info@westfest.uk

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