

WHO WE ARE AND WHO WE'RE WORKING WITH

We are passionate about developing digital tech with ethics at the forefront.

It's not about hooking you in with cat videos and leading you down an algorithm rabbit hole designed to maximise your screen time, sucking up your precious data as you go.

It's all about serving up your audience with the information they need and keeping your community positively engaged, whilst allowing them the privacy that first generation social media does not.

We make apps that are as creative and cutting edge as the festivals and events they represent.





1up.digital:

The Technical Team Behind BOMA headed up by Dan & Pete Nickless

1UP, based in Birmingham, are a full stack web development agency specialising in leveraging the best in open source technology to provide simple, cost effective and appropriate solutions for our clients.

We work with academics, social researchers, cooperatives, charities and businesses across the UK and Europe.

Our core area of focus is in socially responsible, useful implementations of technology which solve problems, improve quality of life and make a positive change.

We are currently undertaking a number of projects including the development of Swarm, a decentralised storage and communication system built on the Ethereum blockchain.



CHELTEMHAM Festivals



THSH TOWN SYMPHONY



BIRMINGHAM CITY University



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It has been great working with a UK based app developer for the past 2 years who understands our needs and has the flexibility to provide a tailored festival listings app for our audience, it's so easy to see content by show or artist and to filter by venue too.

In 2020 Pete and the team quickly pivoted and adapted the app to make it more of a year round offering given the lack of a physical festival and this worked well to showcase what we are about as an organisation.

With our latest news, a media player for our back catalogue of talks and podcasts, as well as links to all the online content we have been creating, it put Greenbelt in the pockets of our audience year round.

- Derek Hill, Managing Director of Greenbelt Festival

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BOMA have been providing Shambala's app since 2016. We'd explored other app providers previously but were never comfortable with subjecting our audience to the intense data harvesting that comes as standard with off the shelf festival apps.

It's been such a relief to find a development team whose ethics mirror our own. Working with BOMA is an amazing, collaborative and fun experience - if we dream it up, they build it in!

It's made my job easier in too many ways to count - and being able to reach our audience directly, for free, is an absolute game changer.

- Becka Whiteley, Comms Manager, Shambala Festival

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It's so useful when stewarding. Most of the questions I was asked could be answered by checking the app.

- Oxfam Steward 2019

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I love the app so much! Best festival app I've used and I am a digital marketer and work on usability a lot so that's saying something.

- Audience member, 2018

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Amazing app to carry on a bit of Shambala magic in your pocket.

- Google Play store review 2020

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Well designed, easy to use, very good app!

- Google Play store review 2017

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Great app, great privacy credentials.

- Audience member, 2019