

## FESTIVALS 2019 - SUMMARY OF ACTIVITY

### INTRODUCTION

Edinburgh's eleven major festivals (described in Table 1) take place throughout the year, bringing cultural, social, employment and economic benefit to the citizens of the city and region. This report, provided by the individual Festivals themselves, highlights their 2019 activities in individual summaries presented in date order.

**Table 1: Edinburgh's Eleven Major Festivals, by date.**

<b>Festival</b>	<b>2019 Dates</b>	<b>Brief Description</b>
<b>Spring Festivals</b>		
Edinburgh International Science Festival	06 – 21 April	The world's first science festival and one of Europe's largest
Edinburgh International Children's Festival	25 May – 02 June	The UK's largest children's festival presenting the world's best theatre/dance for young audiences
<b>Summer Festivals</b>		
Edinburgh International Film Festival	19 – 30 June	The world's longest continually running film festival, emphasises new talent, discovery and innovation
Edinburgh Jazz and Blues Festival	12 – 21 July	The UK's largest independently run jazz and blues festival
Edinburgh Art Festival	25 July to 25 August	The UK's largest annual festival of visual arts, including an annual programme of public realm commissions
Edinburgh International Festival	2 – 26 August	The originator of the Festival City – it is an unparalleled celebration of international arts
Edinburgh Festival Fringe	2 – 26 August	The world's largest arts festival and the inspiration for the worldwide movement of fringe festivals
Royal Edinburgh Military Tattoo	2 – 25 August	An iconic Edinburgh institution and a sell-out year after year after year
Edinburgh International Book Festival	10 – 27 August	A world-leading celebration of books and ideas
<b>Autumn/Winter Festivals</b>		
Scottish International Storytelling Festival	18 October - 31 October	Inspired by Scottish tradition and centred around the world's first purpose-built centre for storytelling
Edinburgh's Hogmanay	30 December - 1 January	Edinburgh's iconic New Year party, highlighted as one of the 'Top 100 things to do before you die'

## EDINBURGH INTERNATIONAL SCIENCE FESTIVAL

06 – 21 April 2019

Inspired by the 50th anniversary of the moon landings, the 2019 Science Festival asked visitors and participants to **explore the Frontiers of science**, technology, knowledge and understanding. Over **179,000 people** got involved to ponder innovative themes, game-changing science and state-of-the-art technology. A mixture of free and ticketed events were presented across **29 Edinburgh venues**.

Programme highlights included *A Human Touch*, a large-scale **open-air photography exhibition outside the Scottish Parliament** exploring the effect of human activity on our planet. *Build and Break* at the **National Museum of Scotland** inspired free-play, resourcefulness and creativity as audiences were invited to dismantle old tech equipment and identify how it could be repaired and recycled.

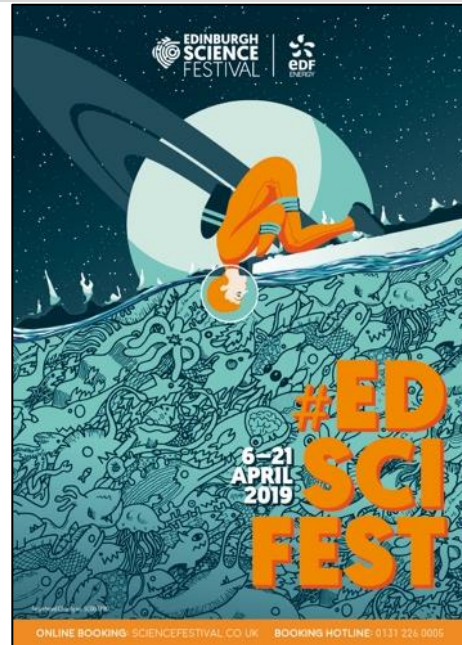
Edinburgh's iconic **Pleasance** became the Science Festival's new hub with events for all ages taking place across multiple spaces. The **City Art Centre** was transformed into a science playground packed full of workshops, shows and **interactive events for younger audiences** and the wider programme featured workshops, talks and activities with many delivered through partnerships with University of Edinburgh, **Dynamic Earth**, **Royal Botanic Gardens Edinburgh** and Heriot-Watt University.

In 2019, the Science Festival launched a delegate programme for science engagement professionals, teachers, youth workers, academics and creatives. This curated programme provided **55 local and international delegates** with the opportunity to experience a world-leading Science Festival, meet with like-minded peers and explore opportunities for future collaboration. This new programme was developed with support from the **PLACE Programme**, a partnership between the Scottish Government - through Creative Scotland - the City of Edinburgh Council and the Edinburgh Festivals

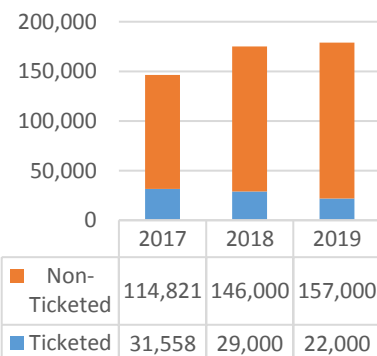
### Creating an open festival

For the first time ever the Science Festival flagship family venue City Art Centre opened two days early and welcomed school pupils from across Edinburgh. This programme reached **405 students and their teachers** with all transport and costs covered through sponsorship from Baillie Gifford.

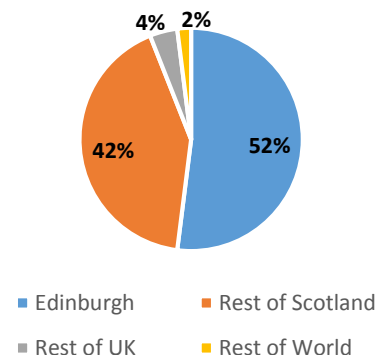
For Edinburgh Science, community engagement is a year-round focus, with events and ticket offers during the Festival period, bespoke workshops, science experiments at community days and more. In 2019, the organisation's strategy branched out from **North Edinburgh and Leith** to include **West and South West Edinburgh** and reached **8,258** people.



### Audience Numbers



### Audience 2019



## EDINBURGH INTERNATIONAL CHILDREN'S FESTIVAL 25 May – 02 June 2019

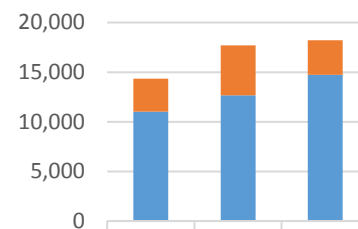
2019 was a momentous year for Imagine as it turned 30. The organisation delivered a highly successful and diverse year-round programme of Creative Development dedicated to artist development, and a Schools Programme which focused its innovative immersive programme on six Edinburgh schools based in areas of high deprivation.

Imagine's jewel in its crown, the Edinburgh International Children's Festival, was an outstanding success. Highlights included:

- Increased ticket sales and diversity**  
 The Festival sold 13,138 tickets (89% of its capacity), and increased attendance from schools. This meant reaching a more diverse audience as the organisation continued to develop strong links with schools located in areas of high deprivation. In 2019, 53.9% of school pupils attending the Festival lived in SIMD 1-3 and 17.6% were from a BAME background.
- A beacon for excellence in theatre and dance for young audiences**  
 The 2019 programme boasted 15 international productions, including a unique immersive production from Punchdrunk, shown over three weeks, which received critical acclaim. Overall audience evaluation was very positive (with 91% stating they had a great experience at the Festival).
- Increasing access to the arts for families**  
 The Festival Family Day, a partnership project with the National Museum, saw over 3,500 people participate in a range of pop-up performances and creative interventions delivered by local artists.
- International magnet**  
 The Festival programme has an international reputation for presenting work of the highest standard and attracted over 300 delegates from 25 countries. The delegate programme included platforms for local artists to showcase their work as well as discussions highlighting best practice in Scotland and the Festival's positive impact to culture locally and internationally.
- Remembering 30 years**  
 The 30<sup>th</sup> anniversary was marked by the creation of [an interactive timeline](#) which was launched at a Parliament Reception attended by over 200 delegates and which showcased Imagine's impact over the last 30 years.

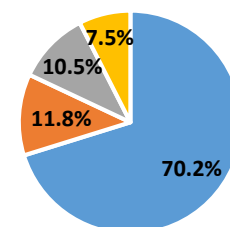


### Audience Numbers



Non-Ticketed	3,340	5,040	3,500
Ticketed	11,018	12,653	14,722

### Audience 2019



Edinburgh	Rest of Scotland
Rest of UK	Rest of World

## EDINBURGH INTERNATIONAL FILM FESTIVAL

19 – 30 June 2019

The 73rd edition of Edinburgh International Film Festival celebrated the diversity of Scottish and world cinema.

This year's Festival presented 166 feature and 166 short films from 58 countries across the globe, including **18 World Premieres, 12 International Premieres, 8 European Premieres and 78 UK Premieres**, with 43% of the programme directed or co-directed by women. More than **500 filmmakers attended** the Festival, presenting their films and taking part in insightful Q&As.

Highlights from the Festival included: A special In-Person event with **Oscar-winner Danny Boyle**, followed by the premiere of his latest film *Yesterday*; Opening Night Gala, *Boyz in the Wood*, by Edinburgh-based director Ninian Doff; an inspiring **focus on Spain**, presenting new and retrospective classics; a unique opportunity to view Neil Gaiman and Terry Pratchett's *Good Omens* on the big screen; and a moving look at Agnès Varda's career. High-profile premieres included *The Dead Don't Die*, Berlinale **Golden Bear winner** *Synonyms*, BAFTA-nominated *Bait*, and the **latest Disney-Pixar**, *Toy Story 4*.

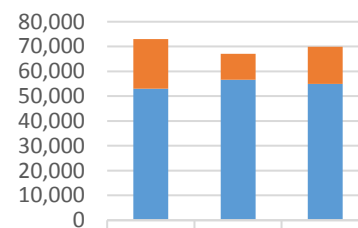
EIFF's free outdoor screenings, Film Fest in the City, returned to **St Andrew Square**, offering a packed weekend of blockbuster films for all ages attended by **15,000** people.

Alongside our public programme, EIFF is a hub for the **international film industry**. We welcomed over **1500 delegates** to the Festival this year, taking part in our packed programme of industry events, screenings, and networking activities. Delegates attended from across the world, from established filmmakers to emerging talent, looking to start their careers.

Our flagship education programme, **EIFF Youth**, offered a wide range of opportunities for young people to learn, network and share their ideas with their peers, and take part in a programme of hands-on workshops and special events. Over **4,000 young people** attended our dedicated programme of masterclasses, events, school screenings and workshops, including a **45% increase** in attendance at EIFF Youth HQ. EIFF's Young Programmers and Youth Advisory Group co-designed EIFF Youth, curating screenings of interest to young audiences, and hosted events and screenings during the Festival.

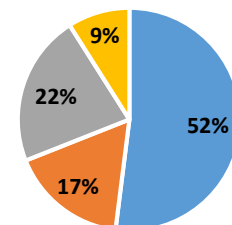


### Audience Numbers



Non-Ticketed	20,000	10,500	15,000
Ticketed	53,031	56,572	54,944

### Audience 2019



Edinburgh	52%
Rest of Scotland	17%
Rest of UK	22%
Rest of World	9%

## EDINBURGH JAZZ AND BLUES FESTIVAL

12 – 21 July 2019

Edinburgh Jazz & Blues Festival 2019 delivered a world class programme, featuring **950 local, Scottish and international performers, in 16 venues in 13 wards** across the city, attracting an audience of over 68,000. The Festival welcomed over 1200 participants and 120 volunteers as we considerably expanded our offering, working in more partnerships, and making the Festival even more meaningful, relevant, and accessible to the public across the city.

For the first time, we presented concerts by International musicians at ticketed events in **Granton, Oxfangs and Leith**, which complemented programmes we had already established in **Meadowbank, Dalry, and Pilton**. This was all in addition to a wide ranging year round programme of international, Scottish, and community events, including many free admission programmes and events linked to our PLACE programme

The **highest standards of creativity** are maintained across the entire programme – from legendary Norwegian saxophonist, **Jan Garbarek** playing at Festival Theatre, to Colin Steele unveiling a new Joni Mitchell project, to young people from Moredun joining Kalentura on the main stage in Princes Street Gardens.

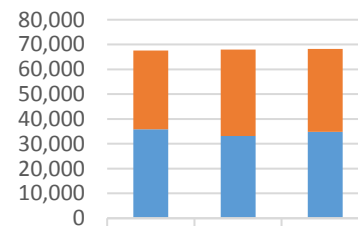
We increased our **partnership arrangements**, working with Edinburgh **Chinese Art and Culture** Community, Edinburgh College, Napier University, The Jazz Bar, The Jazz and Jive Club, Beltane Fire Society, Edinburgh Samba School, **Oxfangs** Neighbourhood Centre, Vocal Carers, Leith Festival, Leith Depot, **Leith Dockers Club**, St Brides Centre, Goodtrees Community Centre, Score Scotland, Vision Mechanics, and a host of other Edinburgh based organisations.

We invested in and heavily profiled multiple local musicians and performers, and in 2019 continued to heavily support the current new wave of exciting young Scottish musicians including performances by Fergus McCreadie and a world premiere from Graham Costello's STRATA. The Festival also **live streamed for the first time** with 11k viewers tuning in from all over the world.

The Festival used our international strategic partnerships to arrange high profile promotions for Scottish musicians in **Oslo, Brussels, Florence and Turin**. We were strongly represented at two major international jazz meetings: Jazz Ahead and the **Europe Jazz Network**.

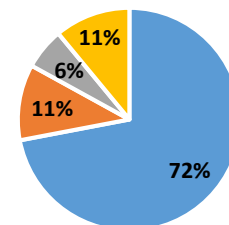


### Audience Numbers



Non-Ticketed	31,800	34,885	33,440
Ticketed	35,815	33,115	34,760

### Audience 2019



Edinburgh	Rest of Scotland
Rest of UK	Rest of World

## EDINBURGH ART FESTIVAL

25 July to 25 August 2019

### Highlights and Promoting Culture

Developed in direct partnership with the capital's leading galleries, museums and artist-run spaces, our 2019 programme featured **50+ exhibitions and 140+ events** across 40+ venues, attracting 298,447 attendances over the 32-day programme. Over **80% of the festival was free** to attend, with 44+ free events for children and families. Our Commissions Programme supported five artists to realise ambitious new projects in a range of historic and public spaces in the city. This approach continues to reach new audiences – of those surveyed, 80% 'strongly agreed' or 'agreed' that 'as a result of Edinburgh Art Festival, I visited a venue I wasn't familiar with'.

### Audiences and Community Engagement

Audience satisfaction was very high, with 96% of survey respondents rating the quality of their experience as 'very good' or 'good', while 95% 'strongly agreed' or 'agreed' that 'Edinburgh Art Festival is an important part of Edinburgh's cultural offering', and 87% 'strongly agreed' or 'agreed' that 'Edinburgh is an important centre for contemporary visual art'. Our Learning and Engagement programme offered a range of targeted workshops and tours for children, families and community groups. In total, the programme attracted 650+ attendances, and **worked across 10 wards to welcome 21 different community groups** to the festival, including groups from NEA, WHALE, SCORE Scotland, The Welcoming, Thistle Foundation, ReAct and Grassmarket Community Project.

### Opportunities for Creative Practitioners

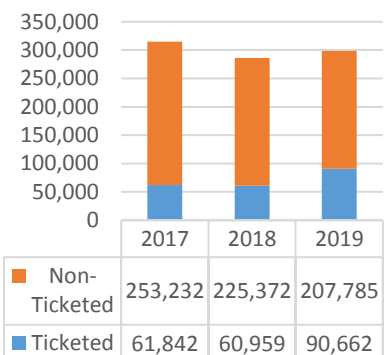
We offer a range of supported opportunities for emerging Scottish artists and programmers, including directly supporting 4 **early career artists** (including 2 ECA Graduates) to make and present new work; and awarding our first year-long curatorial internship.

### Co-operation and Partnership

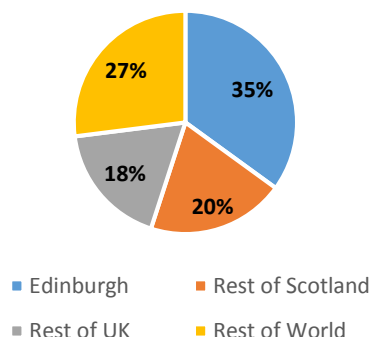
We continued to host regular working groups across our partner gallery network. Through the Momentum programme we welcomed a delegation of 6 **international** curators to the festival opening weekend; our commissions programme was developed and delivered with a range of local, national and international partners.



### Audience Numbers



### Audience 2019



## EDINBURGH INTERNATIONAL FESTIVAL 2 – 26 August 2019

Approximately 2,800 artists from over 40 countries performed in the 2019 International Festival (including over 800 Scottish or Scotland based artists).

Attendances at the 2019 Festival were up on 2018 with over **430,000 attendees**. Over 37% of tickets for the Festival were bought for £20 or less, including approximately **20,000 free tickets** distributed throughout August.

The *Aberdeen Standard Investments Opening Event: LA Phil at Tynecastle* launched the 2019 Festival in spectacular style. 15,000 people attended **Tynecastle Park Football stadium** to watch a free concert from the Los Angeles Philharmonic and their youth group YOLA.

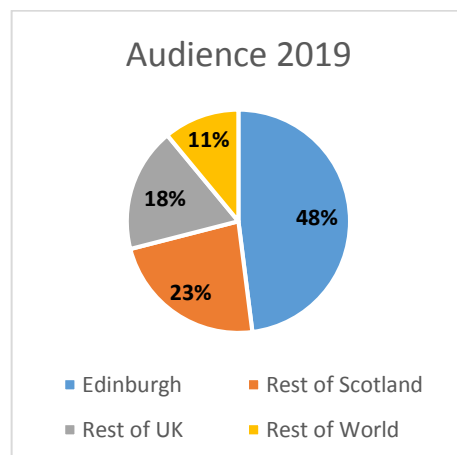
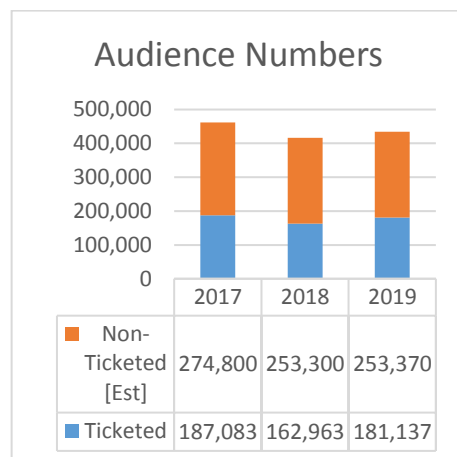
The 2019 programme was marked by strong contributions from **all five of Scotland's national companies**, the final chapter of our acclaimed *Ring* cycle, a celebration of the work by Sir James MacMillan, and a new season of **globally and socially connected** performances entitled *You Are Here*.

Our Learning and Engagement team were particularly active in deepening the International Festival's connections year-round. The team worked with children, **young people and communities across all wards** in Edinburgh with a total of 30 projects engaging over 15,000 participants.

Professional development activity evolved in 2019 with the introduction of **Cross Currents, a programme for Scottish practitioners alongside their international counterparts**. This sat alongside other professional development projects including *Artist as Audience*, a scheme to increase access for artists and creatives to the International Festival programme.

The Festival was delighted to be given the **Spirit of Inclusion Award** from the Accessible Edinburgh Festivals Awards. This award is given to an organisation that has "exceeded all expectations and has shown that disabled access and inclusion are woven within the fabric of what they offer".

Media coverage of this year's Festival was strong with a total of 4,125 media pieces across online, print, radio and TV. **Coverage appeared in 51 countries worldwide.**



## EDINBURGH FESTIVAL FRINGE 02 - 26 July 2019

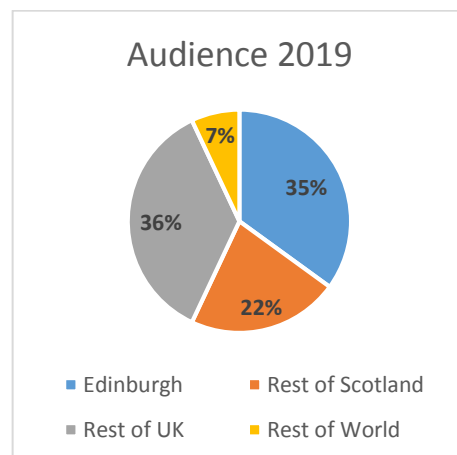
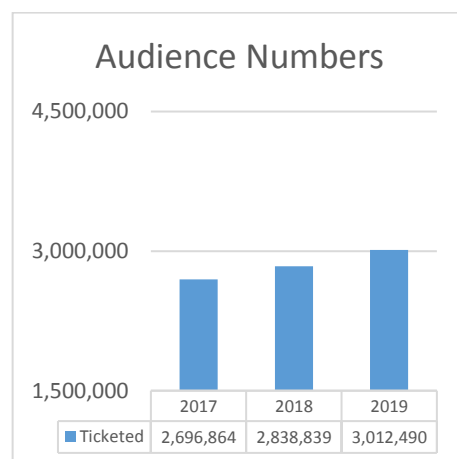
This year's Fringe saw venues across Edinburgh play host to work from Scotland, the UK and the rest of the world, with **157 countries represented on- and off-stage**. A total of 750 shows came from Edinburgh itself, alongside a record **856,541 tickets issued to audience members from the city**. The world's finest street performers once again brought the Royal Mile and Mound to life as part of Fringe Street Events.

The Fringe Society has made a long-term commitment to community engagement and access, and this year received two awards: the **Euan's Guide Hello Award** for 'the warm welcome for all visitors' at the Fringe Shop and Box Office, and the Big Ambition Award in recognition of our 'significant work to make events as accessible as possible'. Key initiatives included loaning out 80 sensory **backpacks for autistic** children and adults, BSL interpretation on the Royal Mile every Saturday of the festival, and a dedicated Changing Places toilet in the city centre.

We collaborated with **32 Edinburgh community organisations** to distribute free Fringe vouchers and bus tickets to those at risk of social isolation, enabling residents from across the city to experience the festival, many for the very first time. In addition, **1,000 schoolchildren and 188 teachers** came to the Fringe as part of our schools' outreach work.

The Fringe is a key platform for artists' professional development, and we delivered 101 events for Fringe participants in partnership with 57 organisations in Fringe Central, our dedicated centre for artists. The Arts Industry office **accredited 1,661 producers**, programmers, talent agencies and festivals from 54 countries looking to find work, tour it and support artists beyond the festival. They were joined by **1,001 media** representatives including Lonely Planet, who named the Fringe the UK's number one experience as part of its Ultimate UK Travelist.

**Note:** Research on the Audience Numbers for 2019 show that ticket sales came from 490,165 ticket buyers. The geographic location of Audience 2019 figures are indicative figures from Fringe Society data alone, with finalised data awaiting from across the Fringe.





## ROYAL EDINBURGH MILITARY TATTOO

2 – 25 August 2019

The Royal Edinburgh Military Tattoo is a world-class event, rooted in **Scottish tradition**, offering audiences an experience like no other.

In 2019 the Tattoo celebrated visible light in all its forms under the **theme 'Kaleidoscope'**. With incredible architectural projections, cutting-edge lighting, sound and special effects accompanying music and performance from some of the world's finest military and cultural performers, the event wowed audiences in their thousands.

Innovation plays a key part in the production of The Royal Edinburgh Military Tattoo and the production team are constantly looking at ways to streamline or improve all aspects of the show including sound and logistics. In 2019, the Tattoo launched a **trial of floor projectors** on the Esplanade as well as introducing new sound technology for its **precision tracking** capabilities.

**Selling out for the 21<sup>st</sup> consecutive year**, the Tattoo welcomed an international audience of 220,000 to the iconic Edinburgh Castle esplanade throughout the month of August.

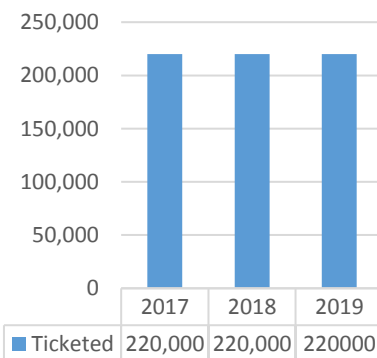
As well as being a world-renowned entertainment event, The Royal Edinburgh Military Tattoo also brings people together to share their values and **sense of identity**. This provides a platform for defence, foreign affairs, trade and investment, tourism and culture, heritage and the arts representatives from the UK and other countries to **build relationships** and conduct business.

The Royal Edinburgh Military Tattoo's **charitable** purposes are at the heart of everything it does, and the organisation is proud to support several military and arts charities in Scotland.

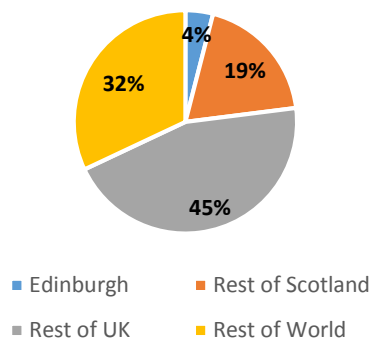
In 2019 the organisation once again **donated £1M to its chosen 13 charities** - a sum of £775,000 was awarded to Armed Services beneficiaries and as part of the Tattoo's commitment to nurturing Scotland's thriving art and culture landscape, funding has also been donated to two long-standing Scottish arts funds. This funding brings its **total donation up to £12M to date**.



### Audience Numbers



### Audience 2019



## EDINBURGH INTERNATIONAL BOOK FESTIVAL

10 – 27 August 2019

In 2019 the Edinburgh International Book Festival offered creative, interactive experiences with the world's finest writers, thinkers, poets and performers, creating a space for people to reflect on and understand their relationship to society and each other. Highlights included **Arundhati Roy** discussing her career as a writer and political activist with Nicola Sturgeon; author and **Black Lives Matter** activist DeRay Mckesson on equity, justice and youth rights; Scottish crime writer Val McDermid's powerful series of events exploring **homelessness and migration**, plus leading children's authors including Cressida Cowell, Julia Donaldson, David Almond and Harry Hill offering **inspirational experiences to thousands of younger readers**.

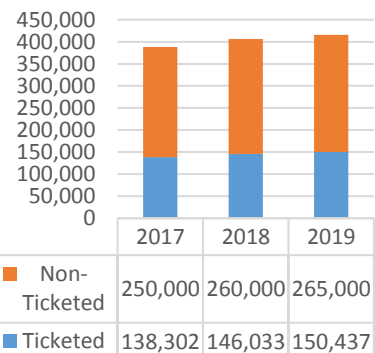
In the **International Year of Indigenous Languages**, the Book Festival presented Throwing Voices, a series of unique collaborations exploring how language and culture can connect across borders. Exchanges of objects and stories between **Scottish and international writers** and musicians culminated in ambitious multi-disciplinary commissions and performances, exploring indigenous languages and their position in our globalised world. Throwing Voices will have a wide-ranging legacy through an onward tour to festivals in **New Zealand, Canada, the Basque Country, Argentina and Norway**.

Our Citizen programme continued to bring the people of Edinburgh together to **reflect on their city**. Writers in residence Eleanor Thom and Claire Askew worked within communities and schools, then brought the discussion to the Festival through a celebratory event featuring several of the programme's participants performing their own work. The Book Festival also embarked on its largest tour of **Scottish prisons** to date, visiting 9 prisons for 13 events including sessions for young offenders and families.

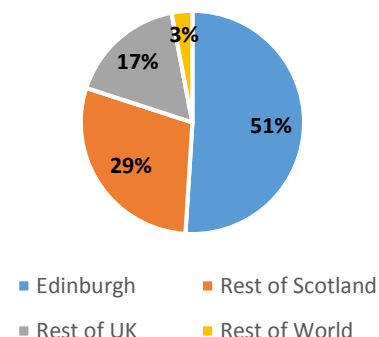
The Book Festival also enhanced the inclusivity of the Festival Village with a ramp to improve wheelchair access to Charlotte Square Gardens, a **dedicated Access team** and a new interactive outdoor play area for families and children which proved particularly popular with first-time visitors. The Festival's continued commitment to building a diverse community of readers and writers led to a **Euan's Guide Award** for the Most Accessible Pop-Festival Venue for the fourth successive year.



### Audience Numbers



### Audience 2019



## SCOTTISH INTERNATIONAL STORYTELLING FESTIVAL 18-31 OCTOBER 2019

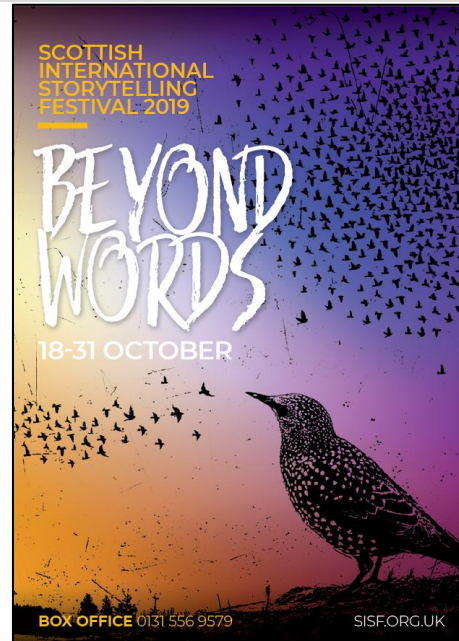
The 2019 Festival was themed 'Beyond Words'. Through the main international **exchange 'Scotland-Canada'**, the programme featured Scottish and Canadian storytellers in an exploration of Canada Coast-to-Coast, in partnership with the Canada Council for the Arts. There were nine commissioned events from Canadian storytellers and nine from Scottish artists. These events featured in Edinburgh and in **Festival-on-Tour across Scotland**. A special impact was made by the inclusive representation of First Nation tradition bearers and artists. Some of these guests had familial or ancestral connections with Scotland. This also added a unique dimension to the debate on environmental and cultural issues hosted by the Festival.

Overall 110 performers were involved in the Festival programme, 87 of them from Scotland. Through the PLACE programme a **Global Storytelling Lab** was held in Edinburgh attracting 225 attendances from educators, artists and environmental activists, representing 38 countries/cultures. The Lab took place over five days, one of which was based at the Royal Botanic Garden.

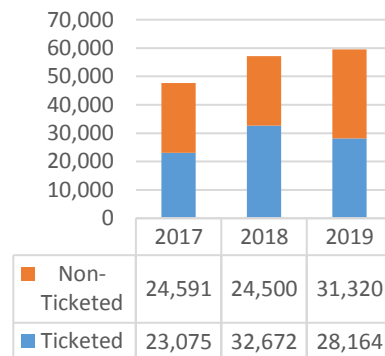
Through PLACE, extended projects were carried through in **Lochend/Restalrig and Gracemount**, as well as partnership events for families and children with the Edinburgh City Museums, and with the Royal Botanic Garden. Further afield there were PLACE multi-event projects in **Dumfriesshire and Aberdeenshire**. Also through PLACE support, there were 100 community based events, enabling local organisations to work with storytellers in order to reach new audiences.

Building on 2018, SISF 2019 again used **live streaming** to offer access to events for those whose attendance might be restricted for reasons of travel or other barriers to access. This has now become an established feature of the Festival, without affecting live attendances, and ensuring sustainable growth.

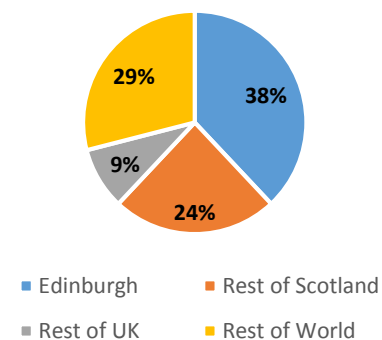
SISF 2019 has strengthened the status and reputation of the Festival as the **world's leading developmental platform for live storytelling**, while expanding its links with local communities in Edinburgh and throughout Scotland. Every area has a unique heritage and culture to share, and our mission is to enable those voices to be heard.



### Audience Numbers



### Audience 2019



## EDINBURGH'S HOGMANAY

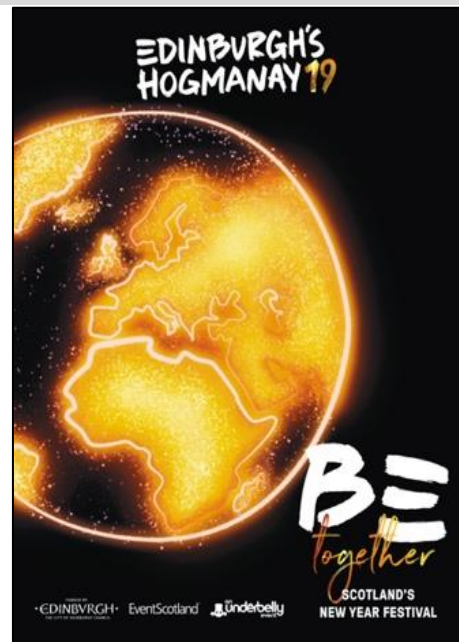
30 December 2019 – 01 January 2020

Over the three primary days of the 27<sup>th</sup> edition of Edinburgh's Hogmanay, more than 90,000 tickets were issued across the **14 events**, with 33% of attendees coming from Edinburgh and Scotland. The theme of Edinburgh's Hogmanay 19 was #bettogether and the Torchlight Procession culminated with **20,000 torchbearers** forming a river of fire down the Royal Mile and creating the image of two people reaching out a hand in friendship, which was shared widely around the world including on the US television programme, The Tonight Show. At the Street Party, the music programme was dominated by Scottish artists, including Idlewild, The Snuts, Vanlves and Shooglenifty.

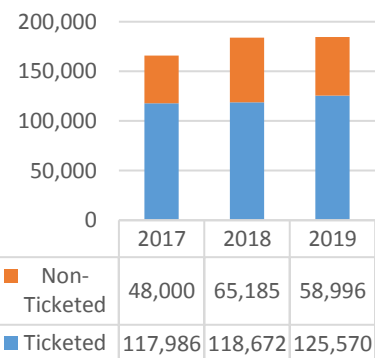
The PLACE Partnership Programme played a key role in delivering international excellence for the Street Party programme and **creative development for Scottish artists**. PLACE funded the collaboration between Germany's DUNDU and Edinburgh-based Harbinger Drum Crew and between France's Remue Ménage and Edinburgh's Circus Alba and PyroCeltica. Also appearing on the **Street Party** were Close Act Theatre from The Netherlands and France's Picto Facto. For the first time, the entire Street Party was **streamed live on Facebook** and on the Edinburgh's Hogmanay website, viewed by more than 40,000. At the concert in West Princes Street Gardens, international **superstar DJ Mark Ronson** thrilled with a two-hour set and a specially created soundtrack to which the midnight fireworks were choreographed.

On 1<sup>st</sup> January, the traditional **Loony Dook** took place at South Queenferry with 1,100 taking to the water and the free First Footer Family Ceilidh took place at **McEwan Hall**, with families putting their best foot forward into the new year. Also in McEwan Hall, Scottish legend Eddi Reader rounded off 1 January in concert in **collaboration with Celtic Connections**, and on 30 December and 31 December, Symphonic Ibiza and Ronnie Scott's Big Band.

From 1<sup>st</sup>-25<sup>th</sup> January **Message from the Skies: Shorelines**, an innovative cross artform collaboration delivered in partnership with the Edinburgh International Book Festival, brought the words of **five celebrated Scottish writers** to life across Edinburgh in a free to attend event. Charlotte Runcie, Irvine Welsh, Kathleen Jamie, Kayus Bankole and Robin Robertson collaborated with artists, designers, musicians and filmmakers including Kate Charter, Norman Harman, Rianne White, Thomas Moulson, Alasdair Roberts, Pippa Murphy, and Steve Mac, Bright Side Studios and Double Take Projections. The 2019 festival raised over £40,000 for **local and national charities**, including the RNLI, The Brain Tumour Charity and the One City Trust.



### Audience Numbers



### Audience 2019

