

The Edinburgh Festival

fringe society

ANNUAL
REVIEW
2013

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Foreword

Welcome to the Edinburgh Festival Fringe Society's 2013 review. We hope that within these pages we have captured some of the spirit and energy which have made the last year so truly memorable for everyone involved. For me, this was my first full year as Chair of the Society. After years of living in Edinburgh and attending Fringe events, and even watching my own children devise and take part in various shows, my new role has given me a remarkable insight into what it takes to make the largest arts festival in the world a success.

So with that in mind I want to take this opportunity to thank some of the people whose contribution to the Fringe is rarely recognised. Of course, I must start with all the participants without whose vision and creativity the event simply would not exist. Performers and writers who bring their work to the Fringe do so for a variety of different reasons. Regardless of what has driven them to stage their shows at the Fringe it is us the audience who are the beneficiaries. However, without the producers, promoters, backstage staff and venue managers few of these shows would ever be presented to an audience and it is important to recognise their contribution.

It is also difficult to imagine how the Fringe could be staged without the support we get from our commercial sponsors and our public funding

Introduction

Welcome to this Annual Review for 2013. What a wonderful year it was for the Edinburgh Festival Fringe, for the city and its other glorious festivals, and, as the stories told within the pages of this Annual Review will tell you, a great year for the Edinburgh Festival Fringe Society.

Our job at the Society is to create, support and maintain the environment that allows the Fringe to flourish. This review tells the story of how we go about that, detailing our work in our three areas of focus, namely supporting all participants, providing a one-stop information and ticketing shop for Fringe audiences and raising the profile of the event as a whole in Scotland, throughout the UK and internationally.

But we don't work in isolation and this review gives us the opportunity not just to reflect on what has been achieved over the past 12 months, but to acknowledge and thank our many partners who assist and encourage us in our work, from funders and sponsors to cultural bodies and agencies, from governments, associations and organisations to our Angels, Friends of the Fringe and individuals.

partners. It is not only their financial contributions that we value, important to the running of the event as they are, but also their support and loyalty which we all find a source of strength and encouragement. You will find full details of all the organisations that help to support us in this review.

Finally, I want to thank the people of Edinburgh. The staff in the city's shops, hotels and bars, as well as our bus and taxi drivers, all play a vital role in making the tens of thousands of visitors to whom we play host each summer welcome. We know that when it comes to the Fringe word of mouth is a vital sales tool and the experience that visitors to Edinburgh have each August is hugely important in creating the reputation of the city and its festivals around the world. In that we all play a part, so thank you.



Tim O'Shea
Chair

I thank you all as well as my Board of Directors – in particular Pip Utton, who retired from the Board in 2013 following 18 years of invaluable service to the Society – the Participants' Council and the wonderful, loyal, creative and hardworking staff of the Society. But most of all, and as ever, I thank the amazing, intrepid, diligent, risk-taking and incredibly talented creative geniuses that are the performers, producers, presenters and venues who make this festival happen. The Edinburgh Festival Fringe is in rude health and it's thanks to you.



Kath M Mainland
Chief Executive

Review of 2013

The 2013 Fringe in numbers

2013 was a record-breaking year for the Edinburgh Festival Fringe. With a programme boasting a staggering 2,871 shows, up from 2,695 in 2012, the Fringe remains the largest open access arts festival in the world. Growing participation in the festival was matched by unparalleled box office success, as the estimated total number of tickets issued reached an all time high of almost two million – a 5% increase from 2012.

45,464 performances

All in 273 venues throughout Edinburgh

24,107 performers from 41 countries around the world

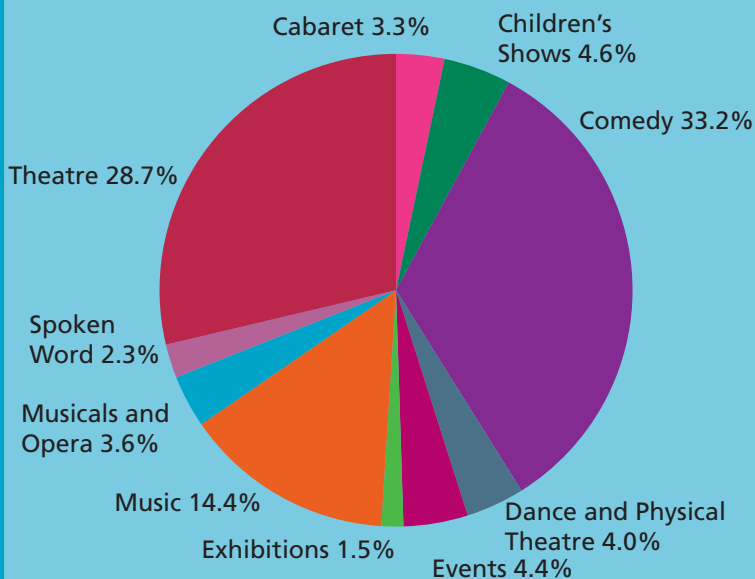
2,402 companies

2,871 shows

713 free shows

1,585 world premieres

The 2013 Fringe Programme



410,000 copies of the printed programme

distributed to over 1,000 outlets

1,057 accredited arts industry professionals

1,022 accredited journalists from 41 countries around the world

Virgin Money Fringe Street Events

The Virgin Money Fringe Street Events on Edinburgh's High Street and at the Mound Precinct are the largest of their kind anywhere in the world, and continue to grow each year, with 856 groups registering to perform in 2013, up from 812 in 2012.

The Street Events not only offer a platform for street performers and buskers to perform to large and enthusiastic audiences every day throughout the Fringe, but also act as a valuable space for Fringe companies to promote their shows. For visitors to the festival and Edinburgh residents, they are also the biggest large-scale free event at the Fringe and are a fantastic way to choose from the hundreds of shows on offer or enjoy the talent and variety of the Fringe for free.

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Made in Scotland

2013 marked the fifth year of Made in Scotland, which was celebrated with the addition of a music programme to complement the theatre and dance showcase.

Made in Scotland is a Scottish Government Edinburgh Festivals Expo Fund initiative designed to showcase the best of Scottish theatre, dance and music, delivered by the Fringe Society in partnership with Creative Scotland, the Federation of Scottish Theatre and the Scottish Music Centre.

As well as putting Scotland-based talent in the spotlight, including in front of a specially invited international delegation, Made in Scotland also offers the participating artists a programme of training and financial support as they prepare to take part in the showcase.

Schools Poster Competition

The Fringe Schools Poster Competition, supported by Virgin Money, puts the artistic talents of Scotland's schoolchildren to the test, as well as introducing them to the Fringe with a range of learning resources, from lesson plans to videos and picture galleries.

This year the competition received over 5,500 entries from 198 schools from every corner of Scotland, a 60% increase in the number of schools that took part in 2012. Five-year-old Iona Wishart from St Mary's School in Melrose became the competition's youngest ever winner and her vibrant design was displayed with other shortlisted posters at a special exhibition at Edinburgh's Museum of Childhood throughout the summer.

Comedy Academy

For the third and final year, the Fringe Society teamed up with The Stand Comedy Club to give aspiring Edinburgh-based stand-up comedians aged 18 – 24 the chance to take part in the Fringe Comedy Academy, supported by Virgin Money. As well as workshops, a stand-up masterclass and a panel discussion featuring established comics, the project also included the opportunity for the young comedians taking part to showcase their talents at a sold-out graduation event at The Stand. All of those who took part were successful in securing bookings for future performances.



Review of society activities

During the 2013 Fringe, and throughout the whole year, the Edinburgh Festival Fringe Society continued to focus on its three core objectives: to advise, support and encourage everyone who takes part in the Fringe, to help the audience navigate their way round by providing comprehensive information about what's on and a one-stop ticket shop, and to promote the Fringe all around the world throughout the year.

Supporting Fringe participants

Participant Services

For many participants considering bringing work to the Fringe, their first port of call will be the Society's Participant Services team. As well as creating a wide range of online resources for anyone interested in taking part, the team are on hand throughout the year to give practical and detailed advice on everything from finding a venue to creating a budget and building a successful marketing campaign.

Key developments for 2013 included taking significant steps to improve and expand both the accessibility information and services that the Society offers, extending the Society's programme of roadshows to bring advice and information to potential Fringe participants across the UK and throughout the world and increasing the number of international participants who received support with their entry into the UK.

Participant development service

Throughout August, the Society's participant development service offered support to hundreds of Fringe participants in one-to-one advice sessions and group surgeries as well as responding to a marked increase in email requests for development advice and arts industry connections.

Fringe Central

Fringe Central once again provided a home from home for thousands of Fringe participants at the University of Edinburgh's Appleton Tower. Fringe Central is a valuable resource for performers, producers, journalists and arts industry representatives, whether for access to free wifi and printing services, as a place to rehearse or hold a meeting, or for one-to-one advice from the Society's dedicated Participant Services team.

In 2013, events, meetings and rehearsals at Fringe Central were attended by over 6,000 Fringe participants and members of Fringe Society staff.

Participants' Events Programme

Fringe Central hosts a packed series of free events programmed by the Society and designed to offer Fringe participants advice, support and networking opportunities.

This year the Participants' Events Programme launched with the inaugural Fringe Central Welcome Address, delivered by playwright Mark Ravenhill. The event marked the opening of Fringe Central and generated widespread discussion in the media, highlighting the importance of the Fringe as a place where the arts are put firmly in the spotlight and where debate and creativity can thrive.

Key developments included taking significant steps to improve and expand the accessibility information and services that the Society offers.





Arts Industry Office

In 2013, the Society's Arts Industry Office, located at Fringe Central, provided accreditation and ticketing services for over 1,000 arts industry professionals, as well as organising a range of networking events for accreditees and continuing to offer mentoring and financial support through the Emerging Producers' Bursary Programme.

2013 saw important developments in the Society's service for international arts industry representatives. The new role of International Delegate and Projects Officer was created to promote the work of the Arts Industry Office to a broader international audience and encourage increased international accreditation. This enhanced service was well received and led to positive feedback from high profile international accreditees and an increased number of international arts industry professionals engaging with the Fringe Society.

Media Office

2013 was also a busy year for the Society's Media Office, which handled the accreditation of over 1,000 journalists, broadcasters, photographers and bloggers as well as working with Fringe venues to provide a comprehensive media ticketing service and liaising between Fringe participants and the media to maximise publicity for shows across the Fringe. The Media Office also provided Fringe participants with detailed media and marketing advice.

The Meet the Media event was once again the Society's biggest event for participants. Held on the first Saturday of the festival at Fringe Central, Meet the Media gives Fringe Participants a unique opportunity to pitch their shows to a wide range of prestigious journalists and reviewers. This year's event was attended by 700 participants and represented media included *The Times*, *The Independent*, the BBC and *The Scotsman*.

Meet the Media was once again the Society's biggest participant development event, attended by 700 participants and with represented media including *The Times*, *The Independent*, the BBC and *The Scotsman*.

Providing ticketing and information services

Early onsale

Following the successful launch of early ticket sales in 2012, in 2013 Fringe-goers once again had the chance to buy tickets for hundreds of shows before the May programme launch, with the first tickets going on sale via edfringe.com at the end of January. Early ticket sales not only give Fringe participants more time to promote their work in the lead up to the festival but also mean that audiences can plan their time at the Fringe well in advance, as well as generating excitement about the Fringe and the official programme launch.

Box Office

The Fringe Box Office remains the only place to buy tickets for every show at the Fringe and is open for ticket purchase and collection throughout the summer, and seven days a week during the Fringe. As the Fringe grows, this year seeing a 6.5% increase in the number of registered shows and a 5% increase in the estimated number of tickets issued, the Society continues to expand its Box Office staffing and services to ensure that the experience for Fringe audiences is kept at the highest possible standard.

Glasgow Box Office

For the second year, the Society was delighted to be able to provide a Fringe Box Office in Glasgow. The Box Office was once again conveniently located at ScotRail's Queen Street Station and open seven days a week from late July until the end of the festival, making ticket purchase and collection easier than ever for Glasgow Fringe-goers.



edfringe.com

The Fringe website, edfringe.com, is invaluable for anyone involved in the Fringe, whether as an audience member or a performer. As well as hosting a wealth of information for Fringe participants, edfringe.com is the only place to buy tickets for every show at the Fringe online.

In 2013, 64% of Fringe Box Office ticket sales were through edfringe.com.

Between 01 January and 31 August 2013 edfringe.com had 1,677,698 unique visitors, up 14% from 2012, and 17,234,909 pageviews, a 14% increase on the number of pageviews for the same period in 2012.

Fringe App

The Fringe App – which allows audiences to browse the programme, find out what shows are about to start nearby, buy tickets and plan their very own Fringe schedule all in the palm of their hand – is becoming an increasingly popular ticketing channel. Ticket sales through the app increased by 140% in 2013, and the app now accounts for 10% of all Fringe Box Office ticket sales.

In 2013, for the first time, Friends of the Fringe could take advantage of the Friends 2for1 ticket offer when booking via the app.

Ticket collection points

2013 saw a big change to the way that audiences can collect their pre-booked Fringe tickets, with the introduction of 21 additional Fringe Box Office ticket collection points throughout the city. All of the new collection points were located at Fringe venues, making collection of tickets booked at edfringe.com, over the phone or via the Fringe App much more convenient for audiences and meaning there was more time to focus on the important business of enjoying every second of the Fringe.

The Society worked closely with all of the venues involved to ensure the smooth running of this new ticket collection service, and hopes to continue providing all of the new collection points for the 2014 Fringe.

Virgin Money Half Price Hut

The Virgin Money Half Price Hut was open throughout the Fringe, offering thousands of half price tickets every day of the festival as well as a ticket collection point for prepaid tickets.

Improvements to the Half Price Hut in 2013 included early opening for ticket collections and the addition of new display screens to help audiences see which shows were included in the half price offer each day.

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Venue boards and venues map

The Fringe Society produces venue number boards for display across Edinburgh, helping audiences to navigate the festival and find their way to venues however tucked away they may be. The Society also produces a free map of all of the venues for Edinburgh's summer festivals, including all 273 Fringe venues, which is widely available throughout the city in August.

For the past four years the venue boards and maps have been produced thanks to support from Caledonian Brewery.

Fringe Shop

The Fringe Shop, situated amidst the buzz of the Street Events on Edinburgh's Royal Mile, is not only the place for Fringe visitors to pick up a souvenir of their time at the world's biggest arts festival, but also a valuable information point for audiences where staff are on hand to give out programmes and maps, help with ticket purchase and collection, assist customers with special access requirements and give directions and information to help visitors navigate the festival.

Promoting the Fringe throughout the world

International engagement

A key focus of the Society's promotional activity is on increasing international participation in, and engagement with, the Fringe. 2013 saw many significant achievements in this area.

The Participant Services team took Fringe roadshows to New York, Dublin, Melbourne and Adelaide, and the Society undertook international engagement activity in India (supported by British Council Scotland), Brazil (supported by British Council Scotland and Creative Scotland), New Zealand (supported by Creative New Zealand) and South Korea (supported by the Gwangju Cultural Foundation), all of which allowed the Society to promote the benefits of participation in the Fringe to a wider international audience.

The Society also continues to work with cultural institutes, embassies and consulates representing countries from Germany and Finland to New Zealand and China, as well as supporting those agencies, and Fringe venues, in producing programmes of work such as the Italian and Brazilian showcases and the continuation of the South African season.

The presence of international media at the Fringe plays a crucial role in encouraging promotion of, and engagement with, the festival, and the Society works hard to support and increase this presence. In 2013, 102 international media representatives were accredited by the Society's Media Office.

The Society also worked with Festivals Edinburgh on a supported media visits programme. 2013 saw a 91% increase in the number of supported media visits during the festival season, leading to content reaching an estimated audience of 121 million people worldwide.

The presence of international media at the Fringe plays a crucial role and the Society works hard to support and increase this presence. In 2013, media representatives from 41 countries were accredited.

Marketing campaign

The Society's marketing campaign for 2013 comprised outdoor, print and online advertising, targeted at key locations throughout the UK. As well as generating brand awareness for the Fringe, this year's campaign was designed to meet specific aims such as continuing to encourage audiences from Glasgow and the West of Scotland, following positive steps made in this region in 2012 and ahead of the Glasgow 2014 Commonwealth Games, and building increased awareness of early ticket sales.

Social media

The 2013 marketing campaign was designed with social media in mind, as the Society focused on building engagement across all of its social channels while exploring new ways of connecting with audiences and participants in the lead up to and throughout the Fringe. Developments for 2013 included live tweeting more events and panel discussions from Fringe Central and the launch of This is Edfringe, a Tumblr page which pulled together photos, videos, blog posts and tweets to create an online scrapbook of Fringe experiences and emotions.



Working in partnership

Over the past year, the Fringe Society has once again benefited from the financial, strategic and creative support of a number of key partners, all of whom have played important roles in the achievements of the Society and the success of the Edinburgh Festival Fringe.

The City of Edinburgh Council

The City of Edinburgh Council continues to provide essential funding and logistical support to the Society, and we are hugely grateful to them for their active support of the Society and the Fringe as a whole.

Creative Scotland

The Scottish Government, through Creative Scotland, supports the Society with an annual service-level agreement. Creative Scotland, along with the Scottish Music Centre and the Federation of Scottish Theatre, is a highly valued partner in the delivery of the Made in Scotland showcase.

Scottish Enterprise

The Society's ongoing IT work has received both strategic and financial support from Scottish Enterprise. This has been an extremely positive relationship which has seen the Society make significant developments in this area.

VisitScotland

VisitScotland remains a significant partner in the delivery of the Society's international aims and, along with Marketing Edinburgh, funded the 2013 Festivals Edinburgh Media Visits Programme.

ScotRail

The Society has benefited from the continued and valuable support of ScotRail in the second year of the Glasgow Box Office at Queen Street Station. ScotRail has once again proved to be a supportive partner with a genuine understanding of, and enthusiasm for, the Edinburgh Festival Fringe.

The Fringe Society has once again benefited from the financial, strategic and creative support of a number of key partners.

British Council

2013 saw the Society working closely with both the British Council in London and British Council Scotland. The partnership has played an important role in supporting the international ambitions of the Society, with funding and support provided for key international visits. 2013 also marked the return of the biennial British Council Showcase, an important magnet for artists and promoters.

Festivals Edinburgh

Festivals Edinburgh provides valuable promotion and support for Edinburgh's festivals, and this year secured continued funding from the Scottish Government for the Edinburgh Festivals Expo Fund. 2013 was the second year of the Momentum Programme, delivered and supported by Festivals Edinburgh, the City of Edinburgh Council, British Council Scotland, Creative Scotland and Event Scotland, which provides a platform for key cultural figures from across the world to engage and build relationships with the Fringe and Edinburgh's other festivals.

The University of Edinburgh

In 2013, the University of Edinburgh once again provided key spaces for Fringe Society services – the Fringe ticket collection point at the University of Edinburgh Visitor Information Centre and Fringe Central, one of our most crucial resources for Fringe participants, at Appleton Tower – and we are very grateful for the support we receive from the university during the Fringe and throughout the year.

BBC

2013 was the third year of the BBC venue at Potterrow. Establishing this venue has increased the level of BBC coverage of the Fringe and other festivals to unparalleled levels, and has benefited Fringe participants by providing a number of opportunities to get involved with the broadcaster. The Society worked with the BBC in 2013 to rebrand the venue as 'BBC at the Edinburgh Festivals' to widen their reach to include our summer festival colleagues.

Sponsorship

Virgin Money

2013 saw Virgin Money once again lend its hugely valuable support to many areas of the work of the Fringe Society. This year, Virgin Money's sponsorship covered the Fringe Street Events, the Half Price Hut and its new display screens, the Glasgow Box Office, the Fringe App, the Comedy Academy, the Schools Poster Competition, and Fringe Box Office ticket backs and ticket wallets.

Virgin Money continues to be an immensely engaged and supportive sponsor, and the Society was delighted to announce the signing of a new three-year sponsorship deal, which will see the relationship continue up until and including the 2016 Fringe.

Caledonian Brewery

Continuing a long and successful partnership, Caledonian Brewery's flagship brand Deuchars IPA once again sponsored the venue boards, festival venues maps and programme map, which help hundreds of thousands of Fringe-goers navigate Edinburgh's many Fringe venues in August.

2013 marked the start of a renewed three-year sponsorship deal with Caledonian, and the Society looks forward to continuing the relationship for many Fringes to come.

The Fringe Society is a registered charity and without the support of our sponsors, partners, Angels and Friends, none of the work in this review would have been possible.

With thanks

The Edinburgh Festival Fringe Society would like to thank the Board of Directors, members of the Participants' Council, Fringe Society members and all Society staff for the valuable work they do for the festival.

The Society's sincere thanks also go to our Fringe Angels and Friends of the Fringe, whose generous support is so crucial to the Society.

Finally, a big thank you to everyone who donated to the Society at the Fringe Box Office and via edfringe.com.

The Scottish Cafe and Restaurant

2013 was the fourth year that the Scottish Cafe and Restaurant sponsored the Society, via the Bothy Bar situated in the Street Events area at the Mound Precinct. We are extremely grateful to the Scottish Cafe and Restaurant for all of their support over the past four years, and for providing the Society with a beautiful venue for its programme launch for the past two years.

SoundCloud

The Society was pleased to welcome SoundCloud back as a sponsor in 2013. As well as working with the Society on helping Fringe participants to promote their shows via their audio platform, SoundCloud also brought the SoundCloud Shack to the Street Events on the High Street, where they hosted Fringe performers and recorded interviews and podcasts.



The Fringe Society is a registered charity which relies on both the support of sponsors and partners and the generosity of our Angels, Friends and supporters, without which none of the work covered throughout this review would be possible.

Continuing to deliver and develop our core aims of supporting participants, assisting Fringe audiences and promoting this wonderful festival to the rest of the world in 2014 and beyond requires the support of many individuals and organisations. We ask you to join us in supporting this creative endeavour and ensuring that the Fringe remains a platform for the arts to develop and thrive.

To find out how you can support the Society please visit edfringe.com/support or contact our Development team on 0131 226 0036.

Awards

Allen Wright Award

For Reviews

Winner: Evan Beswick
Runner-up: Daniel Hutton

For News and Features

Winner: Lyle Brennan
Runner-up: Ben Judge

Amnesty International Freedom of Expression Award

Nirbhaya – Assembly, Riverside Studios and Poorna Jagannathan (Assembly Hall)

Amused Moose Laughter Awards 2013

Amused Moose Laughter Award

Al Lubel

Amused Moose People's Champion

Danny Ward

Amused Moose Laugh-Off

Pierre Novellie

The Arches Brick Award

Credible Likeable Superstar Rolemodel – Bryony Kimmings/Escalator East to Edinburgh (Pleasance Dome)
Sh!t Theatre's JSA (Job Seekers Anonymous) 2013 – Sh!t Theatre/ Escalator East to Edinburgh (Gryphon Venues at the Point Hotel)

The Bobby Awards

Ballad of the Burning Star – Theatre Ad Infinitum (Pleasance Dome)
Bin Laden: The One Man Show – Knaive Theatre (C Venues, C Nova)
The Island of Doctor Moreau – Piper Theatre Productions (New York) (C Venues, C Aquila)
The Play That Goes Wrong – Mischief Theatre (Pleasance Courtyard)

Brighton Fringe Emerging

Talent Award

The Bloody Ballad – Gagglebabble and Theatr Iolo (Assembly Roxy)

Carol Tambor Best of Edinburgh Award

The Events – Actors Touring Company, Young Vic Theatre, Brageteatret and Schauspielhaus Wein (Traverse Theatre)

The Centre for Sustainable Practice in the Arts Award

How to Occupy an Oil Rig – Daniel Bye (Northern Stage at St Stephen's)

The Chortle Student Awards

Rio Bauer

Dave's Funniest Joke of the Fringe

Rob Auton

The Dupliquick Printing Zebra Award

Diary of a Madman – NoPerks Theatre (Quaker Meeting House)

The Foster's Edinburgh Comedy Awards

Best Comedy Show

Bridget Christie – A Bic for Her – Bridget Christie/The Stand Comedy Club (The Stand Comedy Club)

Best Newcomer

John Kearns: Sight Gags for Perverts – John Kearns/PBH's Free Fringe (The Voodoo Rooms)

Panel Prize

Adrienne Truscott's Asking for It: A One-Lady Rape About Comedy Starring Her Pussy and Little Else! – Adrienne Truscott/Of The Wau Wau Sisters (Heroes @ Bob's Bookshop)

Fringe Review Outstanding Theatre Awards

The Inventor and the Escort – Ines Wurth Presents (Gilded Balloon Teviot)

The Herald Angel Awards

Week 1

Herald Angel

Ciara – Traverse Theatre & Datum Point (Traverse Theatre)
Nirbhaya – Assembly, Riverside Studios and Poorna Jagannathan (Assembly Hall)
One Step Before the Fall – Spitfire Company and Damúza Theater (Zoo)
Sandpits Avenue – Boneyard Theatre (Zoo Southside)
Sean Hughes – Penguins – Sean Hughes (Gilded Balloon Teviot)

Week 2

Herald Archangel

The Wooster Group – Edinburgh International Festival

Little Devil

Lea McGowan from Now Leasing (C Venues, C Nova)

Herald Angel

Patti Smith – Edinburgh International Festival
The Wau Wau Sisters (The Famous Spiegeltent)
Mirenka Cechova from S/He is Nancy Joe (Zoo Southside)
Circa: Wunderkammer – Underbelly Productions (Underbelly, Bristo Square)

Week 3

Little Devil

Hag – The Wrong Crowd (Underbelly, Cowgate)

Herald Angel

Brand New Ancients – Kate Tempest and Battersea Arts Centre co-production (Traverse Theatre)
Smashed – Gandini Juggling (Assembly Hall)
Rant – Rant (Acoustic Music Centre @ St Bride's)
Christine Tobine – A Thousand Kisses Deep – British Vocal Jazz Festival (Le Monde)
Christophe Roussett Harpsichord – Les Talens Lyriques – Edinburgh International Festival

Holden Street Theatres Award

Bitch Boxer – Snuff Box Theatre, Richard Jordan Productions in association with Pleasance (Pleasance Courtyard)

Impatto Totale Award

Trash Cuisine – Belarus Free Theatre/ Young Vic supported by LIFT and Pleasance (Pleasance Courtyard)

Jack Tinker Spirit of the Fringe Award

The Bloody Great Border Ballad Project – Northern Stage and Guests (Northern Stage at St Stephen's)

The Malcolm Hardee Award

The Malcolm Hardee Award for Comic Originality

Adrienne Truscott's Asking for It: A One-Lady Rape About Comedy Starring Her Pussy and Little Else! – Adrienne Truscott/Of The Wau Wau Sisters (Heroes @ Bob's Bookshop)

The Malcolm Hardee Cunning Stunt Award

Barry Ferns

The Malcolm Hardee Pound of Flesh Award

Gareth Ellis (and Richard Rose)



The Mervyn Stutter Spirit of the Fringe Awards

Bangalore Rock – Thermal And A Quarter (Spotlites @ The Merchants' Hall)
 Lady Rizo – Assembly (Assembly Checkpoint)
 Lights! Camera! Improvise! – Mischief Theatre (Underbelly, Cowgate)
 Marcel Lucont à la Carte – 1 (Throughout Edinburgh)
 Tangram – Stefan Sing & Cristiana Casadio (Pleasance Dome)
 Titus Andronicus: An All-female Production – Smooth Faced Gentlemen (Bedlam Theatre)

The Musical Theatre Network Awards 2013

Best Music

The Bloody Ballad – Gagglebabble and Theatr Iolo (Assembly Roxy)

Best Lyrics

The Bridge – Benjamin Scheuer (New York) (C Venues, C Nova)

Best Musical

The Bloody Ballad – Gagglebabble and Theatr Iolo (Assembly Roxy)

Award for Innovation

Dumbstruck – Fine Chisel (Zoo)

MTN Newcomer

I Need a Doctor: The Unauthorised Whosical Adventure – Stormy Teacup Theatre Ltd (Pleasance Courtyard)

National Student Drama Festival Award, in association with IdeasTap and Pleasance

League of St George – Bricks and Mortar Theatre Company with The King's Head Theatre (C Venues, C Nova)
 Play for September – Lost Watch Theatre Company (Pleasance Courtyard)

Primary Times Children's Choice Award

Captain Flinn and the Pirate Dinosaurs – Les Petits Theatre Company, Greenwich Theatre and Underbelly Productions (Underbelly, Bristo Square)

The Scottish Arts Club/Edinburgh Guide Award for Best Scottish Play

HeLa – Adura Onashile in association with Iron-Oxide (Summerhall)

The Scotsman Fringe First Awards Week 1

Feral – Tortoise in a Nutshell in co-production with Cumbernauld Theatre (Summerhall)
 Grounded – Gate Theatre, London (Traverse Theatre)
 Ciara – Traverse Theatre & Datum Point (Traverse Theatre)
 Quietly – Abbey Theatre (Traverse Theatre)
 Nirbhaya – Assembly, Riverside Studios and Poorna Jagannathan (Assembly Hall)
 Donal O'Kelly's Brace – Fionnuala and Skeffy – Donal O'Kelly (Hill Street Theatre)
 Kiss Me Honey, Honey! – Gilded Balloon (Gilded Balloon Teviot)
 The Events – Actors Touring Company, Young Vic Theatre, Brageteatret and Schauspielhaus Wein (Traverse Theatre)

Week 2

These Halcyon Days – Landmark Productions (Assembly Hall)
 Theatre Uncut – Theatre Uncut (Traverse Theatre)
 Dark Vanilla Jungle – Supporting Wall (Pleasance Courtyard)
 Dumbstruck – Fine Chisel (Zoo)
 Fleabag – DryWrite (Underbelly, Cowgate)
 Water Stain – Armazém Theater Company (Venue 150 @ EICC)

Week 3

For Their Own Good – Untied Artists (Summerhall)
 Gardening: For the Unfulfilled and Alienated – Undeb Theatre (Pleasance Courtyard)
 Credible Likeable Superstar Rolemodel – Bryony Kimmings/Escalator East to Edinburgh (Pleasance Dome)
 Choose Your Own Documentary By Nathan Penlington – CYOD Ltd (Gilded Balloon Teviot)
 Mercy Killers – Harold Clurman Lab Theater (Assembly Hall)
 Freeze! – Big in Belgium, Richard Jordan Productions, Drum Plymouth, Theater-aan-Zee, Summerhall (Summerhall)

So You Think You're Funny?

Winners: Demi Lardner
 Edward Hedges
 Runner-up: Laura Mclenaghan

The Stage Awards for Acting Excellence

Best Actor

Patrick O'Kane for Quietly (Traverse Theatre)

Best Actress

Robyn Scott for London Road, Sea Point (Assembly George Square)

Best Ensemble

Theatre Ad Infinitum for Ballad of the Burning Star (Pleasance Dome)

Best Solo Performer

Phoebe Waller-Bridge for Fleabag (Underbelly, Cowgate)

ThreeWeeks Editors' Awards

John Robins
 The Les Clôchards
 Ali McGregor
 2Faced Dance Company
 Jack Klaff
 ROSL Arts Festival music programme
 Kate Smurthwaite
 Daniel Cainer
 Yianni
 Bryony Kimmings

Time Out & Soho Theatre Cabaret Awards (TO&ST)

Lynn Ruth Miller – Granny's Gone Wild – Latest TV presents Lynn Ruth Miller (USA) (C Venues, C Nova)

Total Theatre Awards

Shows by an Emerging Company/Artist

Sh!t Theatre's JSA (Job Seekers Anonymous) 2013 – Sh!t Theatre/ Escalator East to Edinburgh (Gryphon Venues at the Point Hotel)

Physical/Visual Theatre

Crying Out Loud presents Flown – Pirates of the Carabina (Underbelly, Bristo Square)
 Crying Out Loud presents L'Après-midi d'un Foehn – Version 1 – By Company Non Nova (Summerhall)

Innovation, Experimentation and Playing with Form

Bonanza – Berlin, Big in Belgium, Richard Jordan Productions, Drum Plymouth, Summerhall (Summerhall)
 Have I No Mouth – Brokentalkers (Traverse Theatre)
 The Worst of Scottee – Scottee Inc (Assembly George Square)



Access and equalities

Improving the accessibility of the Fringe remains a priority for the Society, and significant developments were made in this area in 2013. This included providing resources for companies on how to adapt their events for deaf and disabled audiences and gathering a more detailed level of venue access information to help inform participants and audiences, as well as providing equalities training for over 100 Society staff and offering a subsidy to venues to hold in-house equalities training.

The Society also made improvements to the access services available at the Fringe Box Office and the Fringe Shop. Following the introduction of the Access Bookings Officer role in 2012, an additional part-time role was created to help customers with access bookings and to liaise with venues on access requirements and enquiries. An accessible ticket sales and collection counter was also installed at the Fringe Shop, providing a service for customers with reduced mobility. Customer feedback on these services was very positive, and there was a 71% increase in the number of access bookings from 2012.

Environmental sustainability

The Fringe Society continues to promote best practice in environmental sustainability both within the organisation and amongst participating Fringe companies and venues. In 2013 the Society produced the Fringe Guide to Sustainable Practice, an online guide packed with advice and information to help companies develop a sustainability plan for their time at the Fringe.

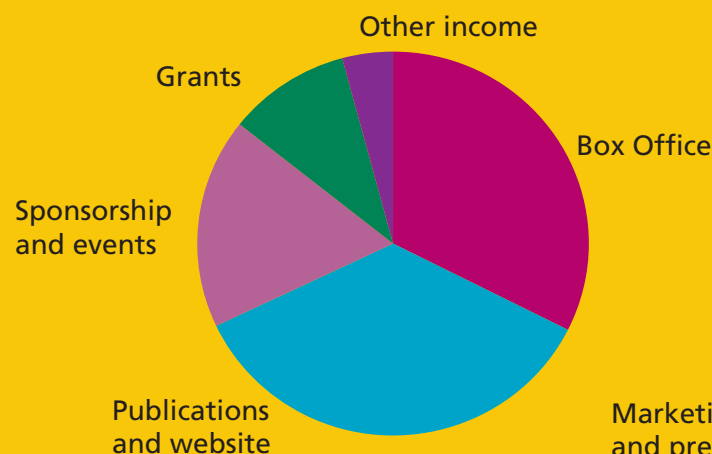
The Society also supported Creative Carbon Scotland in promoting their Green Arts Portal, a resource aimed at helping arts companies in Scotland to embed sustainability within their operations, which was informed by the work of the Festivals Edinburgh Green Venues Initiative.

Finance

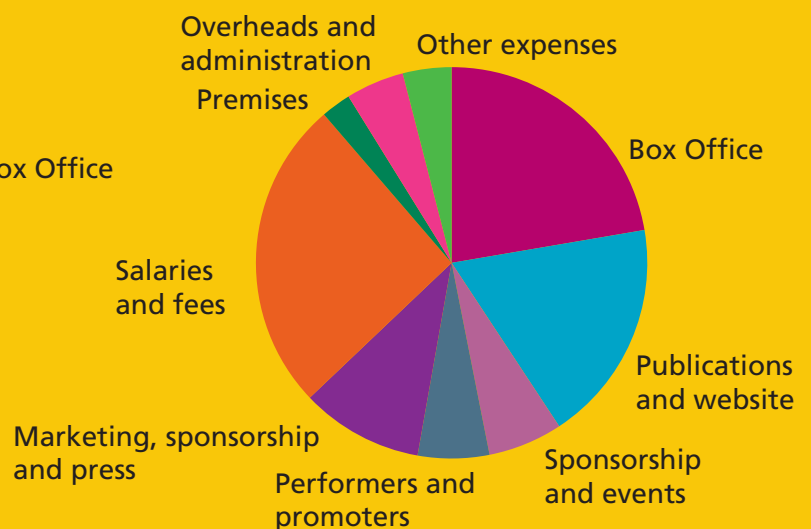
The majority of our income comes from commissions and handling charges connected with the Box Office, advertising associated with publications and the website, registration fees and sponsorship and events. We are grateful for the support from the Scottish Government through Creative Scotland, and from the City of Edinburgh Council. Other income includes donations, Friends of the Fringe membership fees, Gift Aid and a management fee from our trading subsidiary.

The majority of our expenditure goes on providing box office services and infrastructure, staffing the Society, marketing the Fringe in its entirety and producing publications and the website. Other expenditure includes depreciation.

Total income: £3,311,520



Total expenditure: £3,235,885



The above figures are draft and unaudited, based on the finance records for 2013. Audited accounts to year end November 2013 will be available from June 2014.

'The excitement of the Edinburgh Fringe is infectious and empowering, a blast of rude energy ... there's a heady sense that anything is possible.'

The Independent

'It's the biggest and best arts festival on the planet, and the comedy hub for acts from across the globe.'

Time Out London

'It is, quite simply, the greatest show on earth.'

The Scotsman

'What an opportunity the Fringe offers – it's nourishing art in every form.'

Miriam Margolyes

'As an accredited producer at the Edinburgh Fringe for the past 13 years, it is very easy for me to sum up both the Edinburgh Fringe Society and its Arts Industry Office: essential.'

Richard Jordan, Producer

'Being at the Fringe changed my life in about a million ways... Never underestimate what your efforts have meant to thousands of performers, writers, directors and technical artists and designers.'

Elaine Liner, Fringe Participant

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**EDINBURGH FESTIVAL
FRINGE 2014
01 - 25 AUGUST
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