

# Development goals

**Updates**



# Thriving artists

## Objectives

**Source new income for Fringe artists**, particularly those who face the greatest barriers to participation in the festival.

**Create a board-level Venue Funding Committee** to ensure affordability for artists is central to decision-making and artists get a 'good deal'.

**Recruit high profile Advocates, Patrons and donors to support recovery.**

**Expand Arts Industry service** to ensure it remains an attractive and beneficial opportunity for artists and industry.

**Seek and secure global media coverage and reviews.**

## Progress

- **£100K** KIF pilot fund in 2023.
- **£1Mn** KIF fund investment from DCMS for 2024 and 2025.
- **£300K+** raised through FringeMakers platform in partnership with Crowdfunder.
- **£150K** raised through Save the Fringe campaign.

- **In 2025 registration fees have remained frozen for the 18th year.**
- Board research group established to secure research exploring the affordability of the Fringe for artists, alongside the wider economics of the Fringe.

- **President** – Phoebe Waller-Bridge (2021).
- **Patron** – Suzy Eddie Izzard (2022).
- **US Ambassador** – Brian Cox (2024).

- Arts industry accreditees – including programmers and bookers from around the world – increased by 30% from 2023–2024.
- New engagement and show discovery programmes developed since 2022 to deepen industry engagement, maximising artist opportunities.

- **137 individuals** from international media outlets were accredited in 2024, from 25 countries, accounting for almost 15% of total media accredited.

## Fair work

### Objectives

**Introduce monitoring and review of pay and work**, including ways to report and address inappropriate or poor working conditions and updated guidance and best practise.

## Climate action

### Objectives

**Significantly reduce the carbon footprint of the Fringe Society**, and influence change in the wider Fringe, supported by monitoring and accountability.

### Progress

- **New venues accredited as Real Living Wage employers**, but economic challenges may make this unsustainable.
- **Kitemark shelved pending consultation.**
- **Job portal in scoping for new website**, requires investment.
- **Biannual workers' survey in place.**

### Progress

- **E-ticketing introduced in 2022.**
- **Programme print volume reduced by 50%.**
- New 'how to flyer' sessions added to Fringe Connect and Fringe Central.
- **Digital transformation** programme exploring audience discovery and reduced carbon footprint of digital services.
- **New Fringe Central** will reduce Emissions by significant percentage.
- **First 75 trees planted in Inverleith Park in 2022.**

# Equitable Fringe

## Objectives

Work with a wide range of partners to ensure access and inclusion at the Fringe, ensuring disabled, working-class and marginalised artists are represented.

## Progress

- **Digital evolution strategy** focused on improving digital accessibility.
- **Annual investment from EFFS** and funders for access, engagement, learning and community work.
- **New Fringe Central** prioritising access and sustainability as core pillars of development.
- Partnership with **Unlimited** established to improve access for disabled artists at the Fringe.
- Over **50% of Emerging Professionals programme participants** were from a working-class background, and/or identified as disabled, and/or as part of the Global Majority, and/or the LGBTQ+ community.
- Around **48% of Keep it Fringe funding recipients** across 2023 and 2024 identify as disabled or living with a health condition.
- **Captioning project** to increase the number of captioned shows.
- Partnership with the **Deaf Festival** to improve BSL provision across the Fringe.
- Delivering projects with **Additional Support Needs** schools
- Working with Creative Access to deliver bespoke disability equality training to Registration, Customer Service and Box Office staff.

# Equitable Fringe

## Objectives

Develop young people's knowledge and understanding of the Fringe.

Ensure the Fringe is affordable for all.

## Progress

- Annual delivery of **Fringe Days Out** and wider learning programme.
- **Young Fringe Ambassadors** launched.
- Annual delivery of the **Community Stage**, giving young people in Edinburgh the opportunity to perform in the Fringe and find out more about street performers.
- Widening exposure of the Fringe by providing opportunities for schools and young people to see work.
- Targeted projects engaging young people as artists.

- **Keep it Fringe** investment focused on inclusion, prioritising marginalised artists.

# Good citizenship

## Objectives

Ensure Edinburgh residents have access to the Fringe across the widest possible geography of the city.

Ensure the Fringe is in balance with the needs and positive / negative impacts to the city and that residents can benefit from the Fringe in a variety of ways.

## Progress

- **Fringe Days Out** and **Community Ticketing Initiative** delivery in all wards of the city.
- Attendance at community councils, 'Meet the Fringe' sessions, EPAD events and many more – this is ongoing work that requires a sustained engagement.
- Delivery of Fringe events in areas of the city that the Fringe doesn't reach.
- Providing street performers and a Fringe presence at community festivals.
- Providing the opportunity for people from across the city to perform on the Community Stage.
- Delivery of community projects engaging local people and artists.

- **Edinburgh remains largest audience for the Fringe**, with surveys confirming a positive attitude to the benefit of the festival.
- Research working group established to explore the true benefit of the Fringe to Edinburgh (650 shows in the 2024 programme were from Edinburgh artists).
- Attendance at community councils, 'Meet the Fringe' sessions, EPAD events and many more.
- We've broadened the eligibility criteria of our Community Ticketing Initiative, allowing even more local residents to experience the Fringe who otherwise wouldn't have the chance.



Ensure a range of voices are heard in the shaping of the Fringe Society's objectives and strategies.

- **Fringe membership development strategy in place**, with key objectives to grow membership and increase range and diversity of voices, including on the board of directors.
- 70% of our board (12 out of 17 members) are elected from the Fringe Society membership, representing the wider Fringe community.

## Digital evolution

### Objectives

**Future-proof EFFS digital services**, providing a world-class ticketing service that is easy to use and accessible alongside a range of digital tools for all.

Ensure digital literacy and data-driven decision-making for all who wish to take part in the Fringe.

### Progress

- **Investment for new website** to meet these ambitions is secured through DCMS and partner funds.

- **Work is built into the digital transformation strategy, with funding and investment in place** to deliver, including making the Fringe an 'Open Data' festival.

