



# EDINBURGH'S FESTIVALS

## ENGAGING COMMUNITIES

### CHANGING LIVES





## EDINBURGH'S FESTIVALS AND SOCIAL VALUE

This briefing provides examples of the wide range of community and educational programmes of the Edinburgh Festivals, and offers an insight into the social benefits they deliver in their distinctive ways.

Edinburgh's Festivals have always combined a confident, outward-looking internationalism with a deep commitment to Edinburgh and Scotland. Their value as sources of civic pride and positive national identity is widely recognised. However, there is a much less well-known story about their essential and extensive roles as creators of cohesion and as sources of inspiration and wellbeing for citizens and young people, in Edinburgh and across Scotland. They contribute to a wide range of policy agendas and government initiatives from the Curriculum for Excellence and Scottish Attainment Challenge to health and wellbeing, from looked after children to empowering local communities.

Much of this work is carried out through education or skills initiatives, charitable donations and bespoke programmes on scales that are small but transformative for the individuals involved. These are often designed for disenfranchised communities or groups with specific needs, such as health and social care environments, or specific cultural and geographic communities.

# A TOUR THROUGH OUR SOCIAL IMPACT

The Edinburgh Festivals make a major contribution to our quality of life. They invest in the growth and development of individuals and communities, through the rich, diverse and highly accessible nature of the work they present. Here we take a short tour of the many impacts which the Edinburgh Festivals have on people's lives throughout Scotland.



## FAMILY

- **75%** of audiences said that the festivals had given them the opportunity to spend more time together as a family.
- **69%** of parents agreed that the festivals improved their children's wellbeing.



## PARTICIPATION

- Taking part in a festival was the **number one** cultural activity reported by Edinburgh residents, ahead of cinema, library and concert going.



## EDUCATION

- The festivals engaged with all secondary and special schools across Edinburgh, reaching a total of **138** out of 142 schools in the city.
- **69%** of teachers said that the festivals made a positive difference to children's creativity.



## CIVIC PRIDE

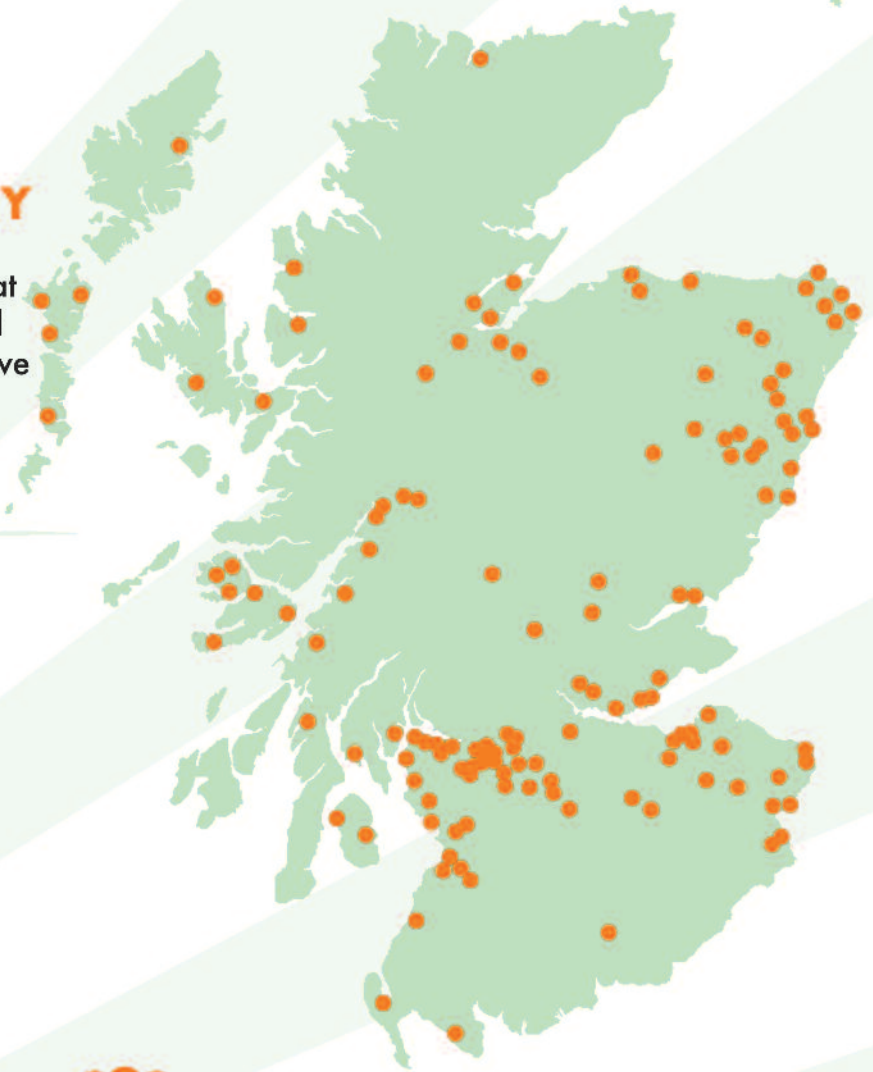
- **89%** of local audiences agreed that the Festivals increase their pride in Edinburgh.





## NATIONAL IDENTITY

- **89%** of audiences said that that the festivals promoted an outward-looking, positive Scottish national identity.



## NATIONAL ENGAGEMENT

- Edinburgh's Festivals work in all **32** Scottish local authorities, from South Ayrshire to the Shetland Isles, from Perth and Kinross to Inverclyde, across the communities of Edinburgh and in all of Scotland's major cities.
- Touring programmes from the Edinburgh Festivals reach well over **60,000** people each year across Scotland, with the vital support of local authorities.
- **81%** of those taking part in Festival-developed engagement projects came from outside Edinburgh and across Scotland.

Sources:  
Edinburgh People Survey [2015]  
Culture Republic Creative Lives [2014]  
Edinburgh Festivals Impact Study [2011]

# ENGAGEMENT IN ACTION

Here is just a small selection of initiatives by the Edinburgh Festivals that illustrate a wide range of contributions to outreach, widening access, community participation, skills and career development across Edinburgh and Scotland.

## Widening Access

- > **Edinburgh International Festival** delivers a year-round programme of creative learning which reaches 3,000–4,000 people each year, enhancing the scope of the Festival beyond its summer focus. During the Festival period itself EIF issues over 17,000 half price or free tickets a year to children and young people, and has over 1,200 members of its Young Musician Passport scheme offering free tickets. Through the three-year Castlebrae Community High School residency, the International Festival has deepened its education work over an extended period as well as working with the community associated with the school.

They learned the importance of listening in different ways, to different things and for different purposes. It opened their minds to the possibilities of enjoying new experiences

Teacher, Kirkliston Primary School, on EIF's Listening Project

There's no way I'd have been able to afford to take James to see the shows if these tickets weren't given to us. We had great fun and hope that you do it again next year.

Foster Carer and Fringe audience member

- > Launched in 1980 by the **Edinburgh Festival Fringe Society**, the Schools Poster Competition is one of the longest running outreach projects in Scotland and has inspired participation from over 100,000 young people aged between 5 and sixteen years old. The Edinburgh Festival Fringe also runs a scheme offering complimentary tickets for looked after children and young people aged 0–18. Over 5000 tickets across 112 different shows were made available through the scheme in its first year.



# Skills and Career Development

- > The **Edinburgh International Film Festival** offers a wide range of youth programmes. Aimed at young people aged 15–25 who are interested in careers in the industry, EIFF Youth Hub offers free filmmaker masterclasses, panel discussions, careers sessions and workshops, attracting almost 1000 young people. Every year EIFF Young Programmer team (15–19yrs) curate and present festival films which will be of interest to their peers. Young people also premier their own films at EIFF, through the innovative film education programme Understanding Cinema and the Edinburgh Schools Film Competition, which is open to all schools in Edinburgh and the Lothians.

I've enjoyed the experience of discovering new films and having the opportunity to fall in love with them. It will be exciting to screen them to an audience at EIFF and it makes me eager to learn about programming film festivals internationally!

**Douglas Greenwood,**  
EIFF Young  
Programmer

It was amazing to see Jamie's work in the brochure and this has really boosted his confidence and the way others see his work... this was a lovely layer to have to the project.

**Heather Lucchessi,**  
Lead Artist, Explorers

- > Since 2013, **Edinburgh Art Festival** has engaged with more than 2000 individuals through its outreach programme Explorers, providing workshops for families, as well as children and young people aged between 4 and 16. We know that an early experience of visual art can have a profound effect on young people's understanding of creativity and we involve children directly in the design and development of the Explorers activities programme, providing empowering opportunities for young people. Jamie Carmichael, a pupil from St Crispin's special school living with autism, provided the illustrations for our 2015 Explorers map, which was included in 5000 guides distributed across the city.

The best way to help someone change their behaviour is to give them a reason for doing so, and there's no better reason than work. But jobs are hard to find, harder still if you have a background like these young men. That's why the work we're doing with the Tattoo is so important.

**Karyn McCluskey,**  
Head of the Violence  
Reduction Unit

- > The **Royal Edinburgh Military Tattoo** has developed the 'Glasgow Boys' programme with the Scottish Violence Reduction Unit to support vulnerable and challenged young people through a joint social sustainability initiative. The programme offers a month-long mentored residential programme to those who have very limited – or non-existent – employment history. They join the Military Tattoo Support Group to provide a range of vital logistic and support services. At the end of the paid secondment they are supported to find full time employment.

# Community Participation

- > The annual Edinburgh Festival Carnival, staged by the **Edinburgh Jazz and Blues Festival**, forms a colourful and exotic parade of national and international Carnival performers. It involves nearly 400 community participants from across Edinburgh and Scotland, 50% from minority ethnic communities, integrated with performers from all over the world. Working directly with established community groups across the city, community participation in the carnival is built through workshops covering dance, costume, mask making and drumming.

I liked finding out all of the different things you do and making hats and I am coming on Sunday to see the fair and please come back again

Adam, young participant in EJBFB's Carnival workshop



Our volunteers had a fantastic time as did we and we are really so grateful to have been chosen as benefitting charity. For us it was also a lot about awareness for Erskine which is much better known in the West, and opportunities like this in the East are invaluable.

Edinburgh's Hogmanay official charity in 2014, Erskine - caring for Scottish veterans

- > **Edinburgh's Hogmanay** excites and inspires participation from people from across Scotland, creating a profoundly Scottish event with global impact and raising funds each year for a chosen charity. Over three days it engages more than 150,000 revellers from over 70 countries in both free and ticketed celebrations, from the 30,000 people joining the Torchlight procession to the 1,000 people taking part in the Loony Dook on New Year's Day.



# Outreach across Scotland

- > Generation Science – the **Edinburgh International Science Festival** educational outreach programme – is the UK’s largest schools science touring programme, visiting every Scottish local authority and around 60,000 primary aged children every year. It features 17 science shows and workshops delivered by trained Science Communicators, devised with direct links to Scotland’s Curriculum for Excellence.



Thank you I really enjoyed doing the experiments and the experiment at the end was AWESOME! I really want to be a scientist now.

Pupil, Glenlyon Primary School, on EISF’s Generation Science

- > **Edinburgh’s International Children’s Festival** has played to over 50,000 children and young people across Scotland in the last five years through national tours accessible to all. For example, ‘Dansen’ offered access to professional, high quality dance to young people aged 7–17 in Craigmillar and Easterhouse not already participating in the arts.



My wee girl had been bullied before, in P1 and P2, and she wouldn’t say anything to me or anyone else. But doing this has meant that she doesn’t get bullied any more, she’s much happier, and I can see that. I can’t praise it enough. She’s a different girl.

Parent of participant in Imagine’s Dansen project

- > The **Scottish International Storytelling Festival** outreach campaign encourages people all over Scotland to organise a storytelling event with their family or friends, offering free advice and storytelling resources, and small grants to storytellers in areas not normally reached by the main programme. The Festival has also developed a series of multi-sensory storytelling sessions called the Story Kist for children with learning disabilities and their families, friends and carers, now being rolled out across Edinburgh and the Lothians.



The young people enjoyed the reality and relevance of [poet Luke Wright’s] performance: A real person performing real poetry commenting on contemporary issues and pressures that they are aware of. It brought the learning out of the books.

Group Leader attending Booked! event in Glasgow 2015

The Story Kist sessions have been enthusiastically received by families, who appreciate the welcoming atmosphere and the fact that the whole family can enjoy the sessions together. It’s great to be part of this important work, particularly in the case of audience members with complex needs, as they can so easily find themselves excluded from arts events for a variety of reasons.

Ailie Finlay, Storyteller

- > The **Edinburgh International Book Festival** offers a school programme during the August Festival that attracts around 13,000 school pupils and their teachers from across Scotland with travel costs supported for over 90 schools. In addition, *Booked!* is a year round programme of activity that reaches a further 6000 people across Scotland and comprises a wide-ranging programme of events, residencies and local festivals. Produced in collaboration with a variety of local partners, it brings together world-class authors and artists with new audiences to share stories and inspirations, bringing books to life for people of all ages in their own communities but particularly young people.



## LOOKING AHEAD

Each of Edinburgh's Festivals is unique and will bring their own distinctive contribution to audiences and participants locally, nationally and internationally. Every season our Festivals look at how they can further develop their reach and impact.

Looking ahead to Scotland's Year of Young People in 2018, our Festivals want to see increasing impact for young people in:

- > **Wider access to opportunities** – with more young people, from all backgrounds and across Scotland, feeling included, aware of, and able to take part in high quality activities
- > **Sustained increases in participation** – so that children and young people get more enjoyment, stimulation and sense of achievement from taking part in new experiences that engage them
- > **Young people growing in confidence, skills and creativity** – through opportunities enabling them to develop their confidence, resilience and empathy, along with imagination, creativity and wider skills.

Edinburgh's Festivals are working together to map out and develop the extent of our work for communities and young people, including creating new initiatives such as a cross-Festivals volunteering scheme targeted at a range of groups who may not usually take part.

This initiative will run in 2017 as part of, as part of the celebrations in the 70th anniversary year of the birth of Edinburgh as the world's leading festival city. The Edinburgh Festivals, led by the International Festival, began in 1947 after World War Two as a means to bring people together through culture and imagine a better future. It will be a fitting way to build on the past 70 years of creative excellence and innovation, to open up the transformative experiences our Festivals can offer to new communities and new generations.

# WIDER IMPACT OF EDINBURGH FESTIVALS

This publication builds on the statistical evidence reported in the earlier ground breaking Edinburgh Festivals Impact Study, which embraced the ambitious challenge of understanding the many impacts of Edinburgh's Festivals.

## Cultural Impacts

- > 88% of performers agreed that attending the Festivals offered them the opportunity to see international work that they wouldn't have seen otherwise \*
- > 79% of performers agreed that the Festivals offered them the opportunity to meet other practitioners \*
- > 92% of audiences agreed that the festivals were 'must see' events
- > 92% of audiences agreed that the Festivals had given them the opportunity to access work that they are not otherwise able to
- > 68% of audiences agreed that they are more likely to attend another similar cultural event than before their visit
- > 64% of audiences agreed that they are more likely to take greater risks in their cultural choices as a result of their Festival-going

## Economic Impacts

- > Attract audiences of 4.5 million, over 25,000 artists and more than 1,000 accredited media
- > 82% of visitors from outside Edinburgh and 77% of visitors from outside Scotland said the Festivals made them more likely to visit Edinburgh again in the future \*
- > Generate £313 million of economic impact for Scotland and 5,660 fulltime equivalent jobs in Edinburgh
- > 93% of rooms across the city during the month of August are occupied

## Social Impacts

- > 89% of local audiences agreed that the Festivals increase their pride in Edinburgh as a city
- > 89% of audiences agreed that the Festivals promoted an outward looking, positive Scottish national identity \*
- > 75% of audiences agreed that the Festivals had given them the opportunity to spend more quality time with family and friends
- > 69% of teachers felt that the Festivals made a difference to the children's creativity \*
- > 65% of parents agreed that the Festivals had improved their children's well being \*



The Scottish  
Government  
Riaghaltas na h-Alba

• EDINBURGH •  
THE CITY OF EDINBURGH COUNCIL



ALBA | CHRUTHACHAIL

EventScotland™



Scottish Enterprise



Festivals Edinburgh, Waverley Court, 4 East Market Street, Edinburgh EH8 8BG

**w** [www.edinburghfestivalcity.com](http://www.edinburghfestivalcity.com)

**e** [info@festivalsedinburgh.com](mailto:info@festivalsedinburgh.com)

**t** ++44 131 529 7970