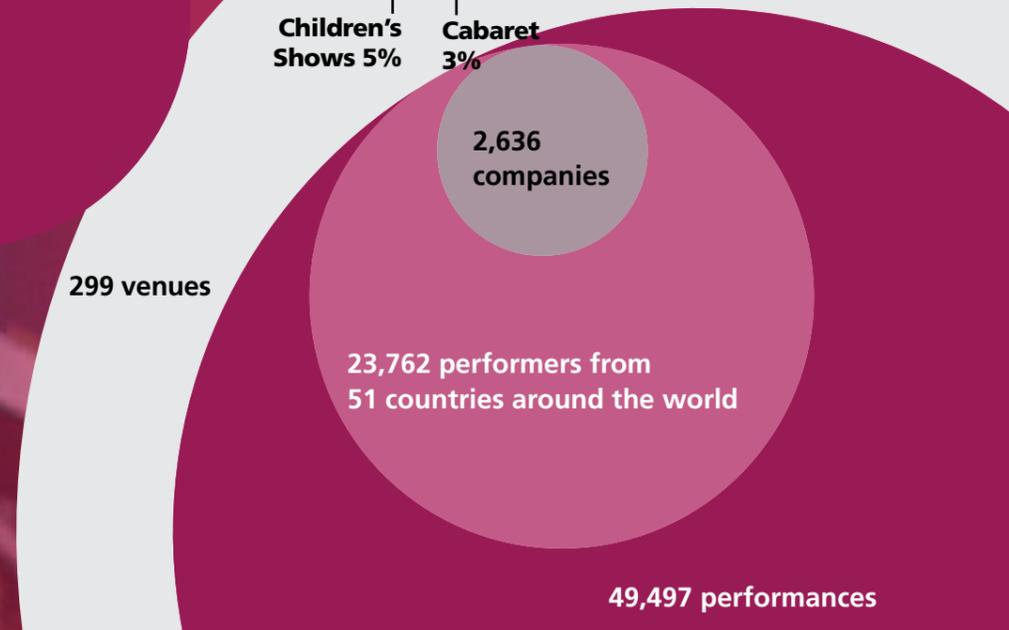
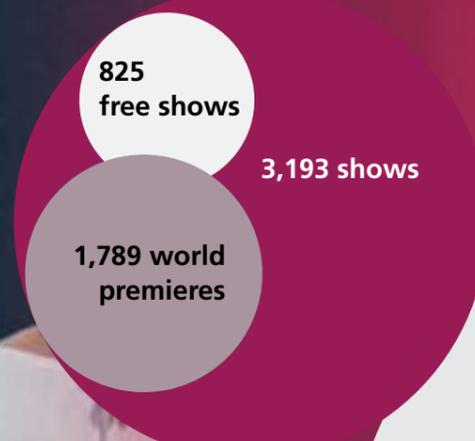
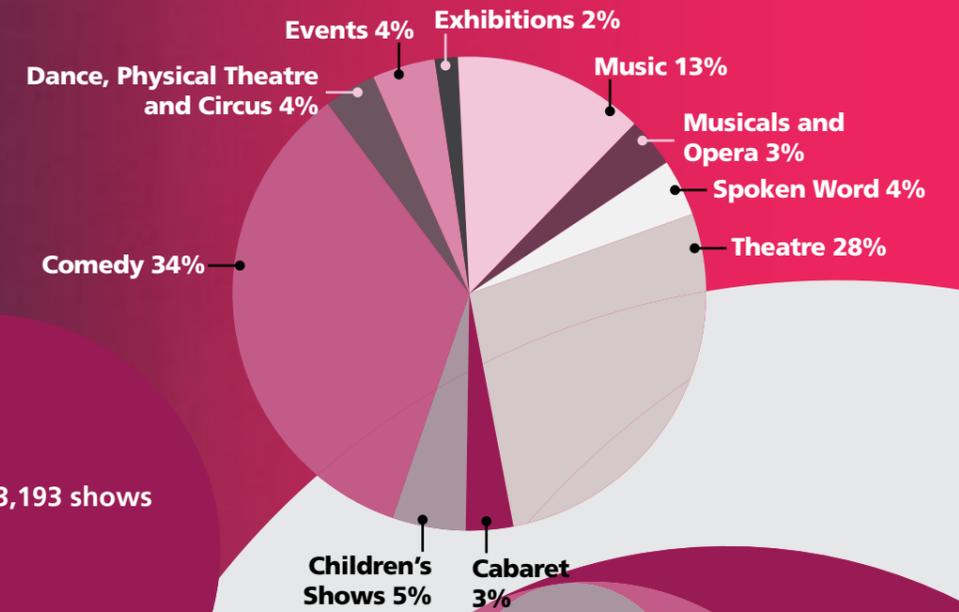


The Edinburgh Festival

fringe society

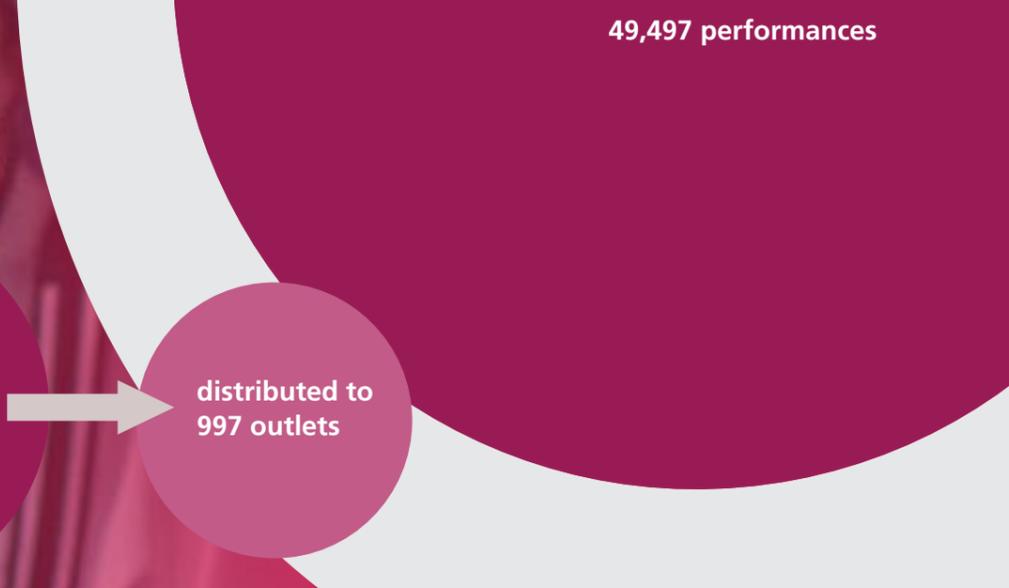
ANNUAL REVIEW 2014

2014 in numbers



2,183,591 estimated tickets issued

299 venues



distributed to 997 outlets

Sponsors



Supporters

Supporters include: The Scottish Government, Edinburgh City Council, Creative Scotland, Arts & Business Scotland, British Council Scotland, EventScotland, Scottish Enterprise, Edinburgh Museums & Galleries, The University of Edinburgh, Edinburgh's Festivals, The Scotsman, Waterstones, LIST, The Scotsman, ARTISAN, EAF, FODD, WHITESPACE, blonde, kotikan, RED 61, EASTERN, YEARS OF MUSIC, and FRINGE FESTIVAL.

Foreword

The Annual Review is an opportunity to thank the many dedicated people whose vision and hard work make the Fringe a reality each and every year. I want to start with the Fringe participants who are at the heart of everything we do. Whether it's stand-up comedians who are household names, young drama school graduates starting out on their careers or companies from around the world trying to take their work to international audiences, they are the backbone of the Edinburgh Festival Fringe and without them we simply would not exist. However, without the hard work and vision of the producers, promoters, backstage staff and venue managers who bring the Fringe to life every year, few of these shows would ever be presented to an audience.

It is also difficult to imagine how the Fringe could be staged without the support we get from our public funders and our commercial sponsors and partners. We are very pleased that over the last year we have established some new partnerships and grown and nurtured some existing relationships. You can find full details of all the organisations that help to support us elsewhere in this publication. 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.

The Edinburgh Festival Fringe Society is a registered charity with three core objectives: to provide support, advice and encouragement to Fringe participants, to assist audiences by helping them navigate what's on offer with comprehensive, accurate and up-to-date information and ticketing, and to promote this wonderful and unique festival to the rest of the world. Without the support of the Friends of the Fringe, Fringe Angels and all the donations we receive from the public, the work that we do would be very much diminished.

I also want to pay tribute to the staff of the Fringe Society. Under the superb leadership of our remarkable Chief Executive, Kath M Mainland, our staff responds to the challenges of an ever expanding festival with a professional and creative approach. It was an immense pleasure for me as Chair of the Society to see Kath's dedication recognised with the honour of CBE in the Queen's Birthday Honours list.

Finally, I want to thank the residents of the city of Edinburgh. We might not realise it but we all play a part in creating the impression that the thousands of visitors to Edinburgh each summer leave with. From everyone working in the city's shops, hotels and bars to our bus and taxi drivers, we all play a role in making Edinburgh a welcoming destination and that impression of the capital as a warm and welcoming city is central to attracting visitors to attend the Fringe. I truly believe that without the unique backdrop of Edinburgh the Fringe would not have grown to be the world's most prominent arts festival.

I look forward to seeing you at the 2015 Fringe.

Tim O'Shea
Chair



Introduction

2014 was always going to be an enormous year for Scotland, and what a year it turned out to be for the Fringe. Another extraordinary festival where, despite the capricious weather, hundreds of thousands of visitors flocked to Scotland's capital to experience the wondrous delights of the Fringe and Edinburgh's other festivals. They mingled with Edinburgh's loyal, proud residents and together they formed the most extraordinary audience in the world. What they were witness to was the most phenomenal display of creative endeavour from artists, companies, producers, presenters and venue managers that happens anywhere on the planet.

It was also a great year for the Fringe Society. A year of great achievements in our three main areas of work: supporting participants, providing comprehensive information and tickets, and marketing the event locally, nationally and internationally. Fringe Central continues to play host to a full programme of events to help Fringe artists make the most of their visit, as well as accommodating our Media and Arts Industry Offices who look after the thousands of industry professionals and journalists at the festival. We extended our international networks by hosting the second World Fringe Congress. We made great progress in our accessible services and our new registration software, edfringeware, helped us collect more information about Fringe companies for the benefit of all audiences. Our award-winning marketing campaign was incredibly well received and successful. That the Fringe and Edinburgh's other festivals, supported by our colleagues at Festivals Edinburgh, have been able to rise to the challenges presented by having an international spotlight shine on the country in 2014, and increase our audiences across the board, is no small achievement and is down to the hard work of our staff, our partners and many of you reading this review.

I would like to thank the Board, the Participants' Council and staff of the Fringe Society, our many public and private partners, our individual supporters and donors and our Friends and Angels for helping make the Fringe such an extraordinary success. It wouldn't happen without you.

I love the Fringe. I've lived in Edinburgh for over twenty years because of it. I am proud of the achievements of the creative souls that risk everything to bring us their extraordinary work each year. I am also proud of the great dedication, commitment and sheer hard work of the many, many individuals who work on stage, backstage, in box offices and media offices, in front of house, or in any of the other myriad support roles. What happens in Edinburgh each August is an implausible thing. It has grown organically, dynamically, ebulliently for over 60 years. If you were to sit down and plan it now, it would never get off the page. It works because of these individuals and their chutzpah. Because they have things to say and stories to tell. Because they refuse to take no for an answer and they don't wait for an invitation. They embody this great festival, I am in awe of them, and I would like to pay tribute to them all.

Kath M Mainland CBE
Chief Executive



Review of 2014

Virgin Money Street Events

The Virgin Money Street Events are the biggest of their kind in the world and continue to grow each year. 2014 was no exception with 933 groups and performers taking part compared to 856 in 2013. Unperturbed by the changeable weather, Fringe crowds came in their hundreds of thousands to see spectacular performances from around the world, to shop at the arts and crafts markets and to soak up the carnival atmosphere of the High Street and Mound. As well as being the biggest large-scale free events at the Fringe, the Virgin Money Street Events also provide Fringe participants with valuable opportunities to promote their shows and help audiences decide what to see.

Made in Scotland

Made in Scotland, in its sixth year, is a Scottish Government Edinburgh Festivals Expo Fund initiative to showcase the best of Scottish theatre, dance and, for the second year, music at the Edinburgh Festival Fringe. Made in Scotland is a partnership between the Edinburgh Festival Fringe Society, the Federation of Scottish Theatre, the Scottish Music Centre and Creative Scotland.

Not only does Made in Scotland emphasise the quality and diversity of work created and produced by Scottish companies, it offers them financial support and training as well as raising their profile in the media and arts industry, both nationally and internationally. Of the 32 shows showcased in 2014, ten received five-star reviews and four received awards including *Herald* Angels, Fringe Firsts and a Stage Award for Acting Excellence. At the programme's launch in May, Culture Secretary, Fiona Hyslop MSP said: 'Made in Scotland's strong reach and appeal has been proven by the international success of many of the acts showcased over the last five years.'

edfringeware

Launched in November 2013 for the 2014 Fringe, the new show registration platform, edfringeware, was designed to increase efficiency and streamline the administrative processes of registering shows for venues, companies and Society staff. This new web-based system was easier to navigate with improved help text and allowed participating venues and companies more flexibility and control over their show listings. The Society continues to review and further improve edfringeware for show registration for the 2015 Fringe.

Edinburgh International Culture Summit

Following the success of the inaugural Edinburgh International Culture Summit in 2012, culture ministers, policy makers and arts leaders from around the world, including the Fringe Society's Chief Executive, came together again in 2014 to share ideas, debate and discuss the role and value of the arts and culture sector. The Culture Summit, hosted by the Scottish Parliament and organised by the Edinburgh International Festival, the Scottish and UK Governments and the British Council, boasted an impressive and internationally renowned programme of speakers who addressed the theme 'Culture – a Currency of Trust.'

Review of the Society's activities

Throughout 2014 the Edinburgh Festival Fringe Society continued to safeguard the open access policy of the Fringe and concentrated on our three core objectives:

- to advise, support and encourage Fringe participants
- to help audiences navigate the Fringe by providing comprehensive information and a centralised Box Office
- to promote the Fringe nationally and internationally.

Supporting Fringe participants

Participant services

The participant services team exists to help everyone taking part in the Fringe. As well as providing a comprehensive range of online resources, they offer year-round one-to-one advice and support on everything from finding a venue to touring a show internationally.

Significant developments in 2014 included launching and introducing edfringeware, the new show registration platform, improving the provision of accessibility information to Fringe audiences and participants, and delivering another successful World Fringe Congress, putting the Edinburgh Festival Fringe, Fringe Society staff and participants at the centre of a global network.

Fringe Central

Located at the University of Edinburgh's Appleton Tower, Fringe Central is a crucial resource exclusively for Fringe participants, media and arts industry professionals. As well as providing free wifi, a cafe, rehearsal spaces and printing and photocopying facilities, Fringe Central hosts a large programme of diverse events aimed at Fringe participants.

Fringe Central Events Programme

The team at Fringe Central once again delivered a packed programme of 114 free events for Fringe participants. Events included workshops, seminars and mixers, covering a wide range of topics and offering invaluable networking opportunities. In 2014, events, meetings and rehearsals at Fringe Central were attended by over 5,900 Fringe participants.

The second Fringe Central Welcome Address was delivered by playwright Chris Thorpe and Artistic Director of the TEAM, Rachel Chavkin, who spoke about how and why the Fringe has been important in their careers and how it remains essential for the development of artists internationally.



Arts Industry Office

The Arts Industry Office is a service for arts professionals including programmers, producers and promoters who come to the Edinburgh Festival Fringe to discover new work and talent. In 2014, the Arts Industry Office provided information, networking opportunities and a ticketing service to the 1,053 arts professionals who accredited with the Society and financial support to seven new and emerging producers via the Emerging Producers' Bursary Programme. Developments included a new online ticketing microsite for arts industry accreditees and a series of well-attended arts industry discussion forums hosted by key industry figures.

Media Office

It was another busy year for the Media Office with 1,081 individuals from media outlets accredited, including broadcasters, photographers, reviewers and bloggers. Capitalising on the impact of the Commonwealth Games, the Society significantly increased engagement with international media, with 165 individuals from international media being accredited. As well as helping the media to navigate the vast programme of shows, arranging interviews with artists and providing review tickets to shows, the Media Office offered a bespoke consultation service to participants helping with every aspect of generating publicity, from writing press releases to social media.

Once again, the largest event in the Fringe Central calendar was Meet the Media which offered Fringe participants the chance to meet journalists and reviewers in person to promote their shows. 2014's event saw 800 Fringe participants in attendance and media outlets represented included *The Times*, *The Independent* and the BBC.

Customer Service



Box Office

Building on the success of the last two years, many shows went on sale from as early as February on edfringe.com. Not only did this allow participating shows a longer lead time to promote their shows, it also gave audiences more scope to plan their trips and book tickets in advance.

The Fringe continues to grow and 2014 was another record Fringe both in terms of the number of shows and estimated tickets issued, increasing by 11% and 12% respectively. Central to the Society's core objectives is the continued improvement and expansion of its box office services to ensure the best possible service for the ever-growing number of ticket buyers. In 2014 the Fringe Society implemented a new sales point at the centrally located University of Edinburgh Visitor Centre and added collection points to the Institut français d'Ecosse and the Domestic Arrivals hall of Edinburgh Airport.

Other key developments in 2014 included further improvements to the services provided to customers with access requirements, the addition of a counter call system at the Box Office at 180 High Street and a new Half Price Hut structure.

tickets.edfringe.com

One of the most notable improvements in box office services in 2014 was the development and launch of a new mobile responsive ticketing site, tickets.edfringe.com, partially funded by Scottish Enterprise. In 2013, 33% of all visits to edfringe.com were made on either mobile or tablet devices. Based on these findings, tickets.edfringe.com was built to better cater to this rapidly growing user base. [Tickets.edfringe.com](http://tickets.edfringe.com) launched in May and was well received. Not only did it provide a more straightforward and streamlined booking process for mobile and tablet users (which accounted for 46% of all sessions in 2014), it also improved the experience for Fringe audiences across the board with the addition of new features such as advanced search options and increased visibility of accessibility information. The addition of rich media content also allowed Fringe participants to enhance their listings and further promote their shows by including external website links, live Twitter feeds, Facebook page links and video and audio clips.



Fringe App

The Fringe App remains an integral Fringe ticket sales channel and is a convenient way to make spontaneous ticket purchases while on the go. New features for 2014 included age guidance information, clear messaging for the Friends of the Fringe ticket offer and an increased server capacity for seamless browsing. Ticket sales via the app have increased each year, accounting for 9.5% of all Fringe Box Office sales in 2014.

Virgin Money Half Price Hut

The sleek new Virgin Money Half Price Hut was extremely popular, with thousands of half-price tickets available every day of the Fringe. Designed by Collective Architecture, the new purpose built structure is larger, more customer friendly and boasts more sales and collection points to reduce waiting times for ticket buyers and to accommodate increased capacity in the future.

For the first time in 2014 Virgin Money Half Price tickets were also available to purchase in the Friends Exclusive Box Office, which was very well received by Friends.

Fringe Shop

At the heart of the hustle and bustle of the Royal Mile is the Fringe Shop which sells a range of merchandise and souvenirs, and provides a vital information point for visitors to the Fringe. From handing out programmes to giving directions, Fringe staff are available to help audiences navigate the festival. The Fringe Shop also acts as a sales and ticket collection point for customers with access requirements. In 2014, the shop exterior was redesigned and repainted, new signage was applied and the interior was reconfigured to be more open and welcoming and to create more space.

Promoting the Fringe throughout the world

International engagement

Increasing international engagement with the Edinburgh Festival Fringe remains a pivotal part of the work of the Fringe Society, and much was accomplished in this area in 2014.

The participant services team travelled to New York, Adelaide, Melbourne and Orlando to deliver roadshows to hundreds of performers and producers. These roadshows provide potential participants with practical and impartial advice and gives them an opportunity to ask questions and gain first-hand knowledge from Fringe Society staff. For the first time, the Edinburgh roadshow was also live-streamed allowing access to this invaluable source of information to anyone with an internet connection – the roadshow received more than 1,000 views.

Fostering relationships with international Fringes is also a major focus of the Society and a key achievement in this area was a skills exchange with the Orlando Fringe Theatre Festival in May. Not only did this strengthen links with the Canadian Association of Fringe Festivals and the United States Association of Fringe Festivals, but it provided an opportunity to learn from and share ideas and experiences with the oldest festival of its kind in the USA.

The Society continues to engage with cultural institutes, embassies and consulates from all over the world, and made contact with all 51 countries with shows participating in the 2014 Fringe. This year the Fringe Society enhanced diplomatic relations with Taiwan and New Zealand by supporting their new national showcases at the Fringe. The Society also worked with Festivals Adelaide in the organisation of their ministerial trip to Edinburgh, attended by Adelaide Fringe and the South Australian Government.

World Fringe Congress

For the second time, the Edinburgh Festival Fringe Society played host to the World Fringe Congress, bringing together representatives from fringe festivals around the globe to share ideas and experiences and build future collaborations. There were 56 delegates in attendance, representing 38 fringe festivals from 15 countries, and a diverse programme of discussion and networking events took place over two days. The delegates also exhibited their festivals to 400 Fringe participants at the World Fringe Fair. The congress was a great success, with one delegate describing their experience as 'a powerful opportunity to experience a worldwide movement.' The congress was funded by the City of Edinburgh Council, Creative Scotland, EventScotland and British Council Scotland, and was part of the Culture 2014 programme which accompanied the Glasgow Commonwealth Games.



Marketing campaign

With a number of high-profile events happening in Scotland in 2014 such as the Commonwealth Games and the Ryder Cup, it was more important than ever to create cut-through with a stand out campaign creative coupled with a highly targeted media schedule. The Society's 2014 campaign consisted of outdoor, print, cinema and digital advertising and focused on London, Glasgow and Edinburgh. The campaign was fully integrated across all channels, including social media, the Box Office, the shop and merchandise. The marketing campaign 'unboring' was an unmitigated success generating more direct ticket sales and engagement than previous campaigns, and received five awards at the Scottish Creative Awards.

Social media

In 2014 we recruited a permanent Digital Marketing Officer, recognising the increasing value of social media in the Society's marketing strategy.

Fundamental to the success of the 2014 marketing campaign was its integration with Fringe social media channels. To boost engagement with the campaign, audiences and participants were encouraged to get 'unbored' using campaign illustrations, competitions and crowd-sourced content. 2014 saw significant increases in reach and engagement, with Facebook's organic reach alone increasing by 209% and viral reach by 193% in July and August. Other significant developments included an increase in the volume of social media messaging, more visual content, a Facebook advertising campaign and the addition of two new social media channels, BuzzFeed and Instagram.

Working in partnership

The City of Edinburgh Council

The Fringe Society continues to build a strong relationship with the City of Edinburgh Council and places great importance on the strategic, logistical and financial support it provides and its vital role in the continued success of the Edinburgh Festival Fringe.

Creative Scotland

Creative Scotland continues to support the Fringe Society with an annual service-level agreement and, along with the Scottish Music Centre and Federation of Scottish Theatre, is a key partner in the delivery of the Made in Scotland showcase. The Society is hugely grateful to Creative Scotland for its ongoing support.

British Council

The Society once again worked closely with the British Council on the delivery of the Made in Scotland showcase, and we would like to take this opportunity to thank Chief Executive, Martin Davidson, who is standing down at the end of 2014, for his contribution to the work of the Society in recent years. We would also like to extend our gratitude to British Council Scotland for supporting our international ambitions and providing funding for bursaries for international attendees at the 2014 World Fringe Congress.

Scottish Enterprise

The Society has benefited from the valuable support of Scottish Enterprise, in both a financial and advisory capacity, for a number of years, particularly in IT strategy. In 2014 funding from Scottish Enterprise was instrumental in the development of tickets.edfringe.com.

ScotRail

2014 marked the third year of a Fringe Box Office in ScotRail's Queen Street Station and the final year of First Group's franchise to run ScotRail services. The Fringe Society is very grateful to ScotRail for their support over the last three years.





VisitScotland

A long-established priority for the Fringe Society is promoting the Fringe internationally and close collaboration with VisitScotland is vital in delivering this. VisitScotland has continued to work with the Society and Edinburgh's other festivals to maximise visitor numbers to Edinburgh and Scotland.

The University of Edinburgh

The University of Edinburgh continues to work closely with the Fringe Society, providing centrally located spaces for many of its essential services. Appleton Tower was once again home to Fringe Central, the Visitor Centre provided a convenient ticket sales and collection point, and the University of Edinburgh Business School hosted the World Fringe Congress. The Society places great importance on the support it receives from the University of Edinburgh across all aspects of our core activities.

BBC

In 2014 the BBC once again ran its own venue at Potterrow during the Fringe, promoting their own free events and broadcasting the Fringe to audiences at home and abroad. The level of BBC coverage at the Fringe continues to significantly increase year-on-year, exposing performers to a wider audience and creating opportunities for future collaborations. By the end of August, the BBC had produced more output from the Fringe and other summer festivals than ever before.

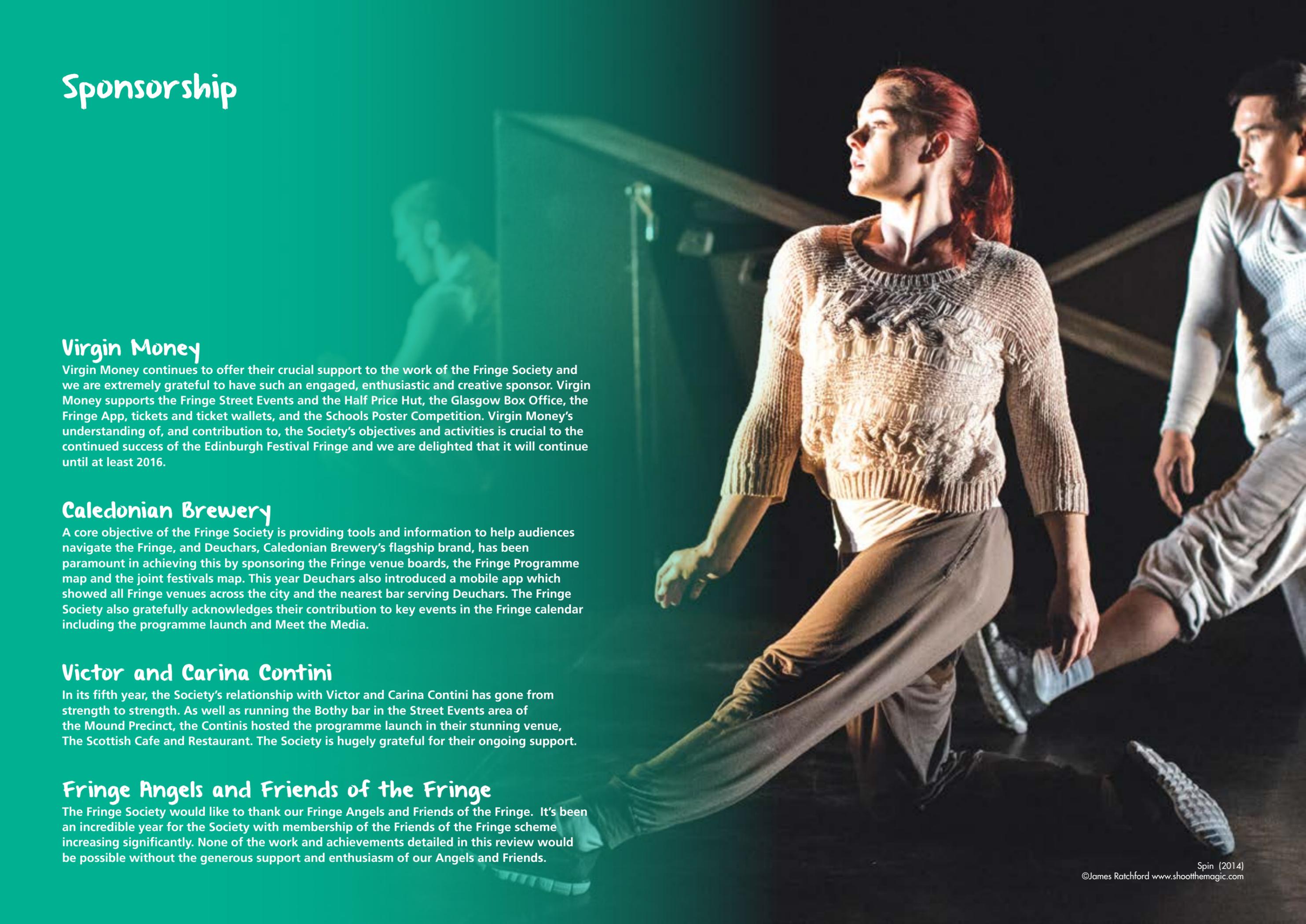
Festivals Edinburgh

Festivals Edinburgh provides Edinburgh's festivals with valued support and a unique platform to work together on their joint strategic development. The Fringe Society worked collaboratively with Festivals Edinburgh on a variety of projects and initiatives in 2014, including a new joint festivals website, edinburghfestivalcity.com, to sustain and develop Edinburgh's position as the leading festival city worldwide, and Momentum, a tailored delegate programme bringing international programmers, arts professionals, politicians and civic leaders to Edinburgh in August.

Transport for Edinburgh

The Society was delighted to welcome Transport for Edinburgh on board as a new partner in 2014, which resulted in a fully branded Fringe bus from June to August. The Fringe bus was a key part of the marketing campaign in Edinburgh and was used for the official programme launch photocall.

Sponsorship



Virgin Money

Virgin Money continues to offer their crucial support to the work of the Fringe Society and we are extremely grateful to have such an engaged, enthusiastic and creative sponsor. Virgin Money supports the Fringe Street Events and the Half Price Hut, the Glasgow Box Office, the Fringe App, tickets and ticket wallets, and the Schools Poster Competition. Virgin Money's understanding of, and contribution to, the Society's objectives and activities is crucial to the continued success of the Edinburgh Festival Fringe and we are delighted that it will continue until at least 2016.

Caledonian Brewery

A core objective of the Fringe Society is providing tools and information to help audiences navigate the Fringe, and Deuchars, Caledonian Brewery's flagship brand, has been paramount in achieving this by sponsoring the Fringe venue boards, the Fringe Programme map and the joint festivals map. This year Deuchars also introduced a mobile app which showed all Fringe venues across the city and the nearest bar serving Deuchars. The Fringe Society also gratefully acknowledges their contribution to key events in the Fringe calendar including the programme launch and Meet the Media.

Victor and Carina Contini

In its fifth year, the Society's relationship with Victor and Carina Contini has gone from strength to strength. As well as running the Bothy bar in the Street Events area of the Mound Precinct, the Continis hosted the programme launch in their stunning venue, The Scottish Cafe and Restaurant. The Society is hugely grateful for their ongoing support.

Fringe Angels and Friends of the Fringe

The Fringe Society would like to thank our Fringe Angels and Friends of the Fringe. It's been an incredible year for the Society with membership of the Friends of the Fringe scheme increasing significantly. None of the work and achievements detailed in this review would be possible without the generous support and enthusiasm of our Angels and Friends.

Communities

Schools Poster Competition

2014 marked the 34th Fringe Schools Poster competition. Sponsored by Virgin Money, it remains one of the longest running outreach projects in Scotland. Drawing on a rich bank of audio and visual learning resources for inspiration, the 2014 competition captured the imagination of schoolchildren with 3,453 spectacular entries from 144 schools.

This year's talented winner was 15-year-old Minnie Roe of Dollar Academy whose poster was featured on a range of Fringe merchandise and displayed alongside 77 shortlisted posters in an exhibition at Edinburgh's Museum of Childhood throughout the summer.

Looked after children and young people

For the first time, the Society worked with Fringe venues and the City of Edinburgh Council on a project aimed at creating opportunities for looked after children and young people to experience high quality cultural experiences. The City of Edinburgh Council currently supports over 1,400 young people who are either in foster care or in the process of being adopted, most of whom have been identified as non-attenders of live events. Working with our venues and companies, the Society enabled over 5,000 tickets across 112 different shows to be issued free to the scheme and feedback from those who participated has been extremely positive.

Access and equalities

The Fringe Society continues to strive toward improving accessibility across its services and in 2014 important advances were made in this area. The introduction of edfringeware facilitated great gains in the collection of accessibility information which was used throughout the Fringe Programme and website. Advanced search options on tickets.edfringe.com enabled filtering by accessibility information and the programme included space specific access icons on show listings making navigating the Fringe as easy as possible for customers with access requirements.

At the Fringe Box Office a member of staff was employed to assist with access bookings and information and to liaise with venues about their accessibility. There was an increase of 35% in the number of customers with access requirements making use of these services.

The Society once again delivered equalities training to Society and venue staff, and a new series of events entitled 'Breaking Down Barriers' was included in the Fringe Central Events Programme. These included panel discussions and lively debates on access and equalities issues.

Environment

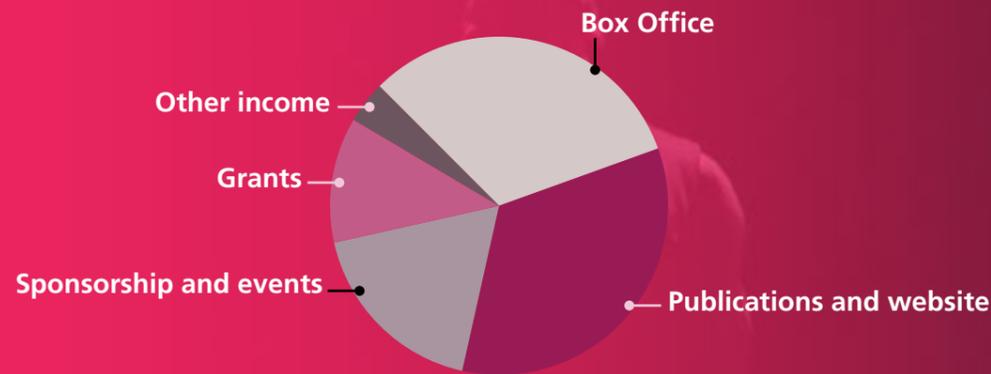
A long-standing priority of the Fringe Society is our commitment to reducing the negative environmental impact of our operations and those of participating Fringe companies and venues. In 2014 significant steps toward this were made, including live-streaming the Edinburgh roadshow and the inclusion of a number of events in the Fringe Central Events Programme addressing sustainability. A statement was included in the official Fringe Programme pledging the Society's commitment to the Green Arts Initiative. The close of the Fringe was once again marked by two Reuse and Recycle days at Fringe Central, where 20 tonnes of paper, four tonnes of wood, 200 pieces of furniture and props were either reused, reclaimed or recycled.



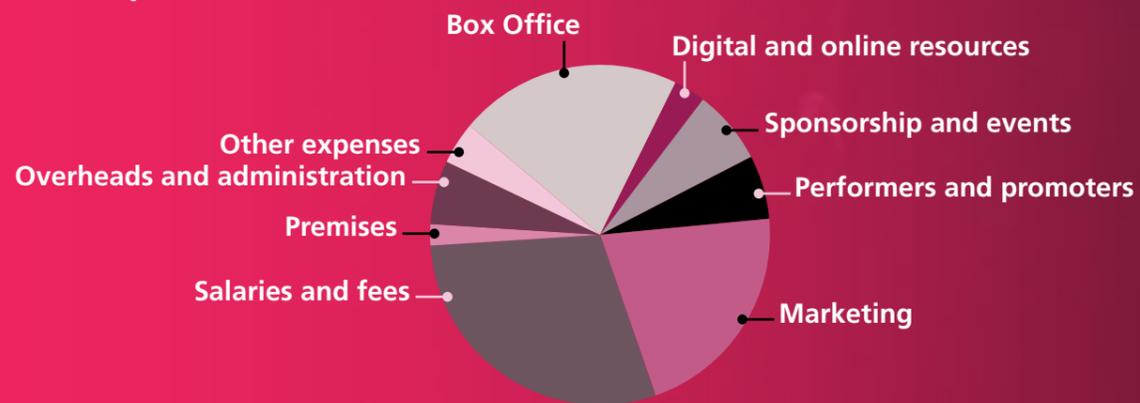
Finance

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 £3,600,699



Total expenditure £3,386,142



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 year-round work they do for the festival.

A huge thank you to those who donated to the Society at the Fringe Box Office and via the website.

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 2015 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.

The above figures are draft and unaudited, based on the finance records for 2014. Audited accounts to year end November 2014 will be available from June 2015.

Awards

Allen Wright Award

Winner: Ben Williams, *Time Out* Magazine
Special commendation: Matt Trueman, *Fest/Financial Times*

Liam Blain, *British Theatre Guide*

Amnesty International Freedom of Expression Award

Cuckooed – Lakin McCarthy in association with Traverse Theatre Company (Traverse Theatre)

Amused Moose Laughter Awards

Celia Pacquola: Let Me Know How It All Works Out – PBJ Management/Gilded Balloon (Gilded Balloon)

The Arches Brick Award

Christeene: The Christeene Machine – Soho Theatre, ArKtype and Johnson/Mackay (Underbelly)

THIS IS HOW WE DIE – Christopher Brett Bailey (Forest Fringe)

The Asian Arts Award

Best production: Brush – Théâtre Haddangse (C venues)

Best directing: Zhao Miao: Hymn to Disappearance – Theater Santuoqi (Summerhall)

The Barry Awards

Best show: Bec Hill in... Ellipsis – Ditto Productions (Gilded Balloon)

Best performer: Will Franken

Best person: Peter Buckley Hill, Bob Slayer

Brighton Fringe Emerging Talent Award

Lorraine & Alan – Bucket Club/Farnham Maltings/Pleasance Theatre/Colchester Arts Centre/Escalator East to Edinburgh (Pleasance)

The Broadway Baby Bobby Awards

Thrill Me: The Leopold & Loeb Story – Richard Williamson and CliMar Productions in association with Greenwich Theatre (C venues)

Semi-Toned: Toned Up! – Semi-Toned (theSpaceUK)

The Duck Pond – withWings Theatre Company (Bedlam Theatre)

Carol Tambor Best of Edinburgh Award

The Object Lesson – Aurora Nova presents Geoff Sobelle (Summerhall)

The Chortle Student Awards

Jamali Maddix

Dave's Funniest Joke of the Fringe

Tim Vine

The Dupliquick Printing Zebra Award

The Eradication of Schizophrenia in Western Lapland – Ridiculusmus/Jon Haynes, Patrizia Paolini, Richard Talbot, David Woods (Summerhall)

The Foster's Edinburgh Comedy Awards

Best comedy show: Shtick – John Kearns (PBH's Free Fringe)

Best newcomer: Alex Edelman: Millennial – Phil McIntyre Entertainment (Pleasance)

Panel prize: Funz And Gamez – Phil Ellis (Just the Tonic)

Fringe Review Outstanding Theatre Awards

Death, Duck and the Tulip – Little Dog Barking Theatre (Summerhall)

Belfast Boy – Purple Penguin Productions (Spotlites)

2014 Fringe Sustainable Practice Award

The HandleBards – Peculius (Royal Botanic Garden Edinburgh)

The Herald Angel Awards

Week one

Herald Archangel

Olwen Fouere from RIVERRUN – TheEmergencyRoom/ Galway International Arts Festival/Cusack Projects Limited (Traverse Theatre)

Herald Angels

Ganesh Versus the Third Reich – Back to Back Theatre (EIF)

The James Plays – National Theatre of Scotland/ National Theatre of Great Britain (EIF)

Lippy – Dead Centre (Traverse Theatre)

Falling in Love with Frida – Caroline Bowditch (Dance Base)

La Loba – Lenka Vagnerová & Company (ZOO Venues)

Steven Osborne from Quartet for the End of Time (EIF)

Little Devil

Andrew Maxwell: Hubble Bubble – Brett Vincent for Get Comedy (The Assembly Rooms)

Week two

Herald Archangel

Akram Khan (EIF)

Herald Angel

Clara Brennan for Spine – FoolsCap in association with Soho Theatre (Underbelly)

HUFF – Shona Reppe and Andy Manley (Traverse Theatre)

Black Grace – New Zealand Season (Assembly)

The Outhouse

Chris Stout and Catriona McKay – Scotland's Harps – A Celebration (St Andrew and St Georges West)

Philippe Herreweghe (EIF)

Little Devil

Louisa Adamson – Production Manager for The God That Comes – 2b theatre company (Summerhall)

Holden Street Theatres Awards

Mush and Me – NANCY Collective (Underbelly)

Blood at the Root – Penn State School of Theatre (Assembly)

The Malcolm Hardee Award

The Malcolm Hardee Award for Comic Originality

Candy Gigi: I'm Not Lonely – Heroes (Heroes @ The Hive)

The Malcolm Hardee Cunning Stunt Award

Christian Talbot: Hello Cruel World – Christian Talbot (Underbelly)

The Malcolm Hardee Act Most Likely/Least Likely to Make a Million Quid Award

Luisa Omielan – What Would Beyoncé Do?! (Underbelly) and Am I Right Ladies?! (Laughing Horse Free Festival)

The Mervyn Stutter Spirit of the Fringe Awards

This is Brasil – The Show – The World Festival (Pleasance)

The Tarzan Monologues – Renegade Theatre (Underbelly)

Croft & Pearce: Give and Take – Vivienne Smith Management (Gilded Balloon)

The Warriors: A Love Story – Ines Wurth Presents (ZOO Venues)

Kraken – Underbelly Productions and Don't Be Lonely (Underbelly)

Christian Reilly: Lost in Music – Christian Reilly (PBH's Free Fringe)

Charles Adrian Gillott as Samantha Mann – Stories About Love, Death and a Rabbit (PBH's Free Fringe)

Special Retrospective Award

Barry Ferns – The Barry Experience (Laughing Horse Free Festival)

The Musical Theatre Network Awards 2014 For innovation within musical theatre

The Future for Beginners – liveartshow (Summerhall)

Lorraine & Alan – Bucket Club/Farnham Maltings/Pleasance Theatre/Colchester Arts Centre/ Escalator East to Edinburgh (Pleasance)

Symphony by Ella Hickson, Nick Payne and Tom Wells – nabokov and Soho Theatre (Assembly)

Angela Darcy in Janis Joplin: Full Tilt – Regular Music with support from the National Theatre of Scotland (Assembly)

Special commendations in recognition of the potential shown by two emerging companies

Bonenkai – The Letter Room (Underbelly)

Riptide: The Slasher Musical – Porgy Productions (Sweet Venues)

**National Student Drama Festival –
Edinburgh Award 2014**

KATE – Lost Watch (Pleasance)

The Bastard Queen – Naughty Corner (theSpaceUK)

Primary Times Children’s Choice Award

Arabian Nights – Story Pocket Theatre
(Gilded Balloon)

The Scottish Arts Club Edinburgh Guide Award

Winner: Donald Robertson is Not a Stand-up
Comedian – Gary McNair (Traverse Theatre)

The Scotsman Fringe First Awards

Week one

Cuckooed – Lakin McCarthy in association with
Traverse Theatre Company (Traverse Theatre)

Chef – pop (Underbelly)

The Collector – Henry Naylor/Gilded Balloon
(Gilded Balloon)

Confirmation – Chris Thorpe and Rachel Chavkin
(Northern Stage)

Men in the Cities – Chris Goode and Company in
association with Royal Court Theatre
(Traverse Theatre)

Spoiling – Traverse Theatre Company
(Traverse Theatre)

Week two

Sanitise – Melanie Jordan and Caitlin Skinner
(Underbelly)

The Carousel – Stellar Quines Theatre Company
(Traverse Theatre)

Pioneer – curious directive/NNF/Watford Palace
Theatre/Escalator East to Edinburgh (ZOO Venues)

The Day Sam Died – Armazém Theatre Company
(New Town Theatre)

The Object Lesson – Aurora Nova presents
Geoff Sobelle (Summerhall)

The Initiate – Paines Plough (Summerhall)

Lippy – Dead Centre (Traverse Theatre)

Week three

Spine – FoolsCap in association with Soho Theatre
(Underbelly)

Travesti – Unbound Productions (Pleasance)

Letters Home – Grid Iron and Edinburgh International
Book Festival (Edinburgh International Book Festival)

No Guts, No Heart, No Glory – Common Wealth
(Sandy’s Boxing Gym)

Hand Made in China: Moons, Migration and
Messages – Hua Dan – Dumpling Dreams Theatre
and Migration Project (Summerhall)

Pondling – Gúna Nua (Underbelly)

So You Think You’re Funny?

Aidan Strangeman

The Stage Awards for Acting Excellence

Week one

Benny Young – Unfaithful – Traverse Theatre
Company (Traverse Theatre)

Olwen Fouere – RIVERRUN – TheEmergencyRoom/
Galway International Arts Festival/ Cusack Projects
Limited (Traverse Theatre)

Week two

Rosie Wyatt – Spine – FoolsCap in association with
Soho Theatre (Underbelly)

Ensemble Tumanishvili Film Actors Theatre
Company of Tbilisi – Animal Farm – Theatre Tours
International/Guy Masterson/Tumanishvili Film
Actors Theatre (Assembly)

Week three

Ensemble from Sirens – Ontroerend Goed/Drum-
Plymouth/Vooruit/Richard Jordan/Big in Belgium/
Summerhall (Summerhall)

Ensemble from The Ingenious Gentleman Don
Quixote of La Mancha – Little Soldier Productions
(ZOO Venues)

Declan Perring from Belfast Boy – Purple Penguin
Productions (Spotlites)

Bryan Burroughs from Beowulf: The Blockbuster
– Pat Moylan Presents a Show in a Bag Production
(Pleasance)

April Hughes from Freak – Theatre503 and
Polly Ingham Productions (Assembly)

Special award winner

Chris Goode – Men in the Cities (Traverse Theatre)

ThreeWeeks Editors’ Awards

Bec And Tom’s Awesome Laundry – Gilded Balloon/
Bec Hill and Tom Goodliffe (Gilded Balloon)

Tamsin Clarke for Manuelita – Popelei Theatre
(Underbelly)

Cariad Lloyd

Matt Panesh for Monkey Poet: Shit Flinging
(PBH’s Free Fringe)

Klanghaus – Neutrinos /Norwich Arts Centre/
Escalator East To Edinburgh (Summerhall)

Unbound Productions for Travesti (Pleasance)
Divallusion with Christina Bianco and Velma Celli –
Christina Bianco and Ian Stroughair (Assembly)

The cast and crew of The Bunker Trilogy: Agamemnon
– Jethro Compton Productions (C venues)

Will Franken: The Stuff They Put in Sleep –
Laughing Coyote Presents (Just the Tonic)

Ricardo Garcia

Total Theatre Awards

Shows by an emerging company/artist

Backstage in Biscuit Land – Touretteshero
(Pleasance)

Physical/visual theatre

The Object Lesson – Aurora Nova presents
Geoff Sobelle (Summerhall)

**Innovation, experimentation and playing
with form**

Lippy – Dead Centre (Traverse Theatre)

Near Gone – Two Destination Language/Escalator
East to Edinburgh (Summerhall)

**Total Theatre and Jacksons Lane Award
for Circus**

Bromance – Barely Methodical Troupe produced by
DREAM with support from Underbelly Productions
and NCCA (Underbelly)

Judges’ award

Looking for Paul – Wunderbaum – Wunderbaum/
Red Cat/Big in Belgium/Richard Jordan/Drum/
Summerhall (Summerhall)

Kim Noble: You’re Not Alone – Soho Theatre
(Traverse)

Significant contribution award

Ridiculusmus

GOT
#UNBORED

Edinburgh Festival Fringe 2015
07-31 August
edfringe.com

Copyright Edinburgh Festival Fringe Society Ltd 2014. All rights reserved. No part of this publication may be reproduced in any form without the written prior permission of the Edinburgh Festival Fringe Society.

The Edinburgh Festival Fringe Society Ltd is a company limited by guarantee and incorporated in Scotland (No SC046605). Registered Charity No SC002995.

Registered office: 180 High Street, Edinburgh, EH1 1QS.

Telephone: 0131 226 0026 Fax: 0131 226 0016 Email: admin@edfringe.com