

# EDINBURGH'S WINTER FESTIVALS

EDINBURGH'S CHRISTMAS & EDINBURGH'S HOGMANAY

ANNUAL REPORT 2018/19



A photograph of a classical building facade at night. The building features a series of tall, fluted columns supporting a heavy entablature. A white, intricate geometric pattern, resembling a complex network of lines and triangles, is projected onto the columns and the base of the building. A dark banner with white text is draped across the top of the columns. The background is a dark, cloudy sky.

We are only the latest in 46,000 years of Europeans

## FOREWORD

Edinburgh's Christmas and Hogmanay festivals are internationally renowned and a source of real pride for the Capital.

The festive season got off to an exciting start last year as 15,000 people joined in to switch on the city's illuminations at Light Night and enjoyed performances from local stars across four stages. While people continued to enjoy the Christmas rides, attractions and shows, Santa Land and of course the Christmas Markets remained popular. In a world first, the Street of Light returned to George Street but this time with a silent disco!

There was also a huge focus on community and engaging with residents with free events like Light Night, Nativity Carol Concert and Winter Windows where 45 of our schools participated in a design competition, proving extremely popular.

It's been said before but I'll say it again, there is no better place in the world to celebrate Hogmanay than in Edinburgh and celebrations continue to go from strength to strength, welcoming millions of visitors to the city to enjoy everything it has to offer.

While favourites such as the Torchlight Procession and Loony Dook in South Queensferry have been ever present, Bairns Afore, Ceilidh Under the Castle and Message from the Skies made a welcome return, and the newest addition, Symphonic Ibiza, saw club beats come to McEwan Hall.

The world-famous Street Party was once again at the centre of it all. From internationally renowned artists to local bands, aerial acrobatics, street theatre artists, break-dancers, stilt-walkers and entertainment

on podiums and eight stages throughout the arena, there really was something for everyone. And let's not forget the spectacular extended firework display.

We know from the Edinburgh People's Survey that the vast majority of residents think the festivals are a good thing, helping to raise the profile of the city internationally while also delivering programmes that they enjoy. The Winter Festivals play a key part in our year-round festival offering and, importantly, as well as contributing to the wellbeing of our citizens, they deliver real economic impact for the city and for Scotland as a whole, benefitting tourism, hospitality and leisure sectors in particular.

The City of Edinburgh Council is proud to support the Winter Festivals, both financially and operationally. Our congratulations to Underbelly and all involved on another successful year - I'm already looking forward to bringing in the bells for a new decade!

**Cllr Donald Wilson, Convener of the Culture and Communities Committee, City of Edinburgh Council**



## INTRODUCTION

As the producer of Edinburgh's Christmas and Edinburgh's Hogmanay, Underbelly has the following priorities:

- To sustain and grow Edinburgh's reputation as a winter festival destination: the home of Hogmanay and the home of one of the biggest and best Christmas celebrations.
- To continue both events as festivals that tell stories and make images that imprint themselves on the world's retina and place Edinburgh and Scotland at the heart of the world's consciousness of winter celebrations.
- To engage residents and visitors and ask them to get involved and to participate, not just to spectate; and for us to remember that both festivals belong to the people of Edinburgh and Scotland – Christmas as a festive event where community and family is so important, and Hogmanay as a time of year where Scotland opens its metaphorical front door and extends a hand to its neighbours to come on in.
- To place community at the heart of both festivals.
- And finally, to save money for the public purse and place greater emphasis on commercial activities to fund both festivals, while still ensuring, or growing, the number of free events and community benefits and the quality of both programmes.

So in our second year of producing Edinburgh's Hogmanay and our sixth year of Edinburgh's Christmas, we were delighted to put young people at the heart of our Torchlight Procession and mark the end of the Year of Young People with the heart shape of 14 wicker sculptures, one from each region of Scotland and made by young people, at the centre of a giant burning outline of Scotland: an image seen all around the world. Earlier in the month, Silent Light on George Street raised tens of thousands of pounds for Edinburgh charity OneCity Trust, with the many international visitors who danced under the stars creating and sharing unique images of a city celebrating Christmas around the world. Our "We Love You" theme for Hogmanay heralded the importance of our social and cultural connections with Europe – not least with Kapka Kassabova's haunting elegy to an ancient unity in her love letter projected onto Scotland's National Monument on Calton Hill. On 31 December, artists from Europe and Scotland performed together and



Charlie Wood and Ed Bartlam | Directors of Underbelly

collaborated at the world's largest New Year's Eve Street Party. Edinburgh's Christmas was the biggest yet, with the highest number of tickets and unique visitors proving the enduring and growing appeal of the event, but also with the largest number of tickets sold with the EH postcode 20% discount and, most importantly, the largest number of tickets given away to people in Edinburgh through local charities and community groups. Our Winter Windows project worked with nearly 1,600 children in 45 schools across Edinburgh to design lit windows for the city's festive decoration, and the Message from the Skies new writing competition encouraged young people to write large for the walls of their city.

Set out here are the monetary costs and values of the community benefits that we delivered for Edinburgh's Christmas (over £534,000) and Edinburgh's Hogmanay (over £642,000); a combined total of over £1,176,000. These are our cumulative costs to deliver the free events, including artistic programming, infrastructure and staffing, and to deliver the discounts, the cost of the free tickets and the value of charitable donations. We hope to work with Festivals Edinburgh and other organisations in the coming months to calculate the social impact of these benefits as we continue to strive to extend our financial contribution and charitable fundraising.

Delivering Edinburgh’s Hogmanay to the quality it deserves is only possible with public funding but we are focused on delivering this quality whilst also reducing the burden on the public purse and doing so by using the commercial aspects of both Hogmanay and Edinburgh’s Christmas to mitigate the funding requirement.

**So, we’re proud to confirm that we have maintained the expenditure budget of Edinburgh’s Hogmanay at approximately £4 million (compared to the last year of the previous contract in 2016/17) but in 2018/19, we did so with 38% less public funding than was required in 2016/17. Public funding now makes up only 27% of Edinburgh’s Hogmanay income budget (as opposed to 41% in 2016/17). Box Office revenues make up 61% of the Edinburgh’s Hogmanay income budget with the balance of 11% derived from other commercial revenue streams.**

Our principal funder for Edinburgh’s Hogmanay is City of Edinburgh Council and as the table below sets out, the way the current contracts for Edinburgh’s Hogmanay and Edinburgh’s Christmas are structured, the Council receives a saving in excess of £1 million per year, when compared to the cost that it incurred to support the events in 2016/17. **Over the course of five years of the current contract, this will deliver savings in excess of £5 million to the Council.**

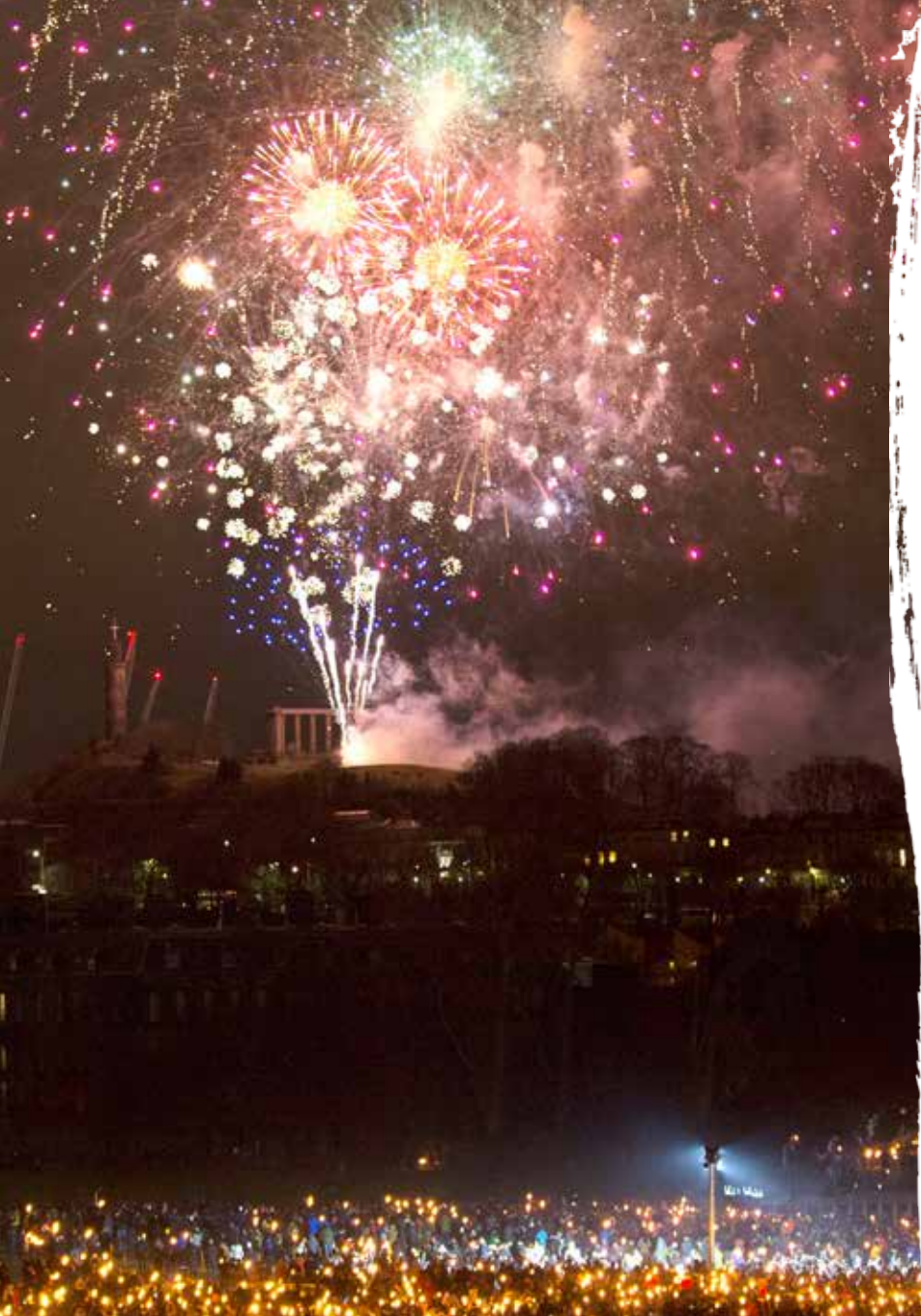
<b>COMPARISON BETWEEN 2016/17 AND 2018/19</b>	
<b>Net saving in fees paid by the City of Edinburgh Council per year</b> (accounting for fees paid by the Council to Underbelly as the contractor, and fees paid by Underbelly to the Council)	£815,072
<b>Net increase in rental fees paid by Underbelly per year</b>	£33,368
<b>Net saving to the Council per year</b> in transferring the cost of licensing and policing to Underbelly	£167,188
<b>Total saving to the Council per year</b>	<b>£1,015,628</b>

The commercial success of Edinburgh’s Christmas allows Underbelly to cover the cost of overheads and the administration required to produce and deliver Edinburgh’s Hogmanay and mitigate against the risk of Hogmanay not achieving its income targets.

While Edinburgh’s Hogmanay is a resounding success with a lesser reliance on the public purse, it is important to note that Edinburgh’s Hogmanay can only exist in its current format with regular ongoing public funding. New sources of funding, such as the PLACE scheme, are allocated directly to the festival (for instance programming and community engagement), and we will continue to look for new sources of funding, both public and commercial, to keep improving the festival.

The Underbelly team continues to be incredibly proud and excited to deliver both Edinburgh’s Christmas and Edinburgh’s Hogmanay annually, and we look forward to continuing to work with the Council, Scottish Government, EventScotland, part of VisitScotland, and other partners to deliver these world class and world-renowned festivals. And we look forward to welcoming you to Edinburgh’s Christmas and Edinburgh’s Hogmanay 2019.

**Charlie Wood and Ed Bartlam, Directors, Underbelly - Producers of Edinburgh’s Christmas and Edinburgh’s Hogmanay**



## EDINBURGH'S HOGMANAY PROGRAMME SUMMARY

WE LOVE YOU.

Edinburgh's Hogmanay 18-19 built on Underbelly's first year of producing the festival in 2017 and shouted 'We Love You' from the rooftops to celebrate Scotland's cultural and social connections with Europe across the three-day festival.

A new programme of events in the iconic McEwan Hall included Symphonic Ibiza, fusing Ibiza club classics with a live orchestra, and we collaborated with Celtic Connections to present two concerts to celebrate our folk music connections with Europe.

The world-famous Street Party brought Scottish and European musicians, dancers, choirs and street theatre artists together in a celebration of unbreakable bonds. And the midnight fireworks were choreographed to a soundtrack by German techno marching-band Meute.

As dusk fell on 1 January, *Message from the Skies* projected love letters to Europe from six writers in unique collaborations with artists, musicians and designers, celebrating our continuing links between Europe and Edinburgh, the world's first UNESCO City of Literature. The project, inspired by a line in Robert Burns' Sketch New Year's Day, ran through to Burns Night on 25 January.

### **TORCHLIGHT PROCESSION 30.12.18**

Supported by EventScotland, the Torchlight Procession kicked off Edinburgh's Hogmanay celebrations, with 20,000 torchbearers proceeding down the Royal Mile past the Scottish Parliament and the Palace of Holyroodhouse and on to Holyrood Park.

Pipe and drum bands from across Scotland including Edinburgh Samba Band, Glencorse Pipe Band and Hawick Scout Pipe Band generated a blistering beat to accompany the blazing Procession. Leading the charge was a 40-strong cast from Scotland's pioneering Celtic Fire Theatre company, PyroCeltica, whose Highland Warriors showcased a dazzling array of fire skills featuring fire fans, huge flaming claymores and fire staffs, set to the

booming beats of the Harbinger Drum Crew. They were joined by Edinburgh's Lord Provost and young people from 14 regions across Scotland who were involved in the Year of Young People 2018 #ScotArt engagement project.

The culmination of the Procession saw the torchbearers form the flaming outline of Scotland on Holyrood Park, filmed from a helicopter, with the 14 wicker sculptures of the #ScotArt project placed at the centre of "Scotland", each symbol representing young people's vision of their region of Scotland. The symbols came together to form a heart shape: our "love you" to young people, literally putting them at the burning heart of Scotland. The image was beamed around the world to global press and social media.

### **SYMPHONIC IBIZA 30.12.18**

New for Edinburgh's Hogmanay, Symphonic Ibiza saw renowned club DJ Andy Joyce join forces with the Scottish Pops Orchestra in McEwan Hall. An evening of anthemic Ibiza classics and high tempo beats, accompanied by an orchestra of strings and horns, saw a euphoric start to the new programme of events in McEwan Hall.

### **BAIRNS AFORE 31.12.18**

Bairns Afore was an important new addition to the programme in 2017 to give families the opportunity to join in the Hogmanay celebrations all afore bedtime and it made a welcome return in 2018 with a concert led by band Massaoke and street theatre Compagnie des Quidams, followed by a spectacular firework display from the Castle Esplanade.

### **STREET PARTY HOSTED BY JOHNNIE WALKER 31.12.18**

The world-famous Edinburgh's Hogmanay Street Party showcased Scottish and European musicians, street theatre artists, stilt-walkers, break-dancers, choirs and aerialists in the most dynamic party to date, including Compagnie de Transe Express, Compagnie des Quidams and El Carramoto. From the moment the doors opened till well after midnight the street was alive with performances across the eight stages, high up on building balconies and down on the street itself.

Supported by funding from the Scottish Government's and City of Edinburgh Council's PLACE scheme, French outdoor theatre company Compagnie de Transe Express

collaborated with All or Nothing, Scotland's leading aerial dance company, to stage a Street Party take-over with their giant opera singing dolls and anarchic Tambour drummers.

Home grown music talent included Gerry Cinnamon, Vistas, Miracle Glass Company and Elephant Sessions. European artists SNAP! and Meute rocked the music stages at Waverley Bridge and St Andrew Square. The Mac Twins, Edinburgh born DJs and presenters, hosted the entire event finishing off the evening with an epic DJ set at the Johnnie Walker Stage. Market Street became a dedicated Silent Disco arena where people partied the night away...albeit quietly.

### **CEILIDH UNDER THE CASTLE 31.12.18**

For the second year in a row, the Ceilidh took place at the foot of Edinburgh Castle, giving dancers a ringside seat for the fireworks. Jimi Shandrix Experience, Hugh MacDiarmid's Haircut and Ceilidhdonia led the ceilidh with over 20 local Edinburgh dancers to lend a welcome hand and lead novices through their steps.

### **CONCERT IN THE GARDENS 31.12.18**

The Concert in the Gardens was headlined by Franz Ferdinand. After an epic opening of their best-known tracks including *Do You Want To* and *Take Me Out*, the band led the whole of the Concert, the Ceilidh and the Street Party in a spectacular rendition of Auld Lang Syne before the final hour of partying to welcome in 2019.

### **MIDNIGHT FIREWORKS**

The dazzling midnight fireworks were once again designed by Titanium Fireworks and carefully choreographed to a specially commissioned soundtrack by German Techno marching-band Meute under an arrangement by award-winning composer Dan Jones.

### **LOONY DOOK 01.01.19**

1,100 brave souls washed away the night before and leapt into the icy waters of the Firth of Forth at South Queensferry, taking part in the annual Loony Dook tradition. Thousands of spectators lined the streets to cheer on brave and the bold 'dookers' from 21 countries around the world.

## **MCEWAN HALL 01.01.19**

On New Year's Day, the Hogmanay Celebrations continued at the magnificent McEwan Hall. The free First Footers Ceilidh invited family members of all ages to start the new year the right way with a wee dance. In the afternoon as part of our collaboration with Celtic Connections, Capercaillie, performed a perfect set of Scottish folk music, and in the evening, Galician multi-instrumentalist Carlos Nunez joined special guests from the cream of the Scottish music scene, rounding off our musical love letter to Europe.

## **MESSAGE FROM THE SKIES 01 – 25.01.19**

On the same evening as Celtic Connections, in a unique cross-art form collaboration with ten of Scotland's best artists, designers and musicians, we premiered six Scottish or Scotland based writers' love letters to Europe. The letters were written to mark Scotland's shared social and cultural connections with Europe and as a creative response to January being the start of the year in which Scotland may leave the European Union.

Message from the Skies was free to attend and supported by Creative Scotland through the Scottish Government's Festivals EXPO Fund.

The vision of our six writers – Chitra Ramaswamy, Kapka Kassabova, Louise Welsh, Stef Smith, William Dalrymple and William Letford, were realised across six sites – Leith Library, Bongo Club in the Cowgate, The National Monument of Scotland on Calton Hill, Tech Cube at Summerhall, Leith Custom House on the Shore and Tron Kirk in Hunter Square.

Each writer collaborated with visual artists, projection artists and composers - a total of 16 creatives - to bring their letters to life, writ large on the walls of Edinburgh.

A free app, developed by Edinburgh based Odd Panda, accompanied Message from the Skies, containing the letters in their written form, audio versions for visually impaired and foreign language versions of each work in Chinese, Spanish, German and French.

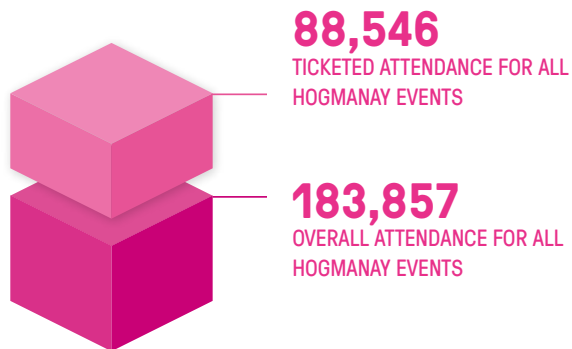




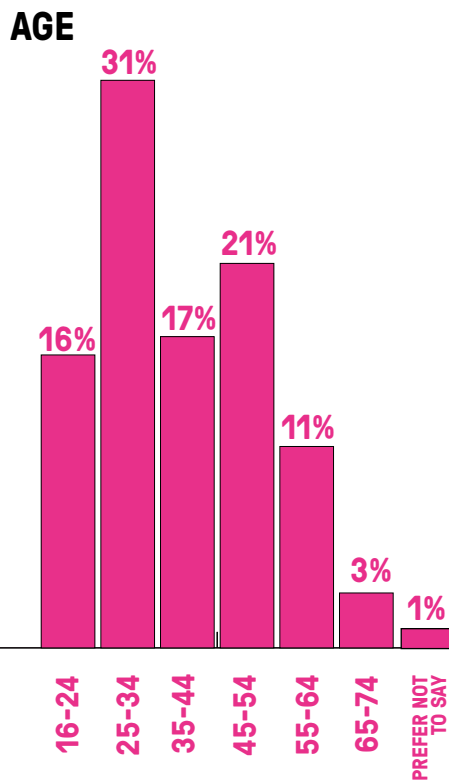
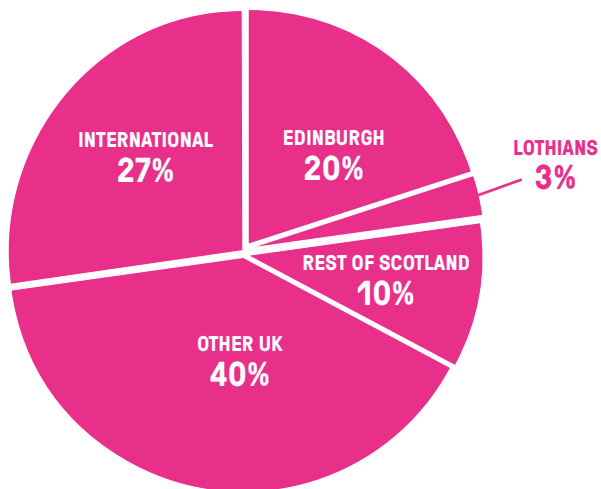


# KEY FACTS AND FIGURES

## AUDIENCE ATTENDANCE



## DEMOGRAPHICS



## CITY CENTRE FOOTFALL

DECEMBER 2018

**9,050,105**



**71% OF VISITORS FROM OUTSIDE EDINBURGH STATED EDINBURGH'S HOGMANAY WAS THEIR ONLY OR MAIN REASON FOR VISITING**

**NUMBER OF FREE EVENTS AT EDINBURGH'S HOGMANAY**

**5**

**VALUE OF COMMUNITY BENEFIT DERIVED**

**£642,127**

## PRESS & MEDIA



**1,630 PIECES IN PRINT**

with an estimated reach of 45 million



**297 RADIO PIECES**

reaching approximately 164 million listeners



**38 PIECES OF TV COVERAGE**

with an estimated audience of 103 million



**1,885 ONLINE ARTICLES**

with an estimated audience of 3 billion



**27 FRONT PAGES SECURED**

including: The Guardian, The Times, The Herald, The Scotsman, The i, The Daily Telegraph, Scottish Daily Express, Daily Star and The China Daily.

## AUDIENCE REACTIONS

### CEILIDH UNDER THE CASTLE



*A super night enjoyed by all my family.*



*Absolute blast, stages were excellent all round fantastic. Would recommend to everyone.*

### STREET PARTY

### STREET PARTY



*Absolutely outstanding. Quite simply one of the best nights of my life!*

### SYMPHONIC IBIZA



*This was fantastic - absolutely fantastic - loved every moment of it - highlight of my Hogmanay!*

## SOCIAL STATS



**7.4% INCREASE** in followers

**1,228,375** CONTENT REACH

**45,900** POST LIKES



**79,800 TWEETS** about @EdHogmanay. Potential impressions over **70 MILLION PEOPLE**.



**39.1% INCREASE** in followers

20,000 on Instagram

**2,161,600**

page views of Edinburgh's Hogmanay website

## ENGAGEMENT

Engagement is at the heart of Underbelly's curation of Edinburgh's Hogmanay. We want to ask the people of Scotland to actively participate in the creation of the festival and so we were delighted to run #ScotArt, a nationwide youth engagement project, across Scotland to mark the end of the Year of Young People 2018.

Throughout autumn 2018, 14 Young Champions led #ScotArt workshops with youth groups in 14 regions of Scotland. In total 317 young people worked alongside lead artist Ariel Killick to design a symbol to represent their area, which Ariel and local young artists then made into wicker sculptures.

Displayed on the High Street from 19 - 29 December, the wicker sculptures came together to make a burning heart shape on Holyrood Park at the finale of the Torchlight Procession on 30 December, creating a spectacular finale to the Year of Young People and a dramatic opening to Edinburgh's Hogmanay.

The project was supported by Year of Young People Event Funding and was produced by Underbelly in partnership with Young Scot, Edinburgh Art Festival and the Scottish Government.

Alongside Message from the Skies, Underbelly worked to encourage creative writing in schools in Edinburgh, the Lothians, Fife and Stirlingshire through a competition in which young people were invited to write their own letter to Europe. The competition was open to all under 18 year olds living or attending school in EH, FK and KY postcodes. The winners, Nathan (S2) from Balweaarie High in Kirkcaldy, Louise (S3) and Arianna (S4) both from Braes High School in Falkirk saw their work projected onto three buildings just ahead of Message from the Skies between 16 and 25 January.



## VOLUNTEERING & EMPLOYMENT

The Hogmanay Ambassadors programme was devised to create valuable volunteer experiences to enrich Edinburgh's Hogmanay and open up the event up to a more diverse range of people.

31 people in total volunteered with 23 taking part in the Torchlight Procession and 21 at the Street Party. The programme was very successful with excellent feedback from volunteers about their experience.

“ *Firstly, I would like to extend a big thank you for providing me this opportunity for being part of such a magnificent event. I had a great experience and loved being a part of it. I could only take back positive results out of it.* ”

In total, 2,143 paid for staff were directly employed or engaged on Edinburgh's Hogmanay 18-19. This number includes staff directly employed or engaged in a temporary or permanent role, artists and support staff, contractors accredited to the event and security personnel.

In addition, the event was supported by employees from City of Edinburgh Council, Police Scotland, Scottish Ambulance, Scottish Fire and Rescue Service. These personnel are not included in the above figure.

All staff at Edinburgh's Hogmanay were paid the National Living Wage, regardless of age, and there were no zero hours contracts.

## COMMUNITY BENEFIT

As in 2017, a donation of 50p was made from every ticket for the Torchlight Procession to OneCity Trust, Edinburgh's charity which is committed to fighting inequality and exclusion; and a donation of £1 was made from every ticket sold for the Loony Dook to RNLI South Queensferry, with additional donations made online.

The number of Street Party tickets with a 20% discount available to residents with an EH postcode was doubled in 2018 to 10,000.

Events including the Torchlight Procession, #ScotArt and Message from the Skies were free to attend and including the cost of these events, the overall value of the community benefit was £642,127 comprising the following:

### EDINBURGH'S HOGMANAY 2018/19 COMMUNITY VALUE

Value of EH Discount (20%)	£60,744
Value of charitable donations	£17,643
Cost of Torchlight Procession and #ScotArt	£344,757
Cost of First Footers Family Ceilidh	£11,523
Cost of Message from the Skies	£207,460
<b>TOTAL</b>	<b>£642,127</b>

## CRITICAL RESPONSE

In Underbelly's second year of producing Edinburgh's Hogmanay more media from across Scotland, the UK and around the world joined the celebrations in the Capital.

The coverage both in the run up to the event and reporting from it captured the scale, fun and bucket list attraction that Edinburgh's Hogmanay is.

Capturing the three days Men's Folio said **"a fiery three-day affair that warms the heart in the midst of winter."** And The Skinny summed it up with **"an eclectic three days with something for everyone."** The Herald described the Hogmanay programme over three days as **"incredibly diverse"** with **"something on offer for party goers, families, culture seekers and those keen to experience one of Scotland's most iconic traditions in one of the world's most beautiful cities."**

Lonely Planet (Spain) told their readers that **"the Hogmanay festival in Edinburgh has become a great celebration that has achieved worldwide recognition."** While in the UK everyone from Daily Mail online to Country & Town House bigged up the event to their readers talking about **"buzzing street parties, traditional Scottish ceilidhs and dazzling firework displays"**.

The Metro noted **"Nobody does Hogmanay quite like Edinburgh, which is why folk flock to it from all over the world."** Wander with Knowledge shouted out **"Edinburgh's Hogmanay Street Party is one of the world's greatest New Year celebrations."**

The AA Blog encouraged its readers to spend their New Year at Edinburgh's **"world-famous"** celebrations. And VisitBritain promoted the event as **"the greatest New Year party in the world"**.

Conde Nast Traveller wrote a terrific article about Christmas and Hogmanay in Edinburgh calling the celebrations on the 31st **"the most joyous celebration of the arrival of the**

**New Year"**. Outlook Traveller India said **"spectacular events, great music and amazing crowds from every corner of the globe"**.

In Scotland, The Herald told its readers to **"Bring in the New Year at one of the biggest and the best outdoor parties"** while The Sun described the **"spectacular street bash"** and the **"dazzling barrage of fireworks"** readers could look forward to.

Reporting from the event, many publications captured the excitement of people at the Street Party from Scotland and all over the world. The Sun quoted Rikki Mahoney and Anni Crowley from Sydney raving about Edinburgh's celebrations after travelling last minute from Australia.

Anni said **"We had a great experience and the street party has been excellent. The atmosphere is brilliant – this could be the best New Year yet."**

In the Daily Record, Dom Lowry, who came up on the train from London said, **"I'd heard excellent things about Edinburgh Hogmanay, so we just wanted to be here. "We love you" is a good theme and a powerful message to send to Europe in a time of such division."** Miss Kakoullis added **"This is my first time in Edinburgh for Hogmanay but everyone knows it's one of the best places to be for New Year."**

The Daily Mail described the fireworks as **"spectacular"**. They quoted Miss Entelis who is studying in London as saying **"Edinburgh is the best place to be on New Year's Eve. It's magical."** And The Press and Journal described the **"jubilant crowd"** at the **"colourful street party"**.

The music programme at the Street Party caught the attention of The National who said **"features a selection of homegrown names, European talent and acts you will likely hear a lot more from in 2019."**

Reviews included Neil Cooper in The Herald enjoying the Concert in the Gardens citing

Metronomy's performance as ***"a delicious experience"*** and Franz Ferdinand as having ***"showbiz swagger"***.

The Evening News described the iconic Torchlight Procession as ***"a glittering highlight of the Capital's annual events calendar"*** and Cosmopolitan called the procession ***"instagram gold"***. Edinburgh Evening News described the #ScotArt project's wicker sculptures as ***"astonishing"***.

Message from the Skies packed a real punch this year. Joyce MacMillan described the Love Letters to Europe as ***"a rich harvest of reflection about ourselves and our continent at this historic turning-point"***. She picked out William Dalrymple's letter as ***"like watching a powerful political speech conveyed not through the voice, but through music, images and protected language"*** adding ***"rich and nuanced"*** and ***"heartbreakingly beautiful"***.

In The Herald, Neil Cooper reviewed Message from the Skies picking out Stef Smith's letter as a ***"moving short story that lingers the most"***, describing ***"Smith's words are both intimate and heart breaking"***.

The Daily Mail penned a feature about free activities to enjoy over the Christmas and New Year celebrations including great shout-outs for Torchlight Procession, Message from the Skies and Loony Dook.

Finally the Mirror summed it up, ***"If you're looking to spend New Year's Eve celebrating in an epic party, but also making the most of a city break, then Edinburgh needs to be on the list."***



## SOCIAL ENGAGEMENT

The social and digital campaign for Edinburgh's Hogmanay ran across Facebook, Instagram and Twitter as well as the Edinburgh's Hogmanay website combining organic and paid for social content.

The campaign metrics were measured from 31 August at the announcement of the Concert in the Gardens headliner Franz Ferdinand until 25 January at the close of Message from the Skies.

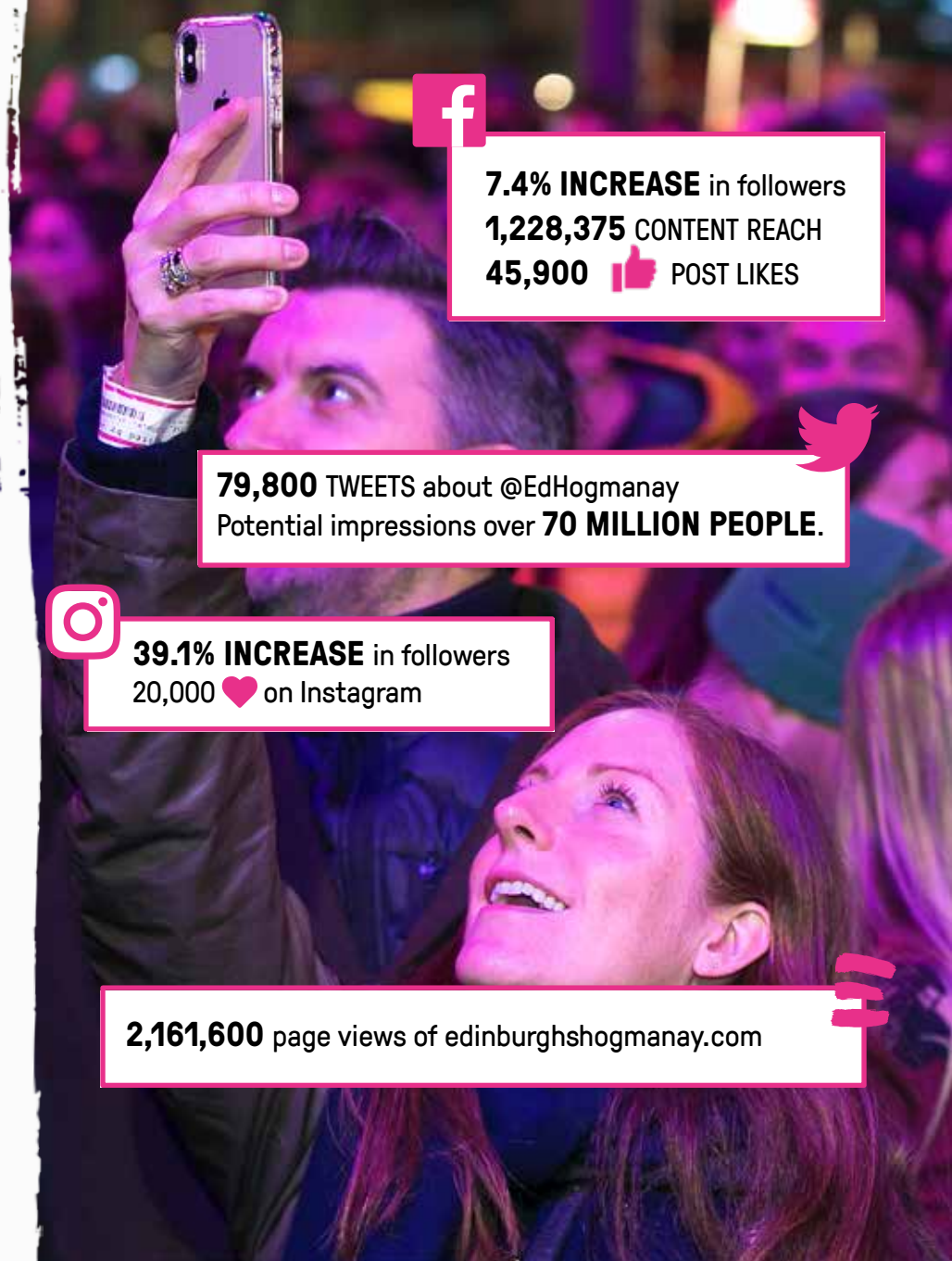
Over this period we saw our audiences grow 7.4% on Facebook from 56,470 to 60,654. Throughout the campaign Facebook posts reached 1,228,375 people with people engaging over 320,000 times. Our posts were liked 45,900 times and shared over 6,000 times.


On Twitter there were 79,800 tweets about Edinburgh's Hogmanay with a potential reach of 70.2 million people. Our campaign hashtags #EdHogmanay, #Hogmanay #TorchlightProcession, #LoonyDook, #WeLoveYou and #ScotArt combined had potential impressions of 19.1 million.

On Instagram our followers increased by 39.1% with a total reach of 77,600 people, over 20,000 likes and over 800 comments. 2018/19 was the first year we used Instagram Stories, with almost 9,000 impressions of our content and over 10,000 posts of user generated content using the #EdHogmanay hashtag.

On edinburghshogmanay.com we saw 2,161,600 page views and 696,853 unique sessions.

The Edinburgh's Hogmanay paid for digital campaign incorporated paid search, Facebook, display, native content and influencer engagement. The campaign generated 11,329,071 impressions, 6,040 web purchases with a conversion value of £369,547.



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**1,228,375** CONTENT REACH  
**45,900**  POST LIKES



**79,800** TWEETS about @EdHogmanay  
Potential impressions over **70 MILLION PEOPLE.**



**39.1% INCREASE** in followers  
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**2,161,600** page views of edinburghshogmanay.com



## PRESS & MEDIA COVERAGE

The media campaign for Edinburgh's Hogmanay generated:



**1,630 PIECES IN PRINT**  
with an estimated reach of 45 million



**297 RADIO PIECES**  
reaching approximately 164 million listeners



**38 PIECES OF TV COVERAGE**  
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**27 FRONT PAGES SECURED**  
including: The Guardian, The Times, The Herald,  
The Scotsman, The i, The Daily Telegraph, Scottish  
Daily Express, Daily Star and The China Daily.

## SUSTAINABILITY

Edinburgh's Hogmanay is a member of the Festivals Edinburgh Environmental Sustainability Working Group, through which we work closely with Creative Carbon Scotland and the other major festivals to learn and share best practice and experiences.

Underbelly, as the producer of Edinburgh's Hogmanay, has been awarded ISO 20121 Sustainability Management System and we continually set targets to improve our sustainability across the company's activities.

We are working to develop our systems for monitoring power, water, waste and recycling volumes and associated carbon emissions. We are also monitoring staff and artist travel to build a picture of Edinburgh's Hogmanay carbon footprint and are working with Creative Carbon Scotland to use this information to develop a Carbon Management Plan. In 2018-19 we encouraged our visitors to use public transport where possible, with details on the [edinburghshogmanay.com](http://edinburghshogmanay.com) website and in the event brochure highlighting the city's great public transport network through our partnerships with Edinburgh Trams and Lothian Buses.

We use biodegradable cups at all of our bars, and external food traders are encouraged to use compostable vegware.

Looking ahead to future years we plan to introduce e-tickets as a more sustainable alternative to printed tickets.



## EDINBURGH'S CHRISTMAS

## EDINBURGH'S CHRISTMAS PROGRAMME SUMMARY

2018 marked the sixth year of Underbelly producing Edinburgh's Christmas for City of Edinburgh Council with attractions over four city centre locations as well as in the local communities making it the biggest and best Christmas to date!

Engagement with the residents of Edinburgh and visitors to the city at this festive time of year remains one of Underbelly's biggest priorities in producing Edinburgh's Christmas. So we were delighted that 1,585 schoolchildren from 45 schools across Edinburgh participated in Winter Windows and designed stained glass effect windows to the theme of "kindness". 43 winning entries were selected and enlarged to window sized light boxes and displayed in five locations around Edinburgh: West Parliament Square, Great Michael Rise, Ratho's North Street, Royston Wardieburn Community Centre and St Patrick Square.

An estimated audience of 15,000 came together for Light Night, to mark the official start of Edinburgh's Christmas. The free community event hosted by Forth One Breakfast Show's Arlene Stuart saw hundreds of local performers across four stages with local singer Saskia Eng of The Voice fame performing before switching on the city's Christmas lights and setting off a spectacular firework display from Charlotte Square.

Elsewhere, Edinburgh's Christmas attracted a footfall of over 4 million visitors during the six-week period 2018-2019. 771,074 tickets were snapped up for Edinburgh's

Christmas rides, attractions and shows, a small increase in comparison to last year's tickets issued of 771,007. East Princes Street Gardens remained a centre point for families with Santa Land, the ever-popular Christmas Markets and familiar rides such as the Star Flyer and the Forth One Big Wheel.

And Edinburgh's Christmas once again demonstrated its very loyal local following with EH postcode holders booking 186,799 tickets with their 20% discount (up 31% on 2017).

New for 2018, and in a world first, the highly popular Street of Light returned to George Street but with a twist, with the introduction of silent disco headphones with three soundtracks which the 60,000 lights synchronised to. Over 54,000 people came and danced to the ultimate silent disco.

The Spiegeltent at Festival Square hosted headliner La Clique Noël Part Deux with a new seasonal spectacular. It was also home to the children's show You Choose which was based on the hugely popular book by Pippa Goodhart and Nick Sharratt. Christmas favourite Baby Loves Disco had another sell out year with their ever-popular Christmas Cheer dayclubbing experience for parents with babies, toddlers and young children.



**KEY FACTS & FIGURES**

**UNIQUE  
VISITORS  
929,219**

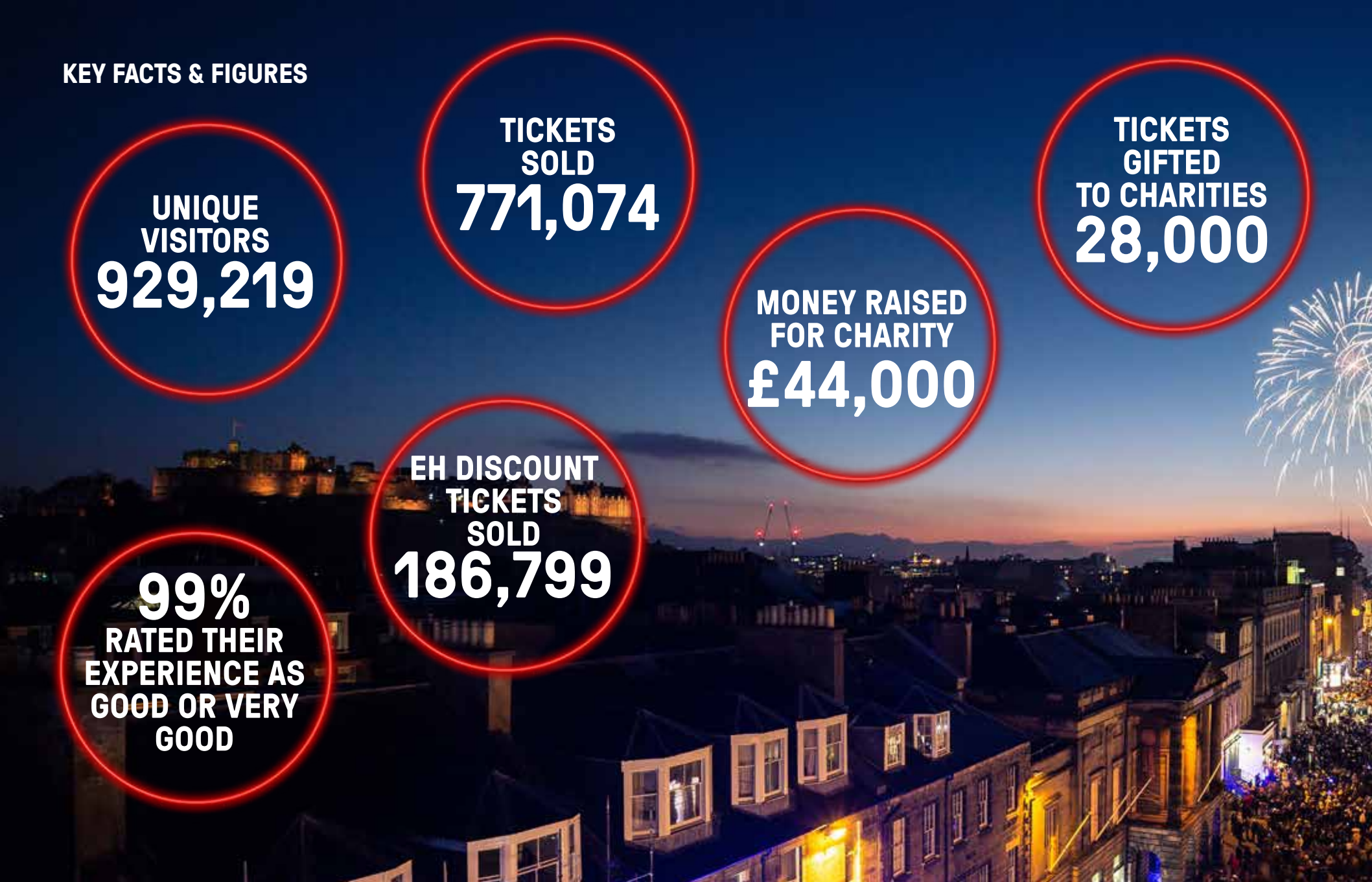
**TICKETS  
SOLD  
771,074**

**TICKETS  
GIFTED  
TO CHARITIES  
28,000**

**MONEY RAISED  
FOR CHARITY  
£44,000**

**EH DISCOUNT  
TICKETS  
SOLD  
186,799**

**99%  
RATED THEIR  
EXPERIENCE AS  
GOOD OR VERY  
GOOD**





**96%** OF LOCALS SAID EDINBURGH'S CHRISTMAS WAS AN IMPORTANT REASON FOR VISITING THE CITY CENTRE

**8 OUT OF 10** VISITORS WOULD BE **VERY LIKELY** TO RECOMMEND EDINBURGH'S CHRISTMAS

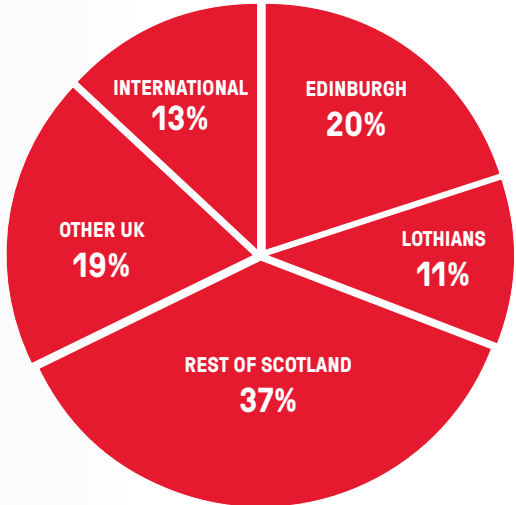
“ Amazing experience. Love the atmosphere. Great Christmas experience.

“ Makes me very proud to live in Edinburgh

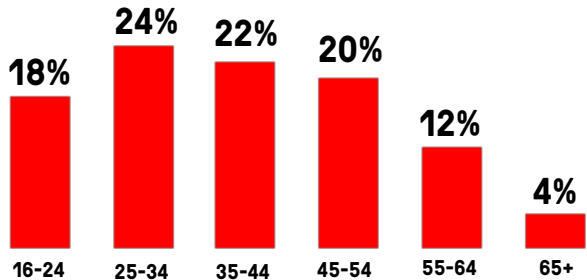
**93%** SAID EDINBURGH'S CHRISTMAS INFLUENCED THEIR DECISION TO VISIT EDINBURGH

“ We will keep coming again and again

### AUDIENCE DEMOGRAPHICS



### AGE



## EMPLOYMENT

Edinburgh's Christmas directly employed 339 local staff at the various event sites. All staff employed by Edinburgh's Christmas were paid the National Living Wage, regardless of age, and there were no zero hours contracts.

## CRITICAL RESPONSE

Edinburgh's Christmas garnered an extremely positive response from local, Scottish and national media. Beyond gracing 10+ front covers and countless 'photos of the day' slots, the various Edinburgh's Christmas elements received tremendous feedback from press.

The traditional start to the Christmas season, Light Night, was **"spectacular"** according to the Daily Mail with Daily Express commenting **"20,000 people (...) were treated to a dramatic fireworks display"**. Quoting a visitor to the Santa's Grotto and Christmas Market, The Sun said **"The atmosphere was incredible. There was a buzz of excitement and the lights were stunning"**. Edinburgh Guide called the Star Flyer **"an absolute star of the show"**, The List promised Forth 1's Big Wheel **"will undoubtedly give you the best views in the city"** and Grazia magazine described the Santa Land as a **"winter wonderland"**. Edinburgh Evening News commented on the St Andrew Square ice rink saying **"the elliptical ice rink has become a firm favourite and a major part of Edinburgh's festive celebrations with tens of thousands of people putting their skates on each year"** and Red magazine called it **"nothing short of magical"**.

New in 2018, Silent Light gathered excellent feedback from various media outlets with Edinburgh Guide calling it **"a mesmerising walk-in illumination"** whilst The List said it was **"a truly unique collaboration (...) an incredible sensory experience"** and added: **"It's fun, it's unique and it's miles better than the average cinema date night."** Both Sunday Post and The Herald referred to it as **"the ultimate street party"**.

La Clique Noël – Part Deux, the season's headline show, received rave reviews with The

Scotsman's Joyce McMillan noting its **"dark, witty and defiant cabaret energy"**, The i paper calling it **"spectacular"** and Edinburgh Evening News summarising it as 'an excellent set of performers put together by a passionate director'.

The List magazine summed Edinburgh's Christmas up saying **"Not only does Edinburgh's Christmas make for a fantastic day out with family or friends, but it's also the perfect outing for a date night. The fairy tale atmosphere, intimate feel and cosy spots make it incredibly romantic and the ideal place to bring a loved one – whether it's your first date, a friends date, or your 105th date."** Sunderland Echo remarked **"when it comes to getting you in the festive mood Edinburgh is about as Christmassy as you can get without flying to the North Pole (...) one of Britain's best bringers of festive cheer"**. Scotland's Christmas, supplement to The Herald and The National added to the conversation saying **"over the past decade Edinburgh has also gained the position of Christmas central, a city that truly sparkles during the festive season, with theatre, music, amusements and rides, markets and countless thousands of twinkling lights"**. Writing in The Sun following her trip to Edinburgh, Catherine Paterson said **"Edinburgh's Christmas is fast becoming one of the most popular markets in the UK, with visitors travelling far and wide to experience attractions including a skating ice rink, Santa's Grotto and fairground rides"** adding at the end: **"[I'm] feeling well and truly in the spirit of Christmas"**. In The Scotsman's comment piece about tourist tax, Donald Anderson commented **"The market in Princes Street really is fantastic (...) Edinburgh's Christmas has become one of the most successful events anywhere in the UK and a genuinely world-class event"** with Steven Cardownie adding in Edinburgh Evening News **"Christmas and Hogmanay celebrations in this city have more than proved their worth and will no doubt continue to do so for many years to come"**.

## COMMUNITY ENGAGEMENT & BENEFIT

**Community is at the heart of Christmas and winter celebrations. It's a time when families and friends traditionally come together and those "with" help those "without". Edinburgh's Christmas takes this responsibility very seriously – to celebrate community and also to ensure that people who cannot afford to participate get the opportunity to do so, as well as encouraging our customers to give generously to good causes.**

Edinburgh's Christmas community activity delivered the following:

2018 saw the brand-new Silent Light, which fused together the 2016 hit Street of Light and sell out Fringe show Silent Adventures. 50p from every ticket purchased from Silent Light was donated to the OneCity Trust, a charity so important to Edinburgh's Christmas because of its simple and effective way to make a positive impact on local communities now and in the future. The figure raised for OneCity Trust was £17,822.50. Underbelly also gave away 16,013 free Silent Light tickets to 36 local charities and community groups.

On 1 December, Edinburgh's Christmas took part in St Andrew's Fair Saturday – an initiative delivered in a partnership between the Scottish Government and the Fair Saturday Foundation. On 1 December, all proceeds from Silent Light went to support three charities: Deafblind Scotland, National Deaf Children Society and Royal National Institute of Blind People. Edinburgh's Christmas raised £14,168.40 for the charities!

Every year, Edinburgh's Christmas works very closely with The Trussell Trust food banks around the city, encouraging residents to donate non-perishables, toiletries and unwanted Christmas gifts to a food bank donation point located at the Christmas Market in Princes Street Gardens. In 2018, Underbelly donated 222.3kg of food and non-perishable items to the Edinburgh Food Project which went to the Edinburgh North West, Central and East food banks. In addition to this Edinburgh's Christmas raised just under £1,000 in financial donations for the food banks and gave 12,000 free tickets to their users.

Edinburgh's Christmas 2018 charity partner was NSPCC who work to protect children at risk. Voluntary donations make up around 90 per cent of their funding to help this great cause. Through Box Office and charity collections – including at Light Night – Edinburgh's Christmas raised £12,044 for NSPCC.

Edinburgh's Christmas gave 200 tickets to looked after children and young people under the care of City of Edinburgh Council.

Events including Light Night, Winter Windows and the Nativity Carol Concert were free to attend and including the cost of these events, the overall value of the community benefit was **£534,423** comprising the following:

Value of EH Discount (20%)	£261,859
Value of charitable donations	£44,944
Cost of Free Events	£92,171
Value of tickets donated	£135,449
<b>TOTAL</b>	<b>£534,423</b>



## SOCIAL ENGAGEMENT

The social and digital campaign for Edinburgh's Christmas mainly focused on the social media channels of Facebook, Instagram and Twitter pushing audiences towards the Edinburgh's Christmas website using a combination of organic content, paid social promotions and adverts.

Edinburgh's Christmas campaign was monitored and measured over the time period from 3 October 2019, the launch of the programme, to the end of the festival on 5 January 2020.

During this period the digital footprint for Edinburgh's Christmas increased by 11.2% on Facebook from 99,152 to 110,296, 4.1% on Twitter from 12,500 to 13,014 and 18.3% on Instagram from 5,071 to 5,998.

Throughout the full campaign Facebook performance was the strongest, our posts reached 5,122,029 people with 441,700 people engaging with our posts. The posts were liked in total by 81,778 people and shared by 12,123.


On Twitter there were 2,002 mentions of Edinburgh's Christmas, and Twitter posts received a reach of over 9 million people during the 91 day period with a total of 525,000 impressions during this time. Our campaign hashtags #EdXmas, #EdinburghsChristmas, #EdinburghChristmas, #LightNight and #SilentLight had a total of 14.3 million impressions during this time period.

On Instagram, our followers increased by 18.3% with a total reach 304,442 and over 20,200 likes and 596 comments. 2018 was the first year that Edinburgh's Christmas used Instagram stories, with almost over 31,620 impressions.

On edinburghschristmas.com we saw 670,098 unique users and 5,070,906 million page views overall.

The Edinburgh's Christmas paid for digital campaign incorporated paid search, Facebook, display, native content and influencer engagement. The campaign generated 5,998,88 impressions, 12,955 web purchases with a conversion value of £260,055.50.



**11.2% INCREASE** in followers  
**5,122,029** POST REACH  
**81,778**  POST LIKES



**2,002** TWEETS about Edinburgh's Christmas  
Potential impressions over **9 MILLION**  
**PEOPLE.**



**18.3% INCREASE** in followers  
**20,200**  on Instagram

EDINBURGH'S  
CHRISTMAS  
2018

Edinburgh's Christmas website had  
**5,070,906** page views and **670,098**  
unique users.







## PRESS & MEDIA COVERAGE



### 247 PIECES IN PRINT

with a total circulation of 17,683,354



### 390 ONLINE ARTICLES

reached over 1,568,271,929 readers in the UK and beyond



### 63 RADIO PIECES

had a weekly reach of 29,449,000 listeners



### 19 PIECES OF TV COVERAGE

reached over 46,819,000 viewers



Edinburgh's Christmas featured on some of the most watched programmes of the year: ITV's This Morning, BBC Strictly Come Dancing and CBBC's Match of the Day Kickabout.

# SUSTAINABILITY

All waste generated at Edinburgh's Christmas is recycled and used for fuel, meaning we have no landfill waste. Our biodegradable cups are separated out and processed as sewage to break them down fully.

Where possible, outwith operational hours, event site lighting is switched off to conserve energy.

Edinburgh's Christmas uses local produce and suppliers, where possible, and encourages all of our traders to do so as well.

Edinburgh's Christmas encourages its visitors to use public transport where possible and recommends how to do so on the website.

# FUNDING, SPONSORS AND PARTNERS

## EDINBURGH'S HOGMANAY EVENT SPONSORS, SUPPORTERS & PARTNERS



### CHARITY PARTNERS



### BROADCAST PARTNERS



## EDINBURGH'S CHRISTMAS EVENT SPONSORS, SUPPORTERS & PARTNERS



### MEDIA PARTNERS



### CHARITY PARTNER



EDINBURGH'S  
CHRISTMAS  
2018

EDINBURGH'S  
HOGMANAY 19

