

Vision and values

Edinburgh
fringe



The Edinburgh Fringe:

A New Vision

The Edinburgh Fringe has changed immeasurably since its inception in 1947 and has become an international success story.

This is in no small part due to the artists, creatives and producers that make the festival happen every year – but also, it's down to the important work of the Edinburgh Festival Fringe Society.

The Society was always intended to be the glue of the Fringe: it ensures the ecosystem operates effectively and fairly; helps support artists to tell their stories; helps venues to share their stages; helps industry and media to find talent, and enables audiences to take in the joy and rewards of creative expression.



There are many contributors to the Fringe, and when we all come together, we help put the performing arts on the map, whilst giving a stage to thousands of artists.

The shared vision for the Society and the Fringe was created in consultation with stakeholders from across the festival – from artists to venues, residents to government bodies.

These are values for us all to live and work by, to ensure that this unique festival continues to thrive.



Our shared vision

**To give anyone a stage,
and everyone a seat**

This vision aims for equality and inclusiveness and hopes to inspire everyone across the Fringe community to work towards the same goal.

Our values

Celebrating performing arts

Be open to all

Look out for each other

These three values will guide the behaviours and decisions of everyone involved with the Fringe. The Society will live by them, champion them and uphold them where necessary.

Celebrating performing arts

Celebrating performing arts is about supporting and celebrating the lifeblood of the Fringe.

Artists, producers, freelancers, promoters and venues are the ones that make the festival special. We will always champion creative freedom and the right for artists to express themselves in their own way.

We celebrate performing arts because they are a force for good.

The Fringe is a key contributor to the arts sector in Scotland and the UK, and a major global showcase of the best talent.

Celebrating performing arts means we'll encourage people to try new things. Creativity means pushing boundaries, trying something different, being brave.

We love how the performing arts can change perceptions and challenge conventions, whilst bringing us enjoyment and moving us in new ways.

The Fringe is made unique by its uncensored, unfiltered and un-curated performances.



Be open to all

Being open to all is about inclusivity and equal access. The Fringe was founded on the principle of fairness and inclusion, aiming to provide a platform to anyone with a story to tell and a stage to host them.

Being open to all means continuing that 'open access' policy. The Fringe is as 'open' to artists as it is to audiences.

The Fringe has many curators across many spaces and places, from producers to venues.

While the Society will never take up that role, it does have an important part to play in connecting artists with the biggest curator of all: Fringe audiences themselves.



**Being open to all is a founding value that we treasure.
But it also comes with new considerations in a modern world.**

Being open to all is a founding value that we treasure. But it also comes with new considerations in a modern world. As the Fringe has grown, and society has changed, simply stating that we're open to anyone isn't enough.

There are barriers to putting on a show at the Fringe that we need to address. Artists need finance. They need affordable accommodation. They need to have their access requirements met. There needs to be support in place for artists with disabilities and/or health conditions.'

To be truly open to all, we must strive to remove barriers and provide support to those who need it.



Look out for each other

Looking out for each other is about our conduct.



To be the best possible version it can be, the Fringe needs to keep pace with societal change, enabling audiences, artists and venues to thrive, be safe and have fun. As one of the most spontaneous, creative and artistic communities on the planet, we all have a duty of care to one another.

Looking out for each other is about respecting each other as human beings, as artists, as employees and as volunteers.

It means considering everyone's needs when we're making choices, and being willing to reflect, adapt and change. It's about being neighbourly and community-spirited - and contributing to the collective good of the festival.

Looking out for each other is also about respecting our environment, and the heritage and green spaces of this great city, in the way we act and the choices we make.

Looking out for each other means that everybody has the right to a positive experience on the Fringe – and that nobody should have to experience harassment, abuse or discrimination.

Whether in person or online, at their place of work, when socialising or even walking home, prevent harm. If we look out for each other, the Fringe community will make Edinburgh a safe space to live, work and enjoy the Fringe during August.



EFFS role and objectives

The next 75 years of the Fringe will be remembered for being a Fringe for everyone, the best version of itself, the original celebration of creative freedom and community.

We will strive to give anyone a stage, and everyone a seat.

That said, The Fringe is not the same as it was 75 years ago.

We cannot stand still as the world changes around us, so we intend to become a more active participant in shaping the Fringe's future, for the benefit of us all.



The role of the Edinburgh Festival Fringe Society is to uphold our shared values - and hold ourselves accountable for achieving them - in three ways:

1.

Positive engagement:

encouraging positive behaviours and decisions that reflect our values, whilst building shared trust in the Fringe community so that we can all embrace them.

2.

Convening power: identifying challenges prevalent at the Fringe, convening the right organisations to resolve them and agreeing the collective and individual responsibility for action.

3.

Measurement: measuring and benchmarking the operations and impact of The Fringe in order to recommend positive improvements and actions that we and other stakeholders can take to better the Fringe experience.



Thank You!

