

EDINBURGH'S WINTER FESTIVALS
EDINBURGH'S CHRISTMAS & EDINBURGH'S HOGMANAY
ANNUAL REPORT 2019/2020

BE together



INTRODUCTION

It is hard to reflect on last year's Edinburgh's Winter Festivals when so much has changed since their close earlier this year.

As we plan for Edinburgh's Christmas and Edinburgh's Hogmanay in 2020 and beyond, the festivals we produce will be very different to what has gone before, and will only happen in accordance with Government guidance.

However, it is important to review what the Winter Festivals achieved in 2019, to record the events and performances and to provide details of the festivals' financials, our community impact and fundraising for charities.

Edinburgh's Christmas saw record attendance through East Princes Street Gardens and also the highest uptake of the 20% EH postcode discount. Free events are key to Edinburgh's Christmas – Light Night helped fly Santa Claus up the Royal Mile to a capacity crowd, and we introduced Community Christmas to take the celebrations to neighbourhoods all around Edinburgh.

Edinburgh's Hogmanay theme was BE TOGETHER and we opened with an inspirational, truly Scottish experience with 20,000 torchbearers at the Torchlight Procession, culminating in the flaming finale image of two people extending the hand of friendship. The theme continued with an amazing programme of international and Scottish artists collaborating at the Street Party on 31 December, ending with Mark Ronson's specially commissioned soundtrack for the midnight fireworks. The three-day festival concluded with Message from the Skies' *Shorelines*, including Kayus Bankole's prescient piece on Edinburgh's historic involvement in the slave trade, *Sugar for Your Tea*.

This report also reflects on the wider contribution of Edinburgh's Winter Festivals to the city, its residents and businesses.

The events operate with a balanced budget, meaning Underbelly subsidises Edinburgh's Hogmanay with funds raised from Edinburgh's Christmas. Put simply, Edinburgh's Hogmanay could not exist on its current scale, ambition and quality without the money earned from Edinburgh's Christmas.

In the three years of producing Edinburgh's Hogmanay, we are

proud to have increased the annual budget by over £1 million to nearly £4.5 million. We have done this with £0.5 million less of public subsidy every year. We do all this to a break-even budget, conscious this is a public event, awarded by the Council and part funded by the Scottish Government.

In that respect, Underbelly actively promotes local sourcing. Between them, the Winter Festivals paid £3.5 million to Edinburgh and Lothian based suppliers last year. Two thirds of our suppliers are from the local area, and we worked with no fewer than 625 separate local businesses.

We also couldn't have done this without over 800, mostly local, staff. A huge thank you to them all.

Sustainability is also key to Edinburgh's Winter Festivals. Thanks to donations from Edinburgh's Hogmanay customers, some 2,156 trees have been planted near Dunbar, offsetting 536 tonnes of CO2. The partnership between Edinburgh's Christmas and the Edinburgh and Lothians Greenspace Trust has also supported the planting of 15 mature trees across Edinburgh.

Both festivals receive very high satisfaction ratings and generate wonderfully positive stories and images of Edinburgh and Scotland. However, we are not deaf to some of the concerns that were raised last year. We welcome the Council's forthcoming consultation on the Winter Festivals. Any programme that we bring forward in 2020 will acknowledge these concerns.

In the Covid-19 world, alongside our sister festivals, Edinburgh's Christmas and Edinburgh's Hogmanay will have an important role to play in Edinburgh's economic and social recovery. But first and foremost, our planning will prioritise public safety. Thereafter, we will put Edinburgh and its communities even more at the heart of our festivals; we will support local businesses; and, we will continue to be ambitious. Edinburgh's Winter Festivals are world-class events – and we want Edinburgh and Scotland to continue to be proud of them.

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



EDINBURGH'S HOGMANAY PROGRAMME HIGHLIGHTS

BE TOGETHER!

Edinburgh's Hogmanay 2019 was Underbelly's third year of producing Scotland's New Year Festival and we invited the world to BE part of it and BE together in Edinburgh, to BE in the thick of it at the Street Party hosted by Johnnie Walker, to BE blown away by Mark Ronson's Hogmanay in the Gardens, to BE with your clan at Bairns Afore, to BE hand-in-hand with strangers and friends alike at the Ceilidh, to BE up all night with Judge Jules and to BE daring at the Loony Dook.

The festival opened with the Torchlight Procession in partnership with VisitScotland, where this year's flaming finale of two people extending their hands in friendship sent a message of welcome and togetherness to the world. The McEwan Hall programme returned with the addition of events on the 31 December; and the Street Party hosted by Johnnie Walker once again showcased incredible Scottish and European talent, including two unique Scottish-European collaborations created with support from Scottish Government's and City of Edinburgh Council's PLACE fund.

Superstar Mark Ronson headlined the Concert in the Gardens, becoming the first DJ to do so, and created a special soundtrack for the midnight fireworks featuring some of his biggest hits.

From 1 - 25 January, Message from the Skies returned, inspired by Scotland's Year of Coasts and Waters, to present five installations by Scottish artists in *Shorelines*.

In total 634 artists were involved in Edinburgh's Hogmanay.

BE TOGETHER: TORCHLIGHT PROCESSION 30.12.19

The Torchlight Procession provided a spectacular opener to three days of Hogmanay celebrations. Pipers and drummers from across Scotland were joined by performers from Scotland's pioneering fire theatre company, PyroCeltica and the Harbingers Drum Crew, to provide fire and fanfare for 20,000 participants. The procession culminated in Holyrood Park where torchbearers formed an image of two people extending the hand of friendship, a welcoming symbol shared across the world.

A launch reception was held in the Scottish Storytelling Centre on the Royal Mile, attended by Edinburgh's Lord Provost Frank Ross and the Minister for Public Finance and Migration Ben MacPherson.

BE READY TO PARTY: SYMPHONIC IBIZA, MCEWAN HALL 30.12.19

Returning to Edinburgh's Hogmanay and McEwan Hall for the second year, *Symphonic Ibiza* featured renowned club DJ Andy Joyce and the Scottish Pops Orchestra.

BE GLOBAL: G'DAY 2020, MCEWAN HALL 31.12.19

G'day 2020 with Kylie Auldist kick-started celebrations at McEwan Hall early on 31 December, as 2020 dawned in Australia, with a high-energy, soulful concert and a live video stream of the Sydney Harbour fireworks.

BE WITH YOUR CLAN: BAIRNS AFORE, WEST PRINCES STREET GARDENS 31.12.19

Dick and Dom brought the house down to a family audience before an early evening fireworks display from Edinburgh Castle.

BE FESTIVE: CANDLELIT CONCERT, ST GILES' CATHEDRAL 31.12.19

St Giles' Cathedral Choir, directed by Michael Harris, were joined by the St Giles' Camerata, leader Angus Ramsay and an array of talented young soloists to present the first and last cantatas from J.S. Bach's *Christmas Oratorio*.

BE BRASSY: RONNIE SCOTT'S BIG BAND IN CONCERT, MCEWAN HALL 31.12.19

Ronnie Scott's Big Band provided a rousing and unforgettable blend of jazz, blues and swing, featuring acclaimed jazz singer and pianist Liane Carroll.

BE IN THE THICK OF IT: STREET PARTY HOSTED BY JOHNNIE WALKER 31.12.19

The 2019 Street Party was led by Scottish and European musicians and artists with performances across seven stages.

Three stages on Princes Street featured performances from Avant Garde Dance, Gandini Juggling and PyroCeltica, whilst Picto Facto from France and Close Act from the Netherlands provided roaming street theatre.

Also performing were French outdoor theatre company, Remue Ménage, who, supported by the PLACE Fund, collaborated with Edinburgh-based Circus Alba and PyroCeltica to create a specially commissioned joint performance entitled *The Love Parade*. Also supported by the PLACE Fund were Stuttgart's DUNDU who created a new piece of work combining large-scale, magical puppetry with the dynamic beats of Edinburgh's own Harbingers Drum Crew.

Homegrown music talent included Idlewild, The Snuts and Shooglenifty on the new High Street Stage, whilst Keir Gibson, The Ninth Wave and Marc Almond played Waverley Bridge, and the Johnnie Walker stage on Castle Street hosted The Great Calverto, BBC Radio 1's Arielle Free and The Mac Twins. There was a dedicated Silent Disco arena on Market Street.

BE HAND IN HAND: CEILIDH UNDER THE CASTLE 31.12.19

Sleekit Beasties, Skyte! and the Cool Ceol Ceilidh Band were joined by more than 20 Edinburgh-based ceilidh dancers who led novices through the steps at the base of Castle Rock.

BE BLOWN AWAY: MARK RONSON'S HOGMANAY IN THE GARDENS 31.12.19

Grammy and Oscar award winner, Mark Ronson, provided an epic set of his greatest hits including Valerie and Late Night Feelings, before being joined on stage by Daniel Merriweather to perform their 2007 hit *Stop Me*. A 12-piece Scottish, all female strings section completed Ronson's line-up. Glasgow-based Mungo's Hi Fi kicked off the party earlier in the evening, followed by Rudimental DJ.

MIDNIGHT FIREWORKS

The midnight fireworks were designed by Titanium Fireworks, choreographed to a specially commissioned soundtrack by Mark Ronson which included his most recognised party bangers including *Nothing Breaks Like a Heart*, *Feel Right*, and *Uptown Funk*.

BE UP ALL NIGHT: OFFICIAL AFTER PARTY WITH JUDGE JULES 01.01.20

McEwan Hall played host to the first Official Hogmanay After Party, with Judge Jules and The Great Calverto providing a late-night set of classic dance tunes until 4am.

BE DARING: LOONY DOOK, SOUTH QUEENSFERRY 01.01.20

Over one thousand brave souls from more than 20 countries around the world took part in the annual Loony Dook while thousands of spectators lined the streets to cheer them on.

Four friends from South Queensferry won the 'Best Dressed' competition, with £250 going to their charity of choice, Maggie's Centres.

MCEWAN HALL 01.01.20

BE A TINY DANCER: FIRST FOOTERS FAMILY CEILIDH

BE TRAD: EDDI READER IN ASSOCIATION WITH CELTIC CONNECTIONS

On New Year's Day, the free First Footers Ceilidh invited family members of all ages to start the new year dancing together. And in the evening, three-times BRIT Award winner Eddi Reader performed a chilled set of contemporary Scottish folk.

BE INSPIRED: MESSAGE FROM THE SKIES: SHORELINES 01.01.20 – 25.01.20

Message from the Skies returned to Edinburgh's Hogmanay on 1 January with *Shorelines*, to illuminate and animate five landmarks across the city with collaborations between five celebrated writers, Charlotte Runcie, Irvine Welsh, Kathleen Jamie, Kayus Bankole and Robin Robertson and 18 musicians, composers, film makers, designers, visual artists and performers from across Scotland. In Scotland's Year of Coasts and Waters, *Shorelines* explored our relationship with the waters that surround us.

Message from the Skies was developed in partnership with Edinburgh City of Literature and the Edinburgh International Book Festival and funded by Creative Scotland through the Scottish Government's Festivals EXPO Fund.



Charlotte Runcie's *Lightkeepers*

The Northern Lighthouse Board Headquarters, George Street

- Designer Kate Charter
- Music by Pippa Murphy
- Narrated and sung by Karine Polwart
- Piano and bass played by Kenny Hutchison
- Projection mapping consultant Double Take Projections

Robin Robertson's *Ten Thousand Miles of Edge*

The Nelson Monument, Calton Hill

- Filmmakers Cristina Spiteri and Susanna Murphy of Bright Side Studios
- Composer Alasdair Roberts
- Sound Engineer Sam Smith
- Voiceover artist Robin Roberston
- Projection mapping consultant Bright Side Studios

Kayus Bankole's *Sugar for Your Tea*

City Chambers, High Street

- Edited with contributions by Tim Brinkhurst
- Director and filmmaker Rianne White
- Composer and voiceover artist Kayus Bankole
- Music by Alloysious Massaquoi, and Graham 'G' Hastings of Young Fathers
- Projection mapping consultant Double Take Projections

Kathleen Jamie's *Seascape with WEC*

Union Canal, Lochrin Basin

- Designer Thomas Moulson
- Voiceover artist Kathleen Jamie
- Animation and projection mapping consultant Bright Side Studios

Irvine Welsh's *The Sea*

Malmaison Hotel, Leith

- Filmmaker Norman Harman
- Composer Steve Mac
- Voiceover artist Ali Murray
- Projection mapping consultants David and Steven McConnachie of Double Take Projections

A free app, developed by Edinburgh-based Odd Panda, again accompanied Message from the Skies.





CHARITY PARTNERS AND COMMUNITY BENEFIT

Edinburgh's Hogmanay renewed its partnership with OneCity Trust for the Torchlight Procession, with 50p from every ticket going to support the charity's work fighting exclusion and inequality in Edinburgh.

£1 from every ticket sold for the Loony Dook was donated to RNLI Queensferry to support the operating costs at Scotland's busiest single-boat station.

At the point of purchase, audiences had the opportunity to donate to The Brain Tumour Charity; and, as part of Edinburgh's Hogmanay's ongoing commitment to environmental sustainability, and alongside efforts to reduce the environmental impact of the festival itself, in a first for Edinburgh's Festivals, audiences were also invited to offset their journey to Edinburgh's Hogmanay 2019.

A total of 2,452 donations were made, allowing 2,156 trees to be planted as part of a new native woodland in Arnott's Loan, near Dunbar, offsetting 536 tonnes of CO2.

A 20% discount for the Street Party was taken up by 10,000 local residents with EH postcodes.

Events including Torchlight Procession, First Footers Family Ceilidh and Message from the Skies were free to attend and, including the cost of these events, the overall value of the community benefit was £627,846:

Value of charitable donations **£43,109**

Cost of Free Events **£504,753**

Value of EH Discount (20%) **£79,984**

TOTAL £627,846

VOLUNTEERING AND EMPLOYMENT

The Hogmanay Ambassadors programme was devised to create valuable volunteer experiences to enrich Edinburgh's Hogmanay and allow participants to take pride in their city and advocate it and its events to visitors.

In total, 32 people volunteered in 2019, with 23 taking part in the Torchlight Procession and 17 at the Street Party. Eight Ambassadors took part in both events.

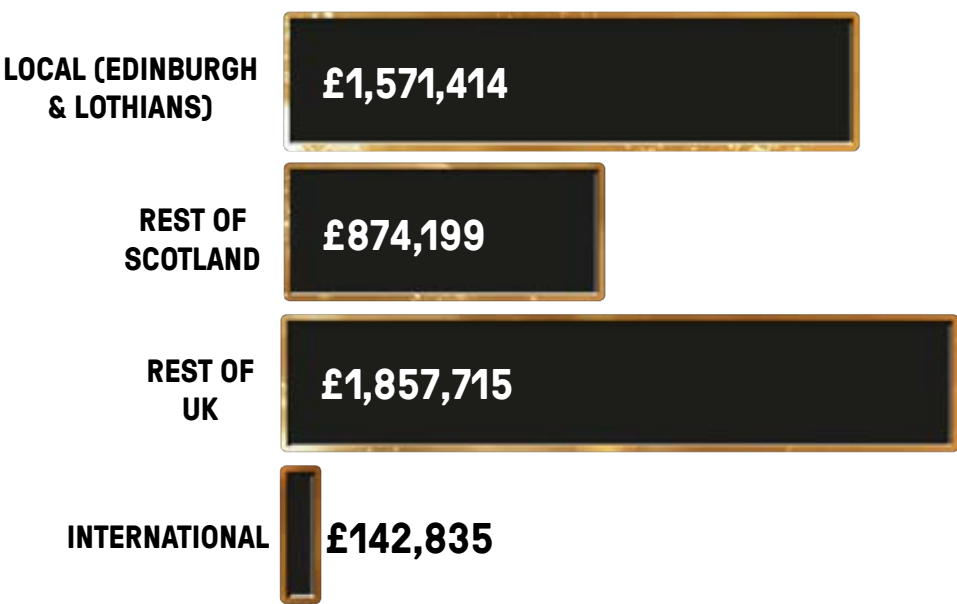
Underbelly directly employed or engaged 489 temporary or permanent members of staff, excluding artists, contractors, security personnel and the employees from the Council, Police Scotland, Scottish Ambulance Service and Scottish Fire and Rescue Service, all of whom supported the event.

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



FINANCE

SUPPLY CHAIN



As with all Underbelly’s events and as part of our drive for sustainable events, Edinburgh’s Hogmanay actively promotes local sourcing from Edinburgh and Scottish suppliers. In 2019/2020, Edinburgh’s Hogmanay spent over £1.5 million with 232 local suppliers, and just under £900,000 with 77 suppliers from other parts of Scotland.

Supply chain breakdown excludes central costs and overheads.

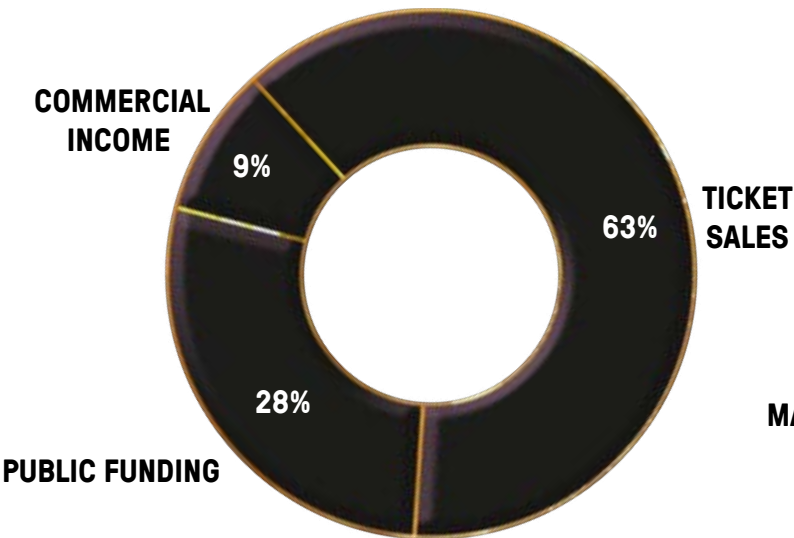
TURNOVER AND EXPENDITURE

TURNOVER	£3,975,878
EXPENDITURE	(£4,859,124)
CONTRIBUTION FROM EDINBURGH’S CHRISTMAS	£856,323
BALANCE	(£26,923)

In 2019, Edinburgh’s Hogmanay received £856,323 as a contribution from Edinburgh’s Christmas, voluntarily paid by Underbelly.

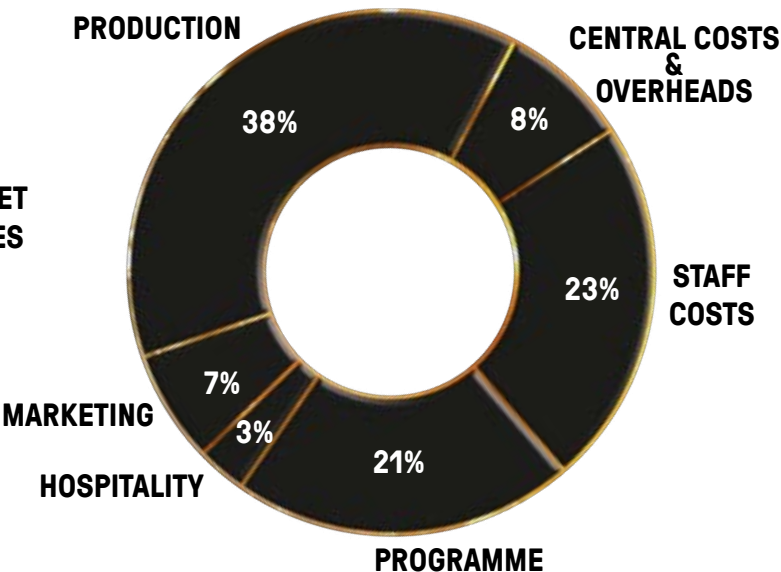
TURNOVER BREAKDOWN

Edinburgh's Hogmanay 2019 Income
(net of the contribution from Edinburgh's Christmas).



EXPENDITURE BREAKDOWN

Edinburgh's Hogmanay 2019 Expenditure



PRESS & MEDIA COVERAGE

Underbelly's third year of producing Edinburgh's Hogmanay saw an increase in media coverage from Scotland, UK and across the globe.



961 PIECES IN PRINT
with an estimated reach of over 78 million



480 RADIO PIECES
reaching approximately 164 million listeners



1,887 ONLINE ARTICLES
with an estimated audience of over 1 billion



41 PIECES OF TV COVERAGE
with an estimated audience of 86 million



177 ACCREDITED MEDIA
from just under 100 outlets across 8 countries

KEY FACTS AND FIGURES

AUDIENCE ATTENDANCE



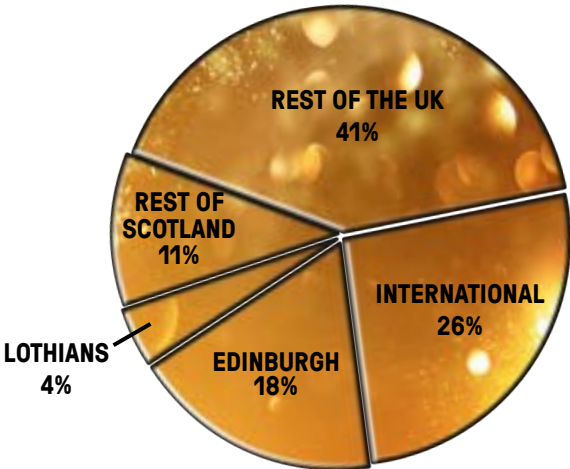
89,641
TICKETED ATTENDANCE FOR ALL
EDINBURGH'S HOGMANAY EVENTS

184,566
OVERALL ATTENDANCE FOR ALL
EDINBURGH'S HOGMANAY EVENTS

**NUMBER OF FREE EVENTS
AT EDINBURGH'S HOGMANAY** **5**

VALUE OF COMMUNITY BENEFIT DERIVED
£627,846

AUDIENCE GEOGRAPHY



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



AUDIENCE FEEDBACK

“Edinburgh's Hogmanay was without a doubt the best New Years experience ever, everyone is so friendly, no trouble, the police were absolutely outstanding getting involved with the celebrations with the public and just having a real good time. Definitely will be going again.”
REECE, BIRMINGHAM

“It really is beautiful to see
MESSAGE FROM THE SKIES
DEAN, EDINBURGH

“My 26th Hogmanay here was yet again the best ever... it's why I keep coming back!!!”
STREET PARTY
NAOMI, NEWCASTLE

“Best new year celebrations of my lifetime!”
LEANNE, AUSTRALIA

“Truly outstanding in every way. Thank you to the organizers!!”
TORCHLIGHT PROCESSION
INGER, GERMANY

“





EDINBURGH'S
CHRISTMAS

EDINBURGH'S CHRISTMAS PROGRAMME HIGHLIGHTS

2019 marked the seventh year of Underbelly producing Edinburgh's Christmas on behalf of the City of Edinburgh Council. Attractions were located at two city centre locations – Castle Street and East Princes Street Gardens, and, new for 2019, Community Christmas visited 12 locations across Edinburgh.

Light Night, the traditional start to Edinburgh's Christmas took place in Edinburgh's Old Town. An estimated 12,000 watched as Santa Claus, in a custom-built sleigh attached to a zip wire flew up the Royal Mile. The free to attend community event, hosted by Forth One Breakfast Show's Arlene Stuart, saw five local community groups showcase their talents on stage before Santa Claus made his special guest appearance welcomed by the Lord Provost, Councillor Frank Ross.

Our Winter Windows competition saw 1,680 schoolchildren from 40 schools send in their designs, of which 40 winning entries were enlarged and displayed like stained glass windows in five locations around Edinburgh: City Chambers on the High Street, White Park in Gorgie, Great Junction Street by Leith Library, Main Street in Kirkliston and Goodtrees Community Centre in Gilmerton.

East Princes Street Gardens remained the focal point of Edinburgh's Christmas. New wider walkways and accessible paths were introduced throughout and the layout met with a popular response and positive feedback from visitors, with a footfall of over 2.6 million, an increase of 4.85% on 2018; and unique visitors of 942,724, an increase of 1.45%.

2019 also saw a new partnership with the Edinburgh Festival Fringe Society, who provided free to hire sensory backpacks for adults and children with additional needs.

Family favourite Baby Loves Disco returned with another sell-out year - in the new location at The Assembly Rooms.

Edinburgh's Christmas once again demonstrated its popularity with locals with a significant rise in people booking with their 20% EH discount (196,656 tickets, an increase of 23.9% on 2018). A total of 648,397 tickets were bought for Edinburgh's Christmas events, attractions and rides, a 1.5% increase on the same events in 2018*.

*The total number of tickets sold in 2018 was 771,004 and the 1.5% increase is calculated excluding Silent Light, ice skating in St Andrew Square and shows in Festival Square Spiegeltent (events which didn't recur in 2019).



KEY FACTS AND FIGURES

**TICKETS
SOLD
648,397**

**UNIQUE
VISITORS
942,724**

**EH DISCOUNT
TICKETS SOLD
196,656**

**97%
RATED THEIR
EXPERIENCE AS
GOOD OR
VERY GOOD**

**MONEY RAISED
FOR CHARITY
£11,728**

**TICKETS GIFTED
TO CHARITY
17,559**

**VALUE OF
TICKETS GIFTED
TO CHARITY
£87,254**

PRESS & MEDIA COVERAGE

Edinburgh's Christmas generated positive coverage in Edinburgh, Scottish, UK national and international media.



322 PIECES IN PRINT
with a total circulation of 14 million

443 ONLINE ARTICLES
reach of over 2.7 million in the UK
and beyond



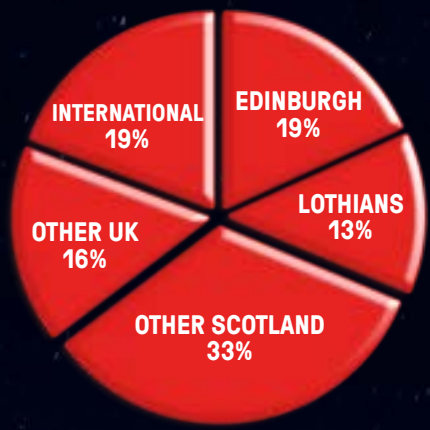
89 RADIO PIECES
Combined weekly reach of over 69
million listeners

15 PIECES OF TV COVERAGE
with a total reach of over
16.7 million

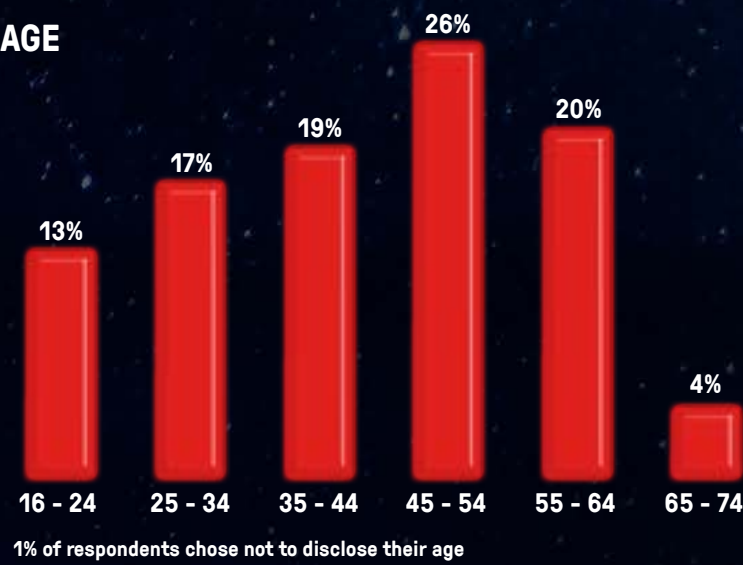


AUDIENCE DEMOGRAPHICS

GEOGRAPHY



AGE



68% OF EDINBURGH RESIDENTS SAID EDINBURGH'S CHRISTMAS WAS THIER ONLY OR MAIN REASON FOR VISITING EDINBURGH'S CITY CENTRE



FEEDBACK

Audience feedback received by independent anonymised survey

“LOVE THE CHRISTMAS FEEL, THE VARIETY OF FOOD AND DRINKS, ENTERTAINMENT FOR CHILDREN”

“IT IS SUCH A GREAT EXPERIENCE AND IT'S DEFINITELY THE BEST CHRISTMAS MARKET I'VE BEEN TO”

“IT'S GOOD FUN, AND SUPPORTS SMALL BUSINESSES, AS WELL AS THE ECONOMY OF THE CITY. AND IT'S FULL OF FESTIVE JOY!”

“I LIKE IT, LIGHTS, SPARKLE, CHRISTMASSY, FUN”

COMMUNITY ENGAGEMENT & BENEFIT

In 2019, OneCity Trust, a local charity fighting exclusion and inequality in Edinburgh, became Edinburgh's Christmas official charity partner and we welcomed one of the project beneficiaries, Ama-zing Harmonies, a community singing group, to showcase their talents as a headline act at Light Night.

New for 2019 was Community Christmas: our drive to take the festive celebrations out and around Edinburgh. Working with local projection company, Double Take Projections, Edinburgh's Christmas projected a festive animation onto a range of prominent buildings in the city over 12 consecutive evenings. Each location invited choirs associated with their area or building to perform a free carol concert in front of the spectacular projection.

- **Hermitage Park Primary School** and the Hermitage Park Primary School Choir
- **Abbeyhill Primary School** and the Abbeyhill Primary School Choir
- **Broomhouse Hub** and the Broomhouse Community Choir
- **Drumbrae Library and Community Hub**
- **Wester Hailes Library** and the Pentland Singers
- **Pentland Community Centre** and the Edinburgh Military Wives Choir
- **Granton Primary School** and the Granton Primary School Choir
- **Corstorphine Community Hub** and the Rannoch Singers
- **Gilmerton Community Centre** and the Gracemount Primary School Choir
- **Inch House Community Centre** and the Edinburgh Polish Scouts and Guides
- **Northfield and Willowbrae Community Centre** and the Edinburgh Youth Theatre Singers
- **The Craggs Centre by Holyrood Park** and the Preston Street Primary School Choir

2019 saw a new partnership with Edinburgh and Lothians Greenspace Trust's Tree Time project with 25p from every ticket sold from the Christmas Tree maze going to this initiative. Over £9,000 was raised and has supported the planting of 15 mature trees across Edinburgh.

The annual free Nativity Carol Concert in partnership with Edinburgh City Centre Churches Together, took place on the first Sunday of Advent with local choirs Origin Scotland and Blackhall St Columba's Choir performing carols.

The real-life advent calendar, 24 Doors of Advent returned. The event invites participating venues to open their often-closed doors to the public for free on one day of Advent. This year's venues were:

Bookmarket by the Fruitmarket Gallery
The Scottish Gallery
St Mary's Episcopal Cathedral
Holyrood Park Education Centre
National Library of Scotland
Trinity House
Custom House
Mansfield Traquair
Augustine's United Church
St Cuthbert's Church
Stillis Centre for Photography
Riddles Court
Anatomical Museum
Edinburgh Printmakers
Coburg House
Dovecot Studios
National Records of Scotland
Canongate Kirk
BT Murrayfield Stadium
Sir Arthur Conan Doyle Centre
Robin Chapel
Corstorphine Astoria Centre
Tynecastle Stadium
St Andrew's and St George's West Church

Edinburgh's Christmas again worked closely with The Trussell Trust Food Banks encouraging residents to donate non-perishables, toiletries and unwanted Christmas gifts to a donation point in East Princes Street Gardens.

Edinburgh's Christmas donated over 17,000 tickets for rides and attractions to local food bank users, OneCity Trust project participants, Cannongate Youth, Gilmerton Community Centre, Goodtrees Neighbourhood Centre, and looked after and cared for children in the city as well as various local community event prize draws.

Through bucket-shaking and carolling at Edinburgh's Christmas, various charities and community groups such as Thistle Foundation, Preston Street Primary and Scottish Association for Mental Health raised £1,297 in support of their work.

Events including Light Night, Winter Windows, Community Christmas and the Nativity Carol Concert were free to attend and, including the cost of these events, the overall value of the community benefit was **£520,537**:

Value of EH Discount (20%) - **£217,911**

Value of charitable donations - monetary **£11,728.18**

Value of charitable donations – in kind (tickets) **£87,254**

Cost of Free Events - **£203,644**

TOTAL £520,537





EMPLOYMENT

Edinburgh's Christmas directly employed 322 staff from Edinburgh and the Lothians.

All staff employed by Edinburgh's Christmas are paid at least the National Living Wage, regardless of age, and there were no zero hours contracts.

Approximately, 400 further staff were employed at the Christmas Market by independent traders and attraction operators.

ENVIRONMENT & SUSTAINABILITY

All waste generated at Edinburgh's Christmas is recycled and used for fuel. No waste goes to landfill.

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

All market traders are asked not to use single use plastic and the use of any polystyrene is not allowed.

While the site is closed, lighting is switched off to conserve energy, other than for security purposes.

Potted Christmas trees used for decorative purposes around Edinburgh's Christmas were donated to Edinburgh and Lothians Greenspace Trust's scheme Tree Time and were locally replanted. Non potted decorative trees were chipped and used for fuel.

Ticket sales from the Christmas Tree Maze supported the planting of 15 mature trees across Edinburgh in a new partnership between Edinburgh's Christmas and the Edinburgh and Lothians Greenspace Trust.

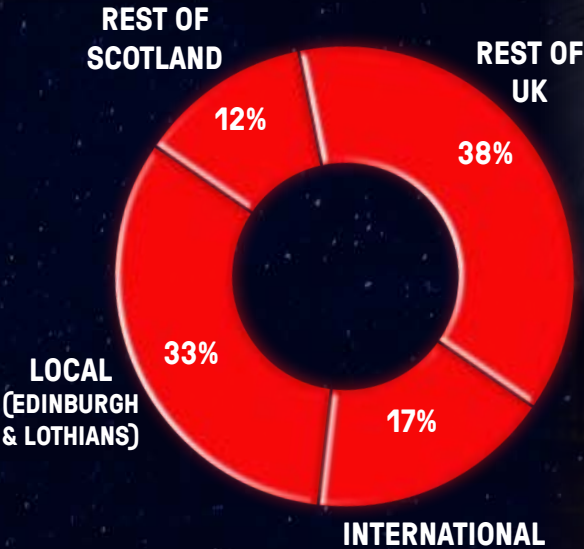
At the end of the event, unused food products from Edinburgh's Christmas were donated to the Trussell Trust Food Bank.

TRADERS

For many small local businesses taking part, Edinburgh's Christmas brings profile and income which contributes towards their year-round operation in Scotland's capital.

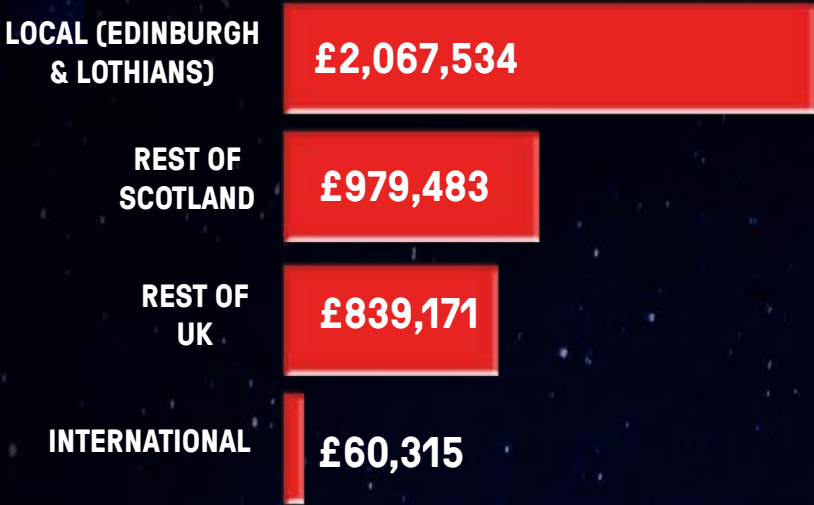
In 2019, local traders included: The Mac Shack, Alandas Fish and Chips, Taylors of Edinburgh funfairs, Aelder selling Scottish hand-crafted wild elderberry liqueur, The Churro Hut, Caravan of Courage, Balmoral Cashmere, Fox Hat, Loch Ness Leather, Edinburgh's Pickering's Gin, Real Scot Shop Ltd – traditional Scottish gifts, Fiona Luig Jewellery, Diedododa, Edinburgh Natural Skincare Company, Waverley Café, Macraes of Edinburgh – Scottish made gifts, The Edinburgh Bow Tie Co and the Johnnie Walker Bothy Bar.

TRADER GEOGRAPHY



FINANCE

SUPPLY CHAIN



Edinburgh's Christmas actively works to maximise local sourcing from Edinburgh and Scottish suppliers. In 2019/2020 Edinburgh's Christmas spent over £2 million with 393 local suppliers and just under £1 million with 51 suppliers from other parts of Scotland.

Supply chain breakdown excludes central costs and overheads.

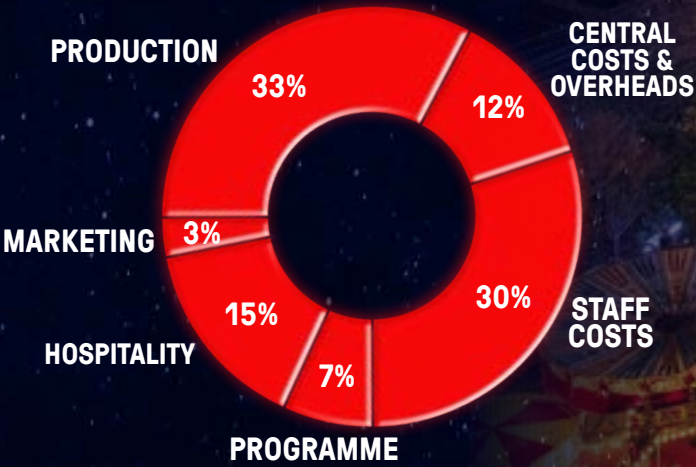
TURNOVER AND EXPENDITURE

TURNOVER	£5,341,188
EXPENDITURE	(£4,484,865)
CONTRIBUTION TO EDINBURGH'S HOGMANAY	(£856,323)
BALANCE	£0

Edinburgh's Christmas generated £856,323 of surplus in 2019 which was paid as a voluntary contribution to the budget of Edinburgh's Hogmanay 2019.

EXPENDITURE BREAKDOWN

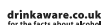
Edinburgh's Christmas 2019 Expenditure





FUNDERS, SPONSORS AND PARTNERS

EDINBURGH'S HOGMANAY



CHARITY PARTNERS



BROADCAST PARTNER

EDINBURGH'S CHRISTMAS



MEDIA PARTNERS



CHARITY PARTNERS

EDINBURGH'S
HOGMANAY 19

EDINBURGH'S
CHRISTMAS
2019



• EDINBURGH •
THE CITY OF EDINBURGH COUNCIL