BRIGHTON FRINGE
6TH MAY - 5TH JUNE 2016

ANNUAL REVIEW 2015 - 2016

‘A Fringe that in variety and scope poses a genuine threat to Edinburgh’
- THE GUARDIAN
Welcome to our 2016 Annual Review, inside you’ll find headline facts about this year’s Brighton Fringe festival – our biggest and best yet.

In 2016 we celebrated our tenth anniversary as an independent charity; over that time we’ve seen tremendous growth in every area of our work. Today we work throughout the year to support and encourage participation in the arts.

We now offer:
- Fringe Academy: providing year-round support and advice to artists, producers and venues, helping them to develop their work and connect locally, nationally and internationally
- A number of bursaries offering free registration, advice and financial support, international touring bursaries
- WINDOW – an arts industry showcase dedicated to helping Brighton Fringe artists tour their work
- Brighton Fringe Awards recognising the very best in every genre of the programme and the Brighton Fringe Award for Excellence at Edinburgh Fringe, helping to identify and bring the very best to Brighton Fringe
- Year-round consultancy as a member of the World Fringe Alliance

We are proud of our achievements and it is my pleasure to thank everyone who has helped make Brighton Fringe the success it is today. In particular, our professional team, steered by our expert Board of Trustees; our dedicated and committed staff team who work so tirelessly; our volunteers who give their time and enthusiasm; our generous partners and supporters; our festival participants who create our festival; and of course, our audiences. Thank you all.

Heather James
Chair
INTRODUCTION

The past year has seen great developments for Brighton Fringe, with a 30% increase in registrations, taking us to more than 900 events for the first time and over 500,000 audience attendances over the four week period. This has put us firmly on the map as the biggest arts festival in England and one of the largest fringe festivals in the world.

At our core though, as an open-access festival, there is no point being large unless we are also an effective platform for our participants. It is therefore a priority to help create a supportive environment for all that take part. Support services in 2016 included our Professional Development Programme of more than 40 free workshops, over £10,000 in bursaries and the 18 Brighton Fringe Awards. Our WINDOW arts industry showcase and growing network of national and international partnerships helped create a launch pad for companies to tour new work and attracted a record 107 live performance programmers seeing 243 performances this year. In addition, with the support of the Pebble Trust, we were also able to launch a new international touring bursary, enabling South African artist James Cairns to perform at Brighton Fringe and Brighton-based Alfie Ordinary to go to Amsterdam Fringe, with more international dates planned across World Fringe Alliance Festivals in 2017.

OUR CORE VALUES ARE:
- We believe in equality and respect for all
- We are transparent, honest and trustworthy
- We are friendly and professional
- We are open and responsive
- We enjoy what we do

But we can’t stand still. In a constantly evolving arts world and with the many economic challenges ahead in this country and overseas, it is important that we continue to support what is a largely unfunded sector, not just as a festival but as a year-round professional resource too.

We look forward to welcoming you to Brighton Fringe in 2017!

Julian Caddy
Managing Director
BRIGHTON FRINGE 2016 PROGRAMME
- Cabaret & Circus: 69 events
- Events & Film: 38 events
- Kids & Youth: 59 events
- Music: 111 events
- Theatre: 234 events
- Nightlife: 16 events
- Tours: 19 events
- Visual Arts: 32 events
- Workshops: 26 events
- Comedy: 275 events
- Literature & Spoken Word: 28 events
- Dance & Physical Theatre: 29 events

AVG. TICKET PRICE: £8.70

PUBLIC ENGAGEMENT
- Just under 200,000 tickets sold
- 535,093 total attendances
- 100,000 footfall at Fringe City
- Estimated £1.7 million tickets sold overall

2016 WEB STATS
- Over 440,000 unique website visitors
- 7,184 app downloads
- 43,000 Twitter followers
- 8,386 likes on Facebook

OUR AUDIENCES
- Over 60% of Brighton Fringe audiences are local
- Outside of ticket costs, over 60% spent £20 or more when attending a Brighton Fringe event, with 37.5% spending between £40 - £100+
- Over 40% of audiences saw 3-5 shows
Brighton Fringe Income

- Donations: £3,402
- Grants: £39,261
- Subscriptions: £10,779
- Sponsorships: £84,508
- Registration income: £118,757
- Advertising income: £112,853
- Box Office commission: £90,245
- Other income: £2,819

TOTAL: £463,013

Brighton Fringe Expenditure

- Staffing costs: £217,957
- Office Overheads: £35,162
- Professional Fees: £4,563
- Box Office & card charges: £28,335
- Marketing: £137,182
- Events & Arts Industry: £33,951

TOTAL: £457,150

* The above figures are draft and unaudited
PARTNERS & SUPPORTERS
- A BIG THANKYOU!

Here at Brighton Fringe, we are immensely proud of our strong history of maintaining relationships with our sponsors. We tailor each offer according to the partner to make the most of the creative aspects of each partnership.

BRIGHTON FRINGE HEADLINE SPONSOR

“Citroën has been supporting Brighton Fringe since 2011; every year the Fringe goes from strength to strength and I’m delighted that we’ve maintained our link with such a successful, dynamic and creative event. One of Citroën’s core values is ‘be different, feel good!’ and through our relationship with Brighton Fringe, we’ve really managed to bring this to life.”

CITROËN

“Supporting Brighton Fringe for the sixth year running was an incredibly enjoyable experience. It’s great to work with a team of people who share so many of the same passions as The Pebble Trust, including a keen interest in supporting new talent.”

Pebble Trust, MAJOR SUPPORTER

“Working with Brighton Fringe was a great opportunity for us to explore... the brief gave us complete experimental freedom, and as a result we pushed ourselves to deliver something which could represent the festival’s core values in a fresh and exciting way.”

RamJam, MAIN BROCHURE DESIGNER

THANK YOU TO ALL OUR PARTNERS & SUPPORTERS!

PARTNERS:

SUPPORTERS:

MEDIA PARTNERS:
**AUDIENCES SAID:**

“It’s my favourite time to live in the city!”

“Fantastic resource for the city”

“I’ve lived in Brighton all my life and love what the festival and fringe give to our city. Makes me proud to live here”

“Brighton fringe absolutely bangs the nail on the head for festival atmosphere”

**PARTICIPANTS SAID:**

“We had an amazing experience at Brighton Fringe. The BF team were so helpful and willing to answer questions, and we felt very supported through the whole process”

“It was wonderful. Congratulations to all involved in making it such an inclusive, vibrant and enriching experience”

“Thanks to the whole team for their hard work and good humour. Everyone we dealt with was lovely and if they didn’t know the answer to a question, they found someone who did”

“Brighton practices what it preaches – it’s a festival where artists can survive and not feel compromised”

*ph: Xavier Clarke*
PLANs FOR NEXT YEAR
We have big things in the works to make next year’s Brighton Fringe an even greater success than 2016. Watch this space...

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