



EDINBURGH  
INTERNATIONAL  
FESTIVAL

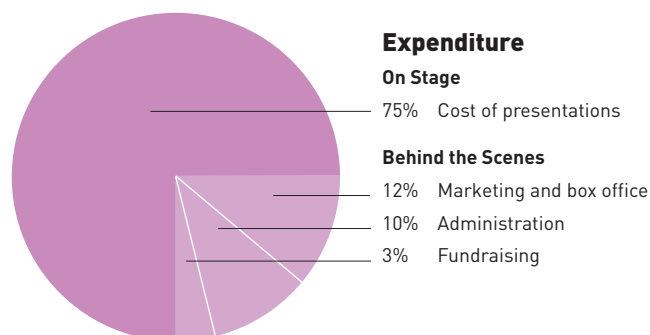
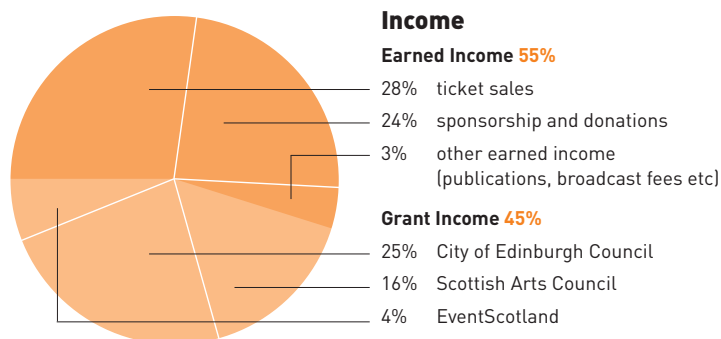
EDINBURGH INTERNATIONAL FESTIVAL SOCIETY

**REVIEW** 2005





## HOW WE ARE FUNDED



### Where the money comes from

The Festival's income comes from three main sources: ticket sales, sponsorship and donations, and public investment from local and central government. The Festival generates approximately three fifths of its income through ticket sales and sponsorship and two fifths through public sector grants.

The total budget of the 2005 Edinburgh International Festival was **£7.98 million** (figure net of VAT)

Income from ticket sales was **£1.969 million** (figure net of VAT)

Income from sponsorship and donations was **£1.671 million** (figure net of VAT)

Other earned income **£226,000**

The grant from City of Edinburgh Council was **£1.77 million**

The grant from Scottish Arts Council was **£1.163 million**

The grant from EventScotland was **£300,000**

### How the money is spent

**75%** of the Festival's 2005 expenditure was allocated directly to meeting the costs of presenting performances: artists' fees and travel, hiring venues, and paying the technical costs involved in staging events. The remaining **25%** of the budget covers marketing the Festival, selling the tickets, fundraising and administration.

### Statutory Accounts

The statutory financial statements and the report of the Directors for the year ended 31 October 2005 was presented to the Annual General Meeting of the Society on 30 March 2006. They were afterwards delivered to the Registrar of Companies. Copies of the statutory accounts are obtainable from the Company Secretary, Edinburgh International Festival Society, The Hub, Castlehill, Edinburgh EH1 2NE.



## DID WE ACHIEVE **OUR MISSION** IN 2005?

### Here are a few of EIF's achievements in 2005 against the aims that drive us.

If possible, the Edinburgh International Festival's Mission is: **To be the most exciting, innovative and accessible Festival of the performing arts in the world, and thus promote the cultural, educational and economic well-being of the people of Edinburgh and Scotland.**

We attempt to do this through:

#### **Presenting arts of the highest possible international standard to the widest possible audience:**

2005 saw theatre and dance audiences building on last year and over **84%** of all seats for music events sold. In total, nearly **75%** of all seats were snapped up. Web sales also increased, representing **28%** of total sales – up from 18% in 2004. A new scheme for this year, the **Royal Bank £5 Youth Tickets**, aimed at 16 to 26 year olds proved particularly popular.

**83.6%** of press articles were positive, 10.4% were neutral and only 6% had a negative tone to them.

#### **Reflecting international culture in presentation to Scottish audiences and reflecting Scottish culture in presentation to international audiences:**

More than **1,940** artists participated in the 2005 Edinburgh International Festival: from the UK, USA, Australia, Austria, Germany, Switzerland, France, Belgium, Netherlands, Italy, Spain, Argentina, Sweden, Finland, China, Russia, Korea, Japan, Israel, Canada, Lebanon, Hungary, Cuba, Iran, Iraq, Romania, Croatia, Serbia, Egypt, Jordan, Honduras, Armenia, Uruguay, Palestine, Columbia, Turkey, Ukraine, Mexico, Bulgaria, Lithuania, and Brazil.

Over **300** media outlets carried coverage on the Edinburgh International Festival.

A total of **115** UK broadcasts have been documented and in addition the Festival was reported on at least 12 international TV and Radio stations, including a 10 minute documentary on the International Festival shown in Northern America and Europe.

#### **Presenting events which cannot easily be achieved by any other UK arts organisation through innovative programming and commitment to new work:**

**193** events were presented and six new productions were created.

#### **Actively ensuring equal opportunities for all sections of the Scottish and wider public to experience and enjoy the Festival:**

**28%** of ticket sales were made online.

**25** concerts were broadcast on BBC Radio 3, with artists interviewed in the interval, and another three concert highlights programmes broadcast on BBC World Service in December.

Audience research showed that among the interesting shifts in 2005 was a growth in the percentage of our audience aged 35 – 44 years old. The geographical spread of our audience remained relatively unchanged with 39% from Edinburgh, 23% from the rest of Scotland, 24% from the rest of Britain and 14% from overseas. And of the visitors interviewed, an impressive 62% said that attending EIF was their only reason for visiting Edinburgh with a further 26% saying it was very or fairly important.

#### **Encouraging public participation in the arts throughout the year by collaborating with other arts and festival organisations:**

Three cross festival marketing initiatives created a website, daily guide and map that gave customers information on all the summer festivals.

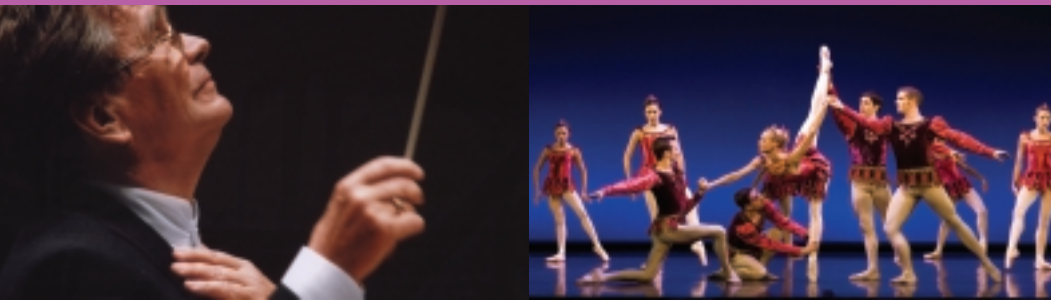
The Festival Chorus is an amateur chorus made up of people from all walks of life who rehearse all year for the Festival when they perform with world class conductors, orchestras and soloists.

The Festival's Programme Education Department works all year around – see overleaf.

Of course there are other areas in which the Festival needs to succeed each year not least of which is raising the money in ticket sales and from corporate supporters and individuals.

An average capacity of 75% seats sold across all venues was achieved. Gross box office takings in 2005 topped **£2.3 million**, up by around 13% on 2004, and attendances were more than 360,000, up 9% on 2004.

EIF is the most successful arts organisation in Scotland in fundraising, generating a wonderful **£1,671,000** for the 2005 Festival.



## SPONSORSHIP AND DONATIONS

We would like to thank each and every company, trust, foundation and individual whose support and collaboration contributed to the 2005 Edinburgh International Festival. These partnerships are invaluable to the continued success of the Festival and this year contributed £1.67million towards the overall budget. As a business, the Festival offers commercial benefits of collaboration with the corporate sector; as a registered charity, it attracts contributions from trusts, foundations and individuals. No contribution is too small or too large, and every contribution is greatly appreciated.

As well as continued relationships with many loyal annual supporters within the corporate sector EIF was delighted to welcome five new corporate partners in 2005. First ScotRail as sponsor; BP, Deloitte and MacRoberts Solicitors as new corporate members of our business scheme the Proscenium Club; and The Famous Grouse provided gifts of whisky for the visiting artists to this year's Festival.

EIF has continuing strong relationships with a select number of businesses providing goods and services in-kind, thanks are due in particular to The Balmoral, the Caledonian Hilton Hotel and the Sheraton Grand Hotel & Spa. Thanks also to Renault UK for supplying a fleet of Espaces to transport our artists and for vans for the Festival's technical team.

Heartfelt thanks once again to Dunard Fund whose support of the week-long residency by Bamberg Symphony Orchestra was a highlight of the Festival.

The Festival noted with great sadness the passing away of Léan Scully, a long term and enthusiastic Festival fan who will be greatly missed but whose legacy to the benefit of the Edinburgh International Festival will ensure others will continue to enjoy the Festival she loved.

The Festival is once again indebted to the Edinburgh International Festival Endowment Fund for its invaluable support which this year was provided for the general programming of the Festival. The Endowment Fund was established in 1989 as a charity recognised by the Inland Revenue to help provide long term security for the Festival. The objective was to create a capital fund, the income from which could be applied by the Trustees to support the work of the Edinburgh International Festival.

Further details about any of the above are available from:  
Nichola Pritchett-Brown

**Sponsorship & Development Director**

**Edinburgh International Festival**

Tel +44 (0)131 473 2060

Email [nicky.pritchett-brown@eif.co.uk](mailto:nicky.pritchett-brown@eif.co.uk)

### GRANTS



### PRINCIPAL SUPPORTER

DUNARD FUND

### SPONSORS





## SUPPORTERS LIST

### Proscenium Club Members

AEGON UK plc  
BAA Edinburgh  
Baillie Gifford  
The Balmoral Hotel  
BP  
Caledonian Hilton Hotel  
Chiene + Tait  
Deloitte  
The EDI Group Ltd  
The Institute of Chartered Accountants of Scotland  
Maclay Murray & Spens  
MacRoberts  
John Menzies plc  
Miller Group Ltd  
Morrison Plc  
Norwich Union Insurance  
Pillans & Waddies  
Scottish & Newcastle plc  
ScottishPower  
Shell U.K. Limited  
Sheraton Grand Hotel & Spa  
Standard Life  
Walter Scott & Partners Limited

### In Kind Supporters

Alba Water  
Capital solutions...  
Dimensions (Scotland) Ltd  
Energizer UK  
The Famous Grouse  
Green Mountain Coffee Roasters Inc  
Marks & Spencer  
Strathmore Mineral Water Co.

### Trusts & Foundations

The Binks Trust  
The Britten Estate Limited  
The Ernest Cook Trust  
Cruden Foundation Limited  
The Peter Diamand Trust  
The Director's Circle  
The Evelyn Drysdale Charitable Trust  
Gordon Fraser Charitable Trust  
The Great Britain Sasakawa Foundation  
The Hamada Edinburgh Festival Foundation  
Miss K M Harbinson's Charitable Trust  
The Hobart Trust  
The Inches Carr Trust  
Eda, Lady Jardine Charitable Trust  
Stanley Thomas Johnson Foundation  
The Gladys Jones Charitable Trust  
The Lynn Foundation  
Peter Moores Foundation  
The Negaunee Foundation  
The Oppenheim Foundation  
Sir Cliff Richard Charitable Trust  
Risk Charitable Fund  
The Russell Trust  
The Stevenston Charitable Trust  
Miss C A M Sym's Charitable Trust  
Thirkleby Trust

### Legacies

The Estate of Miss Michelle Proud  
The Estate of Léan Scully

### Principal Donors

American Friends of the Edinburgh International Festival  
Edinburgh International Festival Capital Fund  
Edinburgh International Festival Endowment Fund  
Edinburgh International Festival Patrons and Muses  
Edinburgh Military Tattoo

### Donors

Jenners  
Johnston Press plc  
MacDonald Orr  
Miller Group Ltd

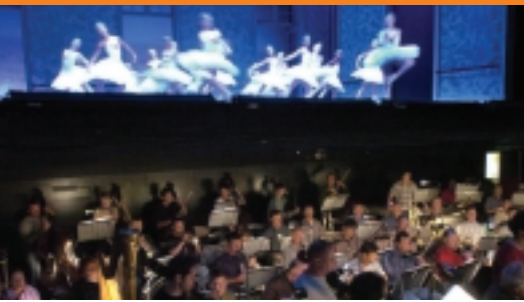
### Project Grant

The Scottish Executive's National Programme for Improving Health and Well-being

### Foreign Government Support l'AFAA

The Embassy of the United States of America, London  
The Italian Cultural Institute, Edinburgh  
The Royal Danish Consulate, Edinburgh  
The Royal Netherlands Embassy, London  
The Spanish Embassy, London  
The United States Consulate General, Edinburgh

**And every individual who has donated towards the work of the 2005 Festival. Each gift, whether large or small makes a real difference. Thank you.**



## EDUCATION & OUTREACH **CONNECTING PEOPLE**

The highly successful **Bank of Scotland Connecting to Music** programme continued throughout 2005 with 36 participating Edinburgh Primary Schools reaching over 1000 children. New initiatives this year included three workshops for Bank of Scotland staff in Dundee and Dunfermline and a 14 minute film presented on the large screen at Inverleith Park on the night of the Bank of Scotland Fireworks Concert.

The programme offers three workshops for each group concentrating on developing listening skills and exploring what we understand by 'classical music' and how music affects the inner personal world through exercises that engage the imagination and sense of self.

**'Brilliant experience'** P7 teacher

**'It broadened their horizons. They had access to an experience out-with their normal lives. Also, it was fully accessible to all – regardless of academic achievement – a real plus point'** P7 teacher

**'I learnt how to use my imagination'** P7 pupil

Bank of Scotland Staff:

**'Definitely the best workshop I have attended through work'**

**'Felt much more creative and confident'**

**'Improved concentration on return to work'**

**Between Two Worlds**, a video installation in the Dunard Library, was the culmination of three years research into the lives of people living today in Scotland from minority ethnic backgrounds.

**Exploring the Musical Mind** was a two day event funded by the National Programme for Mental Health and Well-being that explored how music can be used to work in the fields of mental health and well-being. The Programme also commissioned a booklet from EIF based on the education project associated with *The Wonderful World of Dissocia* by Anthony Neilson.

**Pennsylvania Ballet's education department** taught over 400 children from ten Edinburgh primary schools in 15 workshops, supported by The Ernest Cook Trust, during the Festival. The children were also offered discounted tickets to see Pennsylvania Ballet or Scottish Ballet.

**'The very good thing I learned was that men do ballet as well as women.'** P7 Pupil

**'I didn't know ballet dancers were as fit as footballers and I really enjoyed it.'** P7 Pupil

**'I really enjoyed learning to talk ballet language.'** P7 Pupil

Three Edinburgh Secondary schools took part in the very successful **Herald Young Critics** programme, now in its third year. Following in-school workshops led by Herald journalists, thirty senior pupils from The Royal High, Portobello High and Holyrood High schools attended performances by Dutch National Ballet and Birmingham Repertory Theatre Company. Each wrote a review and one from each group was selected and printed in the Herald alongside the professional review.

**Home from Home** photographic and poetry project worked with three Edinburgh schools with pupils aged from fourteen to sixteen years old producing poetry and photography around their notions of 'home'.

The project team encouraged the pupils to explore notions of home, identifying what defines home for themselves. They explored the construction of simple poetry and were encouraged to think of images which communicated what home meant to them. They also had digital cameras and notebooks to record their own images and text. The resulting poems and images were exhibited in Cafe Hub during the Festival.

Five theatre directors from Scotland took part in an informal **National Theatre of Scotland New Directors' Scheme** giving them extended access to the Edinburgh International Festival's theatre productions and the creative people behind them.



# EDINBURGH INTERNATIONAL FESTIVAL **GOVERNANCE**

## **The Edinburgh International Festival Society**

The Edinburgh International Festival Society is a charitable company limited by guarantee of its members. It is open for anyone to join the Society on payment of an annual membership fee. Details available from the Company Secretary at the address below.

Patron **Her Majesty The Queen**

Honorary Secretary

**Mr Tom Aitchison, Chief Executive City of Edinburgh Council**

## **The Festival Council**

The Festival Council, whose members are the Directors of the Company, administers the affairs of the Edinburgh International Festival Society. Those members are drawn from a wide representation of local interests, some nominated by the City Council and other bodies, some elected by the Festival Society members and some co-opted by Festival Council. Council meets five times each year. A smaller Executive Committee of Council meets with the Festival Director and senior executives as the business of the Society requires. The members of Council who serve on the Executive Committee discharge the functions of an Audit Committee and a Remuneration Committee.

## **Members of Council**

**Chair** The Rt Hon Lesley Hinds, Lord Provost of the City of Edinburgh

Depute Chairman Mr James Stretton \*

Cllr Elaine Aitken*	Mr Ewan Brown CBE
Cllr Steve Cardownie	Mr Graham Duffy
Cllr William Fitzpatrick	Cllr Ken Harrold*
Mrs Carol Colburn Høgel CBE	Cllr Shami Khan
Cllr John Longstaff*	Mr Des Loughney
Mr A Donald MacDonald CBE *	Mr David McLellan
Mr James Naughtie	Mr Ralph Parkinson
Mr Philip Riddle	Mr Ian Russell
Sir Muir Russell	Mr Mark Tucker <i>(elected 30 March 2005)</i>
Mr David Williams * <i>(appointed 30 March 2005)</i>	

## **Resigned in 2005**

Mr Shan Khan

Prof Joan Stringer CBE\*

\* Members of Executive Committee

All Members of the Festival Council are directors of Edinburgh International Festival Society and Edinburgh Festival Centre Limited. Sir Brian McMaster is a director of Edinburgh Festival Centre Limited. Mr James Stretton and Sir Brian McMaster are directors of Edinburgh International Festival Limited.

## **Management and Advisers**

The Festival Director and Chief Executive, who is appointed by the Festival Council, is responsible for planning and executing the programme of each year's Festival and for the management of the Festival's financial and administrative affairs. He is assisted by an executive team of 5 directors, 23 permanent staff and over 200 temporary staff.

Festival Director & Chief Executive

**Sir Brian McMaster CBE**

Company Secretary & Administrative Director

**Adrian Trickey**

Marketing & Public Affairs Director

**Joanna Baker**

Director of The Hub

**Tom Mulhearn**

Sponsorship & Development Director

**Nichola Pritchett-Brown**

Associate Festival Director

**James Waters**

Legal Adviser

**Ewan Easton WS, Maclay Murray & Spens**

Auditors

**PricewaterhouseCoopers LLP**

Bankers

**The Royal Bank of Scotland plc**

Financial advice

**Chiene and Tait, Chartered Accountants**

Registered Office **The Hub, Castlehill, Edinburgh EH1 2NE**

Registration Number **24766**

Registered Charity Number **SC004694**

**Edinburgh International Festival, The Hub, Castlehill, Edinburgh EH1 2NE. Tel 0131 473 2099. Fax 0131 473 2002, Box Office 0131 473 2000. www.eif.co.uk Email info@eif.co.uk**



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Edinburgh International Festival is a registered charity SC004694