



The Edinburgh Festival

# fringe

**Equalities project: 2011**

Fiach OBroin-Molloy: Equalities Officer

## User consultations



# Forward



The Fringe has long been committed to listening closely to audiences, performers and our wider community of stakeholders. In addition as an employer the Fringe has responsibilities to its employees and applicants for employment.

Promoting equal opportunities, preventing discrimination and valuing diversity are fundamental to building strong relationships and reputation.

Funding has been given, by Creative Scotland, to deliver a pilot project within the Edinburgh Festival Fringe. The delivery of this project is supported by the Equalities Officer within the Participants Services team. The role is predominantly focused on issues of access in service delivery.

Insuring that people with access requirements are at the centre of everything that we do, that our policies and projects are evidence led and that we secure buy in from key stakeholders at every stage of our journey is fundamental to our success. Within this in mind and to build a strong reputation for engaging with our customers we have taken forward two pieces of research.


We have had a total of **346** responses from our consultations which gauge experiences of the fringe, provide a mechanism for people with accessibility needs to feedback to us and identify areas for improvement. Included are some basic statistics from our consultations.

The Participants services team at the Edinburgh Festival Fringe Society will be happy to help you with any enquiries you may have. For more information please use the contact details below:

## **Fiach OBroin-Molloy**

Equalities Officer  
t: +44 (0) 131 240 1903  
m: 07765640283  
e: [fiach@edfringe.com](mailto:fiach@edfringe.com)

Festival Fringe Society Ltd  
180 High Street  
Edinburgh  
EH1 1QS



I experience a lot of social discrimination because of my physical appearance, particularly in areas where people drink. A general focus on promoting diversity and inclusion could really help to address this.



*(Source Edinburgh Festival Fringe Society User Access Consultation 2011)*

## Context

*Taking Part*, a report published by the Scottish Arts Council in 2008, found that overall the attendance rate of disabled people in all art forms is lower (50% of disabled people attended an art or cultural activity as compared to 79% of non-disabled people). A lower proportion of disabled people as compared to the overall Scottish adult population said they would consider attending an art form for the first time.

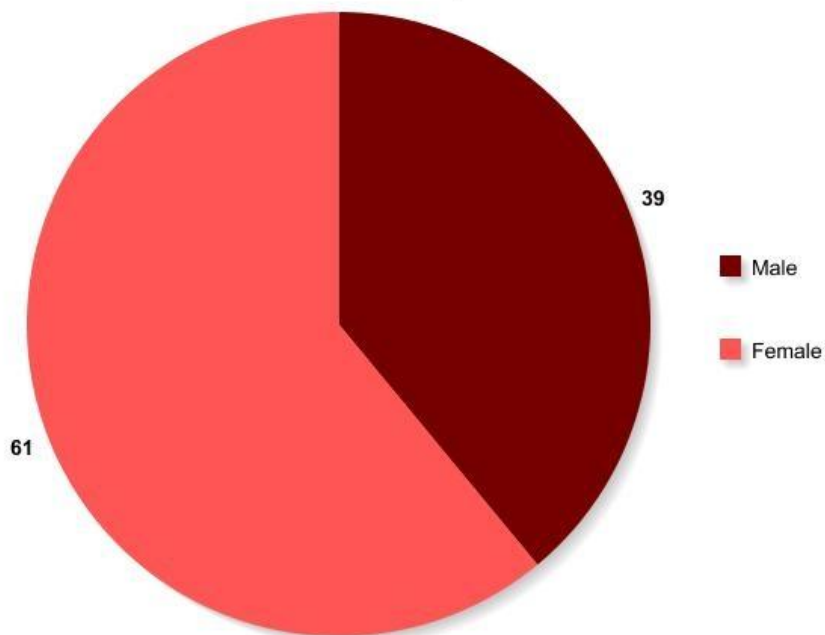
There are currently over 168,000 hearing aid users in Scotland (Source RNID Scotland) and over 750,000 people with hearing impairments.

Disabled people in the UK have a combined disposable income of £80bn per year. These people want to use your services and spend their money and could be potential customers if you provide accessible services. This figure rises to €160bn across Europe (source Visit England).

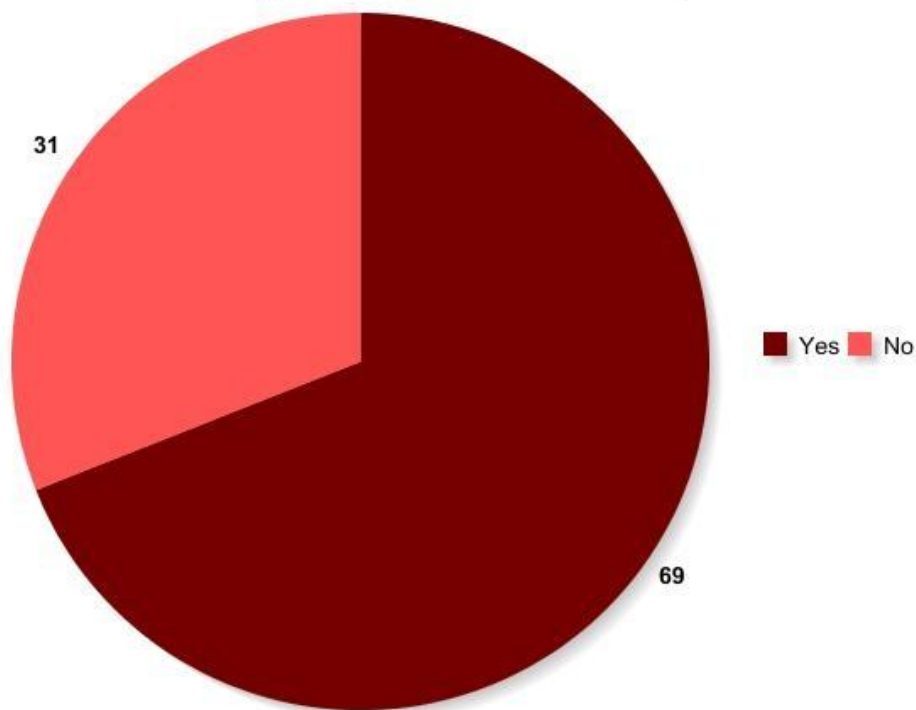
Over 9 million people in the United Kingdom have a disability which affects, in some way, how they live their lives. Nearly 5 million of these people have significant hearing or visual impairment, and there are many that have more than one disability.

People using wheelchairs are becoming a more common sight with the improvement in motorised wheelchairs, but there are also disabilities that are not visible, and these can include; cancer, HIV, diabetes, and mental health issues. All these people are protected by discrimination legislation, and in certain cases, carers of disabled people are protected against discrimination.

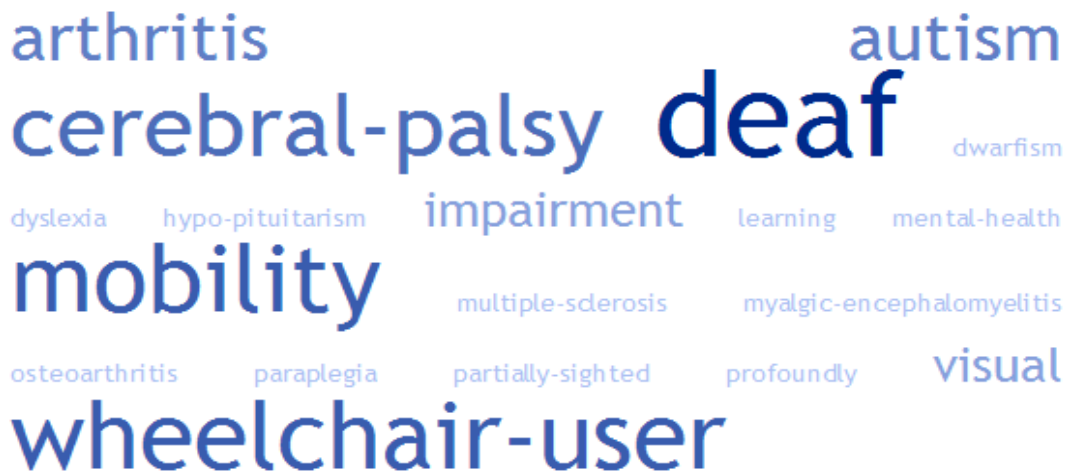
Gender of respondents



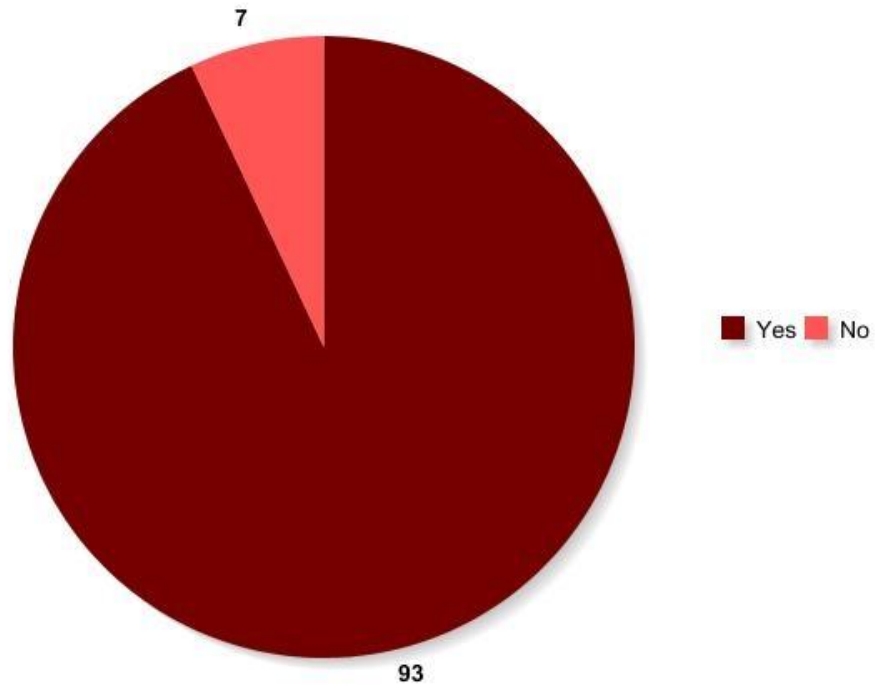
Do you consider yourself to have a disability?



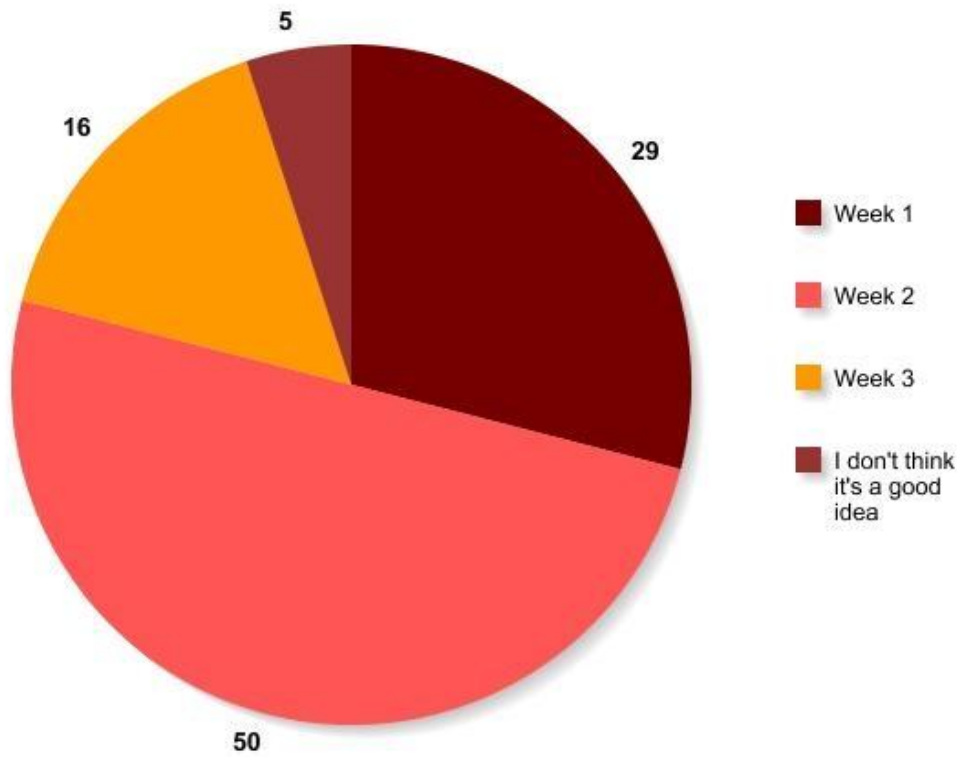
How would you define your impairment?  
 (This is a tag cloud of the responses)



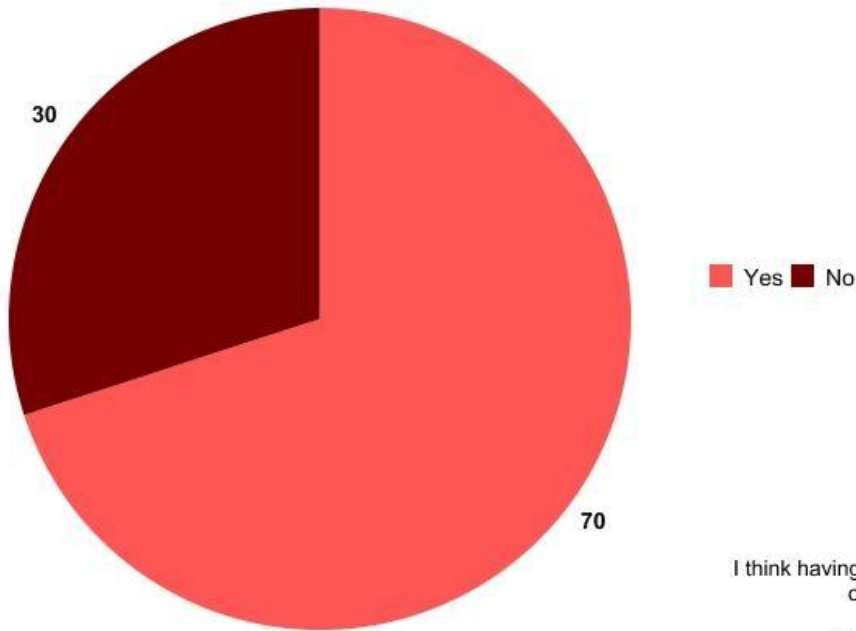
Would you like to have an access focused week at the Fringe?



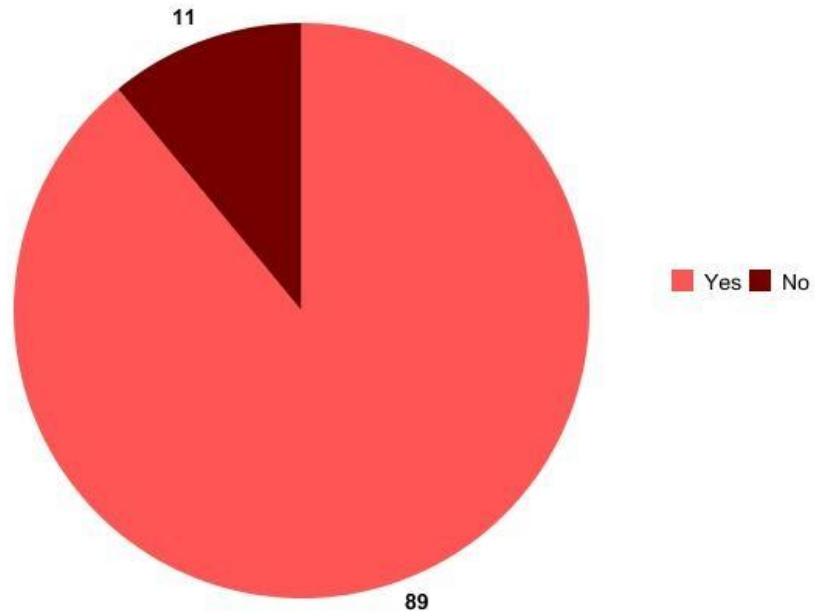
When would you like to have an access week at the fringe?



I would be more likely to attend during an access week if I knew there would be more shows with BSL translation, audio description and captioning happening during this week



I think having enhanced communication support available in the box office during an access week is a good idea



**What types of shows would you like to come and see?**

Theatre	92%	
Comedy	76%	
Dance	47%	
Physical theatre	37%	
Musicals	60%	
Cabaret	34%	
Operas	21%	
Music	59%	
Exhibitions	49%	
Children's shows	14%	
Events (such as talks etc)	63%	