

Data Fair 2020 - GROUP 19

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Edinburgh Festival Fringe

Challenge

Our project is about Edinburgh Festival, and we focus on Edinburgh Festival Fringe. The Fringe is an open-access arts festival, anyone in the world who has a story to tell can put on a show in Edinburgh. It happens for three weeks in August every year, the Edinburgh Festival Fringe opens the doors, streets, and alleyways of an entire city to an explosion of creative energy from around the globe.

Our project aims to analyse the factors behind the success and marginalization of activities at the Fringe Festival. The audience will be the academics in cultural and creative industries, staff in the Fringe team, cultural workers, and the public.

Data Analysis

We use Python for data analysis. We start with the characteristics of the activities, we respectively analysed artist type, activity's discount, activity genre, and so on.

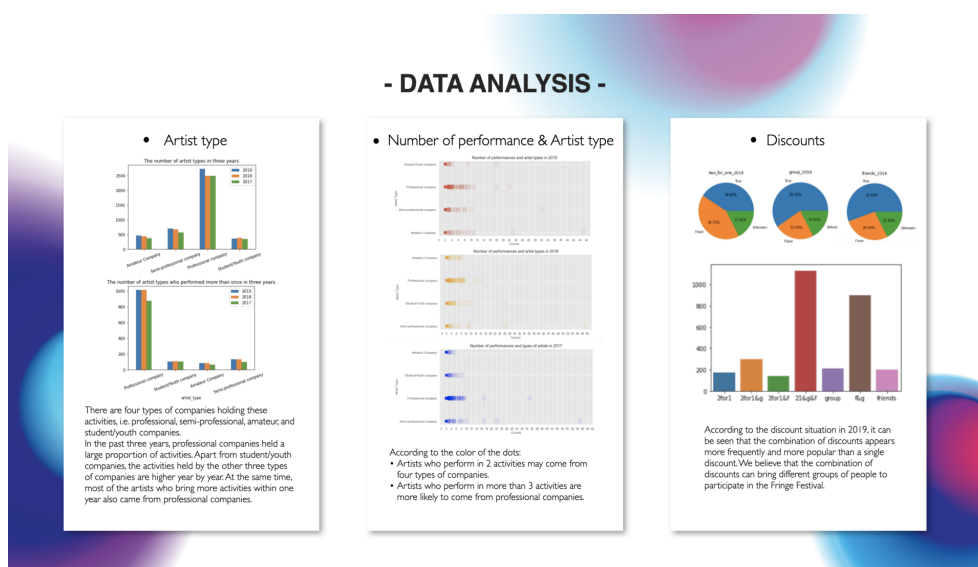


Figure 1: Preliminary Data Analysis Part 1a



Figure 2: Preliminary Data Analysis Part 2

Then we further analysed the activities from different countries, activities that provide accessible services, activities that give different age categories, and the warnings provided by activities. For our final creation, We did an in-depth analysis of accessible services and age categories, and we separately combined these two factors with other meaningful information in the data.

Infographic

As the factors affecting the success of the activities are complex, it's hard to draw an objective and accurate conclusion about who is the most successful. After the analysis and discussion with our data holder, we change the direction to **how can fringe be more accessible for different groups**, with the help of data that can affect the success or marginalization. Please see the infographic we made by this link: <https://infogram.com/fringe-festival-data-fair-2020-1h7v4pwnozx7j6k?live>. The main points of the infographic are "more accessible" and "different groups". We focus on two groups which are the disabled and the younger generations.

How can fringe be more accessible for the disabled

Each year, there are close to 4000 activities at the Fringe Festival and they come from all over the world. However, despite the abundance of activities at the fringe

festival each year, only around five percent of the activities provide accessible services for people with disabilities.

In the past three years, activities providing accessible services mostly performed 0-30 times, the capacities of venues were mostly between 0-200, and the number of performers was mostly within 20. Some people may think that the scale of activities that provide accessible services will be relatively small, which is a stereotype. In fact, the scale of these activities can be large. They can be activities held in large venues or activities with a lot of performances.

We then analysed the types of companies that perform activities with accessible services. Among which professional companies provide the most comprehensive services. Most companies do a good job of including "other services". While "signed", "captioning" and "audio" services are less provided, they mainly provided by activities organized by professional companies.

We also analyzed the genres of activities that provide accessibility services. We found that in the past eight years, most activities are "Theatre" and "Music. It's a little surprising because we might not immediately think of how theatres and musicals provide accessible services. And this finding raises some questions: What kind of accessible services do they provide? Why are activities that provide accessibility services concentrated in several genres? Is there any correlation between the distribution of accessibility services and the genre of activity?

We find that activities that provide accessible services from 2012 to 2013 did not specify what services were being provided (only record as "other services"). It changed since 2014, when two types of activities, "Theater" and "Comedy", have begun to provide a variety of accessible services. Of all the accessible services in

addition to "other services", most services are "captioning" and "signed", while the activity providing "audio" service is always very few.

How can fringe be more accessible for the younger generations

In this part, we focus on the age categories provided by activities. We found that not only has activity increased year by year, but the age categories of activities have become more detailed in the past two years, from the previous U and PG subdivided into 0+, 3+, 5+, 8+, and 12+. Then we raised some questions: Why has this changed? What's the difference between age categories of activities under 12 and those over 14? What are the characteristics of activities under the age of 12?

There is a significant difference between the activity genres of age categories under 12 (i.e. 0+, 3+, 5+, 8+, and 12+) and over 14 (i.e. 14+, 16+, and 18+). In general, the genres of activities are more varied for activities under 12.

And we also find differences among age categories under 12. We use activities' descriptions of 2018 and 2019. We found there are distinctions in the activity's content of different age categories. Each age category has its own rich and abundant activities.

Summary

It is good to see that there are more activities that provide different types of accessible services in recent years. However, the proportion of activities providing accessible services in all activities is always small, and the gap between service types is large. It is worthwhile to encourage more activities and companies to provide accessible services, and we should help more disabled groups to participate in the Fringe Festival.

The more detailed age categories reflect the protection and attention to the teenager. The new categorizing system can make parents feel more comfortable with their children's participation in the Fringe Festival. This will enable more people to participate in the Fringe as a family and enjoy those activities that are suitable for both young and old.

We hope that by showing the findings we have of these two groups, people will know more about the Fringe and the Fringe can be accessible to more groups. The Fringe is working hard to help more groups get involved in the festival as part of social activities. It's not just a concern for the Fringe and the artists who hosted the activities. It's a concern for all of us.

Missing part and Design choices

We originally planned to build an interactive website, but we found that using an online infographic can also convey our stories well. More importantly, we want the stories we discover to be seen by more people and spread across wider platforms. Our infographic can meet these two needs perfectly. Anyone can access our Infographic through the link. It will present in a clear and readable form on both mobile phones and computers. And our infographic can be spread across multiple social media easily.

Acknowledgements

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