

# Culture and Communities Committee

**10.00am, Tuesday, 12 November 2019**

## Burns & Beyond Festival 2020

<b>Executive/routine</b>	<b>Routine</b>
<b>Wards</b>	All
<b>Council Commitments</b>	<u>46</u>

### **1. Recommendations**

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- 1.1 Note the decision taken by the Executive Director of Place under Delegated Authority to award funding of £50,000 to Burns & Beyond Festival 2020.

**Paul Lawrence**

Executive Director of Place

Contact: David Waddell, Senior Events Officer

E-mail: [david.waddell@edinburgh.gov.uk](mailto:david.waddell@edinburgh.gov.uk) | Tel: 0131 529 4929



# Report

## Burns & Beyond Festival 2020

### **2. Executive Summary**

- 2.1 This report provides an update on the Burns & Beyond Festival 2020, awarded £50,000 under Delegated Authority by the Executive Director of Place following consultation with the Convener and Vice-Convener. This was due to urgency of timescales arising from confirmation of third-party funding falling between the Committee cycles.

### **3. Background**

- 3.1 [Burns & Beyond](#) was a new Festival for Edinburgh in January 2019, celebrating the life and works of Robert Burns. The festival provided a focal point for Burns' Night celebrations, bringing together new and existing activity in the city and creating a Festival that celebrated Burns beyond the image of the traditional Burns Supper by using live music, light, art installations, comedy, spoken word and dance.
- 3.2 The 2019 Festival was successfully delivered by Unique Events, attracting over 31,000 people to the six-day Festival. Key events included:
- 3.1.1 the Museum of the Moon installation in St Giles' Cathedral;
  - 3.1.2 the Culture Trail, showcasing some of Scotland's leading talent in intimate and unique venues;
  - 3.1.3 the Burns Supper and Ceilidh; and
  - 3.1.4 Red, Red Rose Street.
- 3.3 91% of those who attended rated the Festival as either good or very good.
- 3.4 An evaluation of the 2019 Festival is attached at Appendix 1.
- 3.5 Burns' Night and Chinese New Year coincide on 25 January in 2020. This provides a strong, one-off theme to celebrate Sino-Scottish culture, a key element of Burns & Beyond 2020.

## **4. Main report**

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- 4.1 Building on the successful delivery of the 2019 Festival, Unique Events will expand the programming for Burns & Beyond 2020 to incorporate elements of Chinese New Year, build on the Culture Trail from 2019, deliver a new Festival Hub in the Assembly Rooms and deliver a much-expanded schools programme for Edinburgh schools.
- 4.2 The key elements of the 2020 Festival are:
- 4.2.1 a week of free and ticketed events throughout Edinburgh city centre that celebrate the life of Robert Burns and Scottish arts and culture;
  - 4.2.2 a new Festival Hub in the Assembly Rooms, hosting live performances from Edwyn Collins, Burns Suppers, spoken word and live music performances, family Burns Suppers and ceilidhs, and whisky tastings;
  - 4.2.3 the return of the Culture Trail – eight venues across the Old Town and New Town allowing audiences to experience the best in Scottish culture in unique and unusual venues;
  - 4.2.4 Red, Red Rose Street events programme in association with Rose Street businesses and the ‘Rabbie Ramble’ family trail; and
  - 4.2.5 a large scale Chinese lantern installation in St Giles’ Cathedral, dragon dancers, ‘Lucky Envelopes’ and Chinese language lessons.
- 4.3 The full programme was launched at the start of November and is available at the [Burns & Beyond web site](#).
- 4.4 Burns & Beyond 2020 was awarded European ERASMUS+ funding as part of ‘Culture United’, a €408,000 European project that uses unique cultural events to deliver cultural education programmes in schools and create partnerships across Europe. This will be delivered in partnership with Leeuwarden (Netherlands), Oulu (Finland) and Dundalk (Ireland).
- 4.5 The opportunity to participate in the project has been offered to all Edinburgh primary schools through the Council’s Creative Learning team, who will manage the selection process. Four Edinburgh primary schools will then be invited to participate and will receive workshops on Scottish music, poetry, design and dance as well as a special ‘Bairns Supper’ in the Assembly Rooms with ceilidh instruction from professional artists from Dance Base.
- 4.6 Burns & Beyond is supported by both EventScotland and the City of Edinburgh Council. As a condition of funding for Burns & Beyond 2020, the Council required the event organisers to secure partnership funding from EventScotland before confirming funding from the Council’s Events budget; the festival budget requires funding from both partners. The timing of EventScotland’s decision to award funding did not meet the deadlines for this report to be submitted to the September meeting of this Committee. As the event producers require funding to secure artists and venues, the Executive Director of Place, in consultation with the Convener and Vice

Convener, awarded the festival £50,000 under Delegated Authority. This was due to the urgency of funding requirements to secure key participants for the event.

## **5. Next Steps**

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- 5.1 Upon conclusion of the 2020 Festival a feedback and evaluation report will be submitted by the event producers.

## **6. Financial impact**

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- 6.1 Funding of £50,000 for Burns & Beyond 2020 can be contained within the Events budget for 2019/20.

## **7. Stakeholder/Community Impact**

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- 7.1 The Festival has a significant positive impact for pupils in Edinburgh primary schools with a specific programme and funding developed for them. Four Edinburgh schools will be directly involved in the Culture United element of Burns & Beyond 2020.
- 7.2 The Festival takes place celebrating a key date in the Scottish calendar, and in 2020, Chinese New Year, reflecting the city's events strategy to ensure a spread of events across the year.
- 7.3 The combination of both Burns Night and Chinese New Year presents a rare and exciting opportunity for collaborative joint celebrations.

## **8. Background reading/external references**

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- 8.1 Report to Culture and Communities Committee on [12 September 2017](#)
- 8.3 [Burns & Beyond web site.](#)

## **9. Appendices**

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Appendix 1 – Burns & Beyond January 2019 Report

JOHNNIE WALKER®

# BURNS & BEYOND

Tuesday 22 – Sunday 27 January 2019

*A new flagship Burns Festival for Edinburgh presenting a celebration of traditional and contemporary Scottish culture*

UNIQUE

• EDINBURGH •  
THE CITY OF EDINBURGH COUNCIL



Burns Night

ESSENTIAL  
EDINBURGH

MARKETING  
EDINBURGH

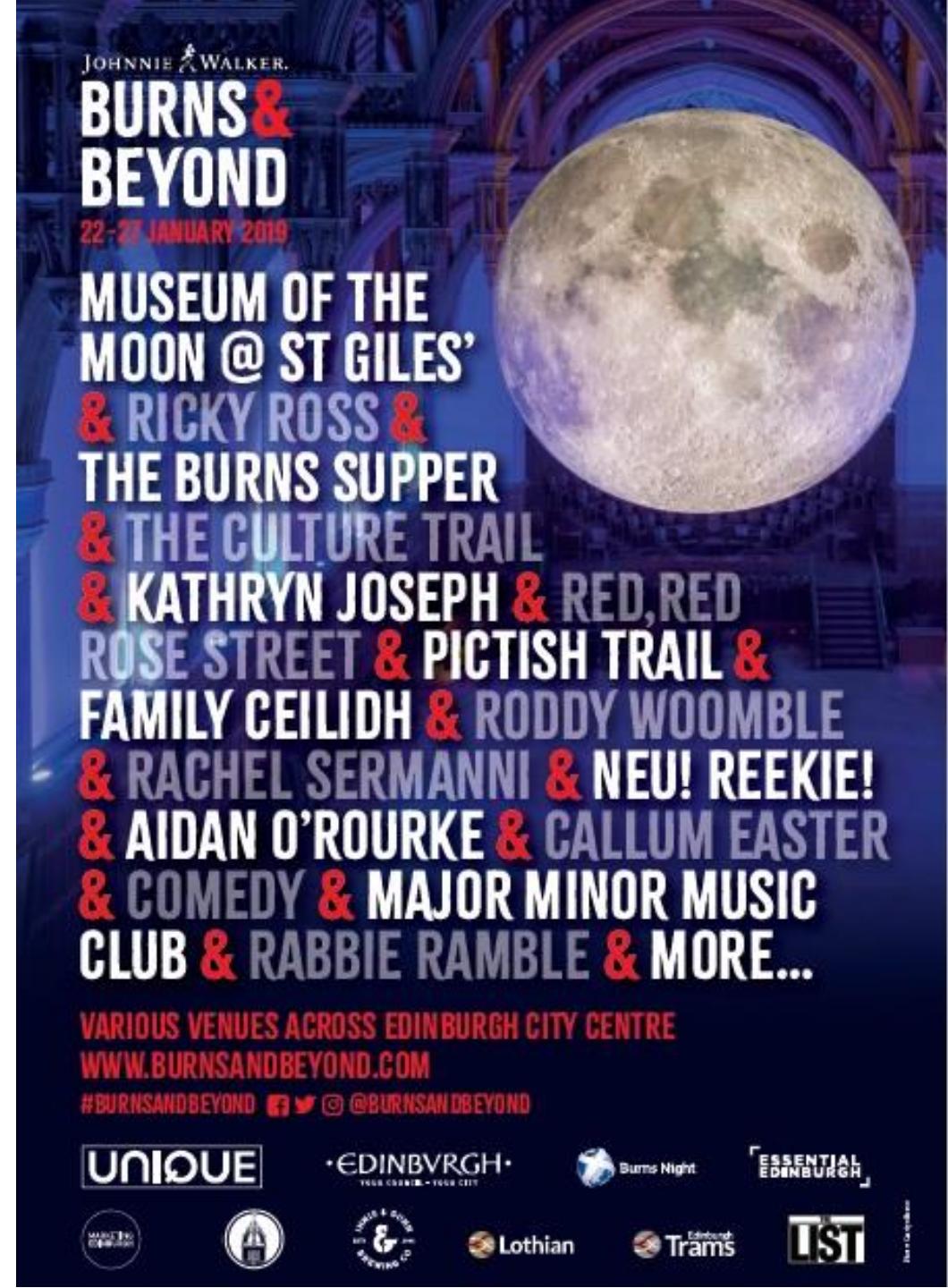


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**Burns & Beyond** is a new flagship Burns Festival for Edinburgh presenting a celebration of traditional and contemporary Scottish culture:

- **Total Burns&Beyond Festival Event Attendance – 31,147**  
(excluding 16% Rose Street footfall increase reported by Essential Edinburgh)
- A week of **free & ticketed events** throughout Edinburgh city centre to celebrate the life of Robert Burns and Scottish arts and culture
- Free daytime family activities and workshops in landmark buildings and city centre attractions
- Continuation of the successful **Red, Red Rose Street** events programme, family trail '**Rabbie Ramble**', Rose Street business engagement and new installation '**Kindness Lane**' created by artists **Open Close** in Assembly Lane
- Collaborations with arts organisations, venues and artists from across Scotland
- An new evening **Culture Trail** (Sat 26 Jan) lead audiences throughout the city centre (8 venues), **4 Old Town & 4 New Town** encouraging audiences to cross between both areas and discover new buildings and performance
- A quality arts and culture programme showcasing artists, cultural organisations and venues from regions across Scotland
- High profile art installation '**Museum of the Moon @ St Giles Cathedral**' which will attracted over 25,000 visitors to the event
- High-profile promotional campaign to launch the new event and those involved



# BURNS & BEYOND

## Museum of the Moon

@ St Giles' Cathedral

Tuesday 22 - Sunday 27 January 2019

### Total Museum of the Moon attendance: 25,027

- 113% increase in St Giles' visitors from 2018 period

**Free daytime visitors:** 20,617

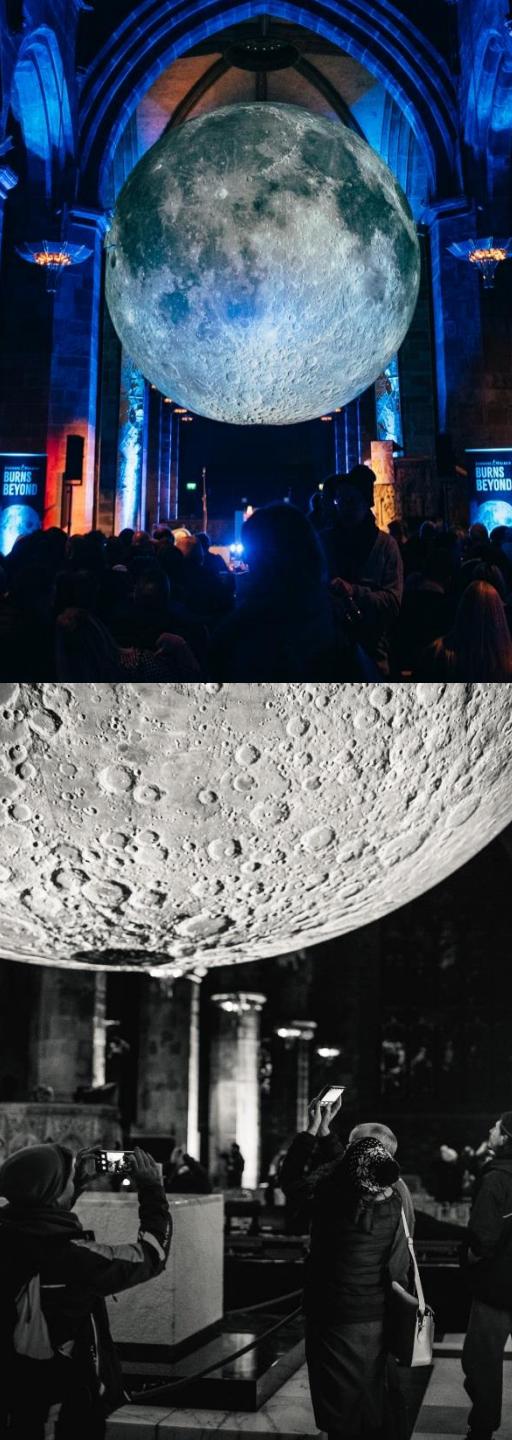
- 75.7% increase in St Giles' visitors from 2018 period

**Ticketed evening attendance** 4,410

**Museum of the Moon** was the flagship installation for Burns&Beyond, presenting UK artist *Luke Jerram's* stunning artwork in the capital's landmark building.

Along with extensive media coverage, over 25,000 visitors visited the attraction (113% increase from 2018 period), generating a huge volume of social media activity and exposure for the city.

A series of sold-out music performances and events throughout the week, including evenings curated by St Giles' Music Director *Michael Harris*, along with intimate acoustic performance from *Rachel Sermanni & Roddy Woomble*.



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# BURNS & BEYOND

## THE CULTURE TRAIL

Saturday 26 January

**Total Culture Trail attendance: 1,300**

On the evening of **Saturday 26 January**, the flagship *Culture Trail* was presented in landmark buildings and attractions throughout Edinburgh city centre.

Based on the award-winning *Scot:Lands* event produced by Unique Events as part of the Edinburgh's Hogmanay celebrations, the team return with a new experience presenting a spectacular array of artists from across Scotland.

Audiences were led on a cultural journey, discovering hidden performances on a trail which will lead them to 8 landmark buildings and secret spaces bridging both the Old & New Town areas of the city.

As audiences were led around the city centre they experienced live performance, food and drink from across Scotland, enjoying a 20-25min performance before heading to their next venue. The event ran from 6.30pm – 10.45pm to allow audiences to experience as many of the venues as they can discover.

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**BURNS & BEYOND**  
burnsandbeyond.com



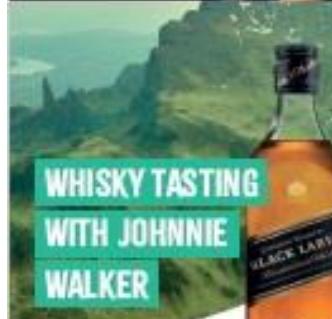
LOST MAP  
HOWLIN' FLING  
FEATURING PIETISH TRAIL



NEU! REEKIE!  
FEATURING KATHRYN JOSEPH



AIDAN O'ROURKE PRESENTS  
LUCKY MIDDLE MASS'S TAVERN  
FEATURING RICKY ROSS



WHISKY TASTING  
WITH JOHNNIE WALKER



GILDED BALLOON COMEDY  
FEATURING JAY LAFFERTY



THE LIST PRESENTS  
THE RED ROSE CLUB  
FEATURING NIGHTWAVE



MARTIN GREEN –  
DISARMING  
REVERBERATIONS



SILENT ADVENTURES  
SCOTLAND VS THE WORLD

50+ PERFORMERS  
8 VENUES  
4 HOURS  
1 NIGHT ONLY!

#BURNSENDBEYOND  
@BURNSENDBEYOND

UNIQUE



• EDINBURGH •  
Your City Your People

Burns Night



Lothian

Edinburgh Trams

LIST



# BURNS & BEYOND

## THE CULTURE TRAIL NEW TOWN VENUES

Saturday 26 January

The Culture Trail is a multi-venue experience which invites audience to explore both the Old & new Towns to discover some of Scotland's best artists and performers and fun new ways to experience Burns Night:

### **Lost Maps Howlin' Fling with The Pictish Trail - Freemason's Hall**

*A raucous night of Hebridean music & poetry.* Lost Map's boss Pictish Trail curated a recreation of their biennial bash, transforming a secret venue in Edinburgh into Eigg's legendary ceilidh hall, for an evening of sonic exploration and Highland hospitality featuring Alabaster deplume & Callum Easter.

### **Whisky Tasting with Johnnie Walker - Merchant's Hall (Hanover Street)**

Hosted by festival sponsor Johnnie Walker, the whisky tasting was designed to educate and add a little bit of warmth on their evening's trail, guests were presented a 20min crash course to sample the finest whisky from across the land and learn the intricacies of Scotland's beloved nectar.

### **Gilded Balloon Comedy Night - Rose Theatre (Rose Street)**

Gilded Balloon presents an extended line-up of the very best local comic talent with a few surprises thrown in featuring **Scott Gibson**, Glasgow local and eye-brows viral sensation **Gary Meikle** as well as **Jay Lafferty**, **Rosco McClelland**, **Billy Kirkwood**, and **Susan Riddell** as well as other surprise acts.

### **Silent Adventures – Scotland v's The World - New College Quad**

Silent Adventures Team warmed up the crowds with song and dance with *Scotland Vs The World* in one of the city centre's most beautiful courtyard. New College Quad was transformed through lighting and hi-tech headsets, where audiences danced and sang their hearts out under the watchful eye of John Knox statue.



# BURNS & BEYOND

## THE CULTURE TRAIL OLD TOWN VENUES

Saturday 26 January

### Aidan O'Rourke presents Lucky Middlemass's Tavern - Assembly Roxy

Aidan and guests recreated the atmosphere and the unstructured conviviality of an Edinburgh Old Town Tavern at the time of Scotland's Enlightenment, where the claret and ale flowed along with progressive discussion and apposite music. An uproarious and thought-provoking assembly of song, poetry, dance and rollicking tunes.

Featuring Ricky Ross (Deacon Blue) / Aidan O'Rourke (Lau) & Brighde Chaimbeul / Alastair Roberts / Nicola Roy / Nadine Aisha Jassat / Matthew Zajac



### Disarming Reverberations - Museum of the Moon @ St Giles' Cathedral

A commissioned soundscape by composer Martin Green (Lau) featuring heart-breaking sounds of Dublin a cappella quartet *Landless* with the rich sound of *Alba Brass*, now something of an institution in modern brass playing. Included in the piece were settings of the Burns collected songs *Ca' The Yowes* and *Lassie Lie Near Me*.

### Neu! Reekie! presents - Greyfriars Church

Neu! Reekie!'s annual twist on Burns is always one of their most eagerly anticipated happenings. For Burns&Beyond they presented the sinister, sanguine and surreal with a dark, erotic, explosive performance of *Tam o' Shanter* performed by *Kevin Williamson* with the musicians and dancers of the *Kixx Collective*, poetry from *Michael Pedersen* and very special music guest *Kathryn Joseph*.

### The List presents The Red Rose Club - The Caves (Cowgate)

An evening of DJ's and electronic music featuring DJ's Nightwave (Maya Medvesek) / Sofay (Sophie Reilly) / Ribeka (Becky Marshall) / The Honey Farm

Culture Trail was a ticketed event which encouraged audiences to explore both the city centre and cultural experiences in a whole new way.

# BURNS & BEYOND

## RED, RED ROSE STREET

Tuesday 22 – Sunday 27 January

As part of the *Burns & Beyond with Johnnie Walker* Festival, '**Red, Red Rose Street**' returned to Edinburgh's famed city centre street with a week-long programme of free and ticketed events including live performance, music, spoken word, comedy and installations throughout the week, with Rose's Street famed bars and restaurants presenting entertainment throughout the festival as well as an array of quality food and drink for all.

### Burns & Beyond Info Centre

New for 2019, the Info Centre on Castle Street will provide a prominent festival presence to present programme and partner information throughout the week of the event. Providing printed programmes, Rabbie Ramble Maps and ticket facilities.

### Rabbie Ramble – 250 x Trail Maps distributed to families

Window decals installed in collaboration with businesses along Rose Street present facts and stats about Burns, which children are encouraged to find using a Trail Map to collect a prize. Runs all week.



# BURNS & BEYOND

## FREEMASONS HALL GEORGE STREET



### The Burns Supper – Sold-out 200 ticketed event

A ‘not-so-traditional’ take on the Burns Supper, was a huge success with an evening of music, laughter, food and drink to celebrate our national Bard. An evening with friends from around the world, the event embraced traditional features that make up the Burns Supper; Selkirk Grace, Address to a Haggis, Immortal Memory whilst introducing some new and quirky entertainment through guest comedian Scott Gibson, performance from the Nevis Ensemble and a raucous ceilidh to end.



### Free Family Ceilidh – Over 150 participants throughout event

The free Family Ceilidh proved a popular event, bringing together an impressive Ceilidh Band and traditional music and moves. The Family Ceilidh is an excellent way of engaging with families, with dancers on-hand to teach The Gay Gordons, Strip the Willow and The Dashing White Sergeant are among the classic dances that can be expected on the day.

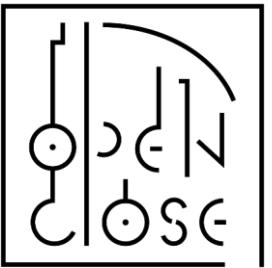
### MAJOR MINOR MUSIC CLUB - Sold-out 370 ticketed event

Music brings people together. This truth is at the heart of Major Minor Music Club. Why can't parents and kids enjoy great music together?

As part of the new festival programme we presented a special Major Minor Music Club show featuring Pictish Trail, also performing as part of the evening culture trail with this afternoon family friendly performance. The event was a sell-out and introduced children to live music, instruments and participation.

**KINDNESS LANE**

Tuesday 22 – Sunday 27 January



A commissioned artwork by **Open Close** to animate Assembly Lane and encourage audiences to engage with the installation through their own contribution to the piece.

Attendance throughout the week – 1,750 based on 250 footfall per day

'We'll tak a cup o' kindness yet' was an installation by arts collective **Open Close**, inspired by the idea that every small act of kindness is connected to another like it: a constellation of moments sparking new acts along the way.

For one week Assembly Lane was transformed into a map of kindness remembered, given, received and intentions yet to be realised.

Audiences collected star stickers at the Assembly Rooms reception and added their own act of kindness to the evolving map. They were then encouraged to share photos or video of the art and a story about an act of kindness that has touched their lives under the tags of: #burnsandbeyond      #cupokindness    #kindness



# BURNS & BEYOND

## ROSE THEATRE ROSE STREET



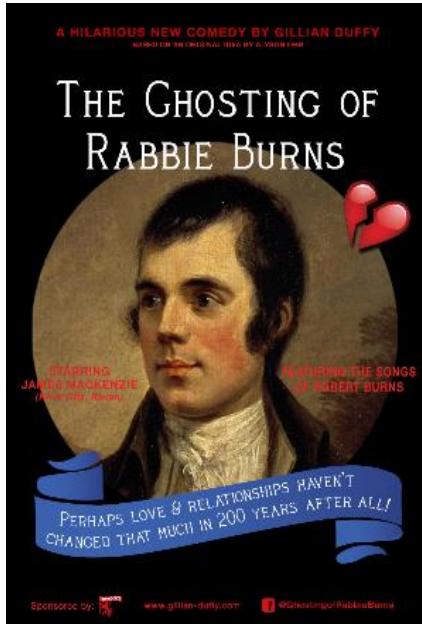
The Gilded Balloon presented a week of entertainment and performance in Rose Theatre as part of *Red, Red Rose Street*.

The Rose Theatre became a flagship venue for the festival presenting theatre, comedy and music as part of a week-long programme.

***The Ghosting of Rabbie Burns:*** Featuring the great songs and poems of Burns, such as 'My Love is Like a Red, Red Rose', 'Ae Fond Kiss', 'Charlie is my Darlin' and of course 'Auld Lang Syne', this hilarious new comedy proves that love and relationships haven't changed that much in 200 years after all.

**Rabbie** (*Captivate Theatre*): Fresh from their success in the 2018 Edinburgh Fringe Festival, Captivate Theatre, the Edinburgh based award winning theatre company, presents '**Rabbie**' by one of Scotland's leading dramatists and three times Fringe First Award winner, the late *Andrew Dallmeyer*. The musical distils the essence of Burns' life and his paradoxical personality through his poetry, music and the witty and poignant words of Dallmeyer.

**Comedy:** Fringe Festival legends Gilded Balloon present 2 nights of hilarious comedy featuring the very best of Scottish comedy.



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# BURNS & BEYOND

## NEVIS ENSEMBLE 'TOUR OF EDINBURGH'

Friday 25 & Saturday 26 January



The Nevis Ensemble is different. There's nothing else quite like it in Scotland. Its vision is 'music for everyone, everywhere'. Just think; 40 young and energetic musicians run out of a bus, instruments in hand, and less than five minutes later the intrigued crowd hears something incredible and unexpected. Everyone leaves feeling uplifted and inspired, proud of the city to which they belong. Full-scale, 40-piece orchestral performances of the best, most diverse music you can imagine, generating huge public audiences in public spaces.

As part of *Burns & Beyond with Johnnie Walker*, Nevis Ensemble undertook hugely successful 'Tour of Edinburgh' in 48hrs on 25<sup>th</sup> & 26<sup>th</sup> January, visiting a variety of public spaces and buildings along with special performances for schools, community groups and a unique performance at Edinburgh Prison before heading west to Glasgow.

Locations include: Edinburgh Airport / Edinburgh Farmer's Market / Souper Saturday (Homeless Charity) / Burnstane School, Craigmillar / Burns & Beyond Info Area Castle Street / National Museum of Scotland / Edinburgh Prison...



# BURNS & BEYOND

## MEDIA COVERAGE

Media coverage for Burns&Beyond with Johnnie Walker was extremely positive and the strong visual imagery created by Museum of the Moon along with the cultural programme and creation of Edinburgh's newest festival, meant that the event received interest from print, digital and broadcast media. Front cover imagery in national press along with features on STV News provided excellent exposure for the events.

Press Coverage: Coverage was all extremely positive, and we featured in the following (although with no press cuttings service, we don't know the full extent of coverage in print media):

The Scotsman  
The National  
i-news

Edinburgh Evening News  
The Times  
The Sun

The Herald  
The List  
Edinburgh Reporter  
The Skinny

### Broadcast:

STV News  
Forth FM  
Edinburgh Napier University Radio

That's TV  
British Forces Broadcasting Service

Online: Over 60 online articles were collated from Burns&Beyond with Johnnie Walker

Full PR & Marketing Report also available.



## Massive drop



Moon and stars to shine at new festival to celebrate life of Burns



Capital to extend winter festival season with new Burns-inspired cultural event



# BURNS & BEYOND

## DIGITAL CONTENT & SOCIAL MEDIA

**Website Statistics:** [www.burnsandbeyond.com](http://www.burnsandbeyond.com)

November 2018 - February 2019

Page Views	59,822
Users Gender	54.15% Male      45.85% Female

### Acquisition

Referral	28.1%	Direct	28.1%	Social	24.9%	Organic	18%
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**Social Media Statistics:** November 2018 - February 2019

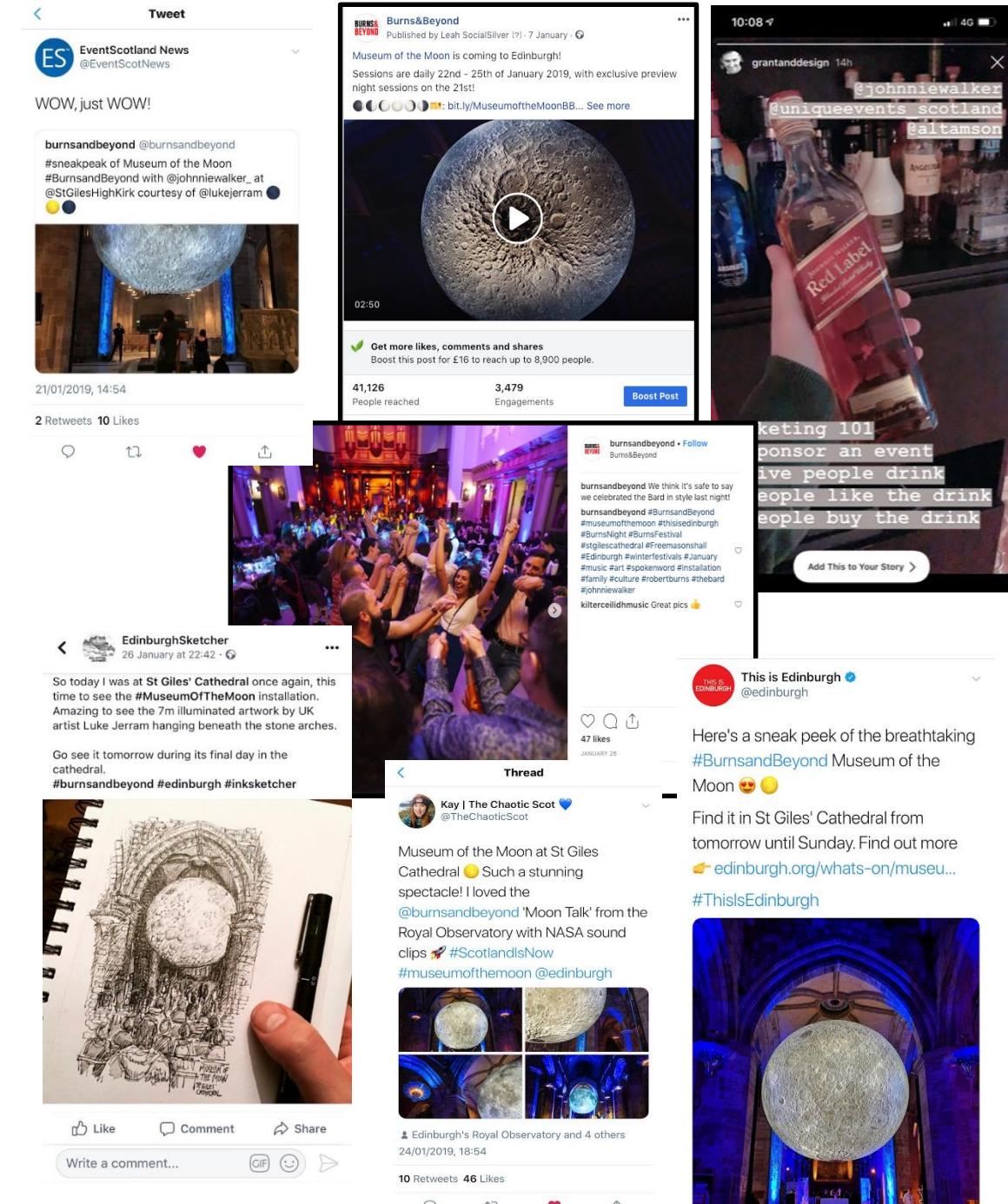
<b>Twitter</b>	Followers 212	<b>Facebook</b>	Followers 879
Impressions 101.3k		Reach 419.5k	
Total Engagements 2.3k		Engagements 10.2k	
Average Engagement Rate 2.3%		Average Engagement Rate 2.4%	
(industry average of 1.2%)		(industry average of 1.7%)	

<b>Instagram</b>	Followers 196
Reach 86.1k	Impressions 224.5k
Engagements 2,003	Average Engagement Rate 0.2% (industry average of 3.1%)

**# STATISTICS** - # campaign for this years Burns&Beyond with Johnnie Walker festival, content was published under the umbrella # of **#burnsandbeyond**.

### #burnsandbeyond

<b>Instagram</b>	486 posts	3k Impressions
<b>Twitter</b>	203 posts	18.1k Impressions



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# BURNS & BEYOND ADVERTISING

To attract new attendees and built on festival awareness outdoor marketing was spread throughout the city and public transport partner channels. Outdoor branding campaigns were executed by the following means:

## Jack Arts - Outdoor A0 poster campaign

Edinburgh City Centre, Leith Edinburgh, Glasgow Southside

Duration - 8 weeks

## Edinburgh Trams - Internal Tram Adverts

Multiple Carriages on Edinburgh Mainline

Duration - 4 weeks

## Edinburgh Trams - Tram Stop Advertising

Edinburgh West End Tram Stop

Duration - 4 weeks

## Lothian Buses – Internal Screen Advertising

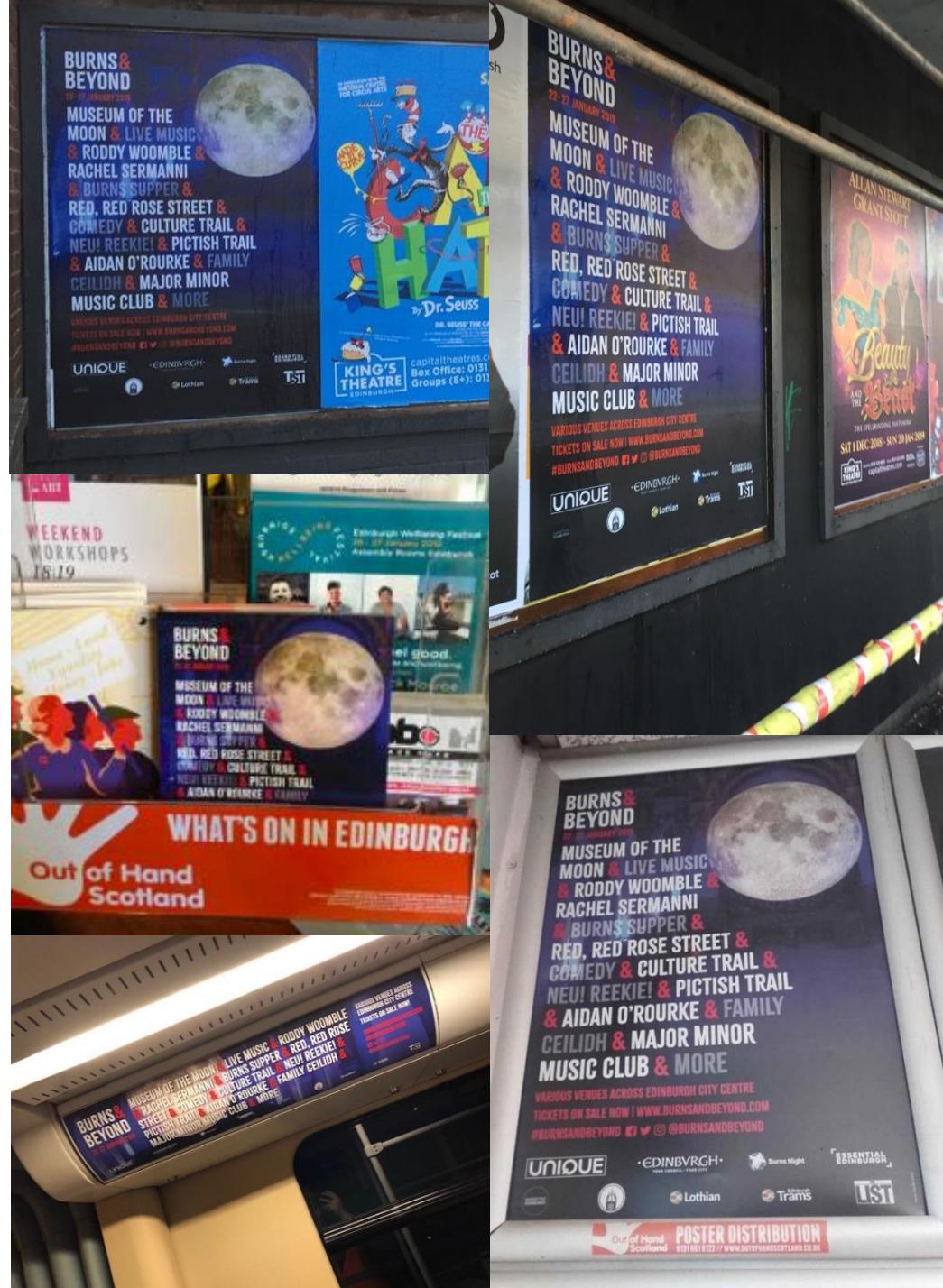
Duration - 4 weeks

## Out of Hand – 20,000 x A5 flyers & 800 x A3 posters

Multiple popular locations across Edinburgh City Centre

## Burns&Beyond with Johnnie Walker – 10,000 x Programme Leaflets

Burns&Beyond Culture Trail – 2,500 x Culture Trail Map & Programmes



# BURNS & BEYOND

## AUDIENCE BREAKDOWN

### Geographic Location:

Edinburgh	68%	Lothians	16%
Other Scotland	13%	UK (not Scotland)	3%

Female	66%	Male	31%
(Prefer not to say	3%)		

### Age:

15 – 24yrs	2%	25 - 34yrs	9%
35 – 44yrs	23%	45 – 54yrs	25%
55 – 64yrs	31%	65yrs+	10%

- 98.5% of attendees purchased Burns&Beyond event tickets online
- 73% of attendees purchased drinks in Rose Street businesses whilst attending the events
- 60% of attendees purchased drinks in Rose Street businesses whilst attending the events
- 7% of attendees spent a night in Accommodation to attend the event



# BURNS & BEYOND

## EVENT SURVEY RESULTS

Following the event a customer survey was created and sent to all Burns&Beyond ticket buyers via the box office and posted through social media. A total of 91 survey responses were collated which revealed the following top-line statistics and feedback to the event:

### Audience Experience:

- **91%** of attendees rated their overall Burns&Beyond with Johnnie Walker **experience as Very Good/Good**
- **91%** of attendees rated **Museum of the Moon @ St Giles'** as an **Excellent / Very Good experience**
- **88%** of attendees said that they **would attend Burns&Beyond with Johnnie Walker again**
- **88%** of attendees are **very likely to recommend** Burns&Beyond with Johnnie Walker to others
- **87%** of attendees rated Burns&Beyond with Johnnie Walker as **Excellent & Very Good value for money**
- **Top 5** rated Culture Trail experiences were **Whisky Tasting with Johnnie Walker / Neu! Reekie! Presents / Aidan O'Rourke presents Lucky Middlemass's Tavern / Lost Map Howlin' Fling / Martin Green's Disarming Reverberations**
- **85%** of attendees rated Burns&Beyond **Information Sources** at **Excellent/Very Good**
- Opinion of the **4hr duration for the Burns&Beyond Culture Trail** event:
  - Just the right amount of time to enjoy the events **41%**
  - Too short an amount of time to enjoy the event **38%**
  - Too long an amount of time to enjoy the events **21%**

# BURNS & BEYOND

## EVENT SURVEY RESULTS

### Event Ratings:

- **100%** of attendees to **Red, Red Rose Street** activities rated it an **Excellent / Very Good experience**
- **100%** of attendees to **Burns Supper in Freemason's Hall** rated it an **Excellent / Very Good experience**
- **100%** of attendees to the **Free Family Ceilidh** rated it an **Excellent / Very Good experience**
- **100%** of attendees to **Nevis Ensemble performances** rated it an **Excellent / Very Good experience**
- **100%** of attendees to **Whisky Tasting with Jonnie Walker** rated it an **Excellent / Very Good experience**
- **99%** of attendees to the **Rabbie Ramble on Rose Street** rated it an **Excellent / Very Good experience**
- **99%** of attendees to **Major Minor Music Club** rated it an **Excellent / Very Good experience**
- **99%** of attendees rated **Moon Talk @ Museum of the Moon** as an Excellent/Very Good experience
- **99%** of attendees rated **Rachel Sermanni @ Museum of the Moon** as an Excellent/Very Good experience
- **91%** of attendees to **Museum of the Moon @ St Giles'** rated it an **Excellent / Very Good experience**
- **90%** of attendees to the **Burns&Beyond Culture Trail** rated it an **Excellent / Very Good experience**
- **89%** of attendees rated **Roddy Woombie @ Museum of the Moon** as an Excellent/Very Good experience
- **85%** of attendees rated **Kindness Lane @ Assembly Lane** as an Excellent/Very Good experience

# BURNS & BEYOND

## EVENT SURVEY RESULTS

### Post Event Audience Survey Results:

- **87%** of attendees recognised Johnnie Walker as a sponsor of the event
- **85%** of attendees **would not have celebrated Burns Night at all or celebrated at home** if not attended Burns&Beyond
- **77%** of attendees **decided in January that they were going to attend** Burns&Beyond
- **52%** of attendees had **not attended a Robert Burns Celebration for over 4 years**
- **50%** of attendees stated Burns&Beyond was their **only or main reason for visiting** Edinburgh city centre
- **47%** of attendees **travelled by public transport (Bus & Tram)** to Burns&Beyond with Johnnie Walker
- **42%** of Burns Supper & Culture Trail attendees **sampled Johnnie Walker as part of their event experience**
- **41%** of Burns&Beyond attendees are **more likely to return to Edinburgh city centre** having been to Burns&Beyond
- **27%** of attendees **walked to Burns&Beyond events**
- The following **Rose Street businesses** were attended by Burns&Beyond attendees:

Drink	<b>73%</b> of attendees
Food	<b>60%</b> of attendees
Clothing & Accessories	<b>27%</b> of attendees
Bank Facilities	<b>13%</b> of attendees

**EVENT SURVEY RESULTS****Post Event Audience Survey Results:**

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Drink	73% of attendees
Food	60% of attendees
Clothing & Accessories	27% of attendees
Bank Facilities	13% of attendees

- **7%** of attendees **spent a night away from home** as part of their Burns&Beyond Experience
- **60%** of those who spent a night away from home **booked hotel accommodation** in the city centre
- **100%** of those who **stayed in Hotel Accommodation** rated it as Excellent/VeryGood **value for money**
- **Personal Spending per day** whilst attending Burns&Beyond:

<b>£10 - £20</b>	<b>29%</b>	<b>£20 - £30</b>	<b>19%</b>
<b>£30 - £50</b>	<b>24%</b>	<b>£50+</b>	<b>15%</b>
<i>(unanswered - 13% )</i>			

