

Keep it Fringe Fund 2025 data

Award value

180 £2,500 awards. Total value £450,000.

Application stats

Number of applications	848
Number of awards	180
% of applications awarded funding	22%

Genre

	2025		2024	
	Applications	Awards	Applications	Awards
Spoken Word	1.4%	0.5%	2.1%	1%
Children's Shows	4.1%	3.9%	1.9%	3%
Cabaret and Variety	5.2%	3.9%	5.7%	8%
Music	4.1%	3.3%	4.0%	3%
Dance and Physical Theatre	3%	3.9%	2.9%	4%
Musicals and Opera	4.4%	3.3%	5.9%	6%
Comedy	32.5%	33.5%	30.9%	36%
Theatre	45%	47.7%	46%	39%

Assessors

28 assessors supported the Fringe Society in reviewing the applications received. Thanks to the following for their support in the fast turnaround of these awards.

- Alex Howarth, Artistic Director, Patch of Blue
- Apphia Campbell, Writer / Performer
- Ashley Davies, freelance Arts Journalist
- Ben Humphrey, Artistic Director / Producer
- Chris Cooke, Founder and Co-Editor of ThreeWeeks Edinburgh
- Geoff Rowe, Founder Leicester Comedy Festival
- Jake Orr, freelance Creative Producer
- Jess Donn, Just Something Different LTD
- Pax Lowey, Director: Actually Rather Good Comedy Festival, freelance Producer / Programmer, elected member of the Fringe Society board
- Ruth McCarthy, Artistic Director / Outburst Arts
- Sasapin Siriwanij, BIPAM Artistic Director
- Sharon Burgess, Chief Executive of Aberdeen Performing Arts
- Linda Catalano, Creative Director and Executive Producer, Quiet Riot
- Paloma Estevez, Director of Artistic Programming, Lincoln Center for the Performing Arts
- Nqobile Dumo Mbhele, Artist Manager, National Arts Festival
- Cat Sheridan, Senior Producer, We Are Unlimited
- Rachel Clarke Hughes, Creative Director, The Playhouse, Derry~Londonderry
- Stewart Pringle, Writer and Dramaturg
- Richard Williamson, Lighting Designer / Production Manager
- Murray Robertson, Arts Writer

- Holly De Angelis, Development Producer
- Saima Ferdows, freelance TV Producer
- Aameena Hamid, Producer and General Manager
- Zoe Paskett, Founder of LMAOnaise Comedy
- Laura Rouxel, Head of UK Comedy for 800 Pound Gorilla Media
- Aisling Galligan, Senior Events Producer and Programmer
- Anonymous, Booker, Programmer
- Anonymous, Booker, Promoter, Producer

Scoring

Each application was scored by two assessors. Each assessor could award a score from 0 (ineligible) to 6 (meets all the assessment criteria). Funds were awarded to the 180 highest scoring applicants.

Monitoring information

We asked the following questions to all applicants; responses were optional, with most open text fields to allow people to self-describe. Where applications were made on behalf of a company we asked the person completing the form to share their individual demographic data.

Location

	2025		2024	
	Applications	Awards	Applications	Awards
England	73%	82%	80%	81%
Scotland	23%	16%	15%	16%
Northern Ireland	2%	1.5%	3%	1%
Wales	1%	0.5%	1%	2%
other	1%	0%	1%	0%

How would you describe your gender:

	2025		2024	
	Applications	Awards	Applications	Awards
Male/He	36%	25%	39%	33%
Female/She	49%	59%	47%	48%
Non binary/self defined	9%	12%	12%	12%
Not Known/prefer not to say	6%	4%	5%	7%

How old are you:

	2025		2024	
	Applications	Awards	Applications	Awards
Under 25	14%	9%	22%	15%
25-34	44%	57%	40%	49%
35-44	22%	18%	19%	21%
45-54	10%	10%	9%	8%
Over 55	7%	4%	7%	6%
unknown	2%	2%	1%	1%

Do you consider yourself to have a disability or health condition?

	2025		2024	
	Applications	Awards	Applications	Awards
No	57%	49%	59%	44%
Prefer not to say/not answered	12%	13%	28%	14%
Yes	27.5%	33%	12%	41%
Not Known	3.5%	5%	1%	1%

How would you describe your sexual orientation:

	2025		2024	
	Applications	Awards	Applications	Awards
Prefer not to say/not answered	19%	10.5%	17%	19%
Bisexual	18%	21%	20%	19%
Gay	5%	6%	6%	5%
Heterosexual	37%	36%	36%	32%
Lesbian	3%	2%	3%	4%
Pansexual	4%	6%	3%	4%
Queer	13%	18%	10%	13%
Other (self defined)	1%	0.5%	3%	3%

Tell us your ethnic group:

	2025		2024	
	Applications	Awards	Applications	Awards
White	80.9%	79%	84%	82%
Mixed	6%	5.5%	5%	6%
Other Ethnic Group	5.5%	5%	5%	8%
East Asian	2.25%	1%	2%	2%
Black	3%	5.5%	2%	2%
South Asian	2.25%	4%	2%	2%

We used three questions provided by the Social Mobility Commission

<https://socialmobilityworks.org/toolkit/measurement/> to capture data on the socio-economic status of applicants.

What was the occupation of your main household earner when you were about aged 14?

	2025		2024	
	Applications	Awards	Applications	Awards
Professional	44.6%	46.7%	47%	39%
Intermediate	14.8%	11.1%	13%	13%
Working Class	27.5%	30.5%	27%	34%
Not Known/Other	13.1%	11.7%	13%	14%

Which type of school did you attend for the most time between the ages of 11 and 16?

	2025		2024	
	Applications	Awards	Applications	Awards
A state-run or state-funded school	66%	77%	67%	67%
Attended school outside the UK	16%	8%	14%	13%
I don't know	0.5%	1%	0.4%	1%
Independent or fee-paying school	9%	8%	8%	7%
Independent or fee-paying school, where I received a means- tested bursary covering 90% or more of the total cost of attending throughout my time there	3%	2%	3%	2%
Prefer not to say/Not Known	5.5%	4%	7%	11%

If you finished school after 1980, were you eligible for free school meals at any point during your school years?

	2025		2024	
	Applications	Awards	Applications	Awards
Yes	25.5%	33.5%	27%	33%
No	36.5%	36%	36%	29%
I don't know	5%	16%	7%	14%
Not applicable / prefer not to say / Not known	33%	14.5%	17%	23%