

MEDIA RELEASE

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UNDERBELLY SUBMITS PLANNING APPLICATION FOR EDINBURGH'S CHRISTMAS 2021

21 September: Underbelly, the producers of Edinburgh's Christmas on behalf of the City of Edinburgh Council, have officially submitted planning applications for the Capital's 2021 Winter Festival.

The new application includes complimentary additions to the already granted planning application for Edinburgh's Christmas at East Princes Street Gardens and The Mound. The updated 2021 application also incorporates West Princes Street Gardens and George Street into the festive mix.

This year, 62 trading stalls and four attractions will pop up in East Princes Street Gardens. The Big Wheel, which has become a firm favourite in Edinburgh's festive skyline, will also make an appearance in the east end of the city. Additionally, at the west end, revellers can expect to see a further 15 stall concessions and 11 attractions including the Christmas Tree Maze and a Santa's Grotto.

For the first time since 2018, Underbelly is seeking permission to reinstate a firm favourite to the Christmas programme, an ice rink. The magical ice rink will have a brand-new location at the westerly end of George Street between Charlotte Square and Castle Street.

Underbelly is meticulously planning Edinburgh's Christmas with Covid-19 in mind and is dedicated to creating a safe and fun environment for the 2021 Christmas celebrations. Working closely with the City of Edinburgh Council and Essential Edinburgh, Underbelly has taken on board feedback from previous years to create an unmissable festive programme. Boosting domestic tourism and reinvigorating Princes Street and the surrounding areas, Edinburgh's Christmas is designed to support economic recovery in the city centre, driving footfall to the wider city centre area, and to bring some much needed cheer and happiness to both residents and visitors to Edinburgh.

More information on the programme and what can be expected for this year's Edinburgh's Christmas will be announced shortly. Please make sure that you are signed up to the mailing list via the Edinburgh's Christmas website.

Underbelly Co-Directors, Charlie Wood and Ed Bartlam said: "The Underbelly team has been working tirelessly to create a bespoke Edinburgh's Christmas programme that not only provides unforgettable memories and experiences, but also makes visitors feel safe and at ease at all times.

"It's been a very challenging couple of years for everyone but our proposed plans for Christmas are designed not only to support economic recovery in the city centre, driving footfall to both the East and the West end of the City, but to also bring some much needed cheer and happiness to both residents and visitors."

ABOUT UNDERBELLY

Underbelly is a UK based live entertainment company specialising in the creation, curation and management of large-scale cultural events and festivals with a particular focus on city centres. Established in 2000 at the world-renowned Edinburgh Fringe Festival, Underbelly has since produced events in locations from theatres to roundabouts in London, Edinburgh and Hong Kong.

Our current Scottish events and festivals include Underbelly at the Edinburgh Fringe, programming and presenting 200 shows per day across 24 pop-up theatres and 5 outdoor sites, Edinburgh's Christmas and Edinburgh's Hogmanay Festival (both for City of Edinburgh Council). In 2020, in lieu of live events, we produced FareWell for the online Edinburgh's Hogmanay celebration which was watched by over 6.5 million people.

In London we produce Underbelly Festival, StreetEat, which was one of the first outdoor COVID safe events, London Wonderground, Christmas In Leicester Square and Christmas in Trafalgar Square (both for Westminster City Council). We are also the event production partner for WestEnd Live in Trafalgar Square (on behalf of Westminster City Council and Society London Theatre) and Pride in London, the second largest one day event in London.

We love creating fantastic and unique pop-up events. We love entertaining. We love creating something for all ages and all tastes to enjoy. Most of all, we love live entertainment and events. In 2019, we sold over 1.4 million tickets to events and productions that we produced and welcomed more than 9 million people to our event and festival sites

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For more information, please contact tara.dagostino@stripecommunications.com or call 07966 841 982

Notes to Editors:

Edinburgh's Christmas 2021 will run from 19 November to 2 January.

Images can be accessed here (Stripe to insert)

Facebook: EdinburghsChristmas

Instagram: EdinburghsChrstitmas

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Website (and to subscribe to the Edinburgh's Christmas newsletter): www.edinburghschristmas.com