

Craigmillar and Niddrie Community Festival 2021



Evaluation Report

Background

The original Craigmillar Festival, run by the Craigmillar Festival Society, started in 1962 and ran for over 40 years, acting as a 'catalyst for social change'. It paved the way for, and inspired, many other local community arts initiatives all across the world. The festival celebrated the local community coming together to present a rich and diverse programme for everyone to enjoy and participate in.

The 2021 Festival was to revive the history that had been created and to also commemorate 100 years of Greater Craigmillar joining the boundary of Edinburgh. The aim in 2021 was for the festival to be a springboard for the return of an annual community festival in Craigmillar and Niddrie that everyone can take part in for years to come.



Executive Summary

The Craigmillar and Niddrie Community Festival brought together a wide range of working partnerships that delivered many benefits and opportunities for the local area. The Festival created:

- An exciting and interesting programme of events and projects attracting engagement with a wide variety of audiences and participants
- A programme of arts and culture relevant and accessible to the local area
- Connections between programmed events with local artists, communities and spaces
- A unique showcase for all artists with collaboration, performance and community engagement activities
- Lasting links and networks between the local community and local organisations
- Raising awareness of local organisations, groups and opportunities



Objectives

- Creating new connections in the local community
- Opening dialogue with the local residents about what community and wellbeing means to them and increasing the sense of belonging
- Provide a platform for the local community to showcase their creativity
- Engage with local young people
- To work in collaboration with organisations and produce a festival that promotes; art, culture and skills from the local community
- Raise the profile of Craigmillar and Niddrie
- Revive the historic community festival
- Bringing the community back together after Covid-19 restrictions in a safe manner
- Celebrating 100 years of Craigmillar and Niddrie



[click here to view a video of the festival](#)





Over 2500
people came to the festival



100%
of attendees rated the Festival
either good or excellent



41 Partners
from the local community
supported the event



10 Sponsors
Contributed to the Festival



10.7K Reach
on the facebook page by the
end of the Festival



790 Unique
visits to the event page on the
Festival website in the lead up.

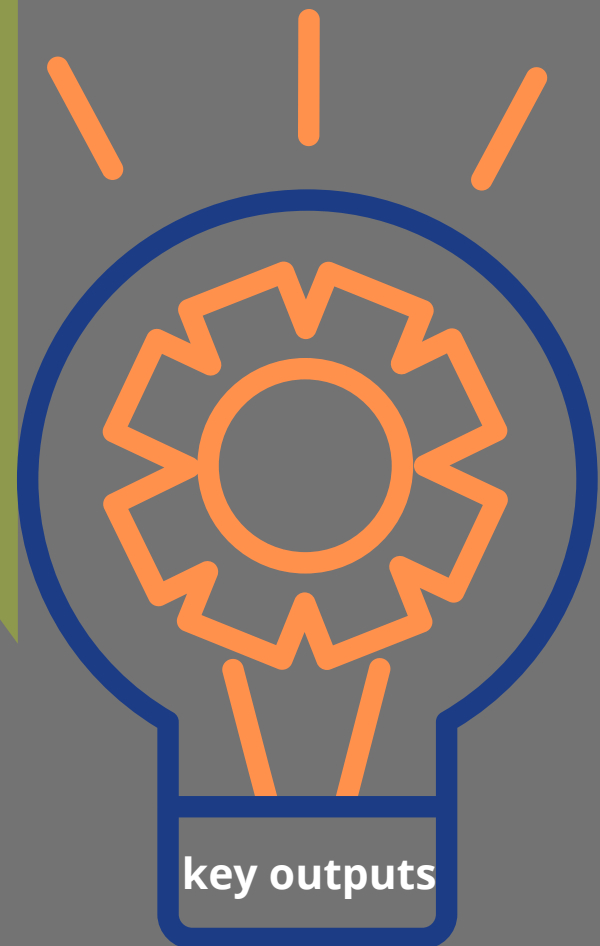


Print and
Distribution
2500 programmes, 50
posters and 5000 flyers



16 Venues
Participated and
38 Events
over the Festival weekend

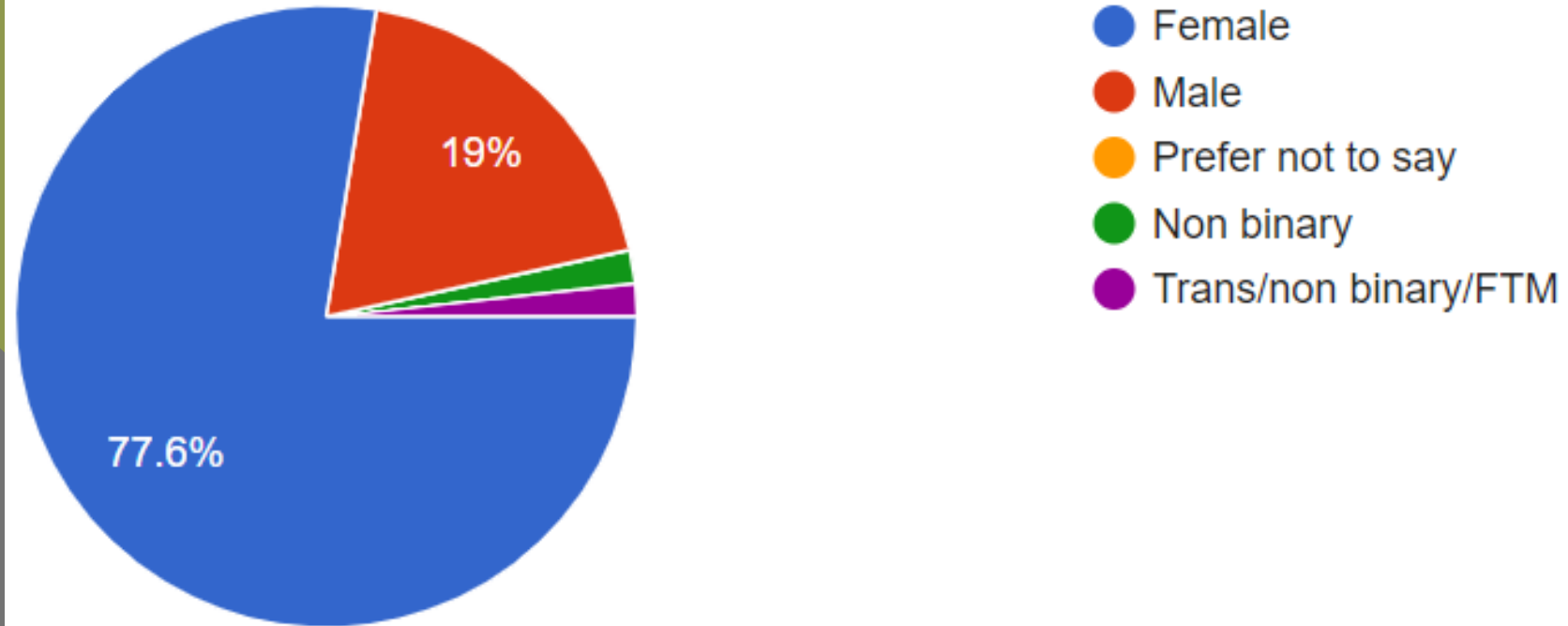
The Festival was
included in news
bulletins on BBC
Scotland Radio and TV
and STV



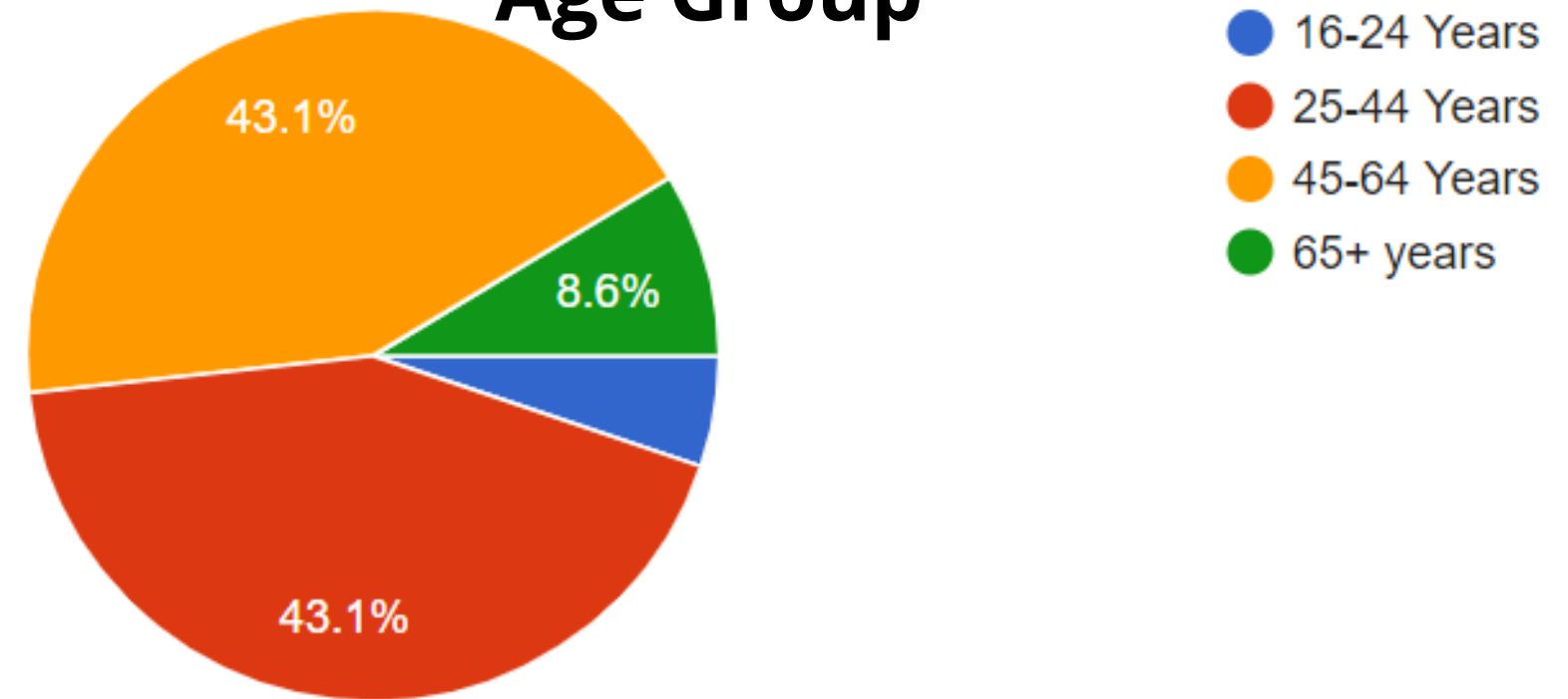
key outputs

Visitor Statistics

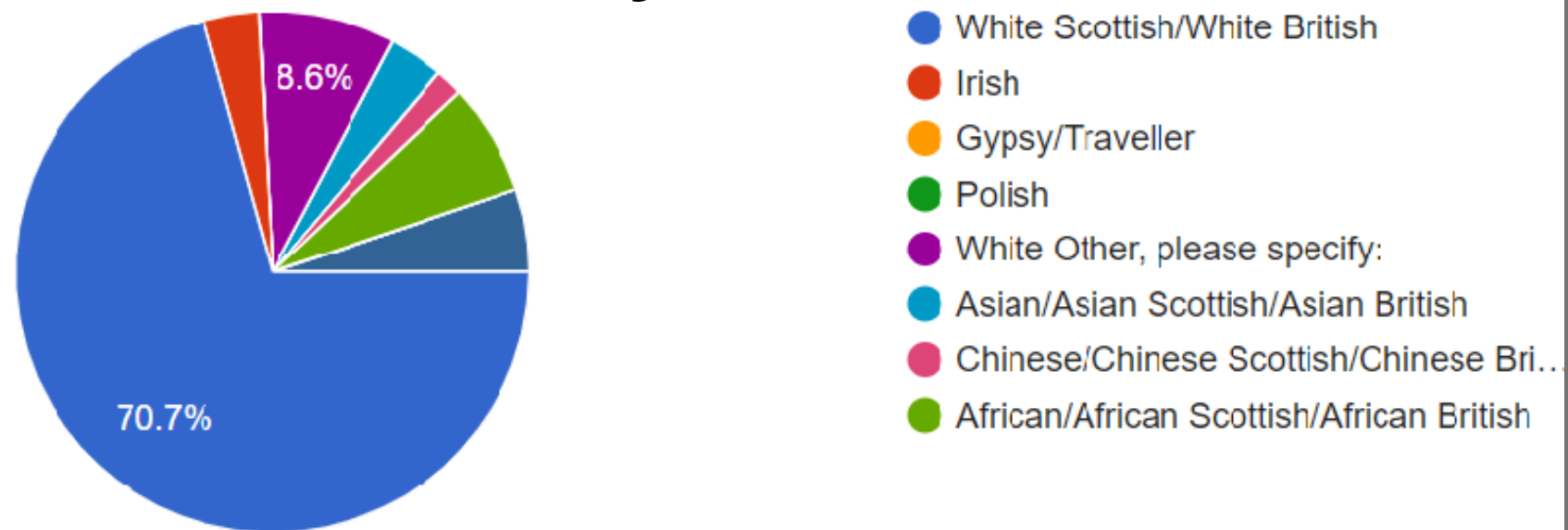
GENDER



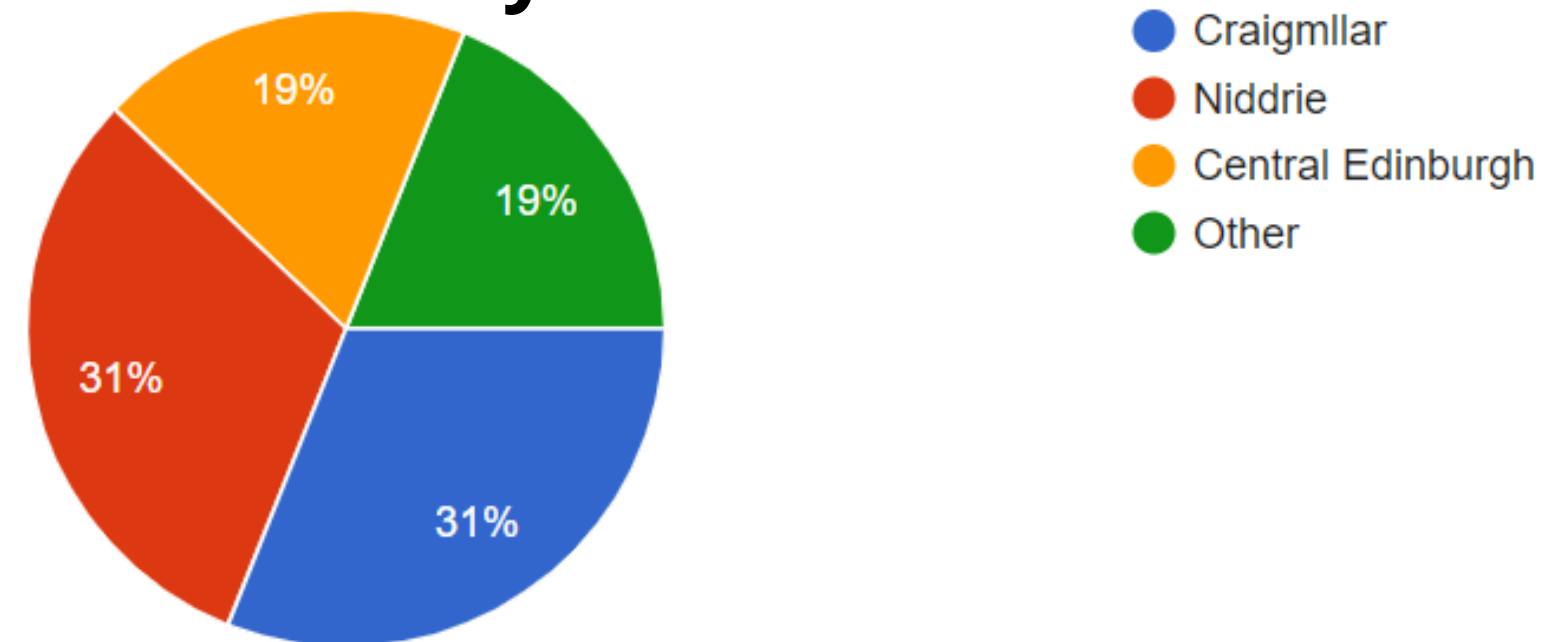
Age Group



Ethnicity



Where did you travel from?



What Visitors Enjoyed

'Green space inside castle, diversified grassroots international people, performers'

'The atmosphere and the performers has been amazing and missed'

'I loved seeing the community come together and enjoy spending time together'

'I enjoyed seeing people and communities coming together to create a festival showing the wealth of talent that we have in our community'

'A strong sense of community and the artworks in the art centre and the posters on Niddrie Main road'

'The amazing atmosphere and seeing all of our different cultures come together for one brilliant celebration of community'

'Being outdoors, discovering new artists, making new connections, seeing how happy other participants were, exploring different venues'

'The coming together of community fun'

'The sense of seeing a community pulling together'

'The range of activities catering for all ages and the coming together of the community after the last year of restrictions'

'The huge heart of the community! How Niddrie used to be'

'Most places were accessible'

'Being part of a group promoting community and the arts. Being able to share and experience neighbours, colleagues, friends and meeting like minded people'



What Visitors Enjoyed

'The community spirit and meeting new people'

'I enjoyed the community feeling & being part of creating events for the local community and making links with different groups in Craigmillar. It was especially important that people had the opportunity to socialise safely after so much isolation during the lockdowns. It was vital to the mental health and well-being of the whole community!'

'I enjoyed the way that it brought people together, especially after the past year where we have had to be so separate. There was such a lovely buzz and atmosphere - celebrating all the good bits about Niddrie and Craigmillar'

'I love the way that people share their lives with each other and help each other out when it's needed. I love how multi cultural it is becoming too. '

'I enjoyed seeing the community all out having fun together like the old days when I was growing up in the area everyone happy!'

'Watching the community getting involved'

'All of the feeling of community and joy and welcoming atmosphere at the venues'



A selection from more than 100 feedback forms

Community

What Community means to the people who attend the festival

Everyone Coming Together

Giving Back

Helping each other and spending time together

A sense of belonging

Creating Opportunities together

Diversity and Resilience

People Supporting each other

Sharing the history

Proud of where I was born

People can express themselves in creative ways

Love, Laughter and everyone having fun

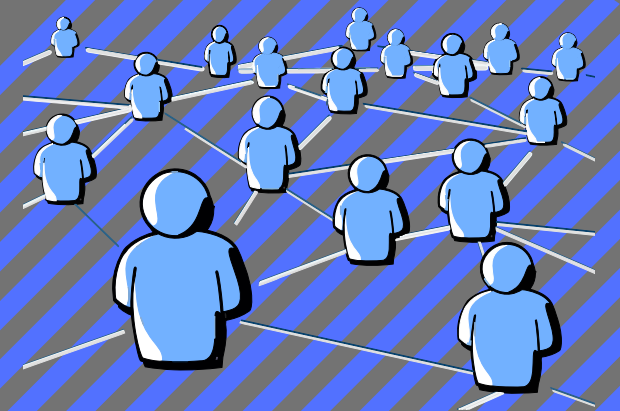
Understanding each others differences

Friendship and Family

Connection, opportunities, learning & Inclusivity

Proud of heritage

That we all live, learn and grow in harmony



Over 80% of people felt connected with others in the Community after taking part and visiting the festival

Wellbeing

What Wellbeing means to the people who attended the festival

Socialising

Happy People

Happy Life

Health

Looking after yourself

Taking care of physical and mental health

Being connected with others

Being outdoors

Being Balanced and enjoying healthy experiences

Friendship

Self Care

Compassion and positive action

Never being lonely

Activity and Enjoyment

Having Purpose

Enjoying Nature

Sharing and belonging

Feeling accepted and happy

Being Confident



Over 70% of people who visited the festival said the experience benefited their wellbeing

Engagement with Children and Young People



- 120 art packs were distributed and 100 children participated in decorating their windows
- 100 birds were created by children which were sited in the Craigmillar Castle Park
- A collaboration with 50 students from Castlebrae H¹ school culminated into an exhibition of murals and a history panel outside the library, on the hoardings of the new high school, and a A to Z booklet of local history, which we gave out for free.
- Over 40 C¹ participated in the parade
- Over 1000 CYP visited and participated in activities
- Over 200 CYP participated in the football tournament



Festival Makers

The Festival was delivered successfully thanks to the engagement and commitment of over 100 volunteers from the local community. These Festival Makers drove the festival to happen, welcomed visitors to the site, ran exhibits, stewarded events, provided information and became the public face of the Festival. Thank you for your time, enthusiasm and expertise.

Over 900 volunteered hours contributed between February and August 2021.

Thank you to the over 100 local performers who contributed to the festival

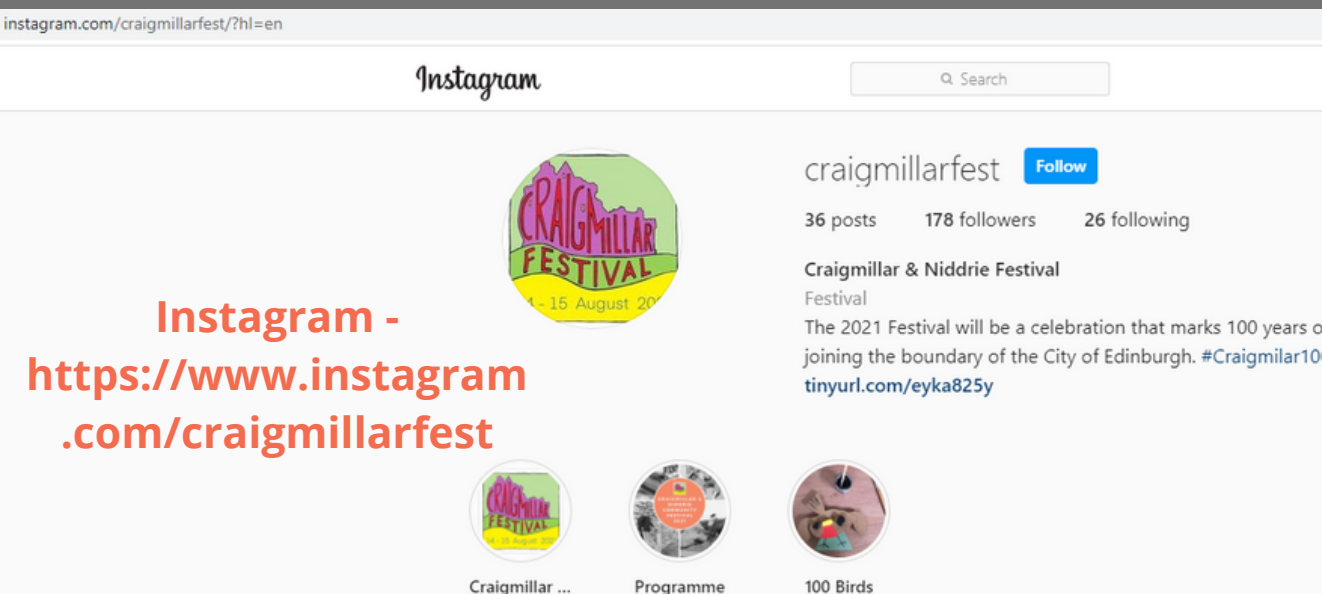
'The Festival was the highlight of 2021 thus far, being able to reconnect with the local community through the revival of the Craigmillar festival which has brought much joy, laughter and happiness amongst people of all ages and cultures. It has provided an opportunity for sharing old memories and future plans' Saeema Hayat



'I loved volunteering for the Festival. It was great to be involved in creating an event that brought people together in a safe and fun environment. It was wonderful to see the wealth of creativity and enthusiasm that people brought to the events throughout the festival!'
Laura McNamee

Marketing

A new website, socials, festival programme, posters and map were created to spread the word.



Funders and Supporters

Thank you to all of our Supporters and Contributing Organisations:

Bridgend Farmhouse, Castlebrae High, Castlevale Youth Football Club, Community Renewal & the Hays Food Pantry, Connecting Craigmillar, Craigmillar Alliance Trust, Craigmillar Books for Babies, Craigmillar Castle, Craigmillar Community Grows, Craigmillar Hearts Community Club, Craigmillar Literacy Trust, Craigmillar Now, Drake Music Scotland, Edina Hibs Football Club, Edinburgh Food Social, Edinburgh Festival Fringe Society, Edinburgh International Festival, Edinburgh Pottery Studio, Edinburgh Tool Library, Grassroots Remedies/Herbal Scotland, Historic Environment Scotland, Lyra, Niddrie Community Church, Nihad Al Turk, North East Community Policing Team, Oi Musica, Pir Sultan Cultural Centre and Cemevi (Pir-Der), Reel Youth Media/Totally Sound, Richmond Craigmillar Church, Save a Life Scotland, Scottish Chamber Orchestra, Starpic, St. Teresa's Youth Club, Take One Action, Think Circus, Thistle Foundation, University of Edinburgh, The Venchie, The Whitehouse and Women with Fierce Words



Looking to the future

What respondents would like to see in the future:

'If it could be done every year so the children can know everything about craigmillar'

'Let's do a medieval themed festival in Craigmillar Castle with costumes banners, medieval looking stalls, knights doing sword fighting routines and jousting. Along with story telling of the history of Craigmillar'

'To have more work shops involving art'

'More advertising so it gets bigger and better every year '

'More of the same fantastic'

'More stage performances to promote new artists and songwriters'

'I think keep the variety - maybe have more streets involved - plenty of spaces to bring folk together, maybe more workshops too and on street performances'

'Food brings people together. More food elements would be good. Also, perhaps a car boot sale and more local art/crafts. Maybe combined into a market'

'More of the same! Perhaps a healing area with massage, reflexology, herbal medicine'

'Just to make sure to keep it going. Selfishly, I'd like to see more sharing of events and content between Porty (where I live) and Craigmillar/Niddrie but see how that might take away from the Craigmillar/Niddrie part. Just keep doing the good stuff. The sharing will come'

100% of attendees would like the festival to return bigger and better



Looking to the future

The Planning committee and organisers will now take some time to reflect on the Festival to better understand what worked and what can be done better in the future. This will include how we nurture the relationships created and how we build new relationships in the future. There will be further work done with the local residents to help us shape the future. 2021 was undoubtedly much needed by the local community and it would not have been possible without all the volunteers, funders and supporters, we will continue to work with everyone over the coming months to begin building a plan for 2022.

We are open to new suggestions and new partnerships to help us come back in 2022, we welcome all feedback and would be delighted to share our learnings and plans for the future.

You can contact us via email on craigmillarfest@gmail.com

