

The background is a bright yellow color. It features several large, overlapping circles and shapes. One circle in the top left has green diagonal stripes. Another in the top right has cyan diagonal stripes. A pink circle is partially visible on the right. A blue circle with green dots is in the bottom right. A solid brown circle is on the left side. The text is centered in the middle of the page.

# Craigmillar & Niddrie Community Festival 2022

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.

The 2022 Festival was the second year reviving the historic festival and legacy of community arts celebrating the diversity of cultures and shared and individual stories from the community.

As the second year of the revival, the 2022 Festival continues to engage the community and act as a springboard for the return of an annual community festival in Craigmillar and Niddrie 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 together
- Celebrate talent and individual and shared stories of community in Craigmillar and Niddrie



Laleh Sherkat, Craigmillar Festival 2022, Connecting Craigmillar

# Festival Participation

- Approx. 2000 people attended the festival\*
- CraigmillarFestival.org had 2,850 impressions
- 98% of attendees said they felt more connected to others in the community after attending the festival

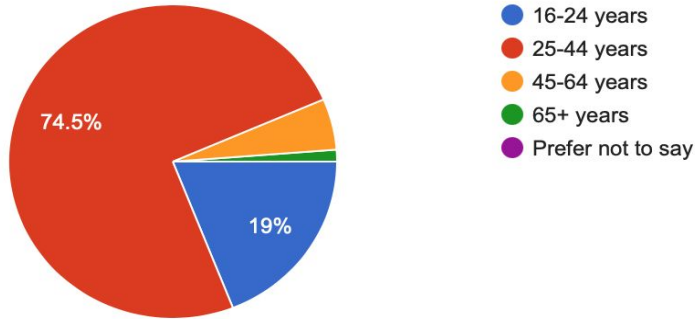


Laleh Sherkat, Craigmillar Festival 2022, Connecting Craigmillar  
Top (left to right): International food kitchen; Stitch in Time Tapestry  
Bottom (left to right): Puppet show with Emma Milton; Edinburgh Food Social Community Meal

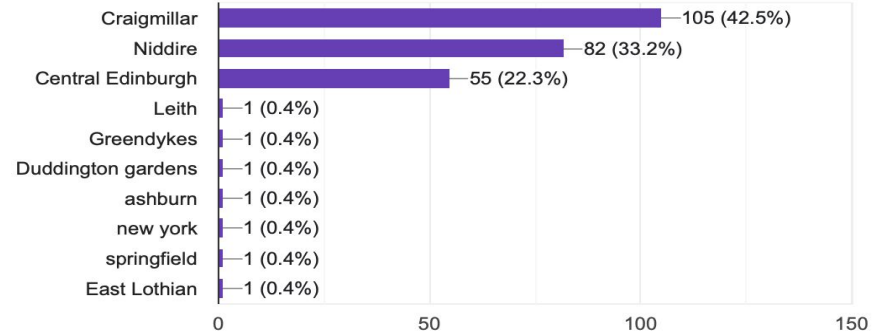
*\*This is the stats based on the 248 responses for the evaluation survey but it is not reflective of the general participation in the festival on the weekend.*

# Visitor Demographics

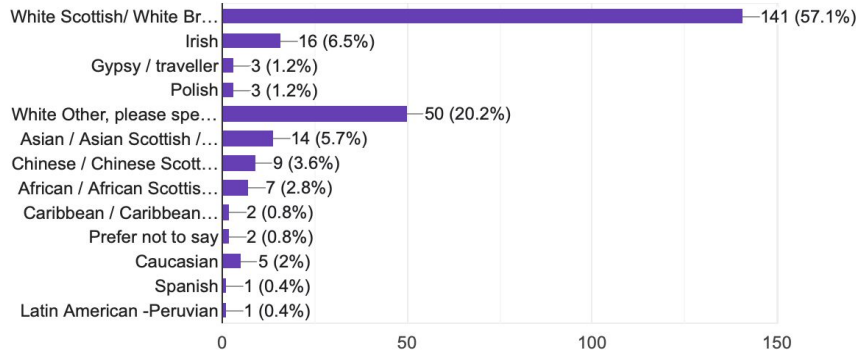
## AGE



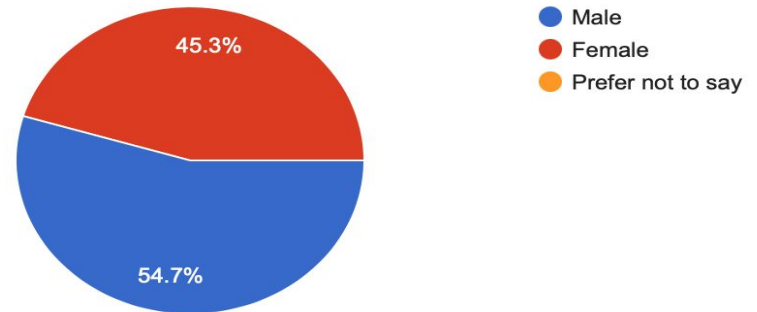
## LOCATION



## ETHNICITY



## GENDER



*\*This is the stats based on the 248 responses for the evaluation survey but it is not reflective of the general participation in the festival on the weekend.*

# What people enjoyed about the Festival

- I think this festival allows me to feel the warmth among the neighbors and meet a lot of new friends
- The music, the fact that there were lots of different groups involved.
- The fun and happiness it brings
- I feel very lively, very happy
- just seeing everyone getting together and families etc having a good time.
- Strengthen ties with your community neighbors
- To enhance the connection with the community neighbors and make people happy
- The mood became exceptionally good
- Love its artistic atmosphere.
- wonderful
- Good atmosphere
- I feel very happy.
- I love having people together
- It's very special. It's very exciting
- Enthusiasm, enjoyment, very let me relax happy pleasure
- Love the vibe of the show
- I like the content of this program
- Like the sense of atmosphere
- It was fun. It lit me up
- Meeting people in the community and the voice workshop was fun!
- There are many interesting cultures





# How did the Festival make you feel about your community?

- Feel suddenly very lively, but also let me meet for a long time haven't seen the old classmates, also let me make some new friends
- I love this place even more
- Very happy
- The festival has made me feel more intimate with my community, and more and more people are getting to know each other, and more and more neighbors that I haven't met, and everyone is getting more and more familiar with each other, and more and more friends
- I'm happy. I feel more involved with everyone
- The festival makes me feel that the community is happy
- It relieves stress. It's a good one
- Feel the people in the community are very amiable, very lively
- Let me realize the lively community, people's enthusiasm, the family of the people in the community
- It makes me feel that our community is a big, loving family.
- We feel better about ourselves.
- The festival makes me feel the harmony of the community, the welfare and benefits of the community are very good
- Strengthen ties with your community neighbors
- A sense of belonging
- Feel the extra buzz of the community
- I think it gives me a better understanding of the people in the community
- Let me have more understanding of the community, but also let me know so many new friends, the people in the community is very warm
- Now the community is interesting, changed my view of the community before
- Cultivate our love of music love music sentiment
- Proud and more connected
- Close connection with the community.
- The community gives everyone an opportunity to understand each other
- To make peace between me and the people in my community

# How did the Festival make you feel about your community?

- I feel like the strangeness between us has gone away a lot.
- Like there is lots to get involved in.
- Positive. kind. It's great to see that there are existing curious and strong community network and associated activities.
- I feel the community is becoming more caring and welcoming
- happy,connected
- I feel very enthusiastic and I relax a lot
- I feel a deeper connection to my community
- I made more friends.
- solidarity
- People trust each other more
- with love
- It made my relationship with my community stronger
- It helps us to be a part of something
- Strengthen ties with your community neighbors
- Feel the people in the community are very kind and close, but also let me make new friends in the community
- The festival makes me feel that the community is very caring and warm and has many benefits for all of us
- Let me feel the warmth of the community
- There's a lot of belonging
- Let me feel the warmth of the community
- Let me realize the lively community, people's enthusiasm, the family of the people in the community
- Really proud!
- I felt great enthusiasm and rapport with the community
- Let me feel the lively community, community people's solidarity and love close
- The community is very welcoming
- It makes me feel like my community is loving and a community.
- I developed a taste for music
- Improve the music cultural literacy rich emotional experience
- It enhanced my sense of identity with the community and gave me a good sense of participation

# Community and Wellbeing

The 2022 Festival included events that promoted community health and wellbeing by including organisations who participated by sharing information, hosting workshops, and other events.

Bridgend Farmhouse, Capability Scotland, Castlebrae High, Community Renewal & the Hays Food Pantry, Connecting Craigmillar, Craigmillar Alliance Trust, Craigmillar Books for Babies, Craigmillar Castle, Craigmillar Library, Craigmillar Literacy Trust, Craigmillar Now, Drake Music Scotland, Edinburgh Food Social, Edinburgh Pottery Studio, Edinburgh Tool Library, Historic Environment Scotland, Into University, Let's Talk, Lyra, Niddrie Community Church, Richmond Craigmillar Church, Robin Chapel, Scottish Chamber Orchestra, Starpic, Stories for Sharing, Trade Unions in Communities, University of Edinburgh, The Venchie, The Whitehouse, Thistle Foundation, Turning Point Scotland, Women with Fierce Words.



# Festival Makers / Volunteer Stats

- Approximately 300 volunteers gave of their time from start to finish of the Festival weekend across various activities
  - Performances
  - Preparing meals
  - Storytelling
  - Information stalls
  - Hosting events
  - Parade participation
- 15 venues hosted 39 events over the weekend
- 6 sponsors and 35 participating organisations



Photography by Angie Catlin, Craigmillar Festival 2022 (c)  
Craigmillar Now  
Top: Festival Parade  
Bottom Left to right: Niddrie Mission, Take the Stage

# Marketing

- Facebook and Instagram reached over 9,000 individuals
- Printed promotions included posters, flyers and programmes
  - 80 posters
  - 4000 flyers distributed
  - 2500 programmes



## Instagram page



## Programme cover

# Walk-Up Avenue

The Festival weekend saw the opening of a new community space, Walk-Up Avenue, which will provide a community cafe-style space, picnic tables and performance area to the public.

During the festival, it was used as a marketplace with stalls available for local sellers and organisations to set up shop and information points for festival attendees to shop and visit.

The space included live performances from Scottish Chamber Orchestra, Puppeteers, and Chris Tracey. Information stalls included Unison Health, Capability Scotland, Let's Talk, Edinburgh Tool Library and the University of Edinburgh. Many local artists and sellers also participated selling artwork, bath bombs, accessories and ginger beer as well as hosting workshops for children.



Photography by Angie Catlin, Craigmillar Festival 2022 (c) Craigmillar Now



# Take the Stage

**Take the Stage** was an open mic event that included 33 performances over six hours at LYRA Art Space.

Hosted and compered by Calum Dominic Baird, Heather Henderson, and Rose Ann Fraser Ritchie, the performers came from across the community and local organisations.

Acts included musicians, singers, puppet shows, highland dancers, poetry, other creative writing and dance groups.

**Take the Stage** has been a very successful event for the past two festivals and continues to host open mic events throughout the year.



Laleh Sherkat, Craigmillar Festival 2022, Connecting Craigmillar

# Johnni Stanton Creative Community Awards

The **Johnni Stanton Creative Community Awards** were created during the 2021 Festival to honour Johnni Stanton, a beloved artist, writer and creative from the Craigmillar Community.

The award launched in 2021 and has seen two groups of participants, performers, artists and volunteers awarded medals for their talents, creativity, care and services displayed at the Festival.

It is a lovely way to keep the creative spirit alive and recognise community members for their talents, courage and dedication to creating a festival that celebrates arts, culture and community.

Photos to the right show the 2022 award ceremony.





Photography by Angie Catlin, Craigmillar Festival 2022 (c) Craigmillar Now  
Laleh Sherkat, Craigmillar Festival 2022,  
Connecting Craigmillar

# Looking to the Future

Through an evaluation survey the community explained what they would like to see in future festivals. A few excerpts are below:

- It lasts a little longer.
  - More programs
  - I hope the venue can be bigger in the future
  - Hope to see more content from other countries, hope it is true
  - I think we can also design some entertainment sessions so that participants can show their talents
  - I think the music should be more exciting, you can add some entertainment links in the festival, and more interaction with guests
  - I am looking forward to the future. I hope the next festival can be greatly changed and more entertainment and interaction will be organized
  - That it is one large event either at craigmillar cast, hunters hall park or get permission to close a section of Niddrie mains road and have a street festival
  - Programme finalised 4-6 weeks in advance, Date moved to first weekend in Sept. (to allow schools to get involved), Flyers issued to local schools to get info home for parents, Use of CastleBrae High School / Lyra stage, Allow vehicles to be decorated as part of the road parade
- I think to try to have one centralised place for the majority of the events? Maybe the high-school? Also that would weather proof things? I think to try to have one centralised place for the majority of the events? Maybe the high-school? Also that would weather proof things?
  - Hybrid options to participate and watch
  - I hope the program will hold more activities
  - I hope the program will set more people-to-people contact programs
  - Be more interactive
  - I hope that in the future, the promotion of the festival will be intensified and more people will be invited to participate
  - More things closer together, it was quite spread out and felt a bit separate. Would have been nice to have an outdoor music stage on Saturday. More places to have food, drinks and space to get to know locals
  - I suggest that the time can be longer
  - More suitable for us young people.
  - My suggestion is to hold it for a longer period of time.
  - It would be interesting to see SCO musicians taking part in events led by local artists. The SCO events I saw were adequate and at the right level of openness. more can be done on connecting the dots together, better integration with local artists. in addition, the festival can do a lot better in organisation, programming and in marketing.

# Looking to the Future (continued)

Planning for a 2023 festival has already been kick started with an open community meeting and the Johnni Stanton Creative Community Awards Ceremony on 17 October 2022.

From there the community expressed excitement and enthusiasm for hosting more festivals in the future and began planning further meetings to continue planning.

Outwith the festival, Take the Stage and other events have began hosting more regular events and showcases as a result of great success from the festival weekend.

① Strong yes!

~~Feedback~~  
 - Strong mixture of affordable events and lots for children.  
 @ should use new school - ~~something in one place~~  
 @ Use stage

- Richmond - Sandy's community centre  
 - Craigmillar new  
 - bridge end  
 - Pir sultan abdul - old craigmillar library.

- make sure all spaces accessible!! → dual chairs  
 → sign language

- Different times/days for different activities.  
 e.g. 1. Arts day  
 2. Poetry/storytelling  
 3. Music

- Something tangible at the end.  
 e.g. - Art  
 - CDs  
 - videos on interest  
 - Podcast; Advert/programme

- New Craigmillar Arts trail → Multimedia

CRAIGMILLAR/Middle has talents  
 Photo booth. Comedian - to run  
 celebs.  
 EASIER access to Lyn-Maw Bus?  
 Perform Unique-ability 2K - let rows  
 advance

Get Together. - Met Callum Sing  
 (area 2000)  
 Speech - Lauren. - Accessable  
 i.e. Richmond  
 Library

BIKES AT THISTLE (Perade)  
 BBQ Hotdogs  
 burgers.  
 veg Glutenfree  
 DAIRY Free  
 Salad  
 rice

FOOD ✓ People need left over  
 NUMBERS TO FEED  
 MEET NEXT 2023  
 Delegate tasks to groups/individuals

Different coloured bands (keys)

1. YES!

2a. The use of Walk-up Avenue was good, though the stage wasn't utilised enough.  
 Not enough planning meetings. Organisations/people found it difficult to communicate thoughts.

b. Activities should be spread out geographically as well as different times and days.  
 Communication needs tightened up. Who to get in touch with.  
 The programme needs to be organized better - lots of mistakes, very last minute, printing issues.  
 Organisations could do open doors.  
 Sports - football tournaments etc. Karate demos let's talk

3. Try to cover more interests. Get the schools involved.  
 Maybe hold the festival at a different time. - possibly @ June end of school term.  
 Medieval themes. Music, arts, tapestry, archery  
 Bring the castle back. Opera music

4. Starting up a Craigmillar festival organisation/trust?  
 Community Alliance Trust, Unison, other organisations  
 Sandy's, Venchie, Craigmillar News, Craigmillar Literacy Trust  
 Books for Babies, Place for People, ELRF, Nairs, Edinburgh Uni

trial → Multimedia

Funding

Lottery

Kiltwalk

Silent Disco - Event

Football brackets

Quiz - Treasure Hunt

Fashion Show

Pageant

Bingo night

Gutter tattoos

Dancing

Handmade Jewellery

Nail painting

Raffle

Handmade cards

Painting Auction

Make over workshop for kids.

# Funders & Supporters



Craigmillar and Niddrie Community Festival specially thanks the The National Lottery Community Fund for an award made possible by National Lottery players.



Bridgend Farmhouse, Capability Scotland, Castlebrae High, Community Renewal & the Hays Food Pantry, Connecting Craigmillar, Craigmillar Alliance Trust, Craigmillar Books for Babies, Craigmillar Castle, Craigmillar Library, Craigmillar Literacy Trust, Craigmillar Now, Drake Music Scotland, Edinburgh Food Social, Edinburgh Pottery Studio, Edinburgh Tool Library, Historic Environment Scotland, Into University, Let's Talk, Lyra, Niddrie Community Church, Richmond Craigmillar Church, Robin Chapel, Scottish Chamber Orchestra, Starpic, St. Teresa's Youth Club, Stories for Sharing, Trade Unions in Communities, University of Edinburgh, The Venchie, The Whitehouse, Thistle Foundation, Turning Point Scotland, Women with Fierce Words.