

# CALLY FESTIVAL 2019



# EVALUATION

HOSTED BY IPA  
REPORT BY ANITA GRANT CEO IPA

Around 9000 people attended the 9<sup>th</sup> annual Cally Festival on Sunday 23<sup>rd</sup> June. It was a riot of colour, music, poetry and excitement that filled Cally with fun and friends. This massive community festival grows stronger and bigger each year with our list of contributors growing all the time. We know there are challenges across Islington and in our area specifically, but the festival reminds us that we can support one another and that we live and work in a wonderful place. "I can't wait for Cally Festival 2020 – the big 10 year anniversary! Bring on the fun!"



## Partners:

Robert Blair Primary School, Copenhagen Primary School, St Andrews Primary School, Thornhill Primary School, Vittoria Primary School, Blessed Sacrament, City of London Academy Highgate, CYP (Copenhagen Youth Project), Islington Play Association, Royal Biological Society, Royal Society Biochemistry, Times ABC Boxing Club, KXC, Institute Of Physics, West Library (LBI), Here To, Age UK Islington, Central St Martins University, GLL, Access to Sport, Al-Hera Education check, Centre 404 (formerly Islington Mencap), Healthwatch Islington, Help on your doorstep, Booster Cushion Theatre, Housmans Bookshop, Islington Community Wellbeing Development Service, Islington pensioners, Islington Council – Housing & Adult Services, Islington Veterans Association, London Borough of Islington (recycling), London Fire Brigade, North London Waste Authority, St Andrew's Church/Barnsbury Team Ministry, The Roundhouse, Arsenal in the Community, Newlon Housing, Complete Music & Sound, Halo Lighting, Islington Council, Drive Now, Cancer Research, Key Changes, Peabody Trust, C&I NHS Choir, Royal Veterinary College, British Library, Telford Homes, Argent, Partners, Tileyard Studios, Crick, Education Group, Esprit Concrete, Ted Baker, Clarion Housing Group (Circle), ITHIP, Artists Resource, Artbox, London Square, Beatnik Events, Drum Works, Lift, Voluntary Action Islington, London Canals, Global Generation, On the Mend, Young Actors Theatre, Impact Dance and All Change Arts!



100% of our survey respondents rated the festival as **EXCELLENT** or **GOOD**

### Feedback from Attendees:

51% said the festival was **excellent** and the remaining 49% said it was **good**.

Of the respondents that were happy to give their postcode 66% had **Islington postcodes**, 18% were from other surrounding boroughs and 16% had other London postcodes.

The main way people heard about the festival was through **word of mouth (34%)**. 23% saw a **poster**, 16% saw Cally Fest through **social media or press** and 12% received a **flyer**.

### Respondents were asked what their favourite part of the festival was:

28% said the **music**, 21% said the **food** and 13% said it was seeing the local **community coming together** that was their favourite part of the day. **The performance stages, the fair rides, the dancing and the activities for children** were also mentioned.

84% of people surveyed at the festival have **Islington** and other **local** borough postcodes

36% brought **children** along with them



## We asked our respondents how they think the Cally Festival benefits the local community:

A staggering **77%** said they believe the Cally Fest brought people from all areas of the community together.

One specifically mentioned it created a **“sense of community and togetherness”**

Another said it was **“a chance to gather together and to get to know people in the community”**

One respondent called it **“culturally diverse and fun!”**



Out of the remaining respondents; **13%** said the festival benefitted the local community through **showcasing local talent and businesses** and **8%** said how it **brings joy** to the people.



## We also asked our survey takers what one thing they thought would make life better for children in Islington:

Of those who answered this question;

**69%** said that the lives of children in Islington would be improved if there were more **activities for children**. Some examples being youth clubs, afterschool clubs or community activities.

**19%** said that **less cars and more green space** would improve the lives of children.

**2** respondents also suggested **more police** patrolling the streets.

# The Islington Tribune ran a picture special on 28<sup>th</sup> June

'the biggest summer celebrations in Islington returned with a bang'

'Supported and funded each year by local businesses and organisations from around the Caledonian area, the theme of festival this year was "Cally Pulling Together", which it did in this vibrant and colourful showpiece.'



## 'Vibrant Cally Fest brings in the crowds'

<http://islingtontribune.com/article/vibrant-cally-fest-brings-in-the-crowds?sp=1&sq=cally%2520festival>



## We asked: What do you want to see next year?

Most people said they wanted Cally Fest 2020 to be **"bigger!"** with more food, more involvement from local businesses (and Arsenal football club), more activities for adults and places just to sit and chill out in.

### Other ideas included:

- A vote for the King and Queen of the Cally! As a chance to celebrate local heroes!
- A photo board or photo project
- Something unexpected like a beach!
- Petting zoo or therapy dogs
- Fancy dress! And a reward for the best costume
- FIFA Competition
- Record breaking attempts
- Flash mob or silent disco

# How did we do it?

## **Paid staff**

3 Production/Organisers  
1 Project Manager from IPA  
1 Volunteer Manager  
4 Set up/decorations staff  
4 Area Managers  
1 Market Manager  
1 Huntingdon Street Residents Market Manager  
1 Market Assistant  
1 Designer (website & Promotional material)  
1 Social Media Manager  
1 Health & Safety Manager  
2 Electrician  
2 Traffic Co-ordinators  
3 First Aiders  
9 SIA (Security)  
1 Islington Council Security for the Library

## **Volunteers** – 50

with over 100 artists and entertainers taking part on the day

**Participants** – over 500 including the workshops with community and schools in the run up, and sessions on the day - craft activities, sport tasters, interactive dance sessions and storytelling

## **Who was organiser/producer:**

Barry Causton (Producer), Joana Casaca (Co-Producer / Marketing Co-ordinator), Russell Swallow (Music Manager), Assistant Organisers - Simon Van Stipriaan (Design Manager) Alice James (Market Manager), Jess Andrews (Volunteer Co-Ordinator), Lynne Moulding (Festival Decorations Manager), Caan Reis (Community Huntingdon Street Residents Market Co-ordinator) Peter Barry (Health & Safety Manager) Richard Law (Assistant Market Manager),

## **List of activities** –

Mosaic workshop producing the Cally Festival Wording - session before and on the day, Parkour Workshop, Poster Design - the community submitted their own drawings to become the artwork for the 2019 poster, we had 150 submissions. Hula Hoop Classes, Festival Decorations Workshops for bunting and lamp post decorations, Story Telling sessions for Schools, with Paul Lyalls, working with 5 local schools - St Andrews, Thornhill, Vittoria, Robert Blair, City of London Academy. IPA Parade workshops with local schools above plus Blessed Sacrament School, Young Actors Theatre, and Copenhagen School. CYP ran - several workshops in advance, on fashion, film and music, for young adults. The fashion show included partnering with Ted Baker and Global Generations The Bands auditions included feedback by a music industry professional

## **On the day activities included:**

10 stages. Main stage, Youth Stage, Kids Zone (Including West Library), World Stage, Discovery Zone, Arty Block Party, Action Zone, Funfair, Bus Stop Dance Floor, Spoken Word & Calm Zone, Dig for fossils and pat a dinosaur, Sport tasters - boxing, tennis, parkour, yoga, Hula Hoop Numerous craft activities including parade workshops, mosaic workshops, pottery classes, bike smoothie making, health and wellbeing sessions, face painting, Letters to the Cally, where attendees could send a letter to another attendee or resident, Street Piano, Story reading, Penalty Shootout, Tennis, Zumba Science taster workshops- with Institute of Physics, Royal Biology Society, Royal Veterinary College and the Royal Biochemistry Society Pop up buskers and street performances  
80 market stalls including a resident's market

**Audience** – Complete mix of people attended, from different ages, ethnicity, and socioeconomic backgrounds. Mainly families and teenagers attended from the surrounding area

**Promotion** - 4000 Resident & Business Notification letters delivered, 10000 Get involved Flyers were distributed in a radius around the festival site of roughly 1km, additional flyers placed in community centres, libraries, businesses etc around the area. 200 Business 'Get Involved & Notification' Letters delivered, 15000 programmes were delivered to the same area. 2 weeks prior to the event 100 Correx Boards went up on lamp posts in the area  
Advertisements in the Islington Gazette & Tribune Posters on all Islington Estate Digital Boards

## **Any social media campaign.**

Facebook, Twitter and website campaigns. 'Get involved' and 'save the date' campaign prior to the main publicity. Main publicity ran for 6 weeks in the build up to the festival. Highlights of last year and 'things to come' for 2019. Traders and Performers shared 'I'm at the Cally Fest' image

**Hosted by Islington Play Association**