

CALLY FESTIVAL 2024

July 7th 2024 was the 13th annual Cally Festival. The event has been delivered each year since 2010 (with breaks in 2020 and 2021 due to pandemic restrictions). The 2024 event was a success. Even the weather failed to disrupt things. A 20 minute spell of quite heavy rain did not dampen spirits although it caused some performance scheduling difficulties.

We estimate that 10,000 people attended over the 6 hours of the event. There were 155 performers involved (music, dance & poetry), over 60 musical performances and 45 dance and fitness classes, science lessons, facepainting, arts and crafts, health and well-being sessions, The Festival was delivered using over 70 volunteers and 25 paid staff from partner organisations.

The road closure and opening procedures were implemented successfully and on-schedule; there were minor license compliance breaches which were handled effectively by the Council's licensing officer; the Mayor of Islington, Council Leader and many Councillors attended; and local media provided very positive coverage of the event.

The Festival is a very community focussed event with children and young people being the main theme. All five local primary schools were involved as was Bemerton Children's Centre (Family Hub), Islington Play Association, Help On Your Doorstep, Copenhagen Youth Project, Barnsbury Parish and nearly 40 local community and voluntary groups.

A core feature of the Festival was the 3 music stages featuring a wide range of musical styles but an emphasis on R&B, soul, reggae, C&W and world music. The Youth Stage curated by Copenhagen Youth Project hosted dozens of performers featuring a variety of urban music styles by local performers. Across the Festival site, there was additional music, dance, sport, visual arts and performances areas. This year had an excellent street market featuring local traders with products including crafts, clothes, cards, jewellery, books, face painting, hair braiders, toys and accessories.

We estimate that around 10,000 people attended over the 6 hours. Over 100 organisations (in addition to street traders) participated.

Who is the Cally Festival for?

The Cally Festival is a *local* event. A central feature of the Festival is its local partner organisations. These are statutory and voluntary groups firmly embedded in the neighbourhood. The "Cally" (mainly Caledonian ward but also parts of Barnsbury, Laycock and Holloway wards) is an area characterised by high deprivation and the Festival's partners are all engaged in providing services and community development activities. These concentrate on bringing arts, culture, heritage and support services to under-represented and marginalised population groups in the neighbourhood.

In 2024 we conducted a participant survey using two groups of interviewers with a short paper questionnaire. This was supplemented by an online version which was accessed on the day using a QR code advertised around the festival site. Our attendee survey showed that 71% of people lived in the N1 or N7 postcode areas which is the locality of "the Cally" and surrounding areas.

We estimate that around 10,000 people attended the Festival over its full 6 hours. That makes the Cally Festival the largest street event in Islington and, on numbers alone, we consider that to be a success. Beyond the quantitative measure of attendees, the results from our participant survey indicate a high level of qualitative satisfaction:

- 91% said the Festival was Excellent or Good (previous year 81%)
- 97% agreed the Festival "benefits the community" (previous year 96%)
- 99% agreed that it's "important the Festival carries-on every year" (previous year 93%)

We also surveyed the housing tenure of attendees:

- A half (50%) were social housing tenants: (Ward: 48%; Islington 40%)
- A quarter (26%) were private tenants (Ward 34%; Islington 20%)
- A quarter (24%) were owner occupiers (Ward 17%; Islington 27%)

The survey shows a very high level of satisfaction with the Festival. Most participants gave the highest rating to the music, food, the family focus and activities for children and young people. Many said they valued the sense of community solidarity at the festival. Our survey asked respondents to say what they liked the most and this is shown in the word cloud generated from responses:



Who delivers the Cally Festival?

The governance of the Cally Festival is managed through a tiered structure. Custodianship of the Festival is held by the 3 current elected councillors for Caledonian Ward (ex officio) as the Cally Festival Association who annually appoint/confirm the production team and accountable body. The accountable body in 2024 was Copenhagen Youth Project who take responsibility for financial management, insurance and regulatory compliance. A production team ("Oxjam/Beatnik") are 4 principals supported by local delivery partners:

- Artbox London
- Cally Traders Association
- Help on your Doorstep
- Archway Market
- Jean Stokes Community Centre

In total, a further 107 groups and organisations were involved - including several departments and teams from the Council.

Access to Sport	LBI Community Safety Team
Active Spaces	LBI Emergency Planning
Age UK Islington	LBI Fostering Service
Al-Ashraf Community Welfare Association	LBI Housing
All Change	LBI Housing & Adult Services

Archway Upcyclers	LBI Islington Community Wellbeing Service
Arsenal in the Community	LBI iWorks
Artist Resources	LBI Licensing
Autistic Adult Choir	LBI Local Economy Team
Awesome CIC	LBI Waste & Recycling
Barnsbury Housing Association	LBI West Library
Barnsbury Parish	LBI Youth Council
Beatnik Events	LBI Youth Employment Services
BEST	LIFT
Biddals Circus	Little Bull
Big Sky Studio	London Canal Museum
Bil Sha Boxing	London Canals & Rivers Trust
Block Management	London Symphony Orchestra
Britain's Got Reggae	Mount Anvil
Cally Connects Us	Mountain Events
Cally Energy	Nanfung Life Sciences
Campfire	Newlon Housing
City of London Academy Islington	NHS Covid Vaccine Engagement
Clarion Futures	Our Forgotten Neighbours
Clocktower Knitters	Parkrun
Community Partnerships	Pavillion Security
Complete Music & Sound	Peoples Army
Copenhagen Street Foodbank	Playface
Copenhagen Youth Project	Pleasance Theatre
Delancey	Quentin Blake Centre for Illustration
Drum Works	Rainbow Club
Endurance Land	Ray Linge
Extinction Rebellion	Related Argent
Fit Womens Group	Rival Boxing
GLL/Better	Robert Blair Primary School
Global Generation	Roundhouse
Halo Lighting	Royal Biological Society
Healthwatch Islington	Royal Veterinary College
Healthy Generations	Somali Women's Group (Al-Ashwraf)
Hillside Clubhouse	St Andrews Primary School
Holborn Brownies (3rd)	St John's Ambulance
Institute Of Physics	Stuart Low Trust
Islington Play Association	The Roundhouse
Islington Sustainable Energy Partners	Thornhill Primary School
Islington Veterans Association	Tileyard Studios
Kadans Science	Times ABC Boxing Club
Key Changes	UAL Central St Martins
Kings Cross Church	Vittoria Primary School
LBI Adult & Community Learning	Voluntary Action Islington
LBI Bright futures	Winton Primary School
LBI Bright Start	Wonderworks

There were 52 commercial stallholders selling food, drink, crafts, beauty products and artwork. And the following voluntary and statutory organisations took stalls:

North London Waste Authority	ABC boxing for youth
Al-Asharaf	The Peel Institute
Our Forgotten Neighbours	Age UK
Islington Veterans Association	Islington Council Adult and Community Learning
Cally Pool	Islington Council Community Safety
Saint Andrews Church	Islington Climate Centre
The Light Project	London Canal Museum
Sexual health and Healthwatch	Islington Council Bright Futures

The 2024 Festival featured a new approach to market traders. We accommodated 6 new start-up traders who were recruited and supported through the Council's Adult and Community Learning, Local Economy Team and Markets teams, and Archway Market. All the start-up traders reported

their experience very positively and the approach was enthusiastically described by our champion/enabler here: <https://bit.ly/3V1EP34>

How was Cally Festival 2024 publicised?

Our “reach” to these communities is principally by word-of-mouth and through local partner organisations. These partners widely publicised the Festival throughout the neighbourhood and specifically concentrated on engagement with the neighbourhood’s more disadvantaged streets and estates. This was supplemented by area-wide leafleting of 10,000 households and a visual presence throughout the neighbourhood with: large format posters, street lamp banners. The majority of shops on the high street displayed posters and encouraged customer attendance through the Cally Traders Association. Local press and some paid-for ‘targeted’ social media advertising that focused on Cally postcodes was used. Multiple social media platforms were also used widely. How much does the Cally Festival costs?

Ensuring the Festival is fully funded is always a challenge. This year the budget was kept to the same level as 2023 despite the pressure of inflationary costs. The out-turn roughly balanced at £56,200 costs and £58,100 income. This small surplus – which represents 2.5% of turnover - will be carried forward to the 2025 Festival budget.

Is the Cally Festival eco-friendly?

Each year we carefully consider the Festival’s environmental impact. We embed the following environmentally friendly actions and practices in the delivery of the festival:

- We apply “source local” principles to the Festival: mainly securing supplies from Islington-based businesses
- The street market prioritised traders from the local area. Of the 76 trading spaces, two thirds (52) were filled by people with Islington postcodes or who trade in Islington. A further 10 were from neighbouring boroughs.
- A majority of the performance artists were from the local area
- Unlike most other festivals of this scale, no diesel generators are used, all electrical power comes from the grid
- The Festival promotes Islington Sustainable Energy Partnership and Cally Energy
- The Festival highlights waste reduction measures through partners at the event (Waste Team & NLWA)
- the Festival uses dozens of straw bales for seating areas and these are then sent to Freightliners Farm for animal feed
- Large format graphic materials – e.g. banners – have been designed for re-use in future years
- As a spin-off, the Festival has also delivered a pocket park project at Freeling Street and founded the Cultivating Cally group thereby stimulating the “Greener Cally” initiative, leveraging funding for neighbourhood greening projects and creating a template for the emerging “Cally Liveable Neighbourhood”.

EXPENDITURE

Production & management	£24,407
Promotion	£7,050
Equipment & materials	£7,349
Market	£4,195
Regulatory compliance	£3,193

Artistic Programme	£8,426
Volunteer expenses	£1,600
Total Project Expenditure	£56,220

INCOME

Award from Islington Council Festivals Fund	£2,500
Funding raised from CIL, LIF etc	£31,100
Sponsorship	£20,300
Market & fairground	£4,118
Total Project Income	£58,018

IN-KIND SUPPORT

In-Kind Heading	Description	Amount £
Local Authority officer contributions	Licensing, Emergency Planning, Local Economy, Environmental Health prior to, during and after the Festival	£6,500
Local authority refuse service	On site “Eurobins”, comprehensive post event street clearing	£2,500
Food, prizes, printing	Donated by the (Pleasance theatre)	£1,000
Staging & equipment	Halo donations	£1,200
Police attendance	Team of 1 Sgt and 11 officers on a full shift	£3,235
Total In-Kind Support		£14,435

Who attended Cally Festival 2024?

We found that, on many of the key demographic descriptors, the attendees at Cally Festival quite closely reflected the population profile for Caledonian Ward and adjoining wards (as identified in Census 2021) with the exception of age.¹

The attendee survey principally engaged with adults so it significantly under-counted those aged under 16. Looking at the broad age groups aged 16+ however shows the age of survey respondents:

Age group	Festival	Ward (from Census)
16-24	15%	23%
25-44	40%	48%
45-64	36%	25%
65+	8%	11%

1 Census 2021 sources: <https://www.ons.gov.uk/visualisations/censusareachanges/E09000019> and <https://www.ons.gov.uk/visualisations/customprofiles/build/#E05013700> and <https://stats.islington.gov.uk>

These findings indicate some likely sample bias in the survey. The Festival is targeted at children, young people and families and anecdotal observer evidence would suggest there was a substantial number of children and teenagers attending. The survey has probably captured the parents of children and young people and, in future years, we need to better evidence the numbers of children and young people attending. This has also reinforced our determination to put more resource into the evaluation for future years.

Disability

18% considered themselves to have a disability and this fairly closely matches the Census data: for the ward (16%) and the Borough (20%).

Ethnicity:

The survey respondents quite closely match the ward and Borough figures from the Census:

	Festival	Caledonian ward	Islington
White	58%	53%	62%
Black or Black British	19%	16%	13%
Mixed	9%	8%	7%
Asian or Asian British	9%	16%	10%
Other ethnicity	5%	8%	7%

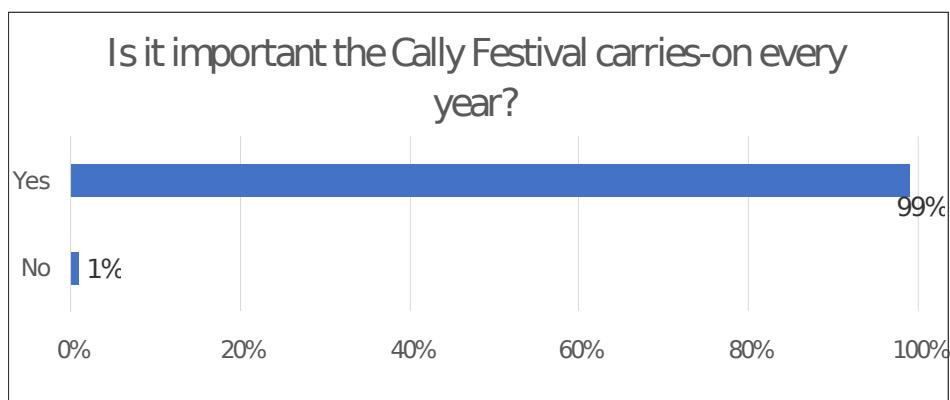
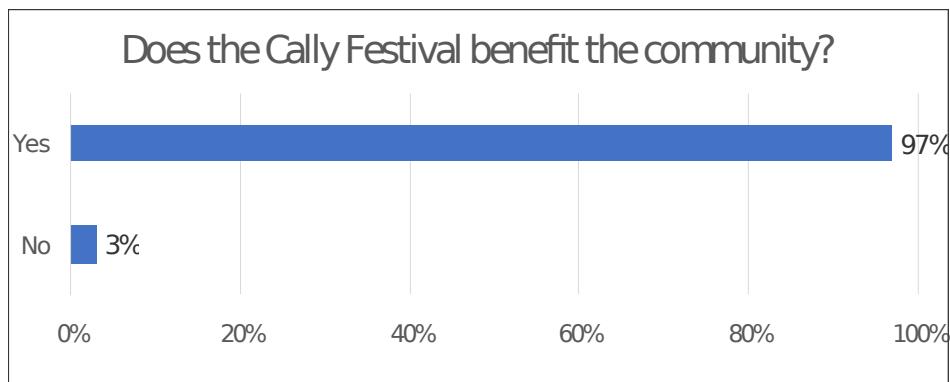
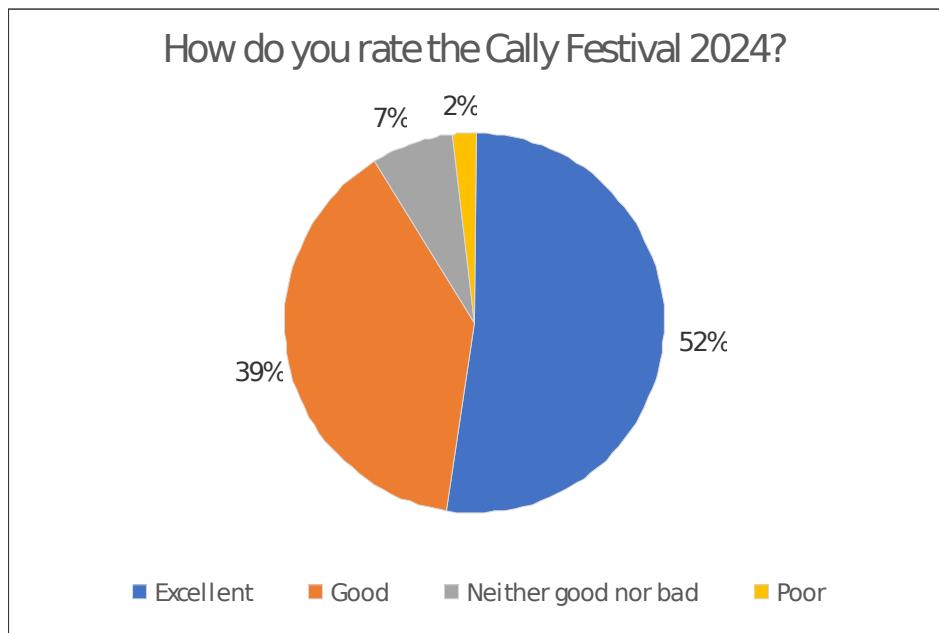
Geographical reach and borough-wide appeal:

About 10,000 people were attendees or participants at Cally Festival 2024. Of these we estimate that around three quarters were Islington residents.

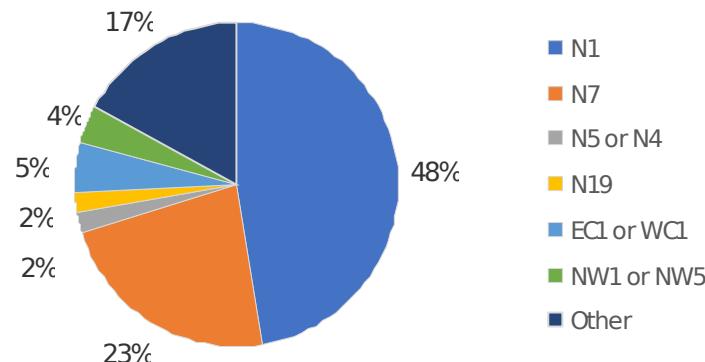
Postcodes

N1	48%
N7	23%
N5 or N4	2%
N19	2%
EC1 or WC1	5%
NW1 or NW5	4%
Other	17%

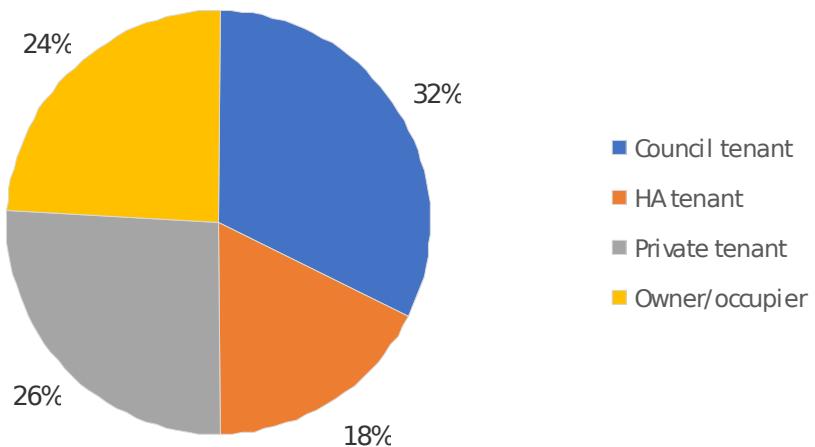
APPENDIX: Festival Survey results



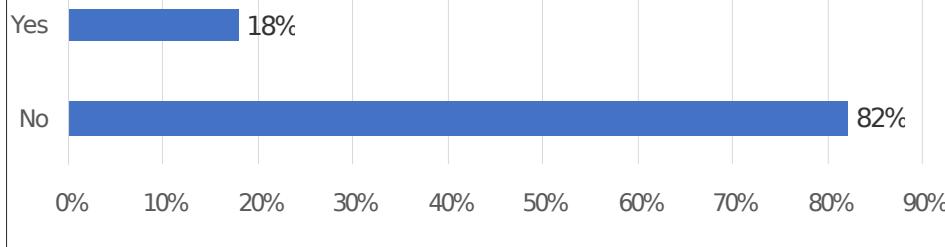
Which postal area do you live in?



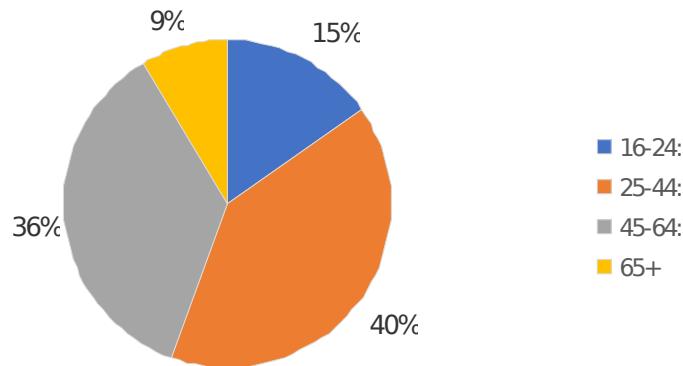
Are you a tenant (renting) or homeowner?



Do you have a disability?



Please tell us your age?



What is your ethnic background?

