

EDINBURGH

MEELA 

KIDZONE 2014

Report

3rd November 2014

Creative Art Works

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1. Introduction

“So much thought has been put into this area. The needs of children and adults were met on every level-and the staff were excellent -professional and full of energy. The area was safe, stimulating and full of genuine teaching and learning”

This year the 2-day Edinburgh Mela Festival took place in Leith Links on 30th and 31st August 2014.

The Kidzone 2014 was funded by the Forestry Commission Scotland and was called “Animela”.

All activities in the programme had some nature connection. Some explored environmental themes and issues, while others used natural and organic materials or were inspired by nature. This Kidzone incorporated a number of different spaces, within which there were different multi-sensory, hands-on activities and experiences aimed specifically at children aged between 5 and 11 years and their families. All areas were highly interactive and full of opportunities for children and adults to relax and learn together as families. There was also a programme of activities specifically targeted at Under 5’s.

In keeping with the spirit of the Mela, the event was designed to encourage visitors, staff and volunteers to participate in as many of the celebratory, artistic and cultural activities as possible.

The Animela Kidzone was defined by Heras fences and mills barrier fencing which created a safe corral incorporating a large workshop tent and 15 other marquees.

On entry to the Kidzone area all children were handed an “Animela Pass” and given instructions about how to enjoy the journey ahead. The children were encouraged to wear their passes as moved around the site. Families were invited to colour in the illustrations on their pass and spaces were included to allow the children to collect stamps (animal paw-prints or images) at each activity, giving an incentive to visit all the areas in the Kidzone.

The activity also acted as a “sign up to the event” activity to warm up participants and focus them on the “exploration ahead”.

On leaving the event participants passed back through this area where they were encouraged to add feedback through a child friendly evaluation device.

Following 10 years of successful Edinburgh Mela Kidzone events (2003 – 2013) Joanna Boyce of Creative Art Works was once again contracted as an Associate Programmer to manage the 2014 Kidzone.

The key elements of this post were as follows;

- To organize specific aspects of the programme focussed towards a children and family audience.
- Liaise as required with FCS sponsors, Edinburgh Mela director, General manager, Artist Liaison, Engagement Officer and Production Manager.
- Develop strategic partnerships to enable the programme to be delivered.
- Be the key contact with Kidzone staff and participating organisations.
- Create a meaningful journey for children and families at the festival.
- Ensure FCS remits are delivered within all areas of event.
- Work with the Director of the Edinburgh Mela in relation to the management of the Kidzone programmes.
- Communicate with Mela Office team regarding participant contracts and agreement documents programme content and staff invoices.
- To manage Animela Kidzone at the Mela weekend event.



“The Passport stamp collecting journey for the kids was the best thing about the whole Mela. We were all so impressed by the rich variety of music, art and crafts within the kid zone. Everything was absolutely amazing”

“The young volunteers were absolutely great. They were those extra sets of hands we needed to get everything set up on the first day.”



2. Aims and Objectives of the Event



- To create a stimulating environment containing a comprehensive and exciting range of activities for children and their families, each offering a different type of participation in a safe and structured setting.
- To offer a range of activities either inspired by nature or that use natural materials in order to show children and families how fascinating nature is and how versatile and fun material from our natural surroundings can be.
- To continue the development of interactive multi-sensory approach working with a nature/woodland theme within a context of inter-cultural exchange.
- To make relevant links to nature, wildlife and woodlands at home and abroad.
- To work with a diverse team of arts specialists.
- To give children opportunities to meet people from many different cultures and countries and to experience different customs, traditions and art forms first hand.
- To inspire children and adults to work together to do their bit to respect and look after the environment, e.g. reduce their carbon footprint by making small changes in their lives – such as recycling packaging etc.
- To stimulate curiosity and interest in the arts, nature and the world.
- To work closely with the Edinburgh Mela Production and Technical teams to locate and install the Kidzone area.
- To work closely with our partner Forestry Commission to find creative and imaginative ways to engage with children and their families in the delivery of FCS and Mela themes and objectives.
- Audience development in accordance with the FCS and Mela Engagement strategy remits.

“Very interesting and educational, will definitely come back. Thank you I’ve never seen so many smiling, happy and well-behaved children. Massive thank you to all the wonderful staff.”

“The children enjoyed all the interactive activities and learned about other countries. It was nice seeing different cultures in such a small area everyone getting on, and enjoying themselves. Very colourful and vibrant”

3. Event Summary

Drop In Craft Activities

Woodland Animals (FCS)

Making jointed wooden animals using pre cut bark and wood pieces and wooden pegs.

Nature Wall Hangings (FCS & Earthworks)

Weaving creepers flowers, herbs and woodland organic material into take away wall hangings.

African Animal Silhouettes (Toto Tales)

Creating stunning silhouetted animals against an African sunset, using recycled materials and paper, featuring animals found across Kenya’s national parks - elephant, giraffe, hippo, rhino, warthog, buffalo and monkey.

NSA Leaf Plates

Pinning laurel leaves with bamboo splinters traditional Nepalese style.

Traditional Chinese Knotting Craft

Nature inspired Chinese knotting under guidance from Malaysian and Chinese teachers. Using the basic flat knot technique they created either simple colourful Dragonflies or more complicated Lucky Owls.

Making Finger Puppets

Giraffe, lion and Scottish cow finger puppets.

Henna Hand Painting

Facilitated by both Nila Joshi and students from Dunfermline High school.

African Dream Boards

Hands-on activity delivered by BE United and artists from local Edinburgh African communities.

Bollywood Dance

Facilitated not only by Charan Pradhan of Dance Namaste but also student volunteers from Dunfermline High School.

Drop in Music Activities

Senegalese Drumming

Facilitated by Samba Sene.

Japanese Drumming

Facilitated by MTD drummers.

Drop in Activities for UNDER 5’s

Rangoli Patterns

Making elephants, rangoli’s using beans an pulses.

ANIMELA
Interactive Performance Workshops
Saturday

12:00 - 12:30	Mugenkyo Taiko Drummers Taiko Drumming - Children & families, all ages
12:30 - 12:50	Nuzhat Abaas (PEEP) Traditional action songs and dances in Urdu and Punjabi Children & families, all ages, under 5's welcome
12:50 - 1:30	PEEP (Parents Early Education Partnership) Song & Craft workshop - Children & families, all ages, 2-5yr olds especially welcome
1:30 - 2:00	Commonwealth Youth Circus Circus skills - Children 8+ and their families
2:00 - 2:30	Samba Sene Senegalese Samba Workshop - Children & families, all ages
2:30 - 3:00	Step It Up Hip Hop - Under 5's
3:00 - 3:30	Sprawl Fun and energetic workshop exploring building with your body 7-12 years (5 & 6yr olds welcome if accompanied by adult)
3:30 - 4:00	Nila Joshi Indian Folk Dance - Children 6+ and their families
4:00 - 4:30	Himalayan Centre For Arts & Culture Bee Craft Workshop - Children & families - all ages
4:30 - 4:50	Nuzhat Abaas (PEEP) Action songs in Urdu and Punjabi Children & families - all ages, 2-5yr olds especially welcome
4:50 - 5:30	PEEP Song & Craft workshop - Children 8+ and their families
5:30 - 12:30	Kakatsiti Dance, drumming & singing from Southern Ghana - Children & families, all ages

Forestry Commission Scotland
Comission na Coilltearachd Alba
Creative Art Works
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ANIMELA
Outdoor Arena
Saturday

12:30 - 1:30	Kuk-Sool-Won Martial Arts Team
1:30 - 2:30	Commonwealth Youth Circus
3:00 - 3:30	Kuk-Sool-Won Martial Arts Team
3:30 - 4:00	Step It Up Dance - Break Dance
4:00 - 4:30	Be United - United Dance and Drums
4:30 - 5:30	Kuk-Sool-Won Martial Arts

Forestry Commission Scotland
Comission na Coilltearachd Alba
Creative Art Works
MELA



Water Play

Facilitated by PEEP staff.

Puppets

Provided by PEEP Staff.

Other Drop in Nature Exploration Activities

Glitter Tattoos

A team of Pakistani artists worked non-stop through out the day providing a colourful array of glitter tattoo templates all with a woodland or nature theme.

Pond Dipping (TCV)

Volunteers from the conservation volunteers oversaw this activity with real live mini bugs in a tank.

Touch Tables, Badge Making, Quizzes (SNH)

SNH staff facilitated these interactive nature activities and advised parents on ways to enjoy simple pleasures outdoors. These Included directions and maps of local greenspace, woodland and walks – in particular The John Muir Way.

Nature Craft and Local History Activity

Including “Dressing Up” play. Facilitated by Scottish National Trust – Midlothian Rangers and Bush skills and collage activities with the Scout Association.

Organic Vegetable Tasting

And other eco-play activities with Leith Community Croft.

Bird and Animal Face Painting

With the RSPB and local artist Jemima.

Arena Programme

Kuk-Sool-Won Martial Arts Team

Workshops introducing the traditional martial art of Kuk Sool Won was delivered by a multi generational team for all the family. Teachers dressed in giant panda and giant tiger outfit – helped to link the activity to the Animela theme. With a focus on self-discipline and respect the workshops included traditional Asian fighting arts and techniques for body conditioning, as well as mental development and traditional weapons training.

Commonwealth Youth Circus

This new circus company, made up of young people from across Scotland is inspired by the physical prowess of the 2014 Commonwealth Games Athletes. They delivered family friendly circus skills workshops including stilt-walking acrobatics and juggling.

Step It Up Dance – Break Dance

Fun Break Dance workshops for all ages especially designed to help build confidence & boost happiness.

Be United - United Dance and Drums

Musicians from Senegal and Gambia delivered highly popular African Drumming and song workshops through out the day.

“There was even stuff for the under 5’s -even something for the under 3’s-like the shakers and the balloons etc. So often in these events there is little for the very wee ones. “



Storytelling Boat Programme

“Earth for life” Storytelling Team - introduction

Bear’s story

Wolf’s story

Red Squirrel’s story

Eagle’s story

Scottish Wildcat’s story

“The Sparrow” Nuzhat Abbas in English & Punjabi

Charan Pradhan – Bollywood Dance

Plus Guyanese Drummers

Interactive Workshop Programme

Mugenkyo Taiko Drummers

Taiko Drumming - Children & families, all ages.

Nuzhat Abaas (PEEP)

Traditional action songs and lullabies in Urdu and Punjabi Children & families, all ages, under 5’s welcome.

PEEP (Parents Early Education Partnership)

Song & Craft workshop Children & families, all ages, 2-5yr olds welcome.

Commonwealth Youth Circus

Circus skills - Children 6+ and their families.

Samba Sene

Senegalese Sound Workshop - Children & families, all ages.

Step It Up

Hip Hop - Under 5’s.

Sprawl

Fun and energetic workshop exploring building with your body, 7-12 yrs (5 & 6yr olds welcome if accompanied by adult).

Dunfermline high school students

Bollywood Dance - Children & families, all ages.

Himalayan Centre For Arts & Culture

Bee- Crafty Workshop Children & families -all ages.

Nuzhat Abaas (PEEP)

Action songs in Urdu and Punjabi, Children & families - all ages, 2-5yr olds especially welcome.

PEEP

Song & craft workshop - Children 6+ and their families.

Kakatsitsi

Dance, drumming & singing from Southern Ghana - Children & families,all ages.



“A lot of people enjoyed us encouraging their youngsters to think a little and feel what was alive within them and what made them happy”





4. Participating Organisations and Individuals

Saturday comprised of 221 staff with 12 Mela volunteers.

Sunday 203 staff with 13 Mela volunteers.

The staffing was made up from the following categories:

Contracted Creative Specialists

- Visual Artists: Creative Art Works (x 4)
Alchemy Arts (x 2)
Sushil Mangaonkar
- Crafts people: Chinese Knotting Group (x 6)
Jemima Face-painting (x 1)
Earthworks (x 2)
Toto Tales (x 5)
- Dancers: Dance Namaste (Charan Pradhan)
- Musicians: BE United (Including Samba Sene, Sylvian etc)
Kakatsitsi dance/drumming
- Story tellers: Stories for Life (x 6)
Nuzhat Abbas (x 2)
Philip Knight
- Photographer: Lindsay Snedden, Lunaria Ltd.

Participating Local Business

- Glitter Tattoos: Mumtaz Unis (+3)
- Face-painting: Jemima
- Martial Arts: Kuk-Sool-Won (10 staff, 30 students)
- Drummers: Mugenkyo Taiko Drummers (x 11)
- Dance: Step it Up Dance (10 adults + 4 students)

“A lot of people enjoyed us encouraging their youngsters to think a little and feel what was alive within them and what made them happy.”



Participating Service Providers

- Forestry Commission Scotland (x 3)
- The Conservation Volunteers (x 7)
- Scottish Natural Heritage (10)
- National Trust Scotland (Lothian Rangers) (x 4)
- Parents Early Education Partnership (PEEP) (x 4)
- RSPB Scotland (x 3)
- Deaf Action (BSL Sign Interpreters) (x 3)

Participating Community Groups/Charities/Volunteers

- Commonwealth Youth Circus
- Dunfermline High School (5 staff, 12 students)
- Himalayan Centre for Arts & Culture (x 10)
- Nepal Scotland Association (x 9)
- Leith Community Croft Group (Leith Community Crops in Pots) (x 5)
- BE United (21)
- The Scout Association (South East Scotland Region) (7 adults + 16 scouts)
- Nila Joshi -Indian Folk-dance (x 3)

Core Staff Contracted for the Area

A joiner and arts assistant for the preparation and décor and set up and take-down.

Artists and facilitators contracted to deliver the children and family interactive workshops for each day of the festival.

Total Days Creative Art Works core team:

- Joanna Boyce - 20 days
- Stuart England - 10 days
- Lyver Chavez - 10 days
- Susan England- 3 days



“My family loved our time here and could’ve stayed here all day.”



5. Image Gallery





6. Visitor Feedback

I thought your 2014 Kidzone area MAGNIFICENT, filled with delighted children which I am told was typical of thousands that had passed through previously. Also I liked the Elephant gateway at the entrance, the striking storytelling boat and the passport motivation for the children It was a splendid concept, which I am sure, will be in great demand for the future. Congratulations!

The Mela kidzone was out of this world, like a fringe Mela especially for the young and young at heart. My kids had a great time and all the staff was brilliant. I wish I'd got here sooner as there was so much to do and we could've stayed all day.

Having so many young people entertaining was a great asset - like the teenage Bollywood dancers, the Circus Entertainers and the young Martial Arts group.

Absolutely fantastic - Just to have the opportunity for your child to be stimulated with lots of things that they can do for themselves - rather than just rides and things you have to pay for. Normally my son just flits about from thing to thing and doesn't have much concentration, but here he's been really focussed. The stamp-collecting element was genius. I'm a single mum and just to have other adults interacting with my child is so good for him - and for me too! Rather than just me having to entertain him all the time, here at this event there's been so many others taking time with him - a real friendly family vibe.

A treat for the senses-fantastic arts and crafts for kids and brilliant music and dance.

So much thought has been put into this area. The needs of children and adults were met on every level-and the staff were excellent - professional and full of energy. The area was safe, stimulating and full of genuine teaching and learning.

What a welcome break from all the buying and selling on the main site - and I can't believe it was free. I would happily have paid, having seen what was happening in these well-designed children's area. Very well thought out, very educational and very friendly.

“I thought your 2014 Kidzone area MAGNIFICENT, filled with delighted children which I am told was typical of thousands that had passed through previously”

“Very positive day. Lots of children participating in activities”

A very interactive event - a lot to keep young minds occupied.

Here there is something for everyone, ranging from the water play and under 5's activities and dance for the active child to arts and crafts for sitting down and concentrating and other things with a universal appeal to all children, like face painting and glitter and henna.

There is so much buying and selling out on the main Mela site and in here, well our family could all be perfectly content without having to spend any money - so unusual at these sorts of events. It is a bit hidden though, stuck on at the end of the site when it should be right in the centre so all can see and enjoy it. I was here yesterday and didn't even know it was here. So pleased to have found it today. I hope it is back next year. Even more space would be good-to cope with the happy crowd, and even more staff, as it is their unique interaction that makes the activities so effective and meaningful.

We've really enjoyed ourselves. My favourite was the Africa tent. In fact I can't keep my son away from it. The drums are fantastic. The kids loved collecting the stamps on the boat - passports. It's been great, and great that it's separate and a safe environment.

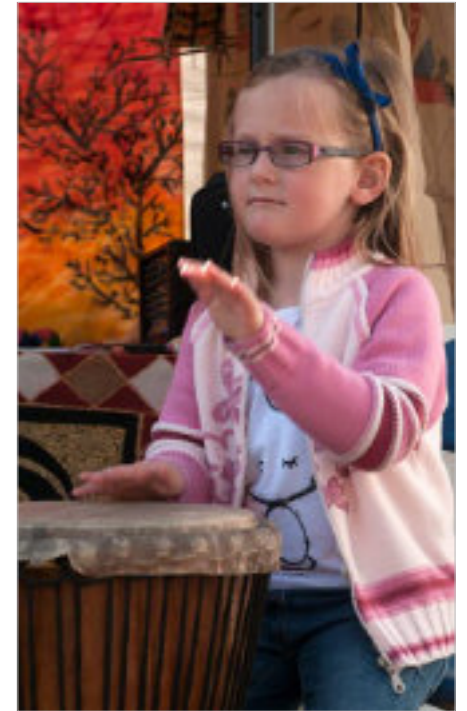
Always a good event for kids. My family have been coming been for the last 6 years too. We have been collecting the Chinese knotting figures for years - it's our Mela highlight. - Its not given enough space though - gets a bit busy at each activity.

Absolutely brilliant. Excellent arts and crafts, everything the children should want. I suggest that next year you have a place inside where you can get drink for the children. - The queues on the main site meant almost half an hour wait.

Very interesting and educational, will definitely come back. Thank you, I've never seen so many smiling, happy and well-behaved children. Massive thank you to all the wonderful staff.

Excellent event. My family and I are visiting on holiday and have had a great time.

Perhaps not enough space though - some activities got crowded. Lots of good stuff to do but we couldn't do lots of things because it was too busy. All happening was brilliant though and a great mixture, like the drumming and the Bollywood dance.



“The Mela kidzone was out of this world, like a fringe Mela especially for the young and young at heart”





What's happening here in the Kidzone is like the old Mela before it went all commercial. The old Mela was all about culture, it wasn't nearly as commercial as it is now.

I liked so much about the children's area. It was a safe enclosed space that my 9yr old and 7yr old could explore on their own.

It was not at all commercial - the entrance and activities were free

Friendly and hard-working staff

Good mix of doing and seeing

Informative, creative and fun.

Thank you!

What amazing staff!! Good humoured, patient and smiling at all times, in spite of queues of excited children desperate to be the next in the activities. My family loved our time here and could've stayed here all day. More space would be advisable though.

This day was good, but there should be more activities for the 1-3 yr olds My child was too little for most of the activities.

The Passport stamp-collecting journey for the kids was the best thing about the whole Mela. We were all so impressed by the rich variety of music, art and crafts within the kid zone. Everything was absolutely amazing.

Multi-racial, interactive and enjoyable.

The children enjoyed all the interactive activities and learned about other countries. It was nice seeing different cultures in such a small area everyone getting on, and enjoying him or herself. Very colourful and vibrant .

The Animela Kidzone enclosure has been very vibrant and busy all day, which was great to see.

It would be a fantastic opportunity I feel to encourage cross-cultural awareness by including more stands from other corners of the globe too. The children were all so open to trying the activities that we should encourage this more.

There was even stuff for the under 5's - even something for the under 3's -like the shakers and the balloons etc. So often in these events there

“What amazing staff!! Good humoured, patient and smiling at all times, in spite of queues of excited children desperate to be the next in the activities.”



is little for the very wee ones. More space needed though. This type of interactive event can really appeal to the new mums with small babies-giving them confidence and letting them feel that they're welcome - so often in that position you feel isolated and unable to join in with the children's activities for the 5-11 yr olds.



Visitor Feedback - Happy Hedgehogs

Positioned at the Kidzone exit. Children (and parents) were encouraged to add “spines” to the “happy and “unhappy” hedgehogs. The spines allowed them to express in words (and pictures) what they liked about the event and the areas where the felt it could be improved.



7. Participant Feedback

Mela staff in the Kidzone were fantastic. They were helpful when we had problems with our marquee and even shared an unused background banner that was absolutely perfect for our stand – so perfect, in fact, that we’d love to have it again next year! Seeing that staff wanted to go that extra mile was great.

The young volunteers were absolutely great. They were those extra sets of hands we needed to get everything set up on the first day. Having supervised youth volunteers before, I was conscious of how much oversight they might need but it was quickly apparent that these guys were quite capable of getting on with it once directions had been given and getting the job done to a high standard. As our focus is on children from birth to age five, I had probably half a dozen parents over the weekend comment that we were the only stand that catered to that age group and they loved that we were there and providing activities, as other events don’t necessarily have that presence.

Dana Cohlmeier, Communications and Research Assistant
PEEP (Parents Early Education Partnership)

The best kids area for some time! Great lay out and great atmosphere.

Charan Pradhan’s Bollywood dancing was particularly successful his energy was inspirational.

I would suggest a high-energy interactive performance on the Boat for next year.

Philip Knight – Stage Manager

We all absolutely loved the weekend. It was a huge success all round. It was great launch for BE United Scotland and the beginning of a great relationship between BE United the Edinburgh Senegalese Society and the event helped us cement relationships with local African Musicians and artists, such as Samba Sene.

The support and organisation made things very easy. In the lead up to the event. Joanna was very approachable, friendly and helpful and over the weekend everybody was friendly and helpful and supported each other. All the staff in our tent loved it and really enjoyed helping. We had so much feedback from parents and kids saying how much they enjoyed the drumming and the happiness hands. A lot of people enjoyed us encouraging their youngsters to think a little and feel what was alive within them and what made them happy. All the kids loved the glitter too :o). The only point I would say is that, we had quite a large crew, which can sometimes be an issue for festivals as it’s more mouths to feed and more tickets not being bought, however I think if people are coming to support your festival and work for free. Then it is really important that they are

looked after. It all worked out perfectly with our crew in the end, but it was one worry I had. I would definitely participate in other similar events with both youngsters and adults. This year we had a sign that said South Africa, yet we were linking 2 countries. That is not a gripe with the Mela or Jo as I probably didn’t make that clear enough, but I felt bad that Senegal didn’t have a flag too :o) Yes I would like to be contacted for other events, and definitely both BE United and the ESS would love to be given another space at next years Mela.

Emma Pickens
BE United

Very positive day. Lots of children participating in activities. It was reasonably easy for us to prepare for the event – just a bit tight on time for recruiting volunteers to help on the stall. But the guidance was clear .

Our participation next year entirely depends on our future staffing availability. Do contact us but we cannot guarantee we would be there.

Scott Burton Local Development Officer
South East Scotland Region Scout Association



“One staff member commented it was a wonderful collaboration of cultures and it was great to get kids educated about all these differences“

“As every year, my team and I really enjoyed the Mela“

“It was a pleasure to be working there and especially with you, your work and organization is fantastic“

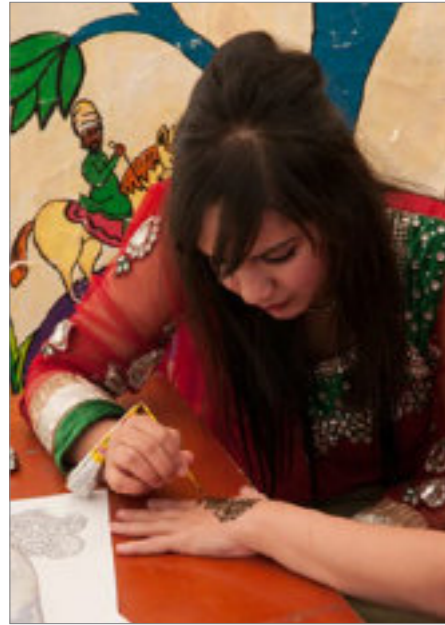


“We’ve really enjoyed ourselves. My favourite was the Africa tent. In fact I can’t keep my son away from it. The drums are fantastic“

It was a pleasure to be working there and especially with you, your work and organization is fantastic. We did glitter tattoos for children and it went down really well, there were a lot of happy children and adults who loved the tattoos, had some reoccurring customers from last year, which was nice and was asked a fair bit if we will be there next year too. There were many families that had travelled further north and lots of first timers too, who all said that the kids zone was really good for children and how much they loved the activities and atmosphere. Excellent support in event lead up, - It was very easy and very simple. From retuning a signed copy of the contract and being sent instructions on setting up on the day.

Over the weekend: It felt a bit awkward to having vehicle access at one end and artist check in at another end, this was a little time consuming. We were on during the time of the vehicle access and there were vehicles blocking the path to our pitch area and people had set up in the way, so driving to our pitch was not possible so we had to carry all the stuff to the pitch from where the car was parked, this was very tiring and sore. Yes I would participate again, getting customer satisfaction and happy children is rewarding to us. I found there were two shows on at the same time; therefore the noise level was very high, I think having them at separate times would have been better. As noise levels were high, we found ourselves shouting at children and parents, as we couldn’t hear each other speak.

We were based in a good location but in front of us was a lot of activities, a lot of people ended up sitting in front of our stall to watch shows and participate in workshops, this was of concern as they were blocking



customers to our stall, and queues in front of our stall (watching shows) you couldn't see what our stall was selling so I think as a result of that, we weren't that busy, only when the shows were off we were noticed and seen and had customers. Maybe put all the shows on one side at different times and the workshops on another to avoid people crowding and blocking a pitch?

I think an entrance fee is a negative, I heard a lot of parents with big families say they had to pay a lot to get in and I personally find that when they pay at the entrance they are not so keen to spend inside... I don't think I know any Mela that charges an entrance fee and I know from a lot of feedback £4 was very steep. Yes please, will love to participate in the Kidzone again, have told many that we will be there again next year, so they will be looking for us. Any Kidzone or activities or events, I am most happy to participate in.

Mumtaz Unis

“It's been great, and great that it's separate and a safe environment.”



“Yes I would participate again, getting customer satisfaction and happy children is rewarding to us”

My staff all thoroughly enjoyed the day, apart from the annoyances caused by the flooring, music, noise etc. One staff member commented it was a wonderful collaboration of cultures and it was great to get kids educated about all these differences. Members of the public also commented. We received loads of positive feedback about our Family Hip Hop session from little ones and parents. Pre event organization was quite easy. The day was a bit of a rush for us as we had our own classes running too, so a map in advance would have been helpful so we knew exactly where to go, but the staff were very helpful with directions. Also we were unaware that for our second booking (a break-dance performance) we would not have a power supply or flooring. Our speakers were not powerful enough to be heard over the surrounding noise and as such our performance suffered quite a bit.

The flooring was not a massive issue as our dancers didn't mind getting a bit grassy, but it did cause issues with the routine, as some moves were simply impossible on grass. We had a slot to do a Family Hip Hop dance session. The space we were given had a messy and extremely uneven flooring (I understand of course that it was outside but the divots were massive!). Also, we were directly beside the drummers for both of our slots. They were incredibly loud and as such the teacher taking the Family Hip Hop session had to strain a lot to be heard and keep the attention of the participants. It was also incredibly distracting for the children and slightly overwhelming for the youngest. For our break-dance performance later in the day, we were placed on the other side of the drummers, which made our music simply impossible to hear. This limited the amount of attention we could draw from the crowd (even our voices were drowned almost completely out) and caused difficulties for our dancers when performing. Having said this, the staff were extremely helpful in setting up our music for the Family Hip Hop session. The Stage manager Philip Knight who helped us could not have been nicer. I also think it would have been extremely helpful



to have entrances on both sides of the complex. There was an entrance that was being manned by a very nice lady, but apparently no one was allowed in or out of this. It was therefore extremely strange that it was even there.

Emily Scott - Step It Up Dance

The NSA committee wants to thank you for the invite and the support during the recent Edinburgh Mela 2014. Everyone enjoyed the Mela.

This year we got only a fraction of funds compared to last year. However, we all felt that representing the Nepalese community & NSA in such a prestigious multi-cultural event, was hugely important to the community & us.

We would like to continue our participation for next year and are happy to discuss this with the Mela office. We hope further support from the event organizers so that a sundry of events and activities can be included. We wish you a very best for your future endeavours and look forward to working with you again.

Nish Rijal - General Secretary, Nepal Scotland Association

We all enjoyed the experience and being in the Kidzone in general... not your typical storytelling gig but a rich one nonetheless :) the main challenge for the storytelling was the Bollywood dancing through the big sound system. Reckon our voices can contend, or even integrate the acoustic sounds but that was pretty loud. As I said though, all of the team enjoyed it and am sure would do it again :)

Douglas MacKay - Stories for Life



“The best kids area for some time! Great lay out and great atmosphere”

“Having so many young people entertaining was a great asset - like the teenage Bollywood dancers, the Circus Entertainers and the young Martial Arts group”

“What amazing staff!! Good humoured, patient and smiling at all times”



“We were all so impressed by the rich variety of music, art and crafts within the kid zone. Everything was absolutely amazing”

“Thank you, I’ve never seen so many smiling, happy and well-behaved children. Massive thank you to all the wonderful staff.”

Wonderful photos- thank you Lindsay of Lunaria, Thank you for everything Joanna. What an amazing job you did in pulling everything together.

Harriet Cross

Would say that, this year’s Mela Kidzone 2014 - tents/stalls setting was fantastic - all facing each other, you could see and hear what is going on! Everyone seemed to like the objects they made (owl and dragonfly) and quite a few participants have accumulated a collection over the years! The only thing is those big drums - very loud! As every year, my team and I really enjoyed the Mela - making some things different each year - it is quite challenging for them to show/help the participants! Involvement was easy and straightforward - no problems with site and set-up OK. I would say each year the setting is better than before. Our lunch at the canteen was lovely and the staffs were very helpful. Each year the Kidzone is better/ bigger than before. Yes, of course, we would love to be involved again next year as we have been for the past 14 years!

Josephine Morton - Chinese Knotting

Once again you all did an amazing job, the Mela will most definitely miss you and your input - I do hope that Joanna will still will give creative input in the years to come. Thanks for all your hard work and massive effort and kindness.

Antonia - Mela Engagement officer

I thought that The Children’s Area and The Mela itself were both very well run. I think that the format for the Kidzone works very well and benefits from years of organization including trying new elements. It was a great setting for engaging with the public using nature based activities, and a very enjoyable weekend. Well done Joanna! As a stall holder, the Mela organization worked very well re set up, passes etc. including importantly to us, being able to load up our cars via a break in the fence between 6.30 and 7pm rather than having to leave it to 9pm.

John O’Keefe
SNH

8. Participant Monitoring

Due the large volume of participants it was impossible to accurately monitor all participants within the Kidzone, however we do know that we handed out over 2,000 Animela passes over Saturday and Sunday. (Just under 370 passes remained in the box at end of Mela).

Official Mela visitors 2014

Total attendance **26,450**

Kids **5,950**

Some staff and volunteers kept participant records through both material count and on going note-taking. At the same time they were also delivering workshops so cannot be expected to have kept a perfect tally of who came through their zone - It was also not possible to observe and estimate age brackets of child and adults, so the figures below will most certainly have underestimated the numbers of parents and carers present. Having said that although not perfect, the information below should give a reasonable reflection of the participants visiting these areas over the weekend.

In the China Zone - which was the most intricate activity of site , and therefore the slowest , 123 items were made on Saturday and on 137 on Sunday items - So they worked with more or less around 260 children, over the weekend.

In the BE United zone which was our busiest workshop area, with the greatest amount of staff and volunteers we can deduce that the team of 7 workers dealt with around 700 between them participants each day = around 140 participants per hour with each worker attending to 28-35 children per hour. Most zones had 3 facilitators and we had 13 zones prepared in total + the Glitter Tattoo artist and the face - painters giving a total of 15 zones.

(If we presume that on average each zone was dealing with at least 50 - 76 participants an hour = 250- 383 participants per day = 500- 766 participants over the weekend.

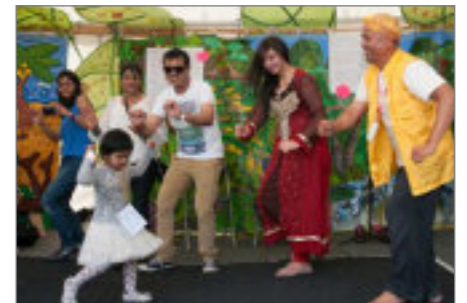
Most zones had 3 facilitators and we had 15 zones in total.

If we presume that each participant visited only 3 of the 11 zones = 25%.

We can estimate an minimum numbers over the weekend to be something in the region of **1,375 - 2,106 visitors**



“Even more space would be good - to cope with the happy crowd, and even more staff, as it is their unique interaction that makes the activities so effective and meaningful”



“What a welcome break from all the buying and selling on the main site- and I can’t believe it was free”

9. Budget

	Staff	Name		Quantity	Rate	Total
Core Team	Project Manager	Joanna Boyce	£/day	20		
	Set contractor/Driver	Stuart England	£/day	10		
	Artist/set contractor	Lyver Chavez	£/day	10		
	Photography/report	Lindsay Snedden	£/day	3		
Country Zones	South Africa	BE United	sum	1		
	India	Sushil Mangaonkar	£/day	4.5		
	China	Josephine Morton	sum	1		
	Kenya	Mara Menzies	sum	1		
	Nepal	NSA	sum	1		
Other Zones	Set up and Entry/Exit	Sarah England	£/day	3		
	The Boat - hire		sum	2		
	Storytelling team	Alasdair Taylor	sum	1		
	FCS WORKSHOP	Laura Copley	sum	1		
Deaf Community Tours	BSL Interpreter	Deaf Action	£/day	4		
	BSL Interpreter	Deaf Action	£/day	4		

Materials and Resources		Quantity	Rate	Total
Misc. signage, set & décor	sum	1		
Rosco stage set paints	£/item	8		
Flanmecheck fire proofing materials	£/item	1		
Rosco gloss varnish	£/item	1		
Entry activity materials	sum	1		
India Zone materials	sum	1		
Evaluation resources	sum	1		
staff refreshments	sum	1		

Transport		Quantity	Rate	Total
Van Trips (materials .set etc)	£/mile			
misc, taxis/car trips	£/day/person			

Summary of Costs	Totals
(A) Materials and Resources	
(B) Transport	
(C) Staff costs	
Overall Total Cost	£14,909.50

Total Budget	Totals
Boat Budget	
Kidzone	
SNH Contribution	

10. Recommendations

Based on both public and sponsor feedback discussion with the event sponsors and staff, our own observations during lead up and delivery, and experience of successful similar events in the past these are Creative Art Works recommendations for future Kidzone events.

- Keep the creative integrity at top level.
- More careful consideration needs to be placed on programming activities to avoid conflicting noise and sound. This year the storytellers had to compete with loud drumming. Although timings had been given to ensure nothing clashed the festival feel meant spontaneity was natural and this was sometimes difficult to work round.
- The storytelling boat needs a team of interactive performers rather than strict storytellers. Early funding opportunities should be sought with regards to facilitating this.
- Continued involvement from FCS, early negotiation of what FCS outcomes might be for 2015.
- Realistic staffing needs early identification and commitment. This needs to be built into next years budget.
- Retaining the “safe corral” –an enclosed safe area where parents will be confident to drop their child’s hand – and let them move freely between any workshop spaces and activity marquees - so that parents and guardians can relax and watch, secure in the fact that their children are being entertained and challenged safely and happily.
- Given the constraints on the site, a continued early identification of whether the children’s activities are to be designed to ‘fit’ production/budget requirements OR are to be led by considerations round audience etc. would be good.
- ‘Added-value’ opportunities identified and delivered in advance (e.g. how could organisations such as Scottish Storytelling Centre, Local Primary Schools, National Trust Ranger services etc., be best involved.)
- Additional collaboration and links could be made to other Children and Family Agencies on site –e.g. Edinburgh City Libraries, local community groups, youth clubs and primary schools.
- Community involvement from Edinburgh groups involved in the 2015 FCS Engagement Programme.
- More lead up to the event involving children and communities – e.g. creating artwork and rehearsing for participation on the day. Funding for this could be sought through complimentary funding such as FCS seed-corn applications; Awards For All Funding etc.
- There needs to be an improved system of signposting to children’s area. It was difficult to explain the directions over a mobile phone. Much clearer directions and site plan need to be given out along with the Welcome packs.
- To work with PEEP to create a dedicated craft area for under 5’s and children in buggies should be considered. Activities in craft areas were often held up, as staff and volunteers made an effort to include the younger children, as they felt it impossible to turn them away. Public feedback and comments throughout the weekend voiced disappointment at so few activities targeted to under 5’s, which made up a significant part of the numbers. An under 5’s area could offer activities, designed especially for that age group and also provide opportunities for adults to gain an insight into new creative activities, which they could undertake with their own children. It would also avoid other areas having the additional stress and complications of feeling pressured to accommodate younger children within activities truly targeted to the 6-11 yr old age group.
- The open circle of marquees worked very well this year. Thought needs to go into best marquee for the job – we need something that not only shelters from rain and protects from wind but is also possible to work comfortably under in sunny weather. Early identification of choices and alternatives to the current marquees we have been using.
- Some paid experienced staff at the entry point to meet and greet and work in the role of opening up children’s minds to the Journey would have made a positive contribution to the participants experience. It would have made children more receptive to the themes and aims of the event. The volunteers did a great job, however both their own experience and the children’s learning would’ve been much enhanced were they working alongside experienced arts practitioners rather than their being used to replace them.
- The small-dedicated staff/storage area this year was helpful.
- We would like to maintain the Interactive Workshop Marquee with a changing programme of action/music/dance based workshops – a small stage area would have been helpful, although the boat did go some way to provide this.
- An official launch and a ‘tour’ of the area by press, board members and other dignitaries. This could be improved for next year. E.g. local school children could rehearse to conduct a tour and this could create PR opportunities and help the event to be more grounded in the community. With regards to an official launch Edinburgh Mela/FCS could make early approaches to appropriate celebrities/dignitaries to open the area.
- Edinburgh Mela site crew technical support and production manager support was excellent. Early meeting with Production Manager always extremely helpful. This support and forward thinking was crucial in practicalities of building, maintaining and take down and storage of infrastructure and set. In terms of set up and getting requested tools/equipment/ladders/electricians etc. to site we felt we were well considered and this avoided created delays and difficulties for us in terms our set up and take down. The support Edinburgh Mela site crew and Management in this respect was excellent and much appreciated.
- A stronger presence on the Edinburgh Mela website would be good for the FCS funded Kidzone - this could create some point of online participation ahead of the event, and sustainability after the event.

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Creative Art Works