



Festival 2018 commissions report

Thank you for taking the time to answer these questions which will help us assess and report on the impacts of Festival 2018

Name of your company/business: Loch Lomond & The Trossachs National Park

Name of your Festival 2018 project: Festival 2018: Balloch Loch Lomond

Please give a brief outline of the activity you ran as part of Festival 2018:

We held a one-day local cultural festival for residents and visitors on Saturday 11th August. Festival day-time activity took place across three main festival zones: Loch Lomond Shores; Station Square; and Moss O'Balloch Park. Evening live music activity was village-wide. The festival programme comprised four key performance elements. These were:

- Five national performing arts companies;
- 14 local community groups and individual performers;
- A carnival parade on a 45-minute route from Loch Lomond Shores to Moss O'Balloch Park;
- A variety of music entertainment all evening from 6pm until late at bars, restaurants and clubs across the town.

Audience/attendance numbers (if appropriate):

3,500 attended the main festival site throughout the day

Peak time on site was 1.30pm with 2,500 visitors

All three performances of Scottish Opera were full ie 90 people. (approx. 30 had to be turned away)

Oceanallover/Feral Arts performed to an audience of 50 and then 70 ie 120 people.

Nevis Ensemble performed to 80+ at Loch Lomond Shores; 50+ and passing pedestrians at Station Square and to many hundreds of spectators when they joined the end of the carnival parade.

Participation Numbers (if appropriate):

- 42 Stage and street theatre performances throughout the day.
- 160 Community participants in the carnival parade.
- 8 Food and Beverage stalls staffed by 21 commercial hospitality and support personnel
- 20 Local craft, gift, information and activity stands spanning product from homemade soaps and confections to guitar lessons, art and photography workshops and environmental projects delivered by a mix of 52 commercial staff and community volunteers.
- 2 Bouncy castles
- 1 Bonnie the Seal (a special stage appearance of the European Championships mascot)

Other project partners secured:

Participating in festival 2018 activity helped us to strengthen relations with particular sections of West Dunbartonshire Council and the Greenspace team as well as with Police Scotland. We also developed our links with local businesses and with local community groups, giving us an opportunity to build on these relationships in future. Partnerships were also developed with local volunteering groups. Police Scotland Youth Volunteers and the National Park's Young People's Group supported the event.

- **What do you feel were the strengths of Festival 2018?**



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- Enabling communities outside of Glasgow to become involved in the European Championships by supporting festival activity at their own locations as well as actively inviting them to participate in Glasgow events such as the opening party and the city's own high-profile parade;
- Providing national and international context for our own local events;
- The diverse centralised events programme and umbrella marketing towards regional events and activities was a key strength;
- Providing national performing arts companies and professional support to lift the overall level and quality of our public events. This showed us how we might develop other future events.
- Inspiring our rural area to plan, produce and deliver its first local cultural festival for over 30 years and its first ever carnival parade.

- **What was the impact on your arts practice/event delivery and any future activities, from participating in the Festival 2018?**

- (1) We are developing an event model which we plan to use again for future events and share with other local communities across the national park to encourage event-led tourism projects;
- (2) We are holding an Events and Festivals seminar on 25th September to share information with local businesses with a view to encouraging additional events activity across the National Park.
- (3) Our local cultural festival has delivered a number of legacy items for the local community including artworks, exhibitions and a new youth club.
- (4) The local festival provided another means of participating and contributing to the Year of Young People.
We launched our activities with a 12-year old singer; ensured the festival programme featured a wealth of young performers including artists, musicians, dancers and gardeners; and our media team offered a paid placement to a local student to gain experience of the festival development and social media work.

- **Are you aware of reaching new audiences/customers during the festival and/or for future activities through your involvement in Festival 2018?**

Yes, businesses as well as wider public audiences – the Festival 2018 umbrella marketing was supportive.

Our local festival benefited from the cross-over audience/spectators of the European Championships Open Water Swimming events and vice-versa.

Our Comms team was extremely active and reached wide audiences online, through social media and via the local press.

- **Do you have any specific feedback on: Festival Marketing (brochure, day sheet, website)**

Excellent website and brochure.

We loved the bright energetic logo and brand look, which was easy to adopt and use at local level. Amazingly fast turn-around by G2018 of approvals for our local design and print.

- **Location(s) of events**

Great to see a spread of activity in and outside of Glasgow.

This was all supported by good branding/street dressing, which made a tremendous difference to Balloch.

- **Site and technical management of Festival 2018**



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Unaware of any central festival issues.

At local level, there were no site, security or safety issues to report. There were a few minor behind-the-scenes delivery blips through the day but all in all Balloch Loch Lomond was an excellent local festival where 3,500 turned up and had a great time!

- **Overall content of Festival 2018**

Fabulous variety.

- **Do you have any audience feedback you can share with us about your event or the festival in general?**

Yes.

(1) We undertook a small sample survey (n38) to collect visitor data.

The key findings are:

68% local audience

65% female/35% male

On enjoyment scale of 1-5 (where 1 is very low and 5 is very high) 62% rated the festival '5' ; 33% rated it '4' and the balance of 5% was '3'. (No-one responded lower than 3)

Predominantly, people wanted to come for a family day out. They mostly loved the music and walking around the stands. Over 84% would like to come back for a similar event. (A few who said they would not were visitors from abroad.)

(2) We completed a telephone survey of a dozen businesses in the town. There was a noticeable uplift in trade all day with a variety of different types of business reporting definite increase in customers and takings.

(3) We have local media coverage, which was entirely positive.

Letter received 13/8/18:

Congratulations on a very enjoyable and happy day on Saturday. I've not seen so many happy, smiling faces in Balloch for many a long year - and I go back 75 years in Balloch. Both in the Moss Park and at the old station forecourt the stalls and performers were giving everyone - especially the children - plenty to see and do. I heard nothing but very positive comments right up to the end of the afternoon.

Well done to your team who deserve a well-earned wind-down and rest. Let's hope you've all started a ball rolling and it becomes a regular community event.