

Festival of Light 2013

Young People who participated in the 'Our Town, Our Views' report, have suggested improving 13-19's town centre dwell time and footfall, by creating a group of 'Young People's Champions', who promote and help develop town centre events. As a result, 14 young people from across Kirklees volunteered 8 hours each to prepare, promote and attend the Festival of Light (FOL) 2013.

Only one of the group had previously attended a FOL. The other 13 young people were unaware that it existed.

All 14 young people said they would return in 2014. 7 out of 14 went back the Festival when they'd finished completing the evaluation as part of the 'Our Voice Project'.

The Best Bits:

Here are the things that the young people most enjoyed at FOL 2013

- The PixelPyros show at Brook Street Car Park
- The Digital Fun Fair in Byram Arcade
- Phosphene in the Lawrence Batley Theatre
- The Street Entertainers

"The best bits were the street performers, they were funny and entertaining" Adnan (14)

"I liked the Firework display, it was engaging and eye catching" Tanzila (17)

Young people asked members of the public their thoughts on the event:

- A total of 23 visitors offered feedback to the young people. Their average age was 24 with a range of ages between 8 and 64. They spent on average £9.64 each.
- Visitors had travelled by foot, bus and train. They had ventured from Dewsbury, Central Huddersfield, The Valleys and Manchester.
- The visitors all stated the lights or music as their main motivation for attending.

"It's a really nice, friendly atmosphere. It feels like a real community" Caitlan (14)

What would improve young people's dwell time and footfall at FOL 2014?

- Use a group of young people's champions to advertise it! Now the young people have seen how good the event is, they will encourage their friends to come and all said they would definitely return in 2014.
- Advertise the event through young people's venues using film footage of the previous years. Young people don't seem to notice street banners and leaflets.
- Have more vibrant music. The music played at the PixelPyros show was the most energising and appealing to the young people.
- Have a street dance activity that lots of young people can join in.
- Clearly sign post where things are. Unless young people had a paper leaflet or data on their phones, they didn't always know where to look.
- Ensure the supporting staff help explain how things work/engage with visitors. Some of the young people became frustrated and disengaged when they didn't know how to interact with the displays.
- Consider increasing games, music and street entertainers over some of the less interactive installations. Marling and Chorus were the least favoured activities from the young people's perspective.
- Involve young people in the co-creation of FOL 2014.

Want to know more? You can email our.voice@kirklees.gov.uk and check out Our Town, Our Views here: http://www.kirkleesyc.org.uk/wp-content/uploads/2013/11/Our-Voice_HSIF-Report.pdf

