

# I LOVE SOUTH LEEDS FESTIVAL 2007

REPORT FOR AREA COMMITTEE  
OCTOBER 2007



**I Love South Leeds Festival 2007  
Report for Area Committee  
October 2007**

**Introduction**

This is a report of the I Love South Leeds Festival 2007.

**Aims of the Festival**

The aim of I Love South Leeds was to organise a Festival which celebrated south Leeds communities and developed community cohesion, particularly between different ethnic groups, different geographically based communities and between different ages. One prime aim was to engage young people in the Festival's ideals and activities.

**Organisation/Management of the Festival**

The co-ordination and management of the Festival went out to tender in February 2007 and resulted in a joint appointment of a Festival Co-ordinator and South Leeds Health for All as Managing Agent. Each had submitted a tender independently. The tender panel decided on the joint appointment. The Festival Co-ordinator was to co-ordinate the actual Festival events and SLHFA played the role of : receiving reports and attending meetings with the Co-ordinator along with Keith Lander and Jan Burkhardt from DAZL: managing the funding, including processing invoices and making payments as well as ensuring that all staff engaged by the Co-ordinator were CRB checked.

Keith Lander from Area Committee played a key role in ensuring that the Festival's activities were accessible to the communities targeted and that any publicity produced was appropriate and accurate. The intention of the joint appointment had been to harness the skills of an experienced Festival organiser and artiste (the Co-ordinator) with the contacts and experience of a locally based community organisation (SLHFA). In practice, the Co-ordinator worked independently in: the organisation of artistes for the workshops: support for established local Festivals and organisation of a number of area based events and the Final Celebration.



It was intended for the Festival to:-

- Help create confidence in the area and promote the area positively.
- Be fun, exciting, creative and create interest.
- Make a visible public and high profile impact locally and city wide.

### **Key Activities**

These included:-

- Engagement of people in local projects and workshops – eg. Visual arts, music, singing, performance, sport.
- Support for the range of already established local Festivals/Galas across south Leeds.
- Engagement of organisations including those serving young people.
- Organisation of a number of mini Festivals in areas not currently served by them.
- Organisation of a major Grand Finale which forms the culmination of all the other activities.



## Review of the Key Achievements

1. **Three Festival launches organised.** Publicised launches of the Festival and its workshops at three events in the area, the venues being Tenants Hall in Middleton, Building Blocks Centre in Beeston and the Hunslet Club for Boys and Girls in Hunslet. The first two were very well attended. 80 representatives from local youth, community and voluntary groups attended with 100 workshop booking forms issued.
2. **Website established.** Launch of the I Love South Leeds Website which is very colourful and attractive.
3. **Festival Skills Workshops organised.** Organisation of a range of Festival Skills Workshops for community and youth groups offering Drumming, Circus Skills, Photography, Music, Dance, Art, Drama. In total, fifty six workshops were organised for community, youth and children's groups. Geographical areas served included areas of inner south Leeds including Holbeck, Beeston, Middleton, Belle Isle. Additional workshops are planned for Cottingley. In total, it is estimated that between five and six hundred people participated. The total includes some young people but not as many as were envisaged. The total also includes a range of BME groups including those serving the Sikh Indian, Pakistani and Bangladeshi communities and refugees and asylum seekers. The workshops were very well received and achieved the aim of engaging local people in arts, crafts, music, dance and other Festival activities. The Workshop Evaluation shows that the majority of those attending felt they benefited from them and would attend future workshops. A calendar containing photographs and stories produced by Middleton residents and a photographic exhibition by Sikh elders are currently being finalised. See Workshop Evaluation.
4. **Work to promote community cohesion.** The early days of the Festival saw the Festival Co-ordinator carrying out some direct work with young people in South Leeds High School during break times to try to diffuse the tensions building up at that time.



- 5. Local Festivals and Galas Supported.** Each of the locally organised Festivals and Galas had an I Love South Leeds presence in the form of a Circus and Arts Skills Tent – the Arts Circus Roadshow. These included Beeston Festival, Hunslet Gala, Holbeck Gala, Middleton Park Activity Day, Cottingley Fair, Mariners Resource Centre event. Four hundred paintings were produced by local people which were then used to decorate the venue for the final Celebration at South Leeds Stadium. Although the activities offered were limited, the support appears to have been well received by local people and Festival organisers.
- 6. Organisation of Mini Festivals around south Leeds.** Activity Days/Mini Festivals, making use of the Arts Circus Roadshow, took place in a variety of venues around the area, two in each ward, in consultation with elected members. Most were small scale. Some, in particular the Middleton event, had strong involvement from local people and organisations in their organisation. Attendance varied from 40 participants to 150 participants.
- 7. South Leeds has Talent.** An additional event entitled ‘Stars in their Eyes’ children’s talent Competition was also supported and was very successful. The final event comprising 70 performances arising from auditions held in 10 primary schools attracted 650 participants, including Councillors and family members.
- 8. Grand Finale at South Leeds Stadium.** The Festival Grand Finale took place on Saturday September 1<sup>st</sup> at South Leeds Stadium. A number of planned activities did not materialise. South Leeds High School’s own performance of ‘Circus of Light’ did not take place because the key teacher involved left. The Youth Service cancelled its involvement due to staff absence and illness. Estimates of the actual attendance range from 250 to 500 people. Although transport was booked to encourage attendance, it was under utilised. The programme included Dance shows, a professional theatre show involving young people from the White Rose Learning Centre, Exhibition of 20 portraits of local people by Beeston born artist Mik Artistik, circus skills workshop and clowns, bouncy castle, face painting, games run by Hunslet Gala volunteers, and information stalls including one from the Area Committee, refreshments and I Love South Leeds Festival souvenirs. Approximately 120 young people performed in DAZL’s two shows. An evaluation of the event highlighted that distribution of publicity needed to be improved, with a question raised regarding the timing and the venue for the event.
- 9. Engagement of organisations including those serving young people.** The Co-ordinator made efforts to engage a number of youth organisations in the Festival. Some booked workshops and concerted efforts were made to meet the specific needs of organisations and the young people serving them.
- 10. Publicity generated**– It was envisaged that the Festival would generate and attract considerable publicity both within the area and city wide. Some publicity was certainly generated and a number of articles appeared in the local press. Coverage was in the Yorkshire Post, About Leeds, Leeds Weekly

News, Radio Leeds, Radio Aire and Leeds 11 FM. The final Festival brochure/leaflet was delivered to a wide range of community venues.

**11. Funding benefited local residents.** The Festival enabled a wide range of local residents to access activities they would not otherwise have been able to access and these were much appreciated.



### **Conclusions Drawn**

- a. The appointment of an independent Co-ordinator together with a local south Leeds community organisation was made in the hope that the latter would manage the former. This did not work in practice. The Co-ordinator appointed spent valuable time and resources familiarising himself with the area, its communities and the organisations serving them. Again, the Co-ordinator appeared to view the management role of the local organisation as simply relating to the Festival finances and even found the procedures involved in that irksome – for example, not being able to receive immediate payment for invoices. The appointment of one or the other might have meant that roles were clearer and more effective. I would advocate that any future festival be co-ordinated by someone who knows the south Leeds area and has experience of working with the organisations serving the communities of south Leeds. Such an individual would then be better placed to engage the experience, expertise, contacts and commitment of those organisations and not feel they have to work alone.

- b. Although many of the workshops were very successful, the list of workshop leaders/facilitators could be improved, expanded and disseminated. Some were apparently full-time teachers who were not available for work during the day. There is a wide knowledge base within the south Leeds area of artistes suitable for working with communities of all types and a database could be established and published for general use by community groups. This could be an opportunity to build upon the interest generated among community groups in the Arts and also to create opportunities for community cohesion promotion events, based on the Arts/Music/Drama themes.
- c. Some of the groups taking part in workshops are continuing the work started through the workshops – for example, a community group in Middleton is creating a Calendar; a Sikh group is producing a photographic exhibition and a creative arts project in Cottingley is on-going.
- d. The future of the website: this could be used to publicise the database of artistes, events, activities and opportunities to groups and organisations throughout south Leeds.
- e. Events which proved successful in bringing individuals and communities across the area together could be built upon – for example, the SOUTH LEEDS HAS TALENT competition. This could be expanded to include events such as a BATTLE OF THE BANDS for teenage/young adult bands and an X FACTOR (or S for South!) event for adults. Other events could include a MINI OLYMPICS/SPORTS CHALLENGE and a MEDIA and PHOTOGRAPHY EXHIBITION.





## The Final Question

The question needing to be asked is: Did the Festival achieve its aims this year? If so, what were the keys to success that could be repeated, built upon and expanded in future years? If not, what were the reasons and how could they be addressed if the Festival were to be repeated in future years? Perhaps the most honest answer to this question is that the Festival achieved limited success and there appears to be clear reasons for the limitations. The Festival certainly made an impact on many groups, local people, organisations with the already established Festivals and Galas benefiting on a practical basis. It also uncovered a clear interest in the wider community particularly amongst families with young children as well as older people. Did the Festival serve to create more confidence in the area, promote community cohesion and achieve significant publicity? Feedback from local people and groups suggests that the Festival certainly achieved this to an extent, however, much more could be achieved if the Festival were to receive the go ahead next year.



## To Summarise

1. Some aspects of the I Love South Leeds Festival 2007 were successful. These included:-
  - a) The Festival Workshops involving fifty six community, youth and children's groups in local community centres across the area. The workshops enabled between 500 and 600 local people to discover hidden talents and learn new skills from qualified, experienced artistes.
  - b) The addition of an Arts and Circus skills tent to each of the already established community galas and festivals, engaging an estimated 2000 local people in Festival activities.
  - c) The establishment of an I Love South Leeds website, accessible, attractive and colourful and ready to publicise any future Festival activities, opportunities and events.
  - d) The organisation of six additional mini Festivals in areas of south Leeds not traditionally serviced directly by an annual Community Festival or Gala, attracting approximately 1200 people.
  - e) Raising of awareness among some of the south Leeds communities of the exciting possibilities offered by arts, crafts, music, dance and other cultural activities.
  - f) The involvement of a number of young people in the events and activities, in particular those involved in the SOUTH LEEDS HAS TALENT competition.
  - g) Generation of publicity for the events and activities and a heightened sense of pride for some local people in their area.
  
2. Some aspects of the I Love South Leeds Festival 2007 were less successful. These included:-
  - a) The joint appointment of an independent Festival Co-ordinator with little knowledge of south Leeds or its communities and a local organisation appointed in a management role did not achieve its aim.
  - b) The involvement of large numbers of young people in the events and activities was not achieved.
  - c) The development of community cohesion in the area through the organisation of a programme of celebration events and activities was not fully achieved.

- d) A disappointing grand finale at which the numbers were low and the programme limited.
  - e) The publicity for the Festival was disappointing and lacked co-ordination and expertise.
3. The Way Forward. If the Area Committee were to agree funding for an I Love South Leeds Festival 2008, the less successful aspects of the Festival could be addressed by:-
- a) **Organisation/Management.** Appointing a local organisation to manage the Festival, given the right and responsibility of appointing an experienced, competent organiser with an in depth knowledge of the area and the skills to engage fully with local communities and the organisations which serve them. The organiser would recruit arts workers to carry out the projects.
  - b) **Young people.** Establishing an effective partnership of ALL agencies serving young people in the area, both voluntary and statutory, meeting regularly, planning and working together to ensure that the young people with whom they work are fully involved in all aspects of the Festival, particularly throughout the Summer months. The partnership could be separate from or link into existing partnership structures.
  - c) **Community Cohesion.** Establishing an on-going programme of cultural events and activities, in consultation with the many groups and organisations involving and representing different ethnic groups in the area. The establishment of a Multi agency/multi ethnic Planning Group for this project would avoid the current situation where just one or two organisations are viewed as the only representatives of black and minority ethnic communities in the area and treated accordingly.
  - d) **Grand Finale.** Examination of whether one large event, with expectations of large numbers, portrayed as the culmination of all other Festival events and activities and programmed at the very end of the Summer holidays will ever fulfil expectations. Could this culmination or ending take a different form?
  - e) **Publicity.** Placing the responsibility for publicity for the Festival in the hands of a skilled, experienced and competent journalist – a new Editor has been appointed for the South Leeds Free Press and is already successfully producing publicity for extended services activities for children and young people in the area.
  - f) **Timescale.** Having the Festival run over a longer period of time – from Spring into Autumn – should be considered, to overcome the difficulties encountered in involving some organisations during the Summer months. The appointment of a coordinator in December 07 would reduce the rush and pressure experienced this year.



And the successful aspects of the Festival to be built upon by:-

- a) **The Festival Workshops.** A database of artistes and cultural activities available for groups and communities could be established and publicised in an accessible form, together with details of potential funding to enable groups to access them. If the Festival were to run again in 2008, this element could be developed and expanded to ensure that an even larger number of groups and local residents benefit from them. Workshops targeted specifically at young people could be organised, for example, a Graffiti Arts Project, DJ Mixing Project, Battle of the Bands, X Factor, Mini Olympics, Photography/Media Exhibition. A concentration of effort on this aspect of the Festival may reduce time spent on the Mini Festivals or Workshops.
- b) **Support for established Community Galas/Festivals.** Again, this could be offered but in consultation with the local organising committees to ensure that the particular activity was most appropriate to and enhances what is already being offered as part of that festival programme.
- c) **The I Love South Leeds Website.** This could be properly launched by local Councillors and managed and used as a vehicle to publicise a wide range of ongoing events, activities and opportunities in south Leeds, including and perhaps in particular a focus on activities and events attractive and appropriate to young people's interests eg. Local bands.
- d) **Mini Festivals.** These could be better organised and planned to engage fully the local community, youth groups and organisations to ensure maximum ownership of the event by them and work to promote sustainability in the future rather than dependency on the I Love South Leeds Festival co-ordination.

- e) **Cultural Awareness.** Both independently and as part of a programme of Community Cohesion activities and events, efforts could be made to encourage the interest and skills development of local people in the wide range of arts available. Community cohesion could be encouraged through joint projects between groups and communities, sharing for example, culture, fashion, clothes, customs, heritage. Photography projects could include capturing the heritage of south Leeds including its environmental and economic history.

**In conclusion**

Much has been learned from the I Love South Leeds Festival 2007 and could be built upon. If the decision were to be made to hold an I Love South Leeds Festival 2008, South Leeds Health for All would be keen to continue its role as managing agent on behalf of the Area Committee.

Pat McGeever - Director, South Leeds Health for All - October 2007



# I LOVE SOUTH LEEDS

## WORKSHOP EVALUATION

A total of 112 workshop evaluation forms were received.

The top 5 things that people like about where they live:-

1. Being near family and friends.
2. The friendliness of the people of Leeds.
3. The quietness.
3. Their surroundings – the park, close to countryside, open spaces, close proximity to motorways and facilities ie. schools, shops.
4. How multi-cultural Leeds is.
5. There are lots of activities/things to do.

The top 5 things that they would like to change:-

1. The cleanliness of the city.
2. The lack of play areas for children of all ages, together with lack of activity clubs.
3. The problem of drug dealers/drugs in general.
4. Anti social behaviour and racism.
5. Nothing.

The top 5 things that people were prepared to do to make it happen:-

1. Nothing.
2. Clean up themselves/organise community clean up system.
3. Speak to Councillors.
4. Assist the police.
5. Get involved themselves.

The top 5 things that people liked most:-

1. Everything.
2. Exercising and dancing – learning dance routines and new moves etc.
3. Photography classes – how to hold the camera properly, learning about new technology, technique, looking at the pictures taken etc.
4. Drumming.
5. Having fun.

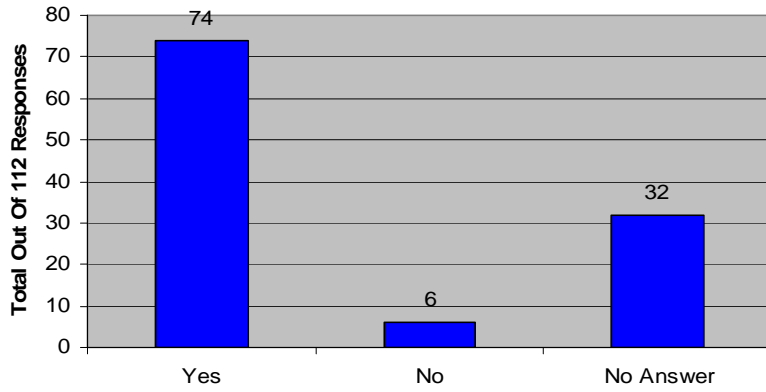
Please see attached charts below showing:-

- ◆ How people rated the workshops.
- ◆ What they thought about the teaching.

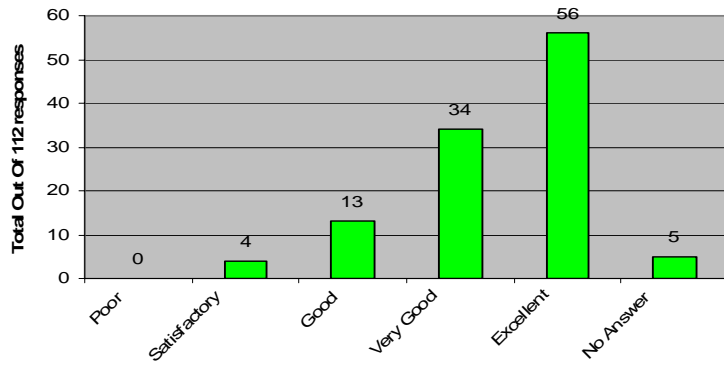
- ◆ Whether they had benefited from taking part.
- ◆ Whether they would attend another I Love South Leeds Event in the future.

As you will see, the results are very positive about the quality of the workshops and also the standard of teaching and the majority felt that they had benefited from taking part and would attend a similar event in the future.

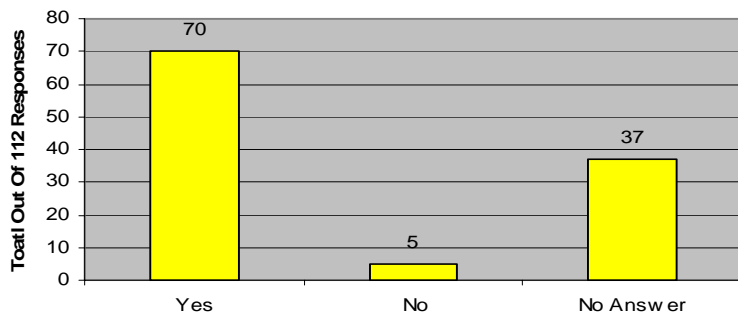
### Have You Benefited From Taking Part?



### How Would You Rate These Workshops?



### Would You Attend Another I Love South Leeds Event In The Future?



### What Did You Think Of The Teaching?

