



Report of the Director of Environment & Neighbourhoods Directorate

Inner South Area Committee

Date: 18th September 2008

Subject: I Love South Leeds Festival 2008 – Evaluation Report

Electoral Wards Affected:

Beeston & Holbeck
City & Hunslet
Middleton Park

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

Council
Function

Delegated Executive
Function available
for Call In

Delegated Executive
Function not available for
Call In Details set out in the
report

Executive Summary

This report evaluates the 2008 I Love South Leeds Festival in terms of management of the festival, programme of activities, participation and publicity and promotion. The report also discusses the strengths and weaknesses of this year's festival, as well as the concept as a whole. The report also outlines a suggested way forward for the 2009 festival for members to consider.

1.0 Purpose Of This Report

1.1 The purpose of this report is to evaluate the I Love South Leeds Festival 2008 and provide a framework to consider for the future organisation of this event.

2.0 Background Information

2.1 In 2006, the I Love South Leeds Festival was established. The main aim of the festival is to develop community cohesion, particularly between different ethnic groups, and greater harmony and understanding between people and places, particularly young people over the summer period. The festival is also aimed at celebrating Inner South Leeds communities – what's great about living here; particularly in its diverse faiths, cultures and history.

2.2 Each year of the festival has provided a variety of different activities – in the first year, a number of activities for young people were facilitated primarily by the Youth Service and a DAZL dance spectacular was a feature of the festival. In the second year, there were a number of creative arts workshops, art circus roadshows held at community

festivals, South Leeds Stars in Their Eyes talent contest and festival grand finale with a DAZL showcase performance. In this third year, three main events were held – the section below looks at each event in detail, as well as the planning and organisational process.

- 2.3 South Leeds Health for All (SLHFA) was commissioned to deliver the 2008 festival following a proposal they submitted to Area Committee in December 2007. They have contributed towards this report and their views and experiences have been incorporated into the evaluation of the event, and the suggested options for delivering the festival in future years.

3.0 I Love South Leeds Festival 2008

- 3.1 The Area Committee decided to fund three main festival events – Junior Superstar, Turn It Up and South Leeds Olympics, as well as paying for a festival co-ordinator and promotional materials and activities. The festival had events running in June and August at various venues across Inner South Leeds.

Organisation

- 3.2 A freelance festival co-ordinator was appointed to oversee the implementation of this year's festival, under the management of South Leeds Health for All. The co-ordinator appointed had a background in events management and had previously put on large city-wide events with a particular focus around music. The co-ordinator also had strong publicity and web design skills. This was identified as area for improvement from the two previous festivals.
- 3.3 Because the co-ordinator was freelance he was also responsible for delivering other projects at the same time as organising the I Love South Leeds Festival. A work programme with agreed timescales for organising the various different activities was agreed with Area Management and South Leeds Health for All at the outset. However, several of the organisational deadlines were not met and it was felt this was because the festival was not the co-ordinators sole focus. As a result, a lot of the dates for the events were arranged at the last minute and therefore local groups and organisations were not notified far enough in advance to ensure maximum participation.
- 3.4 For future years a longer lead in time would allow greater planning and organisation to take place. The contract period for the Morley Literature Festival Director is eight months rather than the current six for I Love South Leeds. It is suggested the Area Committee should consider following this model, as experience shows it is working very well. This would also allow greater time for the co-ordinator of the Festival to make links with community organisations in the area. At the same time, it is suggested the Priority Neighbourhood Development Worker take on a greater role in this area, as he already has good community links established and this would help in terms of securing a greater number of community organisations being signed up to participate and get involved in the Festival.

Publicity, Marketing and Match Funding

- 3.5 The quality of publicity for 2008 has been high, but marketing was probably done too close to the events to for it to be as effective as it could have been. Earlier publicity

was generalised and didn't give specific details of dates of events because they had not been arranged at this stage.

- 3.6 Posters were displayed on poster drums around Leeds to increase public awareness of the festival and details were distributed via post to community groups in inner south Leeds. An e-flyer was produced and an email distribution list established which was felt to be very effective. For future publicity, street banners and billboard posters, along with utilising the advertising space on street lamp posts should be considered to increase the impact and awareness of the festival amongst inner south communities.
- 3.7 The co-ordinator was originally tasked with taking the opportunity to promote the festival activities in the Summer Chill holiday activity booklet which provides details of activities for young people across the area. It is sent to every young people in school across south Leeds and would have provided an opportunity to get details of activities to the widest audience as possible. Unfortunately because the dates for events were not agreed until quite close to them, this was an opportunity missed which should be utilised for next year's festival.
- 3.8 A new website was developed to replace the old one which was not very user friendly. Costs to update the old site were high and outweighed the cost of designing and developing a new one. South Leeds Health for All have agreed to manage and update the website for future years festivals.
- 3.9 In the original proposal presented to the Area Committee to secure the funding for the 2008 festival, SLHFA committed to try and lever in some external funding to reduce the cost to the Area Committee and possibly afford some additional events. However, during the lead up to the festival, SLHFA were required to tender to maintain their Intensive Family Support project. This involved a lengthy tender document which meant capacity to bid for other external funding at the same time was limited. They have indicated that if the Area Committee were supportive of some festival related activity taking place over the autumn/winter, they would submit a bid to Awards For All for £10,000 now.
- 3.10 For the 2009 festival, potential sponsorship opportunities should be pursued and developed as part of the organisation process.

Content of the Festival

- 3.11 This year, the festival has built on the activities which were successful in 2007 and added new activities to try and engage with more young adults. A summary of the events are detailed below.

Junior Superstar

- 3.12 This part of the festival was extremely popular as it was in 2007. Junior Superstar followed the same format as it did last year, holding a number of auditions across primary schools in Inner South. This time around there were also auditions held in the community venues of St Matthews Community Centre, St Mary's Church and Tenants Hall. This proved very popular and gave young people the opportunity to participate in the competition even if their school wasn't holding an audition.
- 3.13 All primary schools in Inner South were approached and the following schools held auditions: Westwood Primary, Ingram Road, St Mary's Middleton, Beeston, Hugh Gaitskell, Cottingley, Hunslet Moor, Windmill, Low Road and Clapgate. Thanks must

go to Tracy Speight who was commissioned to run the Junior Superstar event, following the success of South Leeds Stars in Their Eyes in 2007. Tracy ran all the primary school and community auditions, as well as organising the running order for the finale and comparing the afternoon.

- 3.14 The auditions culminated in a grand finale held at the Indoor Bowls and Athletics Centre at John Charles Centre for Sport. The finale was a huge success, with around 400 people turning up to see over 40 acts perform. This was a good venue for this event to be held in as it had the right amount of space, a stage could be easily put up, there was enough space for the audience and refreshments / food were catered for onsite.
- 3.15 All feedback from this event was very positive and it is felt what ever format the I Love South Leeds Festival operates in the future, that Junior Superstar should continue, as all young people involved enjoy participating in this event.

Turn It Up

- 3.16 This is the first year that Turn It Up, a music competition for newly formed and existing bands, musicians and singers, gave them the chance to perform to an audience which they may not have had the opportunity to do so previously. The initial idea for this event would be to have three heats, one in each ward, culminating in a showcase finale. Due to a low number of entrants and the time it took to make venue bookings, at the last minute the event was changed, making two finals which formed part of Breeze in Cross Flatts Park. This was a good opportunity to make links with Breeze and have young people as an audience for the event. This partnership working with Breeze should be built upon for the 2009 festival, as this is an ideal opportunity to engage with young people who might come along to the Breeze events but not have any association with youth organisations operating in Inner South.
- 3.17 Over the course of the two days, around 100 people watched the bands in the Breeze live music tent. A larger audience may have been possible if the timing of the event was earlier in the day – the bands started at 3pm on both days when many people were heading home from Breeze.
- 3.18 Three acts were judged winners. They will all receive a development prize such as studio recording time, a photo shoot or development of a website. There are ongoing discussion to see if the winning acts can perform at Planet Leeds, which is a community cohesion event to be held in the city centre on 21st September and in April 2009.
- 3.19 During this years festival, a number of organisations working in music have approached South East Area Management with suggestions of workshops they could run including song writing, DJing, music journalism and cultural music classes. This could be the way to take Turn It Up forward in the future, rather than having a competition based activity, have a number of workshops to culminate into a showcase event.

South Leeds Olympics

- 3.20 The original plan was for the South Leeds Olympics to be made up of six different sporting events in a combination of workshops and competitions. The sessions originally planned were football, touch rugby, Kabbadi, bowls, dance and streetsports (BMX, skateboarding), to take place during August. All these events went ahead, with the exception of Kabbadi where the organiser was unable to find a trainer available to

run the sessions. Approximately 126 young people and adults took part in these activities and a further 100 people attended as spectators.

- 3.21 As mentioned previously, the planning and co-ordination for the festival did not meet the deadlines originally set. As a result, the Olympics in particular suffered from last minute publicity which may have resulted in lower numbers of participants than could have been expected.

4.0 Budget

- 4.1 The Inner South Area Committee allocated £34,000 towards this project. The final budget expenditure for the scheme breaks down as follows:-

Item	Expenditure
Co-ordinator Fees	£7,800
SLHFA Management Fee	£3,400
Publicity, Promotion & Marketing	£5,771
Junior Superstar	£7,427.23
Turn It Up	£2,576.88
South Leeds Olympics	£2,474.50
TOTAL	£29,449.61
Balance Remaining	£4,550.39

5.0 Options for managing the 2009 I Love South Leeds Festival

- 5.1 The Area Committee is requested to consider the options presented below and advise with which they would like to proceed for organising and managing the 2009 festival.

Option 1

- 5.2 The Area Management Team take on full management responsibility for the festival organisation. This could be managed through the Well-Being funding paying for a part time project officer or admin worker to undertake the majority of the tasks associated with running and organising the festival, under the direction of senior Area Management staff.

Option 2

- 5.3 South Leeds Health For All continue to manage the festival as they have done for the past two years. SLHFA have indicated they would be unlikely to employ a freelance worker in the future, and would therefore take on the responsibility for appointing a part time member of staff to co-ordinate the festival, provide management and administration support and oversee the budget for the project. Area Management staff would take a less intensive support role under this option than previous years to allow time to resource new commitments such as arranging the ward wide community engagement events and the Area Committee themed events.

Option 3

- 5.4 Area Management commission different elements of the festival to different organisations to organise and deliver, according to their area of interest. For example an organisation such as Holbeck Music Trust, Soundpeople or Old Chapel Studios may be willing to undertake the music elements of the festival. Area Management

could source these different elements out to local organisations where possible to ensure maximum local community benefit from each strand of the festival.

- 5.5 Under this option, it is suggested a steering group be established made up of the organisations commissioned to manage and deliver the festival, with Area Management and SLHFA input.

6.0 Outline Programme for I Love South Leeds Festival 2009

- 6.1 The Area Committee is requested to consider the following proposal which outlines the various activities that would form the I Love South Leeds Festival 2009, and indicate if they are supportive of this. Approximate costs are included for the various aspects.

Proposed Projects:	Approximate Costs:
Management Costs This would vary dependant on which option for management is agreed. £8,000 would cover the cost of employing a project officer / admin officer for 8 months	£8,000
Promotion & Marketing This will cover leaflets, posters (inc. billboard posters), street banners, advertising	£5,000
Junior Superstar To follow same format as 2008 competition – school and community auditions culminating in grand finale.	£8,000
Turn It Up This aspect of the festival would be re-worked to cover a number of music workshops i.e. producing music, DJing, learning how to play instruments, some music journalism where young people could get involved in reviewing performances and an I Love South Leeds music show at Breeze on Tour, where young people play to an audience of local young people.	£12,000
South Leeds Olympics Various sporting activities where young people get the opportunity to take part in a variety of sporting activities such as dance, streetsports (BMX, skateboarding), football, touch rugby, bowls, cricket and dodgeball.	£7,000
Celebrating South Leeds A series of workshops culminating in a number of small community events: Fashion Show – a series of activities where young people can make and design clothes to be shown at a community fashion show Art & Photography – a series of mini art exhibitions across Inner South showing photographs and pieces of art which local people have produced representing how the look at their community A taste of South Leeds – cookery classes where young people can learn to make various cuisines representing different communities from the area	£10,000
TOTAL	£50,000

- 6.2 Feedback from participants in the 2008 festival indicates less competitive activities and more opportunities for young people from different communities and cultures to experience activities together. The programme outlined above has been developed

by talking to staff who are involved with the Friday Night Project at South Leeds Sports Centre and looking at other activity programmes for young people which have been successful and participants have enjoyed.

- 6.3 In order to make sure venues and dates for events are booked in plenty of time for sufficient advertising to take place, the following timetable and key milestones are suggested for 2009:

Month	Key Activity
January	Project officer / admin officer appointed if this option for managing the festival is chosen. Action plans drawn up and key festival dates and venues decided upon.
February / March / April	Links with youth groups and community organisations. Develop publicity materials for events. Look into sponsorship opportunities for the festival.
May	Publicity for festival via schools / groups / magazines / newspapers / television / radio.
June	Heats for Junior Superstar and grand finale show takes place. Publicity and promotion for all other summer events are distributed.
July / August	Turn It Up / South Leeds Olympics / Celebrate South Leeds take place with showcase event taking place weekend on 22 nd and 23 rd August (week before bank holiday).
September	Evaluation and outcome report to Area Committee.

- 6.4 Feedback on the design of the publicity has been very positive, particularly the I Love South Leeds logo. The Area Committee has mentioned the need for greater publicity of Well-Being Funded projects and a greater sense of identity for the work of the committee to the public. One way of achieving this could be to utilise the logo on other Area Committee associated events and publications throughout the year to develop the brand. For example, the logo could be used for all Area Committee community engagement events and as part of NIP and Area Committee newsletters.
- 6.5 Discussions are also underway with area management colleagues working in outer south to see if the Outer South Area Committee are interested in being involved in the Festival next year. Clearly if they are, then the budgetary implications for the Inner South Area Committee would be reduced. The Area Committee can expect a more detailed report later in the year to clarify the costs of the festival and confirm their contribution from their 2009/10 Well-Being Fund allocation.

7.0 Implications For Council Policy and Governance

- 7.1 There are no direct implications associated with Council Policy and Governance as a result of this report.

8.0 Legal and Resource Implications

- 8.1 There are no direct legal implications associated with this report. Area Committee may decide to allocate its Area Well Being funding resource the delivery of I Love South Leeds Festival in 2009 and dependant on which option the Committee decides upon, this could have varying levels of resource implications.

9.0 Conclusions

- 9.1 The original objective of the I Love South Leeds Festival is to foster cohesion between the different communities, cultures and generations living in inner south Leeds. The festival has involved a wide range of young people in 2008, but the competitive nature of some of the activities has perhaps not met the main objective. The plan for 2009 festival reflects on this and builds in more workshop style events where young people can try activities out and meet each other, but in a less competitive atmosphere. The options for managing the festival should also ensure a smooth programme of events that can be advertised further in advance, which will hopefully ensure greater participation by all the communities of inner south Leeds.

10.0 Recommendations

- 10.1 The Area Committee is requested to:

- a) Note the contents of this report
- b) Indicate if they are supportive of SLHFA submitting a bid to Awards for All to continue festival related activities during Autumn and Winter
- c) Indicate which option for managing and delivering the 2009 festival they are supportive of
- d) Approve the use of the I Love South Leeds festival logo on other Area Committee associated events and publications in inner south Leeds.

Background papers – There are no background papers.