



Report of the Director of Environment & Neighbourhoods Directorate

Inner South Area Committee

Date: 11th November 2008

Subject: I Love South Leeds Festival – options for the future

Electoral Wards Affected: Beeston & Holbeck City & Hunslet Middleton Park <input type="checkbox"/> Ward Members consulted (referred to in report)	Specific Implications For: Equality and Diversity <input type="checkbox"/> Community Cohesion <input checked="" type="checkbox"/> Narrowing the Gap <input type="checkbox"/>	
Council Function <input type="checkbox"/>	Delegated Executive Function available for Call In <input checked="" type="checkbox"/>	Delegated Executive Function not available for Call In Details set out in the report <input type="checkbox"/>

Executive Summary

The Area Committee received an evaluation of the 2008 I Love South Leeds Festival at the last meeting. The Committee agreed to defer any decision on a potential 2009 Festival to allow more time to consider the different options for delivery. This report provides details of the options and the Area Committee is requested to indicate if they are supportive of any of the options.

1.0 Purpose Of This Report

1.1 The purpose of this report is to present options for organising the I Love South Leeds Festival 2009.

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 – Junior Superstar, Turn It Up and the South Leeds Olympics.

- 2.3 South Leeds Health for All (SLHFA) have been commissioned to deliver the festival for the past two years.

3.0 Options for managing the 2009 I Love South Leeds Festival

- 3.1 The Area Committee is requested to consider firstly if it wants to hold a festival at all in 2009. Some of the difficulties encountered during the last two years, described in detail in the previous report have been largely down to recruiting a freelance events organiser. None of the options presented below include this.
- 3.2 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

- 3.3 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. Alternatively, Trinity and All Saints College have been in contact with the Area Management Team and have offered two student placements for 6 weeks from January –mid February 2009 and mid May to end of June. This will cost nothing and the students could be utilised to organise the festival under the direction of senior Area Management staff.

Option 2

- 3.4 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

- 3.5 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.

3.6 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.

4.0 Outline Programme for I Love South Leeds Festival 2009

4.1 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. For information, appendix 1 shows the breakdown of actual costs for running the festival in 2008.

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 they 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

4.2 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.

- 4.3 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.

- 4.4 It is important that the Area Committee make a decision on how they want to proceed at this meeting, so that there is enough time for proper planning and organisation to take place for the 2009 Festival.

5.0 Implications For Council Policy and Governance

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

6.0 Legal and Resource Implications

- 6.1 There are no direct legal implications associated with this report. The 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.

7.0 Recommendations

- 7.1 The Area Committee is requested to:
- a) Note the contents of this report
 - b) Indicate which option for managing and delivering the 2009 festival they are supportive of

Background papers – I Love South Leeds Festival 2008 Evaluation report, South (Inner)
Area Committee, 18th September 2008