

Area Committee Well-being Fund – Project Proposal  
Outer West Area Committee

**Project Name:** I Love West Leeds Festival 2009

**Lead Organisation:** Interplay

**Project Delivery - How will the project be delivered? (list any partners involved in the project):**

The I Love West Leeds (ILWL) Festival Is delivered by Interplay using a Festival Director dedicated to the post of delivering the festival. The festival has a steering group that includes representatives from Interplay, West Leeds Area Management Team, Out of School Activities (Youth Service) & Wortley High School.

Festival projects will be delivered in partnership with community and statutory organisations across west Leeds, including schools, older peoples groups, parks and countryside, museums and galleries and local businesses.

The festival is also currently developing partnerships with other commissioners of new work.

**Project Summary (include a brief description of the main activities, why the project is needed and links to key priorities):**

**Background**

The 2008 festival and its projects grew in status once again from the previous year. The weather for the fortnight was terrible, with rain everyday (yes everyday). But this did not dampen the festival atmosphere. New commissions continued in the ongoing ethos of making the everyday unusual and we have developed a strong reputation in producing high quality projects and events in quirky but accessible packages.

ILWL 2009 seeks funding from the Outer West Area Committee towards the festival director post and 2009 festival projects. These projects will bring together artist commissions with youth & community work. All festival projects work continue the ethos of idea of “making the every day unusual”.

The festival makes every effort to ensure that projects take place across West Leeds. Many of the projects cross both Inner and Outer West, as such the festival requests part funding toward these projects.

The festival and its projects will assist the District Partnership in delivering its actions on Culture and strengthening the Voluntary, Community and Faith (VCF) sector in the District Partnership Action Plan as well the Local Area Agreement. ILWL is a high profile, high quality arts festival for the area and as such not only celebrates the vibrant community and encourages participation but also acts as a fantastic promotional and marketing tool for the whole of the West.

**Need**

The festival projects aim to work with a broad cross section of the West Leeds community in the spirit of an intergenerational arts festival.

The Festival offers local people from West Leeds the opportunity to participate and perform in inspirational arts projects, and for all the people of West Leeds to experience high-quality arts on their doorstep. The 2008 festival had participation figures of 3834 for people actively participating in an activity and audience figures of over 15,000 for the fortnight.

Interplay has particular expertise in working with disadvantaged young people and these groups will be targeted for specific projects with help from Schools/Youth Service/Positive Activities for Young People and Youth Offending Service.

### **Local and Regional Priority**

On an Area level, the Festival and its projects support the West Leeds 'Strategy for Success' and its key priorities of

- Harnessing the creativity of communities and organisations
- Encouraging creativity in young people
- Supporting initiatives that put pride into communities

The Festival and its projects in working with young people and the community directly address these priorities along with regeneration through culture and wider community cohesion and reassurance.

The festival and its projects will assist the District Partnership in delivering its actions on Culture and strengthening the VCF sector in the District Partnership Action Plan and the Local Area Agreement. It will also feed directly into the 5 hours of culture target for young people.

ILWL is a high profile, high quality arts festival for the area and as such not only celebrates the vibrant community and encourages participation but also acts as a fantastic promotional and marketing tool for the whole of the West.

On a regional level the Festival and its project align with Vision for Leeds 2 in Narrowing the Gap and Going up a League.

### **Audience Feedback on last years festival.**

"A wonderful idea – the festival has events you actually want to go to!"

"The drive-in movies are a fab idea! Brief Encounters were great too! As was the full event at Armley Mills"

"I think this is a dead good idea. Lots of people think its a bit rubbish and nothing happens here but you've shown that's not true"

"what a brilliant event – Arts – Heritage – Education – Creativity – what more can west leeds ask for – fabulous – loved it!!"

"how many pants? They must be breeding...every time we turned a corner there was another line of them"

“it is great here! With all the stuff you can do here your head explodes”

“im soaking wet and still grinning my head off!”

“we only came for half an hour and we’ve been here all afternoon”

“Really really good. Musical marvellous”

“I liked looking through the pig!”

### **Project Activities**

Festival Director - The festival is now in its fifth year and has grown significantly in size and profile since 2005. In order to continue the momentum of the festival, it is proposed to continue to employ a festival director for a 12-month post from Feb 09 through to Jan 10. This will see the delivery of the 09 festival and keep the director in post for the fundraising period in autumn/winter for a proposed 10 festival. The presence of a year round postholder ensures greater consultation and involvement of local people, increasing and strengthening partnerships with local organisations; a greater potential to fundraise and secure local business sponsorship and an ability to deliver arts activities for the local people and schools across West Leeds year under the I Love West Leeds Festival banner. – 25K

### *Festival Day including Shedopolis*

The highly successful rotating festival day attracts thousands visitors for an afternoon of arts, crafts, live music and entertainment. Festival Day is unique from regular “fun days” in providing an accessible and inspirational arts focussed day to the public at no charge. Mixed in with the regular face painters are new commissions such as Armley The Musical which worked with professional writers and directors who live in the area as well as acts such as Whalley Range All-stars and their inflatable Pig which not only brought people down to the event but paid for itself in publicity generated. The sheds are fast becoming legendary in artist circles in Leeds. The rotating and evolving nature of festival day ensures accessibility across West Leeds and encourages residents to explore other parts of their local area. We know from the postcode data collected at the Armley Mills Day that the audience was not just drawn from the local area but travelled in from across west Leeds – 17K

### *Festival Commissions and community-projects*

These projects form the body of the festival The commissions will be cross art form to facilitate multi-sensory stimulation and, by the nature of the lack of arts venues in the area, they will take place in unusual locations. The performances/exhibitions/events will be open to the public and free of charge, offering the people of West Leeds the opportunity to experience high quality arts on their doorstep, tackling economic, geographical and sensory barriers to access. Festival commissions from 2008 included Armley The Musical, The ice cream machine, All our Hearts Content – Charity shop project, Pride of Place Photography book and exhibition, a Moroccan restaurant in an estate agents and of course Brief encounters – a participatory project which involved 2500 people from across west Leeds!– 25K

### *Community Radio*

2008 saw the community radio station broadcast for 1 weeks streamed over the internet.

Radio is an exciting medium and loved by all ages. Live presenting is mixed with pre-recorded programmes made out in the community on relevant community topics such as health, education, and community interest. In 2008 6 local primary schools made hour-long programmes with the help of community radio workers. A half term project was also run out of the Wythers Estate Community House working with young people from the estate. The radio acts as a networking opportunity for groups and individuals and as a community information dissemination point. It also provides opportunities for bringing people into the studio for discussions, airing local opinions and aspirations and to work with and debate with local councillors, MPs and other key decision-makers. Individuals, small groups and schools will be working with radio staff to research and make short programmes for broadcast on air.– 11k

#### *Festival Drive-in's and projections*

This years Drive-ins at come-back at Pudsey Civic Hall were oversubscribed with a 3 storey inflatable screen and a mix of modern and classic movies. 4k

#### *Marketing/Public Relations (PR)*

Quality marketing and PR is vital for the success of the festival. The profile of the festival has risen consistently over the last 4 years. In addition to accessing new and repeat audiences for festival events, the marketing of the festival brand acts as a PR and Communication tool to the rest of the city about the vibrancy and development of West Leeds. The festival employs a professional designer and PR consultant, this along with the quirky nature of the festival programming are invaluable in gaining good publicity for the festival. In 2008 60,000 brochures were printed and delivered door to door, advertisements were taken out in local press and the billboard presence were all part of the PR campaign. We gained extensive coverage of festival by the Yorkshire Evening Post and had several live Radio interviews with Radio Leeds and Pulse FM - 10k

#### **Outcomes (summarise the main outcome/output/benefit the project will achieve):**

West Leeds is a large geographical area encompassing both rural and urban environments with large parts of the area identified as Areas of Multiple Deprivation by Government statistics. The Festival will use common threads to link projects across the wards, where groups/individuals from different areas work towards a common goal and multi centre events to take the festival into the heart of each community.

The Festival will allow community members across generations from across West Leeds to become involved at different levels, either through school placements, volunteering during the week, or through the schools and community-wide projects and events.

The Festival offers local people from West Leeds the opportunity to participate and perform in inspirational arts projects, and for all the people of West Leeds to experience high-quality arts on their doorstep. The intention is to bring local people in to a range of arts-based events, both as participants and audiences, who would not normally attend and develop a local audience for these and future events in West Leeds. It will also facilitate young people working with professional artists and performing alongside artists with national reputations. The festival acts as a tool for local information dissemination. Projects such as the radio and film making strengthen the sense of community and provide a voice for local opinions and aspirations.

The festival aims to encourage intergenerational participation, offering opportunities for dialogue between older members of the community and young people, two traditionally opposed groups, and recognises the need for cross generational work in creating and acknowledging a diverse society.

### **Jobs and profile raising**

The 2008 festival provided employment for 124 people with a conservative estimate of total number of days employment at 605 and had over 50 volunteers helping in various roles.

Marketing was very effective this year, one of the reasons for this was a switch from private firm delivery company and free paper insert to the Royal Mail door to door service. Whilst Royal mail was a more expensive option, it paid off with more certainty of delivery, as indicated by positive feedback from local residents on receipt of the brochure through the letterbox. Missing postcode sectors were covered by hand by the festival team. The 60,000 print run of festival brochures was supplemented by individual event marketing including 10,000 festival day flyers distributed through schools and additional individual postcards for Pride of Place and All our Hearts Content.

Press Coverage was almost double this year and good-sized articles too. 13 printed press articles including fantastic Yorkshire Evening Post coverage, an “if you do one thing this weekend” article in the Metro and a feature highlight in the Guardian Guide. I haven’t been on top of smaller publications such as Pudsey Times and Leeds Weekly News, I suspect they also carried articles. Radio coverage for this year was 3 prime time studio interviews at Radio Leeds and 1 phone interview for Pulse Fm in Bradford.

2008 was the first year of the festival having its own dedicated website [www.ilovewestleeds.co.uk](http://www.ilovewestleeds.co.uk), with listings, event detail, press pages and contact pages.

This proved to be an enormous success with 4000 visitors during June and July. It also provides an online archive for previous festivals, helpful to press and visitors wanting to know more about the festival and of course it links to the new Interplay main site.

The high profile of the festival also benefited organisations taking part for example the I’d Love Less Weeds event has been directly responsible for Cobden Community Allotments gaining more members, raising their profile and strengthening their organisation.

### **Participation**

Participation sits at the heart of the festival with opportunities to take part as varied as flat cap decorating workshops on Forward to the Past and Back Again, to inviting a photographer into your front room to photograph your fireplace or swapping your stories of second hand items for a piece of cake. And then of course there was Brief Encounters – the search for the ultimate underpant. The demand to take part in this project was overwhelming and over 2500 people from across west Leeds took the time to sit and decorate a pair of Y-Fronts. A team of volunteers had to be drafted over several evenings to help sew all the pants into bunting and on the exhibition day every inch of the Armley Mills was covered in underpants, with young and old exploring the building to find the pair they had decorated.

### **Supporting local artists**

The festival is not a simple booking festival, it initiates and commissions projects as well as building relationships with artists to facilitate and develop their ideas. During the years

festival we have been able to work with some fantastic artists. The building of these relationships translates into direct benefits to the festival of having committed people on board who are vision-driven and it also benefits the artists in that they are given freedom to explore new ideas and work on projects that develop them as artists.

The festival projects have also been able to help springboard artists onto further work.

- Pride of Place- Ann McNeill from Impressions Gallery in Bradford having seen the exhibition is developing a relationship with Phil Moody and is promoting the book of the exhibition in Impressions Gallery shop.
- All Our Hearts Content (Secondhand stories) have been asked by Chapel Allerton Festival to repeat the project for their festival.
- Armley Mills will be using experience and info gained from the festival day at the mills to feed in to their plans for the future of the museum.
- Armley The Musical –both Boff Whalley and Justin Audiberts are keen to pitch a bigger idea for next years festival, as well as them continuing to work with the West Yorkshire Playhouse.
- The Marvellous Tea Dance Company – first developed at the festival now holds regular events
- The roller disco has scheduled a second event to be held in December.
- He-re letting agents are exploring the feasibility of holding further dining events.

### **Audience**

All ages were catered for across the projects and events and there really was something for everyone. Feedback forms from festival events indicate that people are attending multiple events over the fortnight, which tells us that we are succeeding in generating festival atmosphere in the area.

12 schools took part in Brief encounters as well as community centres, youth service, barca groups, scout groups and individuals young and old. (over 2500 participants in all decorated a pair of Y fronts).

On the Mills day 2000 people were counted in through the gate in the pouring rain and postcode data collected from arts workshops on the day clearly shows that the event pulls in people from across the entirety of west Leeds not just from the immediate locality around the event. Average visitor figures for the Mills on a Sunday are in just double figures so we can be sure that the Forward to the Past and Back Again had a massive impact on the mills. The combination of professional performances on the day and the quirky nature of the programme drew much interest from press and audience alike. The use of professional companies such as Whalley Range Allstars with their 30' inflatable pig captured the imagination of the public and the Festival shed commissions have become well known across the city, with artists approaching us already asking for a shed for next year.

The festival is committed to producing great art/events and making them accessible and not elitist. For the Pride of Place exhibition– we did extensive trekking around West Leeds looking for an appropriate venue that would maximise access to the exhibition. Morrisons Supermarket stood out as an ideal venue in the heart of West Leeds in Bramley and the store manager informed us that 5000 people a week pass through its doors. The placing of the photographs behind the tills meant every person passing through the store had time to stand and view the exhibition whilst waiting to pay for their shopping. Even whilst we were hanging the exhibition, elderly ladies were stopping to chat and share their stories of their fireplaces and of heating up bricks in the old ranges

(still found in some West Leeds properties) to use as hot water bottles.

Long term outcomes from The festival and its projects include increased community cohesion and community pride, both key priorities of the West Leeds District Partnership and gaining recognition for arts and culture as an essential vehicle for the regeneration planned for West Leeds and as a continuing tool for the re-engagement of both young people and communities as a whole with their locality, neighbours, environment and education, training and employment.

**Identify which geographic areas will benefit:**

All 5 West Leeds Wards

**Project Cost . Please indicate;**

**How much the project will cost. (please list all partners and their contributions)**

Total Festival - 95K  
contributions sought / secured  
Inner West 25,000  
Outer West 25,000  
Arts Council 25,000  
Other trusts/foundations 20,000

**How much Well Being Funding is sought and breakdown between capital and revenue)**

£25,000 (revenue) to be split as £1,000 in March 2008 (as funding for the festival Director ceases in Feb 2008) and £24,000 for 09/10

**Who will be in receipt of the financial order. (name of the organisation and contact details)**

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