



Report of the South East Area Manager

Inner South Area Committee

Date: Wednesday 11th November 2009

Subject: I Love South Leeds Festival 2009 – 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 provides a full evaluation of the 2009 I Love South Leeds Festival activities. The report provides an overview of what went well, suggestions for future improvements and an outline proposal for the 2010 festival. Members of the Area Committee are requested to note the report and approve the suggested future management of the festival.

Purpose Of This Report

1. The purpose of this report is to evaluate the I Love South Leeds Festival 2009 and provide a framework to consider for the future organisation of this event in 2010.

Background Information

2. Within the ADP there is a commitment to increase the number of local people that are empowered to have a greater voice and influence over local decision making and a greater role in public service delivery. This priority is integral to the objectives of the Area Committee to:
 - increase resident participation in attending and organising community events across Inner South which promote neighbourhoods and activities within them
 - Improve health and well-being of residents in Inner South Leeds
3. 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.
4. Since it was set up, the management of the festival has been undertaken in a variety of ways. For example; a festival coordinator has been employed through Health for All, through the commissioning of activities to various organisations and the provision of funding to LCC Youth Service to spend on activities for the summer. 2009 was the first year in which the South East Area Management have directly overseen the event to ensure that local ward councillors have a greater influence in directing activities to benefit young people living in Inner South Leeds.

I Love South Leeds Festival 2009

5. The sections below provide an overview of how the festival operated over the summer in terms over the overall management and each individual activity. This section of the report also provides suggestions for improving the festival for 2010, including details of how partnership working needs to be strengthened.

Festival Management

6. At the November 2008 Inner South Area Committee, it was decided that South East Area Management Team should oversee the management of 2009 festival rather than appoint a coordinator. This decision was made as it was felt that the Area Committee would have more control over activities which they would like to see delivered as part of the festival. To follow on from the 2008 festival format, it was agreed that the festival would comprise of three strands of activity:-
 - Junior Superstar – a talent showcase for under 11's involving a series of primary and community auditions
 - Turn It Up! – a series of music based workshops
 - South Leeds Olympics – various physical activity sessions
7. In order that the festival was better coordinated, a steering group was established. The steering group membership comprised of Councillors Driver, Gabriel and Ogilvie and representatives from the following:

- South East Area Management
 - South Leeds Community Radio
 - The Cupboard Project
 - Dance Action Zone Leeds (DAZL)
 - The Hunslet Club
 - Joseph Priestley College
 - St Luke's Cares
8. The role of the steering group was to oversee all aspects of the festival, including commissioning of various activities. The commissioning process invited organisations to submit an expression of interest (EOI) to deliver festival activities. To ensure that delivery organisations are fully aware of what is expected of them, the steering group will be more prescriptive in terms of outputs and have developed a baseline to work from in 2010.
 9. Following feedback from members of the Steering Group, it was agreed that this co-ordinated approach worked well. It was agreed that in 2010, the membership of the steering group would be expanded to include LCC Youth Service, the Extended Services Cluster Coordinators and officers who organise Breeze. The Area Management Team will work with these agencies to ensure their buy-in and commitment to the festival. In addition, it is suggested that partners can take advantage of joint marketing and promotional opportunities. The Area Management Team are also working closely with the Extended Services Cluster Coordinators to ensure that activities developed through the Activities Fund compliments the ILSLF activities and that a comprehensive programme of activities are provided for young people throughout the summer holidays.
 10. The extension of the steering group membership should also assist with the development of summer programme activities. The aim is to hold an activity every day of the school holidays. Problems occurred this year when some ILSLF activities were programmed but even though other providers were aware of this, they still decided to go ahead with activities on the same day. It is vital that summer activities for young people should be complimentary, not in competition against each other.
 11. To encourage more young people to get involved with ILSLF, it has been suggested that taster sessions of activities on offer over summer could be held at schools to encourage young people to get involved. This could either be in the form of an after school event or officers and councillors going into schools to talk to young people about what is happening in their area over the summer.
 12. As 2010 is the Year of the Volunteer in Leeds, more effort should be made to encourage the community to get involved and volunteer with the festival, as well as the local community galas and festivals. The request for volunteers will be added to the Leeds by Example volunteering programme and a volunteer 'job spec' will be drawn up for the ILSLF steering group to agree.

Publicity and Promotional Activities

13. In previous years, it has been felt that the publicity and promotion of ILSLF has been quite weak and not created a sufficient impact. Various methods were employed to create more awareness around festival events. One method trialed was advertising on buses operating on key routes in Inner South Leeds over a 10 week period. This made a good impact and was quite cost effective for the exposure that the festival received.

14. An activities booklet for the festival was also produced and over 1000 copies were distributed through community venues including: Children's Centres, Churches, libraries, Community Centers, Leisure Centres and via a number of community based organisations.
15. For the first time, a launch event was held. The purpose of the event was to promote the festivals activity booklet and encourage young people to sign up to the activities on offer. The event also saw performances from the 2008 Junior Superstar and Turn It Up! winners. Transport was provided to collect and drop off people from various points but this was not very well accessed. 1000 flyers were distributed but approximately 100 people attended the event. It is suggested therefore that this is not cost effective and will not be repeated next year.
16. To conclude the festival a celebration event took place. The idea for the celebration event was for young people to showcase what they had been involved with over the summer. The event was again widely publicised however attendance was poor. The steering group have concluded that resources in 2010 are best used to encourage greater participation in activities throughout the summer, therefore, there will be no celebration event for the festival in 2010.
17. Various freebies were also purchased with the ILSLF livery on them. If freebies are given away in future, it is suggested that they should be used as more of an incentive for young people to attend activities. A suggestion is that some kind of ILSLF 'activities passport' is developed. The passport would contain details of the ILSLF activities and have a section to be stamped at the end of each activity the young person has participated in. The amount of stamps would equate to what 'prize' a young person would receive. At the end of the summer the activities passports would be sent to SEAMT to distribute the 'prizes'.

Festival Activities

Junior Superstar – delivered by St Luke's Cares

18. 864 young people took part in the school audition process, as part of the talent showcase for under 11's. This was an increase of nearly 200 from 2008. However, the community auditions did not prove as popular as they had done in previous years - only one act went to the Beeston & Holbeck audition, three went to the audition held in Hunslet and 31 acts went to the Middleton & Belle Isle. Due to cost and time it takes to operate the community auditions, it is suggested that only one community audition is held at an easily accessible venue in 2010.
19. The heats at the community festivals and galas also worked extremely well. All festivals involved in hosting Junior Superstar received some much welcome funding. The audience also had a great response to the acts and with the level of attendees, Junior Superstar proved to be a popular addition to the entertainment line up for the festivals.
20. In order to further expand Junior Superstar, it is suggested that a similar project is also rolled out to South Leeds Academy and Cockburn High School to cover a wider age range. The project will be in a two age group format under 11s and over 11's. The over 11's age group would be open for anyone up to the age of 16 to attend.

Turn It Up! – delivered by South Leeds Community Radio

21. The Turn It Up! (TIU) activities programme was extensively re-structured from the way in which the activities were operated in 2008. Instead of TIU being run as a music competition, 22 different music workshops were held over a four week period. The workshops included:
- Samba Drumming
 - Wanna be a pop star
 - Make your own music CD
 - Jazz Band
 - Music Journalism
 - Learn to be a DJ / MC
 - Write your own song
22. 170 young people attended the workshops, primarily from the age group of 11 – 14 years old. The workshops were held in a variety of community venues across Inner South Leeds. Most of the workshops were well attended but three sessions in Belle Isle had no attendees at all. The feedback received from all participants of the activities was very positive and would be keen to attend sessions in future. As most of the sessions were run as mini courses but it is felt that in future each individual workshop should be stand alone rather than progressive to cater for young people who only come once or twice.

South Leeds Olympics

23. As part of the South Leeds Olympics (SLO) programme of activities in 2009, five sporting and physical activities were chosen to be delivered by various organisations. The section below provides a summary of the activities, numbers of participants and factors to consider for future SLO events.

Dance Sessions – delivered by DAZL

24. DAZL were commissioned to run a series of dance sessions in a range of community venues across Inner South Leeds. Over the 15 sessions that took place, 157 young people attended. 55 of these young people had never accessed DAZL sessions before where the other 102 had been involved with DAZL sessions previously. 91 young people attended the sessions on two or more occasions. Each session was operated as a stand alone dance activity rather than a series of events.

Football Tournament – delivered by The Cupboard Project

25. A football Tournament was held as part of the festival on Thursday 27th August on the football pitches at John Charles Centre for Sport. Originally, the football tournament had to be re-arranged from the original date due to weather conditions. There were some concerns around the communication of this and disappointment that the tournament was cancelled without any consultation with Area Management or ward Councillors. In future, better communication must take place between organisations and Area Management in future. When the tournament did go ahead, it worked well and had good levels of young people involved. In all, 16 teams in two age categories of 13 – 15 and 16 – 19 years old participated in the event. However, all players involved were male and it is hoped that next year that female football teams can be encouraged to become part of the football activities in 2010.

Middleton Mile Fun Run – delivered by Joseph Priestley College

26. 2009 was the first year of the Middleton Mile, which was a fun run for young people to get involved with taking place at Middleton Park. Even though the race was widely promoted, only 17 runners participated on the day. It is felt that in order for the run to

work in the future, it has to be operated as a family event for all ages rather than just for young people. For 2010, it is suggested that a date is selected that can be used every year in order to build up the profile of the fun run and make the event an annual part of Inner South Leeds calendar of summer events.

Tag Rugby & Dodgeball – delivered by The Hunslet Club

27. 48 places were filled by young people from Inner South Leeds, who participated in Tag Rugby or Dodgeball sessions. Tag Rugby was the more difficult of the two activities to recruit for, feedback would seem to suggest that it's a slightly intimidating sport to want to come and try out for a first time as a taster session, whereas Dodgeball has a more fun feel to it, which may explain its greater popularity. It was found that the most effective promotion of these activities was through word of mouth and via youth workers to encourage young people to sign up and get involved. However, it is felt that more work is needed to create links between The Hunslet Club and other providers of activities for young people in the area.

Cooking Sessions – delivered by Hamara

28. An additional activity was also operated as part of ILSLF. Hamara were commissioned to deliver cooking lessons across three wards for young people and their families to get involved with. The venues which hosted the sessions were Beeston Village Community Centre, Hamara Centre and Belle Isle Family Centre. The session at Hamara Centre was well attended but no participants attended either of the other venues. Hamara carried out no additional publicity and purely relied on the information distributed by Area Management for the festival as a whole.

Expenditure on the 2009 Festival

29. The table below highlights how the budget was spent on the 2009 I Love South Leeds Festival. A more detailed itemised budget breakdown is available on request.

Activity	Budget Allocation	Spend	Balance
Publicity, promotion and administration	£15,000	£11,148.83	£3,851.17
Junior Superstar	£8,000	£7,236.80	£763.20
Turn it Up!	£12,000	£12,000.00	£0
South Leeds Olympics	£7,000	£8,207.00	-£1,207.00
TOTAL	£42,000	£38,592.63	£3,407.37

30. The budget did overspend for the South Leeds Olympics as the cost of the activities agreed to be commissioned were more than the original allocation. The amount was offset through savings in the allocations for Junior Superstar and the publicity, promotion and administration budget.

Outline Programme for I Love South Leeds Festival 2010

31. For the 2010 I Love South Leeds Festival, it is proposed that the festival is operated in a similar way as 2009 with South East Area Management taking responsibility for the overall co-ordination. Area Management's main roles will be to be co-ordinate the festival publicity and promotional activities, manage the steering group and improve partnership working between youth providers to avoid duplication of activities.

32. To ensure planning for the 2010 I Love South Leeds Festival can commence, it is suggested that members provide an in principle approval of £44,000 from the Inner South Area Well Being Budget. The additional funding will be used to implement recommendations to improve activities highlighted earlier in the report.

Proposed Projects:	Approximate Costs:
Promotion & Marketing This will cover leaflets, posters, advertising, promotional goodies, certificates and any other expenses associated with publicising the event	£10,000
Junior Superstar To run a two tier programme – one for under 11's through primary schools and the other for 11 – 16 year olds through high schools	£12,000
Turn It Up This aspect of the festival would form a similar format to 2009's schedule providing a number of activities in a workshop format for young people to	£12,000
South Leeds Olympics Various sporting activities including Middleton Mile Family Fun Run, Dance, Dodgeball, Tag Rugby and Football Tournament	£10,000
TOTAL	£44,000 (£14,666.66 per ward)

33. The budget proposal above does not include provision for a launch or celebration event for the festival. However, the allocation for the promotion and marketing will allow for additional activities to create further awareness of the festival and its activities. The budget proposal also allows for expansion of Junior Superstar to include over 11s and some funding for additional or expanded activities as part of South Leeds Olympics.

34. The timetable of key actions and milestone to prepare for the 2010 festival is as follows:

Month	Key activities
December 2009	Re-convene the I Love South Leeds Steering Group to discuss the activities that need to be commissioned for 2010
January 2010	Commission organisations to deliver activities in Summer 2010
February 2010	Marketing strategy is developed for the festival in be implemented throughout Spring / Summer 2010
March 2010	Programme of I Love South Leeds Festival activities is finalised
April 2010	Produce draft promotional materials for events
May 2010	Junior Superstar school auditions take place and promotion of the festival commence
June 2010	Community festival heats commence for Junior Superstar
July / August 2010	Turn It Up! and South Leeds Olympics activities take place
October / November 2010	Evaluation report to Area Committee.

35. In order to allow sufficient project planning time, members of the area committee are requested to consider and agree the proposals outlined above for the 2010 festival.

Implications For Council Policy and Governance

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

Legal and Resource Implications

37. There are no direct legal implications associated with this report.
38. Dependant on the decision the Area Committee makes, there could be various resource implications that are associated with this report – in terms of cost and officer time. If Area Committee decide that South East Area Management should continue with the co-ordination of the festival, then this will be built into the team's work programme.

Recommendations

39. The Area Committee is requested to:
 - a) Note the content of this report
 - b) Indicate their approval for a 2010 festival and for the coordination to be undertaken by the South East Area Management Team
 - c) Provide an in principle approval to allocate £44,000 from 2010/11 Inner South Area Well Being Budget

Background Papers

South (Inner) Area Committee, I Love South Leeds Festival Evaluation Report,
18th September 2008