



Report of the Director of Neighbourhoods & Housing

South Leeds (Outer) Area Committee

Date: Monday 30th November 2009

Subject: Cover Report: Morley Literature Festival 2009 – Evaluation Report

Electoral Wards Affected:

Morley North
Morley South

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

In February 2009, Members approved £15,000 revenue Well Being Funding to Morley Literature Festival Committee to support the delivery of the fourth Morley Literature Festival in 2009. This report presents the Evaluation Report of the 2009 festival to the Area Committee as part of the Well being monitoring process and asks Members to consider a funding recommendation from the 2010/11 Well being Budget, to support the 2010 festival.

1.0 Purpose of the Report

1.1 The purpose of this report is to introduce the 2009 Evaluation Report of the Morley Literature Festival as part of the Well being funding monitoring process and use this information to consider Well being funding 2010/11 to support the festival in 2010.

2.0 Background

2.1 In September 2006 the inaugural Morley Literature Festival took place and following its success the Area Committee agreed that the festival should become an annual event. Since 2006, the Area Committee have annually approved £15,000 revenue funding from the Well being Budget to support the festival.

2.2 In line with the Morley Literature Festival constitution, Members nominated Cllr Bob Gettings and Cllr Robert Finnigan as Area Committee nominations to the Morley Literature Festival Committee for 2009. It then followed that Cllr Gettings was elected as Chair of the Festival Committee.

3.0 Area Committee Links

3.1 In the 2008-11 Outer South Area Committee Area Delivery Plan, Members have identified supporting community events that offer the opportunity for residents to be involved with cultural and sporting activities as a key priority under the theme of 'Culture' to contribute towards the LSP strategic outcome 'Increased participation in cultural opportunities through engaging with all our communities'.

3.2 Members identified Morley Literature Festival as a strong vehicle for community engagement and to develop further the strong community spirit in Morley. The festival is now a prestigious event that is a focus of the town's annual calendar of events, and supported by the Area Committee's Town Centre Management project.

3.3 The Area Committee have two representatives on the Morley Literature Festival Committee, Members will be asked to confirm nominations at the February Area Committee for the coming year, in line with the festival committee's constitution which is currently undergoing a review.

4.0 Evaluation Report

4.1 The attached evaluation report has been written by the Festival Director, in conjunction with Festival Committee Executive Members and input from the Area Management Team. The report structure covers all key aspects of the festival and provides recommendations for each section that will form the basis of the framework for the Festival Committee to consider for the future organisation of the event.

4.2 The 2009 Morley Literature Festival continued its predecessors trend and was hugely successful. The programme of events were held in three main venues, Morley Town Hall, Morley Library and the Village Hotel. The Literary Luncheon saw a significant increase in attendance figures. The success of the luncheon was a result of building on experience from previous years. The programme presented a variety of authors for all interests and ages and saw good attendance at all three headline events.

4.3 As detailed in the attached evaluation report, improvements to the delivery of the festival were made in 2009 but, areas for improvement have been identified by the Executive that will contribute to delivering further successful festivals. Among the areas identified for improvement in 2010 are the commissioning process for the Directors post and the possibility of electronic ticket sales.

4.4 The Executive are confident of continuing to deliver a successful festival next year and are requesting the Area Committee to consider funding support for 2010. Area Committee Well being Funding will provide a secure foundation for the delivery of the fifth festival but any funding will be subject to Leeds City Council Executive Board approval of the 2010/11 revenue Well being Budget.

5.0 Implications for Council Policy and Governance

5.1 There are no direct implications for the above as a result of this report.

6.0 Legal and Resource Implications

6.1 There are no legal implications from this report.

6.2 £15,000 funding from the 2009/10 revenue Well being Budget is accounted for as a result of this report. Resource implications for 2010/11 revenue Well being Budget if Members approve funding to support the festival next year, subject to Executive Board approval of the 2010/11 revenue Well being budget.

7.0 Conclusions

7.1 The Morley Literature Festival 2009 was a success with lessons learnt clearly identified for 2010.

7.2 The Festival Committee have met the Well being Budget monitoring requirements by presenting an evaluation report to Members accounting for the £15,000 funding they received.

8.0 Recommendations

Members of the Outer South Area Committee are requested to:

- a) Note contents of Report and make comment as appropriate.
- b) Note that Area Committee nominations to the Morley Literature Festival Committee will be sought at the February Area Committee.
- c) Area Committee funding for 2010 to be considered in the Well being Budget Report, subject to Executive Board approval of the 2010/11 revenue Well being Budget.

Background Papers

- Area Managers 19th October 2009
- Morley Literature Festival Evaluation Report 9th February 2009