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**Report of the Director of Environment & Neighbourhoods Directorate**

**Inner South Area Committee**

**Date: Thursday 11<sup>th</sup> November 2010**

**Subject: I Love South Leeds Festival 2010 – Evaluation Report**

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**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

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**Executive Summary**

This report provides an overview of the 2010 I Love South Leeds Festival activities that were commissioned through Inner South Area Committee Area Well Being funding.

Details of the number of young people engaged in the activities, publicity and promotion undertaken, details of the costs of activities against budget provision and recommendations for the future management of the festival are also included within the report.

## **1.0 Purpose Of This Report**

- 1.1 The purpose of this report is to provide the Inner South Area Committee with an overview of the 2010 I Love South Leeds Festival. As well as providing an evaluation of activities carried out this year, there are also recommendations associated with how the 2011 festival could be managed.

## **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. Over time, the festival has evolved to become more of a summer programme of activities for young people and try to address some anti social behaviour issues associated with young people having nothing to do over the summer months.
- 2.2 The festival links in with a number of Inner South Area Committee Area Delivery Plan priorities:
- Increase resident participation in attending and organising community events across the Inner South
  - Improve health and well-being of residents in Inner South Leeds
  - Reduce anti-social behaviour involving young people
- 2.3 Since I Love South Leeds Festival was established, 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 managed the event to ensure that local ward Councillors have a greater influence in directing activities to benefit young people living in Inner South Leeds. Due to the success of this, South East Area Management continued to directly manage the festival again in 2010.

## **3.0 I Love South Leeds Festival 2010**

- 3.1 The sections below provide an overview of how the festival was operated over the summer in terms of overall management, publicity and promotional activities and details about the programme of activities provided. The final section under this heading provides some detail around how Area Committee may wish the festival to be managed for 2011.

### **Festival Management**

- 3.2 As in 2010, the I Love South Leeds Festival was managed by South East Area Management Team. The programme of activities which were provided followed the format of both the 2008 and 2009 festivals. The three strands of activity were:
- South Leeds Superstar – a talent showcase for ages eight – 16, which involved a series of auditions held at primary and high schools culminating in semi finals and a grand finale at four community festivals. The age limit was increased this year to allow older young people to participate in the activity
  - Turn It Up – a series of music orientated workshops
  - South Leeds Olympics – a programme of physical and sporting activity sessions

- 3.3 As established in 2009, a steering group continued, which brought together a number of different partners who provide youth activities across Inner South. South East Area Management Team co-ordinated / chaired the meeting and Councillor Gabriel and Councillor Driver continued to attend the meeting on behalf of the Area Committee. The steering group membership comprised of:
- South Leeds Community Radio
  - The Cupboard Project
  - Dance Action Zone Leeds (DAZL)
  - The Hunslet Club
  - Joseph Priestley College
  - LCC Youth Service
  - St Luke's Cares
  - Total Sports Coaching
  - Hamara
  - LCC Community Sports
  - NACRO
  - Extended Services Cluster Co-ordinators
- 3.4 Initially, the steering group was well attended by a number of different partners but once the funding had all been allocated, attendance seemed to dwindle. It was hoped that once the festival had taken place that there could be a possibility of the steering group continuing to look at youth provision and youth activity. If this is to happen in future, the Terms of Reference for the steering group would need to change to ensure that this is reflected and also the discussion focus of the group would also slightly need to alter to cover this wider remit.
- 3.5 LCC Out of School Activities Team who manage the Breeze events for young people across the city were also invited to attend the steering group but did not participate. It is still felt that having someone representing Breeze would strengthen the steering group and especially the connections between South Leeds Superstar and Breeze Has Talent. Negotiations did take place around this outside the meeting and a prize of a performance at the Find Your Talent finals was secured for the winner of South Leeds Superstar.
- 3.6 As in 2009, pots of funding were allocated and organisations were commissioned to deliver festival activities. Organisations were invited to submit an Expressions of Interest for the activity which they wished to deliver. The EOI's were initially assessed by South East Area Management Team and any questions that arose from the EOIs would then be fed back to the applicants prior to being presented to a small assessment panel comprising of Councillors Gabriel, Ogilvie and Driver.

### **Publicity & Promotional Activities**

- 3.7 A number of different publicity and promotional activities took place over the summer to promote the festival. As highlighted in last years festival report, there wasn't to be any launch or finale event to save on costs and staff time, as the management of the events were found to be very time consuming with a minimal number of people in attendance.
- 3.8 A number of billboard and bus stop posters were located across Inner South to try to maximise the number of people who would see festival advertising and hopefully therefore be interested in getting involved at the events. In terms of having a high impact the advertising was very visual and located in key points where a lot of people

would be able to see the information – the posters were displayed on Dewsbury Road, Elland Road, White Rose Centre and Penny Hill Centre in Hunslet. However, it is not clear if this did have an impact on the numbers of attendees participating in festival activities.

- 3.9 As in previous years, there were a number of I Love South Leeds Festival activity booklets produced, 1500 in total, and distributed across a number of different locations across Inner South Leeds and also sent directly to the mailing list that had been produced when people had registered their interest in being kept up to date on the activities. 1200 A5 leaflets were also produced encouraging young people to sign up to the activities or access the website to find out more about what is going on in their neighbourhood across the summer. The full listing of I Love South Leeds Festival activities were also listed in all of the Extended Services Cluster Booklets which were distributed to school pupils across Inner South Leeds.
- 3.10 This year, instead of having a stand alone website for the festival, a page was set up on the Leeds City Council website. The festival also was promoted on the front page of the Council's website, which attracted 283,708 unique visits in September alone. From having the information on the site, Area Management did receive a number of calls from parents interested in registering their children on to activities. It is felt that future promotion of the activities should be done through this mechanism in future rather than having a separate festival website.
- 3.11 Each festival activity also provided it's own publicity and promotion in terms of leaflets and posters to try and attract young people to sign up to activities taking place as part of the festival programme. It is still felt that this is required alongside the promotion of the festival as a whole to increase the awareness of what's going on in the area.

## **Festival Activities**

### **South Leeds Superstar delivered by St Luke's Cares**

- 3.12 This year, the age range for South Leeds Superstar was increased from eight – 11 up to eight – 16 to allow the young people from the local high schools to participate. Of the two high schools that cover the area, South Leeds Academy participated but Cockburn High already had a similar project in place for the young people who attend the school and declined the invitation to be part of South Leeds Superstar. 18 schools participated in the audition process.
- 3.13 879 young people auditioned for the event, which is slightly up on the figures of 864 of 2009. Two community auditions were held at St Luke's Church and Belle Isle Family Centre. 34 young people auditioned at the community venues but it was felt that some primary schools who decided not to participate did not publicise the community auditions enough or at all in some cases. It's felt that for 2011 South Leeds Superstar that there should only be one community audition held in a central location.
- 3.14 The majority of the semi finals went well at the community festival and galas. However, there were a number of issues at Hunslet Festival with the safety of the stage and also technical issues with the PA System. There was a lot of positive feedback from all the people at the community festivals, saying how good they thought the events were and that they made good entertainment.

### **Turn It Up delivered by South Leeds Community Radio**

- 3.15 This year's Turn It Up programme was significantly reduced from the one that operated in 2009. Rather than a programme of 22 workshop sessions taking place,

six sessions operated. However, additionally to that, six taster sessions were established to try and encourage young people to participate in the activities taking place over the summer. The tasters sessions engaged with 629 young people in total, as well as connecting groups of young people at risk of becoming NEET.

- 3.16 In terms of the programme of activities which were provided, the sessions comprised of:
- Have a go at DJing
  - Make your own music programme for radio
  - Funky Samba and Hip Hop Band
  - Make Your Own Music CD
  - Singing and songwriting
  - Have a go at DJing
- 3.17 The sessions took place in venues across the three wards – Hunslet Club, South Leeds Community Radio, Belle Isle Working Mens Club, South Leeds Learning Centre, Hamara and Cottingley Community Centre. Of the six sessions that took place, a total of 96 young people engaged in the activities. This compares to a total of 200 people participating in the 22 different sessions that took place in 2009.
- 3.18 In terms of the composition of participants being involved in the sessions, the majority of young people in attendance came from an LS11 postcode area, there was 45% of girls and 55% boys and 45% of the young people came from BME backgrounds.

#### **South Leeds Olympics Dance Sessions delivered by DAZL**

- 3.19 DAZL were commissioned to deliver 15 half day dance workshop sessions, to hopefully attract 250 young people to participate in the sessions. The activities attracted 177 young people and a number of the young people are now involved in other DAZL activities taking place across Inner South Leeds. All of the sessions took place apart from one scheduled for 15<sup>th</sup> August at Beeston Parish Centre, this was due to a funeral taking place and was felt that the session would be too noisy to run alongside the ceremony.

#### **South Leeds Olympics Middleton Mile delivered by Total Sports Coaching**

- 3.20 This year's Middleton Mile was commissioned to Total Sports Coaching to run. Total Sports have worked with a number of the Extended Services Clusters in the past and it was felt that the organisation had the right skills to be able to connect with young people in the area and deliver on this particular project. In all, there was a total of 47 people who participated in this years Middleton Mile event. Total Sports decided that rather than the event just to be about the mile, they tried to make it into a more community cohesion orientated event but a number of organisations did not show up on the day and therefore were less stalls than first anticipated. Total Sports worked closely with a number of partners to promote and stage the event including Friends of Middleton Park, Extended Services, Middleton Children's Centre and Healthy Communities Service. The family fun run aspect of the event seemed to work better than the primary and high school age ranges, so if this activity is to continue in future then this should be focussed on.

#### **South Leeds Olympics Sports Week delivered by LCC Sports & Active Recreation**

- 3.21 The sports week was a new edition to the South Leeds Olympics programme. The sports week provided a series of sporting activities for young people aged eight – 12 at Cockbun High School. The number of young people who attended were a lot lower than anticipated – 26 young people in total attended the activities over the week. It

was hoped that a high number would be in attendance due to the success of the Sports Week programme which was operated in February half term which attracted over 90 young people. The programme of activities included athletics, rounders, badminton, dodgeball and cricket. A number of local sporting clubs were approached to get involved but the only local club who participated was Hunslet Nelson Cricket Club. It was felt that a combination of factors could have led to poor attendance at the session including the session being free and therefore could be devalued by parents, contact details which were added on to the promotional materials and communication with the schools in terms of some school contacts not being able to provide parents with details about what was happening.

### **South Leeds Olympics Football Tournament delivered by The Cupboard Project**

- 3.22 This is the second year which The Cupboard Project have delivered this activity. The event took place on Thursday 26<sup>th</sup> August at John Charles Centre for Sport. 12 teams in total participated in the competition, with the majority of young people participating in the 15 – 19 age group. There was a good mix of young people involved from different ethnic backgrounds, however, there were a number of girls that turned up on the day but they didn't want to get involved with playing in the competition.

### **Festival Budget and Costs**

- 3.23 There was an original allocation of £44,000 set aside by Area Committee for festival activities. Due to the levels of commitments which Area Committee had put in place, it was decided that the budget would be reduced by £9,000 to a total of £35,000. The impact that this had was that the Turn It Up programme was reduced by £6,000 and the budget for publicity and promotional activities was also reduced by £3,000. The table below highlights the amount spent on each of the I Love South Leeds Festival activities in 2010. Any underspend will be returned to the ward pots to be allocated on other area based projects.

<b>Activity</b>	<b>Allocation</b>	<b>Amount Spent</b>	<b>Variation</b>
Publicity & Promotional	£7,000	£4,312.12	-£2,687.88
South Leeds Superstar	£10,000	£8,630.83	-£1,369.17
Turn It Up	£6,000	£6,285	£285
SLO – Sports Week	£5,200	£5,200	£0
SLO – Football Tournament	£1,558.20	£1,558.20	£0
SLO – Dance Sessions	£2,500	£2,500	£0
SLO – Middleton Mile	£2,300	£2,300	£0
<b>TOTAL</b>	<b>£34,558.20</b>	<b>£30,786.15</b>	<b>-£3,772.05</b>

- 3.24 A total of £4,213.85 will be provided back to Inner South Area Committee Ward Pot allocations, as the full allocation of £35,000 wasn't totally committed towards festival projects.

### **Proposals for 2011 I Love South Leeds Festival**

- 3.25 It is proposed that the Area Committee explores the option for closer involvement of the Extended Services Clusters and the activities fund which is available for summer 2011. This fund is a substantial amount with a full programme and the joining up with some of the Area Committee's well-being funds allows for several benefits:
- Reduce and avoid any duplication of activity and publicity
  - Efficiencies made in project co-ordination
  - An increased co-ordinated and consistent approach to providing activities for young people during summer holiday times.

- The Area Committee support being recognised for all or a large proportion of activities for young people in Inner South.
- Enables both the activities to be more effectively delivered as well as the overall programme to be more effectively co-ordinated and promoted.
- A greater return for the Area Committee's well-being monies since the small amount of well-being monies could be more than substantially matched by one or more of the clusters. In one case it is estimated that one cluster could provide approx 47k's worth of activity in return for the amount (however small) that the area committee is able to contribute.

Although a full proposal would need to be brought to this Area Committee the joint venture could mean that

- the Extended Schools Clusters would work closely with not only the body they directly report to, but also work closely with the Area Committee in developing the programme of activities
- free up the Area Management Team for other initiatives if the festival is organised through the cluster
- whilst the South Leeds Olympics and Turn It Up strands of the festival would be disbanded, if there was interest in it the activities fund could provide some music and sporting activities as part of their activity programme.
- The I Love South Leeds branding, if this was deemed positive and desirable by Members and Clusters, could be continued to be used.

3.26 If Members were interested in exploring this idea, then the Area Management Team would work with one or more clusters to put together a proposal including costs. The Clusters would need to approach partners and consult with their own committees on the idea prior to submitting a fuller proposal.

Members are invited to raise any points that would need covering in the proposal however some identified at this stage would include:

- Would all clusters be involved in benefiting and contributing to a joined up proposal?
- Is it possible to have one cluster co-ordinating the programme in conjunction with other clusters and be under the overview of the Area Committee?
- What activities fund monies are secured for next year?
- To what extent could Junior Superstars be integrated (and/or funded by the Cluster) but the successful model of previous years be retained?
- What risks are there to consider?

3.27 Whether the above proposal becomes accepted or not, the Area Committee is still requested to consider re-commissioning South Leeds Superstar. This particular project has been immensely popular over the past five summers it has been in operation and links directly into the community festivals taking place across Inner South Leeds. To operate South Leeds Superstar and also provide a contribution to community festivals and galas hosting the event, it costs in the region of £9,000 to do this.

## **4.0 Implications For Council Policy and Governance**

4.1 There are no specific implications for Council Policy and Governance associated with this report.

## **5.0 Legal and Resource Implications**

- 5.1 Any legal implications associated with this report will relate to funding which may be allocated towards any aspect of I Love South Leeds Festival. These will be picked up through the production of a funding agreement and project delivery statement.
- 5.2 Dependant upon the decision which Area Committee makes about the future management of the festival, this will have an impact on any potential resource implications in terms of time spent by officers of South East Area Management Team working on this project.

## **6.0 Recommendations**

- 6.1 The following recommendations are associated with this report:
- 1) Inner South Area Committee are requested to note the content of this report
  - 2) Consider the proposals for the future management of I Love South Leeds Festival
  - 3) Request that Area Management works with one or more Extended Services Clusters on a proposal (for Area Committee consideration) on a joined up approach to summer holiday activities in 2011.
  - 4) Indicate whether or not South Leeds Superstar should be re-commissioned for 2011 either as part of the proposal with Extended Schools Clusters or independently, should the proposal with the Clusters not be approved.
  - 5) To approve up to 9k of indicative costs for South Leeds Superstar.

## **Background Papers**

- *I Love South Leeds Festival Evaluation Report – November 2009*