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## Report of the Director of Neighbourhoods & Housing

### South Leeds (Outer) Area Committee

Date: Monday 29<sup>th</sup> November 2010

### Subject: Cover Report: Morley Literature Festival 2010 – Evaluation Report

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#### 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

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## Executive Summary

The Area Committee approved £10,000 revenue Wellbeing Funding to Morley Literature Festival Committee to support the delivery of the fifth Morley Literature Festival in 2010. This report presents the Evaluation Report of the 2010 festival to the Area Committee as part of the Well being monitoring process and asks Members to consider a funding recommendation to support the 2011 festival.

### 1.0 Purpose of the Report

1.1 The purpose of this report is to introduce the 2010 Evaluation Report of the Morley Literature Festival as part of the Well being funding monitoring process and uses this information to consider Well being funding 2011/12 to support the festival in 2011.

### 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 revenue funding from the Well being budget to support the festival.

- 2.2 In line with the Morley Literature Festival constitution, the Area Committee nominated Cllr Bob Gettings and Cllr Robert Finnigan as Area Committee nominations to the Morley Literature Festival Committee for 2010. 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 an opportunity to develop further the strong community spirit in Morley. The festival is now a prestigious event which alongside other initiatives provides the town with a strong annual calendar of events, supported by all partners.
- 3.3 The Area Committee have two representatives on the Morley Literature Festival Committee; Members are asked to confirm nominations for the coming year, in line with the festival committee's constitution.

### **4.0 Evaluation Report**

- 4.1 The attached evaluation report has been written by the Festival Director, in conjunction with the Chair and the Festival Committee Executive Members. 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 2010 Morley Literature Festival continued its predecessor's trend and was hugely successful. The programme of events were held in several venues, including Morley Town Hall, Morley Library and the Village Hotel. The programme celebrated the fifth year with a high quality line up including Barbara Taylor Bradford, Will Self and Iain Banks. The Literary Luncheon was a sell out with guest speaker Gervase Phinn who was installed as the new patron of the festival. A further development was the introduction of online ticket sales through The Grand Theatre.
- 4.3 As detailed in the attached evaluation report, improvements to the delivery of the festival were made in 2010 but, further areas for improvement have been identified through the evaluation process, that will enhance the future delivery of the festival.
- 4.4 The Executive are confident of continuing to deliver a successful festival next year and have asked the Area Committee to consider providing funding support for 2011. Area Committee Well being Funding will provide a secure foundation for the delivery of the sixth festival in 2011, in particular it will allow the committee to secure the services of the Director at this crucial time. The Area Committee are asked to note that any funding will be subject to Leeds City Council Executive Board approval of the 2011/12 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 £10,000 funding from the 2010/11 revenue Well being Budget is accounted for as a result of this report. Resource implications for 2011/12 revenue Well being Budget if Members approve funding to support the festival next year, subject to Executive Board approval of the 2011/12 revenue Well being budget.

## **7.0 Conclusions**

- 7.1 The Morley Literature Festival 2010 was a success with lessons learnt clearly identified for 2011.
- 7.2 The Festival Committee have met the Well being Budget monitoring requirements by presenting an evaluation report to Members accounting for the £10,000 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) Agree two Area Committee nominees to Morley Literature Festival Committee for 2011.
- c) Area Committee to consider ringfencing 2011/12 Well being funding, subject to Executive Board approval of the 2011/12 revenue Well being Budget.

## **Background Papers**

- Morley Literature Festival Evaluation Report 10<sup>th</sup> November 2009
- Area Managers 19<sup>th</sup> October 2009
- Morley Literature Festival Evaluation Report 9<sup>th</sup> February 2009