

Outer West Area Committee Well Being Fund
Commissioning of Service

Project Name: I ♥ West Leeds Festival 2011

Lead Organisation: I Love West Leeds Festival Ltd

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

The project will be delivered in a similar way to previous successful events run across the whole of West Leeds. Due to the current financial climate, the Area Committee advice was to provide a series of options for consideration to allow an informed decision to be made on the level of funding approved. The same approach is being taken in Inner West, although that Area Committee will not consider the application until 16th February 2011.

Option 1: £10,000 (a reduction of 60%) will deliver:

A series of outdoor film screenings in priority neighbourhoods/parks for the community to come together to watch a film of their choosing on a large professional inflatable screen and using fm transmission to deliver the soundtrack to retro stereos or to modern mp3 players for listening or delivering the soundtrack through a PA (depending on what was suitable for each outdoor venue), creating a fun high impact unusual outdoor event that will bring people of all ages and backgrounds together in their community and be an event to remember. These events also offer partnership opportunities with other agencies, we have already discussed with Sally Coe from Out of School Activities the potential of linking with the Backyard Breeze initiative – linking up with their techno trucks to screen work produced by young people, there is also the potential to team up with the local nhs for promoting health issues.

Funding from Area Committee will cover purchase of screening equipment, staffing of the events, transport and marketing of the events above.

Notes:

1. Core office costs such as Festival Insurance (currently £2200), phone, web access, paper, ink etc are covered by funding from arts@leeds. Rent of office space at Leeds Industrial Museum in contributed in kind by the Museum. This will be in place and unaffected by decisions about funding levels from Area Committee.
2. A bid is currently submitted with Arts Council England for 5 further further projects (with a value of 30k) for the festival programme in both inner and outer west Leeds which would be additional to those supported by Area Committee. The results of this bid will be known in April, these would form major projects in the festival programme and include a washing line art project, an artist in residency programme for cafes in west Leeds and a new series of audio dramas by professional writers about the local area.
3. This level of funding is insufficient to deliver the annual rotating Big Free Festival Day or any year round activity.
4. The Festival director would be employed part time April to July only and would not be in post to maximise on other potential opportunities for funding or partnerships such as The Festival Shop or managing the Citizens Orchestra.

Option 2: £14,000 (a reduction of 44%) will deliver:

The outdoor screenings described above plus

Ongoing year round management and financial support for the Citizens Orchestra, a music group for the over 60's which meets weekly and is supported by two professional musicians and has played to hundreds of older people in west Leeds. The group has been supported by the Festival for the past 18 months.

Ongoing year round delivery of the Fun Family Film Club at Leeds Industrial Museum miniature cinema. A series of monthly film screenings for families with young children.

Some small festival events in the community including partnership with FYDP and Pudsey Business forum (such as last years partnership over the rock bands in the park concert.)

A Festival Director in-post part time year round 2 days a week (a reduction from the current 4 days) to deliver ongoing projects and source additional funding for further projects and assist other individuals and orgs with consultancy and advice.

Plus the Arts Council Projects if successful (with a value of 30k) including a washing line art project, an artist in residency programme for cafes in west Leeds and a new series of audio dramas by professional writers about the local area.

Notes:

1. This level of funding is insufficient to deliver the annual rotating Big Free Festival Day.

Option 3: £18,000 (a reduction of 28%) will deliver:

Everything listed above that can be delivered for 14k i.e. the Outdoor Film Screenings in priority neighbourhoods/parks, the Citizens Orchestra, The Fun Family Film Club, some selected festival events plus..

This level of funding **will** also deliver the annual rotating Big Free Festival Event.

Plus the Arts Council Projects if successful (with a value of 30k) including a washing line art project, an artist in residency programme for cafes in west Leeds and a new series of audio dramas by professional writers about the local area.

Notes:

1. This main impact of this reduction will be to reduce the role of the festival director and to reduce the number of events that take place at the festival.

Option 4: £25,000 (ie. no reduction) will deliver:

All of the above plus the following events to bring the programme up to its full size of previous years including...

Additional events and participation projects in unusual venues such as on streets, in parks and with local businesses.

Festival Projects in Pudsey, Calverley and Farsley Libraries.

Schools projects.

Promotion and support for multiple community projects within the festival.

Festival marketing delivered into every home via door to door which is expensive but ensures equal access for all to publicity material.

Festival Director in post 4 days per week to deliver ongoing projects and source additional funding for further projects and assist other individuals and orgs with consultancy and advice.

Plus the Arts Council Projects if successful (with a value of 30k) including a washing line art project, an artist in residency programme for cafes in west Leeds and a new series of audio dramas by professional writers about the local area.

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

Last years festival (2010) featured 40 events over a 3 week period directly reaching over 7500 people. This included working with ten primary schools and over one hundred older people along with a range of people in between. Forty volunteers helped create five hundred plaster hippos that were decorated by the schools in homage to the Armley hippos.

Various activities took place across the area to encourage local people to get involved both in the activities but also in their local community.

The proposal is to run a series of similar events in 2011 if funding is secured.

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

The festival is a vehicle for dialogue and exchange of stories between people. The quirky nature of its projects and events makes it easier for people to talk to each other as they instantly have feelings to share with each other, reacting to what they are watching or experiencing at the festival. Through discussing together what we like or don't like about a festival event, we learn about each other, we explore each others point of view and we come away with a deeper understanding of each other. This is one of the vitally important roles that culture plays in our society and the one that is perhaps the most difficult to measure.

Direct performance indicators contributed to by the festival:

- NI 11: Engagement in the Arts.

By attendance of festival events/activities

- NI 9: Use of public libraries.

At Festival Events

- NI 8: Adult participation in sport and active recreation.

At stealth sport events such as space hopper Olympics and the bike-in movie event.

- NI 57 Children & Young People's participation in high-quality PE and sport.

At stealth sport events such as space hopper Olympics. A mother who brought her two children to last years event commented it was the first time she had ever seen her daughter sweat!

- NI 110 Young people's participation in positive activities.

At festival events such as the radio station

- NI 10: Visits to museums and galleries

Armley Mills Family Film Club and community gallery activities

- NI 1 Percentage of people who believe people from different backgrounds get on well together in their local area.

Mixing of communities at events such as festival day.

- NI 2: Percentage of people who feel that they belong to their neighbourhood.

As shown by volunteering at events.

- NI 7 Creating an environment for a thriving third sector.

Project Cost. Please indicate

How much the project will cost? Between £10,000-£25,000 (breakdown of costs above)

The same breakdown of funding options has been put to the Inner West Area Committee

Identify which geographic areas will benefit:

Pudsey, Calverley & Farsley and Farnley & Wortley Wards.

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

The project will cost Between £10,000-£25,000 revenue funding

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

Jane Earnshaw

I Love West Leeds Ltd