

**Area Committee Well-being Fund – Project Proposal**  
**Outer West Area Committee**

**Project Name:** I Love West Leeds Festival

**Lead Organisation:** I Love West Leeds Festival Ltd

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

I Love West Leeds is an annual arts festival rooted in the community of west Leeds. Now in its eighth year the festival will reach an audience of over 3000. The main festival takes place in July.

The festival enables west Leeds residents to participate, experience and initiate creativity in their own community. It offers local people from across the generations the opportunity to participate and perform in inspirational arts projects, and for all the people of West Leeds to experience high-quality arts on their doorstep.

This application seeks a funding contribution towards the cost of the festival, its projects/events and the employment of the Festival Director.

**Project Summary (include a brief description of the main activities,):**

In consultation with members we have drawn up the ILWL July 2012 programme that could be delivered if both the Inner and Outer committees commit to a total grant of 20k (ie. 10k from each committee).

The same paper is being presented to both Inner & Outer committees, we are seeking an equal contribution from each. The delivery outputs below are based on receiving match from both committees.

- 2x outdoor film screenings in priority neighbourhoods/parks for the community to come together to watch a film of their choosing on a large inflatable screen with soundtrack delivered through a PA - creating a high impact unusual outdoor event that will bring people of all ages and backgrounds together in their community and be an event to remember. The two screenings would take place in Inner West Leeds in order to balance activity between Inner and Outer West Leeds.
- The big free festival day – the rotating festival day reaches the most people of any of the festival events with attendance over 2500. A hugely popular day where the whole family can come and take part in arts activities and performances together. A unique day in the cities calendar, this event has huge reach owing to the activities being free to take part. Music, performance and craft activities make this a day people travel to. It also puts a spotlight on the fantastic parks we have in west Leeds. Festival Day is due to take place in Pudsey Park in 2012.
- The festival participation project – whether its knitting a shed, or decorating underpants each year the festival has a participation project for local schools, library and community groups to take part in. This years theme is yet to be chosen but the project will culminate in activity during the festival week in July.

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

- Over 3000 people attending festival events.
- New members of the community attending festival events that haven't attended before.
- Partnerships made between the festival and other groups & organisations.

- Over 40 artists/practitioners given paid employment.
- 20 volunteers working on festival projects..
- All ages engaged in the festival.
- Schools invited to take part.
- Projects initiated in priority neighbourhoods.
- Positive press articles secured about the West Leeds Area.
- Festival projects taking the festival right into the heart of the communities, maintaining a sense of community ownership and offering an opportunity for local people to get involved in shared experiences and change perceptions about their locality now and in the future.
- Stimulation of the local cultural economy, retaining and drawing on the creative currency available in West Leeds. Offering artists the chance to work directly within their community, enabling them to build new relationships with their neighbours, with local organisations for future work opportunities and add personal resonance to the projects they are involved in.

**Project Cost. Please indicate****How much the project will cost? (List all partners and their contributions)****Total Cost - £57,500****Application to Outer West Committee £10,000**

Funding from other sources :

£3,500 art@leeds (tbc)

£30,000 Arts Council (tbc)

£10,000 Inner West Area Committee (tbc)

£4,000 in kind office costs (confirmed)

**Identify which geographic areas will benefit:**

Farnley and Wortley Ward

Pudsey Ward

Calverley &amp; Farsley Ward