

# 'I LOVE SOUTH LEEDS'

## The outline programme and organisational structure to the festival Based at 'South Leeds Health for All' in Middleton.

**The overall aim of the festival is:** "to put on a Festival which helps develop community cohesion – greater harmony and understanding between people and places. The Festival will celebrate Inner South Leeds – what is great about living here, particularly in its diverse faiths, cultures, history, differing geographical communities, key features etc."

**It will do this by** "bringing a wide variety of opportunities for participatory artwork to 'hard to reach' sectors, communities and neighbourhoods across the 'three wards' catchment area resulting in a body of work as representative and diverse as the communities we meet".

The festival is in the form of a three-stage programme (after the initial R&D period):

**1/ Workshop programme (April/May)** A variety of arts forms delivered across the three wards with the following aims and objectives:

- to make initial good contact in the communities with agencies, individuals, and identify the themes that will inform the final festival day at the end of the summer. Art forms to include: dance circus, drama, story telling, 3D, music, and visual arts.
- to begin to build the database of local artists, agencies, and facilities that will form part to the legacy of the festival (a key resource).
- to create a network of grass root support for the festival.

**2/ Festival Support programme (June/July)** This will take the form of a small circus tent with staging and PA, which will create a 'high profile' presence at each of the key community festivals in the three wards through the summer months. This will have several functions:

- to support the festival programmes themselves by providing a high quality arts and entertainment in the form of an 'open stage' to feature local artists and performers
- to provide art and performance based activities focused on young people (11- 19 yrs) with (provisionally) the key linking theme of 'Walls and Bridges'
- to provide a distribution point for stickers, posters and other promotional literature featuring the theme of 'I LOVE SOUTH LEEDS'
- to find performers, stewards, technicians and other forms of support for the festival day at the end of the summer.

**3/ Summer Programme (August)** The aim here is to create a one-day street festival in each of the **six distinct neighbourhoods** in the three wards. The street festival will feature the circus tent, stage, PA, and staff: with the following aims:

- to continue the art activities of the festival support work from July
- to reach into the immediate community and involve local people in a day of fun and creativity on their doorstep ( will depend upon effective outreach work beforehand)
- to work with the local agencies beforehand to provide a focus on-the-day to promote their work and high light work from other programmes (i.e. youth service, community safety, health and environmental improvement etc).

## **FESTIVAL DAY 'I LOVE SOUTH LEEDS' (Date & Venue tbc):**

*'a whole day entertainment event for the whole community'*

- ✓ promoted (most powerfully) through the programme noted above, but also:
- ✓ through a comprehensive press, publicity and promotional campaign, not only across the three wards but also across the city – using internet, hard copy, radio and TV to good advantage – with the aim of generating an audience of over 5000+ people.
- ✓ drawing together the artwork of the workshop stage and combining it with the outreach work of the third stage in a three-day creation workshop resulting in a one-hour, open-air spectacle with 200+ performers (with a wet weather alternative).