

## **Leeds Festival debrief paper – 24 January 2023**

Prepared by: Daniel Burn, Health Improvement Principal (Drugs and Alcohol), Adults and Health Directorate

#LookOutForEachOther is a drug, alcohol and wider health & wellbeing festival campaign, developed by the Reading and Leeds Festival Advice and Campaigns Team (FACT) – a collaboration between Reading Borough Council, CGL (Reading), Thames Valley Police, Leeds City Council, Forward Leeds and Festival Republic. Chaired by Daniel Burn (Leeds City Council), members of the FACT have expertise in drugs and alcohol, welfare and safeguarding, marketing and communications, and events management.

The campaign was first used at the festival in 2021. Made up of 12 animations, the campaign aims to raise awareness of the issues above, to ensure festival goers have the best time they can, while remaining safe. The animations are shown on the stage screens, between acts, and promoted across the festival's social media channels. The FACT are currently in the process of reviewing the messaging for use at this year's festival.

In addition, since the 2021, Forward Leeds staff have worked at the festival, providing drug and alcohol advice and support to festival goers, with the festival now also running Ask for Angela in all of its bars.