

<b>Project Name</b>	<b>Armley Action Team Events 2022-23</b>
<b>Amount applied for</b>	<b>£21,618</b>
<b>Lead Organisation</b>	Armley Action Team
<b>Ward/Neighbourhood</b>	Armley

<b>Community Plan Objective</b>	Best City for Communities
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<b>Project Summary</b>	
<p>The grant will be used to run the following events throughout the year 2022-23</p> <p><b>Armley Festival for the 6th year.</b></p> <p>Armley Festival is an annual event involving the entire community of Armley and utilising a wide range of activities designed to stimulate the cultural scene and contribute to local socio-economic development.</p> <p>It is a unique event and has been staged very successfully each year since 2015, and now enjoys a high reputation with both the public and the participants.</p> <p>The aims and purposes of the 2022 Festival are to:</p> <ul style="list-style-type: none"> <li>• bring together the community in the aftermath of the pandemic to give hope for collective inclusion</li> <li>• to foster a change in consciousness and community priorities</li> <li>• promote and foster interest and participation in the arts and crafts among all members of the local community</li> <li>• raise awareness in the community of the work of local 3rd sector organisations and the local arts scene</li> <li>• support local and regional artists wherever possible and market their work</li> <li>• promote Armley in a positive light too all members of the local and wider communities</li> </ul> <p>The Festival is a not-for-profit activity with any surplus after covering costs and maintaining start-up funds for the following year being used to support community projects in furtherance of the Festival's aims and objectives.</p> <p>This year the Festival will be in partnership with many local 3rd sector organisations, businesses and residents. Based on the last festival attendance we anticipate around 3000 attendees over the day. The proposed date will be the 3rd September 2022 1pm to 6pm with several satellite venues running around the main event.</p> <p>In 2021 we gathered much feedback from the event. Key learning has been gathered and will be used to ensure an even more successful Festival in 2021.</p> <p><b>Armley Winter Wonderland (including Christmas Light Switch on)</b></p> <p>The grant will be used for the Armley Light Switch on event to be held on the 3rd December 2022 between 3pm and 7pm. This will involve closing Armley Town Street to traffic, managing the traffic through the use of barriers, placing a stage, providing on street and on stage entertainment.</p>	

The event has been planned to coincide with Small Business Saturday, an annual event, whereby all the local shops are planning to get involved through window dressing competition and providing discounts for their products.

The event will be match funded through another grant scheme which will also provide new and additional activities throughout the full day to include a purpose built grotto.

### **Markets**

The grant would be used to put on 2 markets throughout the year. One on the main Armley Town Street and the second on the Moor.

### **In Bloom Upkeep of Planters**

To maintain and upkeep the planters throughout the four seasons.

### **Launch of Pocket Park**

To create a mural, in conjunction with the community, on the wall facing the Gelder Road shops, to provide street entertainment within the new pocket park area. Closure of Gelder Road itself for the event

## **When will the project run?**

April 2022 – March 2023

## **Targets for the project and how success will be measured**

Through the Best City for Communities Strand we are working on the following target:

Increase community activity and local residents' involvement in decision making.

Target 1 – Community Cohesion will be the main driver for the festival. Activities will be designed to be inclusive to all members of the community. A feedback study of the day will be taken to measure success

Target 2 – To bring a new level of culture to the community through additional art funding. This will be measured by uptake in activities at local art organisations

Target 3 – To up the profile of Armley and reduce the misconceptions that Armley is just about antisocial behaviour. This will be measured by working with the Police/PCSO's and with high profile offenders of antisocial behaviour and inclusivity on the day.

## **How the project will be promoted and/or participation encouraged**

The festival will be promoted through a variety of methods. Mainly through social media and on our Facebook sites for both the Festival and Armley Good Stuff (6.9K members). We push leaflets through the schools and also with the involvement of the annual Talent Show we gain good PR through family involvement.

Nearer the time we put up banners in strategic places to bring in the wider communities.

**Exit strategy/How the project will continue after the funding**

We aim to try and ensure that we can have enough money in the bank so that the event can be run annually. This is critical with the Wellbeing funding as it is paid in arrears.

**Other organisations involved**

Interplay

Are the lead on Arts and Entertainment at the Festival

Armley Common Rights Trust

Give us rights to the land in order to house the Festival and Market

Assembly House

Provide entertainment activities

Leeds City Council Leisure Services

Partners in all events

Armley in Bloom

Provide volunteers

Armley Good Stuff

Marketing and PR

Armley Town Team

Business participation

Local Religious Organisations

Provide Volunteers

**Financial Information**

**Revenue funding requested**

£21,618

**Total cost of project**

£48,088

**Match funding/Other funding sources**

£26,470

Name of funding body	Amount requested
Arts Council Via Interplay	8,000
Lottery	10,000
HAP	4,370
Morrisons Foundation	2500
Urban Task Force	1600

<b>Available Funds in Group Bank Account</b>			
<b>Funding received since 2010</b>			
<b>Full Breakdown of Costs</b>			
<b>Item</b>	<b>Wellbeing</b>	<b>Other (with funding body)</b>	<b>Date of Decision</b>
Festival 2022	10,236	Interplay 8,000 HAP 2,370	
Winter Wonderland and Christmas Light Switch On	3,332	Lottery 10,000	
Street Markets x 2	4,050	Morrisons 2,500	
Pocket Park Launch and Mural	2,500	HAP 2,000	
In Bloom Floral	1,500	Urban Task Force 1,600	
<b>Total:</b>	<b>£21,618</b>	<b>£26,470</b>	

<b>Details of volunteers</b>	
<b>Volunteer role</b>	

Pre Events Organisation	10	40	£4424
Festival Day	30	8	£2654
Various Smaller Events	15	20	£3318
<b>Total</b>			<b>£10,396</b>

<b>Communities Team Comments</b>