

Public Document Pack

Late Item for 11th December 2008 – West Inner Area Committee

Agenda Item 9 – Appendix 6

'Crack House' closure of problem Alleyway Lincroft Crescent and Landseer Drive

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Report of the Director of Environment and Neighbourhoods

Inner West Area Committee

Date: 11th December 2008

Subject: Inner West Area Committee Well-Being Fund Update

Electoral Wards Affected:
Armley
Bramley & Stanningley

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

Council
Function

Delegated Executive
Function available
for Call In

Delegated Executive
Function not available for
Call In Details set out in the
report

Executive Summary

This report provides details of the amount of well-being capital and revenue funding available for the financial year 2008-2009, and an update on commitments already made. Members are asked to note this information, comment on any new applications and consider them for approval.

1.0 Purpose of This Report

1.1 This report seeks to update members on the current amount of capital and revenue funding committed and available via the Area Committee Well-Being Budget for wards in the Inner West area. It seeks approval for new and continuing projects commissioned by the Area Management Team.

2.0 Background Information

2.1 The capital and revenue allocation for 2008-09 for Inner West is:

Capital Allocation 2008-2009	£ 72,512
Revenue Allocation 2008-2009	£ 150,440.00

2.2 Currently the amount of Revenue Well-Being fund available for 2008/09 is £6,207.32 and Capital Well Being is £82,600.

3.0 New applications for Well-Being Funding.

3.1 The following applications have been received for this Area Committee, detailed information regarding each application is attached as Appendices 1-5.

LARGE GRANTS					
Project Title	2008-09	2009-10	2010-11	Capital or Revenue	Appendix
Lighting Scheme to Houghley Gill	£15,000			Capital	1
I Love West Leeds Festival	£1,000	£24,000		Revenue	2
Vehicle Burglary Initiative	£2,294.88			Revenue	3
Grass Cutting at Holdforth Place	£2,500			Revenue	4
Summer Bands in the Park		1,200		Revenue	5

3.2 To date £20,000 of Revenue and £20,000 Capital has been allocated from the Well-Being Fund for the financial year 2009-2010.

3.3.

SMALL GRANTS	
ORANISATION	AMOUNT
Charlie Cake Community Baking	£494.68
Russian Xmas	£500.00
Total of Small Grants	£994.68
SKIPS	
None	£00.00
Total of Skips	£00.00

3.4 The Small Grant budget approved for 2008-09 was £10,000, and there is £5,443.36 remaining. With regards to skips, of the £2,500 approved there is £1,020 remaining.

4.0 Implications for Council Policy and Governance

4.1 Well-Being projects support the actions contained in the Inner West Area Delivery Plan. Ward Members have been consulted on the Inner West Area Delivery Plan for 2008-11 and on the projects commissioned to deliver improvements to the area. The Area Delivery Plan contributes to the priorities of the Departmental, Council and Corporate Plans by aiming to create better neighbourhoods and confident communities.

5.0 Legal and Resource Implications.

5.1 The financial resource implications of well-being projects will be processed through the Area Management's well-being budget. Staff resources will be provided by Area Management and partner agencies.

6.0 Conclusions

6.1 The well-being fund provides financial support for key projects in the Inner West Area.

7.0 Recommendations

The Area Committee is asked to:

- a) note the financial status of the Well-Being Budget, capital and revenue.
- b) comment upon and approve where appropriate requests for funding for large grants, small grants and skips.

Background Papers

- No background papers

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Inner West Area Committee Well-being Fund
Commissioning of Service

Appendix 1

Project Name: Provison of Lighting Columns to Houghley Gill

Lead Organisation: LCC City Development (street lighting)

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

West Yorkshire Police
Community Safety Co-ordinator
Parks and Countryside

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

The main outcome of this project is to improve the safety of local people and school children using the access route and also to deter criminal activity affecting residents living close to the Gill. Environmental crime and criminal activity would also be addressed.

Recent consultation has been carried out and out of 100 questionnaires that were distributed, 47 have been returned. The results show that 37 out of those 46 residents feel it is necessary for lighting in Houghley Gill and 9 do not.

The Neighbourhood Warden also conducted a survey speaking to people using the Gill. 7 out of the 8 people spoken to were in favour of the lighting proposals. However, 3 of these 7 had already completed the questionnaire.

Many residents who feel there is a need for lighting have been subject to various crimes and anti-social behaviour. The kinds of incidents highlighted to substantiate the need for lighting the Gill are listed below:

- Fencing stolen
- Attempted burglary
- Garden shed broken into
- House burglary
- Garage break in
- Vehicle theft/damage/burnt out cars
- Motorbikes being ridden up and down the Gill
- Wheelie bins stolen and burnt out
- Fly-tipping

Lighting recently installed near Bramley Park has increased home security, reduced car crime and provided safer walking areas. Therefore local residents feel, lighting would be a beneficial for Houghley Gill.

The initiative is supported by the Police who state that if lighting was installed it would definitely be a positive action and impact on reducing crime and anti-social behaviour and would not be detrimental to the area.

Identify which geographic areas will benefit:

Houghley Gill is geographically located in Armley Ward but is close to the Bramley and Stanningley ward boundary.

Project Cost . Please indicate;

How much will the project cost. (please list all partners and their contributions)

Funding of the project would need to be explored with LCC PFI who have already indicated that they would be prepared to fund 50% of the costs. From earlier discussions and site visit the amount suggested would be roughly in the region of £30,000. The remainder of £15,000 would need to be explored via the wellbeing funding through capital.

Total Cost of the project is : £30,000

Inner West Area Committee - £15,000 is requested from the Well Being Capital Fund.

The account is held in the name of ; LCC FAO Tony Walton Merrion House

Approved
Date

Not Approved
Date

Please return this form to Rebecca Boon, West Area Management Team, Pudsey Town Hall, Lowtown, Pudsey, Leeds, LS28 7BL or via email to rebecca.boon@leeds.gov.uk

Street Lighting Consultation – Houghley Gill

Purpose of the Report

The purpose of the report is to outline the findings from recent consultation undertaken with residents to ascertain their views on whether or not lighting should be installed down Houghley Gill.

Findings

Out of 100 questionnaires that were distributed, 47 have been returned. The results show that 37 out of those 46 residents feel it is necessary for lighting in Houghley Gill and 9 do not. Unfortunately one resident also did not say whether or not they were in favour of the proposals.

The Neighbourhood Warden also conducted a survey speaking to people using the Gill. 7 out of the 8 people spoken to were in favour of the lighting proposals. However, 3 of these 7 had already completed the questionnaire.

Many residents who feel there is a need for lighting have been subject to various crimes and anti-social behaviour. The kinds of incidents highlighted to substantiate the need for lighting the Gill are listed below:

- Fencing stolen
- Attempted burglary
- Garden shed broken into
- House burglary
- Garage break in
- Vehicle theft/damage/burnt out cars
- Motorbikes being ridden up and down the Gill
- Wheelie bins stolen and burnt out

Other comments include the Gill being used as an escape route and youths climbing over garden fences to use the garden as a cut through. Overgrown grass needs to be cut at the entrance to the Gill and near to the Gill and fly-tipping is being experienced. Residents also feel lighting would make the Gill feel safer for all. Children from the high school particularly would benefit because they use it both in the morning and afternoon. Blocking up some of the access paths to the Gill would be beneficial - particularly the one at the end of Wyther Park Hill since the path to it is not safe.

A couple of residents living on Westover Road in Bramley highlighted how the lighting recently installed near Bramley Park has increased home security, reduced car crime and provided safer walking areas. They, therefore, feel lighting would be a beneficial for Houghley Gill.

Residents against the lighting have highlighted issues such as lighting a highly vegetated environment would be patchy and be more dangerous than its current unlit state. It may also have a negative effect in encouraging people to believe that

Houghley Gill was safe at night. Anti-social behaviour and vandalism can only be reduced by denying access i.e. blocking off right of way, which does not have to exist now the development has precedence in the area.

There is also a need to remove some of the trees and reduce the height of others, thereby creating more natural light. Lighting would also not prevent people from hiding in the shadows.

Some residents both in favour and against do point out that should lighting be installed it would need to be vandal proof. Many years ago the Gill did have lighting, but this had to be removed due to vandalism. Some residents expressed concern that lights may encourage youths to hang around in the Gill encouraging them to drink and commit anti-social behaviour, causing more upset for residents.

Two replies on behalf of Friends of Houghley Gill were against lighting and highlighted concerns about people being able to hide in the shadows, the lighting encouraging an increase in fly-tipping, encouraging groups to congregate at night, lighting pollution being an issue for the bat population, Police vehicles not having easy access to the Gill, the Gill being unsafe for anyone walking at night lit or unlit and unsafe for children anyway.

One resident, on behalf of Friends of Houghley Gill, states that everybody the group has spoken to has requested improved lighting at the top of the Gill in the area of the public street where the bottom of Houghley Lane meets the entry to Houghley Close. A street lamp which used to be there was removed at the time of the building of the Kings Approach estate. The grass verges are also in need of cutting.

The Police are fully supportive of the proposal. They feel that it will enhance the area for residents and will certainly be a deterrent to anyone considering any criminal activity within the area. The officers also strongly believe that any lighting in the area would have a positive effect on deterring groups from congregating, and thus reducing the instances of anti-social behaviour in the area. The Gill in the past has also provided shelter/cover for offenders who are attempting to evade arrest and, therefore, this would also be reduced if the introduction of lighting was to go ahead.

The feeling from the officers is that if the lights were to be installed it would definitely be a positive addition, rather than be of any detriment to the area.

A proposal was raised at the last meeting of the Wyther Improvement Group held on 1 September 08 with partner agencies and ward members seeking their views on lighting for Houghley Gill and they overwhelmingly support lighting of the Gill to improve safety in the area.

Funding

Funding of the project would need to be explored with LCC PFI who have already indicated that they would be prepared to fund 50% of the costs. From earlier discussions and site visit the amount suggested would be roughly in the region of £30,000. The remainder of £15,000 would need to be explored via the wellbeing funding through capital.

Recommendation

The findings from the consultation demonstrate, there is an overwhelming view that lighting would benefit the local community therefore a positive response to install lighting in the Gill. There are some reservations raised in relation to concerns about vandalism, and youths congregating should the Gill be lit, however this would need to be taken into consideration and monitored should the scheme be approved.

Gill Hunter
Area Community Safety Co-ordinator

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Inner West Area Committee Well-being Fund
Commissioning of Service

Appendix 2

Project Name: I Love West Leeds Festival 2008

Lead Organisation: Interplay

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

The I Love West Leeds Festival is delivered by Interplay using a Festival Director dedicated to the post of delivering the festival. The festival has a group of advisors that includes representatives from Interplay, West Leeds Area Management Team, Out of School Activities (Youth Service) & Wortley High School.

Festival projects will be delivered in partnership with community and statutory organisations across west Leeds, including schools, older peoples groups, parks and countryside, museums and galleries and local businesses.

The festival is also currently developing partnerships with other commissioners of new work including the West Yorkshire Playhouse.

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

Background

The 2008 festival and its projects grew in status once again from the previous year. New commissions continued in the ongoing ethos of making the everyday unusual and we have developed a strong reputation in producing high quality projects and events in quirky but accessible packages. Press again was up on the previous year with 14 articles over a four week period.

ILWL 2009 seeks funding from the Inner West Area Committee towards the festival director post and 2009 festival projects. These projects will bring together artist commissions with youth & community work. All festival projects work continue the ethos of idea of "making the every day unusual".

The festival makes every effort to ensure that projects take place in all wards across West Leeds. Some of the projects cross both Inner and Outer West, as such the festival requests only part funding toward the cross boundary projects.

Need

The festival projects aim to work with a broad cross section of the West Leeds community in the spirit of an intergenerational arts festival. The Festival offers local people from West Leeds 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. The 2008 festival had participation figures of 3834 for people actively participating in an activity and audience figures of over 15,000 for the fortnight. Festival day at Armley Mills took place in appalling weather and still 2000 people were counted through the gates!

Interplay has particular expertise in working with disadvantaged young people and these groups will be targeted for specific projects with help from Schools/Youth Service/Positive

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Activities for Young People and Youth Offending Service – in the past these young people have played an active role in delivering the festival radio station.

Local and Regional Priority

On an Area level, the Festival and its projects support the LSP, ADP & LAA in the following ways:

The festival directly contributes to:

- Increased engagement in the arts (NI 11) through all festival projects
- Increased use of public libraries directly through festival projects such as those with Pudsey library & the mobile library bus (NI 9)
- Increased visits to museums (NI 10) to Armley Mills (2000 visitors in 2008 alone plus 2 previous projects at the mills)
- Increased young people's participation in positive activities (NI 110) through the festival radio station, festival day, brief encounters, festival day at Wortley High, work placements, casual labour and attendance at other festival events.
- Increased participation in cultural activities through engaging with all our communities (LSP - P1)

Attending festival events can also contribute to:

- Increasing the % of people who believe people from different backgrounds get on well in their local area (NI 1).

“The festival was a great way of bringing together people from all sorts of cultural and socio economic backgrounds all in one day” - Nina Baptiste. Keeper, Armley Mills

- Increasing the % of people who feel they belong to their neighbourhood (NI 2).

“I'm proud to be part of a community that can host the I Love West Leeds Festival, since I'm convinced that it creates a space where different people in the area – artists or not – can enjoy the innovative area-specific work that comes out of west Leeds.” Boff Whalley. Writer and musician.

And by supporting Interplay to deliver the festival WLAM is contributing to:

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

The Festival and its projects also support the Every Child Matters Agenda in the following ways:

Enjoy and Achieve

- Opportunity to participate in arts activities.
- Opportunity to work alongside professional artists.
- Opportunity to gain accreditation for involvement.
- Opportunity to take ownership and direct activities.

Positive Contribution

- Work experience and volunteering opportunities.
- Generating own radio programmes, questioning local politicians.
- Showcase events across West Leeds raising the local profile and positive activity of local young people.

Stay Safe

- Intergenerational projects decreasing fear and increasing communication and understanding across generations.
- Community pride and cohesion.
- Raising self-esteem and resilience.

- Opportunity to share experiences and mix with peers and local people from different backgrounds.
- Trying new things and raising aspirations leading to re-engagement.

Feedback on last years festival.

“A wonderful idea – the festival has events you actually want to go to!”

“The drive-in movies are a fab idea! Brief Encounters were great too! As was the full event at Armley Mills”

“I think this is a dead good idea. Lots of people think its a bit rubbish and nothing happens here but you’ve shown that’s not true”

“what a brilliant event – Arts – Heritage – Education – Creativity – what more can west leeds ask for – fabulous – loved it!!”

Project Activities

Festival Director – 25K

The festival is now in its fifth year and has grown significantly in size and profile since 2005. In order to continue the momentum of the festival, it is proposed to continue to employ a festival director for a 12-month post from Feb 09 through to Jan 10. This will see the delivery of the 09 festival and keep the director in post for the fundraising period in autumn/winter for a proposed 2010 festival. The presence of a year round postholder ensures greater consultation and involvement of local people, increasing and strengthening partnerships with local organisations; a greater potential to fundraise and secure local business sponsorship.

Festival Commissions and community-projects – 25K

These projects form the main body of the festival The commissions will be cross art form to facilitate multi-sensory stimulation and, by the nature of the lack of arts venues in the area, they will take place in unusual locations. The performances/exhibitions/events will be open to the public and free of charge, offering the people of West Leeds the opportunity to experience high quality arts on their doorstep, tackling economic, geographical and sensory barriers to access. Festival commissions already in the planning for 2009 include:

- Who is the creative economy? A documentary style project unearthing the hidden professional creative talent of West Leeds.
- Marat Sade – A new festival commission – a community play set around Leeds Prison working with community actors and hopefully including a performance in the Gaol itself, as well as performances elsewhere in West Leeds.
- Bramley Baths underwater film screening of Jaws and Finding Nemo!
- Migration photography exhibition examining migration of people and animals.
- West Leeds Library project in partnership with library service.
- West Yorkshire Playhouse in association with I Love West leeds. – a new community play by WYP. Play to premiere at the festival before going on to the Playhouse Courtyard Theatre.
- Orchestra for older people – working with older people across West Leeds in a new music group to develop and perform at the festival.
- and of course a large scale- participatory project to involve people from across west Leeds.

Community Radio .– 11k

2008 saw the community radio station broadcast for 1 weeks streamed over the internet. Radio is an exciting medium and loved by all ages. Live presenting is mixed with pre-recorded programmes made out in the community on relevant community topics such as health, education, and community interest. In 2008 6 local primary schools made hour-long programmes with the help of community radio workers. A half term project was also run out of the Whythers Estate Community House working with young people from the estate. The radio acts as a networking opportunity for groups and individuals and as a community information dissemination point. It also provides opportunities for bringing people into the studio for discussions, airing local opinions and aspirations and to work with and debate with local councillors, MPs and other key decision-makers. Individuals, small groups and schools will be working with radio staff to research and make short programmes for broadcast on air

Marketing/PR - 10k

Quality marketing and PR is vital for the success of the festival. The profile of the festival has risen consistently over the last 4 years. In addition to accessing new and repeat audiences for festival events, the marketing of the festival brand acts as a PR and Communication tool to the rest of the city about the vibrancy and development of West Leeds. The festival employs a professional designer and PR consultant, this along with the quirky nature of the festival programming are invaluable in gaining good publicity for the festival. In 2008 60,000 brochures were printed and delivered door to door, advertisements were taken out in local press and the billboard presence were all part of the PR campaign. We gained extensive coverage of festival by the Yorkshire Evening Post and had several live Radio interviews with Radio Leeds and Pulse FM

Festival Day including Shedopolis – 17K

The highly successful rotating festival day attracts thousands visitors for an afternoon of arts, crafts, live music and entertainment. We know from the postcode data collected at the Armley Mills Day that the audience was not just drawn from the local area but travelled in from across the whole of west Leeds. Festival Day is unique from regular “fun days” in providing an accessible and inspirational arts focussed day to the public at no charge. Mixed in with the regular face painters are new commissions such as Armley The Musical which worked with professional writers and directors who live in the area as well as acts such as Whalley Range All-stars and their inflatable Pig which not only brought people down to the event but paid for itself in publicity generated. The sheds are fast becoming legendary in artist circles in Leeds. The rotating and evolving nature of festival day ensures accessibility across West Leeds and encourages residents to explore other parts of their local area.

Festival Drive-in's and projections - 4k

This years Drive-ins at at Pudsey Civic Hall were oversubscribed with a 3 storey inflatable screen and a mix of modern and classic movies.

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

West Leeds is a large geographical area encompassing both rural and urban environments with large parts of the area identified as Areas of Multiple Deprivation by Government statistics. The Festival will use common threads to link projects across the wards, where groups/individuals from different areas work towards a common goal and multi centre events to take the festival into the heart of each community.

The Festival will allow community members across generations from across West Leeds

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to become involved at different levels, either through school placements, volunteering during the week, or through the schools and community-wide projects and events.

The Festival offers local people from West Leeds 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. The intention is to bring local people in to a range of arts-based events, both as participants and audiences, who would not normally attend and develop a local audience for these and future events in West Leeds. It will also facilitate young people working with professional artists and performing alongside artists with national reputations. The festival acts as a tool for local information dissemination. Projects such as the radio and film making strengthen the sense of community and provide a voice for local opinions and aspirations.

The festival aims to encourage intergenerational participation, offering opportunities for dialogue between older members of the community and young people, two traditionally opposed groups, and recognises the need for cross generational work in creating and acknowledging a diverse society.

Jobs and area profile raising

The 2008 festival provided employment for 124 people with a conservative estimate of total number of days employment at 605 and had over 50 volunteers helping in various roles.

Marketing was very effective this year, one of the reasons for this was a switch from private firm delivery company and free paper insert to the Royal Mail door to door service. Whilst Royal mail was a more expensive option, it paid off with more certainty of delivery, as indicated by positive feedback from local residents on receipt of the brochure through the letterbox. Missing postcode sectors were covered by hand by the festival team. The 60,000 print run of festival brochures was supplemented by individual event marketing including 10,000 festival day flyers distributed through schools and additional individual postcards for Pride of Place and All our Hearts Content.

Press Coverage was almost double this year and good-sized articles too. 14 printed press articles including fantastic Yorkshire Evening Post coverage, an "if you do one thing this weekend" article in the Metro and a feature highlight in the Guardian Guide. I haven't been on top of smaller publications such as Pudsey Times and Leeds Weekly News, I suspect they also carried articles. Radio coverage for this year was 3 prime time studio interviews at Radio Leeds and 1 phone interview for Pulse Fm in Bradford.

2008 was the first year of the festival having its own dedicated website www.ilovewestleeds.co.uk, with listings, event detail, press pages and contact pages. This proved to be an enormous success with 4000 visitors during June and July. It also provides an online archive for previous festivals, helpful to press and visitors wanting to know more about the festival and of course it links to the new Interplay main site.

The high profile of the festival also benefited organisations taking part for example the I'd Love Less Weeds event has been directly responsible for Cobden Community Allotments gaining more members, raising their profile and strengthening their organisation.

Participation

Participation sits at the heart of the festival with opportunities to take part last year as varied as flat cap decorating workshops on Forward to the Past and Back Again, to inviting a photographer into your front room to photograph your fireplace or swapping your stories of second hand items for a piece of cake. And then of course there was Brief

Encounters – the search for the ultimate underpant. The demand to take part in this project was overwhelming and over 2500 people from across west Leeds took the time to sit and decorate a pair of Y-Fronts. A team of volunteers had to be drafted over several evenings to help sew all the pants into bunting and on the exhibition day every inch of the Armley Mills was covered in underpants, with young and old exploring the building to find the pair they had decorated.

Supporting local artists

The festival is not a simple booking festival, it initiates and commissions projects as well as building relationships with artists to facilitate and develop their ideas. During the years festival we have been able to work with some fantastic artists. The building of these relationships translates into direct benefits to the festival of having committed people on board who are vision-driven and it also benefits the artists in that they are given freedom to explore new ideas and work on projects that develop them as artists.

The festival projects have also been able to help springboard artists onto further work.

- Pride of Place- Ann McNeill from Impressions Gallery in Bradford having seen the exhibition is developing a relationship with Phil Moody and is promoting the book of the exhibition in Impressions Gallery shop.
- All Our Hearts Content (Secondhand stories) have been asked by Chapel Allerton Festival to repeat the project for their festival.
- Armley Mills will be using experience and info gained from the festival day at the mills to feed in to their plans for the future of the museum.
- Armley The Musical –Boff Whalley and Justin Audibert are keen to pitch a bigger idea for next years festival, as well as them continuing to work with the West Yorkshire Playhouse.
- The Marvellous Tea Dance Company – first developed at the festival now holds regular events
- The roller disco has scheduled a second event to be held in December.
- He-re letting agents are exploring the feasibility of holding further dining events.

Audience development

All ages were catered for across the projects and events and there really was something for everyone. Feedback forms from festival events indicate that people are attending multiple events over the fortnight, which tells us that we are succeeding in generating festival atmosphere in the area.

17 schools took part in the festival as well as community centres, youth service, barca groups, scout groups and individuals young and old. (over 2500 participants in all decorated a pair of Y fronts).

On the Mills day 2000 people were counted in through the gate in the pouring rain and postcode data collected from arts workshops on the day clearly shows that the event pulls in people from across the entirety of west Leeds not just from the immediate locality around the event. Average visitor figures for the Mills on a Sunday are in just double figures so we can be sure that the Forward to the Past and Back Again had a massive impact on the mills. The combination of professional performances on the day and the quirky nature of the programme drew much interest from press and audience alike. The use of professional companies such as Whalley Range Allstars with their 30' inflatable pig captured the imagination of the public and the Festival shed commissions have become well known across the city, with artists approaching us already asking for a shed for next year.

The festival is committed to producing great art/events and making them accessible and not elitist. For the Pride of Place exhibition– we did extensive trekking around West

Leeds looking for an appropriate venue that would maximise access to the exhibition. Morrisons Supermarket stood out as an ideal venue in the heart of West Leeds in Bramley and the store manager informed us that 5000 people a week pass through its doors. The placing of the photographs behind the tills meant every person passing through the store had time to stand and view the exhibition whilst waiting to pay for their shopping. Even whilst we were hanging the exhibition, elderly ladies were stopping to chat and share their stories of their fireplaces and of heating up bricks in the old ranges (still found in some West Leeds properties) to use as hot water bottles.

Long term outcomes from The festival and its projects include increased community cohesion and community pride, both key priorities of the West Leeds District Partnership and gaining recognition for arts and culture as an essential vehicle for the regeneration planned for West Leeds and as a continuing tool for the re-engagement of both young people and communities as a whole with their locality, neighbours, environment and education, training and employment.

Project Cost. Please indicate

How much the project will cost? (List all partners and their contributions)

Identify which geographic areas will benefit:

All 5 West Leeds Wards including Armley and Bramley & Stanningley

Project Cost . Please indicate;

How much the project will cost. (please list all partners and their contributions)

Total Festival – £119,851K
contributions sought / secured
Inner West £25,000
Outer West £25,000
Arts Council £25,000
Other trusts/foundations 18,000
In kind Equipment loans – businesses £3529
In kind support/overheads Interplay £23,322

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

£25,000 (revenue)

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

Dawn Fuller, Interplay, Armley Ridge Rd, Leeds, LS12 3LE
Tel: 0113 2638556 email: festival @interplayleeds.co.uk www.interplayleeds.co.uk

Approved Date

Not Approved Date

Please return this form to Rebecca Boon, West Area Management Team, Pudsey Town Hall, Lowtown, Pudsey, Leeds, LS28 7BL or via email to rebecca.boon@leeds.gov.uk



I Love West Leeds Festival Evaluation 2008

Introduction

The 2008 festival and its projects grew in status once again from the previous year. The weather for the fortnight was terrible, with rain everyday (yes everyday). But this did not dampen the festival atmosphere. New commissions continued in the ongoing ethos of making the everyday unusual and we have developed a strong reputation in producing high quality projects and events in quirky but accessible packages.

The festival was produced by professional arts organisation Interplay, with a festival director post in place responsible for the direction and delivery of the festival. A festival assistant was in post late June and July on placement from Leeds College of Art and Design, and a further production assistant was employed for during the festival. Festival events and projects were realised using Interplay staff, freelance artists & musicians, production staff and volunteers.

The festival ran for two weeks in July 5-20. The festival director is currently evaluating and exploring potential new commissions for 2009, as well as investigating fundraising opportunities.

Project Summary and links to key priorities

The festival took the form of a two-week long cross artform cross generational arts festival with 36 events in total. The events were spread across west Leeds and designed to attract a wide cross section of the community.

The festival involved all ages and was a mixture of experience based events and participatory projects. Individuals, groups, schools and local businesses were involved. The festival had participation figures of 3834 for people actively participating in an activity and audience figures of over 15,000 for the fortnight.

This contributes directly to the LAA for taking part in arts activity and the general underpinning theme of culture as well as being able to be counted towards the goal of Five hours of culture a week for school age young people.

The Festival and its projects also support the West Leeds 'Strategy for Success' and its key priorities of

- Harnessing the creativity of communities and organisations
- Encouraging creativity in young people
- Supporting initiatives that put pride into communities

On a regional level the Festival and its projects align with Vision for Leeds 2 in Narrowing the Gap and Going up a League.

On a national level the projects help meet targets for Dept Ed & Skills 'Children's development (PSA1) and PSA7 for raising standards of ICT for 14yr olds as well as the Overarching Target (ODPM PSA1) for tackling social exclusion and encouraging neighbourhood renewal.

Project Outcomes

Jobs and profile raising

The festival provided employment for 124 people with a conservative estimate of total number of days employment at 605 and had over 50 volunteers helping in various roles.

Marketing was very effective this year, one of the reasons for this was a switch from private firm delivery company and free paper insert to the Royal Mail door to door service. Whilst Royal mail was a more expensive option, it paid off with more certainty of delivery, as indicated by positive feedback from local residents on receipt of the brochure through the letterbox. Missing postcode sectors were covered by hand by the festival team. The 60,000 print run of festival brochures was supplemented by individual event marketing including 10,000 festival day flyers distributed through schools and additional individual postcards for Pride of Place and All our Hearts Content.

Press Coverage was almost double this year and good-sized articles too. 13 printed press articles including fantastic Yorkshire Evening Post coverage, an "if you do one thing this weekend" article in the Metro and a feature highlight in the Guardian Guide. I haven't been on top of smaller publications such as Pudsey Times and Leeds Weekly News, I suspect they also carried articles. Radio coverage for this year was 3 prime time studio interviews at Radio Leeds and 1 phone interview for Pulse Fm in Bradford.

2008 was the first year of the festival having its own dedicated website www.ilovewestleeds.co.uk, with listings, event detail, press pages and contact pages. This proved to be an enormous success with 4000 visitors during June and July. It also provides an online archive for previous festivals, helpful to press and visitors wanting to know more about the festival and of course it links to the new Interplay main site.

The high profile of the festival also benefited organisations taking part for example the I'd Love Less Weeds event has been directly responsible for Cobden Community Allotments gaining more members, raising their profile and strengthening their organisation.

Participation

Participation sits at the heart of the festival with opportunities to take part as varied as flat cap decorating workshops on Forward to the Past and Back Again, to inviting a photographer into your front room to photograph your fireplace or swapping your stories of second hand items for a piece of cake. And then of course there was Brief Encounters – the search for the ultimate underpant. The demand to take part in this project was overwhelming and over 2500 people from across west Leeds took the time to sit and decorate a pair of Y-Fronts. A team of volunteers had to be drafted over several evenings to help sew all the pants into bunting and on the exhibition day every inch of the Armley Mills was covered in underpants, with young and old exploring the building to find the pair they had decorated.

Supporting local artists

The festival is not a simple booking festival, it initiates and commissions projects as well as building relationships with artists to facilitate and develop their ideas. During the years festival we have been able to work with some fantastic artists. The building of these relationships translates into direct benefits to the festival of having committed people on board who are vision-driven and it also benefits the artists in that they are given freedom to explore new ideas and work on projects that develop them as artists. The festival projects have also been able to help springboard artists onto further work.

- Pride of Place- Ann McNeill from Impressions Gallery in Bradford having seen the exhibition is developing a relationship with Phil Moody and is promoting the book of the exhibition in Impressions Gallery shop.
- All Our Hearts Content (Secondhand stories) have been asked by Chapel Allerton Festival to repeat the project for their festival.
- Armley Mills will be using experience and info gained from the festival day at the mills to feed in to their plans for the future of the museum.
- Armley The Musical –both Boff Whalley and Justin Audiberts are keen to pitch a bigger idea for next years festival, as well as them continuing to work with the West Yorkshire Playhouse.
- The Marvellous Tea Dance Company – first developed at the festival now holds regular events
- The roller disco has scheduled a second event to be held in December.
- He-re letting agents are exploring the feasibility of holding further dining events.

Audience

All ages were catered for across the projects and events and there really was something for everyone. Feedback forms from festival events indicate that people are attending multiple events over the fortnight, which tells us that we are succeeding in generating festival atmosphere in the area.

12 schools took part in Brief encounters as well as community centres, youth service, barca groups, scout groups and individuals young and old. (over 2500 participants in all decorated a pair of Y fronts).

On the Mills day 2000 people were counted in through the gate in the pouring rain and postcode data collected from arts workshops on the day clearly shows that the event pulls in people from across the entirety of west Leeds not just from the immediate locality around the event. Average visitor figures for the Mills on a Sunday are in just double figures so we can be sure that the Forward to the Past and Back Again had a massive impact on the mills. The combination of professional performances on the day and the quirky nature of the programme drew much interest from press and audience alike. The use of professional companies such as Whalley Range Allstars with their 30' inflatable pig captured the imagination of the public and the Festival shed commissions have become well known across the city, with artists approaching us already asking for a shed for next year.

The festival is committed to producing great art/events and making them accessible and not elitist. For the Pride of Place exhibition– we did extensive trekking around West Leeds looking for an appropriate venue that would maximise access to the exhibition. Morrisons Supermarket stood out as an ideal venue in the heart of West Leeds and the store manager informed us that 5000 people a week pass through its doors. The placing of the photographs behind the tills meant every person passing through the store had time to stand and view the exhibition whilst waiting to pay for their shopping. Even whilst we were hanging the exhibition, elderly ladies were stopping to chat and share their stories of their fireplaces and of heating up bricks in the old ranges (still found in some West Leeds properties) to use as hot water bottles.

Project Cost

Total Festival Budget 82K

Income

Area Committees 50K

Arts Council 27k

Engage 5k

Expenditure

Press and Marketing 10K

Armley the Musical 3.5k

Drive-ins 4k

Festival day performances/artists/workshops 9k

Brief encounters 2.5k

Festival Radio 5k

Festival Events 15k

Infrastructure 3.5k

Van hire and storage 1.5k

Production staffing 3k

Festival Director 25k (including on costs)

***Detailed festival expenditure spreadsheet available on request**

Audience Feedback... a few of the many lovely comments

“A wonderful idea – the festival has events you actually want to go to!”

“The drive-in movies are a fab idea! Brief Encounters were great too! As was the full event at Armley Mills”

“The drive-in was great as was the Armley Roller Disco”

“I think this is a dead good idea. Lots of people think armley is a bit rubbish and nothing happens here but you’ve shown that’s not true”

“what a brilliant event – Arts – Heritage – Education – Creativity – what more can west leeds ask for – fabulous – loved it!!”

“how many pants? They must be breeding...every time we turned a corner there was another line of them”

“it is great here! With all the stuff you can do here your head explodes”

“im soaking wet and still grinning my head off!”

“we only came for half an hour and we’ve been here all afternoon”

“Really really good. Musical marvellous”

“I liked looking through the pig!”

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Area Committee Well Being Fund
Commissioning of Service

Appendix 3

Project Name: Reduce Burglaries and vehicle crime

Lead Organisation: West Yorkshire Police

Project Summary:

The project will aim to reduce crime in the Bramley and Stanningley and Armley wards. The dark nights have arrived and burglary and vehicle crime have increased, mainly over the early hours of the weekend. Plain clothes officers will work between the identified times.

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

The main outcome of the operation will be to catch and convict persons responsible for serious acquisitive crime in the Bramley and Stanningley and Armley areas. This will then promote confidence and satisfaction within the community by showing that together with our partners we are proactively working towards reducing and detecting crime. This will be facilitated by a sergeant-led plain clothes team working between the identified times of the crimes being committed. The officers will use specialist equipment within the project, this being the capture car, capture bike and the trackable assets car, placing them strategically in areas as identified by a crime pattern analysis.

Project Cost (please indicate how much the project will cost, how much Well Being Funding is sought and breakdown between capital and revenue):

Seven officers working Friday, Saturday and Sunday. The officers will alter their shifts forward to reduce the cost of the project and will work extended tours to cover the identified periods. Several of the officers are required to operate the specialist equipment. The cost is £2294.88

1 PS & 6 PC's

Extended Tours

4 Hours (0200 – 0600 Fri Sat Sun)

Over 1 weekend Nov/Dec 2008

Total Hours 84 Hours

Total Bid - £2294.88

Identify which geographic areas will benefit and which Area Committee (Inner or Outer) you are applying to: West Inner, Bramley and Stanningley and Armley wards.

State who will receive the funding for this project:

West Yorkshire police

Sharon Wade Finance Officer Pudsey/Weetwood

Tel : 241 4816

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**Inner West Area Committee Well-Being Fund -
Commissioning of Service**

Appendix 4

Project Name:

Grass Cutting and Maintenance of Holdforth Place, New Wortley

Lead Organisation:

West North West Homes, Street Scene, (City Development) West Area Management Team

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

Glendale Contractors will be commissioned by Area Management Team to undertake to clear the land and cut the grass on this vacant piece of land in the neighbourhood. Following this the grass will be cut as part of the contract that West North West Homes have with Glendale for the area.

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

The land is currently owned by HM Treasury who took possession following the liquidation of a development company who bought the site. No maintenance of the land has ever been undertaken and it remains a focus for fly-tipping in a neighbourhood which is in the worst 4% of neighbourhoods in the country.

Current negotiations are in hand for the land to come within the control of LCC following which the land will be maintained by Glendale via West North West Homes Leeds.

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

Key Outcomes.

- Deter fly-tipping and bonfires on the site
- Prevent further cost to the authority
- Prepare the site for purchase by West North West Homes who will accept responsibility for future maintenance.
- Prevent the speculative purchase of a site by a developer who may seek to profit from the acquisition
- Build confidence in the community that the local authority and ALMO are working with them to deliver regeneration of the estate.

Identify which geographic areas will benefit:

New Wortley neighbourhood in Armley ward.

Project Cost . Please indicate;

How much the project will cost. (please list all partners and their contributions)

£2,500

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

£2,500

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

Street Scene (City Development)

Approved
Date

Not Approved
Date

Please return this form to Rebecca Boon, West Area Management Team, Pudsey Town Hall, Lowtown, Pudsey, Leeds, LS28 7BL or via email to rebecca.boon@leeds.gov.uk

Inner West Area Committee Well-Being Fund
Commissioning of Service

Appendix 5

Project Name: Summer Bands in Leeds Parks

Lead Organisation: Leeds International Concert Season

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

Concerts will be on Sunday afternoons at 2.30pm between June – August 2009.

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

For four brass band concerts as part of 'Summer Bands in the Parks' series. These concerts will benefit Armley and Bramley and Stanningley.

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

These concerts will benefit the community as people will be able to experience free music in their local parks.

Identify which geographic areas will benefit:

Armley and Bramley and Stanningley.

Project Cost . Please indicate;

How much the project will cost. (please list all partners and their contributions)

£300 per concert as £200 pays the band and £100 is for the parks costs. Last year there was one concert in Armley Park, one in Armley Moor and two in Bramley Park. If you were to have the same this year the total amount would be £1,200.

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

Alison Huckerby

Leeds International Concert Season

The Town Hall

The Headrow

Leeds. LS1 3AD

LS1 3AD

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Approved Date

Not Approved Date

Please return this form to Rebecca Boon, West Area Management Team, Pudsey Town Hall, Lowtown, Pudsey, Leeds, LS28 7BL or via email to rebecca.boon@leeds.gov.uk