

Area Committee Well-being Fund
Commissioning of Service

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 steering group that includes representatives from Interplay, West Leeds Area Management Team, Education Leeds, 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 BBC Radio Leeds and Leeds Met and LCC Museums & Galleries.

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

Background

The third "I Love West Leeds" (ILWL) took place 2-22nd July 2007 and involved approx 6000 people.

As a cross art form festival ILWL featured drive-in movies, poetry, outdoor projections, community radio and a festival day in Pudsey Park. Funding for the 2007 Festival came from Arts Council England, Outer West Area Committee, Inner West Area Committee, ERDF-Routemap and Interplay Theatre. The I Love West Leeds Festival is unique in the city in that it is the only two week cross artform festival grounded in the local area.

ILWL 2008 seeks funding from the Inner West Area Committee towards the festival director post and 2008 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 across West Leeds. Many of the projects cross both Inner and Outer West, as such the festival requests part funding toward these projects.

The festival and its projects will assist the District Partnership in delivering its actions on Culture and strengthening the VCF sector in the District Partnership Action Plan as well the LAA. ILWL is a high profile, high quality arts festival for the area and as such not only celebrates the vibrant community and encourages participation but also acts as a fantastic promotional and marketing tool for the whole of the West.

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. Building on the last three year's success we aim to involve over 6000 people in the 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.

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 Activities for Young People and Youth Offending Service.

Local and Regional Priority

On an Area level, the Festival and its projects 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

The Festival and its projects in working with young people and the community directly address these priorities along with regeneration through culture and wider community cohesion and reassurance.

The festival and its projects will assist the District Partnership in delivering its actions on Culture and strengthening the VCF sector in the District Partnership Action Plan and the Local Area Agreement.

ILWL is a high profile, high quality arts festival for the area and as such not only celebrates the vibrant community and encourages participation but also acts as a fantastic promotional and marketing tool for the whole of the West.

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

In line with the City's strategic objectives we aim to offer support for young people in achieving increased skill levels and accreditation through projects, work experience and OCN Qualification delivery.

Project Activities

Festival Director - The festival is now in its fourth 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 08 through to Jan 09. This will see the delivery of the 08 festival and keep the director in post for the fundraising period in autumn/winter for a proposed 09 festival. It will also enable the Festival to begin to deliver events year round, keeping the festival momentum active and the profile high. The presence of a year round post holder will ensure greater consultation and involvement of local people, increasing and strengthening partnerships with local organisations; a greater potential to fundraise and secure local business sponsorship and an ability to deliver arts activities for the local people and schools across West Leeds year round, under the I Love West Leeds Festival banner. – 25K

Festival Day including Shedopolis

The highly successful rotating festival day attracts about 3500 visitors for an afternoon of arts, crafts, live music and entertainment. The day's activities are offered free to the public to maximise access for all. Community groups use the day to promote their activities, raise funds and recruit new members. The day has been highly successful in recruiting young people into the BreezeCard scheme, providing them with information on

further arts activities.

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 and bouncy castles are acts such as Mimbire, a female acrobatic trio frequently employed by the National Theatre, Big Rory and his dog Oochie who tour the world making people laugh and visual artists/makers taking part in shedopolis such as Nichola Pemberton, Louise Atkinson and Black Dogs, regular exhibitors in the city. Shedopolis comprises 15 sheds decorated by 15 Leeds artists/groups open for exploration during the day. Festival Day would continue to commission artists and increase the number of sheds. 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. – 17K

Festival Commissions and community-projects

These projects form the 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 from 2007 included a Brass band concert in Bramley Baths, an “Ideal Home” exhibition in an estate agents, a site-specific dance performance, mobile music on the library buses, a shop turned into a restaurant, the fantastic exhibition of Casey Orr’s photographs on the canal - an exhibition now moving to the US and of course not forgetting the knitted shed project involving 250 local knitters aged 5 to 95... This years projects so far (and there will be many more) include a travelling murder mystery on a canal barge, Shop Cinemas – a derelict shop in each area transformed into a miniature cinema for the festival showing local and commercial films in an intimate setting and an environmental art project called “I’d love Less Weeds!” – 20K

Community Radio

2007 saw the community radio station broadcast for 2 weeks and 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 2007 local primary schools made hour-long programmes with the help of community radio workers and mobile recording stations were taken out to record Farnley History day and to work with Youth Service. 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.– 11k

Festival Drive-in’s and projections

Last year 300 images of West Leeds taken by keen local photographers were collected on the internet on the photo image site Flickr (www.flickr.com/groups/ilovewestleedsfestival) and then projected on the the Gasometer in a night of illuminated images. So popular was this event that Light Night are currently repeating the project for use in the city centre.

Drive-ins made a come-back at Pudsey Civic Hall with a 3 storey inflatable screen and a mix of modern and classic movies. A full car park in the pouring rain made for an atmospheric evening for a showing of Psycho, whilst roller skaters greeted the Priscilla

Queen of the dessert crowd. 6k

Marketing/PR

Quality marketing and PR is vital for the success of the festival. The profile of the festival has risen consistently over the last 3 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 2007 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 YEP and Yorkshire Post (even the motoring section) and had several live Radio interviews with Radio Leeds and tv appearances on BBC North, Calendar and This Morning - 10k

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

Short term

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 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.

Long term

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.

Identify which geographic areas will benefit:
All 5 West Leeds Wards

Project Cost . Please indicate;

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

Total Festival - 90K
contributions sought / secured
Inner West 25,000
Outer West 25,000
Arts Council 30,000
Other trusts/foundations 10,000

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