

Area Committee Well-being Fund – Commissioning of Service
Inner West Area Committee

APPENDIX 3

Project Name: The Marvellous Armley Tea Dance

Lead Organisation: Armley Tea Dance

Project Delivery - How will the project be delivered? (list any partners involved in the project): Armley Tea Dance will continue as a community company and run 7 Marvellous Armley Tea Dances at Interplay Theatre Festival, VE Day, '*I Love West Leeds Festival*', (Funded by the festival) Autumn and Christmas of 2008 and Valentines and Easter of 2009. Working with attention to authentic vintage detail, the Tea Dances will work with local musicians, artists and Dance teachers and promote each event across West Leeds, as well as regionally to relevant interest groups. The project will be supported by partners Interplay Theatre and '*I Love West Leeds*' Festival who will provide the venue for free and support and inclusion in the Festival and company publicity, including flyers, websites, radio and PR. The Tea Dance will be supported by sponsors *Rose and Co Boutique* and *Lyndy Friday* dance class organisers.

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

The very first Marvellous Armley Tea Dance played the opening of the 2006 '*I Love West Leeds*' Festival and was attended by 120 very enthusiastic West Leeds residents who drank tea, ate cakes and swung their partners to the sounds of Armley-based musicians, Miss Cara Robinson, Miss Sally Fairfax and Mr Joe Tatton.

Between Feb 07 and Dec 07 with the support of Leeds Area management funding Six more Tea Dances have taken place. Several local and Armley based bands artist and waitresses have been involved in these events.

The Marvellous Armley Tea Dance is far from an average Tea Dance. Angie and Donna, of Armley Tea Dance, openly admit that this project is an absolute labour of love and take sheer delight in taking their customers on a trip back to the 1940s and 50s.

We absolutely refuse to do anything by half measures. We are almost fanatical about the whole event being vintage. Our efforts have not gone unnoticed. We have received many wonderful compliments about our attention to detail, and received a good amount of local newspaper coverage and local radio interviews. We both have a passion for all things vintage and have a huge collection of 1950s tea sets and tablecloths. We both have a degree in Fashion Design.

Angie has previously worked in theatre design and Donna is a trained visual merchandiser. Due to our backgrounds we have a real creative flair for dressing up a hall and thoroughly enjoy taking our customers on a visual and musical adventure back to the 1950s. Interplay Theatre is the ideal setting for the 1950s themed Tea Dances - the halls are decked with 200m of vintage bunting; the table set with vintage table cloths and tea sets; we even give out vintage bingo prizes.

For anyone who missed out on the 1950s and never learnt how to dance there is no need to worry. Our resident dance instructors will teach Swing Jive and will take you back in time and teaches everyone all the 1950s swing jive moves. In no time the entire dance floor is full of dancers both old and young. Lots of our customers come dressed in 1950s party dresses and suits and ties and we always present the best-dressed couple with a prize donated by sponsors *Rose and Co*.

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

The project will run 7 Tea Dances across West Leeds for up to 150 local people each time. The Tea Dances aim to reach local people from all generations, each bringing their own experiences and expectations. In particular, it is a useful tool for community safety promotion, enabling older people to experience young people at a positive, shared event. The experience of the older generation is relevant and validated, when shared through the revival of the Tea Dance.

Their memories are acknowledged and people across generations begin to develop an understanding and respect, which is fundamental to everyone feeling safe and part of their communities. Clearly, the Marvellous Armley Tea Dance provides an accessible and enjoyable opportunity for local people to participate in a community activity on a regular basis. The revival of Tea Dances has an appeal across generations and its central location and the afternoon timing of the events makes them easy and safe to attend for all. In particular, they will promote a sense of belonging and understanding that events in the community are welcoming and beneficial to be part of. This will break down barriers and perceived obstacles to greater community engagement in West Leeds and provide an opportunity for people from across the different centres to share memories, experiences and a sense of shared identity and community. Finally, the Marvellous Armley Tea Dance intends to contribute to longer term plans for regeneration in West Leeds.

The attention to detail and authenticity associated with the Armley Tea Dance organisation brings people from across the region in to West Leeds; opens up the possibility of a citywide profile and commissioning of events both within West Leeds and further across the city and the real potential of a small business growing in the locality. Additionally this is one of the few occasions on which live music can be enjoyed in Armley and provides opportunities for local artists (all those involved from organisers to musicians are from Armley and other areas of Leeds) to perform to their local audience and promote the area, positively changing perceptions of the locale and its communities.

From the very beginning the Tea dance has been a huge success and has been attended by 100's of people from many walks of life and aged between six months and 75yrs old. As a Company our ultimate goal is to make The Armley Tea Dance a permanent event. We have filled a gap in the Market and offer a huge amount of people a great experience which will clearly be missed by all our clients. We have 85 pieces of positive customer feed back to support this statement.

Identify which geographic areas will benefit:

All of West Leeds, as the events will be promoted across west Leeds.

Since the start of the Company we have attracted customers from many other areas of Leeds plus Bradford, Dewsbury, and Huddersfield

Project Cost . Please indicate;

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

The following information is taken from last years account. In terms of materials and equipment we may not need to spend as much as we did last year as we have built up a stock of props

Organisers (Organise, design, promote, source,cook,present) x 2 people x 6 events	£6000.
4-6 waitresses x 6 events	£1070
Various Bands x 6 events Priced between £150 - £350	£1595
Materials and equipment (Baking ingredients, props and prizes)	£2028
Marketing 3 days @ £250 + Festival	£1750

Hall hire x 6 events	£ 600
Flyers x 6 events	£ 510
Total	£13553
Income (Door taking, cakes, raffle)	£5100
In-Kind payments (Hall hire)	£ 600
In-Kind 'I Love West Leeds (Marketing)	£1750
In-Kind payment Flyers Rose And Co Boutique	£ 510
In-Kind payment Gifts for prizes	£120
Total	£8080
How much Well Being Funding is sought and breakdown between capital and revenue)	
Break down between capital and revenue =	£5473
Well being funding sought	£3500
Who will be in receipt of the financial order. (name of the organisation and contact details)	

<p>Approved Date</p>

<p>Not Approved Date</p>

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