

**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

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

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](http://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


<b>Approved</b> Date
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<b>Not Approved</b> Date
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*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](mailto:rebecca.boon@leeds.gov.uk)*