

Area Committee Well-being Fund – Project Proposal
Outer West Area Committee

Project Name: I Love West Leeds Festival 2010

Lead Organisation: I Love West Leeds Festival Ltd

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

The provision of Well being funding will enable the delivery of a high quality arts festival. The festival will have over 30 events including new commissions across a range of art forms including music, dance, exhibitions and performance and involving all ages across the community.

The funding will enable

- A festival director to be employed to design and deliver the festival.
- The engagement of artists to deliver festival projects and new commissions.
- Involvement of schools in festival participation projects.
- Recruitment of volunteers.
- The hiring in of technical equipment/expertise for the delivery of specific events.
- A press and marketing campaign to produce a festival brochure to be delivered to households across west Leeds, with supplementary event publicity including press and advertisements. Press releases to be regularly produced to maximise press opportunities.

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

The 2010 festival will achieve the following:

- Over 7000 people attending over 30 festival events including performances, exhibitions, participation projects and the big free festival day.
- New members of the community attending festival events that haven't attended before.
- New partnerships made between the festival and other groups & organisations.
- Existing partnerships deepened.
- Over 90 artists/practitioners given paid employment.
- Over 100 volunteers working on festival projects contributing to Year of the Volunteer.
- All ages engaged in the festival promoting intergenerational dialogue.
- All schools invited to take part.
- Projects initiated in priority neighbourhoods.
- Positive press articles secured about the West Leeds Area.
- Festival projects spread across all five electoral wards, taking the festival right into the heart of the communities, maintaining a sense of community ownership and offering an opportunity for local people to get involved in shared experiences and change perceptions about their locality now and in the future.
- Stimulation of the local cultural economy, retaining and drawing on the creative currency available in West Leeds. Offering artists the chance to work directly within their community, enabling them to build new relationships with their neighbours, with local organisations for future work opportunities and add personal resonance to the projects they are involved in.

The festival and its events will contribute to the Leeds Strategic Plan and the Area Delivery Plan through the themes of both Culture and Harmonious Communities.

- Increased participation in cultural opportunities through engaging with all our communities.
- Also meeting the local improvement priority of Enabling more people to become involved in sport and culture by providing better quality and wider ranging activities and facilities

- An increased sense of belonging and pride resulting in communities working well.
- Supporting local people to be involved in community activities.
Direct performance indicators contributed to by the festival:
- NI 11: Engagement in the Arts.
By attendance of festival events/activities
- NI 9: Use of public libraries.
At Festival Events
- NI 8: Adult participation in sport and active recreation.
At stealth sport events such as space hopper Olympics and the bike-in movie event.
- NI 57 Children & Young People's participation in high-quality PE and sport.
At stealth sport events such as space hopper Olympics. A mother who brought her two children to last years event commented it was the first time she had ever seen her daughter sweat!
- NI 110 Young people's participation in positive activities.
At festival events such as the radio station
- NI 10: Visits to museums and galleries
Armley Mills Family Film Club and community gallery activities
- NI 1 Percentage of people who believe people from different backgrounds get on well together in their local area.
Mixing of communities at events such as festival day.
- NI 2: Percentage of people who feel that they belong to their neighbourhood.
As shown by volunteering at events.
- NI 7 Creating an environment for a thriving third sector.

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

The festival is, in many ways, also Trojan horse. It's a vehicle for dialogue and exchange of stories between people. The quirky nature of its projects and events makes it easier for people to talk to each other as they instantly have feelings to share with each other, reacting to what they are watching or experiencing at the festival.

Through discussing together what we like or don't like about a festival event, we learn about each other, we explore each others point of view and we come away with a deeper understanding of each other.

This is one of the vitally important roles that culture plays in our society and the one that is perhaps the most difficult to measure.

Project Cost:

The Area Committee is asked to support the I Love West Leeds during 2010/11 with £25,000 from its Well-being revenue budget.

Identify which geographic areas will benefit:

Pudsey, Calverley and Farsley, Farnley, and Wortley.