



Report of West North West Area Manager

Report to Outer West Area Committee

Date: 18th December 2009

Subject: Evaluation of the 'I Love West Leeds' Festival

Electoral Wards Affected:

Farnley and Wortley
Pudsey
Calverley and 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 an evaluation of the 'I Love West Leeds Festival' which the Area Committee supported during 2009-2010. The festival was nominated for Regeneration & Renewal Magazine's Culture Led Project of the Year.

1.0 Purpose Of This Report

1.1 The purpose of this report is to inform the Outer West Area Committee of the outcomes following the evaluation of the 'I Love West Leeds' festival for 2009.

2.0 Background Information

2.1 The aims of the 'I Love West Leeds' (ILWL) festival are to provide a high profile event for West Leeds; create a festival to reflect, raise the profile and positively acknowledge the area; create a festival involving local people from all generations and involve and support local artists in the festival. Interplay, who run the festival, received funding for the 2009 festival from both Inner and Outer West Area Committees in equal measure. The festival also received financial support from Arts Council England, Wades Trust, Awards for All, O2 and Tesco.

2.2 During 2009, there were 39 events including the following highlights:

- 'Comings and Goings' – a unique photographic exhibition with HMP Leeds (currently on display in the City Museum)
- Bag decorating – involving 2,000 people
- Festival Day at Farsley – in partnership with Farsley Youth Development Project (FYDP)
- Citizens Orchestra – a new music ensemble for older people
- 'Dust' – A partnership with the West Yorkshire Playhouse
- 'Play Up, Play Up' – a new writing/theatre commission
- 'Bramley Two Go Shopping' – a new dance piece for Bramley Shopping Centre
- A string quartet in Pudsey Library
- A bike – in movie in Western Flatts Park in Wortley

2.3 The following festival outputs for 2009 were achieved:

- Festival Events in all five Inner and Outer West wards in shops, libraries, leisure centres, parks and the museum.
- 7067 total audience figures
- 5437 direct active participants in activities
- 99 artists / practitioners employed, supporting the West Leeds Creative economy;
- Over 103 volunteers
- All ages involved from under 5's at the library story time through to older residents from the neighbourhood network schemes including dementia care who attended and/or took part in the Citizens Orchestra.
- 19 schools worked with across the five wards. Primaries: Armley, 5 Lanes, Bramley St Peters, Hollybush, Raynville, Cobden, Valley View, Summerfield, St Josephs RC, Calverley C of E, Holy Family, Christ Church and Lower Wortley. High Schools: West Leeds, Wortley, Crawshaw and all 3 West Leeds Specialist Inclusive Learning sites.
- Press coverage for festival projects in Yorkshire Evening Post, Yorkshire Post, The Leeds Guide, The Guardian (newspaper and more in depth online), BBC Look North, BBC Politics Show, Calendar, BBC Radio Leeds and BBC R4 Womans Hour.
- Festival short-listed for Culture Led Project of the Year in the National Regeneration and Renewal Awards in London.
- Festival used as case study for Yorkshire Futures magazine
- Festival delivered seminar at Working with Communities conference for North Yorkshire festival organisers.

3.0 Main Issues

3.1 The Festival had some strong partnership projects in 2009, working closely with HMP Leeds, FYDP and the West Yorkshire Playhouse to produce high profile events. Attendance was good at all events and it was encouraging to see Leeds Libraries get so involved this year as well as the continued involvement from a large number of local primary schools.

3.2 **Festival Independence & Governance** – From 2005 to 2009 ILWL was a project of professional arts organisation - Interplay. After much discussion within the organisation and at board level, it was decided that the time had come for the festival to launch as its own independent entity and charity. As of 30th Sept 2009 I Love West Leeds Festival Ltd will run the festival, a new board has been recruited including the continued support from Dawn Fuller and Emma Tregidden (previously the general managers at Interplay throughout the festival's history) and new members who live

and or work in West Leeds and have an understanding of cultural and or neighbourhood issues. Board members so far recruited include Howard Bradley of FYDP, Angie Alderson from Swallow Hill Community College, local residents involved in the arts - Jane Zanzoterra and Emma Bearman and also Sally Coe from Positive Activities for Young People (PAYP). The Festival Director, Jane Earnshaw, will remain in post running the day-to-day aspects of the festival and driving the artistic vision.

4.0 Implications for Council Policy and Governance

4.1 The festival contributes towards the Leeds Strategic Plan and the Area Delivery Plans for Outer West and Inner West through increased participation in cultural opportunities through engaging with all our communities. It also meets 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 and an increased sense of belonging and pride in local neighbourhoods that help to build cohesive communities'.

4.2 Direct performance indicators contributed to by the festival this year included:

- NI 1 Percentage of people who believe people from different backgrounds get on well together in their local area
- NI 2: Percentage of people who feel that they belong to their neighbourhood
- NI 7 Creating an environment for a thriving third sector
- NI 8: Adult participation in sport and active recreation
- NI 9: Use of public libraries
- NI 10: Visits to museums and galleries
- NI 11: Engagement in the Arts
- NI 57 Children & Young People's participation in high-quality PE and sport
- NI 110 Young people's participation in positive activities

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

Enjoy and Achieve

- Opportunity to participate in arts activities across many festival events.
- Opportunity to work alongside professional artists.
- Opportunity to take ownership and direct activities on the festival Radio.

Positive Contribution

- Work experience and volunteering opportunities.
- Generating own radio programmes, questioning local politicians.
- Showcase events such as Rock School and the Music Yurt on Festival Day raising the local profile and positive activity of local young people.

Stay Safe

- 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.

4.4 Member Consultation

4.5 Members were briefed at the area committee meetings. Attendance by the Festival Director at Community Forum Meetings kept open a channel for dialogue with

Members which was also supported by update letters to each Member as planning for the festival progressed. It is hoped that Members felt fully able to contact the festival directly at any time with questions or feedback.

5.0 Legal and Resource Implications

- 5.1 The financial support given by the Area Committees enabled the delivery of a cross ward festival that not only acted as a vehicle for community pride and therefore cohesion but also as an inward investment in the creative industries in West Leeds. It also forms an outward facing promotional tool for regeneration in West Leeds to the rest of the city and the region. The delivery of this by a creative third sector organisation rather than by local authority means less of the money is lost to organisational overheads and more goes directly into the project.

6.0 Equality Considerations

- 6.1 The most crucial element of the vision for ILWL is the programming. A great deal of time is spent in the planning and marketing of events to make the best possible artistic work accessible to as many people as possible. We strongly believe that the quality of work is really important and that when presented in a quirky unthreatening way it becomes more accessible to more people. Great art should not be confined to the city centre.
- 6.2 The type of events put on by the festival act as facilitators for conversation. Sometimes those conversations can be challenging and opinions divided, but always they are about encouraging dialogue between people. The festival starts from “how can we engage with each other?” We see the lack of arts centres in the area as an exciting driving force to take creativity right to people where they live, work and play, enabling us to really overcome barriers to participation, be they economic, social or physical.

7.0 Conclusions

- 7.1 The ILWL festival has created a strong brand over the past four years that has become respected and envied across the city. As well as the large-scale involvement of participants and audience across five wards, the festival has had a major influence on the creative economy in West Leeds, supporting artists and creatives to develop and investing in retaining talent in the area.

8.0 Recommendations

- 8.1 That the Area Committee notes the contents of this report.

Background Papers - none