

**Area Committee Well-being Fund – Project Summary**  
**Inner West Area Committee**

**Project Name:** I Love West Leeds Festival

**Lead Organisation:** I Love West Leeds Festival Ltd

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

I Love West Leeds is an annual arts festival rooted in the community of west Leeds. Now in its fifth year the festival reaches an audience of over 7000 annually and last year had over 5000 local residents taking part in arts projects. The main festival takes place in July, but some projects occur over several months in the build up to the festival and some projects, such as the monthly film club are now occurring year round.

The festival enables west Leeds residents to participate, experience and initiate creativity in their own community. It offers local people from across the generations 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 festival is a mix of professional arts events, new commissions and community participation projects. Setting this high standard and continuing to commission new work, no matter how small, keeps the festival moving and growing giving it a dynamic edge rather than simply replicating the same things year on year.

There has been a wide range of events at the festival from new commissions of writing and photography, to retro tea dances, drive-in movies (and indeed bike-in) and a large arts festival day that each year rotates to a different part of the west Leeds area to transform and delight thousands of people. There have been numerous participation projects for people of any age to get involved in from helping to knit a life-sized garden shed to Brief Encounters – a project that saw 2500 people decorate a pair of Y fronts in the search for the ultimate underpant!

A year round Festival Director enables added reach and west Leeds residents are encouraged as participators, professional artists and audience members.

This application seeks a funding contribution towards the cost of the festival, its projects/events and the employment of the Festival Director.

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

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 Cost. Please indicate**

**How much the project will cost? (List all partners and their contributions)**

£94,000

**Identify which geographic areas will benefit:**

Armley – Bramley & Stanningley

**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)**

Jane Earnshaw - 0798 631 8657

**Approved**

Date

**Not Approved**

Date