

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

Appendix 1

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): The project will be delivered by the project manager working with key partners and delivery organisations in the area. The delivery will depend upon funding available and the size of the festival in 2011.

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

The I Love West Leeds Festival is now in its 7th year and in previous years has reached an audience of around 6000 people. This year the Festival may be smaller than in previous years dependant on funding levels. Below are a series of options for the Committee, as requested at December Area Committee, detailing what can be delivered for various levels of funding. The Inner and Outer West Committees have part funded this festival since its inception and last year funded £25k per committee:

£10k (a reduction of 60%) – This would deliver a series of outdoor film screenings in priority neighbourhoods and parks providing an opportunity for the community to come together to watch a film of their choosing on large inflatable screens using fm transmission to deliver the soundtrack to retro stereos or to modern mp3 players for listening or delivering the soundtrack through a PA (depending on what was suitable for each outdoor venue), creating a high impact unusual outdoor event that will bring people of all ages and backgrounds together in their community and be an event to remember. This level of funding would not be able to deliver the annual free festival day or any year round activities. The festival director would be employed part time from April to July only.

£14k (a reduction of 44%) – Would deliver the outdoor film screenings as described above plus:

- Ongoing year round management and support for the citizens orchestra;
- Ongoing year round delivery of the Fun Family Film Club at Armley Mills Museum miniature cinema. A series of monthly film screenings for families with young children.
- Some small festival events in the community.
- A Festival Director in-post part time year round 2 days a week (a reduction from the current 4 days).

This level of funding would not be able to deliver the annual free festival day.

£18k (a reduction of 28%) – This would deliver everything listed above plus the annual free festival day.

£25k (no reduction) – This would deliver the festival at its full size. All of the above plus:

- Additional events in unusual venues such as Bramley Baths, Bramley Shopping Centre and on Armley Town Street.
- Festival Projects in Bramley and Armley Libraries.

- Schools projects.
- Festival marketing delivered into every home via door to door which is expensive but ensures equal access for all to publicity material.
- Festival Director in post 4 days per week to deliver ongoing projects and source additional funding for further projects and assist other individuals and orgs with consultancy and advice.

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

- Over 6000 people of all ages attending festival events
- New members of the community attending festival events
- New partnerships made between the festival and other groups & organisations.
- Existing partnerships deepened.
- Over 40 artists/practitioners given paid employment.
- Over 50 volunteers working on festival projects contributing to Year of the Volunteer.
- 4 Festival internships offered.
- All ages including schools engaged in the festival promoting intergenerational dialogue.
- 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, offering an opportunity for local people to get involved and change perceptions about their locality
- 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.

Project Cost. Please indicate How much the project will cost? (List all partners and their contributions)

Full Festival Total Cost - £90k

Arts@Leeds - £4k (tbc)

Arts Council - £30k (tbc)

Cooperative Membership - £2k (tbc)

In kind office costs - £4k

Identify which geographic areas will benefit:

Armley Ward

Bramley and Stanningley Ward

How much Well Being Funding is sought (and breakdown between capital and revenue)

Options as details above; £10k, £14k, £18k, £25k.