

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

Appendix 4

Project Name: I Love West Leeds Festival

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 steering group that includes representatives from Interplay, West Leeds Area Management Team, Education Leeds, Out of School Activities (Youth Service).

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 BBC Radio Leeds and Leeds Met.

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

The second "I Love West Leeds" (ILWL) took place 08-15 July 2006 and involved approx 6000 people.

As a cross art form festival ILWL featured drive-in movies, poetry, outdoor projections, community radio and a festival day in Bramley Park. Funding for the 2006 Festival came from Arts Council England, Outer West Area Committee, Inner West Area Committee, Neighbourhood Renewal Funding and Interplay Theatre.

ILWL 2007 seeks funding from the Inner West Area Committee towards a 12 month Festival Director post, employed and line managed by Interplay Theatre and toward the festival projects listed below. These projects will bring together artist commissions with community and youth work. All festival projects work with the idea of "making the every day unusual".

Many of the projects cross both Inner and Outer West, as such the festival requests part funding toward these projects.

The festival and its projects will assist the District Partnership in delivering its actions on Culture and strengthening the VCF sector in the District Partnership Action Plan as well the LAA. ILWL is a high profile, high quality arts festival for the area and as such not only celebrates the vibrant community and encourages participation but also acts as a fantastic promotional and marketing tool for the whole of the West. The success of I Love West Leeds is proven by the desire of South Leeds to replicate the festival.

Festival Director – The festival is now in its third year. In order to deliver and grow the festival, it is proposed to employ a festival director for a 12-month post from January 07 through to Jan 08. This will see the delivery of the 07 festival and keep the director in post for the fundraising period in autumn/winter for a proposed 08 festival. It will also enable the Festival to begin to deliver events year round, keeping the festival momentum active and the profile high. The festival director is currently contracted on a short term fixed contract. This carries an inherent risk that the current director may no longer be

available and recruitment may be necessary each year – 25K. Additionally a year round postholder will ensure greater consultation and involvement of local people, increasing and strengthening partnerships with local organisations; a greater potential to fundraise and secure local business sponsorship and an ability to deliver arts activities for the local people and schools across West Leeds year round, under the I Love West Leeds Festival banner.

Festival Day including Shedopolis

The highly successful rotating festival day attracts about 3500 visitors for an afternoon of arts, crafts, live music and entertainment. The day's activities are offered free to the public to maximise access for all. Community groups use the day to promote their activities, raise funds and recruit new members. The day has been highly successful in recruiting young people into the BreezeCard scheme, providing them with information on further arts activities.

Festival Day is unique from regular "fun days" in providing accessible and inspirational arts to the public. Mixed in with the regular face painters and bouncy castles are acts such as Mimbire, a female acrobatic trio frequently employed by the National Theatre and visual artists taking part in shedopolis such as Nichola Pemberton and Black Dogs, regular exhibitors in the city. Shedopolis comprises 15 sheds decorated by 15 Leeds artists/groups open for exploration during the day. Festival Day would continue to commission artists and increase the number of sheds. The sheds are fast becoming legendary in artist circles in Leeds. – 17K

Festival Commissions

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 from 2006 included the Ironmongers of Illusion, Deep Waters along the canal and the Rodley Artwork. For 2007 expect a Brass band concert in Bramley Baths, an "Ideal Home" exhibition in an estate agents and more... – 7.5K

Community Radio

2007 will be the 4th successful broadcast of the community radio station and this time we will be extending out broadcast time to 2 weeks; the broadcast will also be streamed over the internet. Live presenting is mixed with pre-recorded programmes made out in the community on relevant community topics such as health, education, and community interest. The radio acts as a networking opportunity for groups and individuals and as a community information dissemination point. It also provides opportunities for local discussion, 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. Free Radio journalism courses will be run from interplay to skill up community members. – 11k

Festival Drive-in's and projections

Following the success of last year's projections onto the Gasometer in Wortley and the Drive-ins at Pudsey. We aim to bring back the drive-in! A range of films will be screened to access as wide an audience as possible using the festival radio to broadcast the soundtrack. Additional sites for projections will also be sought; we are looking into different types of screen to widen the number of suitable sites. Images of West Leeds taken by keen local photographers are already being collected on the internet on the

photo image site Flickr (www.flickr.com/groups/ilovewestleedsfestival). – 6k

Farsley Shop Cinema

Shop Cinema will work in partnership with Farsley Youth Development Project (FYDP) to transform an empty shop on the Farsley estate into a community cinema during festival week. The Shop Cinema Project aims to give these young people a voice in their community. Working on Shop Cinema will increase the capacity of the young people and raise their self-esteem and confidence. It will allow them to make their own links into the local community, giving them and the community a new perspective on each other. The young people will learn new technical skills on the project, working with a filmmaker and set designer and will have the opportunity to gain OCN qualifications whilst on the project (Interplay is an accredited OCN deliverer). Interplay have experienced that non-traditional learning methods such as filmmaking and theatre can encourage young people to re-engage with learning, the learning outcomes achieved will be guided by dialogue with schools.

Working with the project manager to programme the cinema they will make links into local community, inviting schools and community groups including older peoples groups to attend screenings. By helping with the running of the cinema the young people will learn transferable skills such as problem solving and dealing with the public. We hope this project will act as a focal point for their energies and as a tool for community cohesion on the estate. – 8k

By Water – Outdoor Canal-side Photographic exhibition by Casey Orr

Photographer Casey Orr (www.caseyorr.com) lives in Armley but is originally from the states. Last year Casey received Arts Council Funding to cycle home to the US, all along the Leeds-Liverpool canal, then onto a container ship across the Atlantic and up a river on the other side to Delaware, photographing the journey along the way. The photographs from this journey will form an outdoor exhibition 'By Water' and will be printed large scale onto waterproof panels and attached to the wall of the canal near Armley Mills. The location of this exhibition outdoors will reach increase the potential audience size by including both intentional visitors and accidental passers by. – 6k

Guerrilla Knits - Expect knitted door handle covers, knitted fruit in the veg shop, knitted jammy dodgers in the bakery and knitted birds in the trees!

The knitted shed!

Outside- We will be attempting to knit a complete shed cover for one of our beloved festival sheds. On the outside the shed will appear spookily normal (wooden sides, tiled roof) until you get up-close and discover that reality is in fact a knitted illusion. The roof tiles will be knitted in shades of a single colour, the sides will be horizontal slats, created by knitting a portion then passing the knitting on to someone else to continue, until the slat reaches the right length. The differences in tension between knitters will mimic natural inconsistencies in wood. Door handle, hinges, doormat and window boxes will all be knitted!

Inside – Open the door and enter a patchwork world...a shed to warm and comfort you. The floor, walls and roof will be entirely covered by a multicoloured patchwork blanket. Each knitter casts-on the number of stitches that represents their age and then knits a square. The resulting patchwork will be an instant visual representation of the age-range of knitters taking part.

How? The project will work with artist Liz Noble and will encourage participation from individuals, community groups, older peoples groups and potentially schools to knit small items and patchwork squares.

Groups will be offered kick-start sessions to inspire and offer practical advice. Workshops will be held in community centres and venues in a Touring Shed and participants will be encouraged to involve family members and friends in the project. The project will teach people a useful and traditional skill, encourage skill share and dialogue between intergenerational groups, provide an activity that families can do together as well as demonstrate a tangible common thread between different members of the community. It may even kick-start new knitting groups to continue after the festival.- 4.5K

Marketing/PR – Quality marketing and PR is vital for the success of the festival. As well as 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. In 2006 60,000 brochures were printed, we gained extensive coverage of festival by YEP and Yorkshire Post and had several live Radio interviews with Radio Leeds - 8k

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.

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.

Identify which geographic areas will benefit:

All 5 West Leeds Wards

Project Cost . Please indicate;

How much the project will cost. (please list all partners and their contributions)

Total Festival - 93K
contributions sought / secured
Inner West 25,000
Arts Council 25,000
Children in Need 7,800
Routemap arts@leeds 11,000

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

£25,000 (revenue) The same amount of £25,000 is also being sought from Outer West Area Committee

Who will be in receipt of the financial order. (name of the organisation and contact details)

Interplay, Armley Ridge Rd, Leeds, LS12 3LE FAO: Dawn Fuller, General Manager
Tel: 0113 2638556 email: festival @interplayleeds.co.uk www.interplayleeds.co.uk

Approved

Date

Not Approved

Date

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