

Project Name: Stop Loan Sharks Campaign : Look Here – Look Ahead
Amount Applied for: £1,900 (£950 each ward)

Lead Organisation: West Leeds Debt Forum

Project Summary:

The West Leeds Debt Forum's membership involves a range of agencies and individuals who meet every six weeks to develop activities and events to raise awareness of issues surrounding debt and financial capability. The forum has no paid workers and partners with Bramley Parochial Church Council to hold any funds raised for their projects.

The Forum is requesting a grant of £1,900 towards its Look Here – Look Ahead Project that will publicise warnings about loan sharks and getting into debt to residents in the neighbourhoods across the area most affected by these issues.

The Inner West Area Committee has already provided a grant of £500 towards the cost of printing leaflets for this project, and these are already in circulation. The Forum are keen to expand the project to reach a wider audience and are seeking funding for additional promotional materials, specifically:

- Advertisements on the Life Channel – broadcast in GP surgeries – at 18 sites in the fortnights before and after Christmas (£1,080)
- Design a poster and hire the Billboard at the bottom of Branch Road (£200)
- Hold at least information sharing events for the local community in Bramley and Armley wards aimed at families. (£620 covering hire of room, refreshments, face painting, banners)

Project Delivery

The project will be delivered by partners involved in the West Leeds Debt Forum, including volunteers and staff from NHS Leeds.

Outcomes

- Fewer residents take money from Loan Sharks
- More residents come forward for debt advice.

Ward / Neighbourhood:

Armley, Bramley & Stanningley

Project Cost & Financial Breakdown

Total project cost: £2,900

Wellbeing funding requested: £1,900

Breakdown of costs:

£500 Illegal money lending project - funded a drama group to produce an interactive production

£500 Inner West Area Committee small grants – paid for leaflets

£1,080 Advertisements on the Life Channel – broadcast in GP surgeries – at 18 sites in the two weeks before and after Christmas

£200 Poster design and hire costs for the Armley billboard on Branch Road

£620 Room hire, refreshments, face painters, banners for information sharing events