

# APPENDIX A

## Events Fund Guidelines and Criteria

### 1. Deadlines/timetable

Your event MUST take place in the quarter for which the application is submitted

Event Date	Quarter	Application Deadline	Evaluation Deadline
April-June 2017	1	12 noon 2 February 2017	30 September 2017
July-September 2017	2	12 noon 27 April 2017	31 December 2017
October-December 2017	3	12 noon 20 July 2017	31 March 2018
January-March 2018	4	12 noon 2 November 2017	30 June 2018

**Applications must be received by MIDDAY of the deadline day (12:00). Late submissions WILL NOT BE CONSIDERED**

### 2. Process

- We aim to assess applications as quickly as possible after the deadlines. However, please take into consideration that it can take up to a month for a decision to be made and a further month for you to receive the first 80% of funding.
- Applications will be assessed on how well the proposed event will meet the criteria and priorities listed below.
- Grants will be paid in two installments. 80% will be paid on acceptance of the offer of funding along with any required supporting documents. The final 20% will be paid on receipt of the event evaluation report. You must be aware that there will be time required for the Council to process your payment once documentation has been submitted.

### 3. Criteria

Applicants will need to demonstrate how the event meets **each** of the criteria listed below and how the event will address of **at least one** of the Community Plan priorities. Be specific, use examples. Each answer should be no more than 100 words unless otherwise specified.

- **Benefit for the Community of Tower Hamlets** – how will local people benefit from this event or activity? Who will benefit and how will you know if the benefits you intend are achieved?
- **Partnership working** – are you working with local organisations or communities? How are they involved and how will your partnership(s) work?
- **Innovation** - is your organisation taking an unusual or adventurous approach to planning or programming? Are you bringing new audiences to the arts?

**AND**

The activities must contribute directly to at least one of the priorities in the

Tower Hamlets Community Plan and must mainly benefit people who live in Tower Hamlets. The Community Plan prioritises equality, cohesion and community leadership. For more information go to:

[http://www.towerhamlets.gov.uk/lgnl/community\\_and\\_living/community\\_plan/community\\_plan.aspx](http://www.towerhamlets.gov.uk/lgnl/community_and_living/community_plan/community_plan.aspx)

- **A Great Place to Live:** Promoting a wide range of free or affordable arts provision to residents of the borough, bringing together residents from different communities both as audience and participants to celebrate the richness, vibrancy and energy that our communities provide.
- **A Fair and Prosperous Community:** To have a Tower Hamlets in which everyone, regardless of their background and circumstances, has the aspiration and opportunity to achieve their full potential. At the heart of this theme is a focus on combating social exclusion, reducing poverty and improving the life chances of all residents. Working in partnership with large and small businesses, delivering activities for older people, young people and children.
- **A Safe and Cohesive Community:** To have a safer Tower Hamlets: a place where everyone feels safe, gets on better together and difference is not seen as threat but a core strength of the borough.
- **A Healthy and Supportive Community:** To support residents to live healthier, more independent lives and reduce the risk of harm and neglect to vulnerable children and adults. Promoting healthy living and mental wellbeing through arts and events.

#### 4. Things we won't fund

- Events with no art or cultural content.
- Core activities, i.e. rent/utilities/salaries/usual activities (unless directly related to the event).
- Profit making activities.
- Raising funds for a charity, religion or politics or to promote the interests of an individual.
- Events promoting a particular faith or religion.
- Events not open to the general public (e.g. within a school solely for the school community).
- Organisations in debt to the Council.
- Events where Tower Hamlets is the sole source of income unless this application is for less than £500. For over £500, LBTH will expect to see 10% of the total budget raised in cash from other sources i.e. sponsorship, tickets sales.
- Events or activities which have already taken place.
- Individuals or personal bank accounts

#### 5. Priorities

Priority will be given to events that:

- Are free to the public
- Offer opportunities for participation to the communities of Tower Hamlets

- Increase the geographic spread of events. For 2017-18 we wish to particularly encourage applications for events taking place in the east of Tower Hamlets.

## 6. Publicity and Promotion

Those organisations receiving an award must submit details of the event directly onto the Tower Hamlets Arts website and acknowledge the support of Tower Hamlets Council (including using the Tower Hamlets logo) in all digital and other publicity and promotional material. Details will be in your acceptance pack.

## 7. Evaluation

Evaluation – You will be required to submit an evaluation of the event/s. This must be returned by the end of the quarter after the event or activity has taken place.

- You will need to think about how you will evaluate your event BEFORE the event or activity takes place. Think beyond how many people turn up (and who they are), to consider how you know the event has been successful.
- We will expect you to use the information you have put on your application form to help you evaluate your event.
- If you do not complete your evaluation form in the time required, you will lose your second instalment, and it may have an effect on future funding bids.

## 8. Accessibility

- Events / activities must be open to the general public (i.e. not be restricted to closed groups such as members of an organisation or an educational establishment). Make sure you demonstrate how you will promote your event and how you will include the wider community.
- Events / activities should take place in accessible venues and must demonstrate support for the Council's vision to improve the quality of life for everyone living or working in the borough by ensuring they are compliant with the Equality Act 2010 and not discriminating on grounds of Age, Disability, Gender Reassignment, Pregnancy and Maternity, Race, Religion or Belief (or lack of belief), Sex, Sexual Orientation, Marriage and Civil Partnership. For further guidance go to: [Equalities and Diversity](#)
- Events / activities charging a fee need to demonstrate that the event remains accessible to the wider community. The number of tickets and ticket prices must be clearly specified in the application and in the budget. Events or activities with a ticket price may not be eligible unless they can demonstrate adequate additional free content that is accessible to the wider community.

## 9. Finance

- The budgets you put into your application should be as realistic as possible. They are estimates, but you will need to tell us how much you actually spent in your evaluation report.
- You should show income in cash and *in kind* – this means things you get

for free that would normally cost money, so a venue or equipment loaned for free and volunteer time. You should put a value on this kind of support and include it as income. Make sure you include the *in kind* items as part of your expenditure as well as income.

- All cash and in kind amounts should be included, as well as any projected income from ticket sales, if applicable.
- Events seeking more than £500 funding will be asked to demonstrate cash partnership funding or support of at least 10% of the total event budget.
- **Check your addition, make sure it all adds up and that income and expenditure are the same.**

## 10. Permissions and Insurances

- Applicants must take out appropriate and adequate public liability insurance for the event. Events / activities must comply with statutory requirements for entertainment licensing, health and safety, safeguarding children and vulnerable adults, copyright etc. Organisers must obtain all necessary consents. For further guidance regarding licensing go to: [Licensing](#). Evidence of compliance with regulations may be required as part of the grant offer.
- Organisations who are occupying Council facilities and applying for grants, need to have entered into an appropriate property agreement for their use and occupation of land and buildings, which cover the entire period of grant award.

## 11. False Information

Any payments granted to organisations supplying false information on their application forms are to be repaid in full to the Council.

## 12. Cancellation or Change of Plans

- Events / activities cancelled after receiving an award will require organisations to repay the award in full.
- Any substantial changes to the programme or timetable should be discussed with the Festivals & Events Officer prior to the event date, and we reserve the right to reconsider our funding commitment and to require repayment of any monies paid.