



**EF1: EVENT FUND 2017/18**

**GUIDELINES AND CRITERIA**

The Event Fund provides small grants to support high quality arts events and community arts festivals, which are open to, and of benefit to the general public.

Please pay careful attention to the following information to ensure you are fully eligible for funding.

Please note that due to demand, eligibility does not guarantee that you will receive funding.

<p><b>1. The Event Fund aims to:</b></p>	<ul style="list-style-type: none"> <li>a. Improve access to arts based events and participation in the arts.</li> <li>b. Provide arts activities where few exist.</li> <li>c. Improve the quality of festivals and events in Tower Hamlets.</li> <li>d. Extend the potential of events to develop audiences, encourage participation and increase community involvement.</li> <li>e. Allow for more adventurous or ambitious programming.</li> <li>f. Promote community cohesion and cross-cultural understanding.</li> <li>g. Promote opportunities for skills development and progression routes for participants.</li> <li>h. Increase sustainable partnerships and new collaborations.</li> </ul>
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<p><b>2. Eligibility</b></p>	<ul style="list-style-type: none"> <li>a. Events must include arts based content and be open to the general public.</li> <li>b. Events or projects should be led by an organisation which has a formal management structure and constitution. The organisation must be able to show that it is financially stable, has a company bank account, has suitable premises, and has expertise to carry out and manage the activities that it needs funding for.</li> <li>c. All events must take place within the London Borough of Tower Hamlets between 1<sup>st</sup> April 2017 and 31<sup>st</sup> March 2018.</li> </ul>
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### 3. Timings

- a. The Event Fund operates on a rolling programme with **quarterly deadlines**. All applications must be submitted on the correct application form.
- b. Applications should adhere to the timeframe below to be eligible for funding. Late applications will not be considered.
- c. We aim to assess applications within three weeks of the deadlines outlined below. However please take into consideration that it can take up to 2 months from application deadline to receipt of first 80% of funding.

Event Date	Quarter	Application Deadline
April – June 2017	1	2 <sup>nd</sup> February 2017
July – September 2017	2	27 <sup>th</sup> April 2017
October – December 2017	3	20 <sup>th</sup> July 2017
January – March 2018	4	2 <sup>nd</sup> November 2017

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

### 4. The Event Fund has the following mandatory criteria:

- a) 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. For more information go to [Tower Hamlets Community Plan](#). The Community Plan prioritises equality, cohesion and community leadership through the theme of One Tower Hamlets.

**One Tower Hamlets:** Promoting Community Cohesion through a diverse programme of free community events which contribute to tackling inequality, strengthening community cohesion and building community leadership and personal responsibility.

1. **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.
2. **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.
3. **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.
4. **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.

- b)** Events / projects 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). Please demonstrate how you will promote your event to and include the wider community.
- c)** Events / projects 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](#)
- d)** Events / projects charging a fee would 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 the budget forecast. 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.
- e)** Applicants must demonstrate partnership funding and support. This *must* include agreed cash funding and *can* include in-kind support.
- f)** Event Budget - Income and Expenditure totals should be the same (balance). All cash and in-kind amounts should be included, as well as any projected income from ticket sales if applicable.
- g)** Applicants must take out appropriate and adequate public liability insurance for the event. Events / projects 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](#)
- h)** Any payments granted to organisations supplying false information on their application forms are to be repaid in full to the Council.
- i)** Events / projects cancelled after receiving an award will require organisations to repay the award in full.
- j)** 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 as a specific condition of payment of any grant monies.
- k)** Applicants will also need to demonstrate how their event contributes towards the following strands of the Mayor's key priorities (these will need to relate to the arts):
  1. Regeneration and the creation of Sustainable Communities;
  2. Creating Jobs and supporting the growth of the Local Economy;
  3. Young People and Schools;
  4. Older People and Health;
  5. Community Safety and Community Cohesion;
  6. Environment and Public Realm;
  7. Arts, Heritage, Leisure and Culture. (mandatory)

<p><b>5. Priority will be given to the following types of projects or events.</b></p>	<ul style="list-style-type: none"> <li>a. Arts events or arts projects which celebrate cultural diversity and extend cross-cultural understanding in the borough and strengthen community cohesion.</li> <li>b. Arts events or arts projects which increase community arts provision, neighbourhood renewal and/or community development, particularly in wards with less provision: Bromley North, Limehouse, Mile End, Poplar, St Dunstan's, Blackwall and Cubitt Town, Bow East, Bow West, Bromley South, Canary Wharf, Island Gardens, Lansbury, and St Katherine's and Wapping. (To find your ward, please go to the map 2f on the application form).</li> <li>c. Arts events or arts projects which are free to access to audience and participants.</li> <li>d. Arts events or arts projects which demonstrate community involvement and active participation in delivering and managing the event/project and result in clear progression routes or skills for participants. e.g. through workshops, organising, performance etc with clear outcomes stated.</li> <li>e. Arts events or arts projects which take a fresh, innovative approach, which are discernibly different from other events in the borough.</li> <li>f. Arts events or arts projects which involve young people, encourage personal responsibility and making a positive contribution to the community.</li> <li>g. Arts events or arts projects aimed at and involving older people.</li> <li>h. Arts events or arts projects which aim to increase opportunities for deaf and disabled people to take part in the arts.</li> <li>i. Arts events or arts projects which improve the health and wellbeing of local residents.</li> </ul>
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<p><b>6. The Event Fund should NOT:</b></p>	<ul style="list-style-type: none"> <li>a. Support events devoid of cultural or artistic content.</li> <li>b. Fund core activities, i.e. main or essential activities of the company/organisation.</li> <li>c. Support profit making activities or events with a prohibitive charge for entry for local audiences.</li> <li>d. Support those who aim to raise money for charity, to promote religious or political beliefs or to promote the interests of an individual or organisation. The organisation must show that it does not want to promote or oppose any political party or cause or otherwise get involved in party political activity. We will not fund activities which promote the adoption of a particular faith or religion.</li> <li>e. Support any activity that leads to the long-term segregation of any particular group.</li> <li>f. Support events that are not open to the general public e.g. within a school or solely for school community.</li> </ul>
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	<p><b>g.</b> It is a condition of the grant that the applicant cannot be in debt to the Council.</p> <p><b>h.</b> Be the sole source of income – the organisation must be able to show that it is taking reasonable steps to obtain funding for its activities from sources other than the Council. Organisers are advised to seek funding and partnership support from a variety of sources. Other funding should not be solely “in-kind”. Details of other funding schemes and support can be obtained from: (Please click on the links below.)</p> <ul style="list-style-type: none"> <li>• Other <a href="#">Funding</a> Streams</li> <li>• Tower Hamlets <a href="#">Open 4</a> Community</li> </ul>
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<p><b>7. Successful recipients of Event Fund grants MUST:</b></p>	<p><b>a.</b> Complete and return the Acceptance Form (see section 9: Award Payments) and confirm that they have submitted details onto our website no later than one month before the event start date to receive funding. The submission of information onto our website will enable Tower Hamlets to give additional marketing support to your event.</p> <p><b>b.</b> Submit details of the event directly onto the Tower Hamlets Arts website, including a photographic image to illustrate the event and register their organisation on our online Arts Directory at least 4 weeks before the event / project. <a href="#">Click link to submit</a></p> <p><b>c.</b> Ensure that the programme/content of the event does not differ substantially from how it is described in your application. Any substantial changes to the programme should be discussed with the Festivals &amp; 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.</p> <p><b>d.</b> Acknowledge the support of Tower Hamlets including use of logo and the following text inserted “Supported by Tower Hamlets Council”, in all event publicity and promotional material including digital platforms such as websites or social media, press releases and post-event reports. Please use the correct version of the logo as supplied to successful applicants within the acceptance pack.</p> <p><b>e.</b> Electronic versions of publicity and promotional material must be submitted to the Information Officer before your event, and uploaded with your completed Evaluation Form post-event. Details will be in your acceptance pack.</p> <p><b>f.</b> Provide free access for Tower Hamlets Council representatives to the event/project for purposes of monitoring.</p> <p><b>g.</b> Monitoring &amp; evaluation - Organisations will be expected to have a system in place to measure the outputs and outcomes as set out in the Evaluation Form.</p>
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<p><b>8. Assessment and Awards</b></p>	<p><b>a.</b> Assessment of applications will take place quarterly following the submission deadlines by the Event Fund Assessment Panel.</p>
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- b. Your application will be assessed against the stated criteria and priorities and will be scored. Assessment will take into account the track record of the organisation, event content, benefit, Community Plan priorities, access, marketing, partnerships, community involvement and development, outcomes and value for money. If your application does not receive a high enough score, it will not be successful. In the majority of cases, successful applications will not be awarded the full amount requested.
- c. Following the quarterly assessment of applications you will receive a letter indicating whether your application has been successful.
- d. Awards will depend on the overall demand for grants, the level of priority attached to the event, the proposed use of the grant, and to what extent the stated criteria and priorities can be met.
- e. Organisations are unlikely to be funded twice in the same financial year.
- f. Events funded in one financial year will not be guaranteed funding the following year.
- g. The maximum amount that can be applied for is £2,500. However, most awards will be in the region of £500 - £1,500.
- h. The level of funding offered will take into consideration the cost, subsidy per head, other cash funding agreed, ticket price, the amount of in-kind support, the number of participants benefiting from the project and the overarching artistic value of the project.
- i. Applicants applying for higher level awards will need to demonstrate a high quality offer and good value for money, with sufficient agreed cash funding from other sources.

## 9. Award Payments

1. Organisations that are successful will enter into a Grant Agreement with the Council.
2. Organisations will need to complete and return an acceptance form by the stated deadline. Acceptance Forms must contain organisation bank account details, not those of personal current accounts. Payments are made by BACS transfer.
3. The first payment of 80% will not be made until:
  - a. We have received the completed and signed Acceptance Form complete with BACS details by the specified deadline
  - b. Details of the event have been added to the website
  - c. Details of your organisation are registered onto the Arts Directory
4. The Second payment of 20% will not be made until:
  - a. We have received your online Evaluation report, appropriate evidence including photographs of the event, publicity samples, equalities monitoring and final budget statement, no later than the stated deadline. It will be the responsibility of the successful applicant to upload these documents on time – we do not routinely send out reminders. Failure to submit an evaluation form and final budget statement within stated deadline as set out in your grant offer letter will result in the final instalment of grant being withheld and may jeopardise future application to the Event Fund.

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|  | <p>b. Any substantial changes to the programme or other income should have been discussed with one of the Festivals and Events Officers prior to the event start date and we reserve the right to reconsider our funding commitment and to require repayment of any monies paid.</p> |
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**Please note that, in accordance with council finance procedures, it may take a minimum of 28 days to process each payment instalment.**

**For further details about the Event Fund please contact:**

**Festivals & Events Office**

Arts, Parks & Events  
Tower Hamlets Council  
Brady Arts Centre  
192 -196 Hanbury Street  
London, E1 5HU

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