

## Appendix 2 Activity Update

### King George's Fields Trust, 13 March 2024

#### 1) Activities for Children, Young People and Families

The data and information provided in Table 1 is for activities held between 1 April 2023 and 31 January 2024 at Mile End Park, Whitehorse Adventure Playground, Stepney Green astroturf and the volunteer programme. A full report will be provided to the Charity Commission as part of the Charity's annual returns.

**Table 1: 1 April 2023 to 31 January 2024**

	Mile End Park		Whitehorse Adventure Playground	
	Sessions	Engaged with	Sessions	Engaged with
April Half term Monday 3 April – 15 April 2023	6	429	7	597
May Half term Monday 29 May – 2 June 2023	3	431	2	291
Summer Holidays 2023	6	2,309	21	3,321
October Half term Monday 23 October – Friday 27 October 2023	2	327	3	422
Term Time Sessions 17 April – 20 October 2023	98	1,894	60	3,143
Term Time Sessions 30 October 2023 – 2 February 2024	43	1,035	26	670
<i>Total</i>	<i>158</i>	<i>6,425</i>	<i>119</i>	<i>8444</i>

Facility	Number of sessions	Number of Participants
Mile End Corporate Volunteers	23	763
Total		

In addition to the above, the Stepney Green astroturf has had the following sessions and people using the facility:

- Total sessions including ad-hoc and contractual block bookings was estimate 2,830 between 1 April 2023 and 31 January 2024.
- Total participants including ad-hoc and contractual block bookings was estimate 53,100 between 1 April 2023 and 31 January 2024.

### Activity overview 1 April 2023 to 31 January 2024:

During the Easter school holiday, May half-term and summer holidays, the following workshops and activities have been delivered by the Parks service and partner organisations:

- Nature walks, growing activities, pizza making and arts and crafts at Mile End Park and Play Pavilion.
- Guided play sessions at Whitehouse Adventure Playground.

As part of the Summer of Fun programme, free to access sessions were provided over five weeks at both Mile End Park and Play Pavilion and Whitehorse Adventure Playground. These sessions included a variety of free activities and workshops for families that included:

- Two Family fun days in partnership with the Children's and Family centres.
- Guided play sessions at Whitehorse Adventure Playground.
- Arts and Crafts, Gardening, Growing and Cooking sessions at Mile End Park and Play Pavilion.

## 2) Overview of Activities and Bookings at the Pavilions

Table 2 below provides an overview of the activities and bookings held at the Arts and Ecology Pavilions from 1 April 2023 to 31 March 2024. (As of 9 February 2024).

	Art Pavilion (Number of Days)	Eco Pavilion (Number of days)
Private Hire	29	52
Corporate	30	61
Exhibition (including set up)	108	
Private Hire (including set up and clear up)	22	19
Works / Turnaround	35	32
Closed	3	3
<b>Totals</b>	<b>227</b>	<b>167</b>

Included in the above activities and bookings are:

Public access days	100	15
Subsidised Hire (per booking)	10	6

	Art Pavilion	Ecology Pavilion
<b>Total Occupancy (out of 365 days)</b>	227/365	167/365
Percentage %	62.2%	45.8%
Total occupancy for both Pavilions %	54%	
Total Activity Days in both pavilions	(394/365)	

### **Analysis:**

The total number of days available for hire is 362\*, total number of days where both pavilions were occupied is 394 which is 1.8<sup>th</sup> of an activity every day demonstrating the pavilions are operating to a high-level.

However, the total number of days available in both pavilions is 730 which equals a current occupancy rate of 54%. Whilst there is room for growth, there are factors that influence the level of bookings that can be facilitated at the venues including:

- Maintenance and repairs to the venues and assets. Both venues typically close for three to four weeks per year to enable essential maintenance and repairs to the venues (normally in January).
- Turn around between bookings to allow for cleaning etc.
- Staffing resources, with a reliance on casual staff, impacts on the ability of the charity to facilitate higher numbers of bookings. However, there is ongoing recruitment of casuals with one overall venue manager (across both venues).
- Whilst extensive marketing and promotions are undertaken, see section below, more resources for targeted marketing are required.

\*Pavilions are closed Christmas Day, Boxing Day and New Years Day. Pavilions are available to hire every other day including weekends and Bank Holidays. Private hire days of occupancy are from 9am-1am and this counts as 1 day.

\*\*Where no activity is recorded staff carry out administration tasks in event preparations, preparing and sending quotes, arranging and undertaking viewings, finance tasks etc.

### **Marketing and promotional activity:**

The pavilions are promoted through internal platforms including thvenues.com, Tower Hamlets website, Tower Hamlets Arts website, Our East End - What's on Section, The

registrars' ceremonies guide. Tower Hamlets Social Media platforms including Facebook, X/Twitter, Instagram and google.

The pavilions are promoted through external venue finders Hitched, Bridebook and Canvas Events and Art Rabbit.

Additional action being taken to increase visibility includes:

- Working with comms to consolidate all available information onto the [Venues & Halls for Hire | Tower Hamlets, London \(thvenues.co.uk\)](https://www.thvenues.co.uk) website and create a single landing page for clients.
- Working with hirers to provide 5-star reviews on google or hitched/bridebook platforms which increases online profile and visibility.
- Increase presence on platforms such as Asian Bride, Asian Wedding Directory.
- Commission new photography to promote corporate events as well as private hires.
- Working with customer services to design and implement an online booking a payments system.
- Identifying opportunities to create packages.
- Investigating options for increasing visibility on social media through ads.

### **Corporates:**

There is a trend for corporates to move back to face-to-face meetings after a long period of hybrid or virtual working. We have worked with several corporates to deliver a wide range of face-to-face planning and team away days to brand launches and panel talks. Clients we have worked with include Natural England, KPMG, UK Green Buildings and Dishoom, London in Bloom, Historic Buildings, Met Police Magpie Weddings, Judy's Vintage Flea and Furniture Market.

We have also hosted several high-profile internal events including LBTH Civic Awards Ceremony and Children Services Cherry Blossom staff event and Tower Hamlets in Bloom.

### **Private Hire:**

Family celebration events form most private hires with a prominent level of these bookings being mehndi celebrations. Mehndi's are often booked within three months of the date and usually occupy Sundays and midweeks, are lower value half day bookings and are attracted by the 'smaller' capacity of the pavilions at 260 and 220 respectively.

Higher value full day bookings tend to be for wedding receptions and legal ceremonies, usually taking place on a Saturday and are mostly booked over a year in advance. The capacity of the venues for this type of booking is seen as quite large.

We have seen a slight increase in midweek full day bookings for weddings, usually on a Thursday, booking over the peak summer months attracted by the lower rate available Monday to Thursday. We are starting to see a trend of increased Asian weddings as families opt for smaller celebrations, potentially due to the cost-of-living crisis.

### **Community and Cultural Hires:**

The pavilions receive a wide range of enquiries for events and activities from local organisations and groups and, through the subsidised hire policy, have supported free to access community and cultural activities with highlights including:

***The Creativist - Peter Gibson: 1943-2021***

Exhibition celebrating life of local artist and contributor to Tower Hamlets cultural and arts scene, Peter Gibson. An events programme including practical drawing, textile and embroidery sessions, and a special film screening and discussion accompanied the exhibition.

***Warped - Prism Textiles***

International textile exhibition exploring themes of Warped views post covid. Featuring a large programme of free workshops. Images [2023 EXHIBITION — PRISM TEXTILES](#).

***Tower Project JET service - Let's Work Event 4 May***

In partnership with the London Borough of Tower Hamlets and the Prince's Trust, Lets Work is a Job Expo specifically for young people aged 14-25 with SEND from the London Borough of Tower Hamlets. Free for all residents to enter and meet with positive employers.

***BBC Earth Day: Max Richter Live***

A Live Performance from Max Richter in the Ecology Pavilion, free to residents of Tower Hamlets, broadcast Nationally on Radio 3, BBC Sounds and Across Europe. Featuring the Chineke! Orchestra.

***St Georges Day Tea Dance***

Arts and Events managed activity attended by 200 over 50's.

***Urban Makers 24-25 June / 25-26 November and 9-10 December***

Regular Makers Market in the Ecology Pavilion supporting 200 small businesses.

***Noor Aromas 3<sup>rd</sup> December Bakers and Abayas Market & 16 December Winter Market*** Supporting many local start up small businesses.

***Sommilito Sahitya O Sangskritik Parishad Juktarajya. (The Council for Bengali Cultural Alliance UK) September 10-11***

Literary and cultural festival. Showcasing Bengali performance and poetry including workshops and book fair.

***Festival of Spice War Stories, 24 October-4 November 2023,***

This exhibition is part of the East India Company Spice War Stories Project (1600-1625) by Brick Lane Circle.

***Acme50 Supporting artists for 50 Years, 8-10 November,***

This exhibition brings together archival material, artists moving image, artworks and documentation to both celebrate this history and signpost future plans.

***Glasgow Girls, 18-27 November 2023***

***'Resist Much, Obey Little'***

Three women artists Rosemary Beaton, Lesley Burr and Alison Harper who were known as the Glasgow Girls. Celebrating 40 years of painting and friendship.

### **ELP Festival of Print, 1-10 December,**

Embrace the magic of printmaking at East London Printmakers' annual Festival of Print exhibition.

### **3) Overview of Improvements and upgrades**

Since 1 April 2023 until 31 January 2024, the Charity has welcomed 763 volunteers, with 23 sessions to support improvements to the park infrastructure and landscape including:

- Building 20 benches located in several areas of the park (Haverfield and Wellington Green, the Events field, and at the rear of the Arts Pavilion).
- Overhauling the raised beds in the growing zone including building additional raised planters.
- Removal of substantial light vegetation across Mile End Park to improve sight lines (nesting was not affected).
- Weeding pathways throughout Mile End Park.
- Removal of unwanted vegetation such as docks, cumfrey's and Brambles within Mile End Park, to make areas safe addressing issues relating to ASB, rough sleeping, drug taking and sexual activities.
- Preparation and decoration of the cascade water feature at Mile End terraced garden.
- Distribution of 40 tonnes of crushed concrete within the Haverfield Woodland Walk.
- Horticultural maintenance in conservation areas to support and encourage wildlife and biodiversity in the park.
- Bulb planting at Brickfield Gardens and Haverfield Green.

Please note that we did not facilitate corporate volunteers during the summer school break, to focus on our summer activities programme.

In addition to corporate volunteers, the trust has also been delivering Community Payback sessions since November 2023. To date, we have had 10 sessions and total of 50 participants. Participants undertake a range of activities including horticultural maintenance, litter picking, painting railings and helping to clear weeds and prune shrubs etc.