

Appendix 2

Fees Subsidised Hire of Pavilions Policy review Art and Ecology Pavilions

1. Introduction

- 1.1. The Art and Ecology Pavilions are King George's Fields Trust (KGFT) assets that operate both as a method of raising income through corporate/private hire and as community facilities.
- 1.2. At the [6 March 2018](#) King George's Fields Trust Board meeting, a proposal and policy for subsidised lettings (hires) of the Art and Ecology Pavilions to community organisations was approved (as set out in **Appendix 2.1** below). These have not been reviewed since they were implemented.
- 1.3. The subsidised hires policy was designed to support the charity's charitable aims to maintain Park Lands (and assets) for the use, enjoyment, and benefit of the public. Furthermore, the subsidised hires policy is in the interest of social welfare and public benefit.
- 1.4. The policy for subsidised community hire rates also provided greater transparency on the venue hire operating guidelines and information to the public on how decisions were made regarding free or subsidised use of the pavilions.
- 1.5. The subsidised hire rate policy was also considered against the charity's best interests and the need for the charity to manage its resources responsibly each year.

2. Purpose of the review

- 2.1. Since the subsidised hire policy was agreed the charity's financial position has been adversely impacted by the Coronavirus pandemic. In addition, there has been a significant increase in maintenance costs and running costs because of rising inflation, utility, and staffing costs.
- 2.2. A review of the subsidised hire policy has been proposed to protect the ongoing viability of the venues and to support the charity's best interests whilst continuing to support community usage.

3. Current Policy

- 3.1. The current policy for the subsidised hire of pavilions for community groups is set out as approved by KGFT board March 2018 in **Appendix 2.1** below.
- 3.2. An updated policy has been proposed for consideration by the Board in **Appendix 2.2** below.
- 3.3. A summary of the revisions is provided in Table 1 below.

Table 1: Summary of revised changes

Ref:	Current Policy	Proposed Revisions
a)	Free usage currently includes the cost of staff necessary to opening and managing the building during the hire period and these costs would be covered from commercial income generated through hire.	It is recommended that only the Friends of Mile End Park are eligible for free usage and staffing (see Section C below).
b)	Only groups based in the borough or able to demonstrate strong ongoing working ties to the borough should benefit from free or subsidised usage. Usage should be of benefit to Tower Hamlets residents and open to all.	<p>Only groups based in the borough or able to demonstrate strong ongoing working ties to the borough should benefit from free or subsidised usage. Usage should be of benefit to Tower Hamlets residents and open to all.</p> <p>Proposed activity must be open to the public throughout (event opening times) and free to enter.</p> <p>Applications will only be considered from registered charities, Community Interest Companies (CIC) or Tower Hamlets based voluntary and community organisations or cultural organisations with a track record in delivering high quality community, or cultural programmes.</p> <p>All organisations will be required to meet the terms and conditions of the Venue Hire Policy i.e., have Public Liability Insurance, equality and safeguarding procedures.</p>
c)	Friends of Mile End Park group should be awarded an allocation of six free bookings a year.	Friends of Mile End Park are eligible for up to six free days of use of the pavilions (including staffing) per financial year (outside of peak periods unless otherwise agreed by the venue management team). This provision is for the sole use of the pavilions by the Friends of Mile End Park and is non-transferable. Any staffing costs outside of the core hours of 9am to 5pm, Monday to Friday (excluding Bank Holidays) would be charged to the group.
d)	A fixed number of free and subsidised lets to be operated	A fixed number of subsidised lets to be operated and reviewed each year

	<p>and reviewed each year and offered not exclusively but in the main during periods where commercial hire activity is usually lower. Suggested up to 20 bookings per annum not including Mile End Friends Group allocation.</p>	<p>and offered not exclusively but in the main during periods where commercial hire activity is usually lower (i.e., 1 October to 30 April). Subsidised hire will be offered to a maximum of 20 bookings per annum (financial year) across the two pavilions, not including the Friends of Mile End Park allocation.</p> <p>A booking is defined as one day between 9am-5pm. Hours outside of 9am to 5pm will only be considered if there is a clear need and benefit to Tower Hamlets residents.</p>
e)	<p>A formal and transparent application process for free and subsidised usage. Applications to be considered by a panel on a rolling programme basis across the year and records to be made available for public scrutiny. Average discount around 50% but some 100% discount to be determined by level of benefit and match funding/in kind support.</p>	<p>There is a formal and transparent application process for free and subsidised usage (see Subsidised Hire Application Requirements section). Applications to be considered by a panel on a rolling programme basis across the year and records to be made available for public scrutiny. The average discount is approximately 50% with a maximum discount of 80% to be determined by the level of benefit and match funding/in kind support.</p> <p>All applicants are required to pay the balance of the hire fee (after the discount has been applied) and for any staffing, cleaning, waste removal and equipment costs associated with the hire.</p>
f)	<p>All groups/organisations benefiting from this policy will be required to provide monitoring information and an event/activity report and credit the Council.</p>	<p>All groups/organisations benefiting from this policy will be required to provide monitoring information and an event/activity report that details: description of the event/activity delivered, how the original aims of the event/activity were met, number of attendees/beneficiaries and any lessons learnt.</p> <p>Successful applicants will be required to credit the Council and provide images (with relevant consent/permission) of the event/activity for use by the Council and King George's Fields Trust for non-commercial purposes.</p>

Appendix 2.1

Mile End Park Pavilions Guidelines for subsidised hire of Pavilions for Community Group use

The existing policy, shown below, was approved by the King George's Fields Trust Board on 6 March 2018.

Proposal (approved 6 March 2018)

To define free usage this would include the costs of staff necessary to opening and managing the building during the hire period and these costs would be covered from commercial income generated through hire.

We propose the following key elements to community access guidelines:

- Only groups based in the Borough or able to demonstrate strong ongoing working ties to the Borough should benefit from free or subsidised usage. Usage should be of benefit to Tower Hamlets residents and open to all.
- Free or subsidised usage will not normally be granted for events that make a charge to those attending or seek to make a profit. The exceptions to this would include events raising funds for local charities.
- Friends of Mile End Park group should be awarded an allocation of six free bookings a year.
- A fixed number of free and subsidised lets to be operated and reviewed each year and offered not exclusively but in the main during periods where commercial hire activity is usually lower. Suggested up to 20 bookings per annum not including Mile End Friends Group allocation.
- A formal and transparent application process for free and subsidised usage. Applications to be considered by a panel on a rolling programme basis across the year and records to be made available for public scrutiny. Average discount around 50% but some 100% discount to be determined by level of benefit and match funding/in kind support.
- All groups/organisations benefiting from this policy will be required to provide monitoring information and an event/activity report and credit the Council.
- All applicants will be required to complete the standard venue booking form and to adhere to the standard venue hire conditions in addition to this policy.
- All applications must meet with the Council's Equal Opportunities Policy.

Appendix 2.2

Proposed Revised Policy Wording

Subsidised Hire Policy (Proposed to be implemented from 1 April 2023):

- Only groups based in the borough or able to demonstrate strong ongoing working ties to the borough should benefit from free or subsidised usage. Usage should be of benefit to Tower Hamlets residents and open to all. Proposed activity must be open to the public throughout (event opening times) and free to enter.
- Applications will only be considered from registered charities, Community Interest Companies (CIC) or Tower Hamlets based voluntary, community or cultural organisations with a track record in delivering high quality community, or cultural programmes.
- All organisations will be required to meet the terms and conditions of the Venue Hire Policy i.e., have Public Liability Insurance, equalities, and safeguarding procedures.
- Free or subsidised usage will not normally be granted for events that make a charge to those attending or seek to make a profit.
- Friends of Mile End Park are eligible for up to six free days of use of the pavilions (including staffing) per financial year (subject to availability and outside of peak periods unless otherwise agreed with the venue management team). This provision is for the sole use of the pavilions by the Friends of Mile End Park and is non-transferable. Any staffing costs outside of the core hours of 9am to 5pm, Monday to Friday (excluding Bank Holidays) would be charged to the group.
- A fixed number of subsidised lets to be operated and reviewed each year and offered not exclusively but in the main during periods where commercial hire activity is usually lower (i.e., 1 October to 30 April). Subsidised hire will be offered to a maximum of 20 bookings per annum (financial year), not including the Friends of Mile End Park allocation. A booking is defined as one day between 9am to 5pm. Hours outside of 9am to 5pm will only be considered if there is a clear need and benefit to Tower Hamlets residents.
- There is a formal and transparent application process for free and subsidised usage (see Subsidised Hire Application Requirements section). Applications to be considered by a panel on a rolling programme basis across the year and records to be made available for public scrutiny. The average discount is approximately 50% with a maximum discount of 80% to be determined by the level of benefit and match funding/in kind support.
- All applicants are required to pay the balance of the hire fee (after the discount has been applied) and for any staffing, cleaning, waste removal and equipment costs associated with the hire.
- All applicants will be required to complete the standard venue booking form and to adhere to the standard venue hire conditions in addition to this policy.
- All applications must meet with the Council's Equal Opportunities Policy.

Subsidised Hire Application Requirements

All applicants will be required to submit a written proposal that addresses the criteria set out below. Short proposals, addressing all the criteria as set out in the section below should be emailed to pavilionbookings@towerhamlets.gov.uk.

- Name of organisation applying and registered address (including any company/charity registration).
- Is your organisation based in Tower Hamlets and/or can you demonstrate strong links and partnerships in the borough?
- Details of the status of the organisation applying i.e., charity, voluntary group etc. Please include a copy of your constitution, charitable or organisational aims.
- What is the event/activity you are applying for? Please provide an event/activity overview that includes the following:
 - A description of your event/activity including: details of your event (date, times – including set up and take down times); type of activities and infrastructure (including refreshments, details of speakers/performers, stalls, delivery partner activities), details of who will manage the event/activity and any delivery partners.
 - The main aims/purpose of the project and how you will measure success.
 - Details of any in-kind or match funding and confirmation that the event will be free to enter and open to all members of the public.
 - Details of your target audience/participants and how you will promote and engage your activity/event to Tower Hamlets' diverse communities. *Please include a marketing/communication plan and community engagement plan.*
 - Details of how your event/activity will benefit Tower Hamlets residents and support community cohesion and the [Tower Hamlets Equalities Policy](#).
 - Details of how the activity be monitored and evaluated.

Conditions applicable to successful applicants:

- All groups/organisations benefiting from this policy will be required to provide monitoring information and an event/activity report that details: description of the event/activity delivered, how the original aims of the event/activity were met, number of attendees/beneficiaries and any lessons learnt.
- Successful applicants will be required to credit the Council and provide images (with relevant consent/permission) of the event/activity for use by the Council and King George's Fields Trust for non-commercial purposes.
- Applications will be assessed against these criteria by Council Officers. Subsidies offered and benefits realised will be monitored by Council officers.
- All successful applications for subsidised hire will be required to complete a booking form and comply with the Council's [Venue Hire Policy](#) and adhere to the same payment process and contractual obligations for non-subsidised hire.

