

Appendix 4 Activity Update

King George's Fields Trust, September 2023

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 July 2023 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 30 July 2023

Facility	Number of sessions	Number of Participants
Mile End Park	63	1,314
Whitehorse Adventure Playground	38	2,007
Mile End Corporate Volunteers	17	640
Total	118	3,961

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 1,133 between 1 April and 31 July 2023.
- Total participants including ad-hoc and contractual block bookings was 19,342 between 1 April and 31 July 2023.

Activity overview 2023:

During the Easter school holiday and May half-term 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 Whitehorse Adventure Playground.

As part of the Summer of Fun programme, thirty-two sessions will be delivered over the period of five weeks at both Mile End Park and Play Pavilion and Whitehorse Adventure Playground a variety of free activities and workshops will be provided to families including:

- 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 July 2023.

	Art Pavilion (Number of days)	Eco Pavilion (Number of days)
Private Hire	13	16
Corporate	7	22
Exhibition (including set up)	44	
Works / Turnaround	16	14
Totals	80	58

Included in the above activities and bookings are

Public access days	25	6
Subsidised hire	4	6

Total Occupancy (out of 122 days)	80 / 122	58 / 122
Percentage %	65.6%	47.5%
Total occupancy for both Pavilions %	56.5% (138 / 244)	
Total event days	138 / 122	

Overall bookings have started to recover from the impact of the pandemic, with a good level of private hires, we have seen an increase in corporate enquiries with a good rate of conversion of enquiries to booking.

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, 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 & 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 <https://www.prismtextiles.co.uk/2023-exhibition>

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

In partnership with the London Borough of Tower Hamlets and the Princes 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

Attended by 200 over 50's.

Urban Makers 24-25 June

Regular Makers Market in the Ecology Pavilion supporting 100 small businesses.

In the autumn we have cultural events including activities from the Council for Bengali Cultural Alliance UK (SSSPJ) and Brick Lane Circle.

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 & Dishoom.

We have also hosted several high-profile internal events including LBTH Civic Awards Ceremony and Children Services Cherry Blossom Staff Event.

Marketing:

The Pavilions are promoted through internal platforms including thvenues.com, Towerhamlets own website, Tower Hamlets Arts website, Our East End - What's on Section, The registrars' ceremonies Guide. Tower Hamlets SM platforms include Facebook, Twitter and Instagram.

We also market the venues through external venue finders Hitched and Canvas Events.

Total Event Days

The total possible number of days available for hire in both Pavilions is 244*, which equates to a total occupation across both Pavilions of 56%. Working to a target occupancy rate of 80% shows there is room for growth of 24%

However, the total number of events taking place over the actual available days show that we had 138 events taking place over 122 days. Which equals 1.13th of an event every day. This demonstrates the Pavilions are already operating to a very high level, stretching the current staffing resources. In order to achieve an 80% occupancy rate, increasing current activity by 24%, will require additional staffing and marketing resources.

*This figure includes all days in a month including weekends and Bank Holidays. Private hire days of occupancy are from 9am-1am and this counts as 1 day.

3) Overview of Improvements and upgrades

Since April 2023, the Charity has welcomed 550 volunteers 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.
- Preparation and decoration of the cascade water feature at Mile End terraced garden.

