

Appendix C: New Event Fund applications recommended for rejection

The following new applications to the Event Fund have been assessed by officers and are recommended for rejection. Details of each event are provided below.

Application reference	EF201516.13
Event	Strong Back Tales
Event Date	16 th May 2015
Organiser	Strongback Productions
Venue	Rich Mix
Ward	Weavers
Amount requested	£800
Amount awarded	Nil
Event detail and summary assessment	Untold stories of Bangladeshi women. Application was received late and therefore rejected.
Assessment score	n/a

Application reference	EF201516.16
Event	Cuba Fantastique
Event Date	10 th July 2015
Organiser	Docklands Sinfonia
Venue	St Anne's Church, Limehouse
Ward	Limehouse
Amount requested	£1,897
Amount awarded	Nil
Event detail and summary assessment	<p>Concert with programme of Cuban music - including free pre-concert talk with Cuban guitarist.</p> <ul style="list-style-type: none"> • Under represented ward. No previous funding from Event Fund. Some members of the Sinfonia live or work in Tower Hamlets but not clear how many. Previous experience of similar events. • High quality event working with young musicians and talented amateurs. • Not accessible to wider community due to ticket price which is prohibitive and 40 comps available but not clear that these would be available to the wider community. Accessible building. Promotes cross-cultural understanding. • Good range of income sources and in kind support. • Celebrates cross cultural understanding. • High cost per head and cost prohibitive ticket price with minimal beneficiaries caused this application to be rejected.
Assessment score	51/90

Application reference	EF201516.18
Event	Razor Sharp
Event Date	17 th July 2015

Organiser	Sandpit Arts
Venue	Rich Mix
Ward	Weavers
Amount requested	£1,500
Amount awarded	Nil
Event detail and summary assessment	<p>Arab women artists (three writers, one director, two actresses) coming together to tackle stereotypes around the Arab and the Muslim world through comedy.</p> <ul style="list-style-type: none"> • High volume of applications at this ward. Good track record of delivery, new to the borough. Confident that work would be completed as planned. • Different to other events in the borough. Uses comedy as a tool to break down stereotypes of Arab women. Promotes cross cultural understanding and community cohesion. Innovative project. Contributes to One Tower Hamlets. • Demonstrates access to arts activities for partner organisations targeted. Creative and past events suggest of good quality. Aimed at Muslim and Arab women. Commitment to understanding difference and debating issues for Arab women in society and how they are perceived. Part of a wider festival not just Tower Hamlets. Uses existing venue contacts and marketing from wider festival and targets 3 community groups, not clear how wider community engaged. • Good partnerships, Media, venue and local organisations, though these are partly due to it being part of a larger festival which is national. Some local community involvement through targeted workshops. • Challenges perception of Arab women. Does not clearly demonstrate the number of beneficiaries from the community through involvement. Looks to distinguish the difference between Arab and Muslim women. Outcomes for local community not clear. • Difficult to determine number of beneficiaries beyond the audience attending. No ticket price indicated but indication through budget that ticket income. Not sufficient benefit demonstrated to receive funding.
Assessment score	52/90

Application reference	EF201516.19
Event	NeemaiGeeti and VaishnavSangeet
Event Date	19 th July 2015
Organiser	RadhaRaman Society
Venue	Rich Mix
Ward	Weavers
Amount requested	£2,000
Amount awarded	Nil

Event detail and summary assessment	<p>Folk music and folk dance based on the Indian philosophical movement of Vaishnavism.</p> <p>The application did not score highly on the following points:</p> <ul style="list-style-type: none"> • The ward in which they wish to hold their event receives a very high number of applications and awards. • Application suggests reliance on existing users of the centre rather than broadening out to a wider local audience. • Application did not demonstrate clear need or benefit to the local community. • It did not demonstrate how the event and activities would be accessible to the wider community, although the application mentions this, it suggests that the event was targeted mainly at the Bengali community through the Bengali media • Partnerships were limited to the venue and Bengali media in kind • Application states that they will target young people and combat religious fundamentalism without giving an indication of how this would be done • High cost for the number of beneficiaries with a high reliance on the Event Fund-, Officers considered that the event was not viable if a lesser amount was awarded and did not consider it to merit the level of funding requested. • Outcomes were unclear, and number of beneficiaries was unclear beyond the audience.
Assessment score	43/90

Application reference	EF201516.22
Event	Stepney Green Fair 2015
Event Date	26 th July 2015
Organiser	Stifford Centre
Venue	Stepney Green Park
Ward	Stepney Green
Amount requested	£2,500
Amount awarded	Nil
Event detail and summary assessment	<p>Annual community event with local talent, food, children's rides, games, health info, stalls, crafts, community engagement and sports activity.</p> <ul style="list-style-type: none"> • Organisation on the defaulters list. Organisation have delivered similar events in previous years and received funding. • Priorities around community cohesion, meeting the Healthy and Supportive and Safe and Cohesive

	<p>community objectives.</p> <ul style="list-style-type: none"> Limited artistic content and doesn't demonstrate innovative programming. Largely stalls and rides. Site physically accessible. Local media campaign to engage community. Confirmed funding from Canary Wharf Group. Other input from organisations through having stalls. Outcomes unclear and do not demonstrate arts based outcomes. Not clear who target audience are or how it will be monitored. Little demonstration of how the event will benefit. Overall budget reasonable for number of beneficiaries. High marketing costs. Benefits mainly through health and sport.
Assessment score	40/90

Application reference	EF201516.29
Event	Move Me
Event Date	8 th August 2015
Organiser	Move Me Dance
Venue	Crossrail Roof Garden, Canary Wharf
Ward	Canary Wharf and Island Gardens
Amount requested	£500
Amount awarded	Nil
Event detail and summary assessment	<p>Participatory dance event for non-dancers as part of the launch season for the new performance area of Canary Wharf Roof Garden.</p> <ul style="list-style-type: none"> Under represented wards. Relatively new organisation however demonstrates previous track record of delivering similar events. Would demonstrate that they can deliver as planned. No past track record of funding or delivery in Tower Hamlets. Benefits to wider community not clearly demonstrated. Some mention of community cohesion however not backed up with clear evidence of how this would be achieved. Low number of beneficiaries (25 participants, 50 spectators). Part of a running order for opening of venue. Free event, limited numbers. Targeted through local, regional and social media. Sketchy information about the activity content, limited access. states commitment to equality but no detail. No clear demonstration of wider community involvement apart from taking part in the dance. Some cash and in kind support from partners. Partnerships are low key, venue for rehearsals and in kind technical and marketing support. Does not demonstrate commitment to celebrating

	<p>cross-cultural understanding or diversity. Stated outcomes are not backed up on the application form. No demonstration of engaging with local people rather based on assumption. Potential to raise profile of dance organisation, and develop 6 dance volunteers. Clear that participatory event however not evidenced that these will be local residents.</p> <ul style="list-style-type: none"> • Costs high for limited number of beneficiaries (1 hour in larger programme). Project costs are reasonable. Application does not give sufficient detail of the programme.
Assessment score	39/90

Application reference	EF201516.31
Event	Jungle Book
Event Date	7 th – 18 th August 2015
Organiser	Open Book Theatre Productions Ltd
Venue	Cubitt Town Library, Idea Store Bow, Idea Store Watney Market, Idea Store Whitechapel, idea Store Canary Wharf
Ward	Canary Wharf, Bow East, Shadwell, Spitalfields and Banglatown Town, Blackwall and Cubitt Town
Amount requested	£1,800
Amount awarded	Nil
Event detail and summary assessment	Free adaptation of The Jungle Book for 5-15 year olds in Idea Stores. Application received after deadline and declined.
Assessment score	N/A