

## Appendix B: New Event Fund applications recommended for approval

The following new applications to the Event Fund (EF) for events in September 2015 and early applications for Black History Month in October 2015 have been assessed by officers and are recommended for approval.

Details of each event are provided below.

### Events for September 2015 (end of Quarter 2 budget allocation)

<b>Application reference</b>	EF201516.40
<b>Event</b>	Third Bangla Music Festival
<b>Event Date</b>	25 <sup>th</sup> – 27 <sup>th</sup> September
<b>Organiser</b>	Saudha
<b>Venue</b>	Rich Mix, Kobi Nazrul Centre, Micro Business Centre, Montefiore Centre
<b>Ward</b>	Spitalfields and Banglatown, Weavers
<b>Amount requested</b>	£1700
<b>Amount awarded</b>	£1000
<b>Event detail and summary assessment</b>	<p>Third annual Bangla Music Festival celebrating traditional Bengali folk music in various venues around the Brick Lane area. Concerts spread across the 4 venues, 3 x interactive discussion and workshop with high profile academics on ‘creating a new audience of Bangla music in the west’ looking at music as a whole and areas of Bengali folk traditions that are dying, how to engage with local young people and promoting Bengali music to multi-cultural society. Inclusion of Dhamail Dance to encourage participation of socially excluded Bengali women, and focus of Bangla Music as part of a global multi-dimensional fusion trend. Event designed to fuse semi-classical Bengali music with western troubadours and western poetry (performers from Bethnal Green area).</p> <ul style="list-style-type: none"> <li>• Good track record of delivery of similar events in the borough. Wards receive high number of Event Fund awards to the venues. Has received previous EF funding.</li> <li>• Focus on under represented and dying forms of Bengali arts, folk music and dance. Local demand from previous events. Targeting younger people as performers and volunteers and intergenerational dialogue. Promoting activities for socially excluded Bengali women and young people.</li> <li>• Promotes One Tower Hamlets, demonstrating commitment to cross cultural understanding and celebrating diversity with “global multi-dimensional</li> </ul>

	<p>fusion” with cross-cultural music genres with dedicated marketing and outreach team to reach 40% non-Asian audience.</p> <ul style="list-style-type: none"> <li>• Improves access to Bengali and non-Bengali audience to traditional Bengali traditions whilst fusing with western style of Bengali Music. Strong marketing strategy.</li> <li>• Partnerships in-kind through venues, 22 young Tower Hamlets volunteers, Bengali and mainstream media partners. Limited match cash funding.</li> <li>• Outcomes increase participation of non-Bengali audience, connecting with socially excluded Bengali women, develop 22 young TH volunteers &amp; 7 TH performers will gain artistic skills. Connecting with mainstream media.</li> <li>• Reasonable costs per head, and reasonable PM / Admin costs. Good progression routes for volunteers and participants. Free to attend.</li> </ul>
<b>Assessment score</b>	68/90

<b>Application reference</b>	EF201516.46
<b>Event</b>	Street Life
<b>Event Date</b>	2 <sup>nd</sup> – 5 <sup>th</sup> September 2015
<b>Organiser</b>	Cardboard Citizens
<b>Venue</b>	Cardboard Citizens Bromley by Bow Centre
<b>Ward</b>	Bromley North Whitechapel
<b>Amount requested</b>	£2000
<b>Amount awarded</b>	£1500
<b>Event detail and summary assessment</b>	<p>Street/Life is a collaborative participatory performing arts project between Cardboard Citizens (CC) and the Bromley by Bow Centre (BBBC). Street/Life will create a theatrical snap-shot of one street in Bromley North, creating dialogue between the marginalised and better-off, revealing where/how community resilience exists and interacts. This contemporary piece of theatre reflects the complex social and housing situation everyone faces.</p> <p>A core element of this event is providing a platform for CC company members - those with homeless/vulnerable backgrounds. CC has trained and employed six company members as citizen-researcher-performers who have surveyed one Bromley North street, taking oral histories of residents and workers, who will answer questions around their housing situation. These interviews aim to capture stories from up to twenty residents, along with other non-resident community players (e.g. estate agent; police officer; shopkeeper.) relevant and significant excerpts will be rehearsed and performed by CCs Member actors.</p>

	<p>Four free performances of this theatre piece will be played to local audiences followed by shared reflection and debate.</p> <ul style="list-style-type: none"> <li>• Both venues are in underrepresented wards. CC has an excellent track record of delivery in the borough and has received previous funding from the Event Fund.</li> <li>• Different from other events in the borough, raising issues of homelessness, deprivation, social isolation and inequality. Contributes to all aspects of the TH Community Plan. Increases community cohesion and cross – cultural understanding.</li> <li>• Improves access to the arts with an innovative approach by involving those affected by homelessness, inequality and isolation in active participation and creating dialogue with the wider community. Accessible to the whole community although focused on community in North Bromley. Standard marketing approach with targeted outreach to relevant professionals &amp; organisations.</li> <li>• Collaborative partnership with Bromley By Bow Centre, members of the community. Financial and artistic support from the Calouste Gulbenkian Foundation.</li> <li>• Increases community cohesion and promotes cross-cultural understanding. Increases access to and participation in the arts for social benefit. Aims to reduce social isolation and build social networks and increase awareness and understanding of issues around where and how people live. Encourages participation and community involvement.</li> <li>• Relatively high costs for the number of beneficiaries, however reasonable admin and management costs and strong element of match funding. Clear benefits and progression routes for artists and participants and free for all to attend and be involved.</li> </ul>
<b>Assessment score</b>	70/90

Events for Black History Month in October 2015, submitted early in order to find out before submission into the BHM brochure in early August.  
(start of Quarter 3 budget allocation)

<b>Application reference</b>	EF201516.33
<b>Event</b>	Celebrate your Roots
<b>Event Date</b>	25 <sup>th</sup> October 2015
<b>Organiser</b>	SPLASH
<b>Venue</b>	St Matthias Community Centre
<b>Ward</b>	Poplar
<b>Amount requested</b>	£500
<b>Amount awarded</b>	£350
<b>Event detail and summary assessment</b>	<p>An afternoon and evening event organised by local young people in collaboration with SPLASH art and local community members. Programme will include a family of Drummers, a young Black Drama student and others who want to demonstrate their talents. The aim of the event is to promote the ethos of "One Tower Hamlets" and encourage inclusion built on knowledge and understanding. The building is wheelchair accessible and open to all. The aim is to have an audience which is a mixture of young and older Asian, Black and White residents as they try to build cohesion together.</p> <p>The audience will be local people, families and friends of the participants and the general public. The entrance will be free to all and there will be cultural refreshments.</p> <ul style="list-style-type: none"> <li>• Strong track record of delivery in the borough. Provides a vital service dedicated to breaking down barriers and bringing together different cultural groups in an under represented ward. Organisation has failed to meet evaluation deadlines or has submitted incomplete information on occasion and has been marked down for this.</li> <li>• Community talent show event that will provide a platform for young people to perform and participate in planning and delivery. Emphasis on young people and One Tower Hamlets with the aim to bring down racial and cultural barriers.</li> <li>• Event has free entry and is accessible to all. Marketing plans are not clear. Clear commitment to Equal Opportunities.</li> <li>• Evidence of fairly broad range of partnerships but roles not clearly defined. Involvement of local community in organising and delivering the event. Some other cash funding.</li> <li>• Clear commitment to celebrating cultural diversity and cross-cultural understanding. Outcomes include providing a platform for involvement and active</li> </ul>

	<p>participation for young people. Skills development for participants in planning and delivery and performing. Encourages participation and community involvement.</p> <ul style="list-style-type: none"> <li>Reasonable budget, low costs for number of beneficiaries. Some match funding. Progression routes for participants.</li> </ul>
<b>Assessment score</b>	52/90

<b>Application reference</b>	EF201516.34
<b>Event</b>	Rise Up and Still Rising
<b>Event Date</b>	1 October 2015
<b>Organiser</b>	Theatre Centre Ltd
<b>Venue</b>	Mulberry School For Girls Mulberry and Bigland Green Centre
<b>Ward</b>	Shadwell
<b>Amount requested</b>	£850
<b>Amount awarded</b>	£500
<b>Event detail and summary assessment</b>	<p>This is a new play entitled 'Rise Up' and accompanying activist workshop 'Still Rising' aimed at Mulberry School for girls pupils, parents and wider Shadwell community. The play covers the history of the 'Freedom Riders' – groups of black and white students who rode the buses across the southern states of North America in 1961 forming part of the Civil Rights Movement, and breaking the rules of segregation and igniting a revolution. A participatory workshop will help the audience to understand the significance of the protests and contemplate their own social and political engagement. Part of the programme is confined to the school with performance to 150 13 -18 year olds followed by 60 young people taking part in the Still Rising workshop which will be part of a Black History Month launch for the school at the Bigland Centre with performance and debate, attended by parents and the wider community. The cast is mixed race, and the topic covers contemporary and historical characters to make the subject more accessible and relevant to contemporary audiences</p> <ul style="list-style-type: none"> <li>Established track record of delivery and background of working with range of cultural forms. Taking place in underrepresented ward. No previous funding from the Event Fund.</li> <li>Event aims to build community understanding of significance and relevance of the Civil Rights Movement in society today. Encourages debate in issues affecting the local community and supports community cohesion. Free to attend performance and debate at Bigland Centre.</li> <li>Free Access, targets diverse local community of Shadwell to actively engage in the arts. Innovative by</li> </ul>

	<p>engaging in historical arts based project with a contemporary approach. Utilises existing marketing channels.</p> <ul style="list-style-type: none"> <li>• Limited but strategic partnerships providing in kind support, in addition to participation by local people.</li> <li>• 250 people will learn about the Freedom Rides. 150 people will take part in debates around local community issues and action that can be explored. 60 young women will work with trained facilitators to explore the issues and how they can be tackled and resolved. Free accessible evening performance provides opportunity for cross-cultural Understanding and engagement in the arts to develop critical thinking. One Tower Hamlets, Healthy and Supportive, Safe and Cohesive. Empowering young people to use the arts as a tool for discussion and to actively engage in social issues.</li> <li>• Admission is free, however day time event at the school is restricted to pupils. Good value for money per head, project costs outlined are reasonable.</li> </ul>
<b>Assessment score</b>	62/90

<b>Application reference</b>	EF201516.35
<b>Event</b>	Photomonth
<b>Event Date</b>	1 October – 30 November 2015
<b>Organiser</b>	Alternative Arts
<b>Venue</b>	Various across the borough
<b>Ward</b>	All
<b>Amount requested</b>	£2500
<b>Amount awarded</b>	£1800
<b>Event detail and summary assessment</b>	<p>Photomonth is an annual international photography festival across the 3 East London Boroughs, Tower Hamlets, Newham and Hackney. It is committed to the creative development of photography. The exhibitions present work of the highest possible standard giving exposure to photographers from around the world in addition to those who are locally based. It has a reach of 180,000 over the course of the festival, with many venues in Tower Hamlets in both existing galleries and innovative temporary arts spaces. The festival includes a programme of talks, tours, seminars, walks, workshops, exhibitions and courses which celebrate the depth and diversity of contemporary photography. It is the only festival of its kind in London in which all of the art forms are photography in all of the spaces at the same time. There are new projects this year looking at book launches, discussions, self-publishing workshops, work with youth and community groups, professional development talks to name a few. There is an open call for submissions giving emerging</p>

	<p>artists the opportunity to exhibit in a variety of unusual and interesting spaces alongside internationally renowned photographers in major institutions.</p> <ul style="list-style-type: none"> <li>• All wards will be covered. Excellent track record of delivery in the borough, event has been funded previously.</li> <li>• Different to other events in the borough as focuses purely on photography. Targeted at cross cultural and cross generational participants and audience. Local amateur and professional photographers can exhibit side by side. Wide ranging programme of photography exhibition across the borough, contributes to One Tower Hamlets, Community Cohesion and a Great Place to Live.</li> <li>• Application demonstrates improved access to high quality arts based activity within the borough, in accessible spaces. Events are mainly free to access although a minority will have a charge. The project has demonstrated that it is sustainable as it takes place on a yearly basis. Clear commitment to Equal Opportunities. Strong marketing strategy with own website.</li> <li>• Vast range of partners with clearly defined roles. Strong collaborations with various venues providing in kind support, community involvement.</li> <li>• Outcomes include encouraging local community to participate or visit the exhibitions, potential for progression routes for participants. Increasing exhibitions in venues and raising the profile of the venues, increasing community involvement.</li> <li>• Overall very good value for money, match funding pending. High quality, innovative and artistic project.</li> </ul>
<b>Assessment score</b>	74/90

<b>Application reference</b>	EF201516.36
<b>Event</b>	Better for Knowing You
<b>Event Date</b>	19 <sup>th</sup> October to 26 <sup>th</sup> November 2015
<b>Organiser</b>	Poetry in Wood (PIW)
<b>Venue</b>	Montefiore Centre
<b>Ward</b>	Spitalfields and Banglatown
<b>Amount requested</b>	£1559.15
<b>Amount awarded</b>	£800
<b>Event detail and summary assessment</b>	Exhibition and opening party in reception of Montefiore Centre exploring different Black cultures in Tower Hamlets. PIW will use personal stories and objects from homes of their members of black heritage and will include field trip around the borough which will inform content, followed by 6

	<p>half-day printing workshops using different printing techniques, exhibition and opening party in the Montefiore Centre which houses a variety of different organisations who do not necessarily mix normally. Poetry in Wood, work with people with learning disabilities and this event would bring them into a safe though public environment. Workshops and exhibition open to existing service users, other learning disabled groups and the wider community. The workshops will also lead to some of the participants gaining experience in their social enterprise which makes wooden articles and printed bags etc to sell.</p> <ul style="list-style-type: none"> <li>• Ward receives high number of applications. Long established organisation with strong track record of delivery of similar projects. Previously funded but no application for a number of years.</li> <li>• Different as working with people with learning disabilities and non-disabled people. Access to arts based learning in woodwork and printing. Celebrates cultural diversity and cross cultural understanding, in addition to promoting community cohesion. Accessible to the whole community however marketing is fairly limited and emphasis on getting to know the other organisations in the Montefiore Centre. One TH strands, Safe and Cohesive, Prosperous, and Healthy and Supportive Community.</li> <li>• Improves access to arts based activity. Exhibition and workshops in public space opening up to wider community and other learning disabled groups. Standard local community marketing (local paper, web, email, flyers in centres etc). clear commitment to Equal Opportunities. Potential for sustainability due to potential new partnerships formed with other centre users and organisations.</li> <li>• Lack of partnerships stated beyond the venue and volunteers and roles not clearly defined. Refer to unconfirmed partnership funding support however it is not defined and amounts are not given.</li> <li>• Outcomes include celebrating cultural diversity and cross cultural understanding, breaking down barriers between those with and without learning disabilities, creative and artistic progression opportunities, skills and paid work opportunities, raising the profile of the organisation and the venue, reducing isolation and increasing community involvement.</li> <li>• Costs are reasonable, unclear how many participants will be involved in workshops, no other income specified, good progression opportunities. Budget only includes the Event Fund amount therefore difficult to assess the VFM per head. Free to attend and participate.</li> </ul>
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<b>Assessment score</b>	55/90
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<b>Application reference</b>	EF201516.41
<b>Event</b>	Arriving in the UK as an Unaccompanied Minor
<b>Event Date</b>	17 <sup>th</sup> October
<b>Organiser</b>	Half Moon Theatre
<b>Venue</b>	Half Moon Theatre
<b>Ward</b>	St Dunstons
<b>Amount requested</b>	£1070
<b>Amount awarded</b>	£600
<b>Event detail and summary assessment</b>	<p>Event following week long presentation of 'Map of Me' a spoken word performance for teenagers exploring how the displaced child finds a sense of self and belonging, based on real life experiences of asylum seekers. The story tells the girl's journey fleeing war in her homeland revealing emotional and heartfelt experiences along the way of her forced migration. The performance is followed by discussion with the audience.</p> <p>On the Saturday, there will be a series of free family events as part of BHM to accompany the play exploring the issues in the play. Working with TH New Residents and Refugee Forum in addition to other refugee arts organisations. These include Scriptwriting workshop, panel discussion and spoken word workshop mainly aimed at 13-18 year olds.</p> <ul style="list-style-type: none"> <li>• Located in underrepresented ward for Event Fund. Excellent track record of delivery of similar events in the borough. Organisation been funded previously.</li> <li>• Child migration is a different theme than most other events content. Raises important issues and provides opportunities for creative expression and progression for young people. Event is clearly targeted at and focused on young people.</li> <li>• Innovative combination of performance, workshops and panel discussion. Creative and of high quality. Solid targeted and broad marketing strategy. Workshops free although ticket price for show may be prohibitive. Targeting young people so although aimed at families, workshops more accessible to 13-18 year olds. Contributes to One TH, Safe and Cohesive strand.</li> <li>• Strong strategic partnerships with good mix of organisations but roles are not clearly defined. Lack of community involvement beyond participations, and lack of match funding.</li> <li>• High cost per head and ticket price for the show however production costs are reasonable. Limited</li> </ul>

	match funding.
<b>Assessment score</b>	53/90

<b>Application reference</b>	EF201516.42
<b>Event</b>	Well Being Festival
<b>Event Date</b>	29 <sup>th</sup> October 2015
<b>Organiser</b>	THACMHO (Tower Hamlets African Caribbean Mental Health Organisation)
<b>Venue</b>	Oxford House
<b>Ward</b>	St Peters
<b>Amount requested</b>	£2590 (limit £2500)
<b>Amount awarded</b>	£1000
<b>Event detail and summary assessment</b>	<p>One day art and heritage festival curated around the theme of well-being through a heritage exhibition, music, film and performances. Mental health service users and THACMHO members will be facilitated and supported to curate an events programme of exhibitions, screenings, performances and talks that engage a wide audience in a conversation about mental well-being. By addressing the theme of well-being the aim is to change attitudes and behaviour towards African and Caribbean people with mental health problems, reduce mental health stigma and increase understanding of how to promote well-being in the community.</p> <ul style="list-style-type: none"> <li>• Based in a ward with a medium number of Events Fund applications. Good track record of delivery of similar events in Tower Hamlets, and previous funding awarded, however evaluation not received for 1415.</li> <li>• Focus on Mental Health different to most other events in the borough. Aims to tackle inequality strengthen community cohesion and build community leadership and personal responsibility. Clear target audience. Contributes to One Tower Hamlets, Healthy and Supportive, Safe and Cohesive. Responds to the high incidence of mental health in the African and Caribbean community.</li> <li>• Improves access to arts based activities for target audience. Innovative in engaging and addressing the mental health issues through arts participation. Challenges stigma of mental health issues and reaches the wider community. Good range of arts activities in the programming. Targeted marketing.</li> <li>• Good mix of strategic and delivery partnerships, including involvement of volunteers. Good in kind partnership funding support but lack of cash support. Role of partners clearly defined. Potential for sustainability</li> <li>• Outcomes include raising awareness of mental health</li> </ul>

	<p>issues in the African and Caribbean communities, increasing wellbeing through arts based activity, increasing participation and skills of those with mental health issues.</p> <ul style="list-style-type: none"> <li>Reasonable budget for the number of beneficiaries, with reasonable management and admin costs. Only in-kind match funding, no other cash so high reliance on Event Fund. Free to attend and participate.</li> </ul>
<b>Assessment score</b>	55/90

<b>Application reference</b>	EF201516.47
<b>Event</b>	Fright Flicks
<b>Event Date</b>	31 October – 1 November 2015
<b>Organiser</b>	Studio Film School Ltd
<b>Venue</b>	PillBox
<b>Ward</b>	St Peters
<b>Amount requested</b>	£1500
<b>Amount awarded</b>	£1000
<b>Event detail and summary assessment</b>	<p>Fright Flicks is an innovative, family orientated, multidisciplinary, short film and interactive arts festival. Audiences will watch 6 short films, 6 installations and 6 live performances on an interactive tour of the festival over the Halloween weekend. The event will bring together a diverse audience of local family audiences to engage with artworks by local practitioners and celebrate immersive and interesting ways to enjoy stories aimed at removing the barriers young people may associate with art creation, making film and visual arts. This project seeks to broaden their experience of film and celebrate short film media.</p> <p>Attendees will be guided through the experience by actors playing themed characters. They will see short film screenings and art installations by London based film makers and artists, specifically designed for young audiences, and also participate in micro-workshops around the tour. As part of this, the audience will contribute to artistic works-in-progress and interact with live art presentations.</p> <p>The event will be hosted in a unique installation in the Pillbox building, which is a converted factory, and the set designer will respond to the building's pharmaceutical factory design to create a high quality, authentic set that will inspire and showcase artworks from local emerging artists.</p> <p>The event will be curated by a panel of 10 young people, the young curators, who will be responsible for selecting the film and artistic programme, and for organizing social media marketing campaigns. The event will be ticketed,</p>

	<p>however ticket prices have been structured with financial accessibility in mind.</p> <ul style="list-style-type: none"> <li>• The organisation has not been funded before, and it is a new venue. Previous experience in the type of event. Ward receives medium support from Event Fund. Good track record, however new to Tower Hamlets.</li> <li>• Different as curated by 14-19 year olds and aimed at engaging with the 11 – 18 age group and breaking down barriers to film making and short films. Explores progression routes in creative industries with the priority being young people. Affordable ticket prices and 50% reduction for TH residents. Supports the One Tower Hamlets, A Great Place to Live and Prosperous Community (looking at career paths)</li> <li>• Innovative in so far as young people are curating and presenting the festival. High quality event delivered by industry professionals supporting the young people. Sustainability through mentoring and development of young people leading to career opportunities. Good marketing strategy linking into young people’s communication networks. The event will improve access to film for young people and is accessible to all.</li> <li>• Wider community involved in delivery and planning of the event through volunteer participation. Some additional cash funding. Partnership organisations weak.</li> <li>• Clear outcomes with 20 artists producing for young audiences, professional development through financial and mentoring support. Increasing accessibility to young people to short film media. 10 youth curators receiving mentoring in events and arts programming contributing to their employability skills and leadership.</li> <li>• Costs are well balanced and reasonable for the number of beneficiaries. Project Management and Admin costs are reasonable. Some match funding, largely pending.</li> </ul>
<b>Assessment score</b>	61/90