

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.

September Event Application (out of Quarter 2 allocation for Event Fund)

Application reference	EF201516.32
Event	Bengali Cultural Festival
Event Date	12 th September 2015
Organiser	Udichi Shilpi Gosthi
Venue	Brady Arts Centre
Ward	Spitalfields and Banglatown
Amount requested	£2500
Amount awarded	Nil
Event detail and summary assessment	<p>This event aims to celebrate Bengali Culture through Bengali Poets, singers, dancers, writers on one platform. The event also includes children's performance and exhibitions. There will be song and dance contest for young people and children with awards. Young people and children will be able learn the history of Bengali art, music and dance. There will be various workshops in creative writing, painting, music, acting etc.</p> <ul style="list-style-type: none"> • The ward receives a high level of Event Fund awards. The organisation have a consistent track record of delivering similar events within the borough and have received previous EF funding. Organisation have been refused funding previously for being in debt to the council and have returned late evaluations in the past. • This is an annual event with a variety of arts activities however not clear if it is different from other Bengali Arts events. The aim is to bring young and old Bengali people together to improve community cohesion however there is no detail of how this would be achieved. • The event improves access to Bengali arts and culture however no evidence of innovative programming or marketing or appealing to the wider community. Free event and accessible venue. Good mix of Bengali cultural organisations participating in the event. Limited evidence of match funding from partner organisations. • Application celebrates Bengali culture and cross-cultural understanding, but no clear evidence of cultural diversity within the content or how it will appeal to or attract the non-Bengali community. Outcomes are not measurable and progression routes of participants are unclear. Good involvement of community organisations. • Medium costs for number of beneficiaries, reasonable

	costs for admin and management. Free event, high reliance on Event Fund.
Assessment score	50/90

October Event Applications (Early BHM submissions out of Quarter 3 Allocation for Event Fund)

Application reference	EF201516.37
Event	BHM Celebration
Event Date	2-3 October 2015
Organiser	Grand Union Music Theatre Ltd (GUO)
Venue	St John on Bethnal Green
Ward	Bethnal Green Ward
Amount requested	£2500
Amount awarded	Nil
Event detail and summary assessment	<p>Proposed as launch event for BHM. Exploring the themes of migration past and present, this event would aim to bring different communities together through participating in music workshops and performance at St John's Church. Event would have free admission.</p> <ul style="list-style-type: none"> • Although GUO have received previous funding for events and have a good track record of delivery of similar events in the borough, this is an experimental concept or proposal rather than an event application. • The application proposes engaging with a diverse range of organisations however there are no partnerships or agreements with other organisations or individuals identified at this point. Supports community cohesion through bringing together diverse communities in a collaborative project. High dependence on word of mouth of artists to widen audience attendance and some social media and council outlets. Supports a Great Place to Live and Safe and Cohesive Community. • The project aims to bring artists together through workshops which will culminate in a public performance. Demonstrates commitment to equality and diversity. • Although a range of community partners have been identified it is not clear what the roles are in all cases apart from the venue which is being provided. Proposed mix of cultural groups is appropriate however no clear detail of how this would be achieved. Event is reliant on receiving full funding from EF. • The project is ambitious but embryonic and not developed beyond the conceptual stage. The event would engage with a diverse community to participate

	<p>in the project helping to extend cross-cultural understanding in the borough. Although it mentions it, it does not illustrate how it would increase awareness of Black History and culture specifically. Lack of detail of outcomes for participants and unclear of the number of beneficiaries involved. Appears to be more beneficial to GUO and increasing their cross-cultural collaborations and organisational development as outcomes for participants and audience are not clear.</p> <ul style="list-style-type: none"> • High costs per head, numbers not clearly identified. Complete reliance on EF to receive full amount requested.
Assessment score	47/90

Application reference	EF201516.39
Event	A Fool's Paradise
Event Date	Not confirmed but part of BHM in October
Organiser	AAA 4 Strike 4 Success Ltd
Venue	Brady Arts Centre
Ward	Spitalfields and Banglatown
Amount requested	£2000
Amount awarded	Nil
Event detail and summary assessment	<p>The event is a musical play giving an account of the mass migration from the Caribbean to England during the late 1950's reminiscing on their journey to the motherland. The hopes and aspirations of the migrants based on the mythical tales from across the seas and the reality as the proposed streets paved with gold turn out to be an illusion.</p> <p>A play for all the family with a bit of humour. It has songs that are familiar from 1950's – 2000 from artists such as Nat King Cole, Luther Vandross, Millie, Ruby Winters, Blue Mink etc. The play is devised collaboratively with the cast and includes some audience participation. The play is aimed mainly at people of Caribbean origin however it is open to the wider community.</p> <p>The cast are non-professional young people who want to pursue a career in the arts industry ages from 16yrs – 30yrs. The play aims to Conserve and enhance the cultural heritage of the Caribbean community for the present and future generations and celebrate their presence and contribution to today's society.</p> <ul style="list-style-type: none"> • The ward has a high number of EF awards. Organisation has a track record of organising events however no evidence of similar events in the application. Not been funded previously. • Contributing to community cohesion as part of BHM highlighting positive impact and contribution of African

	<p>and Caribbean immigration on Britain. Targeted towards young people but open to a family audience. Focus on bringing young and older people together to share experiences (intergenerational). Contributes to One Tower Hamlets</p> <ul style="list-style-type: none"> • Limited information about structure and content of workshops and performance. Difficult to say whether innovative or of high quality. Fairly high ticket price would make performance inaccessible to some. Marketing strategy not clear. Clear commitment to equal opportunities • Limited information on partnerships. Youth organisations mentioned but not specified, lack of partnership funding. Mentions liaison with schools and project starting in early September however not clear if this is already agreed, and schools now on holiday for the summer. • Outcomes include raising issues of the African Caribbean migration in the 50s, development of performance skills for participants (although not clear if workshop participants are performers), potential organisational development. Outcomes are difficult to measure. Clear commitment to celebrating cultural diversity. • Reasonable admin and management costs although unclear how many beneficiaries involved in workshops, performance or audience. Limited match funding and high reliance on event fund with high ticket prices.
Assessment score	48/90

Application reference	EF201516.
Event	How to Write a Play
Event Date	October (date not confirmed but part of BHM)
Organiser	Talawa Theatre Company
Venue	Brady Centre (TBC)
Ward	Spitalfields and Banglatown
Amount requested	£1094
Amount awarded	Nil
Event detail and summary assessment	<p>Two half day playwriting workshops, led by Talawa's Literary Associate and a Black writer, currently taking part in Talawa's Writers' Programme. Approach will be accessible, informal and fun, aimed at participants with little or no experience of drama/creative writing. By the end of the workshop all the participants will have written short scenes.</p> <p>There will be a period of recruitment and relationship building, seeking out groups and individuals with little or no experience of drama and creative writing. Aiming to connect with a range of local organisations and services</p>

	<p>such as Kuumba, the African Women's Welfare Association and the Tower Hamlets Somali Network. They will also ensure that the workshops are accessible to individuals from any background who are not part of a particular group or a service, with spaces held back to accommodate 'walk up' on the day.</p> <p>The purpose of our event is to give participants an insight into writing theatre and to widen Talawa's outreach offer. Their expected outcomes are: to encourage future engagement in arts activities by Black communities as participants and audience members, and to highlight the career entry points through Talawa's own projects and other partners. All workshops will be free to participants.</p> <ul style="list-style-type: none"> • Venue and date unconfirmed. Similar projects delivered of high quality but not in the borough. Talawa have not received previous funding from EF. • Aimed at under-represented group supporting new Black writing for people who have not written before. Workshops targeted to BAME audience who are under-represented in the art form. Clear target audience but unclear as to whether or not they would be TH residents. Limited accessibility to wider community due to specific groups being targeted and only 50 places. No detail that is borough specific beyond the invited groups. • Improves access to a limited audience not clear that commitment to open to the wider community. • Limited information about other funding. Partnership funding as part of organisations core funding. Venue partners not specified. • Outcomes include commitment to increase cultural diversity in play writing, develop confidence, increase participation for under-represented demographic to increase artistic progression and encourage future participation. Organisational development through future engagement of beneficiaries. • High cost per head, limited match funding, heavy reliance on Event Fund. Free to attend.
Assessment score	41/90

Application reference	EF201516.48
Event	Black History Icons
Event Date	5 – 31 October
Organiser	Bonner Primary School
Venue	Bonner Mile End Primary School Bonner Bethnal Green Primary School
Ward	Bethnal Green

	Mile End
Amount requested	£2000
Amount awarded	Nil
Event detail and summary assessment	<p>Bonner has a long history of celebrating Black History Month. The aim is to educate the children about the History of celebrated black figures and give them a positive attitude towards all ethnicities, cultures and religions. There will be 2 workshops for each class and there are 25 classes. Using 2 companies: "Perform" will provide workshops that will focus on iconic figures that have devoted their lives to giving the black population equal rights. 'Bigfoot' will provide storytelling workshops based on fairy tales embracing the influence of Indian, Chinese and African cultures popular in the Caribbean countries of Trinidad and Guyana today. There is also a workshop about the Windrush which along with all the other workshop content forms an important part of the Curriculum.</p> <ul style="list-style-type: none"> • This application was not assessed as it was established that it is part of core activity and closed to the school community only.
Assessment score	0/90