

**GUIDELINES AND CRITERIA**

Tower Hamlets Council recognises the unique position of local voluntary and community groups in supporting residents as well as providing services for them. The Council is committed to supporting the work and the future of the voluntary and community sector, coupled with the drive for the best use of resources.

The Events Fund is a distinct allocation from the Tower Hamlets Mainstream Grants budget and exists to provide small grants for high quality public events and festivals, which are accessible to, and of benefit to the community. Please pay careful attention to the following information and, to avoid disappointment, only apply if fully eligible.

**1. When to apply**

- a. The Events Fund operates on a rolling programme with monthly deadlines.
- b. Applications should be received 3 months before the event or project takes place, or at a minimum should adhere to the timeframe below.
- c. Successful applicants must return the signed Terms and Conditions Acceptance Form within 4 weeks of the start date of their project or event
- d. We aim to assess applications within three weeks of the deadlines outlined below. However please take into consideration that it can take up to 3 months from application deadline to receipt of first 80% of funding.
- e. Late applications will not be considered and applications cannot be made retrospectively.
- f. Events requiring a Premises Licence (where one does not already exist) are advised to apply a minimum of 3 months before their event date.
- g. All applications must be submitted on the correct application form

**Applications must be received by 18:00 (6pm) on the deadline day, late submissions WILL NOT BE CONSIDERED**

Event Date	Application Deadline	Event Date	Application Deadline
<b>April 2015</b>	18th March 2015	<b>October 2015</b>	3rd August 2015
<b>May 2015</b>	18th March 2015	<b>November 2015</b>	7 <sup>th</sup> September 2015
<b>June 2015</b>	6th April 2015	<b>December 2015</b>	5th October 2015
<b>July 2015</b>	4th May 2015	<b>January 2016</b>	2 <sup>nd</sup> November 2015
<b>August 2015</b>	1st June 2015	<b>February 2016</b>	7 <sup>th</sup> December 2015
<b>September 2015</b>	6 <sup>th</sup> July 2015	<b>March 2016</b>	4th January 2016

## 2. Award Amounts

- a. Awards will depend on the overall demand for grants, the level of priority attached to the event, the proposed use of the grant, and to what extent the stated criteria can be met.
- b. We are unlikely to fund the same organisation twice in the same financial year.
- c. Events funded in one financial year will not be guaranteed funding the following year.
- d. The maximum amount that can be applied for is £2,500. However, most awards will be in the region of £500 - £1,500.
- e. The level of funding offered will take into consideration the cost, subsidy per head, other cash funding agreed or pending, the amount of in-kind support, the audience or participants benefiting from the project and / or the overarching artistic value of the project and its benefits.
- f. Applicants applying for higher level awards will need to demonstrate a high quality offer and good value for money, with sufficient cash funding from other sources.
- g. Events with paid entry will need to demonstrate what the entry cost will be and the breakdown of ticket prices. The application will need to demonstrate that the event will maintain access to the wider community. Priority will be given to events which are free of charge.
- h. Awards will depend on the overall demand for grants, the level of priority attached to the event, the proposed use of the grant, and to what extent the stated criteria can be met.

## 3. The Events Fund aims to:

- a. Improve access to arts based events.
- b. Encourage good practice.
- c. Provide arts activities where few exist.
- d. Improve quality of festivals and events in Tower Hamlets.
- e. Extend the potential of events to develop audiences, encourage participation and increase community involvement.
- f. Allow for more adventurous or ambitious programming.
- g. Promote community cohesion and cross-cultural understanding

## 4. Eligibility

- a. Events and projects that are eligible include: community arts festivals, cultural events, creative and performing arts projects.
- b. In all cases events or projects should be led by an organisation which has a formal management

structure and constitution. The organisation must be able to show that it is financially stable, has a company bank account, has suitable premises, and has expertise to carry out and manage the activities that it needs funding for.

- c. All events must take place within the London Borough of Tower Hamlets between 1<sup>st</sup> April 2015 and 31<sup>st</sup> March 2016.
- d. Applications must meet the appropriate timescales – deadlines are final and non-negotiable.
- e. The activities must contribute directly to priorities in the Tower Hamlets Community Plan or Strategic Plan, mainly benefiting people who live in Tower Hamlets. For more information go to <http://tinyurl.com/pvlygj3>

**One Tower Hamlets** Promoting Community Cohesion through a diverse programme of free community events which contribute to tackling inequality, strengthening community cohesion and building community leadership and personal responsibility.

- **A Great Place to Live** – promoting a wide range of free or affordable arts provision to residents of the borough, bringing together residents from different communities both as audience and participants to celebrate the richness, vibrance and energy that our communities provide.
- **A Healthy and Supportive Community** – to support residents to live healthier, more independent lives and reduce the risk of harm and neglect to vulnerable children and adults. Promoting healthy living and mental wellbeing through arts and events.
- **A Safe and Cohesive Community** –to have a safer Tower Hamlets: a place where everyone feels safe, gets on better together and difference is not seen as threat but a core strength of the borough.
- **A Prosperous Community** – to have a Tower Hamlets in which everyone, regardless of their background and circumstances, has the aspiration and opportunity to achieve their full potential. At the heart of this theme is a focus on combating social exclusion, reducing poverty and improving the life chances of all residents. Working in partnership with large and small businesses, delivering activities for older people, young people and children.

**5. Priority will be given to the following types of projects or events with a particular emphasis on the points below. Please provide evidence in your application of *how* you will achieve this. Use your own words rather than repeating the phrasing below.**

- a. Community arts events which tackle inequality, strengthen community cohesion and build community leadership and personal responsibility.
- b. Community arts events which involve young people and encourage making a positive contribution to the community.
- c. Community arts events aimed at and involving older people.
- d. Arts events or projects which take place in under-represented ward areas in the borough, namely wards 2, 3, 4, 5, 6, 7, 8, 10, 12, 15, 16, 18, 20. To find your ward, please go to 1d on

the application form.

- e. Arts events or arts projects which are able to make a real difference in terms of community provision, neighbourhood renewal and/or community development.
- f. Arts events or arts projects which celebrate cultural diversity and extend cross-cultural understanding in the borough.
- g. Arts events or arts projects which are generated by organisations from within the borough.
- h. Arts events or arts projects which will take place in areas/venues/spaces that have little or no art activity or few public events.
- i. Arts events or arts projects which utilise art forms which are under-represented in the borough, or take a fresh and innovative approach to better represented art forms.
- j. Arts events or arts projects which aim to benefit the local community and increase opportunities for people with disabilities to take part in the arts; especially in areas of the borough where there is little chance to do this.
- k. Arts events or arts projects which involve the community in delivering and managing the event/project.
- l. Arts events or arts projects which attract a family audience.
- m. Arts events or arts projects which are discernibly different from other events in the borough.
- n. Cultural events or community arts projects which provide free access to audience and participants.
- o. Cultural events or community arts projects which celebrate and contribute to the Black History Month programme in October 2015.

## **6. The Events Fund will NOT:**

- a. Be the sole source of income – the organisation must be able to show that it is taking reasonable steps to obtain funding for its activities from sources other than the council. Organisers are advised to seek funding and partnership support from a variety of sources. Other funding should not be solely “in-kind”. Details of other funding schemes and support can be obtained from:  
<http://tinyurl.com/TH-other-funding>  
<http://tinyurl.com/THOpen4Community>  
<http://tinyurl.com/Mayor-s-Community-Grants>
- b. Fund core activities, i.e. main or essential activities of the company/organisation.
- c. Support events devoid of cultural or artistic content.

- d. Support profit making activities or events with a prohibitive charge for entry for local audiences.
- e. Support those who aim to raise money for charity, to promote religious or political beliefs or to promote the interests of an individual or organisation. The organisation must show that it does not want to promote or oppose any political party or cause or otherwise get involved in party political activity. We will not fund activities which promote the adoption of a particular faith or religion.
- f. Support any activity that leads to the long-term segregation of any particular group. (Segregation means keeping a group apart from the rest of the community.)
- g. Make grant payments to individuals. Organisations must have a bank account.
- h. Fund an organisation that did not fulfil grant conditions in full in previous years.

## **7. The Events Fund has the following mandatory criteria:**

(Please bear this section in mind when completing your application form)

- a. Applications must be made on the correct version of the online Events Fund Form which must be completed in full. You should answer the questions in your own words giving evidence of how you will achieve your outcomes and ensure that your application is in an easily read format.
- b. Events / projects must take place in Tower Hamlets.
- c. Events / projects must have a clear sense of purpose and demonstrate a commitment to equality of opportunity. The event / project should contribute to greater mutual understanding, respect and good relations between different groups in the community. Please give clear examples.
- d. Events / projects must demonstrate support for the Council's vision to improve the quality of life for everyone living or working in the borough by ensuring they are compliant with the Equality Act 2010 and not discriminating on grounds of Age, Disability, Gender Reassignment, Pregnancy and Maternity, Race, Religion or belief (or lack of belief), Sex, Sexual Orientation, Marriage and Civil Partnership.
- e. Events / projects must be accessible to the general public (i.e. not be restricted to closed groups such as members of an organisation). Please demonstrate how you will promote your event to the wider community.
- f. Events / projects must demonstrate community involvement and active participation. Please demonstrate how you would do this, e.g. through workshops, organising, performance etc with clear outcomes stated.
- g. Applicants must be able to demonstrate their ability to attract partnership funding and support. Give examples.
- h. Income and Expenditure totals should be the same (balance). All cash and in-kind amounts should be included, as well as any projected income from ticket sales if applicable.

- i. Applicants must demonstrate good management and organisational practice as well as the viability of the event / project and their ability to carry it out.
- j. Applications can only be made by fully constituted organisations and must be accompanied by a copy of the constitution and most recent set of accounts.
- k. Acceptance forms must contain organisation bank account details, not those of personal current accounts. Payments are made by BACS transfer.
- l. Applicants must take out appropriate and adequate public liability insurance for the event.
- m. Events / projects must comply with statutory requirements for entertainment licensing, health and safety, safeguarding children and vulnerable adults, copyright etc. Organisers must obtain all necessary consents.

For further guidance regarding licensing go to: <http://tinyurl.com/THLicensing>

- n. Where possible, events will take place in accessible venues & your organisation must demonstrate an understanding of your obligations with regard to the Equality Act 2010. For further guidance go to: <http://tinyurl.com/TH-Equalities>
- o. Our monitoring requirements (Events Fund Evaluation) must be met within given timelines. Late and incomplete submissions may result in your second payment being withheld.
- p. Any payments granted to organisations supplying false information on their application forms are to be repaid in full to the Council.
- q. Events cancelled after receiving award will require organisations to repay the award in full.

## **8. Successful recipients of Events Fund grants MUST:**

- a. Ensure that the programme/content of the event does not differ substantially from how it is described in your application. Any substantial changes to the programme or other income / funding received should be discussed with one of the Festivals & Events Officers prior to the event date, and we reserve the right to reconsider our funding commitment and to require repayment of any monies paid.
- b. Acknowledge the support of Tower Hamlets including use of logo and the following text inserted "Supported by Tower Hamlets Council", in all event publicity and promotional material including digital platforms such as websites or social media, press releases and post-event reports. Please use the correct version of the logo as supplied to successful applicants within the acceptance pack.
- c. Electronic versions of publicity and promotional material must be emailed to [festivalsandevents@towerhamlets.gov.uk](mailto:festivalsandevents@towerhamlets.gov.uk) before your event, and hard copies should be submitted with your completed Evaluation Form.

- d. Be aware that any illegal fly posting of posters or promotional material around a funded event will mean that there will be no future funding for the group involved.
- e. Understand that for awards of £500 or more, 20% of the award will be retained until receipt of the completed evaluation form & budget statement (see point i. below) and all supporting documents as specified.
- f. Complete and return an acceptance form at least 4 weeks before the event / project.
- g. Submit details of the event directly onto the Tower Hamlets Arts website also including a photographic image to illustrate the event and register their organisation on our online Arts Directory at least 4 weeks before the event / project.  
<http://tinyurl.com/submit-events>
- h. Be aware that payment will not be processed until:
  - o we have received the completed and signed acceptance form complete with BACS details by the specified deadline;
  - o details of the event have been added to the website;
  - o details of your organisation are registered onto the Arts Directory. (Tower Hamlets based organisations only)

**Failure to receive a signed acceptance form at least 4 weeks prior to the date of your event will result in the Events Fund grant offer being withdrawn, as we are to assume that either you do not wish to accept the grant offered, or that your event is not taking place.**

**Please note that, in accordance with council finance procedures, it may take up to 28 days to process each payment instalment.**

- i. Submit an evaluation report, photographs of the event, publicity samples, Equalities monitoring and final budget statement no later than the stated deadline. It will be the responsibility of the successful applicant to return these documents on time – we do not routinely send out reminders. Failure to submit an evaluation form and final budget statement within stated deadline will result in the final instalment of grant being withheld (for grants over £500) and may jeopardise any future application to the Events Fund regardless of grant total.
- j. Provide free access for THC arts team and/or their representatives to the event/project for purposes of monitoring.

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**For further details about the Events Fund please contact:**

**Festivals & Events Officer,**  
Arts, Parks & Events,  
Tower Hamlets Council,  
Brady Arts Centre,  
192 -196 Hanbury Street,  
London, E1 5HU  
**Tel.** 020 7364 7907  
**Email:** [festivalsandevents@towerhamlets.gov.uk](mailto:festivalsandevents@towerhamlets.gov.uk)

If you wish to have confirmation that your application form has been received, please email [festivalsandevents@towerhamlets.gov.uk](mailto:festivalsandevents@towerhamlets.gov.uk)

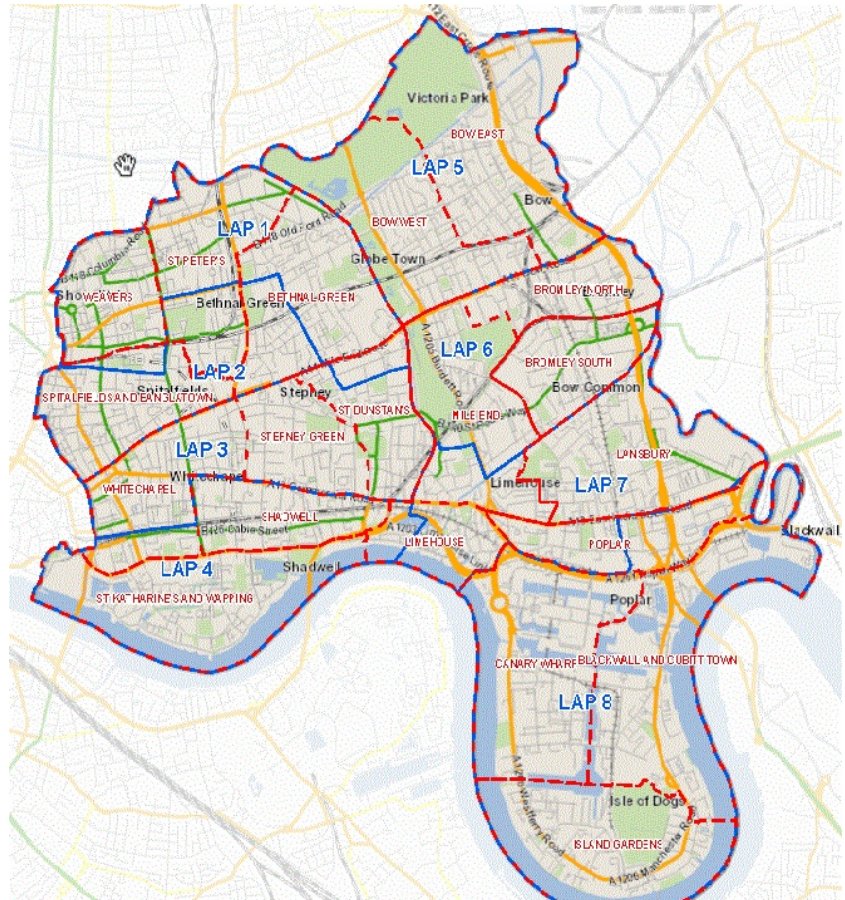


All sections of the Events Fund Form must be completed in full.  
 You should answer the questions in your own words, giving evidence and examples where appropriate. PLEASE KEEP A COPY OF YOUR APPLICATION. Please ensure your application is in an easily read format.

1		Event Details	
a	Title of event / project		
b	Date & Times of Event	Include start and end date and times.	
c	Venue	Where will the event/ project be taking place? Include postcode and Ward area	

Geographical Area where event is taking place

- 1. Bethnal Green
- 2. Blackwall and Cubitt Town
- 3. Bow East
- 4. Bow West
- 5. Bromley North
- 6. Bromley South
- 7. Canary Wharf
- 8. Island Gardens
- 9. Lansbury
- 10. Limehouse
- 11. Mile End
- 12. Poplar
- 13. Shadwell
- 14. Spitalfields and Banglatown
- 15. St Dunstan's
- 16. St Katharine's and Wapping
- 17. St Peter's
- 18. Stepney Green
- 19. Weavers
- 20. Whitechapel



<b>2 Your Organisation</b>																	
<b>a</b> <b>Contact Details</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; padding: 5px;">Contact name:</td> <td style="height: 40px;"></td> </tr> <tr> <td style="padding: 5px;">Position in company:</td> <td style="height: 40px;"></td> </tr> <tr> <td style="padding: 5px;">Organisation name:</td> <td style="height: 40px;"></td> </tr> <tr> <td style="padding: 5px;">Registered address:</td> <td style="height: 80px;"></td> </tr> <tr> <td style="padding: 5px;">Phone No:</td> <td style="height: 30px;"></td> </tr> <tr> <td style="padding: 5px;">Mobile No:</td> <td style="height: 30px;"></td> </tr> <tr> <td style="padding: 5px;">Email address:</td> <td style="height: 30px;"></td> </tr> <tr> <td style="padding: 5px;">Web address:</td> <td style="height: 30px;"></td> </tr> </table>	Contact name:		Position in company:		Organisation name:		Registered address:		Phone No:		Mobile No:		Email address:		Web address:	
Contact name:																	
Position in company:																	
Organisation name:																	
Registered address:																	
Phone No:																	
Mobile No:																	
Email address:																	
Web address:																	
<b>b</b> <b>When was your organisation set up?</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; padding: 5px;">Please give the set-up date</td> <td style="height: 40px;"></td> </tr> </table>	Please give the set-up date															
Please give the set-up date																	
<b>c</b> <b>Organisation Management &amp; Description</b>	<ul style="list-style-type: none"> <li>• How is your organisation managed?</li> <li>• Include legal/charity status and company and/or charity number if you have one.</li> <li>• In <b>no more than 100 words</b> please describe the work of your organisation.</li> <li>• Include a mission statement if you have one.</li> <li>• Give details of your organisation's long-term objectives/strategy.</li> </ul>																



3	Your Event	
a <b>Attendance</b>	<p>How many people do you expect to benefit from your event? Please include audience, participants, artists, Managers and organisers in the total.</p>	
b <b>Description of Event</b>	<p><b>What is the Event?</b></p> <ul style="list-style-type: none"> <li>• Include details such as event content, audience profile, etc.</li> <li>• Include number of workshops, performances etc.</li> <li>• You should demonstrate that your event is accessible, innovative, creative and of high quality. Make reference to the Event Fund priorities &amp; mandatory criteria</li> <li>• Please give examples and evidence to demonstrate each of these in your own words.</li> <li>• What is the purpose and expected outcomes of your event?</li> <li>• Will there be ticketed entry? Please include all ticket prices, including concessions, subsidies for local residents and free admission.</li> </ul>	

<p>c <b>Benefit</b></p>	<ul style="list-style-type: none"> <li>• What evidence is there that the event/project is needed? (Include how it will benefit the community and how your event is different from other events in the borough)</li> <li>• What are your priorities and how do they correlate with the Tower Hamlets Community Plan?</li> <li>• Please provide as much detail as possible. Think about content, location, and target audience.</li> <li>• Please refer to priorities in sections 4 and 5 of guidelines and criteria.</li> </ul>
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<p>d <b>Responsibility</b></p>	<ul style="list-style-type: none"> <li>• Who will be responsible for delivering the event/project? Please include CVs of main leader/s.</li> <li>• Include a brief account of their ability to manage the event/project (i.e. track record).</li> <li>• Which other personnel (paid or unpaid) will be involved?</li> </ul>
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<p>e <b>Community involvement</b></p>	<ul style="list-style-type: none"> <li>• How are you going to include the wider community in organising or actively participating in your event/project?</li> <li>• Please include details of partnerships, volunteers, cultural diversity, workshops, development etc.</li> <li>• How will you recruit participants to this project?</li> </ul>
<p>f <b>Accessibility</b></p>	<ul style="list-style-type: none"> <li>• How will you ensure that your event/project is accessible to the whole community? This includes physical, financial, social and cultural accessibility.</li> <li>• Include how you will you market the event/project. Please include electronic and social media.</li> <li>• You are advised to demonstrate a commitment to equality of opportunity.</li> <li>• Please also demonstrate that you have understood your obligations regarding the Equality Act 2010</li> </ul>
<p>g <b>Previous Council Funding</b></p>	<ul style="list-style-type: none"> <li>• Were you funded by LBTH in the previous 4 years?</li> <li>• If yes, please give the name &amp; date of your event and funding award.</li> <li>• NB. Previous funding does not guarantee funding in subsequent years.</li> </ul>

<b>4</b>		<b>Partners</b>	
a		<b>Who are your partners on this project and how are you working together?</b> <ul style="list-style-type: none"> <li>• Include details &amp; evidence of partnership funding, help in kind and collaborative work e.g. venue hire, office space, free marketing, use of equipment, etc.</li> <li>• Include any other funding/ in kind help from other Tower Hamlets council departments.</li> <li>• Please quantify in monetary terms. These amounts should be entered under income and expenditure in kind in Section 6.</li> </ul>	
<b>5</b>		<b>Outcomes</b>	
a		<ul style="list-style-type: none"> <li>• <b>What are the intended outcomes of the event/project?</b> Please give a minimum of 4 outcomes and their evidencing requirements.</li> <li>• E.g. who will benefit, how will they benefit, how will it benefit the wider community?</li> <li>• How will you measure these outcomes?</li> <li>• Please detail any artistic development or progression routes for participants.</li> <li>• Please include increased participation and community involvement as a result of your activity.</li> </ul>	
	Outcome Description	Evidencing Requirements (How this will be measured)	
1			
2			
3			
4			
5			

B	<ul style="list-style-type: none"><li>• How does this project fit into your long term objectives/strategy? (You should have given details of your long term objectives in Section 2c – Your Organisation)</li><li>• How will you measure if this has been a success?</li></ul>



<b>6</b>	<b>Income &amp; Expenditure</b> Please ensure that both budgets balance.		
<b>a</b>	<b>Income</b>		
<b>Source of income</b> Please give name of source or funder. Please also include any anticipated income from Ticket Sales if applicable.	<b>Amount</b>	<b>Cash or in kind?</b>	<b>Agreed or pending?</b>
<i>e.g. Tower Hamlets Homes,</i>	<i>£200</i>	<i>In kind</i>	<i>agreed</i>
<b>Amount you are applying for from the Tower Hamlets Events Fund:</b>			
<b>TOTAL:</b>			

<b>b. Expenditure</b> Give details of the TOTAL projected expenditure of the proposal. (the total expenditure should be the same as the total income)			
<b>Details</b>		<b>Cash or In Kind (please indicate for each cost)</b>	<b>Total Expenditure £</b>
Staff:			
Administration:			
Equipment and materials:			
Infrastructure: e.g. stages, marquees			
Services: e.g. stewarding, medical.			
Artists fees / entertainment:			
Venue:			
Marketing:			
Licensing/ Health & Safety: <b>MANDATORY</b>			
Insurance: <b>MANDATORY</b>			
Monitoring and evaluation: <b>MANDATORY</b>			
Other – please list:			
<b>TOTAL:</b> This should be the same as your total income.	Total should include the in kind and cash expenditure		£

Tower Hamlets Council upholds the principles of the Data Protection Act and will hold on computer personal data supplied by you on this form or in any subsequent telephone conversation or correspondence during the course of our business relationship for the purpose of community development. The information held will be sourced from your employer or colleagues and may also be disclosed to your employer, colleagues, suppliers providers of goods of services in relation to effecting repairs upon our computing equipment, employment recruitment agencies and education or training establishments and examining bodies. The information supplied by you will also be available widely within the public domain.

I the undersigned freely consent to Tower Hamlets Council processing the information provided in the course of our partnership relationship with the Authority as outlined above.

**DECLARATION**

On behalf of the organisation / management committee, I declare that:

- the information in this application form and attachments is accurate to the best of my knowledge;
- I understand that my event/project must comply with statutory requirements for licensing, health & safety etc – our organisation will obtain all necessary consents & appropriate insurance cover.
- I have included CV of project leaders.
- I have included a copy of the organisation’s most recent set of accounts.
- I have included a copy of the organisation’s constitution.

**Two signatures are required.**

Name: ..... Signed.....  
(Contact person)

Position in organisation / ..... Date .....  
management committee:

Name: ..... Signed .....  
(Management Committee Member)

Position in organisation / ..... Date .....  
management committee:

**COMPLETED, SIGNED APPLICATION FORMS MUST BE SENT TO:**

Festivals & Events Officer  
London Borough of Tower Hamlets,  
Arts, Parks & Events  
Brady Arts Centre  
192-196 Hanbury Street  
London E1 5HU

Email: [festivalsandevents@towerhamlets.gov.uk](mailto:festivalsandevents@towerhamlets.gov.uk)