

Appendix B: New Event Fund applications for events taking place in October 2015 recommended for approval

The following new applications to the Event Fund have been assessed by officers and are recommended for approval. Details of each event are provided below. Please note that Black History Month applications will be referred to as BHM.

Application reference	EF201516.49
Event	Somali Week Festival
Event Date	23 rd October – 1 st November 2015
Organiser	KAYD Somali Arts and Culture
Venue	Oxford House
Ward	St Peters
Amount requested	£2500
Amount awarded	£1800
Event detail and summary assessment	<p>BHM: annual event showcasing a range of high-profile Somali poetry, literature, music, comedy, theatre and panel discussions to an audience of 3,000 – 4,000 people in London. International guests from the Horn of Africa and the diaspora perform alongside UK based artists enabling collaboration. The festival provides a platform for cultivating the arts as a vehicle to encourage dialogue, citizenship, tolerance, democratic values and peace. It seeks to provide excellence in the field of Somali arts and to promote the development of Somali artistic heritage.</p> <ul style="list-style-type: none"> • Good track record of delivery of similar events within the borough. Takes place in a ward which received moderate to high number of Event Fund awards in 2014-15. We are confident that event will be delivered as planned. • The event is different to other events in the borough with focus on under-represented Somali community arts and culture. It demonstrates emphasis on community cohesion, One Tower Hamlets and a Great Place to Live. Clear priorities and target audience with plan for audience development (wider community). • The application demonstrates that it improves access to arts and that the project is ambitious, creative and of high quality. Some of the events are ticketed and some of the tickets are charged, although most events are free to access. However although ticket price is nominal, it could limit accessibility to some of the target community. Some of the events take place out of the borough. Marketing approach very strategic and thorough. • Good range of strategic partners, with clearly defined roles. Good amount of secured cash funding. Potential for sustainable partnerships, also involves substantial number of young local volunteers.

	<ul style="list-style-type: none"> • Application clearly demonstrates commitment to cross cultural understanding and celebrating diversity. Increases access and raises the profile of Somali Arts and Culture. Challenges stereotypes, with clear progression routes for artists and volunteers, and clear outcomes benefiting the community. • Budget demonstrates high level of cash funding from other sources. Admin and project costs are reasonable for the number of beneficiaries. Affordable although some events are ticketed which could be prohibitive to target audience. Application demonstrates high quality innovative event.
Assessment score	68/90

Application reference	EF201516.53
Event	British Empire in Fiji and its Legacy
Event Date	24 th October 2015
Organiser	Brick Lane Circle
Venue	Rich Mix
Ward	Weavers
Amount requested	£700
Amount awarded	£550
Event detail and summary assessment	<p>BHM / Bengal History Week - The highlight event showing a recently made film called Sahara by a Fijian Indian film director based in Australia, who earlier in his life lived in London. The film is about sexploitation of both Indian and Native Fijians and consists of native and Indian characters. The film show will be preceded by a lecture by the Director Dr Satish Rai on 'A Life in Exile'. There will be an exhibition running from 2pm onward during the day on the story and experiences of Indian indentured labourers taken to Fiji by the British Empire to work on sugar plantations and their interactions with native Fijians. There will also be an Indigenous Fijian cultural performance.</p> <ul style="list-style-type: none"> • Good Track Record and Delivery, ward with high level of Event Fund support in 2014/15 • Different to other events in the borough as looking at a community that is little known. Aims to educate people on Fijian black community in the Pacific affected by Indian indentured labour and sexploitation. Lecture and screening of documentary, exhibition, Fijian performance. Content well defined, target audience linked into via BHM Brochure, and Rich Mix attendees. Links Bengali Community to BHM programme. Promotes community cohesion and cross-cultural understanding, contributes to One Tower Hamlets Free to attend.

	<ul style="list-style-type: none"> Improves access to arts based activity through cultural performance and film screening. Event is innovative in terms of the subject content, linking Bengali History Week, BHM and Fijian history. Event is accessible to whole community, standard marketing approach via local press and venue in addition to social media. Targets wider community and groups with disabled and older members. Aims to reach different community groups and disability groups. In-kind support through local volunteers and venue partner, no cash funding support from other partners Outcomes - Screening, lecture and exhibition – 150 people, Mixed audience attending, outcomes not well defined or how measured beyond audience numbers. Demonstrates celebrating cultural diversity. Clear sense of purpose to raise awareness of the history of Fiji and the British Empire / Indian Indentured Labour. Value for Money - Costs reasonable for number of beneficiaries – Free to attend, 150 beneficiaries. Project Manager and Admin costs are reasonable. Limited match funding 30% (put in by organisation), venue in kind.
Assessment score	51/90

Application reference	EF201516.54
Event	Eureka! Art Pavilion
Event Date	21 st – 31 st October 2015
Organiser	Osmosis Projects
Venue	Mile End Park Art Pavilion
Ward	Bow West
Amount requested	£700
Amount awarded	£700
Event detail and summary assessment	Eureka! is the final group exhibition of the Osmosis Machine tour which is a kinetic glooping tower installation which evolves and grows into colourful patterns and stalactite formations. The critically acclaimed art work received the visitors choice award for "The Neo Art Prize 2013" and since then "Osmosis Machine" has toured extensively from a shopping centre in Bolton to the Newcastle "Centre for Life Museum" and "The Newlyn & Exchange Gallery" Cornwall. The show is a coming together of many arts and science enthusiasts. All the artist's works are inspired by science and discovery in some way or another and shall deal with fundamental physics, liquids, kinetic energy, sound frequencies and light waves. The Exhibition will have a festival feel with a focus on making the arts and sciences more accessible to families and encouraging young people into science, engineering and the arts. The exhibition mandate is to

	<p>interact with the local communities and local authorities to provide informative talks and discussions that contribute to peoples understanding and awareness of art, physics and the environment. The free young people’s science workshops are specially designed for families to learn about science and art in a fun and enjoyable way.</p> <ul style="list-style-type: none"> • Good Track Record and Delivery of similar events around Britain merging Arts and Science – art and tactile workshops, have not received previous funding from Tower Hamlets. Bow West Ward, has received a low amount of funded events in 2014/15. We are confident that work can be completed as planned. No Track record of delivery in Tower Hamlets • Different to other events in the borough as looking at arts and sciences through workshops and exhibition, discussion, performance, aimed at young people and families takes place over Half Term. Free. Content well defined, priority in increased involvement, knowledge and participation in arts and sciences. Promotes community cohesion and A Great Place to Live, Prosperous Community (aspirational through sciences etc) contributes to One Tower Hamlets • Innovative programme of arts and science aimed at wider community looking at physics and how it links in with the arts. Accessible venue. Engages with local community in Workshops, and as audience. Event is accessible to whole community. Marketing through social media, flyers and posters at community centres, educational establishments, venues etc in Tower Hamlets, Good local reach also through TH website etc. • Good partnership list with clearly defined roles. ACE match funding the rest is in kind. ACE funding agreed, Art Pavilion venue partner with reduced rate. Legacy List (TBC) – contacts, volunteers will help to promote. QMUL will help through expert Scientists engaging through the project in Astronomy and physics. Volunteers through local community. Foundation for Future London. Not clearly defined as to specific local partners / volunteers / beneficiaries • Outcomes reasonably well defined - Increased participation in Arts and Science of new audiences and under-represented groups, developing collaboration and sustainable partnerships with major organisations. Developing artistic excellence and scientific awareness, and life skills by interaction and participation. Benefitting young people and families • Low reliance on Event Fund, good value for money, large number of beneficiaries, agreed match funding.
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	Substantial in-kind support through partners. Low cost per head, good engagement with partners and community. Reasonable Admin and Project Management costs. Demonstrates quality through partner engagement and innovation through content. Free to access.
Assessment score	73/90

Application reference	EF201516.58
Event	Open CASA Community Day at CASA 2015
Event Date	11 th October 2015
Organiser	CASA Theatre Festival Ltd
Venue	Rich Mix
Ward	Weavers
Amount requested	£960
Amount awarded	£750
Event detail and summary assessment	<p>Annual CASA Festival day of community events and participation. Celebrating the richness and variety of UK's Latin American Community encouraging local audiences to participate in Latin American culture. Activities include engaging with children, young families and older people. Storytelling, mask making and painting and music making for children, over 65s meet and chat over free tea and coffee, while playing dominoes and Latin American board games. Adults can participate in theatre and dance activities, including tango and salsa lessons, participatory forum theatre and poetry performances. Sharing of new work by CASA Community Theatre Company with the chance to sign up to join their community theatre company. Main objective is to make Latin American theatre, culture and the arts accessible to local audiences and the Latin American community.</p> <ul style="list-style-type: none"> • Good track record of delivery of similar events in Tower Hamlets. Have received funding from EF before. Weavers Ward - has received a high number of funded events in 2014/15 due to venues located in ward. Accessible venue, not on defaulters list. Confident that work can be completed as planned. • Raises awareness of Latin American Culture and provides opportunity for Local Latin American Communities to share their culture. Under-represented community –opportunity to participate in Latin dance, theatre and cultural life and to join the CASA theatre group. Emphasis on younger and older people through cultural activity such as dominoes, dance and theatre.

	<p>Content well defined, promotes cross cultural understanding and celebrates cultural diversity, promoting community cohesion and A Great Place to Live, Prosperous Community, contributes to One Tower Hamlets.</p> <ul style="list-style-type: none"> • Improves access to the Latin American Arts and Culture, workshops are open to all. Emphasis on older and younger people, targets latin and wider community. Accessible venue, celebrates cultural diversity. Marketing through latin and Rich Mix channels. Potential for sustainability • Partners clearly defined - Venue in kind, ACE funding, Barbican in – kind marketing support, Supporting Wall – PR, Healthy planet – office space in kind, those contributing and participating not clear if from Tower Hamlets. • Clear commitment to celebrating cultural diversity and cross-cultural understanding. Raising awareness and profile of Latin American Culture within the community. Some participation of wider community in workshops and joining Theatre Company • Good value for money, high number of beneficiaries. Reasonable cash and in-kind support. Free activities. Reasonable Admin and Project Management costs. Demonstrates quality through artists engagement and innovation through content. Progression routes through joining the CASA Theatre Company and interest in Latin culture etc through participation in the workshops
Assessment score	63/90