

ROMAN ROAD SUMMER FESTIVAL – PROPOSAL DOCUMENT

1. Your Organisation

Prefix: [Miss](#)

First name: [Tabitha](#)

Last name: [Stapely](#)

Job title/position in your organisation: [CEO](#)

Organisation name: [Roman Road Trust](#)

Registered address: [13 Selwyn Road](#)

City: [London](#)

Postcode: [E3 5EA](#)

Please specify which ward your organisation is located in:
[Bow East](#)

[Bow West](#)

Office phone: [N/A](#)

Mobile phone: [xxxxx xxxxxxxx](#)

Email: hello@romanroadtrust.co.uk

Website: www.romanroadtrust.co.uk

General organisational administration and management - When was your organisation was formally constituted or established:

[2014](#)

Please describe the work of your organisation. How is your organisation managed? Include a mission statement if you have one. Give details of your organisation's long-term objectives/strategy (Maximum 200 words):

[Roman Road Trust* is an economic and community development trust that serves the needs of its members, the local residents and businesses of Bow and its high street Roman Road and Roman Road Market, in London's East End.](#)

[Like many high streets across the country, Roman Road is struggling to adapt to changes in shopping habits, loss of community infrastructure and degradation of community cohesion.](#)

Our Mission is to create a sustainable community support structure that tackles these issues and affects positive socio-economic change.

Our Vision is for a thriving local economy that gives opportunity and space for communities to flourish.

For more see <http://romanroadtrust.co.uk/about-us>

Legal status: [Community Interest Corporation](#)

Charity number: [N/A](#)

Company Registration number: [09319283](#)

Type of Organisation - Please choose from the list below:

Work solely or mainly with/for people who are deaf and disabled

Work solely or mainly with/for women

Work solely or mainly with/for men

Work solely or mainly with/for people who are transgender

Work solely or mainly with/for people of a particular ethnic heritage

Work solely or mainly with/for people who are young/older

Work solely or mainly with/for faith groups

Work solely or mainly with/for people who are heterosexual

Work solely or mainly with/for people who are lesbian

Work solely or mainly with/for people who are gay

Work solely or mainly with/for people who are bisexual

Work solely or mainly with/for women who are pregnant

Work solely or mainly with/for women who are currently breastfeeding

Work solely or mainly with/for people who are in civil partnerships

Work solely or mainly with/for people who are married

Work solely or mainly with/for people who are single

Work solely or mainly with/for people who are co-habiting

Work solely or mainly with/for people who are divorced

Work solely or mainly with/for people with mental health conditions

Work solely or mainly with/for people with long standing illness or health conditions

None of the above applies.

We work for the community at large, improving the health and cohesion of the local community, and we help provide learning and opportunity for those on low pay or unemployed. We also support the arts and heritage.

2. Event Management

Give details of at least 2 recent / similar events your organisation has managed. Include size, scale and audience attendance, as well as the size of budget/s you are used to managing (Max 200 words):

Roman Road Festival 2015 was spread over two weekends. The first event was themed on 'Sports Day' and featured a large outdoor screen screening the Wimbledon Finals; West Ham Foundation offering football workshops; Tower Hamlets Tennis offering tennis workshops and a Village Green with food stalls and children games. The second event was an Eid Party to celebrate the end of Ramadan and featured stilt walkers; magicians; Bollywood dancing; world food and a local craft fair. Everything was free. Roman Road Festival 2015 cost £30,000 (not counting a full time volunteer project manager) and attracted 6,000 visitors.

Roman Road Festival 2014 followed a similar format though had a music stage featuring local bands and choirs. All the Festivals also feature fringe events hosted at local shops.

Responsibility - Who will be responsible for delivering the event/project? Include a brief account of their ability to manage the event/project (i.e. track record). Which other personnel (paid or unpaid) will be involved (Max 200 words):

The festival director will be Tabitha Stapely. Tabitha organised Roman Road Festival 2014, Roman Road Winter Festival 2014, and the two Roman Road Festival 2015 events. A work experience student will also be helping organise the event as well as a small core of volunteers.

Event Details:

Roman Road 2016 will feature an outdoor screen featuring the Wimbledon Men's Finals'; a Village Green set up with artificial grass, food stalls, strawberries & cream and Pimms; Tower Hamlets Tennis giving free workshops, a music stage featuring local talent and an art fair; giant street games, and children's entertainment.

Title of Event/Project: Roman Road Festival 2016

Fund: £30,000 (the total expected cost of the event)

Start Date of Event: 19 July 2016

End date of Event: 19 July 2016

Event Time: 11am to 8pm

Venue: Roman Road Market

Where will the event/project be taking place: In Roman Road, E3

Amount Applied For : £15,000

Previous Council Funding - Were you funded by LBTH in the previous 4 years? If yes, please give the name and date of your event and funding award:

Yes, Roman Road Winter Festival 2014 and Roman Road Festival 2015

Council funding towards the winter festival 2014 was £19,584, and £13,676 for the Summer festival 2015.

3. Event Outline

Attendance - How many people do you expect to benefit from your event? Please detail the breakdown of:

Audience: 8,000

Participants: 100

Artists: 80 including stall traders who are artists/designers/crafters

Volunteers: 10

Organisers: 10

Total: 8,200

Description of Event - Please give a description of your event and include details such as the event content, audience profile, how the event will improve access to arts based activities and how it is different to other events in the borough. You should demonstrate that your event is accessible, innovative, creative and of high quality (Max words 500):

Community events like Roman Road Festival are a great opportunity to bring village life to urban living, showcase local businesses and traders, promote community cohesion and support local shopping. Events increase a sense of community and civic pride and also bring new visitors to the road.

Unlike many festivals, enormous effort is put into making sure our events are 'made from 90% local ingredients'. Rather than use national agencies to

source entertainment, food stalls, crew and management services, we turn to the local community wherever possible:

- Local design, print and distribution services to print and send flyers and posters
- Local grocery stores, hardware shops and photocopying services to purchase festival materials and supplies
- Local designer-makers, artists and new businesses for the Sunday market, including many first-time stall holders
- Local artists, singers, dancers, school choirs and drama groups to stage productions
- Local food and drink suppliers for the street food and drink stalls, and local community groups to help deliver elements of the event.

Keeping it local means local businesses are the ones that benefit and we retain the maximum benefit from every penny spent on the event.

We capitalise on the sporting theme of the weekend (Wimbledon) to put on a Sports Day to help engage young people and get them active. We have worked with West Ham Foundation and Tower Hamlets Tennis to offer free coaching sessions to children, giving all Bow youth the chance to try a new sport.

We also put on a music stage to showcase local, unsigned musicians. We have worked with Anna Fiorentini School of Drama to give their young students an opportunity to perform to the public. We also connect local artists with local cafes, giving them the space to exhibit on the walls of the café.

Details of workshops or skills development - Please give details of the content of any workshops related to the project or event. Please ensure that you include the number of workshops, where they will take place and number of people taking part (Max words 300):

We encourage local businesses to host special events, workshops and discounts during the festival week, benefiting the festival publicity and increased footfall. Last year 14 local businesses hosted festival events from biscuit making and printing workshops to gigs and films.

Additionally we put on guided walks and tours to help people discover the heritage and history of the area. All content is free.

Benefit - Please demonstrate which of the Event priorities (outlined in section 5 of the guidelines and criteria) your event addresses and how your project meets these, giving examples and evidence (Max words 400):

The event encourages community development

The event demonstrates community involvement and leadership

The event highlights the importance of health and well-being and has a sport themed focus.

The event is the only one in the borough that is truly rooted in the local community giving an opportunity for all local residents and community groups, whatever their age or background, to take part in it or simply enjoy it for free.

Our events also push the boundaries of public realm, exploring how dead or underused space can be used for the improvement of community cohesion.

Community Plan Themes - Which of the following Community Plan Themes will your project contribute towards?

A Prosperous Community

A Healthy and Supportive Community

A Safe and Cohesive Community

A Great Place to live

4. Accessibility and Marketing

Accessibility - How will you ensure that your event/project is accessible to the whole community? This includes physical, financial, social and cultural accessibility. Please make reference to the mandatory criteria 4b, 4c, 4d, 4e. You are advised to demonstrate a commitment to equality of opportunity. Please also demonstrate that you have understood your obligations regarding the Equality Act 2010 (Max 200 words):

- The event is FREE
- All entertainment at the event is FREE
- All workshops/fringe events put on by local shops are FREE
- We send flyers to all households in Bow and surrounding areas
- We work with several community groups to create content for the festival ensuring their engagement (Age UK, Limehouse Ladies Football Team, Growing Concerns, six local primary schools, local drama school, Bow Arts)

Marketing - Please demonstrate how your marketing plan will reach the wider community and include how you will attempt to reach new audiences. Please include electronic and social media in your marketing and outreach outline (Max 200 words):

- We will deliver flyers to ALL households in Bow East, Bow West, Fish Island, Hackney Wick, Victoria Park Village, Globe Town and Mile End.
- We will get editorial coverage in East End Life (online if print has ended)
- 500 posters are displayed in social hubs around Tower Hamlets

- The event is covered extensively on social media and on the website

Partners/Community Involvement - Partnerships

Who are your partners on this project and what is their role? Include details of partnership funding, project delivery, support, help in-kind and collaborative work e.g. venue hire, office space, free marketing, use of equipment etc. Include any other funding/in kind help from other Tower Hamlets Council departments (Max 200 words):

- Canary Wharf Group - funding
- GMB Union – funding and sponsoring a work experience student
- Circle Housing – funding and permissions to access their land
- Lovebox - funding and support with finding content/entertainment
- LBTH departments – various departments within LBTH will be waiving fees including Cleansing, Parking, and Markets.
- We also receive support from the Roman Road Town Centre Manager and Economic Development Service

Community Involvement - Please outline how the wider community will be involved in organisation, facilitation, support or delivery of your event/project? Please include details of volunteers, target groups and community organisations, community development, employment opportunities etc. Please give a clear outline of how you will recruit participants to the community involvement element of the project (Max 200 words):

- We run a Facebook group for local volunteers, which is where we publicise voluntary roles
- Roman Road Trust has also initiated a Neighbourhood Plan and volunteering opportunities will be publicised at the Forum
- Roman Road Trust is listed in Queen Mary's University Volunteer Programme and we regularly use students for stewarding on the day

The list of volunteers and helpers is too long to list here but has been listed in this 'thank you' article:

<http://romanroadlondon.com/thank-you-festival-sponsors-2015>

5. Outcomes

Please indicate which of the outcomes listed below relate to your event and provide evidence of how your project/event meets these outcomes.

Increased access to arts activities and participation in the local area:

- Music Stage featuring local up and coming performers
- Teeny Tiny Theatre featuring local schoolchildren's productions

- Exhibitions in local shops as part of Fringe Events
- Festival event achieves target attendance
- Participating local businesses experience increase in footfall or trade
- Successful activation and use of public/open spaces

Skills development opportunities and progression routes for participants:

Increased community cohesion and cross-cultural understanding:?

Local school productions and community group content attracts a mixed audience across a wide range of social groups and cultures.

Increased sustainable partnerships, new collaborations and organisational development and how this fits into your organisation's long term objectives/strategy:

- Fringe events in local shops give rise to collaborations between artists and shop owners
- Local residents discover shops encouraging them to use their high street more often
- Increased profile of Roman Road to destination visitors
- Increased awareness of local heritage particularly Suffragettes
- Attracting new traders to market and empty shops

Any additional outcomes which are not outlined above:

6. Income

Please give name of source or funder and quantify all in-kind support in monetary terms. Please also include any anticipated income from Ticket Sales if applicable indicating ticket price and number of tickets.

Source of Income: [Canary Wharf Group](#)

Funding amount: [£5k was sought](#)

Cash: [£5k](#)

In Kind: [N/A](#)

Agreed: [£5,000](#)

Pending: [N/A](#)

Source of Income: [Lovebox](#)

Funding amount: [£5k was sought](#)

Cash: [£5k](#)

In Kind: [N/A](#)

Agreed: [£5,000](#)

Pending: [N/A](#)

Source of Income: [GMB Union](#)

Funding Amount: [5K sought](#)

Cash: [£5k](#)

In Kind: [N/A](#)

Agreed: [£5,000](#)

Pending: [N/A](#)

Income Total Amount: [£15,000](#)

Expenditure - Give details for the TOTAL projected expenditure of the proposal. Please add in kind and cash amounts together to give the total. (The total expenditure should be the same as the total income):

[Please note, we will not know what is going to be offered 'in kind' until we ask for it. However we do expect a lot of donations to be offered towards dressing the site. These will be 'added bonuses' that aren't essential to the delivery of the festival](#)

Type: Festival management/staff

Details [Festival Director](#)

Amount Cash [£5,000](#)

Amount In Kind: NA

Total Amount (Cash and In Kind) [£5,000](#)

Type - Administration

Details: [Publicity \(flyers, programme for fringe events, distribution, posters, banners, social media\)](#)

Amount Cash: [£5,000](#)

Amount In Kind: [N/A](#)

Total Amount (Cash and In Kind): £5,000

Type – Equipment and materials:

Details: [Things like artificial grass and decorations](#) is often offered in kind by local companies, but this hasn't been established yet. It isn't vital to the event either.

Amount Cash: [2k](#)

Amount In Kind: [N/A](#)

Total Amount (Cash and In Kind): £2,000

Type – Infrastructure, e.g. stages/marquees:

Details: [outdoor screen and stage plus associated costs](#)

Amount Cash: [£6,000](#)

Amount In Kind: [N/A](#)

Total Amount (Cash and In Kind):£6,000

Type – Services, e.g. stewarding, medical:

Details: [volunteers to steward](#), [St Johns for first aiders](#), [toilet facilities](#)

Amount Cash: [£2500](#)

Amount In Kind: [N/A](#)

Total Amount (Cash and In Kind) £2,500

Type – Artists fees/entertainment:

Details: [musicians](#), [children's entertainment](#), [compere](#),

Amount Cash: [£4,000](#)

Amount In Kind: [N/A](#)

Total Amount (Cash and In Kind):£4,000

Type -Licensing / Health & Safety MANDATORY

Details: [security, generators, barriers, licensing, TEN](#)

Amount Cash: [£4,000](#)

Amount In Kind: [N/A](#)

Total Amount (Cash and In Kind):[£4,000](#)

Type - Insurance: MANDATORY

Details: [Public and Employers Liability](#)

Amount Cash: [£500](#)

Amount In Kind: [N/A](#)

Total Amount (Cash and In Kind):[£500](#)

Type -Monitoring and evaluation MANDATORY

Details: [Create and print 500 feedback forms, process and write report](#)

Amount Cash: [1K](#)

Amount In Kind: [N/A](#)

Total Amount (Cash and In Kind): [£1,000](#)

Total Expenditure - Please include Cash and In Kind: [£30,000](#)

Income and Expenditure balancing figure - Take the total expenditure away from the total income and add the figure below:

[We expect to spend £30,000 on the festival this year.](#)

[With this £15k we will have raised £30,000.](#)