

APPENDIX I

Event Fund 1516

Strategic Alignment

The Community Plan provides the long-term vision for the borough, articulating local aspirations, needs and priorities. It informs all other strategies and delivery plans of the council and its partnership, including the council's Strategic Plan. The plan has been developed in consultation with local residents and service users, community and voluntary sector organisations, and a range of representative groups and forums, as well as members of the council. It outlines how the council and its partners will work together to improve the lives of all those who live and work in the borough, and continues the existing focus on tackling poverty and social exclusion in Tower Hamlets.

The Community Plan incorporates a set of high level and cross-cutting priorities with the aim of making a real difference in these areas over the lifetime of the plan.

It is the objective of the Event Fund to help support the Community Plans outcomes and contribute towards its five themes. The five community plan themes are:

A Great Place to Live - Tower Hamlets will be a place where people live in quality affordable housing, located in clean and safe neighbourhoods served by well-connected and easy to access services and community facilities.

A Prosperous Community - Tower Hamlets will be a place where everyone, regardless of their background and circumstances, has the aspiration and opportunity to achieve their full potential through education and vibrant local enterprise.

A Safe and Cohesive Community - Tower Hamlets will be a safer place where people feel safer, get on better together and difference is not seen as threat but a core strength of the borough.

A Healthy and Supportive Community - Tower Hamlets will be a place where people are supported to live healthier, more independent lives and the risk of harm and neglect to vulnerable children and adults is reduced.

The Community Plan prioritises equality, cohesion and community leadership through the theme of One Tower Hamlets. Through this theme the council and its partners are committed to reducing inequalities, supporting cohesion and providing strong community leadership. The Event 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. The aim of the Arts Fund is to support a range of activities and events to promote the One Tower Hamlets principles across the borough, which are:

- Tackling Inequality
- Strengthening Community Cohesion and,

- Building Community Leadership

The events are expected to achieve the following:

- A programme of arts and events activities that include credible methods of delivery to reach a wide audience and promote the One Tower Hamlets principles;
- Produce promotional materials and identify channels to use these events and activities to effectively promote messages which celebrate the rich diversity of all communities within Tower Hamlets;
- Reach a wide range of people throughout the events programme, providing information about anticipated attendance, including from people from a range of different backgrounds and ages, across the 9 protected equality groups where appropriate.

The projects are expected to demonstrate:

Administration and management of events

- An engaging programme of events through a combination of directly delivered events and events which are delivered in partnership with other groups or community organisations.

A robust process for collaborating with community groups or organisations

- Evidence they have a strong approach to partnership working and robust partnership processes in place when funding other local organisations to deliver events on its behalf.

A strong understanding of equality, including:

- Understanding of the council's commitment to equality through the Community Plan and ideally, also some understanding of the council's commitment across the protected characteristics as detailed in the Single Equality Framework.
- That the essence and values of the lead organisation are set by those who use the service. Staff and board members must be representative of the target audience.
- A track record of reaching a range of local residents from diverse backgrounds, living across the borough.
- An understanding of what types of events are most suitable to achieve equality outcomes and how their chosen delivery method will reach the intended client group.

- A proposal that outlines what issues or topics will be addressed through the events, why these have been selected and how they help the council to achieve the One Tower Hamlets principles.

Monitoring & evaluation

- Organisations will be expected to have a system in place to measure the outputs and outcomes by the protected characteristics as set out in the Public Sector Equality Duty where relevant and appropriate.

The Event Fund also contributes towards the following strands of the Mayor's key priorities:

- Regeneration and the creation of Sustainable Communities;
- Creating Jobs and supporting the growth of the Local Economy;
- Young People and Schools;
- Older People and Health;
- Community Safety and Community Cohesion;
- Environment and Public Realm; and
- Arts, Heritage, Leisure and Culture.