



## EF1: EVENT FUND 2016/2017

### 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 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. Please pay careful attention to the following information and, to avoid disappointment, only apply if fully eligible.

**N.B. Prior to completing your application it is advisable that you create a separate draft word document with a word count in order to copy and paste onto the online form.**

#### 1. Timelines

- a. The Event Fund operates on a rolling programme with monthly deadlines. All applications must be submitted on the correct application form.
- b. Applications should adhere to the timeframe below to be eligible for funding.
- 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 2 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.

**Applications must be received by the end of the deadline day (MIDNIGHT) .  
late submissions WILL NOT BE CONSIDERED**

Event Date	ROUND	Application Deadline	Event Date	ROUND	Application Deadline
April 2016	1	11 <sup>th</sup> Feb 2016	Oct 2016	7	28 <sup>th</sup> July 2016
May 2016	2	3 <sup>rd</sup> March 2016	Nov 2016	8	1 <sup>st</sup> Sept 2016
June 2016	3	21 <sup>st</sup> April 2016	Dec 2016	9	6 <sup>th</sup> Oct 2016
July 2016	4	28 <sup>th</sup> April 2016	Jan 2017	10	3 <sup>rd</sup> Nov 2016
Aug 2016	5	2 <sup>nd</sup> June 2016	Feb 2017	11	1 <sup>st</sup> Dec 2016
Sept 16	6	30 <sup>th</sup> June 2016	March 2017	12	5 <sup>th</sup> Jan 2017

## **2. The Event Fund aims to:**

- a.** Improve access to arts based events.
- b.** Encourage good practice.
- c.** Provide arts activities where few exist.
- d.** Improve the 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

## **3. Eligibility**

- a.** Events and projects that are eligible must include \*arts based content and be accessible to the general public: examples include community arts events, creative and performing arts projects.  
\*(Events celebrating the Queen's 90<sup>th</sup> Birthday, may not necessarily have arts content and an exception will be made for the special grants for events in June up to £250 which celebrate the Queen's 90<sup>th</sup> Birthday)
- b.** 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. Applicants must demonstrate good management and organisational practice as well as the viability of the event / project and their ability to carry it out.
- c.** All events must take place within the London Borough of Tower Hamlets between 1<sup>st</sup> April 2016 and 31<sup>st</sup> March 2017.
- d.** Applications must meet the published timescales – deadlines are final and non-negotiable.
- e.** Applicants will also need to demonstrate how their event contributes towards the following strands of the Mayor's key priorities:
  - 1) Regeneration and the creation of Sustainable Communities;
  - 2) Creating Jobs and supporting the growth of the Local Economy;
  - 3) Young People and Schools;
  - 4) Older People and Health;
  - 5) Community Safety and Community Cohesion;
  - 6) Environment and Public Realm;
  - 7) Arts, Heritage, Leisure and Culture. (mandatory)

**f. Queen's 90<sup>th</sup> Birthday Celebrations:** This year sees the Queen's 90<sup>th</sup> Birthday and the Council wishes to support and encourage community celebrations as an effective opportunity to promote community cohesion and celebrate local culture through residents street parties and community events. Small grants of up to £250 are available through the Event Fund to participate in the national celebrations on 12<sup>th</sup> June in line with the Patron's Lunch. The deadline for these grant applications is 21<sup>st</sup> April. The Council recognises that a temporary relaxation of the eligibility criteria to have arts content and a formal management structure is necessary to enable some of these events to happen.

#### **4. The Event Fund has the following mandatory criteria:**

- a)** Applications must be made on the correct version of the online Event Fund Form which must be completed in full.
- b)** 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 of how your event will achieve this.
- c)** 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.
- d)** Events / projects must be accessible to the general public (i.e. not be restricted to closed groups such as members of an organisation or an educational establishment). Please demonstrate how you will promote your event to and include the wider community.
- e)** 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: [Equalities and Diversity](#)
- f)** 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 [Tower Hamlets Community Plan](#). The Community Plan prioritises equality, cohesion and community leadership through the theme of One Tower Hamlets.

**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.

**1 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.

**2 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.

- 3 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.
- 4 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.

- g)** Applicants must demonstrate partnership funding and support. This should include agreed in-kind and cash support for this project.
- h)** Event Budget - 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)** Events or activities with a fee charged would need to demonstrate that the event remains accessible to the wider community. The number of tickets and ticket prices must be clearly specified in the application and budget forecast. Events or activities with a ticket price higher than £5 will not be eligible unless they can demonstrate adequate additional free content that is accessible to the wider community.
- j)** The activities must contribute directly to the Mayor's key priorities::
  - 1 Regeneration and the creation of Sustainable Communities;
  - 2 Creating Jobs and supporting the growth of the Local Economy;
  - 3 Young People and Schools;
  - 4 Older People and Health;
  - 5 Community Safety and Community Cohesion;
  - 6 Environment and Public Realm; and
  - 7 Arts, Heritage, Leisure and Culture
- k)** Applicants must take out appropriate and adequate public liability insurance for the event. 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: [Licensing](#)
- l)** Any payments granted to organisations supplying false information on their application forms are to be repaid in full to the Council.
- m)** Events cancelled after receiving award will require organisations to repay the award in full.
- n)** Applications should demonstrate that they aim to 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

- o) Applications should detail 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, and give details of marketing and engagement plans to reach people in all wards in the borough

## **5. Priority will be given to the following types of projects or events.**

- a. Community arts events which involve young people, encourage personal responsibility and making a positive contribution to the community.
- b. Community arts events aimed at and involving older people.
- c. Arts events or projects which take place in or demonstrate active engagement with communities from the following wards; Bromley North, Limehouse, Mile End, Poplar, St Dunstan's, Blackwall and Cubitt Town, Bow East, Bow West, Bromley South, Canary Wharf, Island Gardens, Lansbury, and St Katherine's and Wapping. To find your ward, please go to the map 2f on the application form.
- d. Arts events or arts projects which are able to make a real difference in terms of community provision, neighbourhood renewal and/or community development.
- e. Arts events or arts projects which celebrate cultural diversity and extend cross-cultural understanding in the borough and strengthen community cohesion.
- f. Arts events or arts projects which take a fresh, innovative approach, which are discernibly different from other events in the borough.
- g. Arts events or arts projects which aim to increase opportunities for deaf and disabled people to take part in the arts.
- h. Arts events or arts projects which demonstrate community involvement and active participation in delivering and managing the event/project and result in clear progression routes or skills for participants. e.g. through workshops, organising, performance etc with clear outcomes stated
- i. Arts events or community arts projects which are free to access to audience and participants.
- j. Events which improve the health and wellbeing of local residents.
- k. Cultural events or community arts projects which celebrate and contribute to the Black History Month programme in October 2016.

## **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: (Please click on the links below.)

- Other [Funding Streams](#)
  - Tower Hamlets [Open 4 Community](#)
- 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.
  - g. Make grant payments to individuals. Organisations must have a bank account.
  - h. Fund events that are not open to the general public e.g. within a school or solely for school community.
  - i. It is a condition of the grant that the applicant cannot be in debt to the Council

## 7. 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 should be discussed with the Festivals & Events Officer 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 submitted to the Information Officer before your event, and uploaded with your completed Evaluation Form post event. Details will be in your acceptance pack.
- 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. Submit details of the event directly onto the Tower Hamlets Arts website, 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. [Click link to submit](#)
- f. Provide free access for Tower Hamlets Council representatives to the event/project for purposes of monitoring.
- g. Applicants must take out appropriate and adequate public liability insurance for the event. 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: [Licensing](#)
- h. Any payments granted to organisations supplying false information on their application forms are to be repaid in full to the Council.
- i. Events cancelled after receiving award will require organisations to repay the award in full.
- j. 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 Evaluation Form where relevant and appropriate.

## **8. Assessing your Application:**

- a) We will confirm receipt of your application.
- b) Your Application will be assessed against the stated criteria and priorities and will be scored. Assessment will take into account the track record of the organisation, event content, benefit (Mayor's priorities, Event Fund priorities and Community Plan priorities met), access, marketing, partnerships, community involvement, outcomes and value for money. If your application does not receive a high enough score, it will not be successful. In the majority of cases, successful applications will not be awarded the full amount requested.
- c) Following the monthly assessment of applications you will receive a letter indicating whether your application has been successful.

## **9 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 and priorities 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. 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.

## **10. Payment Arrangements:**

1. Organisations that are successful will enter into a Grant Agreement with the Council.
2. Organisations will need to complete and return an acceptance form at least 4 weeks before the event / project. Acceptance Forms must contain organisation bank account details, not those of personal current accounts. Payments are made by BACS transfer
3. The first payment of 80% will not be made until:
  - a. We have received the completed and signed Acceptance Form complete with BACS details by the specified deadline;
  - b. Details of the event have been added to the website;
  - c. Details of your organisation are registered onto the Arts Directory.
4. The Second payment of 20% will not be made until:
  - a. We have received your online Evaluation report, appropriate evidence including 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 upload these documents on time – we do not routinely send out reminders. Failure to submit an evaluation form and final budget statement within stated deadline as set out in your grant offer letter will result in the final instalment of grant being withheld and may jeopardise future application to the Events Fund

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

5. The outstanding balance of your award will be paid on receipt of your Evaluation Form and supporting information providing that the programme or 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 should be discussed with one of the Festivals and Events Officers prior to the event start date and we reserve the right to reconsider our funding commitment and to require repayment of any monies paid.

**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)**