

## Appendix 7 Activity Update

### King George's Field Trust, 30 October 2024

#### 1) Activities for Children, Young People and Families

The data and information provided in Table 1 is for activities held between 1 April 2024 and 30 September 2024 at Mile End Park, Whitehorse Adventure Playground, Stepney Green astroturf and the volunteer programme. A full report will be provided to the Charity Commission as part of the charity's annual returns.

**Table 1: 1 April 2024 to 31 September 2024**

Facility	Number of sessions	Number of Participants
Mile End Park and Whitehorse Adventure Playground school holiday programme (May half-term and Summer of Fun).	May half term: 5 x sessions at Whitehorse Adventure Playground  Summer of Fun: 13 x sessions at Mile End Park  15 x sessions at Whitehorse Adventure Playground	May half term: 645 participants  Summer of Fun: 1,391 participants at Mile End Park  1,658 participants at Whitehorse Adventure Playground
Stepney Green and Whitehorse Adventure Playground Summer of Fun programme Family Days	2	1,860
Mile End Park Stay and Play	99	1,770
Whitehorse Adventure Playground	68	2,952
Mile End Corporate Volunteers	20	1,100 estimated
<b>Total</b>	<b>222 sessions</b>	<b>11,376</b>

In addition to the above, the Stepney Green astroturf has had the following sessions and people using the facility:

- Total sessions including ad-hoc and contractual block bookings is estimated at 2,200 between 1 April and 30 September 2024. Please note that there were over 700 contractual bookings during this period, with each booking counted

individually, whether it involved a specific team using 1/3 of a pitch per hour or a full pitch for two hours.

- Total participants including ad-hoc and contractual block bookings is estimated at 48,000 (of which 27,000 is estimate contractual participants and 21,000 is estimate ad-hoc participants) between 1 April and 30 September 2024.

### Activity overview 2024:

During the Easter school holiday, May half-term and summer holidays, the following workshops and activities have been delivered by the Parks service and partner organisations:

- Nature walks, growing activities, cooking sessions such as pizza making, scone baking and arts and crafts at Mile End Park and Play Pavilion.
- Easter Egg Hunt at Mile End Park. We organised a fun-filled Easter Egg Hunt, which brought together children of all ages to search for hidden treats.
- Family day event at Stepney Green Park. We have delivered a family day event at Stepney Green Park with children services. Our family day events encouraged families to spend quality time together, participating in activities like smoothie making, coconut shy, games, arts and crafts, face painting, soft play and many others.
- Guided play sessions at Whitehouse Adventure Playground.

## 2) Overview of Activities and Bookings at the Pavilions

Table 2 below provides a comparison of activities and bookings held at the Art and Ecology Pavilions in the period **1 April and 30 September** for 2023 and 2024.

NB: works, turnaround and 'internal' Council usage has been lower, contributing to the overall lower usage. More information regarding bookings can be found in the sections below.

	Art Pavilion (Number of days)	Art Pavilion (Number of days)	Eco Pavilion (Number of days)	Eco Pavilion (Number of days)
	2023	2024	2023	2024
Private Hire	27	37	31	31
Corporate	23	11	28	24
Exhibition (including set up)	44	28	0	0
Internal/Turnaround	35	4	14	3
Total occupation	129	80	73	58
Total without turnaround days	94	76	59	55

	Art Pavilion	Eco Pavilion
<b>Total Occupancy (out of 182 days – half a year)</b>	80/182	58/182
Percentage %	43.96%	31.87%
Total Activity Days in both pavilions	138 of a possible 182 days	

**Private Hire:**

We have seen an increase in private hires since 2023. One reason is that people attending weddings are impressed with the venues and bring their own events to the pavilions. We also have good contacts with wedding agents.

Family celebration events form most private hires with a prominent level of these bookings being mehndi celebrations. Mehndi's are often booked within three months of the date and usually occupy Sundays and midweeks, are lower value half day bookings and are attracted by the 'smaller' capacity of the Ecology Pavilions (220).

Higher value full day bookings tend to be for wedding receptions and legal ceremonies, usually taking place on a Saturday (often with additional set-up/clear-up hours on the evening before and morning after) and are mostly booked over a year in advance. The capacity of the venues for this type of booking is seen as quite large.

There was a new development of three secondary schools/academies holding their leavers 'proms' at the Art pavilion; something we look to build on for next year.

We have seen an increase in private bookings over this period; although corporate hires have been lower (corporates are more prominent in the second half of the year).

**Community and Cultural Hires:**

We are down on exhibition dates, as two weeks (14 days) were without an exhibition in April. We don't advertise ourselves in the exhibitions 'marketplace'; something we are working towards as part of a wider marketing plan.

The Pavilions receive a wide range of enquiries for events and activities from local organisations and groups and, through the subsidised hire policy, have supported free to access community and cultural activities with highlights including:

**Exhibitions:**

- Essential School of Painting: Annual - two weeks hire
- 'Habitat – Ecofeeling of the Earth'; multi-participant presented by regular curators 'The Eco-Feminism group'

- East London Printmakers: Large scale/multi-participant annual exhibition
- Colours Of Bangladesh: Exhibition of Bangladesh-based artists: coincides with The Season of Bangla Theatre

In addition, the pavilions hosted St Georges Day Tea Dance, which was attended by 200 residents aged over 55 years old.

### **Corporates:**

Overall, we have seen a decrease in corporate bookings. In part this is because Council departments that used to hire the space were able to make use of the Grocer's Wing in the Town Hall.

As part of a marketing review, we will work conference venue finder and other mechanisms for promoting the venues.

We have worked with several corporates to deliver a wide range of face-to-face planning and team away days to brand launches and panel talks. Clients we have worked with include Wavelength, NEC, Tower Projects (Job Fair).

We have also hosted several high-profile internal events including LBTH Civic Awards and an Air Quality Project final sharing.

We are seeing an increase in hires for markets, with Judy's Vintage Markets hiring both pavilions for dual-venue markets twice over this period (two more to come in the second half of the year), with a new 'Kilo Sale' client testing the waters with a hire.

### **Marketing:**

The Pavilions are promoted through internal platforms including thvenues.com, Tower Hamlets website, Tower Hamlets Arts website, Our East End - What's on Section, The registrars' ceremonies Guide. Tower Hamlets SM platforms including Facebook, Twitter and Instagram.

We also market the venues through external venue finders Hitched and Canvas Events.

Current and pending marketing/promotional activity includes:

- Regular posts on Instagram.
- An advert in the December 2024 edition of Our East End.
- An advert in Canvas for the winter period.
- Increasing our post-event reviewing processes.
- Promotion across council managed digital advertising screens (on street) and council managed plasma screens (pending).

## **3) Overview of Improvements and upgrades**

Between 1 April and 30 September 2024, the Charity has welcomed an estimated 1,100 corporate volunteers, with 20 sessions to support improvements to the park infrastructure and landscape including:

- Overhauling the raised beds in the growing zone including building additional raised planters.
- Removal of substantial vegetation, including invasive species, across Mile End Park to improve sight lines (nesting was not affected). This helps areas of the park to be safer and more welcoming, deterring and addressing anti-social behaviour.
- Soft horticultural tasks such as weeding pathways throughout the park.
- Distribution of 60 tons of crushed concrete within the Haverfield Woodland Walk, topping up existing natural pathways and creating new pathways. This encourages dog walkers, nature lovers and local schools to use, but also deters antisocial behaviour by way of improving sight line and visibility.
- Horticultural maintenance in conservation areas to support and encourage wildlife and biodiversity in the park, such as removal of invasive plants in woodland walk areas, Clinton Road Meadow, and Kirks Place Meadow.
- Litter picking throughout the park.
- Removal of planters deemed old and coming to the end of life.
- Lifting of tree canopy throughout the park for health and safety and sight line.

Please note that we did not facilitate corporate volunteers during the summer school break, to focus on our summer activities programme.

Additionally, we have hosted Community Payback regularly. Since April 2024 we have hosted an estimate of 160 participants with 35-40 sessions. We did not facilitate during the summer holiday period in the park due to summer programme delivery, however the group were relocated to another site.

In addition, we host weekly Community Payback, facilitating one to two weekly sessions, averaging six to eight participants, with 160 participants and 35-40 sessions to date. The group assists with a variety of horticultural and gardening-based tasks in the park.

#### **Other improvements:**

To alleviate health and safety risks, a new tarmac entrance was installed at Wennington Green. In addition, the footpath was widened at Copperfield Road and the overlay of footpath near the Urban Adventure Base and fully inclusive access point at the Go Kart service road.