

Join the Docks

1 July - 30 September 2019

Join the Docks is the brand-new summer festival taking place in East London's Royal Docks. The festival is being organised by the Royal Docks Team, a joint initiative between the Mayor of London and the Mayor of Newham.

The Royal Docks Team, set up in 2017, is working to develop an ambitious culture and events programme to position the Royal Docks as a world class cultural destination.

Working in partnership with a wide range of partners (local community groups, arts and creative organisations, developers and local businesses) the team will deliver an ambitious festival programme to animate the Royal Docks in particular its lesser known vacant sites. As well as promoting existing events and activities the festival will also provide the opportunity for partners to apply for funding (small grants up to £5000 and flagship grants up to £50,000) to deliver new and exciting activities.

The festival will present a programme of engaging events and activities that will encourage locals and visitors to discover and enjoy new and familiar spaces throughout the Royal Docks. An eclectic programme will engage, excite and inspire local audiences as well as those from across the city whilst also increasing footfall and exploration; improving awareness of Royal Docks and establishing it as a growing cultural and leisure destination.

The Royal Docks

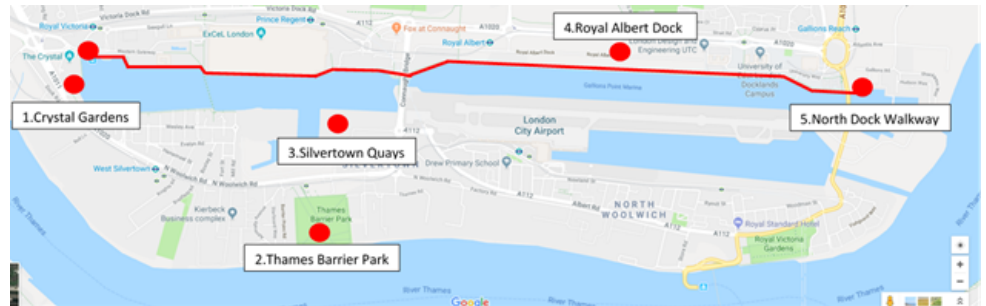
The Royal Docks is beginning a significant transformation with thousands of new homes, workspaces and jobs being delivered in the area over the next 20 years. New infrastructure will include a new bridge, sub-stations, Crossrail, DLR stations and Thames Clipper pier. Once London's gateway to world trade, today the Royal Docks is London's only Enterprise Zone and one of the UK's most important regeneration projects. The Royal Docks lie immediately east of Canary Wharf in the London Borough of Newham, an area of over 500 hectares of land and 18.4km of waterfront. It is already home to ExCel, University of East London, London City Airport and Tate & Lyle.

Key Locations

The locations listed below could provide inspiration and be suitable for your activities around the Royal Docks. We would welcome applications that showcase these exciting spaces, as well as those that make use of multiple sites, such as treasure hunts, walks and touring activities that encourage people to discover the broad range of spaces that the Royal Docks has to offer. Please see Appendix A for detailed information on each key location. If your event does not take place in one of these key locations (see map below) we will still consider supporting the event and including it in the festival however proposals relating to our identified key locations will be given priority.

For general information on the Royal Docks please visit www.royaldocks.london

Locations



1. Crystal Gardens, Crystal Lawns & the Beach
2. Thames Barrier Park: Cafe, Banstand, Lawns
3. Silvertown Quays: Mill Square, Silvertown Square
4. Royal Albert Dock: Compressor House, Front Lawn, East & West Lawn
5. North Dock Walkway

Getting Involved

We are looking to identify and support events and activity between July and September. There are several ways for your organisation to be involved and benefit from this festival.

1. Existing Events and Activities

Involvement

Propose potential or existing relevant events & activities

If you have already got planned events/activities for 1 July – 30 September which are relevant to the festival's programme criteria (see below) then please propose them for inclusion in the festival programme. For inclusion in the festival please complete the festival content proposal form (see Appendix B) via <https://royaldocks.london/opportunity/join-the-new-summer-festival-for-the-royal-docks>

Benefits

Your event/activity, if selected, will be included on the festival website and monthly guides.

2. Small funding grants of up to £5000

Involvement

Propose event/activity that can be significantly enhanced via small funding grant (up to £5000).

If you have an existing or proposed event which is relevant to the festival's programme criteria (see below) and which with a small award could be significantly improved or extended please complete the funding application form (Appendix C) via <https://royaldocks.london/opportunity/join-the-new-summer-festival-for-the-royal-docks>

Please note all activity must be free or of low cost to audiences/participants.

This funding opportunity is only available to London based organisations.

Benefits

Your event/activity, if selected, will be included on the festival website and monthly guides.

You will also receive promotion via the marketing campaign.

3. Flagship event funding grants up to £50,000**Involvement**

Propose Flagship event/activity for funding grant of up to £50,000.

Proposals must demonstrate equal match funding (this can be a combination of financial and in-kind value).

We will fund three flagship events to be presented one per month in July, August & September.

Each flagship event will be relevant to the festival's programme criteria (see below). It will stimulate media interest achieving strong public awareness and benefitting the festival's wider profile. Please fill out the funding application form (Appendix C) via <https://royaldocks.london/opportunity/join-the-new-summer-festival-for-the-royal-docks>

The flagship event/ activity must be free or low cost for attendees and must take place in one of our five key locations.

If the applicant is not a Newham based organisation, then applications must include a partnership with a Newham or Royal Docks organisation.

Benefits

The grant award would enable your organisation to augment existing work or generate new work, as well as facilitating new partnerships and leveraging additional funding from other sources.

Your event/activity, if selected, will be included in the festival website and guides, and receive promotion via the marketing campaign.

Application Eligibility

Applications are open to organisations, partnerships and individuals that demonstrate how they meet the criteria of the grant.

Applicants do not have to be based in Newham. However, the proposed activity must take place in the Royal Docks (see Appendix A) and take place between July and September.

Flagship grant applications will only be considered if programmed in one of our five key locations.

Essential things to consider before applying:

- Are you able to meet the festival deadlines set out (see page 5)?
- All applications must embrace equality, be inclusive and accessible to all.
- You must provide a method statement for your event.
- You must provide evidence of your public liability insurance for your event/activity (PLI).
- You must provide a risk assessment for your event.
- Depending on your activity you will be responsible for applying for a Temporary Events Notice (TEN) from Newham Council. (Typically, TEN's are needed if your event/activity features music, dance, theatre and film).

Festival Programme Criteria

For all event and activity proposals to be successful they should:

- Take place in July, August or September;
- Be free or low-cost for audience/ attendees
- Animate the Royal Docks indoor and outdoor locations including public spaces, parks & park cafes, libraries, vacant development and the water;
- Encourage exploration of the Royal Docks e.g. walks, trails, multi-site activities;
- Provide activities that are cross art form (performance, film, music etc), sports, heritage, community, environmentally focused and/ or nature based;
- Be inclusive and accessible with a focus on family friendly;
- Be high quality and innovative – showcasing the best of Newham's and London's creative communities;
- Work in partnership with local community and cultural groups (we can assist with introductions where useful);
- Engage with young people where ever possible;
- Carry out audience surveys including attendance figures and share results with the Royal Docks Team.

Festival Marketing & Promotion

We want to make sure that as many people as possible know about your event and attend. The festival will be promoted across Newham and London with a substantial promotional campaign which includes:

- Unique festival branding
- Monthly festival guides (distributed in targeted areas e.g. public transport, libraries, community groups, schools)
- Onsite branding at activities – banners, pull up banners, t-shirts etc.
- Royal Docks website (all festival listings to include copy and picture, and to be searchable)
- Paid digital advertising e.g. Google search
- Social media campaign including Instagram and Facebook
- Partner Pack, that will include items such as empty belly posters and flyers.

All selected activities (new, existing funded, unfunded) will be promoted as part of the Join the Docks festival.

Benefits for Festival Partners

The festival will provide a unique opportunity for partners to:

- showcase their organisation and projects;
- attract a wider audience to your activity/ event;
- be part of a large promotional campaign;
- use Royal Dock spaces for free or at low cost;
- network and partner with Newham and London based cultural organisations.

<u>Activity</u>	<u>Timeline</u>
Festival applications open	Tuesday 30 April
Partner Briefing An opportunity to introduce the Festival and answer any questions you may have about becoming a Partner.	Tuesday 14 May City Hall (SE1 2AA) 16.30 – 18.30 & Wednesday 15 May The Crystal (E16 14B) 10.30 – 12.30
Deadline for partner submissions (activity proposal/funding application)	Friday 24 May
Outcome notification	Friday 31 May
Marketing event copy deadline	Friday 7 June
Marketing campaign live	June - September
Festival start date	Saturday 1 July
Festival end date	Monday 30 September
Partners evaluation feedback We will provide you with a short questionnaire and ask that you collect feedback from visitors to your event/activity, as well as your own feedback on Join the Docks participation.	End October
Partner de-brief presentation You will be invited to hear how the festival performed; success stories and lessons learnt.	November

If you would like to register to attend one of the partner briefings, please RSVP to Jointhedocks@london.gov.uk by 4pm on Friday 10 May, quoting 14 May or 15 May in the subject line.

For any questions or further information please email jointhedocks@london.gov.uk where a member of the Royal Docks team will respond.

Appendices

Appendix A – Key Locations

Appendix B – Join the Docks activity proposal form

Appendix C – Join the Docks grant application form

Deadline for festival proposal and grant application forms: Friday 24 May 2019.

We look forward to receiving your proposals.