



Subject:	Update on Lord Mayors Day
Date:	10 April 2024
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Lesley-Ann O'Donnell, Senior Manager - Culture and Tourism Kerry McMullan, Tourism and Events Development Manager

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Please indicate the description, as listed in Schedule 6, of the exempt information by virtue of which the council has deemed this report restricted.	
Insert number <input type="checkbox"/>	
<ol style="list-style-type: none">1. Information relating to any individual2. Information likely to reveal the identity of an individual3. Information relating to the financial or business affairs of any particular person (including the council holding that information)4. Information in connection with any labour relations matter5. Information in relation to which a claim to legal professional privilege could be maintained6. Information showing that the council proposes to (a) to give a notice imposing restrictions on a person; or (b) to make an order or direction7. Information on any action in relation to the prevention, investigation or prosecution of crime	
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in

Is the decision eligible for Call-in?

Yes No

1.0	Purpose of Report/Summary of Main Issues
1.1	<p>The Lord Mayor's Day Event in Belfast is a cherished tradition that celebrates the city's rich history, culture, and community spirit. This event brings together residents, visitors, local businesses, to commemorate and showcase the vibrant essence of Belfast. The event features a diverse range of activities, including performances, cultural exhibitions, and family-friendly entertainment. Due to its significance in fostering civic pride and unity, the continuation of this event is vital for the city's cultural landscape.</p> <p>As noted at SP&R on 22nd March, in 2024 the event will align with welcoming Little Amal to the city and the Lord Mayor will host Little Amal as part of the event.</p>
2.0	Recommendation
2.1	<p>The committee is asked to approve the proposal for the Lord Mayor's Day Event and allocate a budget of £42,000 for its implementation. This event plays a crucial role in promoting civic pride and cultural heritage.</p>
3.0	Main Report
	<p>The Lord Mayor's Day Event will take place on Saturday 18th May encompassing a day of festivities in City Hall Grounds between 12pm-5pm.</p> <p>Saturday 18th May The Lord Mayor hosts Little Amal on Lord Mayor's Day</p> <p>Lord Mayor's Day in 2024 will bring a special way to celebrate communities across Belfast while Little Amal is in our city. The Walk, Arts Ekta and Lord Mayor's Office are working together to invite a range of community representatives to take part in the events on Lord Mayor's Day culminating in a special lunch hosted on City Hall Grounds followed by an outdoor theatre spectacle for attendees to enjoy.</p> <p>The costs for all Little Amal activity on this day are covered in full by Belfast 2024 budget. There will be a series of additional events and activities taking place on the grounds to provide entertainment and engagement for attendees on the day inspired by the themes of inclusivity and welcome, this activity is delivered by the Council's Events team, these aspects, and all City Hall production elements are covered by the Lord Mayor's Day budget of £42k.</p>

	<p>Lord Mayor’s Day lunch at City Hall Amal’s Big Lunch will be part of the Lord Mayor’s Day celebrations held at City Hall on Saturday 18th May. A huge banqueting table, seating up to 100 representatives from communities across Belfast invited by the Lord Mayor and Arts Ekta, will be re-created as a theatrical set, situated on the lawns with a specially designed seat for Amal to sit at. The Lord Mayor & guests from across the city will be invited to join the Lord Mayor & Amal’s Big Lunch, with food being prepared by local migrant communities through Arts Ekta’s Silk Road Supper Club initiative together with BBC Great British Menu chef Gemma Austin. Following the lunch, a theatre performance will take place using the table itself as a set with the audience viewing in the round. The performance will be inspired by the story of Gulliver’s Travels. Gulliver’s Travels is an adventure story (in reality, a misadventure story) involving several voyages of Lemuel Gulliver, a ship’s surgeon, who, because of a series of mishaps en route to recognized ports, ends up, instead, on several unknown islands.</p> <p><i>Lord Mayors Day Proposed Timetable @ City Hall (Event 12-5pm)</i> 12noon to 1pm - variety of performance 1pm – arrival of Little Amal (parade from St Anne’s Cathedral organised by Artsekta) Meet and Greet with Lord Mayor 1:30pm to 3pm - variety of performance 3pm-4pm Little Amal Big Lunch 4pm to 5pm - variety of performance 5pm Ends.</p> <p>Objectives: The event aims to achieve the following objectives:</p> <p>Foster community cohesion and pride by celebrating Belfast’s cultural diversity and heritage.</p> <p>Promote tourism and stimulate the local economy by attracting visitors to the city.</p> <p>Provide a platform for local artists, performers, and businesses to showcase their talents and products.</p> <p>Enhance the city’s reputation as a vibrant and welcoming destination for residents and tourists alike.</p> <p>Budget Allocation: A budget of £42,000 is requested to deliver the event.</p>
4.0	<p>Financial and Resource Implications: Financial requirements associated with the development and delivery of the Lord Mayors Day will be sought within the City Events Annual Events budget.</p>
5.0	<p>Equality or Good Relations Implications/Rural Needs Assessment: None</p>
7.0	<p>Appendices: N/A</p>