



Subject:	BabyDay - Market application
Date:	13 May 2015
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Christine O'Toole, Tourism, Culture and Arts Development Officer, ext 3572

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	Belfast City Council has exclusive rights to hold markets in Belfast. Anyone wishing to operate a market or car boot sale within Belfast must apply to Council for permission.
1.2	The council has now received an application for a market to be held as part of the BabyDay festival on 27 September 2015 at City Hall. This is one of Belfast City Council's flagship projects, funded through the Creative and Cultural Belfast Fund and run by Replay Theatre Company. BabyDay will include a range of quality cultural events and performances appealing to families.
2.0	Recommendations
	It is recommended that Members give approval to grant a one-off market licence to Replay Theatre Company as part of the Baby Day event.

3.0	Main report
3.1	<p>On 27 September 2015, Replay Theatre Company will bring the world’s first BabyDay to Belfast. It will decorate the city with playful art and fill the streets with families, much like on Culture Night – but focused on activities for babies.</p>
3.2	<p>BabyDay is one of Belfast City Council’s nine flagship Creative Belfast projects. Replay Theatre Company was awarded a grant of £95,000 from the Creative and Cultural Belfast Fund to create this 14 month project. They are working in partnership with the Belfast Surestart Network and East Belfast Partnership Board. They have already delivered an extensive range of outreach activities and workshops across the city, engaging over 4000 residents to date. BabyDay aims to have an audience of at least 6,000 at City Hall, and participation from at least 10,000 residents across the city at community and cultural venues.</p>
3.3	<p>Members will be aware that the Creative and Cultural Belfast Fund was established by the Arts Council of Northern Ireland (ACNI) and Belfast City Council in 2014, with the aim of supporting arts and heritage-based projects which will give everyone in Belfast the opportunity to take part in high-quality art inspired by our rich culture and heritage.</p>
3.4	<p>As part of the activity planned for City Hall, Replay have proposed to set up a number of stalls (likely to be around 25) selling food and relevant products that will appeal to those in attendance. While this was not planned as part of the original submission, Replay have approached the council to ask if this could be done, with the commitment that they will use any resources secured from the stall rental fees to undertake additional events and activities across the city. Replay Theatre Company is a registered charity and the project is not for profit, with all income from stalls going towards additional activity as part of the event.</p>
3.5	<p>This event is supportive of the recent motion of Council to encourage family friendly city centre. This motion was presented to the 22 April City Growth and Regeneration Committee and included a proposal for the creation of kids spaces in the city centre.</p>
3.6	<p><u>Financial & Resource Implications</u></p> <p>In line with the current markets rights policy, Replay will qualify for a discounted licence fee of £25 and will pay the appropriate stallage fee (£4-£6 per stall depending on the number of stalls).</p>

3.7

Equality or Good Relations Implications

There are no Equality or Good Relations implications attached to this report.