

## BELFAST 400 Easter Festival – Briefing document

**Date:** Easter Sat, Sun, Mon and Tues (30 March-2 April 2013)

**Time:** 11am-5pm each day

**Venue:** Belfast City Hall

**Target audience:** Families, children, young adults, groups, out of state / tourists (**FREE EVENT**)

For the past 10 years, the City Events Unit has delivered the Titanic Made in Belfast Festival which took place over the Easter holiday period of 4 days in Belfast City Hall. The event in the past has attracted in the region of 10,000 each year. With the success of 2012 now coming to a close, the City Events Unit are keen to revamp the Easter event for 2013 and are keen to tie their programme of activity into the anniversary of the 1613 Charter. To mark this special anniversary, Belfast City Council will lead on developing a programme of events to mark the Belfast charter in 1613. A number of units across the Council would be involved in delivering the wider Belfast 400 programme. Specific to the City Events Unit, we are organising Belfast 400 Easter Festival. **Belfast 400 Easter Festival is pending council endorsement which will not be available until the end of February.**

### Key information

Belfast 400 will be a celebration of our city, the charter and our rich history. The event will have a focus on Belfast past, present and future. City Hall will open up for the 4 days and within the building and its rooms there will be an array of free activities for everyone to enjoy.

Provisional entertainment line up to feature: (*\*Ticketed*)

- Photographic exhibition depicting Belfasts rich history over the last 400 years
- Storytelling / Puppetry / childrens shows (Mr Hullabaloo)
- Mad Hatter Tea Party (Stripy Sock Productions)
- *\*Nearly True Tours (3 per day)*
- *\*Lectures/Talks 'Belfast Focus' (1 per day – all 4 days)*
- Scheduled films – Focus on Belfast through film / animation / possible workshops
- Face painting
- Caricaturist
- Balloon modelling
- Easter Treasure hunt (City Hall based)
- Dance demonstrations / audience participation (Jitterbug / Charleston)
- Arts and Crafts workshops
- Giant Games Zone
- Titanic artefacts / memorabilia display
- Vintage Photobooth
- Walkabouts throughout
- Street theatre / shows
- Possible activity on lawn – i.e. vintage car display (still tbc)
- *\*Two special evening tours of Belfast City Hall with a 400 twist (Easter Sat & Easter Monday evening)*
- *\* Four special Archaeological walking tours (city centre based - Ruairi O'Baoill)*
- *\* Four special Architectural walking tours (city centre based – Place NI)*
- RJ Welsh Titanic themed exhibition will be located down at Titanic Belfast for 1 month (30 March-30 April 2013 should people wish to see it.
- Prog of activity at the Ulster Hall (Tea dance, Retro Tea dance, Film screenings, guided tours, breakfast mornings, literacy Belfast screening & reading, reminiscence sessions, sing-along's etc

### Other info to note:

- The event information is currently on the BCC website only.
- Information will be going into City Matters that will be distributed in Jan 2013.
- There is also mention of Belfast 400 in the visitor guide for 2013 and plans to market it via About Belfast in Feb/March & March/April editions
- Literature will be in the public domain and BWC from early March.
- A media plan has been agreed and radio ads, 48 sheets, adshells etc have been booked for 2 weeks in March.
- We will also be driving this event via all social media networks and hope to push event via BVCB and NITB networks also.
- The lead contact for any information is **Lisa Morgan** (028 9027 0552) Belfast City Council City Events Officer. If there is any calls with queries please contact her in the first instance.