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cultural bonding through the arts

17/10/11

Andrew Hassard
Director of Parks & Leisure
Parks & Leisure Department
Belfast City Council
Adelaide Exchange
24-26 Adelaide Street
Belfast
BT2 8GD

PARKS & LEISURE DEPARTMENT		
Mail Ref.	5406	
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Original to	_____	
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Dear Andrew,

Re: Booking Request for Botanic Gardens for Belfast Mela 2012

Following the success of the Belfast Mela which took place on the 28th August 2011 in Botanic Gardens we wish to utilise the park for next year's event. The Mela concept has grown hugely since ArtsEkta took ownership in 2007. This was reflected during the 2011 event where crowds exceeded 15,000, on a day that featured a mixture of sunshine and showers.

There are a number of points to note in relation to any discussions within the committee minute:

1. The occupation of Botanic Gardens will be for 6 days – 23rd to 25th for the build; 26th for the show day and 27th-28th for the de-rig. It is very possible that we could vacate Botanic Gardens by the 27th however would like to seek a licensing agreement that spans over 6 days as a contingency;
2. The event show times will revert back to 12pm-6pm after considering the various impacts of extending the 2011 Mela into the evening;
3. The event will remain ticketed at an admission price of £2 (with the possibility of increasing or decreasing depending on the success of pre-event fundraising strategies). All feedback following the first time introduction of an admission fee in 2011 has been very positive showing the value that the public place on the Mela;
4. The event site will utilise the following areas of Botanic Gardens – Great Lawn; Bandstand and Daisy Hall Garden;
5. Relations with local residents was a major consideration during the 2011 event. We will continue to work closely with the Community Parks Manager and relevant Environmental Health departments to ensuring ongoing best practice in relation to this matter;
6. As part of the programming for 2012 we are exploring the feasibility of introducing alcohol to the event, and are seeking for this to be included in the licensing agreement. The inclusion of alcohol is likely to be confined to one element of the event and will follow similar models adopted by other similar festivals e.g. Taste & Music Fest, Garden Gourmet etc. It will be considered very much a complimentary element and not actively promoted in our marketing campaigns such that the main focus of the event is diluted;
7. ArtsEkta agrees to pay a £1,000 bond of reinstatement should the event cause damage to parks property.

The logo for Belfast Mela, with "belfast" in a simple font and "mela" in a larger, stylized font with a decorative flourish underneath.

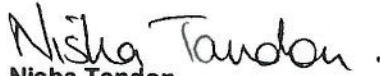
belfast
mela

ArtsEkta are the
proud organisers
of the Belfast Mela

The Belfast Mela is the only event in Northern Ireland and Mela in the UK which features such a variety of world cultures and art on such a large scale in the form of a one day festival. We strive to promote that even though the concept of Mela originates from South Asia, The Belfast Mela is an internationally and culturally focused festival – this helps to attract visitors from all walks of life. The Mela continues to promote and attract a large number of visitors to Botanic Gardens to enjoy celebrations in a shared and inclusive space. Please find enclosed a project plan for more detailed information on the festival this year.

May I take this opportunity thank the council's parks department for their continued support of the event. The support we have received from the inception of Mela has helped it become the event that it is today and has built our confidence to make the Mela a larger and more exciting event each year.

Yours Sincerely,



Nisha Tandon
Director

e: nisha@artsekta.org.uk

CC: Alex McNeill, Community Parks Manager

Parks and Leisure Department

Your ref:

Our ref:

Date: 24 October 2011

Nisha Tandon
Director
ArtsEkta
Philip House
Level 2 Suite 2
127 – 137 York Street
Belfast
BT15 1AB

Dear Nisha,

Re: Belfast Mela 2012

Thank you for your letter dated 17 October regarding next year's Mela.

I have passed this to Rose Crozier, Assistant Director of Parks and Leisure who will respond to you in due course.

Yours sincerely



Andrew Hassard
Director of Parks and Leisure
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