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**PARKS & LEISURE  
DEPARTMENT**  
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cultural bonding through the arts

03/09/12

Andrew Hassard  
Director of Parks & Leisure  
Parks & Leisure Department  
Belfast City Council  
Cecil Ward Building  
4-10 Linenhall Street  
Belfast  
BT2 8PB

Dear Andrew,

**Re: Booking Request for Botanic Gardens for Belfast Mela 2013**

Following the success of the Belfast Mela which took place on the 26<sup>th</sup> August 2012 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 2012 event where crowds exceeded 20,000 from all communities across Northern Ireland.

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 – 22<sup>nd</sup> to 24<sup>th</sup> for the build; 25<sup>th</sup> show day and 26<sup>th</sup>-27<sup>th</sup> for the de-rig. It is very possible that we could vacate Botanic Gardens by the 26<sup>th</sup> however would like to seek a licensing agreement that spans over 6 days as a contingency;
2. The event show times will be from 12pm-6pm.
3. The event will remain ticketed at an admission price of £3 (with the possibility of increasing or decreasing depending on the success of pre-event fundraising strategies).
4. We expect the event site will utilise the same footprint as the 2012 event.
5. Relations with local residents, noise pollution and food safety were major considerations during the 2012 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. Any significant changes to the delivery of the event will be communicated to the relevant personnel in a timely manner.

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.

May I take this opportunity thank the council's parks department for their continued support of the event, and in particular I would like to thank you for your personal attendance, and hope you had an enjoyable experience.



belfast  
mela

ArtsEkta are the  
proud organisers  
of the Belfast Mela

Yours Sincerely,

A handwritten signature in black ink that reads "Nisha Tandon". The signature is written in a cursive, flowing style.

**Nisha Tandon**  
Director

e: [nisha@artsekta.org.uk](mailto:nisha@artsekta.org.uk)

CC: Alex McNeill