



Town Clerk's Department

Public Relations Office
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Our Reference

**Lord Mayor's Show Community
Involvement Scheme**

Date

February 2010

Dear Sir/Madam,

Opportunity to participate in the Lord Mayor's Show 2010

The City of London Corporation is providing a selection of community organisations with the opportunity to participate in the Lord Mayor's Show 2010.

The Lord Mayor's Show is a colourful procession through the City of London and this year will take place on 13th November 2010. It marks the inauguration of the new Lord Mayor of the City of London, who will spend a year representing the City of London and the UK financial services industry at home and abroad.

With over 6,000 participants, 65 floats, 20 marching bands and 22 carriages the Lord Mayor's Show is the largest parade of its kind in the world. The Show is televised live by the BBC to a domestic audience of 1.6 million. In 2009, half a million people lined the streets to join the celebrations.

The incoming Lord Mayor is keen for the Show to reflect the communities that neighbour the City of London and to provide local organisations with a platform to showcase the work they do with the community. The City of London Corporation's Lord Mayor's Show Community Involvement Scheme provides community organisations with an excellent opportunity to use art and music to engage its client group and to develop clients' skills. Participants in previous years have found the day a rewarding experience and have gained a real sense of achievement.

The Scheme will provide successful organisations with the following support:

- 1) Free entry to the Show (normally costing approx £4, 300);
- 2) Assistance from a Lord Mayor's Show designer/producer, who will work with your organisation to design and produce your entry to the Show;
- 3) **Up to £15,000 (+ VAT)** per float to purchase materials and costumes and support a programme of work to involve your members or client group in preparing your entry.

With the support of a Lord Mayor's Show designer/producer, successful applicants to the Scheme will be expected to:

1. Develop and agree a programme of activity between May/June 2010 and 13th November 2010 to prepare for the Lord Mayor's Show;
2. Consult with the City of London Corporation about press coverage of their involvement in the scheme;
3. Provide information on the number of people involved in the Lord Mayor's Show project; or
4. Provide information on the number of schools involved in the Lord Mayor's Show project;
5. Comply with the City of London Corporation's Health and Safety requirements;
6. Undertake all necessary insurance requirements for participation in the Show.

If you would like to be considered to take part in this Scheme, please complete the enclosed/attached application form and return it to the above address **by Friday 16th April (end of play)**. Please continue on a separate page if necessary but do not exceed four sides of A4 in total. Short-listed applicants will be invited to an interview at the City of London Corporation - please advise of your availability w/c 26th April.

Please contact me on 020 7332 3176 if you require further information.

We look forward to hearing from you.

Yours sincerely,



Claire Holdgate
Events Manager, Public Relations Office