

Committee Public Relations & Economic Development Sub-Committee	Dated: 14 December 2017
Subject: Support for Lord Mayor's Show 2018	Public
Report of: Bob Roberts, Director of Communications	For Decision
Report author: Jeremy Blackburn, Corporate Affairs	

Summary

The Lord Mayor's Show is currently managed and delivered by the Lord Mayor's Show Ltd. It is a signature event for the City and the City Corporation, celebrating the City of London's culture, commerce and history. In this report, Members are asked to approve measures which could increase City of London Corporation support for the Lord Mayor's Show and allow for officers to look at options for increasing public attendance and appreciation in 2018 and beyond.

Recommendation

Members are asked to approve, that officers and departments:-

- Examine if they can give greater support of the Lord Mayors Show Ltd (LMS);
- Investigate other more diverse and interesting means to increase public engagement with the LMS;
- Look at generating potential activity which utilises the opportunities in the wider City during the day of the LMS, from river procession right through to fireworks;
- Draw on the full range of our strategic relationships and partnerships to reinforce the relevance of the LMS as a metaphor for the role of the City itself.

Main Report

Background

1. Public attendance at the Lord Mayor's Show has been gradually declining over a number of years. This decline has implications for the reputation and public profile of the City of London Corporation, and particularly the Show as the ceremonial and civic start of a new Mayoralty.
2. While the Show is currently managed and delivered by Lord Mayors Show Ltd, it is a signature event for the City and the Corporation, celebrating the City of London's culture, commerce and history. It also fulfils a constitutional requirement, to show the Lord Mayor to citizens, that dates to 1215.
3. The format and arrangements for the Show do present options for adaptation, within the existing security and cost parameters, to create a more diverse and interesting offering to the public.
4. It is proposed to ask Chief Officers to explore what more can be done, across all departments, to widen engagement in the Lord Mayors Show, enhance audience experience and further promote the role of the Show in 2018 and beyond.

Current Position

5. While the Show itself presents entertainment for those lining the streets, the rest of the City remains largely unutilised. It has been suggested that given the City Corporation is secured for the Show and many streets closed, there is an opportunity to widen the Show into a broader event from 10am-3pm.
6. Examples of this widening which can be explored, include:
 - Food stalls in areas like Bow Courtyard;
 - Facilities such as New Change and the NED to cater for the audiences;
 - Exhibitions in Paternoster Square;
 - An 'Open House Weekend' approach to Corporation, churches, livery halls and volunteer private properties, e.g. Dr Johnson's House;
 - Follow the tradition of 'City Poets', who put historical Lord Mayor's messages into poetry and prose for stage performance, as a means of communicating to the public before the advent of newspapers;
 - Utilise the new wi-fi capability across the City as part of the technology related theme *Shaping Tomorrow's City Today*, encouraging the public to communicate the range of activity.

Proposals

7. Members are asked to approve, that all Chief Officers are asked to:-
 - Examine if they can give greater support of the Lord Mayors Show Ltd (LMS);
 - Investigate other more diverse and interesting means to increase public engagement with the LMS;
 - Look at generating potential activity which utilises the opportunities in the wider City during the day of the LMS, from river procession right through to fireworks;
 - Draw on the full range of our strategic relationships and partnerships to reinforce the relevance of the LMS as a metaphor for the role of the City itself.

Conclusion

8. Civic traditions and an audience in excess of 400,000 spectators continue to underpin the relevance of the Show. However, this relevance takes continuous work and insight to maintain. Through this work with Chief Officers we will increase the attendance and appreciation of the Lord Mayor's Show 2018; using it as a means to communicate the wider relevance of the Mayoralty, the City of London and the work of City Corporation.

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