



NORWICH
City Council



Lord Mayor's Procession 2024 guidance notes

Guidance notes for entries

This pack gives you information on how to apply for a place in the procession along with other considerations when you take part.

Key dates and times

- **Friday 21st June:** deadline for applications.
- **Saturday 13 July, 1pm to 2pm:** Groups arrive at Norwich School in the Cathedral Grounds (please note that there is no parking within the Cathedral Grounds, so entrants should be dropped off on foot in Tombland and walk into the Cathedral Close).
- **If you have any large structures or require a longer set up time, please let us know and we will do our best to accommodate your request.**
- If you have any accessibility needs, please let our team know and we will ensure your requirements are taken into account.
- **Saturday 13th July, 3pm – 4.30pm** Lord Mayor's Procession
- **Saturday 13th July, 8pm:** Winners announced on stage in Chapelfield Gardens.
- **Tuesday 18 July at midday:** Prizes presented at City Hall.

Background



The Lord Mayor's Procession is the centrepiece of the Lord Mayor's Weekend – an open and welcoming summertime festival in the heart of Norwich.

The procession is the second oldest procession in the UK which started in medieval times with the Norwich Guild to welcome the new Lord Mayor. We invite you to carry on this fine tradition by applying to participate in what is considered to be the

centrepiece of Norwich's cultural calendar. The new Lord Mayor of Norwich and his entourage, including Snap the Dragon and the Norwich Whiffers, will lead the procession.



It follows a fantastic new walking route that brings the carnival from Norwich Cathedral through the heart of the city to finish at Chapelfield Gardens. This is where the fun continues into the evening with live music and performances from some of Norwich's best contemporary artists.

Your entry

Carnival entries will range from people dressed up in costumes to marching bands, dancers, acrobats and amazing structures and floats. It's up to you how big or small you want to make your entry, but what the crowds watching really like to see is for you to be super creative to hit our three main aims for the parade, which are **Height, Noise and Interaction!!**



This year the theme is **Carnival Spirit**, which means you can draw inspiration from anywhere in the world, be it the outlandish colours of the Rio Carnival, the wildlife of the Santa Cruz Carnival, the decorative masks of Venice or Mombasa or the noise and drumbeats of New Orleans' Mardi Gras.



Or perhaps you could draw inspiration from closer to home, telling a story of local history, tradition or people that relates to your group's identity.



Get creative, do some research and think big, think bright and remember that the parade is there to put a smile on the faces of everyone, from those participating, to those lining the route. You might want to think about how you can engage with the public, perhaps a drum beat they can pick up, music to sing along to, or even tricks and displays! We also encourage you to share your creations and performances on social media to showcase the hard work you've put in.



We don't want to cause unnecessary pollution for the city or spectators, so all float entries must be pushed, pulled or carried by your group – no vehicles! However, please get creative and think about using pushbikes, wheelbarrows, push chairs, even old Wheelie bins! Please let us know if you would like any help or advice with this aspect.



To keep the procession fun to watch we do not accept entries that are purely advertising, and all entries must be in the spirit of carnival, so think about how your organisation can jump into the fun!



Please also remember to make sure anyone walking as support to your entry must also be included in your 'Carnival Spirit'. That's family, friends, float pushers - if they want to walk along with you, they need to dress along with you. Nobody wants to watch anyone walk past in 'normal' clothes!! You are there to party!

Prizes

Your entry will be judged on its creative interpretation of the theme and quality, as well as your enthusiasm for the event. It's up to you to impress the judges, who will be on Theatre Street.

- 1st prize: £300
- 2nd prize: £200
- 3rd prize: £150

There are three additional prizes of £100 each.

The charity collection

All money collected is for the Lord Mayor's chosen charity only. The chosen charity changes each year and is usually a cause that is close to the Lord Mayor's values. Please provide as many buckets and collectors as you can. There will be a collection point near the end of the route where all money must be deposited.

How to apply

Please complete your application at www.norwich.gov.uk/lmw

We understand that fee's may not be affordable at present, and so have decided this year to remove any entry fees to participate.

Application deadline: **Friday 21 June.**

What to consider if designing your float as part of your entry

- Make your floats with the three principles in mind; Noise, Height and Interaction. The more you can be seen and heard the better, so we would welcome puppets, instruments, live or amplified music, and if you can find an interesting way of interacting with the crowds this would be amazing!
- Ensure structures are stable, and if being pulled by manpower that they have a suitable braking system or stop system, as there are sloping areas on the route.
- Ensure there are no naked flames or fire hazards.
- Keep a suitable fire extinguisher available if possible.
- If you have any electrical items, please check that they have been PAT tested and have suitable RCD protection.
- Keep decorations away from moving parts.
- Check everyone is aware not to encourage the public to throw coins.

Please remember,

- The public love little gifts such as pens and stickers. However, giving out leaflets and other large, branded material, such as flags, hats and balloons is

not allowed. Please think about your own environmental impact and the event's sustainability, and whether your items could be sourced from renewable materials and can be recycled post event.

- All entries, costumes and activities must be suitable for a family audience.
- The carnival is noisy, but we may ask you to turn down your sound system if it is excessively loud.
- No animals, unless agreed with us in advance.
- No water pistols.
- We advise participants not to drink alcohol.

On the day

Arrival check-in

- Norwich School have kindly allowed us to set up in their playground.
- Arrive at Norwich School, Cathedral Grounds, between 1pm and 2pm. All vehicles which are dropping off costumes must check in with our event stewards at a pre-agreed time. It is important to get there on time as we may not be able to position late entries in time for the start.
- Your main event contact should go to the check in area to register. You will be directed to your position where you can set up your entry.

Setting off

- You must be ready to set off at 2.45pm.
- Start time is 3pm prompt. It can take up to one hour for the last entry to clear the set-up area.

The route

- The pace will be a slow walk. From leaving Cathedral Grounds, it will take about an hour to walk the route.
- You must closely follow the group in front of you and avoid stopping unless advised to by a member of the event team.

At the end – pick up areas.

- We estimate that the last entry should reach the end of the route by about 4pm.
- Please note – the end of the route will be closed to other vehicles so young people will need to be met by their parents/carers either at the Muster Point near Chapelfield Gardens or at a location agreed between the float organisers and parents/carers. We invite all procession participants to then join us in Chapelfield Gardens to continue the celebrations into the evening.

Safety

- You will need to nominate someone to be responsible for your group on the day – please provide them with the safety check list in this booklet.

- Our team will be on hand to guide you through the event, so please let us know if your participants have any access requirements and we will liaise with you to accommodate them.
- We are a single use plastic free event, and would encourage you to bring your own water bottles. If you are a large group, you may wish to have someone bring a trolley for drinks, suntan lotion etc

Safety check list

- Ensure your entry is structurally safe – check nothing can collapse or fall off.
- Check decorations and people are away from any wheels or moving parts.
- Check there are no naked flames, fire hazards and nobody is smoking.
- Correct type of fire extinguisher on the float: foam dry powder CO2.
- Check electrics and RCDs are protected.
- Check everyone is aware not to encourage the public to throw coins.
- Please be vigilant and aware of what is happening around you.

More information will follow by email two weeks before the event and this will detail your arrival instructions, information about the Lord Mayor's chosen charity etc.

Please read this carefully and pass information onto the participants in your groups.

Contact

Culture and events

- t: 01603 989333
- e: events@norwich.gov.uk
- www.norwich.gov.uk/events

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NORCA are a data processor for the information we share with them. We will not share your data with any other third parties unless required to do so by law.

Your data is processed on the basis on consent and, in relation to any health and safety matters, in line with our legal obligations.

We intend to maintain your data for 1 year from the data of the event. Where we process your data solely on the basis of consent, you have the right to remove you consent for our processing please email events@norwich.gov.uk Should you have any queries about the processing of your data please contact our Data Protection Officer at DPO@norwich.gov.uk