



Belfast City Council

Report to:	Development Committee
Subject:	Legacy Trust and Land of Giants Proposal
Date:	15 February 2011
Reporting Officer:	John McGrillen Director of Development ext 3470
Contact Officer:	Tim Husbands, Head of City Events and Venues, ext 1401

1	Relevant Background Information
1.1	<p><u>Legacy Trust UK</u></p> <p>The purpose of this paper is to seek direction from Members on issues of funding and personnel input to the Land of Giants event, which been successful in securing £750,000 from the Legacy Trust (see attached Land of Giants Project Plan in Appendix 1). This event will be a significant part of the 2012 Cultural Olympiad. In February 2010 the Legacy Trust UK publicly announced the Community Celebrations programme. This programme provided an opportunity for four projects to access up to £4 million of finance and to link with other cities, regions, festivals to create unique celebrations building up to the 2012 Games. The Legacy Trust's vision is to support community celebrations that identify a moment that deserves enhancing – a chance to do something spectacular, extraordinary and innovative connected to the staging of the Olympic Games.</p>
1.2	<p><u>Belfast Consortium</u></p> <p>In September 2010 Council approved that Officers should provide administrative support for the locally based consortium which consists of: Belfast Circus School; the Beat Initiative and Belfast Children's Festival in their bid to secure £750k to stage a large scale community focused cultural event in Belfast in 2012. This bid has now been successfully made, and the Belfast consortium is now in the position to access up to £750,000 from the Legacy Trust, but this is subject to securing both BCC and NITB financial contributions to the project.</p>
1.3	<p>The proposed event would combine carnival, circus, music and spectacle with local and international artists, underpinned by a substantial 18 month community engagement and education programme. The proposal has the potential to build the capacity and confidence of the creative industries in Belfast by harnessing indigenous talent for future work on a regional, national and international scale. The Belfast project also has the prospect to create jobs and grow the creative industries in the city. It presents a unique tourism offer, tying in with Northern Ireland's signature projects, the Giant's Causeway and Titanic in 2012, while generating substantial visitor numbers, bed nights, employment and generating a positive international profile for Belfast and contributing to the growth of cultural tourism. The</p>

	successful project draws its inspiration from the many Giants of our regions shared and diverse history e.g. Jonathon Swift's Gulliver & Cave Hill, Finn MacCool, Cuchulainn, Samson and Goliath, Titanic and Giant's Causeway. The project is designed to capture a vision of the city and its population as being 'giant' in our ideas, our talent and our heritage.
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2	Key Issues
2.1	<p><u>Project/Business Plan</u></p> <p>In order to obtain a release of the first tranche of Legacy Trust finances, it is a condition that a definite commitment of financial support from key stakeholders is obtained. BCC has been identified by the consortium as a potential key funder, alongside DCAL/ACNI & DETI/NITB. A full breakdown of costs is contained in the Project Plan attached to this Committee Report as Appendix 1, to which BCC is now being asked to consider a contribution of £80,000 to the project.</p>
2.2	<p><u>Delivery Vehicle</u></p> <p>The consortium has now been formed into a special purpose vehicle limited company. The establishment of this not-for-profit organisation will manage the project, with an oversight body comprising representation from key funders, similar to the model adopted the Tall Ships in 2009. It is requested that there is Councillor representation on the Board of the Land of Giants company in addition to Council officer(s) input, although the proposed limited entity would be separate and have no legal connection to the Council. Details of the management and governance of the project are contained in the appendix to this report.</p>
2.3	<p><u>Potential Benefits</u></p> <p>It is envisaged that the project would engage an estimated 60,000 people; have the potential to generate an estimated £2 million return for the local economy; generate positive international profile and build capacity in the arts and events management to deliver future large-scale events, such as the Derry/Londonderry City of Culture, the World Police and Fire Games, and the Commonwealth Games.</p>

3	Resource Implications										
3.1	<p><u>Financial</u></p> <p>There are two financial models being put forward by the group for consideration to deliver the Land of Giants project, one with a minimum required budget of £1.010m and the other requiring a maximum budget of £1.3m. BCC are being asked to consider a contribution of £80,000 in either scenario.</p> <p>The total funding for the project would consist of the following elements, all of which are subject to confirmation.</p>										
3.2	<p><u>Option One</u> Maximum – Budget 1</p> <table> <tr> <td>Legacy Trust UK <small>sourced)</small></td> <td>£750,000 (secured subject to additional funding being</td> </tr> <tr> <td>NI Tourist Board <small>review)</small></td> <td>£400,000 (secured subject DETI funding</td> </tr> <tr> <td>Belfast City Council</td> <td>£ 80,000</td> </tr> <tr> <td>Arts Council of NI <small>review)</small></td> <td>£ 80,000 (secured subject DCAL funding</td> </tr> <tr> <td>TOTAL</td> <td>£1,310,000</td> </tr> </table>	Legacy Trust UK <small>sourced)</small>	£750,000 (secured subject to additional funding being	NI Tourist Board <small>review)</small>	£400,000 (secured subject DETI funding	Belfast City Council	£ 80,000	Arts Council of NI <small>review)</small>	£ 80,000 (secured subject DCAL funding	TOTAL	£1,310,000
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3.3	<p><u>Option Two</u> Minimum - Budget 2</p>										

	Legacy Trust UK sourced)	£750,000 (secured subject to additional funding being
	NI Tourist Board review)	£100,000 (secured subject DETI funding
	Belfast City Council	£ 80,000
	Arts Council of NI review)	£ 80,000 (secured subject DETI funding
	TOTAL	£1,010,000
	As stated, the maximum amount in either case that is being requested from Belfast City Council would be £80,000.	
3.4	Given current budgetary constraints it is proposed that this could be sourced from the Council's similar level of current contribution to the annual Belfast Carnival that traditionally introduces the new Lord Mayor to the city. However, if Members were inclined to authorise this use of finance, it would be conditional that the Land of Giants project recognise the Lord Mayor's input into the planning of the project, and integrating the role into the celebrations.	
3.5	<u>Personnel</u> It is requested that Members agree that Officers continue to assist with the project within the various work strands, and that two Councillors be nominated to the Board of the Land of Giants Company.	

4	Equality and Good Relations Considerations
	There are no equality or good relations considerations attached to this report

5	Recommendations
	Members are recommended to give approval that: <ul style="list-style-type: none"> 1. BCC fund the project to the maximum level of £80,000 on the basis of existing Council finances being sourced for this project, within the context of planned 2012 activity. It is proposed that this finance would come from the Council's existing contribution to the annual Belfast Carnival, that traditionally introduces the new Lord Mayor to Belfast 2. The Committee nominate two Councillors to the Board of the Land of Giants 3. Officers are permitted to continue to provide input and guidance to the Land of Giants project and advise the company within the various work strands created to deliver the event

6	Decision Tracking
	Further to approval, officers will monitor funding and evaluate the outcomes of the project and provide post-project details as part of the Department's annual review. These outcomes will be presented to Members as part of the City Events Unit key performance indicators. Timeline: March 2013 Reporting Officer: Gerry Copeland

	Key to Abbreviations
	ACNI – Arts Council of Northern Ireland; DCAL – Department of Culture, Arts and Leisure DETI – Department of Enterprise, Trade and Investment; NITB – Northern Ireland Tourist Board

	Documents Attached
	Appendix 1 – Land of Giants Project Plan and Business Case