

Belfast City Council

Report to: Development Committee

Subject: Manifesta

Date: 15 February 2011

Reporting Officer: John McGrillen, Director of Development, ext 3470

Contact Officer: Shirley McCay, Head of Economic Initiatives, ext 3459

1 Relevant Background Information

1.1 Manifesta is a biennial exhibition of contemporary art, showing work by approximately one hundred European artists. Exhibitions attract approximately 100,000 visitors during their three-month runs and attract international attention. The first Manifesta was held in 1996 in Rotterdam and the (non-profit) organisational body is located in the Netherlands. It has subsequently been held in Luxembourg, Ljubljana, Frankfurt, Donostia-San Sebastian, Trentino and Murcia. Exhibitors range from established to early-/mid-career artists, who are commissioned to make new projects reflecting innovative practice. Curators are selected according to their experimental methods. The exhibition is supported by publications, including catalogue(s) and a journal. Partnerships are forged to provide education programmes.

2 Key Issues

- 2.1 Belfast City Council has received a request from Manifesta, via the Arts Council of Northern Ireland, to support the post of a 'Manifesta Bid Coordinator'. The cost to the Council is £10,000 and would support salary costs. Further income of £10,000 has been secured from Derry City Council, £10,000 from ACNI through their Awards for All Scheme and £7,500 in-kind from Belfast Exposed Gallery.
- 2.2 The potential appointee would work with a wide range of arts, cultural, community and urban regeneration partners regionally and internationally to spearhead, prepare and present a bid for Belfast and Derry to host either Manifesta X in 2014 or Manifesta XI in 2016. The bid will be presented to the Manifesta organisation in December 2011.
- 2.3 The Manifesta bid co-ordinator would be based in Belfast Exposed, Belfast.
- 2.4 The total cost to a host region to bring Manifesta is 3m Euro. Depending on proposal agreed for region, Manifesta may invest up to an additional 2m Euro. Impacts to regions are as follows:

Event visitors c.108m

5,000 arts professionals visiting from outside region during the opening weekend only

Direct income (ticket sales): €250.000

Estimated total ancillary spend in the host region (hotels, restaurants, etc.): 4.2m Euro

Local employment

Physical regeneration e.g. redevelopment of historical building to provide arts infrastructure (depending on proposal agreed with Manifesta)

International profiling and branding of the host region

2.5 Please see Appendix 1 Manifesta Job Specification and Appendix 2 Manifesta Project Plan for full details.

3 Resource Implications

3.1 | Financial

£10,000 to support salary costs which has been provided within the Departmental Budget 2010 /11 action plan (further income of £10,000 has been secured from Derry City Council, £10,000 from ACNI through their Awards for All Scheme and £7,500 in-kind from Belfast Exposed Gallery).

Belfast City Council funding will be used to develop the bid and support the bid co-ordinator post.

4 Equality and Good Relations Considerations

4.1 The post would be advertised and follow Section 75 of the Northern Ireland Act (1998), to promote equality of opportunity and good relations.

5 Recommendations

- 5.1 It is recommended that Members:
 - 1. Note the contents of this report
 - 2. Consider approval of £10,000 to support salary costs of a Manifesta Bid Coordinator.

6 Decision Tracking

Further to approval, an update report in relation to planning and preparation will be brought to Committee.

Timeframe: November 2011 Reporting Officer: Shirley McCay

7 Key to Abbreviations

ACNI - Arts Council of Northern Ireland

8 Documents Attached

Appendix 1 - Manifesta Job Specification

Appendix 2 - Manifesta Project Plan