



Report to:	Development Committee
Subject:	City Dressing Campaign 2012-2013 – Cow Parade Proposal
Date:	14 September 2011
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	The Belfast City dressing campaign which is a key output of the Belfast Integrated Strategic Framework Action Plan was launched in July 2011. This campaign has animated the city centre with 400 banners decorated with patterns inspired by objects and locations unique to Belfast. The campaign to date has attracted very positive press and support.
1.2	Communities across the city have participated in the campaign by suggesting what places and objects in the city they would like to see developed into the colourful designs. This has been progressed by a competition promotion in City Matters for Christmas inspired banners.
1.3	The City Dressing Presentation campaign is a 2 to 3 year campaign initially to maximise opportunities arising and animate the city for 2012./2013 in partnership with Northern Ireland Tourist Board (NITB), Belfast City Centre Management (BCCM), Belfast Visitor & Convention Bureau (BVCB), Department of Regional Development (DRD), Department of Social Development (DSD), Festivals Forum and other stakeholders.

2	Key Issues
2.1	To add to this and build on the concepts of the patterns of the city campaign for 2012 and encourage even more participation from local neighbourhoods as has been maximised in other cities (see appendix 1) an opportunity has been presented by Asitis Consulting who have secured to the license to bring a major public art event called 'Cow Parade' to Northern Ireland in 2012. Full details of the initiative are attached to this report as appendix 2 and 3.

2.2	<p>The Cow Parade public art event is:</p> <ul style="list-style-type: none"> – The largest and most successful public art event in the world – Over 10 years, over 50 cities with global audience – Raising over £25 million for charity partners in the process – Alongside a £5+ million contribution to arts communities – Tried and tested and the original model
2.3	<p><u>The economic and tourism benefits for Belfast</u></p> <ul style="list-style-type: none"> – Increase tourism visitation – estimating 200,000 unique visitors throughout Northern Ireland – With increased visitors comes increased expenditure – spread throughout the region – Edinburgh attributed 28% revenue increase to hosting CowParade – Margaret River Australia, a small event with huge impact – 65,000 trail maps sold first weekend – Enhance cultural tourism experience that already draws visitors to Northern Ireland – Bring communities across the city together for an all-inclusive fun experience – Gain international media exposure through existing CowParade network – Highlight strength of both arts and agriculture throughout the region
2.4	<p>This will be the first time that Cow Parade will take over an entire region rather than just one city.</p>
2.5	<p>Participation is an opportunity to enforce Belfast's role as the gateway to Northern Ireland, to strengthen the Council's community engagement role as well as an opportunity to work in partnership with Derry City Council.</p>
2.6	<p>Derry City Council is keen to progress and participate and have had a number of meetings with Belfast City Council to explore maximizing opportunities and economic benefits as a result of investment into the project. Derry City Council have also sought Members support and agreement.</p>

3	Resource Implications
3.1	<p>Investment of £35,000 for 10 cows, 4 mini moos, 2 micro moos. This investment is substantially reduced as contributions will support the venture from various councils throughout Northern Ireland as well as private sector sponsorship.</p>

4	Equality and Good Relations Considerations
4.1	<p>There are no Equality and Good Relations Considerations attached to this report.</p>

5	Recommendations
	<p>It is recommended that:</p> <ol style="list-style-type: none"> 1. Members agree to consider the merits of the proposal and advise on whether to support the proposal and commit £35,000 towards the project; 2. Consider whether they wish to support this as another element of the City

	Dressing Campaign project 2011-2013
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6	Decision Tracking
Members will be updated on any changes to the project and if financial partners have been secured.	
Time Frame: September 2010	Reporting Officer: Shirley McCay

7	Key to Abbreviations
BCC - Belfast City Council NITB - Northern Ireland Tourist Board DRD – Department for Regional Development DSD – Department for Social Development BVCB – Belfast Visitor and Convention Bureau	

8	Documents Attached
Appendix 1 – Community Engagement Example (Manchester) Appendix 2 – Sponsors Proposal Appendix 3 - CowParade Northern Ireland 2012 – Summary Paper	