



Belfast City Council

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| Report to: | Development Committee |
| Subject: | Land of Giants |
| Date: | 25 January 2012 |
| Reporting Officer: | John McGrillen, Director of Development, ext 3470 |
| Contact Officer: | Gerry Copeland, City Events Manager, ext 3412 |

| 1 | Relevant Background Information |
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| 1.1 | <p><u>Land of Giants</u> The purpose of this paper is to seek approval from Members for the Land of Giants company (Giant Events Limited) to present to Committee in order to update Council on progress on the project.</p> |
| 1.2 | <p><u>Belfast Consortium</u> Since the last report to Committee, in February, the local consortium which consists of: Belfast Circus School; the Beat Initiative and Belfast Children's Festival, have set-up a not-for-profit limited company. In addition the company, as agreed by Council, has support and input from Council's City Events Unit, with the Chair and Deputy Chair represented on the board of Land of Giants.</p> |
| 1.3 | <p>In March 2011 Council approved a £80,000 commitment to the project, which is part of the 2012 Cultural Olympiad and one of four major community celebrations supported by the Legacy Trust to sum of £750,000. The total finance for the project including the Council input is £1.1 million (BCC £80,000; ACNI £80,000; NITB £130,000 and Others £60,000).</p> |
| 1.4 | <p><u>Format of the Land of Giants Project</u> The event will take place on the 30 June 2012 and it is currently estimated that 3,000 participants will take part. The proposed event would combine carnival, circus, music and spectacle with local and international artists, underpinned by a substantial community engagement and education programme. The project also provides the capacity and confidence for the creative industries in Belfast by harnessing indigenous talent for future work on a regional, national and international scale. The Belfast project will also create jobs and assist in sustaining the creative</p> |

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| | 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 potentially generating visitor numbers, bed nights, employment and generating a positive international profile for Belfast and contributing to sustaining cultural tourism. |
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| 2 | Key Issues |
| 2.1 | <u>Request to Update Members on the Land of Giants Project</u> Members are being asked to agree that representatives of the Land of Giants company are permitted to present to the Committee at a future suitable date |
| 2.2 | <u>Lord Mayor's Carnival</u> Members are asked to note that the finance to assist in the Land of Giants event in 2012 will come from the revenue budget that annually would be allocated to the Lord Mayor's Carnival. Therefore, in 2012 the Lord Mayor's Carnival will not take place, but there will be representative input from the Lord Mayor and their Office to the Land of Giants project. |

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| 3 | Resource Implications |
| 3.1 | <u>Financial</u> As stated Members have agreed that Belfast City Council would contribute £80,000 to the project. |
| 3.2 | <u>Personnel</u> Officers from the Council's City Events Unit are advising the project within the various work strands, and the Chair and Deputy Chair have been nominated to represent the Council on the Board of the Land of Giants Company. |

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| 4 | Equality and Good Relations Considerations |
| 4.1 | As with all major civic events, public events like this have the potential to bring together people from a wide range of backgrounds and therefore promote good relations in the city. |

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| 5 | Recommendations |
| 5.1 | Members to agree that the Land of Giants company (Giant Events Limited) to present to Committee in order to update Council on progress on the project. |

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| 6 | Decision Tracking |
| <p>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.</p> | |
| Timeline: March 2013 | |
| Reporting Officer: Gerry Copeland | |

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| 7 | Key to Abbreviations |
| <p>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</p> | |

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| 8 | Documents Attached |
| None | |