



Belfast City Council

Report to:	Development Committee
Subject:	Manifesta
Date:	19 November 2013
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	<p><u>Manifesta</u> Members will be aware that at a Development Committee held on 15 February 2011, approval was given to support the development of a Manifesta Bid. Subsequently Belfast City Council, Derry City Council and Arts Council of Northern Ireland jointly financed the research and writing of a bid document in 2011-12 in support of a proposal to host Manifesta in 2016.</p>
1.2	<p>Manifesta is a biennial exhibition of contemporary art, showing 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.</p>
1.3	<p>Manifesta aims to:</p> <ul style="list-style-type: none"> - Provide Europe with an international platform for contemporary artists who have not yet found their voice or institutional backing - Facilitate artistic exchanges between all professional groups and parties, especially those who have limited access to the market or established institutions - To respond to a commonly perceived need, by initiating new projects and new forms of artistic practice, to experiment with new curatorial methods and develop new audiences for contemporary art.
1.4	<p>Each Manifesta comprises a range of activities extending over a period of up to 2 years including publication and meetings staged in diverse locations culminating in a final three month long festival in the host cities.</p>

1.5	<p>The research undertaken in 2012 indicated a high level of support locally among key arts and community stakeholders however it also identified the need to carry out an economic appraisal and examine alternative options. As a result the bid for 2016 did not proceed as planned in favour of further consideration in advance of a potential bid for 2018.</p>
1.6	<p><u>Cultural Framework for Belfast</u> As Members will also be aware, the Cultural Framework for Belfast 2012–15 was agreed at September Development Committee and published in October 2012. Its vision is that:</p> <p style="padding-left: 40px;">By 2020, everyone in Belfast experiences and is inspired by our city’s diverse and distinctive culture and arts. Arts and heritage are valued for enriching quality of life and creating wealth, and the city’s culture and creativity is renowned throughout the world.</p>
1.7	<p>The Cultural Framework complements the Investment Programme, which recognises arts and heritage as key drivers of the city’s economy. It was developed in consultation with the arts and heritage sectors, and the Council’s approach has been cited as best practice. Its aims are arranged under four themes – Distinctly Belfast, Inspiring communities, Attracting audiences and Strengthening the sector – and its targets include:</p> <ul style="list-style-type: none"> - increasing audiences from Belfast by 10 per cent - growing visiting audiences from 15 to 25 per cent - establishing a strong, skilled, multifaceted arts and heritage infrastructure - generating £8 in income for every £1 invested in the sector
1.8	<p>Distinctly Belfast is about high-quality work that resonates with the people of Belfast and broadcasts our unique qualities to the wider world, enabling the city and its culture to be recognised and valued at home and abroad. Within this theme we are committed to developing opportunities to showcase the quality of Belfast’s distinctive culture, arts and heritage locally and internationally.</p> <p>An event such as Manifesto clearly aligns with all 4 themes of the Framework.</p>

2	Key Issues
2.1	<p>Since the development of the original bid, the potential for Manifesta is further strengthened by a clear synergy with the Cultural Framework for Belfast and the importance of developing the infrastructure of the visual arts sector in the City. Furthermore an event and programme such as Manifesta builds on the opportunity for the visual arts sector to successfully compete as part of the creative industries.</p>
2.2	<p>Manifesta continues to offer a strong proposition for the City including:</p> <ul style="list-style-type: none"> - 100,000 visitors - 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.) of 4.2m Euro - Local employment

2.3	<ul style="list-style-type: none"> - 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 - Significant community engagement and development of local, national and international audiences <p>The research undertaken highlighted the need to carry out a further options and economic appraisal to assess the viability of any bid and consider whether other options for a world class event for the visual arts sector should be considered. The deadline for submission for a bid for 2018 is March 2014.</p> <p>Arts Council of Northern Ireland and Derry City Council continue to be committed to completing this research by commissioning a final options and economic appraisal.</p>
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3	Resource Implications
3.1	Financial £5000 contribution towards an economic appraisal to be found from within budget for 13/14. The total cost would be £15,000 to be shared equally by all three partners. (A contribution of £5,000 from Derry City Council and £5000 from Arts Council of Northern Ireland.)

4	Equality and Good Relations Considerations
4.1	There are no Equality and Good Relations Considerations attached to this report.

5	Recommendations
5.1	It is recommended that Members: Consider approval of £5,000 to be found from with TCA budgets for 13/14 to carry out an economic appraisal on Manifesta bid and alternative options.

6	Decision Tracking
Further to approval, an update report in relation to final findings and recommendations will be brought to Committee.	
Timeframe: January 2013	Reporting Officer: Shirley McCay

7	Key to Abbreviations
TCA: Tourism, Culture and Arts	

8	Documents Attached
None	

