



Subject:	Support for NI Hospice Public Art Project
Date:	8 th September 2021
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Eimear Henry, Senior Manager, Culture and Tourism

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of Main Issues
1.1	The purpose of this report is to: <ul style="list-style-type: none">- update Members on Elmer's Big Belfast Trail – a public art event in 2022 coordinated by Northern Ireland Hospice.- request that Members consider supporting this event in Belfast.
2.0	Recommendations

2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> - Note the contents of the report and agree to Belfast City Council to act as an official sponsor of the initiative at a cost of £35,000.
3.0	Main Report
3.1	<p>Northern Ireland Hospice is a local charity which has been caring for critically ill babies, children and adults in the region for over 40 years. They are collaborating with Wild in Art and Andersen Press to bring David McKee's popular children's character Elmer the Patchwork Elephant to life during 2022, through a physical and online trail to celebrate the 21st anniversary of their children's in-patient unit - Horizon House. Elmer's Big Art Parades have taken place previously in Suffolk, Maidstone and London since 2019.</p>
3.2	<p>A herd of around 60 elephant sculptures will be colourfully decorated by local artists working with young people and community groups and will be positioned around key landmarks across Belfast and NI from June 2022 before being auctioned off for charity in October 2022. This is a similar event to the CowParade in Belfast in 2012 when Council provided £35,000 of funding and hosted 15 cows as a presenting partner.</p>
3.3	<p>Through delivering this largescale public art event in Belfast, Northern Ireland Hospice note that the event is likely to:</p> <ul style="list-style-type: none"> - Generate an estimated £20million economic impact including £1million media value through national and regional media coverage (note that similar projects such as Manchester's 'Bee in the City' (2018) and Birmingham's 'The Big Hoot' (2015) generated over £30million economic impact) - One million visitors across ten weeks and one million interactions via the trail app - engage more than 10,000 local schoolchildren in over 30 schools - offer employment to artists and showcase local and regional artists - promote health and wellbeing (majority of visitors to 'Bee in the City' said the trail helped them to spend more time with their family)
3.4	<p>Belfast's cultural strategy <i>A City Imagining</i> has set out a commitment to developing a diverse city with vibrant public and cultural spaces. As identified in the strategy one of the city's challenges is to create the conditions whereby Belfast's open spaces and cultural venues offer opportunities for diverse encounters with different cultures, ethnicities, lifestyles, ideologies and attitudes. This public art event will enable artists to work with local people and businesses to tell their story.</p>

3.5	<p>The project will contribute to the aims set out in the Belfast Agenda, <i>A City Imagining</i> and the City Recovery Plan</p> <ul style="list-style-type: none"> - the trail will be an attraction which will help animate the city, attract footfall and spend by locals and visitors, and encourage people to discover new spaces - complementing the Playful City initiative, the Trail will create art in the public realm, help improve the quality, accessibility and openness of public spaces - involve the cultural sector in the promotion and positioning of the city, by offering employment to local artists - create opportunities for artists and citizens for virtual collaboration, networking and new user experiences, and foster creativity in young people - facilitate connections between enterprise and culture
3.6	<p>Officers will provide additional support to Northern Ireland Hospice to connect with local groups and with artists and help promote the event. Some of the sculptures may be situated at Council owned or managed locations such as City Hall, parks, etc. Locations have not yet been discussed and Council has not been asked to contribute financially to the installations.</p>
3.7	<p>Sponsorship package options offer a range of different benefits:</p> <ul style="list-style-type: none"> - Elmer sponsor – includes use of Council logo on one elephant (£7,000) - Premium Elmer sponsor – includes bespoke design of one sculpture and optional staff engagement (£10,000), - Official Sponsor (£35,000) – as above as well as recognition as one of a maximum of 10 official sponsors to be accredited in public and media campaigns. - Presenting Partner (£70,000) – as above however limited to 2 presenting partners, with increased profile and bespoke design of 3 sculptures.
3.8	<p>Official sponsorship is recommended to align with strategic priorities and relevant city messaging during summer 2022.</p>
3.9	<p><u>Financial & Resource Implications</u></p> <p>Official sponsorship at a cost of £35,000 will be allocated from existing departmental budgets. In kind support to Northern Ireland Hospice on the project can be accommodated within existing staff resources.</p>

3.10	<u>Equality or Good Relations Implications / Rural Needs Assessment</u> Officers will work with Northern Ireland Hospice to ensure that they engage with a wide range of groups and artists across the city. There are no Rural Needs implications.
4.0	Appendices – Documents attached
	None