

## Appendix 1

<b>Committee(s):</b>	<b>Date(s):</b>
City Arts initiative	10 Feb 2014
<b>Subject:</b> A major visitor opportunity for the City with charitable purpose	<b>Public</b>
<b>Report of:</b> Director of Culture, Heritage and Libraries	<b>For Decision</b>
<b>Summary</b>	
<p>The City Corporation has been approached by Wallace and Gromit's Children's Charity to place 50 <i>Shaun the Sheep</i> sculptures around the Square Mile for an 8-10 week period in March/April 2015 so creating a sculpture trail. In the July following, it is proposed that a similar <i>Shaun the Sheep Trail</i> is delivered in Bristol. At the end of the Trail period, the sculptures from both cities will exhibited at a London venue then sold to raise funds for charity. Details of the project are contained in the Proposals Checklist Form (appendix 1).</p> <p>This report is written in support of the project and highlights the significant benefits it could achieve for the City. An initial meeting has taken place between the Trail's producers and Officers responsible for the permissions and consents required for delivering it. Officers were unanimous in their endorsement of the Trail going forward and raised no objections, logistical or otherwise.</p>	
<b>Recommendation(s)</b>	
Members and Officers of the City Arts Initiative are asked to:	
<ul style="list-style-type: none"><li>• Approve the proposal for future consideration by the Culture, Heritage and Libraries Committee (CHL).</li></ul>	

## Main Report

### Background

1. The City Corporation has been approached by Wallace and Gromit's Children's Charity working in partnership with Aardman Animations and Gromit Unleashed, to place 50 x 5ft *Shaun the Sheep* sculptures (each designed by a known artist or celebrity) around the Square Mile for an 8-10 week period in April/May 2015, so creating a sculpture trail.
2. In July/August 2015, it is proposed that a *Shaun the Sheep Trail* is delivered in Bristol and that together these form "A Trail of Two Cities". At the end of the Trail period, the sculptures will be exhibited at a London venue (potentially within the City) and then sold to raise funds for Children's hospitals in Bristol and London. It is proposed that this auction is held in the City, taking place in the October.

## Appendix 1

3. The Trail celebrates the release of the first ever full-length *Shaun the Sheep* movie in March 2015 and the possibility of this premiere taking place at the Barbican has been discussed and forms part of the project proposal. It has been noted by the City Arts Initiative that the Sheep must not, in any way, be seen as an advertisement for the movie and that these two elements of the project should be kept separate.
4. All relevant information is given on the appended Proposals Checklist Form. It is worth noting that a previous and similar exhibition - *Gromit Unleashed* - took place in Bristol last year and generated 1.2 million visitors, £2.3m for charity and a total economic impact of £123m to the local economy.
5. Many trails of this nature have taken place in the City and at other sites across the country in recent years. Eggs, elephants and donkeys are all examples, each bringing funds and profile for the charities they supported.
6. Members and Officers will also remember the Wenlock and Mandeville sculptures that were located about the City and London during the 2012 Games and of how hugely popular they were with visitors, particularly children and families.
7. The *Shaun the Sheep* Trail is the first manifestation of a well-known character since the Wenlock and Mandeville outing and – given Olympic displacement which actually saw visitor numbers diminish in the City during the Games – is singularly the most significant and beneficial opportunity for the City in terms of visitor profile and economic impact yet.

## Current Position

8. A group of Officers responsible for City Corporation event, planning and advertising consent and permissions, visitor development, communications and Barbican programming (the latter in relation to the *Shaun the Sheep* film premiere, see item 3) met with the project organisers in January 2014. Officers were unanimous in their endorsement of the project, noting its ability to deliver significant benefits for the City Corporation and the City more generally.
9. The City Arts Initiative met to discuss the *Shaun the Sheep* proposal in February 2014 and members were unanimous in their recommendation to allow the project, subject to the approval of the CHL Committee. The caveat to this (discussed under item 3 above) being noted.

## Proposals

10. It is proposed that, given the strength of the benefits outlined below, the *Shaun the Sheep Trail* is supported by your Committee.
11. The benefits of allowing it to go ahead include:
  - a. extensive media coverage for the City as a visitor destination driving footfall and income for our retail, hospitality, cultural and visitor sectors, noting the gains highlighted in item 4;

## Appendix 1

- b. prestige for the City in being chosen as host along with Bristol (home of Aardman Animations), and especially for the Barbican as the potential venue for the London premiere of the film;
- c. profile for the City's business events industry, noting that the auction is likely to take place in the City at the end of the Trail and will require a large conference / trade show space – the premiere (item 3) and auction are likely to generate significant media coverage;
- d. a potentially significant rise in family audiences for the visitor City, these being an underrepresented group in our audience make-up and a priority target as per our Visitor Strategy 2013/17 (item A1.9);
- e. a mechanism through which we can extend our welcome to Chinese visitors (another target audience of our Visitor Strategy) during their Year of the Sheep (2015), noting that the Chinese spend three times more in our retail and attractions than the average visitor;
- f. the enlivening of our streets and open spaces as per the objectives of our Cultural Strategy 2012/17;
- g. positioning the City within London as a major destination through the placement of sheep at other London locations directing visitors to us;
- h. Greater footfall at our attractions who will be offered sheep to put in their venues at a rate discounted from that offered to businesses (visitors "collect" sheep through an app and photographs; locating sheep in venues encourages visitors to venture into the attraction).

## Corporate & Strategic Implications

- 12. The proposal aligns with our Corporate Plan 2013/17 (KPP5) in that it delivers the objectives described in our Visitor and Cultural Strategies, as outlined in item 11 above
- 13. The proposal also aligns our Community Strategy (the vibrant and culturally rich theme) in that it delivers arts and culture attractive to children and young people and promotes walking (by encouraging visitors to follow the trail) as per the medium term priorities set out under this theme.

## Implications

- 14. No financial implications are anticipated for the City Corporation other than the waiving of nominal fees for some elements of the permissions process, marketing support and staff time facilitating the project – all costs for this can be met locally.

## Conclusion

## Appendix 1

15. The *Shaun the Sheep Trail* is a massively exciting opportunity for the City. It will help to increase the City's profile as a destination significantly and will deliver increased footfall and economic benefit for our retail and attractions. This footfall is likely to include under-represented and target audience groups such as children and families.
16. The prestige and reputational benefits of hosting the Trail are significant and Members and Officers are recommended to consider these fully when deciding whether to approve the proposal.
17. As per item 7, the City Corporation's Visitor Development Team view this proposal as singularly the most significant and beneficial opportunity for the City in terms of visitor profile and economic impact yet received by us.

## Appendices

- Appendix 1 - New Public Art Proposals - Checklist received from the Wallace and Gromit Children's Charity

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## Appendix 1

Appendix 1.



### New Public Art Proposals - Checklist City Arts Initiative

This form should be completed in the first instance when approaching the City of London Corporation about a proposal for public art on City lands within the City of London boundary. The information requested will allow the proposal to be assessed in principle by the City Arts Initiative group.

This group consists of City of London Members, senior officers as well as representatives from its key institutions and the business community. The group's remit is to consider proposals for both temporary and permanent works of public art in the City of London, and to make recommendations to the City of London's Culture, Heritage & Libraries Committee and Service Committee(s) as appropriate.

City of London Officers processing this checklist may contact you if they have any queries. Please email the completed form to [publicart@cityoflondon.gov.uk](mailto:publicart@cityoflondon.gov.uk) along with any supporting documentation. The City Arts Initiative meets on a quarterly basis. Once your proposal is discussed, you will be contacted accordingly.

Please note that you may also need to apply for other individual permissions as required (including Planning Permission, Licences etc). City of London officers will be able to confirm these requirements as part of this process.

#### APPLICANT DETAILS

Contact Name:	[REDACTED]	Application Date	14/01/2014
Company:	Wallace & Gromit's Children's Charity	Fax No.	
Address:	The Hub, 5 Torrens Street, Angel London, UK, SW4 0LD	Tel No.	[REDACTED]
		Mobile No.	[REDACTED]
Email:	[REDACTED]	Preferred day time contact:	10:00 -18:00

## Appendix 1

<p><b>PROPOSAL DETAILS</b></p>	
<p><u>Title of proposal</u></p>	<p>TBC working Title Shaun in the City</p>
<p><u>Is the proposal being submitted on behalf of others? And if so who or what company?</u></p>	<p>This proposal is being submitted on behalf of Wallace &amp; Gromit's Children's charity in partnership with Aardman Animations and Gromit Unleashed.</p>
<p><u>Brief description of the proposal (Please refer to any supporting documentation as needed and ensure a visual of the proposal is included as part of this submission).</u></p>	<p>To position fifty 5ft <i>Shaun the Sheep</i> fibreglass sculptures uniquely designed by artists and celebrities in the square mile for an 8 - 10 week trail, coinciding with the long awaited first feature film of <i>Shaun the Sheep</i>, which has a multi-million fan base worldwide. The trail will culminate in a 2 week exhibition of the sculptures in the City of London and VIP auction where the proceeds will be donated to <i>Wallace &amp; Gromit's Children's Charity</i> to help sick children in hospitals and hospices across the UK.</p> <p>This project follows on from the hugely successful <i>Gromit Unleashed</i> public arts trail which took place in Bristol in 2013, engaging over 1.2 million visitors, receiving national and international media coverage and raising over £2.3m for charity. The total visitor spend and economic impact of the <i>Gromit Unleashed</i> project was £123million to the local economy.</p> <p>We will work closely with both regional and national tourist boards and media partners to promote the 2015 <i>Shaun the Sheep</i> trail to a regional, national and international audience, generating huge numbers of visitors to the square mile. The square mile trail could be supported by a 'rogue flock' of 10 sculptures positioned in iconic London venues, directing visitors to the square mile trail.</p> <p>This is also a fantastic way to celebrate the Chinese Year of the Sheep in the city with Shaun the sheep themed activities and celebrations, engaging both the local community and visitors to the area.</p>
<p><u>Brief description of the artistic merits of the proposal (Please refer to any supporting documentation as needed and ensure a visual of the proposal is included as part of this submission).</u></p>	<p>Led by the internationally renowned <i>Aardman Animations</i>, <i>Shaun the Sheep</i> sculptures standing 5ft high will be individually designed by leading artists and designers and will form a trail of fifty unique pieces of art in the city for eight to ten weeks. Each Shaun sculpture will be handcrafted from fibreglass with steel reinforcement in the legs, ears and tail, with a weight of approximately 30-40kg per sculpture.</p> <p>As well as inviting famous artists, designers and celebrities to create a <i>Shaun the Sheep</i> sculpture, we will also hold an open call for submissions from artists from all over the world. As with <i>Gromit Unleashed</i>, we expect the calibre of designs to be extremely creative and to a very high standard. We will provide chosen and invited artists with a blank sculpture and through the design selection process ensure the artists use a broad range of mediums and ideas to make the project as visually diverse as possible.</p> <p>Our <i>Gromit Unleashed</i> sculptures attracted world class artists and illustrators including Disney Pixar, Sir Quentin Blake, Raymond Briggs, Sir Peter Blake, Gerald Scarfe, Nick Park CBE and Axel Scheffler who created <i>The Gruffalo</i>, as well as top designers and brands such as Paul Smith, Cath Kidston and celebrities such as Jools Holland, Joanna Lumley, Harry Hill and Zayn Malik of <i>One Direction</i>.</p>

## Appendix 1

	<p>This is a fantastic opportunity to bring accessible on street art to the City of London.</p>
<p>Does the proposal have funding and/or sponsorship? Please state details, including how funding will be sought if needed.</p>	<p>We will recruit a sponsor for each sculpture, for which we hope members and businesses in the square mile will engage with our project and choose to sponsor a statue for the 8 - 10 week trail.</p> <p>We are currently looking for a lead sponsor to market and promote the trail as well as media and advertising partners.</p>
<p>When is the proposal for and how long will it be on site?</p>	<p>The proposal is for March - April 2015 and will be on site for 8 - 10 weeks.</p>

## Appendix 1

<p><u>There is the proposal to be sited and why was this location chosen?</u></p>	<p>The sculptures will be placed throughout the square mile. We hope to place the sculptures in the square mile as a fantastic location to engage the public, businesses and visitors. We feel the location truly celebrates the 'Best of British' and iconic London, and has great synergy with the forthcoming Shaun the Sheep movie, released in March 2015.</p>
<p><u>What is the size and dimensions of the proposal, including its weight? Are there any structural requirements?</u></p>	<p>Each of the Sculptures will be approx 1200 mm high and 1500mm long and 1000mm wide, subject to Aardman Animation approval. We hope to have a prototype in March 2014. . Each Shaun sculpture will be handcrafted from fibreglass with steel reinforcement in the legs, ears and tail, with a weight of approximately 30-40kg per sculpture. Each sculpture will be fully load tested in production.</p>
<p><u>Is the proposal part of a series and/or related to something else in the City, or is it a one off?</u></p>	<p>This will be the first trail of Shaun the Sheep in any city in the world. We hope to have a complimentary trail in Bristol, building on the success of our London trail with 50 further <i>Shaun the sheep</i> sculptures appearing in Bristol over the Summer of 2015 and unite these sculptures with the London trail sculptures for an exhibition in London in September 2015 and then ultimately, an auction in October 2015 to raise funds for the charity.</p>
<p><u>What are maintenance requirements if any for the proposal? Are there any maintenance contributions to be provided (in kind, monetary or other)?</u></p>	<p>Each sculpture is ideally to be covered by CCTV.</p> <p>We could provide a maintenance team to be on hand to check the sculptures weekly for any wear and tear / damage, however any support that could be given in this area would be greatly appreciated.</p> <p>A point of contact will be needed to ensure regular and easy access to the sites of the sculptures.</p>
<p><u>Does the proposal have any special requirements?</u></p>	<p>Installation and de-installation of the sculptures will take place with a Fork Lift and trailer. This would ideally take place after midnight when there are no crowds and with minimal interruption to businesses. We would request help with access to sites.</p>
<p>Please provide any other comments you may require:</p> <p>This is an exciting opportunity to be part of an extremely unique trail for London, with the much loved family character <i>Shaun the Sheep</i> which has a huge fan base world wide and will be releasing his first feature length film in March 2015.</p> <p>This project will engage, and deliver, visitors from all over the world, promoting the City of London as a must see destination. It will also attract world class artists and celebrities to take part in this unique arts trail accessible to the whole community which will unite and engage businesses and members of the City of London Corporation. This is a unique opportunity to celebrate the Chinese Year of the Sheep which also offers the opportunity to bring a series of live events to the city of London including the <i>Shaun the Sheep</i> movie premiere and our champion sheeps family contest.</p> <p>This will be a trail of two cities, uniting London and Bristol to be supported by an additional element, a national schools design programme, which could engage an entire nation of children and families in our trails as well as place the City of London at the forefront of innovation and design, making art accessible to all.</p> <p>All money raised from the auction of the <i>Shaun the Sheep</i> Sculptures will be donated to children's hospitals and hospices across the UK including Richard House Children's hospice, The Whittington</p>	



## Appendix 1

hospital, Guys & St Thomas' and Kings College Hospital, all in London.

**For office use only:**

**Approved      Refused**

**Forwarded                      to                      relevant                      departments**

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**Comments of City Arts Initiative Meeting / Date:**