



Subject:	Request to host the NI Crafting Collective at Belfast Zoo
Date:	14 October 2015
Reporting Officer:	Rose Crozier, Assistant Director Parks and Leisure
Contact Officer:	Mark Challis, Zoo Manager

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
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	Belfast Zoo has received a proposal to host the NI Crafting Collective at Belfast Zoo. This report seeks approval for the event with the charges as outlined in the document.
2.0	Recommendations
2.1	Members are asked to note the report and approve the request for the Zoo to host the NI Crafting Collective applying the charges outlined in the report, subject to compliance with all statutory and legal requirements.
3.0	Main report
3.1	<p>In recent years, Belfast Zoo has investigated the possibility of hosting a craft event at the Zoo, with individuals hiring space at the fair for craft stalls.</p> <p>The Zoo has recently been approached by the NI Crafting Collective. The group is a collaboration of crafters and artisan food makers who are local and attend local events.</p> <p>The NI Crafting Collective is keen to provide an additional element to existing zoo events or to provide their own stand-alone, bespoke events in which they will sell their wares.</p> <p>The NI Crafting Collective has provided a similar set up at Crumlin Road Gaol, ASDA's 50th anniversary and the Strangford Festival.</p> <p>Through the collective, there could be up to 15-20 stalls onsite at any event.</p>

3.2	<p>It is proposed that trial events are held during the 2015 Christmas period on the following dates:</p> <ul style="list-style-type: none"> • Saturday 12 December • Sunday 13 December • Saturday 19 December • Sunday 20 December • Monday 21 December <p>The NI Crafting Collective has confirmed that approximately 15 to 20 exhibitors / stall holders will be available on these dates.</p>
3.2	<p>Once the trial has been completed we aim to add this proposal to the visitor experience for additional dates in 2016 as part of the zoo's annual events calendar. Potential dates include:</p> <ul style="list-style-type: none"> • Sunday 6 March 2016 – Mothers Day • Saturday 2 and Sunday 3 July 2016 – Family fun days • Saturday 27 and Sunday 28 August 2016 – Back to school madness • Saturday 29 October – Boo at the zoo • Saturday 10, Sunday 11, Saturday 17, Sunday 18 and Friday 23 December – Christmas at the zoo.
3.4	<p><u>Benefits of working with the NI Craft Collective</u></p> <ul style="list-style-type: none"> - Supporting local – all members of the crafting collective are local, products are handmade locally or some members are artisan food makers. - A unique visitor experience – These craft fairs will not only provide an added element to our existing events but can also be run as stand-alone events. All crafts and foods on sale can be customised for the zoo product and each crafter can provide unique animal-themed, zoo-themed or seasonal products which can be found nowhere else in the world. - Interactivity and entertainment - there is also a level of interaction through these events as some members let visitors help decorate biscuits, create crafts, etc.

- **Authenticity** – As a visitor attraction, one of our target audiences is tourists. Due to the local nature of the crafters and the items for sale, all visitors will be provided with an authentic Belfast/Northern Ireland experience.

- **Access to and management of crafters** – all elements of these events/fairs will be managed by the NI Crafting Collective, e.g. registration, insurance, costs (e.g. they will provide a marquee for the event at no cost to the zoo or Belfast City Council), financial management (i.e. floats), quality control, managing stall holders (in line with the zoo’s code of conduct and standards of behaviour), set up, clean up, refunds, follow up procedures, health and safety, risk assessments and all other logistics. All of this will be done in consultation with the zoo team to ensure that protocols and procedures are adhered to.

- **Financial** – there will be no cost to the zoo as all costs (e.g. marquee) will be covered by the NI Crafting Collective. There will be no requirement for heating or electricity for stalls.

- **Commercial revenue streams** – there will obviously be a cost incurred for the NI Crafting Collective for use of the site, access to our visitors, etc. This will bring revenue to the zoo through an agreed payment (e.g. commission, site fee, etc).

3.5

Pricing/charges

Other BCC sites:

- St George’s Market – the market charge £14 per stall per day with attendance, on average, of 6000 per day.
- Spring Fair – BCC charge £82.50 per stall for two days (with marquee space) with attendance, of approximately 3,500.

For the first event, the NI Crafting Collective element will be a trial and it is therefore proposed that £12 per stall is a reasonable charge for the following dates:

- **Saturday 12 December**
- **Sunday 13 December**
- **Saturday 19 December**

- **Sunday 20 December**
- **Monday 21 December**

On average during the 2013 and 2014 Christmas dates, the zoo welcomed approximately 446 visitors per day. Due to the lower footfall than the comparative BCC events, we anticipate charging a proportionally lower stall fee than other BCC sites, for the Christmas event fair, i.e. £12.

For 15 to 20 stall the cost to the NI Crafting Collective will therefore be £180 per day. With five Christmas dates this will be £900 overall.

After the Christmas trial, we will complete a full evaluation to direct future decision making, pricing and logistics of working with the NI Crafting Collective. As part of this evaluation, we will acquire feedback from stall holders, including sales figures.

Based on this information and with the footfall of each date in mind, we will set a more accurate and reflective price for the other proposed dates which will be in line with the other BCC sites. For example for July and August dates a higher stall fee of £14 will be charged in line with the higher footfall.

A site rental fee may also be charged for these future events which require a marquee and space to locate this.

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4.0	Appendices – Documents Attached
4.1	None