

JUNGLE CITY EDINBURGH

Summary

1. This paper seeks the SPCB's views and approval on whether they wish to support the outdoor art event, *Jungle City Edinburgh*, a city-wide project being organised by the Elephant Family charity to raise awareness of and funding for a number of Asian wildlife conservation projects.
2. If SPCB are minded to approve this event, the Paper additionally seeks approval of a proposal brought forward by Tricia Marwick MSP, to display the *Great Glenrothes Hippo Parade* fibreglass sculptures, decorated by 18 primary schools, as part of an event and also as a temporary display in the Main Hall and Garden Lobby in conjunction with the external display of *Jungle City Edinburgh* sculptures.

Contact: Roy Devon, ext 86701.

Background

3. The Events and Exhibitions Team have received a proposal from the charity Elephant Family, who last year organised the outdoor art event, Elephant Parade London, involving the installation of over 260 fibreglass elephants across the city during the summer. The event raised over £4million for Asian elephant conservation.
4. They are now organising a similar event, *Jungle City Edinburgh*, to take place in September this year, with the aim of raising awareness and funding of £1million for a number of conservation projects across Asia. Installation will take place across Edinburgh on Monday 5 and Tuesday 6 September and de-rig on Tuesday 27 and Wednesday 28 September.
5. A number of high-profile artists and designers are involved with the project with specific sculpture designs yet to be assigned to locations. Fibreglass sculptures installed across Edinburgh will include crocodiles, hornbills, orangutans, tigers and elephants. The organisers will consult with the Events and Exhibitions Team to select the most relevant designer(s) and sculptures for the Parliament. They are at present proposing the installation of fibreglass crocodiles for the Parliament, around the ponds in the public landscaped areas. Attached (**Annex A**) is an image of some of the fibre glass sculptures created for the project.
6. Marketing for the event will take the form of a free public route map including all organisations who confirm their participation before

Sunday 3 July. We know from informal feedback by visitors that many visit the Parliament as a result of passing by the area, so this additional marketing and reason to visit the area may result in additional visitors to Parliament.

7. The event organisers are still developing possible incentives for visitors to visit every sculpture on the route, such as a free pack for every child visitor, and there may be potential retail tie-ins for the Parliament Shop such as miniatures of the animal sculptures.
8. In 2006, the SPCB supported the city-wide outdoor art event *Cow Parade*, with the installation of Salty the Cow in the landscaped areas.
9. *Jungle City Edinburgh* spearheads projects partnered with Wildlife Trust of India, Wildlife Protection Society of India, Nature Conservation Foundation, Wildlife Society of Orissa, Elephant Conservation Network, Veterinary Society for Sumatran Wildlife Conservation and Golden Triangle Asian Elephant Foundation. Other charities taking part with the project include WWF Scotland, Edinburgh Royal Botanic Garden, Sumatran Orangutan Society, Orangutan Foundation and Care for the Wild International. Each of these charities has adopted a sculpture for the exhibition and will receive the proceeds from the auction of that sculpture to spend on their own conservation projects. Elephant Family takes nothing from these sales.
10. The *Great Glenrothes Hippo Parade* is an art event that was organised by the Kingdom Shopping Centre and realised in partnership with Fife Council, the Glenrothes Town Twinning Association and 18 primary schools. The project was a tribute to an original installation of concrete hippos in the town and involved each local school adopting a hippo and painting it with their own design; the hippos were then displayed in a 'parade' through the shopping centre. Shoppers were invited to vote for a favourite, with the winning school receiving £500 and adoption of the hippo enclosure at Edinburgh Zoo. The Parade was delivered as part of celebrations of the 40th anniversary of the twinning of Glenrothes with Boblingen, Germany.
11. It is proposed that a Garden Lobby reception is held to recognise the involvement of all involved in the project, including the 18 schools and representatives from Edinburgh Zoo, at which all 18 sculptures would be displayed. It is also suggested that a number of sculptures are also selected for display in the Garden Lobby and Main Hall for the duration of *Jungle City Edinburgh*. Attached (**Annex B**) is an image of the 18 fibre glass sculptures decorated by the 18 primary schools.

Resource Implications

12. No direct costs as all associated costs for installing and removing will be met by the project organisers. There would be staff time required from the Events and Exhibitions Team with minimal support from other offices including the Health and Safety Manager, Legal Team and Media Relations Office to support the installation of the fibreglass sculptures and promote our involvement in the project.

Governance issues

13. The organisers at Elephant Family have Public Liability Insurance in place for members of the public and the sculptures themselves and we will additionally seek a written indemnity to protect the SPCB from any risk.
14. A site visit will be set up to discuss the relevant Health and Safety and legal issues with the organisers. The organisers have advised that sculptures will be installed on plinths weighted down by concrete up to 500kg to help ensure safety and security. Sculptures will also be treated with anti-graffiti varnish to allow for easy removal of graffiti. There will be an Edinburgh based team who can undertake repairs, including an 'animal hospital' for more extreme repairs, usually undertaken within two days.

Publication Scheme

15. This paper can be published.

Next steps

16. If the SPCB decide to approve participation in *Jungle City Edinburgh* and approve the display of one or two fibreglass sculptures in the public landscaped areas, the Events and Exhibitions Team will advise the organisers before the July deadline to ensure inclusion in all promotional materials; set up a site meeting in early August to discuss the practical, H&S and legal requirements around the installation, display and de-rig of the sculptures; liaise with colleagues in Media Relations Office on publicity for the event; and work with the organisers and Health and Safety Manager to select one or a few sculptures appropriate for display in the landscaped areas.
17. If the SPCB further approve that a number of the *Great Glenrothes Hippo Parade* fibreglass sculptures are displayed in the Main Hall and Garden Lobby in conjunction with the external display of *Jungle City Edinburgh* sculptures, the Events and Exhibitions Team will advise the organisers and liaise with them accordingly ensuring all practical, H&S and legal requirements around the installation, display and de-rig of the sculptures is considered appropriately.

Decision

18. The SPCB is invited to:

- 18.1 agree to support the *Jungle City Edinburgh* project and approve the staff time required to support it; and
- 18.2 to approve the display of a number of the *Great Glenrothes Hippo Parade* fibreglass sculptures in the Main Hall and Garden Lobby in conjunction with the external display of *Jungle City Edinburgh* sculptures.

ROY A S DEVON
Events and Exhibitions Team
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Jungle City Edinburgh - Fibre Glass Sculptures (examples)



Great Glenrothes Hippo Parade - Fibre Glass Sculptures

