

EXETER CITY COUNCIL

SCRUTINY COMMITTEE - ECONOMY 2 MARCH 2006

EXETER AUTUMN FESTIVAL 2005

1. PURPOSE OF REPORT

- 1.1 To report on the evaluation of the Autumn Festival in 2005, which took place between 3 and 19 November 2005.
- 1.2 To seek support for the proposal for the development of the Autumn Festival in 2006 to take place between 3 and 19 November 2006.

2. BACKGROUND

- 2.1 Exeter City Council supports a wide-ranging portfolio of events throughout the year, both directly as producer, and by contributing to project funding. In relation to Festivals, the core Council objectives, as defined in the Exeter Vision, which provide the context for future delivery, are:
 - A cultural and fun place to be, to establish Exeter as a major cultural and leisure centre in the region increasing the vitality of the city for the enjoyment of both residents and visitors.
 - A city of strong communities, to ensure Exeter is a city where every resident is to play a full and active part in its social, economic, political and cultural life
 - A learning city, to generate a culture of learning in Exeter, raising the quality of education and training for everyone in order to maximise personal achievement, promote social inclusion and support economic development
- 2.2 The Autumn Festival is still a relatively new festival proposed as part of the enhancement of Exeter Festivals in the report to Scrutiny Committee Economy in November 2003. The aim of the Autumn Festival is:

“To showcase local cultural activity and encourage the growth and development of talent through participation, performance and creativity”
- 2.3 The key objectives of the Autumn Festival are to:
 - programme events delivering complementary activities to the summer festival, encompassing arts, sport, food and drink involving local performers, groups and other producers
 - merge Fringe type events that have been delivered during the festival period in July, providing the voluntary, amateur and semi professional sector with a platform from which to showcase their work
 - facilitate the development of locally produced activities and acts in an advisory capacity to support amateur and voluntary groups in developing and managing cultural projects
 - support primary, secondary and special needs schools in celebrating their arts provision

3. AUTUMN FESTIVAL 2005

- 3.1 The programme for the Autumn Festival 2005 involved 43 different organisations promoting a mix of amateur, semi-professional and professional events in 29 different venues across the City. The festival was programmed and delivered by Exeter City Council working in collaboration with voluntary organisations, venues and promoters.
- 3.2 The programme of 106 events was made up of 87-ticketed events and 19 free events as detailed in appendix 1 attached.
- 3.3 The Exeter Autumn Festival Awards scheme was created in 2004, with the aim of encouraging and helping community groups, youth groups, clubs, organisations and individuals who want to put on an event, exhibition or activity during the festival.
- 3.4 The number of applications for this year's scheme was 17, with a total of £4200 being awarded to 14 applicants. Awards granted included £250 for the Exeter Autumn Festival Ceilidh presented by Great Western Morris, £750 for an audio/visual installation to artist Simon Belshaw for a work titled Palingensis at the X-centre whose work explored the themes of regeneration focusing on the redevelopment of Exeter.

4. EVALUATION

- 4.1 The Autumn Festival contributed to the Council's core objectives by:
 - improving the quality of life of people living in Exeter by providing the opportunity for residents to play a full and active part of cultural life through a broad range and mix of events.
 - providing cultural and leisure opportunities that are accessible to excluded groups, senior citizens, deprived families and children
 - building capacity with community groups to organise and promote events through advice, advocacy and financial support.
- 4.2 The 2005 Festival attracted 6,867 people to 43 ticketed events and nearly 33,000 to 62 free events and workshops. This compares with 5,065 people who attended 58-ticketed events and some 17,000 to 34 free events in 2004.
- 4.3 The 43 participating organisations were asked to comment on the success of their events and how they considered that participation in the Autumn Festival had benefited their organisation. About 80% of participating organisations and individuals responded to the questionnaire, compared with 35% in 2004. Some 90% of participants stated that their event went well and that they benefited from being part of the autumn festival with 14 events selling out.

Programme

- 4.4 In its second year the festival maintained its wide-ranging and inclusive programme. The high number of education events is largely due to the lantern making and singing workshops conducted by Wren Trust. The number of events in this year's festival increased by 13 to 105 and comprised the following : -

Music	32	Education	43	Exhibition	14
Dance	2	Theatre	12	Comedy	1
Literary	1				

Marketing

4.5 In order to promote the programme, 25,000 full colour programmes were distributed throughout the City and neighbouring areas. In addition the Exeter Citizen carried a 2-page feature and a festival listing. Banners were erected in the High St, Queen St and the Guildhall Shopping Centre. The website had 1,790 visitors and The Express and Echo carried various features on highlighted events and printed daily listings on all festival events. The new Express and Echo free publication "The Edge" also carried features on selected events as well as the relevant listings. Daily advertisements designed to raise awareness were also placed in the Express and Echo. An extensive press release and listing campaign was conducted targeting key Devon media organisations.

4.6 Awards Scheme

Events produced by all award winners fulfilled the required criteria by

- contributing to the range and quality of events in the festival programme
- promoting the creative talents and activities of groups or individuals within the City
- entertaining and stimulating interest from a public audience
- benefiting the local community

5.0 **FESTIVAL 2006**

5.1 In order to further develop the content and scale of the Autumn Festival, it is recommended that

- an audit be conducted of the amateur, semi-professional and professional event organisers in the City in order to encourage those non participating organisations and individuals to become involved in 2006.
- the awards scheme be continued and organisations be invited to apply in May 2006
- consideration be given to the promotion of one or two established acts or high profile events to enhance public awareness of the Autumn Festival and attract more regional press coverage

6.0 **FINANCIAL IMPLICATIONS**

6.1 The total costs of delivering the festival, as summarised below amounted to £22,797 leaving a surplus of £3,403, the allocated budget being £25,000 with an additional £1,200 having been raised in sponsorship.

Expenditure

Marketing	£12,620
Awards	£4,650
Artist fees	£5,827
Total	£22,797

Income

Sponsorship	£1,200
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Exeter City Council	£25,000
Surplus	£3,403

7.0 RECOMMENDED that

7.1 The report on the Autumn Festival 2005 be noted.

7.2 Support be given to develop proposals for the delivery of a 16 day Autumn Festival for 2006.

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HEAD OF ECONOMY AND TOURISM

ECONOMY AND DEVELOPMENT DIRECTORATE

Local Government (Access to Information) Act 1985 (as amended)

Background Papers used in compiling the report:-

None

Autumn Festival Programme Analysis

In summary 43 organisations were involved in promoting 105 events attracting a total audience of 39,605

Event	Participants		Workshop	Genre
(*) Number of performances events if more than 1	Ticketed	Free	Participants	
The Proclaimers	600			Music
Quodlings Delight	43			Music
Exeter comedy club	250			Comedy
Parallax Beat brothers	30			Music
Family funday			370	Workshops
Twisted folk	280			Music
The Jewish Voice	80			Music
Celtic Folk		200		Music
Worldbeat		200		Music
Life is		30		Theatre
Sarveena	30			Music
Blackdown Baroque	70			Music
Soc. of Recorder Players, Recital	50			Music
Right, Left & Centre	58			Poetry/prose
Maynard School Recital	90			Music
Don Giovanni	125			Opera
Autumn Choral concert	132			Music
Susheela Raman	172			Music
D'Accord	125			Music/dance
Bonjour Bob (10)	1200			Theatre
GaGa	500			Music
Caroline Harris Recital	14			Music
Music for Remembrance	60			Music
From Taiko to Zydeco	80			Music
Ceilidh	140			Music/dance
NuGospel	cancelled			cancelled
Words of wonder		20		Theatre
Balalaika	28			Music
Music by Exeter composers	150			Music
Handel: Messia	900			Music
Hilary James& Simon Mayor	80			Music
Acoustic Ladyland	320			Music
On be Alf of the working classes	50			Theatre
Events (continued)			Workshop	Genre

	Participants			
(*) Number of performances events	Ticketed	Free	Participants	
Lantern - Workshops (41)			291	Workshops
Images for Guitar	27			Music
The Bays plus Will Saul	350			Music
Lura	173			Music
A Taste of Taiko (2)			27	Music
Exeter Symphony Orchestra	180			Music
City Steam Jazz band	110			Music
Festival of Brass	70			Music
King Pleasure & the Biscuit Boys	300			Music
Palingenesis an Installation		250		Exhibition
Digital Gallery II		300		Exhibition
Their Past Your Future		20000		Exhibition
The Hospital		Unkno wn		Exhibition
Pretty, Pretty Beauty		40		Exhibition
Devon Landscape		9898*		Exhibition
Dragonflies for the Dart		As Above	*	Exhibition
For Some Good measure		As Above	*	Exhibition
Spotlight On Victor Pasmore		As Above	*	Exhibition
Folk Archive		892		Exhibition
Hand Decoration Day		25		Exhibition
Airbrush Art Demo		30		Exhibition
David Pyne - the Making of Sense		90		Exhibition
Anne Radu		75		Exhibition
Total	6867	32050	688	

Number Of Events

105

Total Attendees

39,605

*9898 covers visitor figures for all RAMM exhibitions during the autumn festival period