

It is considered unlikely that the Committee would wish to exclude the press and public during consideration of the items on this agenda. If, however, the Committee were to exclude the press and public, a resolution in the following form should be passed.

“**RECOMMENDED** that, under Section 100A (4) of the Local Government Act 1972, the press and public be excluded from the meeting for the particular item(s) on the grounds that it (they) involve the likely disclosure of exempt information as defined in paragraph(s) of Part I of Schedule 12A of the Act”.

4. **QUESTIONS FROM THE PUBLIC UNDER STANDING ORDER 19**

A period of up to 15 minutes will be set aside to deal with questions to the Committee from members of the public.

Details of questions should be notified to the Assistant Chief Executive at least three working days prior to the meeting. Further information and a copy of the procedure are available from Member Services (Exeter 265115) also on the Council web site.

<http://www.exeter.gov.uk/scrutinyquestions>

5. **QUESTIONS FROM MEMBERS OF THE COUNCIL UNDER STANDING ORDER 20**

To receive questions from Members of the Council to appropriate Portfolio Holders.

Details of questions should be notified to the Assistant Chief Executive at least three working days prior to the meeting. Further information and a copy of the procedures are available from Member Services (Exeter 265115)

MATTERS FOR CONSIDERATION BY SCRUTINY COMMITTEE - ECONOMY

6. **FESTIVALS REVIEW 2007**

To consider the report of the Head of Economy and Tourism. 1 - 30

(Report circulated)

7. **DRAFT LOCAL TRANSPORT BILL - GOVERNMENT CONSULTATION**

To consider the report of the Directorate Projects Officer. 31 - 34

(Report circulated)

8. **DEVONWIDE BUS OPERATOR AUDIT AND PLANS FOR THE DELIVERY OF THE NATIONWIDE FREE LOCAL BUS TRAVEL SCHEME**

To consider the report of the Directorate Projects Officer.

35 - 40

(Report circulated)

PERFORMANCE MONITORING

9. **ECONOMY STEWARDSHIP TO JUNE 2007**

To consider the report of the Head of Treasury Services.

41 - 46

(Report circulated)

MATTERS FOR CONSIDERATION BE MEMBERS OF THE COMMITTEE UNDER STANDING ORDER 18

10. **PUBLIC ART**

Cllr Wadham has requested that an item be placed on the agenda under Standing Order 18 for discussion in the following terms:

“that a transparent process for selection of public art and those commissioned to produce it be laid down by this Committee”.

Members are requested to determine how they would like the matter to be pursued.

DATE OF NEXT MEETING

The next **Scrutiny Committee - Community** will be held on Wednesday 7 November 2007 5.30 pm

FUTURE BUSINESS

The schedule of future business proposed for this Scrutiny Committee and other Committees of the Council can be viewed on the following link to the Council's website: <http://www.exeter.gov.uk/docs/committee/workschedule.doc>
Councillors can view a hard copy of the schedule in the Members Room.

Membership -

Councillors Fullam (Chair), Martin (Deputy Chair), Choules, Coates, Mrs Evans, Gale, Hannaford, Moore, Pettinger, Prowse, Sterry, Wadham and Winterbottom

Find out more about Exeter City Council services by looking at our web site

<http://www.exeter.gov.uk>. This will give you the dates of all future Committee meetings and tell you

how you can ask a question at a Scrutiny Committee meeting. Alternatively, contact the Member Services Officer on (01392) 265115 for further information.

Individual reports on this agenda can be produced in large print on request to Member Services on 01392 265111.

EXETER CITY COUNCIL

SCRUTINY COMMITTEE - ECONOMY 6 SEPTEMBER 2007

FESTIVALS REVIEW 2007

1. PURPOSE OF REPORT

- 1.1 To review and report back on the performance of the festivals portfolio, which comprises of the Autumn Festival, Animated Exeter, Vibraphonic and the Summer Festival.

2.0 BACKGROUND

- 2.1 The Exeter Festivals 2004 Report to Economy Scrutiny on 18th November 2003 reviewed the Council's Festivals programme and proposed creating two new distinctly targeted festivals in addition to a revised and more focused Summer Festival. This led to the development of Vibraphonic, a festival presenting a diverse mix of jazz, soul, funk, world and dance music and other activities in the spring. The Autumn Festival was also developed to showcase local cultural activity and encourage the growth and development of talent through participation and performance. Animated Exeter was not considered as part of this process as it had at that time been the subject of a recent review.
- 2.2 In 2007 the Council's festival portfolio collectively attracted an audience of over 27,000 to 148 ticketed events with a further 35,000 plus attending 130 free events. It has been acknowledged that one festival cannot cover all cultural provision and a more focused portfolio of festival adds to the breadth of cultural activity for residents as well as reinforcing the City's image as a cultural centre. Each of the festivals are reviewed in turn followed by recommendations for the future with supporting information presented on each within the appendices

3.0 AUTUMN FESTIVAL

Background

- 3.1 The key objectives of the Autumn Festival are to:
- programme events delivering complementary activities to the Summer Festival, involving local performers, groups and other producers
 - present fringe type events that were previously delivered during the Summer 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 act in an advisory capacity to support amateur and voluntary groups in developing and managing cultural projects

- 3.2 The Autumn Festival was created in order to achieve greater focus and higher profile for participating groups whilst also providing a significant opportunity for wider participation by residents and local artistes in a new event. This also contributes further to the objective of achieving a year round programme of cultural activity in the city.
- 3.3 Following a consultation exercise with community arts organisations in 2004, a common issue that concerned most participants was that the activities of local performers and groups were too often lost or hidden from the public eye because of the high profile received by core professional events during the Summer Festival. Community events clashed with core festival events competing for the same audience.
- 3.4 The Autumn Festival has also contributed to the objective of the promotion of local artistes and organisations, as identified in the Arts and Media Strategy 2004-2006 by:
- investing in a capacity building programme to enable groups to create and manage their own programmes by supporting them with financial assistance and advice where appropriate.
 - reducing barriers to participation by providing events that are accessible to those that are socially excluded such as those on low incomes, young people and those with learning disabilities
 - encouraging the use of City venues and spaces whilst promoting the Exeter night time economy

Overview

- 3.5 The number of organisations/groups taking part in the Autumn Festival 2006 increased from 43 in 2005 to 49 in 2006. Approximately 661 artists took part with 285 volunteers and employed staff involved in the organisation of those events. The festival was programmed by outside organisations with the Economy and Tourism Unit acting in an advisory capacity, where required. The City Council collated the festival brochure, hosted the festival website and assisted with a planned promotional campaign.
- 3.6 The Festival attracted 6,304 people to ticketed events and over 15,918 people to free events and exhibitions. This compares with 6,867 people to ticketed events and over 32,000 people to free events and exhibitions in 2005. This high figure for free events was attributed in the main to the wartime exhibition “*Their Past Your Future*” at the Guildhall. Some 5,065 people attended ticketed events and over 17,072 people went to free events and exhibitions in 2004.
- 3.7 A mix of 84 amateur, semi professional and professional events took place in 28 different venues. This consisted of 54-ticketed events and 30 free events compared with 105 events in 2005 made up of 46 ticketed events and 59 free events. In 2004 93 events were delivered made up of 48 ticketed events and 45 free events.

Programme

- 3.8 In its third year the festival maintained its wide-ranging and inclusive programme. The number of events in the 2006 festival decreased by 21 to 84 and comprised the following:

| | | | | | |
|----------|----|-----------|----|------------|---|
| Music | 40 | Education | 5 | Exhibition | 9 |
| Dance | 4 | Theatre | 15 | Comedy | 2 |
| Literary | 5 | Film | 4 | | |

The number of events in the 2005 festival increased by 13 to 105 from 2004 and comprised the following:

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

The main difference in the number of educational events is attributed to the large number of individual workshops organised by the Wren Trust to prepare lanterns by school children for the Christmas Lights switch-on event in 2005.

- 3.9 Other Council led events and initiatives benefited from inclusion in the Autumn Festival brochure including the Exeter Continental Market, The Devon Slow Food Market, Exeter Open Studios and the Christmas Lights Switch on. It is estimated that these events combined attracted in excess of 25,000 people.
- 3.10 As recommended in the March 2006 report to Committee it was suggested that consideration be given to the promotion of one or two high profile events to enhance the profile of this festival. Due to working pressures on the festival team, it proved not to be possible to achieve this.

Awards

- 3.11 The Exeter Autumn Festival Awards scheme was set up in 2004 to financially assist community groups, youth groups, clubs, organisations and individuals who want to put on an event, exhibition or activity during the festival. The Award 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
 - benefiting the local community
- 3.12 In 2006 the number of applications made increased to 20 from 17 in 2005 and 11 in 2004. A total of £4750 was awarded to 12 applicants, 2 less than last year and 4 more than 2004. Grants ranged from £750 for Exeter Forum Theatre to engage a professional comedy writer to work with ex homeless and vulnerably housed people in Exeter, to £250 granted to Magic Carpet whose activity engaged those with learning disabilities.

Marketing

- 3.13 To promote the Festival 25,000 full colour programmes were distributed throughout the City and neighbouring areas. The Exeter Citizen carried a full page feature and daily advertisements designed to raise awareness were placed in the Express and Echo. The Express and Echo also carried various features on highlighted events and printed daily listings on all festival events. An extensive press release and listing campaign was conducted targeting key Devon media organisations. A total of more than 16,000 visits were made to the website

Evaluation Overview

- 3.14 The Autumn Festival has achieved its key purpose as set out in the recommendations of the 2004 festivals report to Committee by providing further opportunities for wider participation, whilst building on the knowledge and expertise of other key cultural providers in the city and thereby adding strength to the City's cultural position on a local and national basis. This has led to more coverage in local media for individual participants, groups and organisations. Supportive relationships have also been strengthened between amateur, semi- professional, professional and voluntary groups and the City Council.
- 3.15 Questionnaires were sent to the 49 organisations and groups that took part in the Autumn Festival with 76% returned. Participant organisations said that being part of the Autumn Festival was beneficial as the marketing of the festival raised groups/organisations profile and gave them more publicity and wider coverage than would otherwise have been the case. However some organisations found the benefit difficult to quantify. Of those that returned questionnaires, 93% stated that they would participate in the 2007 festival.
- 3.16 It is also clear from engaging with some of the organisations involved that their awareness and experience of regulations and event organisation could be improved by enhancing their knowledge of legal requirements and sources of advice and information. Improvements in this area should enable organisations to avoid unnecessarily running into difficulties over legal requirements and help improve audience and participant experience of the events.

Financial Overview

- 3.17 The total costs of delivering the festival, as summarised below amounted to £24,120 leaving a surplus of £880 from an allocated budget of £25,000.

Income and expenditure is summarised as follows:

| | | |
|---------------------|---------|----------------|
| Expenditure | | |
| Marketing | £17,620 | |
| Awards | £4,800 | |
| Production costs | £1,700 | |
| Total | | £24,120 |
| | | |
| Income | | |
| Exeter City Council | £25,000 | |
| | | |
| Total | | £25,000 |
| Surplus | | £880 |

4.0 ANIMATED EXETER

Background

4.1 Animated Exeter has been delivered to meet the following key themes from the Exeter Vision:

- promote Exeter as a learning city – providing access and learning opportunities in new technologies
- develop creative industries – showcasing and supporting the work and training needs of local film and media companies

4.2 The festival achieves this by focusing on the following:

- developing the skills and interests of exhibitors and makers in animation in the area
- developing new cinema audiences and greater public interest and appreciation of animation film particularly amongst children and young people
- providing public access to the creative processes, forging links between those in the industry, professional animation artists, students and those who wish to develop a non-professional interest in animation
- raising the profile of the industry in the South West nationally and internationally.

Programme

4.3 Animated Exeter 2007 as a whole attracted 5,178 participating children, young people and adults to the Schools' Week and public workshops, screenings and ticketed events including the Careers Day and free events such as the Games Day. This is a decrease based on the figures for 2006 (6,442), but an increase from 2005 (4,795) and 2004 (4,654). A further estimated 13,226 visited the 7 free exhibitions over the festival fortnight and wider exhibition periods. The exhibition figures for each venue were comparable with previous years.

4.4 As in previous years particular workshops and residencies were programmed for disadvantaged groups and people with disabilities. In 2007 greater effort was made to provide increased awareness and access to the main programme and the brochure was produced in large print and audiocassette and encouraged people with disabilities to contact the festival office before a specific date if they required assistance at any event.

Evaluation

4.5 The programme for Animated Exeter 2007 included:
 A Schools' Week with 5 days of schools activity based around the festival, 31 animation film screenings, 65 workshops, residencies and projects, 7 exhibitions and 16 events.
 (See Appendix II for 2007 programme outline)

The recommendations arising from the evaluation of the 2006 festival were successfully achieved as follows:

- participatory projects for children, young people and adults, targeting the interested hobbyist, potential young animators and professionals working in the industry.
- schools projects in collaboration with Devon Curriculum Services Media Studies and Devon in Schools Initiative (DAISI) developing Exploration Days during Schools Week with guided tours to exhibitions and screenings, plus schools workshops and residencies taking place during Autumn term.
- screening of animation films produced during Animated Exeter 2006 and other recent young peoples films created in Devon.
- children's animation feature films, short animation films from India and Asia
- international programme of the best animation films
- interactive computer generated and traditional 2D and 3D animation based exhibitions
- illustrated talks and special events linked to other parts of the programme
- animation careers day of media skills training and education courses and showcases for local companies

4.6 The evaluation includes attendance figures for all ticketed events and a mix of estimates, observations and head counting for free events and exhibitions.

4.7 The evaluation for this year focused on a postcode analysis of all workshop participants, selected screening audiences and selected exhibition audiences. Over 800 postcodes were collected with the highest percentage of 44% coming from wider Devon excluding Exeter, 39% coming from Exeter postcodes EX1-EX4, 8% coming from the rest of the South West Region and 9% the rest of the UK. Some 0.3% of the festival audience is international.

4.8 Overall the animation film programme was rated as excellent by 89% of attendees. Of those that participated in workshops, residencies and projects 99% stated that they enjoyed taking part and 92% of the schools surveyed that participated in Schools Week stated that they had enjoyed their day.

4.9 In view of the current scale and success of the event, and the necessity to secure external funding to continue its development, a specialist consultant was commissioned to give an independent view on the potential future direction of Animated Exeter. Briefly his findings were that:

- the festival should continue to exploit its February date with the Schools Week immediately preceding half-term holiday and the main public screenings
- an Industry Weekend should follow this week
- interlinked areas of development should be pursued, subject of course to sufficient resources, building on the festival's established strengths by:-
 - increasing content for 14-19 year olds and higher education students

- developing a strong year-round programme of activities for schools in Exeter and, if feasible, the wider area
- developing content suitable for the non formal learning sector in the South West and beyond
- if the festival is to grow any further that the staffing resource and organisational structure would need to be revised and a new fundraising strategy developed.

Financial Overview

4.10 The financial outturn of Animated Exeter 2007 is within the £37,500 budget. The Grant for the Arts bid for £23,000 to Arts Council England, submitted in May 2005 and the bid to South West Screen for £13,500 were successful. The programme was delivered accordingly and the trading and sponsorship in-kind targets were met.

Income and expenditure is summarised as follows:

| | | |
|---|---------|-----------------|
| Expenditure | | |
| Staffing and Administration | £21,690 | |
| Programme Costs (inc technical and associated costs) | £61,130 | |
| Marketing | £17,540 | |
| Total | | £100,360 |
| | | |
| Income | | |
| Exeter City Council | £37,500 | |
| Arts Council South West | £28,000 | |
| South West Screen | £18,500 | |
| Devon County Council | £7,500 | |
| Sponsorship | £400 | |
| Trading income | £9,250 | |
| Total | | £101,150 |
| Surplus | | £790 |

(Total does not include in-kind support from City Screen, Devon Curriculum Services, partner venues, colleges, guest speakers, hoteliers and local businesses.)

5. VIBRAPHONIC

Background

5.1 The Vibraphonic Festival 2007 was the fourth such event since the approved enhancement of Exeter Festivals in the report to Economy Scrutiny in November 2003.

5.2 The key characteristics of this event were to:

- develop an annual festival attracting both visiting and local audiences, that will be recognised in due course for its unique presentation of Soul, Jazz, R'n'B, Hip Hop, Funk and related music from all over the world
- develop an event which works with a wide variety of venues and spaces to encourage the development of promoters, artists, and new audiences

5.3 The festival programme in 2007 took place over 16 days and focused on 9 venues across the City. This compares with 6 different venues in 2005 and 9 different venues in 2004. The festival was once again programmed and delivered in partnership with venues and music promoters with the support of a steering group. Commitment from all 6 partner/promoters was high, with regular meetings informing both the festival programme and event production.

Overview

5.4 The 2007 festival programme consisted of 34 ticketed events and 13 free events compared with the 2006 festival programme which consisted of 22 ticketed events and 11 free events. In 2005 the festival comprised of 26 ticketed and 3 free events and 21 ticketed and 4 free events in 2004. The City Council directly promoted 11-ticketed events up from 8 in 2006. Overall the 2007 Festival attracted 7,261 young people and adults to ticketed events. This compares to 7,488 young people and adults to ticketed events in 2006 compared with 5,459 in 2005 and 5,127 in 2004. A further 784 attended the 13 free events, compared to the 730 that attended the 11 free events in 2006. Of the ticketed events 15 were sold out compared to 10 in 2006 with only 4 in 2005 and 2 in 2004. A breakdown of music genre, audience attendance, venue and capacity is given in Appendix III.

5.5 The last report to Scrutiny recommended that the Festival in 2006 “explore areas that engage younger people through educational programmes”. As a result 4 workshops were programmed, 3 of these were delivered by the City Council with the remaining workshop delivered by Exeter Phoenix. These workshops achieved an average of 61% in terms of participation.

Programme

5.6 In line with recommendations made in the report to Scrutiny in 2006 and following the success of the 2006 fringe programme a new strand branded *Jack To Phono* was launched, to give opportunities for local aspiring artists and emerging new artistes to perform within the festival programme. A total of 46 local and unsigned acts participated in the festival compared to 38 in 2006 and 5 in 2005.

Marketing

5.7 The main marketing tool was 25,000 Vibraphonic brochures distributed widely complemented by a series of flyer and poster campaigns. A series of Adshels and banners gave prominence to the festival for a total of 4 weeks and key events benefited from advertisements in local media. National adverts were placed in key interest magazines such as Jazz UK and Wire. A freelance public relations professional was also contracted to increase the Festival's profile which resulted in a significant increase in support from local media.

- 5.8 Partner promoters distributed a total of 30,000 flyers and 1200 posters covering 21 events throughout Exeter and its surrounds. Some 7% of those surveyed felt their awareness of the festival was increased by the radio station broadcast and 7% quoted posters and flyers as their information source. The festival brochure was cited by 18% as the main vehicle for event information. Word of mouth was clearly the strongest method accounting for 36%.
- 5.9 An intrinsic part of Vibraphonic's success can be attributed to Vibraphonic FM the community radio station established by the Council to promote the festival. Following an extensive application to Ofcom a full time community radio licence has been granted to a newly formed organisation that has been borne out of the momentum of Vibraphonic FM. This new station will serve to promote all of Exeters cultural provision.
- 5.10 An audience survey was undertaken and resulted in over 305 completed questionnaires. These were equally balanced between genders with 63% of those returning questionnaires aged under 35, 19% aged between 35-45 and 19% over 45. Of those surveyed 98% considered the quality of the brochure good or excellent with 98% rating the website as good or excellent. 97% stated that they found the choice of venue very good or excellent. Also 99% rated the quality of event high, and in terms of value for money, 99% rated the events they attended as very good or excellent..

Financial Overview

- 5.11 The total cost of the festival, including production, marketing and artists fees amounts to £36,820. Ticket sales resulted in an income of £15,810 with sponsorship generating £5,380. With an expenditure of £36,820 and the City Council contribution of £16,000, a surplus of £370 has been made.

The budget of £15,630 allocated to Vibraphonic 2006 was used to fund the difference between expenditure and external income.

| | | |
|----------------------------------|---------|-----------------------|
| Expenditure | | |
| Production | £6,810 | |
| Artists Fees | £15,100 | |
| Marketing | £12,640 | |
| Other | £2,270 | |
| Total Expenditure | | £36,820 |
| | | |
| Income | | |
| Sales for ECC promoted events | £15,810 | |
| Sponsorship | £5,380 | |
| Total Income | | £21,190 |
| | | |
| City Council Contribution | | <u>£16,000</u> |
| Surplus | | <u>£370</u> |

6.0 SUMMER FESTIVAL

Background

- 6.1 The reviewed aim of the Summer Festival was agreed as follows:
“To produce a programme which enhances the City’s image as the cultural capital and as a vibrant visitor destination, benefiting the local economy.”

The key characteristics of the Summer Festival were identified as:

- presenting a multi-disciplinary arts festival recognised for its distinctive vision and excellence, promoting contemporary and classical music, theatre, dance and visual arts
- working with and promoting the city’s heritage and cultural venues and organisations.

Overview

- 6.2 The festival achieved several sell-outs and attracted large audiences in general. The festival opened on 15 June 2007 with the Party on the Quay, which provided excellent local media coverage to launch the 16-day programme of events. However numbers were down on previous years for the opening event attributed to the heavy rainfall with an estimated 3,000 people in attendance.
- 6.3 With the Northcott Theatre out of commission for 2007 due to an extensive refurbishment programme, various options were explored in order to find a suitable principle venue. The creation of a temporary venue such as the famous Spiegel Tent was explored with locations such as Cathedral Green, Northernhay Gardens and Bury Meadows given consideration. In order to meet the increase in cost to facilitate the Spiegel Tent, a title sponsor was required, unfortunately this was not realised and the proposal was dropped.
- 6.4 A decision was taken by the programming group to use the newly re-branded and refurbished Exeter Corn Exchange, Exeter Phoenix and The Riverside Leisure Centre for more events. The Barnfield was also used however availability of the theatre was limited by other bookings.
- 6.5 Counter and telephone sales accounted for 51% of all sales administered by Exeter Tickets with 18% of those dealt with by their temporary office in the Tourist Information Centre. On-line ticket sales for all festival events accounted for 31% of all sales. This compares with 18% in 2006.
- 6.6 The analysis of seats filled at each event is set out in Appendix IV and is compared with the capacity of each venue. The capacities vary according to whether they are standing or seated events, staging requirements and where health and safety issues need to be considered. Care has to be taken when comparing ticket sales with previous years because of variations in venues and the nature and characteristics of the events. Broad comparisons are drawn in the appendix between figures for the period 2005-2007. This year 11,599 seats were filled at 29-ticketed events compared to 10,555 seats at 27-ticketed events in 2006. In 2005 11,392 seats were filled at 32-ticketed events. This

compares with 12,573 seats (35 events) in 2004. In order to compare attendance levels to previous years, figures for outdoor-ticketed concerts from 2004 and 2005 have been excluded.

- 6.7 The reconstitution of the Festival Committee as the Summer Festival Advisory Group has worked well providing broad ranging advice. The group includes Member representation from each political party, and specialists from the different types of performing arts to support the Festival Programming Group. The input, feedback and debate have had a positive effect on this year's festival. However gaps do exist within specialist areas such as theatre and dance. To address this, invitations will be extended to Dance in Devon and key theatrical organisations to join the group.
- 6.8 An application was submitted to Arts Council South West to enhance the street theatre provision and live arts events from local, national and international performers throughout the festival fortnight. This was designed with the aim of creating a more festive atmosphere in the City Centre and to raise the level of festival awareness beyond the particular venues promoting events. The application was unsuccessful, attributed in the main to the budgets of the Arts Council being reduced by the government by 36% and stiff competition for the remaining funds.

Programme

- 6.9 The Festival programme featured national and international performers and included 4 classical concerts at the Cathedral, a mix of 10 contemporary and popular events at the Exeter Corn Exchange including spoken word, dance, comedy and music. At the Exeter Phoenix Arts Centre 6 events were delivered covering world music, comedy, contemporary dance and theatre. Also 2 classical events took place at the Barnfield and 3 events at The Riverside covering rock, gospel and comedy. The festival also hosted The Three Choirs concert at the Cathedral.
- 6.10 Taking the broad programming framework outlined in the Executive report on 8 November 2006 the final programme balance for ticketed events, keeping within budgetary constraints, was as follows:-

| Type of performance | 2006 28 events | 2007 29 events |
|---|---------------------------|---------------------------|
| Classical Music (inc. Choral and Opera) | 10 | 8 |
| Jazz | 3 | 1 |
| Rock/Popular Music | 4 | 3 |
| World/Folk | 4 | 7 |
| Comedy | 3 | 4 |
| Dance/Ballet | 3 | 3 |
| Audience with/Spoken Word | 0 | 1 |
| Childrens Events | 1 | 0 |
| Theatre | 0 | 2 |

Marketing

- 6.11 A total of 85,000 34-page brochures were produced with 12,500 copies sent to those on the mailing list. The remaining brochures were distributed to around 600 targeted locations throughout Exeter and the sub-region.
- 6.12 In addition to the main brochure campaign the following marketing initiatives were undertaken:-
- in total 1100 posters were distributed around the city and county
 - a generic 2-week bus shelter poster campaign
 - advertisements were placed in local newspapers, lifestyle magazines and regional whats-on publications
 - e-bulletins were sent out to those that subscribed to both the Summer Festival and Northcott Theatre mailing lists.
 - listing and feature in Exeter Citizen (Circ 40,000)
- 6.13 Public relations organisation One Voice Media were contracted to coordinate a focused campaign targeting regional, national and specialist publications, television and radio. A targeted media campaign ran from April to July 2006. It is estimated that over £160,000 worth of public relations was gained as direct result of their engagement at a cost of £3,500. This included media releases and listings sent to local, regional and national media, specialist publications and relevant web sites. In addition there were regular interviews on local radio, local and regional publications involving participating artists and festival representatives.
- 6.14 A 90 page full festival souvenir programme was produced. Sales were lower than the previous year, however the programme was well received by those that attended events and by sponsors. A review of the souvenir programme will need to be made for next year, with the possible introduction of single event flyers.
- 6.17 Securing sponsorship for the festival continues to remain difficult, especially as the city has an even greater number of other major organisations and events seeking significant levels of funding. In 2007 a total of £71,500 was raised. Of this £63,600 was in cash from 16 sponsors and £7,900 was in kind. In 2006 a total of £82,450 was raised. Of this £69,250 was in cash from 26 sponsors and £13,200 was in kind. In 2005 a total of £91,400 was raised. Of this £84,100 was in cash from 31 sponsors and £7,300 was in kind. The level of sponsorship over the last three years has included significant sponsorship from EDF Energy as title sponsor and as the main sponsor for the opening event on the Quayside. The reduction in sponsorship reflects increasing competition from a wide range of events and appeals, as well as a more discriminating approach by sponsors. Fluctuations in sponsorship income have had an adverse effect on the festival's overall financial position and makes budget and program planning difficult.
- 6.18 Results of the audience survey indicate that 40% of this year's purchasers were new to the Festival. 80% considered the events they attended met their expectations 'well' or 'excellently' and 80% considered the quality of the events either 'good' or 'excellent' and in both cases 50% considered them 'excellent'. Similarly 73% considered the events 'good' or 'excellent' value with 43% claiming them to be 'excellent value'. 99%

of all those surveyed said they would consider attending Festival events again in the future.

Financial Overview

- 6.19 The total cost of the Festival including production, marketing and artist's fees amounts to £291,800. Ticket receipts resulted in an income of £150,700 with sponsorship generating £63,600. Taking into account the City Council's contribution of £80,000 leaves the festival at the time of writing this report with a projected surplus of £2,500.

| | | |
|---------------------------|----------|-----------------|
| Expenditure | | |
| Venue Hire | £24,500 | |
| Staging | £44,900 | |
| Publicity/Advertising | £43,000 | |
| Miscellaneous | £9,100 | |
| Performing Rights | £3,700 | |
| Box Office | £17,000 | |
| Security | £5,200 | |
| Artists Fees | £135,700 | |
| Hospitality | £8,700 | |
| Total | | £291,800 |
| Income | | |
| Tickets Sales/Income | £150,700 | |
| Sponsorship | £63,600 | |
| City Council Contribution | £80,000 | |
| Total | | £294,300 |
| Surplus | | £2,500 |

7.0 EVALUATION AND CONCLUSIONS

- 7.1 The above evaluation of the four festivals indicates that they broadly meet the objectives set in the 2004 report with high customer satisfaction and during the last year operating within budget. In particular the drive to have four distinct Festivals each with a specialist focus does appear to be successful. It is strongly recommended that those separate identities are retained. As with any successful programme of activities, it is always possible to identify potential improvements and members are asked to consider the following issues for discussion and possible agreement.

Autumn Festival

- 7.2 In order to further develop the content and scale of the Autumn Festival, it is recommended that:
- the awards scheme be continued with priority being given to encouraging more applicants that demonstrate or engage with educational content

- 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
- all groups be invited along to an awareness raising/training exercise to help understand and explore areas such as the new licensing and fire regulations, risk assessments, fund raising, data protection and the Disability Discrimination Act

Animated Exeter

7.3 It is proposed that Animated Exeter 2008 will continue to develop against the objectives and themes as outlined in 4.2 and:-

- further develop links with regional, national and international animation centres of training, festivals and touring animation exhibitions;
- develop partnerships with venues, schools, colleges, young people's clubs and media hubs to increase animation production and to showcase animations produced throughout the year at future festivals; and
- review the feasibility of responding to the recommendations of the independent consultant.

Vibraphonic

7.4 In order to maintain the focus of the City Council's contribution and building on current partnerships, it is proposed that Vibraphonic 2008 develops the following key strands

Education

- digital audio recording, and mixing workshops linking in with Exeter College and the Phoenixsounds and Cat Studios.
- composition workshops led by participating artistes
- digital image creation and vision mixing for broadcast and performance with Exeter College Phoenix Media
- a programme of urban street dance workshops and performance partnered with Dance In Devon and other key dance companies in the city
- instrument workshops led by participating artistes

Programme

- create more opportunities for local and unsigned artistes to participate through the Jack To Phono Series
- increase the number of venues providing free entertainment from 4 to 8.
- expand visual arts related to the content of the festival with key arts providers such as Spacex

Summer Festival

7.5 In light of the year on year increase in costs and the need to further strengthen the breadth and content of the programme it is proposed that a new delivery framework is established. It is proposed that a partnership approach similar to that successfully

followed by Animated Exeter and Vibraphonic festivals be trialed for some events in the Summer Festival. It is proposed that agreements will be sought with arts organisations, venues and promoters to deliver a proportion of the festival events and activities.

- 7.6 The programme content of any partnership events would be subject to approval by the Programming Group. These agreements will set out the responsibilities of both the City Council and the partners to ensure full compliance with the standards and public expectations of council led festival events including customer care and effective branding and publicity. This process has been tried and tested over several years with Animated Exeter and more recently with Vibraphonic where the overall artistic direction and quality of the festivals has not been compromised but enhanced by involving a wider range of expertise and experience from key organisations. The partner organisations will benefit from the reach of the Summer Festival marketing but will also be required to provide their own-targeted marketing
- 7.7 The number of events directly promoted by the City Council would be reduced allowing for increased focused effort on delivering particular strands of the ticketed programme and the new free events. The City Council's core festival budget could be directed more towards activities such as the free events and increased marketing to raise the overall participation and profile of the events.
- 7.8 Subject to further discussions with the Portfolio Holder for Economy and Tourism and the Festival Chair, it is recommended that consideration be given to the following options within the broad framework as set out above for 2008: -
- retain the core element of the Barnfield, The Great Hall and Cathedral programmes maintaining the number of classical events at 8 events, including 2-4 free low-cost ticketed lunchtime chamber concerts
 - continue to use the Phoenix , Exeter Corn Exchange and The Northcott Theatre as core venues
 - use the Riverside Leisure Centre as a venue for larger ticketed events
 - increase the amount of street-theatre in the city during the festival fortnight depending on securing additional external funding as current budgets will not support this element alone
 - relocation of the opening party to the city centre for next year utilising new spaces as the buildings around Piazza Terracina would be undergoing regeneration work.
 - seek to re-establish the closing party, which will be subject to securing sufficient funding

7.9 Programme content to be broadly in line with the following

| Type of performance | 2007 (29 events) | 2008 (29 events) |
|---|-------------------------|-------------------------|
| Classical Music (inc. Choral and Opera) | 8 | 8 |
| Jazz | 1 | 2 |
| Rock/Popular Music | 3 | 3 |
| World/Folk | 7 | 6 |
| Comedy | 4 | 4 |
| Dance/Ballet | 3 | 3 |
| Audience with/Spoken Word | 1 | 1 |
| Theatre | 2 | 2 |

Overview

7.10 This breadth of festivals has reached a significantly wider range of audiences than the City's previous sole focus on the Summer Festival. The four arts focused festivals are complemented by other festivals (such as the South West Festival of Food and Drink and the programme of Christmas events), which combine to create a wide choice of activities throughout the year for residents to enjoy and to attract visitors from outside the city. The pressure on the festival team, comprising four full time equivalent staff, is now significantly greater and the resources have increased only by a limited amount. There are two conclusions, which follow from this: first, additional festivals cannot be programmed and delivered because the existing team is at capacity: secondly, we must continue to rely on partners for the delivery of a very significant part of the programme.

7.11 Members may well have aspiration to add to the scale and variety of existing festivals. Whilst it may sound like stating the obvious, this can only be done with an increase in core funding. The purpose in underlining this is that current core funding only just covers delivery costs (and for the Summer Festival has not markedly changed in the last 4 years) Moreover, there is only the smallest prospect of increasing sponsorship – the competitive climate has become much tighter (more would be recipients) and the current direction of sponsorship is downwards. Any greater ambitions must therefore be weighed against existing festival commitments or by seeking additional resources against other competing claims for limited funding.

7.12 **RECOMMENDATION** - that Scrutiny Committee

- (i) Comment on the performance of the festivals portfolio
- (ii) Agree the future programme and broad content of events for 2008

RICHARD BALL
HEAD OF ECONOMY AND TOURISM

ECONOMY & DEVELOPMENT DIRECTORATE

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

Background papers used in compiling this report:

See Appendices

APPENDIX I

EXETER AUTUMN FESTIVAL 2006 EVENT PROGRAMME ANALYSIS

In summary **49** organisations were involved in promoting **84** events attracting a total audience of over **23,000**. All award winners are shown in bold type. (*) Number of performances if more than 1

| Event | Capacity | Attendees | % Filled |
|---|-----------------|------------------|-----------------|
| To Bee or not to Bee (2) | 75 | 71 | 95% |
| The Linley Band | 120 | 84 | 70% |
| Between the Worlds with Raven Tales | 70 | 55 | 79% |
| Exeter Comedy Club | 250 | 150 | 60% |
| The Photophonic Experiment | 174 | 100 | 57% |
| Dreadzone | Cancelled | Cancelled | Cancelled |
| City of Exeter Pipes & Drums (9) | N/A | 3500 | N/A |
| Drop-In Family Print Making Day | 70 | 66 | 94% |
| Christine Anne Marsden's | 75 | 50 | 67% |
| Jah Wobble | 450 | 250 | 56% |
| Phoenixounds | 90 | 90 | 100% |
| Panacea | 70 | 50 | 71% |
| With A Cup of Tea | 75 | 50 | 67% |
| Poetry at the Palace | 70 | 55 | 79% |
| Silver & Coppin | 75 | 58 | 77% |
| Melosa | 70 | 40 | 57% |
| Fanclub Dance (2) | 276 | 165 | 60% |
| Mitzi Maybe Goes Global | 75 | 31 | 41% |
| A King Ludd Decoction | Cancelled | Cancelled | Cancelled |
| Quo Vadis Baby (2) | 420 | 147 | 35% |
| Canon-Á-Nouvelle | 70 | 45 | 64% |
| Blazin' Fiddles | 500 | 300 | 60% |
| 'Phone for the Fish Knives (2) | 200 | 175 | 88% |
| Exeter Festival Chorus Haydn | 900 | 673 | 75% |
| Jazz Club (2) | 140 | 60 | 43% |
| Theatre Alibi: How to Hug Trees (3) | 591 | 538 | 91% |
| Opera Glass | 165 | 165 | 100% |
| Exeter Traditional Song Club | 70 | 60 | 86% |
| Alabama 3 Acoustic & Unplugged | 750 | 700 | 93% |
| Aquasky | 210 | 200 | 95% |
| Magic Carpet 'Fall' Into Art | 30 | 22 | 73% |

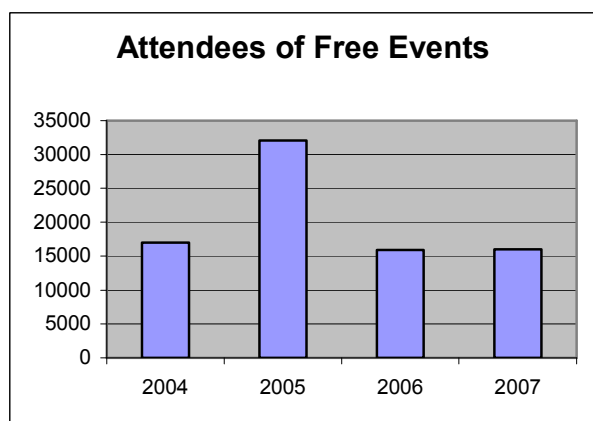
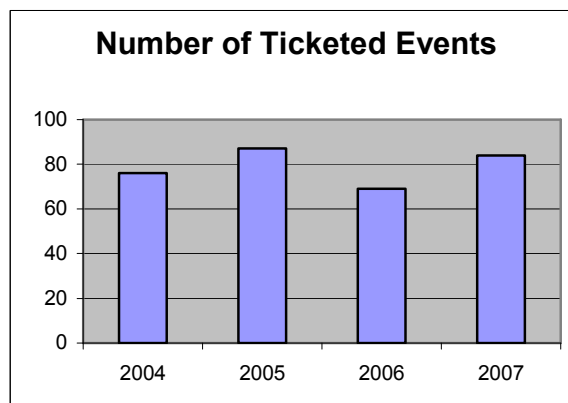
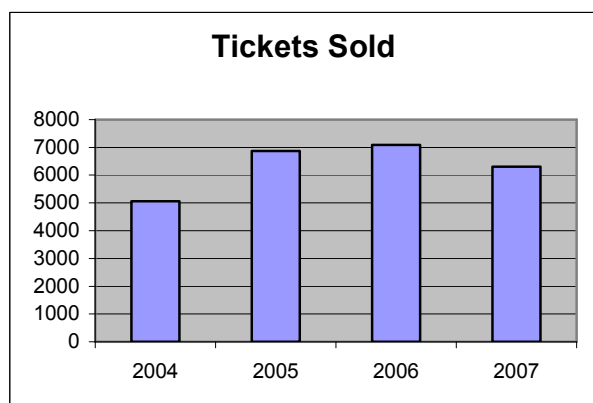
| Event | Capacity | Attendees | % Filled |
|---|----------|--------------|----------|
| Exeter Symphony Orchestra | 250 | 220 | 88% |
| RIP Mrs Pappadopoulos | 40 | 40 | 100% |
| Festival Ceilidh | 200 | 200 | 100% |
| Klezmer Dance Workshop | 32 | 31 | 97% |
| Klezmer Dance | 200 | 175 | 88% |
| Dubterranea | 70 | 70 | 100% |
| Exeter Forum Theatre | 70 | 70 | 100% |
| EMCo Poetry & Song | 70 | 25 | 36% |
| The Passenger | 210 | 101 | 48% |
| Society of Recorder Players | 250 | 25 | 10% |
| The Guild of Fabulists | 70 | 10 | 14% |
| Things That Go Bump In The Night | 100 | 50 | 50% |
| Maynard Young Musicians | 50 | 50 | 100% |
| Blackdown Baroque | 100 | 60 | 60% |
| Theatre Upstairs Solo Showcase (6) | 430 | 280 | 65% |
| The Boys from Melbourne Street | 59 | 50 | 85% |
| Ga Ga | 500 | 350 | 70% |
| Hybrid Live | 450 | 300 | 67% |
| Exeter Local History Day | N/A | 750 | N/A |
| City Steam Jazz Band | 75 | 76 | 101% |
| City of Exeter Railway Band | 400 | 100 | 25% |
| Romantic Atlantic – Terrific Pacific | 150 | 75 | 50% |
| Blowzabella | 500 | 200 | 40% |
| Eat Static, Phil Hartnoll & More | 450 | 450 | 100% |
| Pets (Ramm) | N/A | 9,000* | N/A |
| Eye to Eye (Ramm) | N/A | As above* | N/A |
| The Art of the Souvenir (Ramm) | N/A | As above* | N/A |
| This is me (Ramm) | N/A | As above* | N/A |
| Art Exhibition | N/A | 5 | N/A |
| Heather Tweed – Anubis | N/A | 2000** | N/A |
| Suzannah Jones | N/A | As above** | N/A |
| Digital Gallery III | N/A | 300 | N/A |
| Total | | 23013 | |

* 9,000 covers visitor figures for all RAMM exhibitions during the autumn festival period

** 2,000 covers visitor figures for both Phoenix exhibitions during the autumn festival period.

| | | |
|---------------------------|--------------|--------------------------|
| TOTAL TICKETS SOLD | 6304 | |
| NUMBER OF EVENTS | 84 | |
| TOTAL ATTENDEES | 23013 | Revised from last report |

2006 Festival achieved 7095 tickets sold from 69 events with 15,918 attending 15 free events
 2005 Festival achieved 6867 tickets sold from 87 events with 32,050 attending 18 free events
 2004 Festival achieved 5065 tickets sold from 76 events with 17,011 attending 17 free events



ANIMATED EXETER 2007 EVENT PROGRAMME ANALYSIS

| Schools Week | Capacity | Attendees | % Filled |
|---|-----------------|------------------|-----------------|
| Animation Exploration (screening, tour and workshop) on 4 days | 300 | 270 | 90% |
| Residencies | | | |
| DAISI led schools residencies x 5 | 500 | 151 | 30% |
| Scrapstore led community residency | 40 | 40 | 100% |
| Total | 840 | 461 | 55% |

2007 Schools Week & residencies achieved 461 participants in 6 residencies with 4 screenings & 8 workshops.

2006 Schools Week & residencies achieved 601 participants in 9 residencies with 5 screenings & 10 workshops.

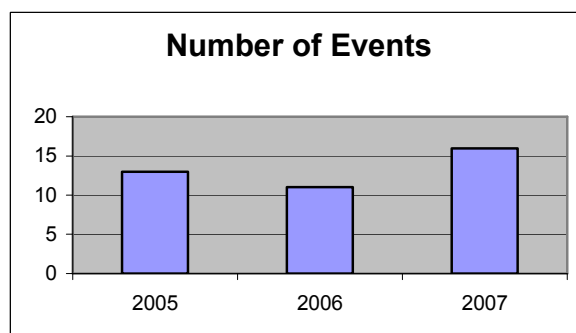
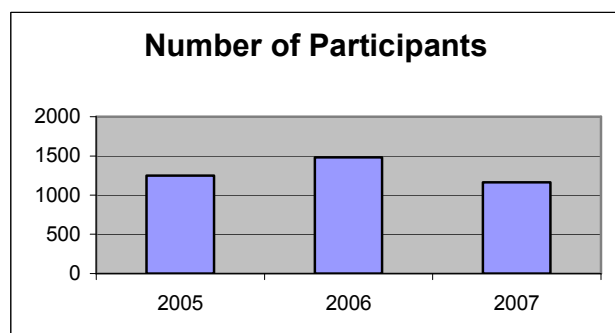
2005 Schools Week & residencies achieved 426 participants in 2 residencies with 4 screenings & 22 workshops.

| Events | Capacity | Attendees | % Filled |
|---|-----------------|------------------|-----------------|
| Venue: Exeter College | | | |
| Digital Media and Animation Careers Day | 400 | 168 | 42% |
| Venue: Picturehouse | | | |
| Alan Gilbey's Toonhound Trivia Quiz | 40 | 44 | 110% |
| Darren Walsh talk | 200 | 35 | 17% |
| Venue: Exeter Phoenix | | | |
| <i>Meat Katie vs DJ Anyone</i> | 450 | 300 | 66% |
| Games Day | | | |
| Comic Sci-Fi Fair | 150 | 150 | 100% |
| Games | 150 | 150 | 100% |
| Industry Day | | | |
| Pitching In | 126 | 41 | 32% |
| Selling On or Selling Out | 126 | 44 | 34% |
| Kids TV - The Future Now or Never? | 126 | 39 | 30% |
| Meet the Makers | 174 | 10 | 5% |
| Creativity and Social Change | 174 | 36 | 20% |
| Suzie Templeton: Stop Motion Animator | 174 | 47 | 37% |
| Venue: CCANW | | | |
| <i>Futureshock!</i> | 65 | 62 | 95% |
| Venue: Thelma Hulbert Gallery | | | |
| Lions, Bears and Animated Pigs | | | |
| Rodney Peppe | 15 | 8 | 53% |
| Story Telling | 15 | 23 | 153% |
| Martin Pullen | 15 | 8 | 53% |
| Totals | 1760 | 1165 | 59% |

2007 Events achieved 1165 participants for 16 events

2006 Events achieved 1482 participants for 11 events

2005 Events achieved 1250 participants for 13



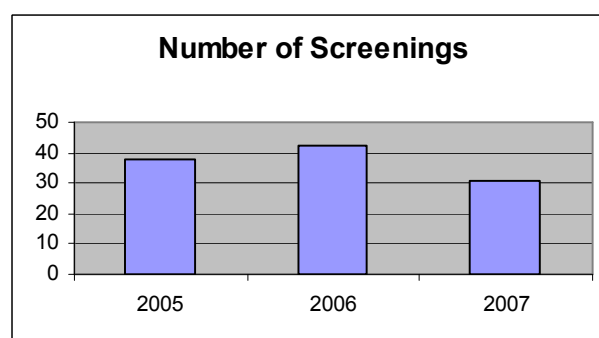
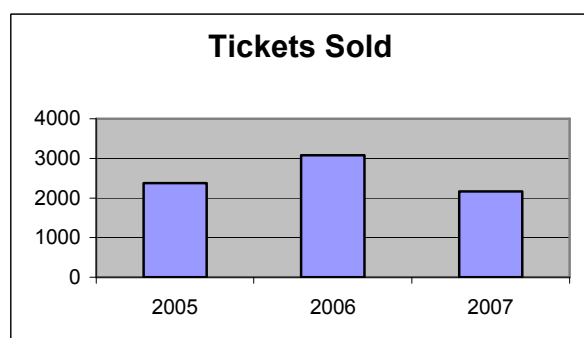
| Screenings | Capacity | Attendees | % Filled |
|--|----------|-----------|----------|
| Venue: University Cinsoc (Devonshire House) | | | |
| <i>Flushed Away</i> | 188 | 23 | 12% |
| <i>Renaissance</i> | 188 | 17 | 9% |
| <i>Princess Mononoke</i> | 188 | 36 | 19% |
| <i>Terkel in Trouble</i> | 188 | 7 | 3% |
| Venue: Exeter Phoenix | | | |
| Best of the West | 174 | 66 | 37% |
| Screen Out Loud | 174 | 42 | 24% |
| Venue: Exeter Film Society @ Exeter Phoenix | | | |
| <i>Tetsujin 28</i> | 174 | 30 | 17% |
| <i>Mirrorball</i> | 174 | 7 | 4% |
| <i>Cowboy Beebop</i> | 174 | 46 | 26% |
| <i>British Animation Classic 1</i> | 174 | 39 | 22% |
| <i>Osamu Tezuka's Metropolis</i> | 174 | 21 | 12% |
| <i>Arther & the Invisibles</i> | 174 | 43 | 24% |
| <i>British Animation Classic 2</i> | 174 | 37 | 21% |
| <i>Perfect Blue</i> | 174 | 20 | 11% |
| <i>The Best of Norman McLaren</i> | 174 | 15 | 8% |
| Venue: Exeter Picturehouse | | | |
| <i>Hoodwinked</i> | 288 | 110 | 38% |
| Exanimation | 288 | 201 | 69% |
| International Festival Hits 1 | 200 | 48 | 24% |
| Komaneko & the Magic Gloves | 200 | 99 | 49% |
| Koji Yamamura | 200 | 38 | 19% |
| International Festival Hits 2 | 200 | 24 | 12% |
| South West Showcase Double Bill | 200 | 51 | 25% |

| | | | |
|--------------------------------------|-------------|-------------|------------|
| The Christies | 200 | 12 | 6% |
| International Festival Hits 3 | 200 | 50 | 25% |
| Examination | 200 | 41 | 20% |
| International Festival Hits 4 | 200 | 39 | 19% |
| Komaneko & the Magic Gloves | 200 | 64 | 32% |
| <i>Flushed Away</i> | 288 | 203 | 70% |
| Venue: Exeter Cathedral | | | |
| Peter & the Wolf - Private screening | 350 | 298 | 85% |
| Peter & the Wolf | 450 | 436 | 96% |
| Totals | 6330 | 2163 | 27% |

2007 Screenings achieved 2163 tickets sold for 31 screenings

2006 Screenings achieved 3076 tickets sold for 42 screenings

2005 Screenings achieved 2375 tickets sold for 38 screenings



| Workshops | Capacity | Attendees | % Filled |
|--|-----------------|------------------|-----------------|
| Exeter Phoenix, Exeter College / RAMM | | | |
| Animarathon | 20 | 12 | 60% |
| Animarathon | 20 | 19 | 95% |
| Animarathon | 20 | 19 | 95% |
| Animarathon | 20 | 20 | 100% |
| Animarathon | 20 | 17 | 85% |
| Animarathon | 20 | 20 | 100% |
| Animarathon | 20 | 20 | 100% |
| Animarathon | 20 | 20 | 100% |
| Animarathon | 20 | 20 | 100% |
| Animarathon | 20 | 22 | 110% |
| Exeter Phoenix | | | |
| Life Drawing for Animators | 15 | 15 | 100% |
| Life Drawing for Animators | 15 | 15 | 100% |
| Alan Gilbey's Writing Workout | 15 | 3 | 20% |

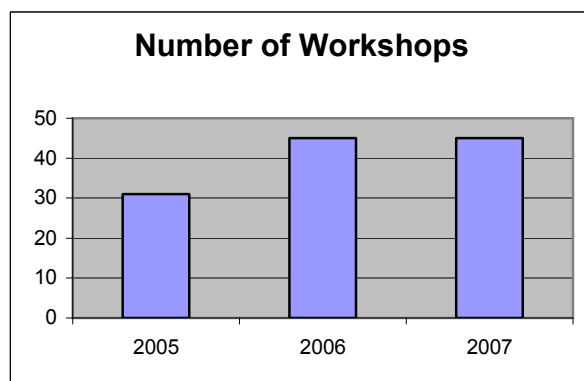
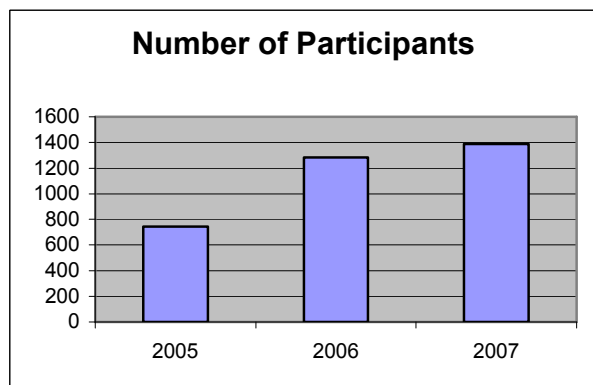
| | | | |
|--|-------------|-------------|------------|
| Shillouette Animation | 20 | 16 | 80% |
| <i>Animation Illustration</i> | 15 | 15 | 100% |
| <i>Streaming Media Workshop</i> | 6 | 5 | 83% |
| <i>Podcasting Workshop</i> | 6 | 5 | 83% |
| Fabric Fantasia | 20 | 18 | 83% |
| <i>Blue Screen Workshop 1</i> | 15 | 15 | 100% |
| <i>Blue Screen Workshop 2</i> | 15 | 15 | 100% |
| Suzie Templeton Masterclass | 15 | 15 | 100% |
| <i>Stop Motion Workshop 1</i> | 15 | 15 | 100% |
| <i>Stop Motion Workshop 2</i> | 15 | 15 | 100% |
| Handmade Film | 10 | 9 | 90% |
| Exeter Central Library | | | |
| Drop in Animation | 500 | 480 | 96% |
| Spacex Gallery | | | |
| <i>Grenville Unit invited workshop</i> | 25 | 10 | 40% |
| <i>Cathedral School invited workshop</i> | 25 | 25 | 100% |
| <i>Queen Elizabeth Community College</i> | 25 | 20 | 80% |
| <i>Spacex Art Club</i> | 25 | 10 | 40% |
| <i>Dorset College</i> | 25 | 20 | 80% |
| <i>Outerspace</i> | 25 | 6 | 24% |
| <i>Mini'Mation Booth</i> | 25 | 9 | 36% |
| <i>Take Over Tuesday</i> | 6 | 8 | 130% |
| <i>Mini'Mation Booth</i> | 15 | 8 | 53% |
| <i>Phone Animation</i> | 6 | 10 | 160% |
| <i>Mini'Mation Booth</i> | 15 | 7 | 46% |
| <i>Phone Animation</i> | 6 | 6 | 100% |
| <i>Mini'Mation Booth</i> | 15 | 9 | 60% |
| <i>Drop in demo - Chelfam School</i> | 6 | 6 | 100% |
| RAMM | | | |
| <i>Explore Animation</i> | 300 | 292 | 97% |
| <i>Magic Clocks</i> | 60 | 57 | 95% |
| Coombeshead College | | | |
| <i>3D Teacher's Animation</i> | 12 | 12 | 100% |
| <i>Stop Motion</i> | 8 | 8 | 100% |
| <i>3D Animation</i> | 16 | 16 | 100% |
| <i>After Effects</i> | 5 | 5 | 100% |
| CCANW | | | |
| <i>Optical Organic: Animation</i> | CANCELLED | | |
| Totals | 1542 | 1389 | 79% |

* Not City Council Festival promotions

2007 Workshops achieved 1389 participants for 45 workshops

2006 Workshops achieved 1283 participants for 45 workshops

2005 Workshops achieved 744 participants for 31 workshops

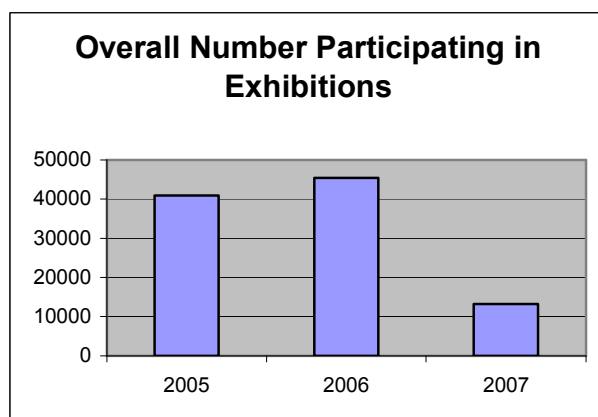
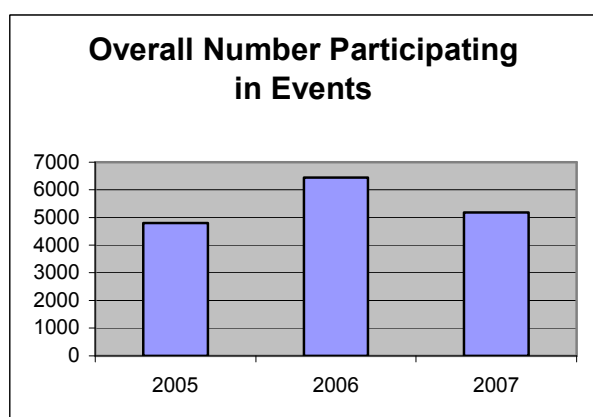


OVERALL TOTAL =

5,178 participated in 110 events in the 2007 festival, excluding 13,226 for the seven exhibitions

6,442 participated in 112 events in the 2006 festival, excluding 45,415 for the five exhibitions

4,795 participated in 110 events in the 2005 festival, excluding 40,900 for the four exhibitions



APPENDIX III

VIBRAPHONIC 2007 EVENT PROGRAMME ANALYSIS

| Phoenix – 19 Events | Capacity | Attendees | % Filled |
|----------------------------------|-------------|-------------|------------|
| Mary Anne Hobss | 450 | 120 | 27% |
| Nemo Jones | 90 | 90 | 100% |
| Azymuth | 450 | 278 | 62% |
| Neil Cowley Trio | 90 | 90 | 100% |
| Femi Kuti | 450 | 450 | 100% |
| Wildstar/Awesome I shot that | 174 | 35 | 20% |
| Motown & Bloc Party | 174 | 11 | 6% |
| Zappitistas | 450 | 250 | 56% |
| Long Range | Cancelled | Cancelled | Cancelled |
| Mike Westbrook | 90 | 67 | 74% |
| Blockheads | 450 | 450 | 100% |
| Saxasault (Wshops) | 20 | 15 | 75% |
| Zoe Rahman | 90 | 89 | 99% |
| Ian Shaw Trio | 174 | 93 | 53% |
| Barry Adamson | Cancelled | Cancelled | Cancelled |
| Mighty Diamonds | 450 | 450 | 100% |
| Ian Briggs And The Supervampers | 90 | 90 | 100% |
| Pucho and the Latin Soul Bothers | 450 | 230 | 51% |
| Graham Fitkin and Tim Garland | 174 | 156 | 90% |
| Ursula Rucker | 150 | 120 | 80% |
| Fourtet & Stevie Reid | 450 | 450 | 100% |
| Totals | 5070 | 3534 | 70% |

2007 Festival achieved 3534 tickets sold from 19 events

2006 Festival achieved 3915 tickets sold from 14 events

2005 Festival achieved 2727 tickets sold from 13 events

| Lemon Grove– 3 Events | Capacity | Attendees | % Filled |
|--------------------------|-------------|-------------|------------|
| Adam F/Fresh/Lavelle | 1000 | 1000 | 100% |
| Klashnekoff and Rodney P | 700 | 650 | 93% |
| Donovan Frankenrieter | 700 | 700 | 100% |
| Totals | 2400 | 2350 | 98% |

2007 Festival achieved 2150 tickets sold from 3 events

2006 Festival achieved 2210 tickets sold from 3 events

2005 Festival achieved 1160 tickets sold from 2 events

| Exeter Corn Exchange – 1 Event | Capacity | Attendees | % Filled |
|--------------------------------|----------|-----------|----------|
| Last For One - B-Boy Dance | 500 | 230 | 46% |

2007 Festival achieved 230 tickets sold from 1 event

2006 Festival achieved 289 tickets sold from 1 event

2005 Festival achieved 274 tickets sold from 1 event

| The Hub– 2 Events | Capacity | Attendees | % Filled |
|--------------------------|-----------------|------------------|-----------------|
| Baker Brothers | 250 | 150 | 60% |
| MC Battle with Beardyman | 250 | 250 | 100% |
| Totals | 500 | 400 | 80% |

2007 Festival achieved 400 tickets sold from 2 events

2006 Festival achieved 484 tickets sold from 2 events (Amber Rooms)

| The Cavern– 3 Events | Capacity | Attendees | % Filled |
|------------------------------|-----------------|------------------|-----------------|
| Dreadzone Soundsystem | 210 | 210 | 100% |
| Mr Hudson /I Was A Cub Scout | 210 | 210 | 100% |
| Shiny Toy Guns | 210 | 210 | 100% |
| Totals | 630 | 630 | 300 |

2007 Festival achieved 630 tickets sold from 3 events

2006 Festival achieved 260 tickets sold from 2 events

2005 Festival achieved 330 tickets sold from 2 events

| Workshops– 6 Events | Capacity | Attendees | % Filled |
|--------------------------------|-----------------|------------------|-----------------|
| Analogue to Digital Workshop | 12 | 8 | 67% |
| The Analogue Lunchtime Lecture | 50 | 22 | 44% |
| Guitar Effects | 12 | 12 | 100% |
| B-Boy Workshops (Schools) | 30 | 30 | 100% |
| B-Boy Workshops (open) | 30 | 30 | 100% |
| Sax assault | 20 | 15 | 75% |
| Totals | 154 | 117 | 76% |

2007 Festival achieved 117 tickets sold for 6 workshops

2006 Festival achieved 80 tickets sold for 5 workshops

| The following FREE events are all part of the new Jack To Phono series – 13 Events | | | |
|---|-----------------|------------------|-----------------|
| Northbridge Inn | Capacity | Attendees | % Filled |
| The Duckworths | 75 | 75 | 100% |
| Arnie Cottrell | 75 | 65 | 87% |
| Jason Webbly | 75 | 75 | 100% |
| Minor Planet | 75 | 75 | 100% |
| The Globe | | | |
| Jon Stercyx | 70 | 45 | 64% |
| Panacea | 70 | 63 | 90% |
| Jazz Jams | 70 | 40 | 57% |
| Monkeys Unkle | 70 | 37 | 53% |
| Sun Jam | 70 | 32 | 46% |
| Thu Jazz Club | 70 | 62 | 89% |

| | | | |
|---------------------------|-------------|------------|------------|
| Havana | | | |
| Mark Abis | 230 | 75 | 33% |
| Firehouse | | | |
| Puravida | 70 | 70 | 100% |
| James Morton Jazz Quartet | 70 | 70 | 100% |
| Total | 1090 | 784 | 72% |

2007 Festival achieved 784 attendees from 13 events

2006 Festival achieved 745 attendees from 10 events

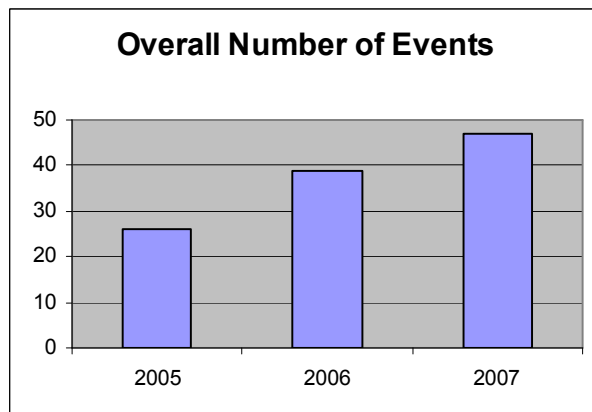
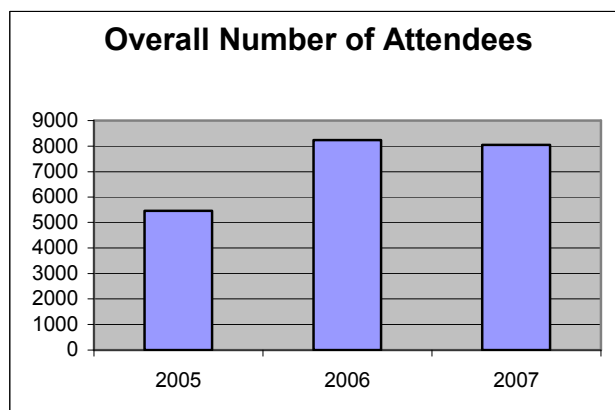
(Branded “*Other Vibraphonic*” Events)

OVERALL TOTAL=

2007 Festival achieved **8045** attendees for all **47** events

2006 Festival achieved 8233 attendees for all 39 events

2005 Festival achieved 5459 attendees for all 26 events



APPENDIX IV

EXETER SUMMER FESTIVAL 2007 EVENT PROGRAMME ANALYSIS
(Events promoted by the City Council and included in Summer Festival Brochure)

| Cathedral concerts – 4 events | Capacity | Attendees | % Filled |
|---|-----------------|------------------|-----------------|
| <i>Three Cathedral Choirs</i> | 762 | 626 | 82% |
| The Tallis Scholars | 924 | 896 | 97% |
| Carducci String Quartet (Chapter House) | 140 | 139 | 100% |
| City of London Sinfonia | 924 | 918 | 100% |
| Totals | 2750 | 2579 | 95% |

* *Not City Council direct promotion*

2007 Festival achieved 2579 tickets sold from 4 events

2006 Festival achieved 3792 tickets sold from 5 events

2005 Festival achieved 4356 tickets sold from 5 events

| Exeter Corn Exchange – 11 events | Capacity | Attendees | % Filled |
|---|-----------------|------------------|-----------------|
| Exeter Comedy Club Pt1 | 250 | 214 | 86% |
| Seven Deadly Sins Four Deadly Sinners | 500 | 174 | 35% |
| John Sergeant | 500 | 500 | 100% |
| Juan Martin | 500 | 500 | 100% |
| Sir Donald Sinden | 500 | 338 | 68% |
| Vartina | 500 | 222 | 44% |
| Tinariwen | 500 | 500 | 100% |
| Celtic Feet | 500 | 498 | 100% |
| Eddie Reader | 500 | 500 | 100% |
| Exeter Comedy Club Pt2 | 250 | 222 | 89% |
| Kyle Eastwood Band | 500 | 250 | 50% |
| Totals | 5000 | 3918 | 78% |

2007 Festival achieved 3918 tickets sold from 10 events

2006 Festival achieved 4909 tickets sold from 14 events (Northcott totals)

2005 Festival achieved 4911 tickets sold from 14 events (Northcott totals)

| Exeter Phoenix – 6 events | Capacity | Attendees | % Filled |
|--|-----------------|------------------|-----------------|
| Richard Alston - Brief Candles (16 June) | 138 | 138 | 100% |
| Richard Alston - Brief Candles (17 June) | 126 | 126 | 100% |
| The Woody Guthrie Story | 208 | 207 | 100% |
| Ska Cubano | 400 | 400 | 100% |
| Dawn Penn & Ambelique | 400 | 145 | 36% |
| Tim Minchin | 212 | 212 | 100% |
| Totals | 1484 | 1235 | 90% |

2007 Festival achieved 1235 tickets sold from 6 events

2006 Festival achieved 625 tickets sold from 3 events

2005 Festival achieved 578 tickets sold from 4 events.

| Barnfield Theatre – 2 events | Capacity | Attendees | % Filled |
|-------------------------------------|-----------------|------------------|-----------------|
| Joanna MacGregor | 289 | 289 | 100% |
| Doric Quartet & Mark Simpson | 289 | 288 | 100% |
| Totals | 578 | 577 | 100% |

2007 Festival achieved 577 tickets sold from 2 events

2006 Festival achieved 833 tickets sold from 3 events

2005 Festival achieved 506 tickets sold from 3 events.

| Great Hall, University – 1 event | Capacity | Attendees | % Filled |
|---|-----------------|------------------|-----------------|
| Royal Philharmonic Orchestra | 1427 | 1418 | 99% |
| Totals | 1427 | 1418 | 99% |

| Southernhay Church – 1 event | Capacity | Attendees | % Filled |
|-------------------------------------|-----------------|------------------|-----------------|
| Morgan Szymanski | 400 | 180 | 45% |
| Totals | 400 | 180 | 45% |

| Riverside Leisure Centre – 3 events | Capacity | Attendees | % Filled |
|--|-----------------|------------------|-----------------|
| The Stranglers | 1200 | 896 | 75% |
| Jimmy Carr | 1200 | 1197 | 100% |
| South African Gospel Singers | 1200 | 452 | 38% |
| Totals | 3600 | 2545 | 71% |

| Havana – 1 event | Capacity | Attendees | % Filled |
|-------------------------|-----------------|------------------|-----------------|
| Antibalas | 230 | 143 | 62% |
| Totals | 230 | 143 | 62% |

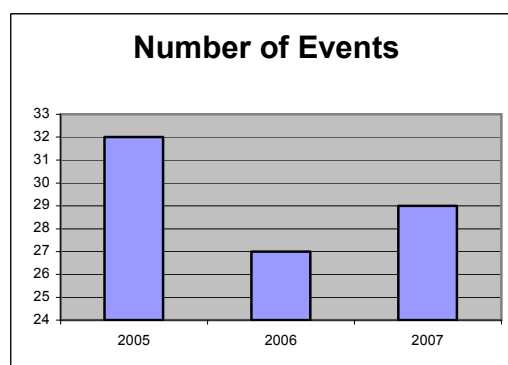
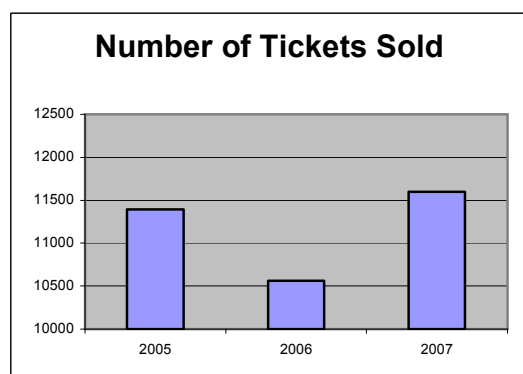
OVERALL TOTAL =

11,599 tickets were sold for **29** events in the 2007 Festival

10,562 tickets were sold for 27 events in the 2006 Festival

11,392 tickets were sold for 32 events in the 2005 Festival

In order to compare attendance levels to previous years, figures for outdoor-ticketed concerts have been subtracted.



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EXETER CITY COUNCIL

SCRUTINY COMMITTEE –ECONOMY 6 SEPTEMBER 2007

DRAFT LOCAL TRANSPORT BILL – GOVERNMENT CONSULTATION

1 PURPOSE OF THE REPORT

- 1.1 To summarise proposals contained in the draft Local Transport Bill and to invite comments on and Member endorsement of the proposed City Council response to this consultation.

2 BACKGROUND

- 2.1 The draft Local Transport Bill was published on 22 May 2007. The Government's consultation phase for the Bill ends on 7 September 2007. An email response to the consultation will be sent on 7 September, following Economy Scrutiny Committee discussion on the 6 September.
- 2.2 The Bill's main purpose is to tackle congestion and to improve public transport. It is an 'enabling Bill' and generally does not prescribe or impose any one approach on local areas. The Bill covers three main areas of policy:
 - Proposals for buses
 - Proposals for transport governance
 - Proposals to facilitate the development of local road pricing

3 PROPOSALS FOR BUSES

- 3.1 The Bill builds on proposals contained in *Putting Passengers First*, a government-sponsored review of local bus services published in December 2006. Members will be aware that since 1985, a competitive market for bus services has operated and the scope for Highway Authority intervention to regulate that market has been very limited. The Transport Act 2000 did propose incremental shifts in bus policy but with an emphasis on partnership arrangements between the Transport Authority and local bus operators.
- 3.2 The 2000 Act also presented the *theoretical* prospect of bus franchising in which the local authority could operate a franchise competition by awarding contracts to individual bus operators to provide a service according to prescribed levels and regulated pricing. This is in fact how bus services in London have operated since the mid 1980s. However, it is generally accepted that the legal hurdle imposed by government under the 2000 legislation in relation to what are called 'quality contracts' was such that in practice, transport authorities outside London have not been able to pursue this option.

- 3.3 In the current Bill, the Government builds on the categories and options introduced in the 2000 legislation. The Bill aims to make *voluntary* partnership agreements between the local authority and the bus operators more flexible with opportunities to agree service frequency and maximum bus fares in exchange for transport authority commitments to, for example, improve bus prioritization measures. The draft Bill also tries to make *statutory* quality partnership schemes - formal arrangements between the local authority and bus operators where, for example, bus operators commit to buying new buses in exchange for enhanced bus priority measures – a more realistic and attractive option. The Bill proposes that statutory quality partnerships can include minimum frequencies, timings and maximum fares.
- 3.4 The draft Bill attempts to make quality contracts - where the transport authority effectively suspends the deregulated market for a period of time – a more realistic option in certain circumstances. The draft Bill proposes a new ‘public interest’ test that has to be satisfied before a quality contract can be put in place. In short, a quality contract has to be economic, efficient and effective at increasing bus use, delivering customer benefits and promoting the wider transport strategy. A new ‘Approvals Board’ will replace the direct role of the Secretary of State in approving quality contracts. Franchising is – on the face of it – a more realistic possibility under this draft Bill, but still very much the option of last resort and will depend on transport authorities demonstrating that a partnership approach has not worked or cannot work.
- 3.5 A new regime for improved bus punctuality in which local authorities as well as bus operators are held to account is also proposed. There are also proposals to remove some of the restrictions on size of vehicle and payments to drivers in the community transport sector. This could be significant for rural Devon, but may of course present additional competition for private hire/taxi services. The Bill also offers greater clarity in relation to the subsidy of local bus services by, amongst other things, stating that transport authorities can enter into 8-year subsidy contracts with bus operators.

4 PROPOSALS FOR TRANSPORT GOVERNANCE

- 4.1 The focus in this part of the Bill is on the major conurbations and on improving the co-ordination of transport strategy and transport delivery functions in these areas. However, it is interesting to note that proposals under this draft legislation make it possible for non-metropolitan areas to establish ‘passenger transport authorities (PTAs)’ covering several local authority areas within a sub-region to offer a strategic focus to transport.
- 4.2 The draft Bill gives the Secretary of State the power to order a local review of transport governance arrangements, following local representation. This review could cover the distribution of responsibilities across PTAs, local councils and potentially, the Secretary of State’s responsibilities (through the Highways Agency and heavy rail) in a particular area. It is, for example, theoretically possible under the draft legislation and as an outcome of a local review, for the Secretary of State to delegate powers for the

management of trunk roads to the PTA or Highway Authority. The PTA might also take over functions of the Highway Authority.

5 PROPOSALS ON LOCAL ROAD PRICING

- 5.1 The draft Bill gives local authorities more flexibility about implementing local road pricing schemes. For example, the Bill proposes that Secretary of State consent for local schemes will no longer be required and that, subject to operating within a local accountability framework, local authorities will be entitled not to hold a public inquiry into a scheme. The Bill states that all revenues from charging must feed into local transport policies and schemes for all times (and not just for an initial period as now). It also includes measures to ensure that local schemes are consistent and interoperable, so as to avoid unnecessary costs and complexity for road users.
- 5.2 The Bill does not give powers for a national scheme of road pricing – separate legislation would be needed for this.

6 CITY COUNCIL RESPONSE TO CONSULTATION ON THE BILL

- 6.1 The following draft response to the consultation is proposed, subject to the views and endorsement of Members:
- The focus on enabling measures rather than central prescription is welcomed.
 - In relation to bus service proposals, the City Council welcomes the trend towards giving transport authorities greater opportunities to work with local bus operators to deliver a service in the public interest. However, it is concerned that these largely incremental proposals will not go far enough to deliver the step change in quality and investment in bus services that is needed. Quality contracts need to be realistic, practical and achievable – it is not clear whether the measures outlined in this Bill will really deliver these objectives.
 - The City Council welcomes measures which make it easier for community transport organisations to provide services which can supplement commercial services.
 - Promoting local flexibility in the organization of transport governance to meet local need is a positive step. While relating mainly to the large metropolitan areas, the City Council welcomes the intention to devise models of transport governance that mirror the geographies of local economies. In this context the City Council would want the government to devise legislation that allows non-metropolitan areas to develop *flexible* transport governance models (e.g. through new PTAs) which fit the economic and environmental footprint of cities, in the interests of securing sustainable growth.
 - The City Council welcomes the clarification on the need for long-term

hypothecation of revenues from road pricing to local transport schemes as this helps to build local trust and support. The City Council looks forward to working with Devon County Council on developing a bid to secure TIF funding for Exeter in relation to this policy area and to further detailed guidance from government on the delivery of local road pricing schemes to ensure consistency and interoperability of schemes. More generally, the City Council – both as a district and as a future unitary authority – recognises the importance of collaborative working with Devon County Council to address congestion and public transport investment in the Exeter sub-region.

7 RECOMMENDATION

- 7.1 That Members offer comments on and endorse the City Council response to the government's consultation on the Draft Local Transport Bill.

David Betteley
Directorate Projects Officer

ECONOMY AND DEVELOPMENT DIRECTORATE

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

Background papers used in compiling the report:

Strengthening Local Delivery: The draft Local Transport Bill is available at:
<http://www.dft.gov.uk/consultations/open/localtransportbill/>

EXETER CITY COUNCIL

SCRUTINY COMMITTEE –ECONOMY 6 SEPTEMBER 2007

DEVONWIDE BUS OPERATOR AUDIT AND PLANS FOR THE DELIVERY OF THE NATIONWIDE FREE LOCAL BUS TRAVEL SCHEME

1 PURPOSE OF THE REPORT

- 1.1 To summarise results of audit work to examine the accuracy and reliability of bus operator ticketing and recording procedures. To outline plans for the introduction of free nationwide local bus travel for the over 60s and people with disabilities from April 2008.

2 BACKGROUND

- 2.1 The current Devonwide scheme offers free county-wide travel to the 'over 60s' and people with disabilities. Members will be aware that this scheme has proved very popular and has generated much higher volumes of travel than was originally predicted.
- 2.2 The Devonwide Partnership, of which the City Council is a member, reimburses bus operators on the basis of an *average* fare calculation which is fixed at the start of each financial year. This means that in any one year only the *volume* of tickets issued impacts directly on the reimbursement that Devonwide authorities pay to local bus operators.
- 2.3 The average fare used in 2006/07 was originally derived from a calculation made in March 2006, just *prior to* the introduction of free fares. The 2007/08 figure was calculated simply by adding an inflationary increase to the 2006/07 value. In other words, current bus operator records were not used in the calculation of the 2007/08 average fare value. It is worth noting however that Stagecoach has appealed against the Devonwide Partnership's reimbursement proposals for 2007/08 and that the decision of the Department for Transport's adjudicator is awaited on this.
- 2.4 To support future negotiations with bus operators and address a general concern to ensure that bus operator procedures for recording fare trips are robust, the Devonwide Partnership commissioned a multi-stranded audit of bus operator procedures for recording journeys made under the concessionary fare scheme. This report summarises the results to date of this analysis.
- 2.5 This paper also summarises the model for delivering the new nationwide free travel scheme agreed by the Portfolio Holder for Transport and Sustainable Development.

3 AUDIT RESULTS AND UPDATE

3.1 The audit results and update cover three strands relating to:

- Strand 1: An independent review of the process by which bus operators calculate and submit claims for reimbursement under the Devonwide scheme to assess whether a robust audit trail is in place to support claims. This review was undertaken by Devon Audit Services between January and February 2007. The focus of this strand was on back-office processes and did not assess the accuracy with which bus drivers issue tickets (strands 2 and 3 do this).
- Strand 2: Mystery shopping to determine the accuracy of tickets issued by bus drivers under the Devonwide Scheme (tickets should reference the correct fare zone, rather than necessarily the precise destination).
- Strand 3: A programme of on-board inspection across bus services by an independent consultant

Strand 1 results

3.2 The Auditor's summary opinion is given in full below:

In our opinion the claims that are submitted to Devonwide by Bus Operators are generally accurate and we consider that, although we have identified passenger number discrepancies, they are not material in the overall context of the claims. The largest discrepancies as a percentage of passengers carried have been identified at smaller operators, and generally smaller operators were identified as holding the poorest audit trails of the passengers they carry. In several cases the base data used to compile claims was 'gappy', contained poor quality printouts from ticket machines or was based on manual recording sheets that were poorly compiled. The quality of such audit trails is inadequate and Bus Operators need to be put on notice that improvement is required.

3.3 Overall, these results are reassuring. The large operators - and biggest claimants - were found to have robust systems in place - the audit team recorded tiny error rates in their analysis of these operators (for example, 0.004% of cases explored). For all claimants, there was no evidence of systematic over (or under) claiming – errors worked both ways. However, weak administrative procedures were found in some cases, particularly among the smaller operators. The Devonwide Partnership has shared individual results with bus operators and will expect significant auditor recommendations to be implemented.

Strand 2 results

3.4 Of the 179 mystery shopping pass-holder journeys conducted in the first quarter of 2007:

- 156 tickets were issued showing the correct destination
 - 11 tickets were not issued or seen by the pass-holder
 - 6 tickets did not show a clear destination on the issued ticket
 - 4 tickets showed a destination that was further than that requested
 - 2 tickets showed a destination that was less distant than the one requested
- 3.5 Clearly the vast majority of journeys have the correct ticket issued. However a minority of journeys appear to have no ticket issued against them. To the extent that back office procedures for recording ticket volumes are reasonably accurate (see strand 1 results) and to the extent that this implies some level of under-recording of concessionary travel at the point of sale, it would seem that bus operators are marginally under-recouping their costs. However the numbers are relatively small and, in the context of an overall modest sample size, it is difficult to draw a definitive conclusion here.
- 3.6 Whilst there is some evidence of under- and over-recording of destinations on *issued* tickets, the numbers are also small. There is no evidence to suggest systematic and widespread over-recording of destinations on tickets. Nevertheless, the Devonwide Partnership has asked the scheme administrators at Devon County Council to maintain a regular programme of mystery shopping so that partners can continue to monitor the practices of bus operators and drivers (and give regular feedback to them).

Strand 3 update

- 3.7 This strand of work was initially undertaken by an independent contractor working on behalf of the Devonwide Partnership. Despite giving the contractor an extension to the deadline for this work, they have failed to deliver a robust and comprehensive piece of analysis. This is a disappointment. The Partnership have therefore elected to cease working with this contractor and, subject to their availability, intend to use Devon Audit Services to carry out a programme of ‘without warning’ on-board bus inspection. Members will be advised of the results of this work as soon as they become available.

4 FUTURE ORGANISATION OF FREE BUS TRAVEL FROM APRIL 2008

- 4.1 A statutory England-wide free local bus travel concession will be introduced from 1st April 2008. Responsibility for funding and delivery of that concession will remain with District and Unitary authorities. Under the current Devonwide scheme, the City Council pays for all travel undertaken by its residents within Devon. Under the April 2008 nationwide scheme, Exeter City Council will pay for all local bus travel starting in their district *regardless of where the passholder lives*. At the same time, the City Council will no longer be responsible for paying the costs of travel by its residents where that travel takes place outside Exeter.
- 4.2 To deliver the statutory nationwide scheme, the City Council and other members of the current Devonwide Partnership have negotiated a shared service arrangement with Devon County Council. This arrangement will deliver significant economies of scale.

The County Council will continue to provide an administration service which will include, for each participating authority:

- (i) dealing with the pass application process, and providing a key interface with residents and with bureau services appointed to print the new passes. This is a significant task. Government has said that replacement smartcard-enabled and photographed passes should be issued for the nationwide scheme (old Devonwide passes will be obsolete). New passes need to conform to a standard design. Replacement of passes will begin in early Autumn 2007. Government is providing additional funding in 2007/08 to cover the costs associated with pass renewal.
- (ii) analysis to inform the appropriate reimbursement values to bus operators for each travel concession authority
- (iii) negotiation with, and payment of reimbursement to, bus operators
- (iv) bus inspection and audit services (and facilitating user surveys as required)

4.3 Under this model, the current Devonwide Officer Partnership would become a steering group to oversee county council delivery of this service. It would also provide an informal mechanism for sharing experiences, a vehicle for sponsoring joint research and audit work linked to the scheme, and a mechanism for collective lobbying. To be clear though, the '*Devonwide scheme*' will, in effect, cease to exist once the nationwide scheme is introduced during 2008.

4.4 The question of exactly how the City Council will be funded under the nationwide scheme, and how much funding it will receive is still to be determined by government. Recent lobbying activity in Devon has concentrated on the need for government to develop a funding model which takes full account of the relatively large number of elderly visitors to Devon and specifically in relation to Exeter, of the role of regional cities, not only as a visitor attraction in their own right (for Devon residents and tourists), but also as an important transport interchange.

4.5 The current Devonwide county-wide travel scheme allows free travel from 9am and allows 'companion' passes in some circumstances. The nationwide scheme will offer free travel from 9.30am and will not allow companion travel. In theory, the City Council could offer 'enhancements' to the national statutory service, for example by providing free travel from 9am. The City Council does not propose to offer scheme enhancements because of the likely significant increase in, and uncertainty surrounding the costs associated with the nationwide scheme. It is understood that the other Devonwide partner authorities are proposing to adopt a similar approach.

5 FINANCIAL IMPLICATIONS

5.1 The indicative cost for the shared service arrangement administered by Devon County Council for the delivery of the nationwide free travel scheme is £35,000. This is equivalent to just over 2% of the city council's budget for Devonwide in 2007/08.

5.2 Preparation for 2008/09 concessionary fare budgeting as a whole depends on a clearer

indication from government on the method (special grant or formula grant) and funding formula to be used to fund the nationwide extension. Clarification on this is unlikely to be received before late Autumn. The question of whether additional funding will be sufficient to meet increased travel demand will, of course, remain well into the financial year 2008/09.

6 RECOMMENDATION

- 6.1 That Members note the findings of the Devonwide audit programme and resolve to support regular mystery shopping exercises in relation to free local bus travel as a tool for on-going monitoring and to receive strand 3 audit results as soon as they become available.
- 6.2 That Members note and endorse plans for the future organisation and delivery of free nationwide local bus travel in Exeter from April 2008.

David Betteley
Directorate Projects Officer

ECONOMY AND DEVELOPMENT DIRECTORATE

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

Background papers used in compiling the report:

None.

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EXETER CITY COUNCIL

SCRUTINY COMMITTEE - ECONOMY 6 SEPTEMBER 2007

ECONOMY SCRUTINY STEWARDSHIP TO JUNE 2007

1. PURPOSE OF REPORT

- 1.1 This report advises Members of any forecast variations to the budget, based on the first three months of the financial year 2007/08.

2. INFORMATION

- 2.1 This report highlights any differences by management unit to the outturn forecast for the first three months of the financial year up to 30 June 2007 compared with the approved annual budget. During this period the total of the variances indicate that the overall net expenditure for this committee will decrease by £108,830 which represents a variation of 9.37% from the approved budget.

- 2.2 Following the removal of the Asset Management Revenue Account, government grants and other external contributions received in respect of fixed assets, referred to as ‘deferred contributions’, must be released to the service revenue accounts in order to help offset the depreciation that is charged on the assets. In order to ensure that depreciation and the release of government grants and other contributions do not impact on the level of council tax, all entries made to the service revenue accounts are reversed out in the Statement of Movement on the General Fund Balance in accordance with the Statement of Recommended Practice.

- 2.3 The main variations by management unit are detailed below:

| | £ |
|--|------------------|
| 2007-2008 APPROVED ESTIMATE | 1,160,700 |
| 3A1 PROPERTY & ESTATES SERVICES | (57,000) |

Rental income is higher than expected due to the completion of several rent reviews for South Street properties involving the collection of back rent from previous years.

It was anticipated that no rent would be charged for one property at Haven Road and another at Marsh Barton, however delays in the rent reviews and lease re-structuring processes have resulted in rents still being received.

Exeter City Council is surrendering the lease of Haven Road Industrial Estate towards the end of the financial year, this will result in a net loss of income.

Projected income at St George's Retail Units is lower than budgeted due to the former Card Shop being vacant.

3A3 CAR PARKING 6,800

Standard charge income is lower than budgeted. The introduction of pay on foot at both the Guildhall and Mary Arches Street car parks has resulted in standard charge tickets no longer being issued to customers overstaying their purchased time as there is no longer a possibility of this happening. Attendants are currently concentrating their time at these car parks in order to oversee the smooth running of the service and this is diverting resources from other car parks where standard charges could be issued.

Season ticket income is expected to be higher than budgeted; this could also be a factor in the decrease in standard charge income.

Electricity costs are higher than expected.

Rates are lower than budgeted.

3A5 FESTIVALS & EVENTS (2,500)

The Summer Festival has made a small surplus.

3A8 DISTRICT HIGHWAYS & FOOTPATHS (23,690)

This is the deferred contribution to capital as described above.

3B5 PLANNING (7,840)

This is the deferred contribution to capital as described above.

3B9 MARKETS & HALLS (24,600)

Income is higher than budgeted due to the increased use of the car parks at the Matford Centre and the introduction of a Wednesday car boot sale, however the Sunday market income is lightly lower than expected due to the wet weather.

Exeter Corn Exchange income is also higher than budgeted due to the increased number of events and food and beverage income.

2007-2008 EXPECTED FINAL OUTTURN

£1,051,870

3. RECOMMENDED that Members note the contents of this report.

HEAD OF TREASURY SERVICES

CORPORATE SERVICES DIRECTORATE

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

Background papers used in compiling this report:

1. None

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**SCRUTINY COMMITTEE - ECONOMY
STEWARDSHIP**

APRIL 2007 TO JUNE 2007

| ANNUAL BUDGET | £ | SUPPLEMENTARY BUDGET | £ | REVISED BUDGET | £ | CODE | CURRENT OUTTURN FORECAST | £ | FORECAST VARIANCE | £ |
|------------------|---|-------------------------|---|-------------------|---|------|---|------------------|----------------------|---|
| (2,169,840) | | 25,200 | | (2,144,640) | | 3A1 | PROPERTY & ESTATES SERVICES | (2,201,640) | (57,000) | |
| 1,646,450 | | | | 1,646,450 | | 3A2 | TRANSPORTATION/CONCESSIONARY FARES | 1,646,450 | | |
| (2,725,170) | | 222,200 | | (2,502,970) | | 3A3 | CAR PARKING | (2,496,170) | 6,800 | |
| 953,590 | | 45,000 | | 998,590 | | 3A4 | ECONOMIC DEVELOPMENT | 998,590 | | |
| 383,700 | | | | 383,700 | | 3A5 | FESTIVALS & EVENTS | 381,200 | (2,500) | |
| 590,660 | | | | 590,660 | | 3A6 | TOURIST INFORMATION | 590,660 | | |
| 28,000 | | | | 28,000 | | 3A7 | ARCHAEOLOGY IN EXETER | 28,000 | | |
| 318,100 | | | | 318,100 | | 3A8 | DISTRICT HIGHWAYS & FOOTPATHS | 294,410 | (23,690) | |
| 64,640 | | | | 64,640 | | 3A9 | BUILDING CONTROL | 64,640 | | |
| 116,330 | | 9,000 | | 125,330 | | 3B1 | LAND DRAINAGE | 125,330 | | |
| 0 | | | | 0 | | 3B2 | ADMINISTRATION SERVICE | 0 | | |
| 0 | | | | 0 | | 3B3 | DIRECTOR ECONOMY & DEVELOPMENT | 0 | | |
| 0 | | | | 0 | | 3B4 | ENGINEERING & CONSTRUCTION SERVICES | 0 | | |
| 1,181,670 | | | | 1,181,670 | | 3B5 | PLANNING SERVICES | 1,173,830 | (7,840) | |
| 68,740 | | 87,720 | | 156,460 | | 3B6 | CONSERVATION | 156,460 | | |
| 8,000 | | 15,000 | | 23,000 | | 3B7 | ARCHAEOLOGICAL FIELD UNIT | 23,000 | | |
| 132,150 | | | | 132,150 | | 3B8 | PRINCESSHAY/MAJOR PROJECTS | 132,150 | | |
| 111,560 | | 48,000 | | 159,560 | | 3B9 | MARKETS & HALLS | 134,960 | (24,600) | |
| 708,580 | | 452,120 | | 1,160,700 | | | NET EXPENDITURE | 1,051,870 | (108,830) | |
| | | | | | | | | | | |
| | | | | | | | Deferred Contributions to Capital | 33,730 | | |
| | | | | | | | Transfers from Earmarked Reserves | | | |
| | | | | | | 3B5 | Local Development Framework | (20,000) | | |
| | | | | | | 3B5 | Planning Delivery Grant | (107,590) | | |
| | | | | | | 3B8 | Princesshay | (132,150) | | |
| | | | | | | | OVERALL FORECAST EXPENDITURE FOR THE YEAR AFTER MOVEMENTS TO/FROM RESERVES | 825,860 | | |

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