



## Exeter City Council

Philip Bostock, Chief Executive

Bindu Arjoon, Assistant Chief Executive

Civic Centre, Paris Street, Exeter, EX1 1JN

Tel: 01392 277888      www.exeter.gov.uk

To the Chair and Members  
of the Scrutiny Committee - Economy

Direct dial: 01392 265115

Fax: 01392 265152

email: sharon.sissons@exeter.gov.uk

Our ref:

Your ref:

### **AGENDA FOR** **EXETER CITY COUNCIL** **SCRUTINY COMMITTEE - ECONOMY**

The Scrutiny Committee - Economy will meet on **THURSDAY 18 JANUARY 2007**, commencing at **5.30 pm**, in the Rennes Room, Civic Centre, Paris Street, Exeter to consider the following business. If you have an enquiry regarding any items on this agenda, please contact Sharon Sissons, Member Services Officer on **Exeter 265115**.

*Entry to the Civic Centre can be gained through the Customer Service Centre, Paris Street.*

Pages

#### **Part I: Items suggested for discussion with the press and public present**

1. **MINUTES**

To sign the minutes of the meeting held on 8 November 2006

2. **DECLARATION OF INTEREST**

Councillors are reminded of the need to declare personal and prejudicial interests, including the nature and extent of such interests, in relation to the business on the agenda.

1 - 10

3. **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>*

4. **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 procedure are available from Member Services (Exeter 265115).*

5. **ESTIMATES AND FEES AND CHARGES 2007/08**

11 - 26

i) Community - General Fund - Estimates/ New Capital Bids/ Fees and Charges (1-53)

ii) Community - Housing Revenue Account - Estimates/New Capital Bids/Fees and Charges (54-71)

iii) Operational Estimates (72-74)

To consider the report of the Head of Treasury Services -  
*report circulated*

6. **OPERATION OF SCRUTINY WITHIN THE COUNCIL**

To consider the report of the Assistant Chief Executive –  
*report circulated.*

27 - 30

7. **ARCHAEOLOGY RESEARCH PROGRESS**

To consider the report of the Head of Archaeological Field Unit –  
*report circulated*

31 - 40

8. **UPDATE - HEART OF DEVON ENTERPRISE AGENCY**

To consider the report of the Head of Economy and Tourism -  
*report circulated.*

41 - 44

9. **EXETER OPEN STUDIOS 2006**

To consider the report of the Head of Economy and Tourism –  
*report circulated* 45 - 48

10. **SHAKESPEARE IN THE GARDENS ROUGEMENT GARDENS 12 JULY –  
12 AUGUST 2006**

To consider the report of the Head of Economy and Tourism -  
*report circulated.* 49 - 50

11. **DEVON DESTINATION MANAGEMENT ORGANISATION**

To consider the report of the Head of Economy and Tourism -  
*report circulated.* 51 - 54

12. **EXETER TOURISM FORUM**

To consider the report of the Head of Economy and Tourism -  
*report circulated.* 55 - 58

13. **EXETER RED COAT GUIDES**

To consider the report of the Head of Economy and Tourism -  
*report circulated.* 59 - 64

14. **DATE OF NEXT MEETING**

The next **Scrutiny Committee - Economy** will be held on  
Thursday 1 March 2007 at 5.30pm.

15. **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.

**DATE OF NEXT MEETING**

The next **Scrutiny Committee - Community** will be held on Thursday 1  
March 2007 5.30 pm

## **FUTURE BUSINESS**

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Councillors can view a hard copy of the schedule in the Members Room.

### *Membership -*

Councillors Fullam (Chair), Moore (Deputy Chair), M G Baldwin, M A Baldwin, Boyle, Choules, Gale, Newby, Noble, Pettinger, 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 1 MARCH 2007

#### UPDATE – GLOBAL GRANTS

#### 1 PURPOSE OF REPORT

- 1.1 To update Members on progress in the delivery of activities under the European funded Global Grants Programme, known as the ‘Exeter Positive Steps Fund.’

#### 2 BACKGROUND

- 2.1 On the 15 March 2005 Executive approved funding support as part of a bid to secure funding for Exeter from the European Global Grant programme. In October 2005, the Government Office South West approved the bid and, following negotiations, an initiative entitled Exeter Positive Steps Fund was launched in January 2006. The money from the Fund is available for allocation only to community and voluntary groups that help people of working age in Exeter, particularly those living in deprived wards, to improve their skills, build confidence and raise self-esteem, assisting them on the road to work and/or improve their earning potential.
- 2.2 A report to November Scrutiny Committee updated Members on the performance of the Fund. Initially the grants allocated from the Exeter Positive Steps Fund had been behind the anticipated profile. However, following a change in the method and delivery of outreach by Devon Community Foundation (DCF) the management and demand for grants had improved significantly.
- 2.3 A total of 15 projects had been approved for grant awards including 3 which had yet to be finally ratified by DCF. A summary of each one was reported to Members. In total £130,000 of grants had been allocated, added to which, applicants had secured a further £22,000 to the costs of delivering projects. A forecast number of 584 people will be supported by these projects.

#### 3. UPDATE

- 3.1 By the end of January 2007, 24 projects have been supported with nearly £181,000 of grants allocated to groups for the delivery of projects. In addition, applicants had secured just over £51,000 towards costs. The forecast number of people supported by these projects had grown to 823. A summary of all the projects supported to date is attached at Appendix 1.
- 3.2 Recipients of grant awarded projects since November 2006 are summarised below.

#### **Recommended projects reported at the November Scrutiny Committee**

- a) Double Elephant Print Shop - £8,590  
This project was reported at the November Committee, although at the time, it was only recommended and details of the recipient could not be revealed. It provides workshops to help a target group of 20 people who are either unemployed and/or offenders and are also

recovering from brain injuries. The workshops will help them to develop practical skills in the creative industries and improve their self-confidence to help them prepare for part-time employment or if not possible, voluntary work.

- b) Westbank League of Friends - £9,777  
This project also recommended at the November Committee will provide training and support for 36 young carers who are isolated through home life and often disengaged from school. The project will run a series of workshops for three groups of 12 people to raise their confidence, improve IT skills, assist them in writing CV's and also in producing personal development plans that helps recognise their previous and newly acquired transferable skills.

- c) Spacex - £8,000  
This project also recommended at the November Committee will provide training and support to enable 23 disadvantaged young people including those with basic skills, disabled or offenders to form and participate in a project management team to organise and deliver an event. The project will help the participants to understand their career options and also improve their skills in for example, teamwork, communication and budgeting.

#### **New projects approved**

- d) Exeter YMCA - £9,215  
This project will support 50 offenders in custody at HMP Exeter and provide group activity and one-to-one support. Most prisoners have very low abilities in basic skills for life and many of them when they are released from custody will remain resident in Exeter. They will undertake a skills for life programme involving reading, writing and a range of interpersonal and communication skills. A significant number of participants are expected to go on and undertake other courses within the prison.
- e) Olive Tree - £6,591  
This project will work with 16 women from black and minority ethnic backgrounds who have never held a regular job and lack self-esteem. They will follow a programme of self-development, improve their English Language speaking skills, learn practical skills in relation to textiles and sewing and be encouraged to establish a small business co-operative.
- f) Exeter Shilhay - £6,900  
This project will work with 12 homeless people and seek to increase their skills for employment through a music production training programme. Two previous clients of Shilhay have devised the project and through links with Exeter College an accredited basic skills programme will be delivered. It will involve people that would not normally engage in any form of training, who will participate in twice weekly, 3-hour sessions over a 12-week programme.
- g) Wren Trust - £6,554  
This project will work with 45 people from Newtown and St David's and users of the St. Sidwells Centre, whose first language is not English, who will be unemployed, have health problems or learning disabilities. Participants will plan and run musical activities, which will help them to work well in team environments and take up learning opportunities.

- h) Exeter Community Initiatives - £10,000  
This project will run a programme of training courses for 20 people who are leaving care to ease their transition in becoming independent and help them to have improved levels of confidence, life skills and encourage them into further learning, volunteering and/or employment.
- i) Wolf & Water - £ 9,700  
This project will target 24 young people working through schools, youth offending teams and those that are not in employment, education or training (NEET). Three 12 week structured music courses will aim to bring about changes in behaviour and help participants to gain skills through a choice of 3 levels of accreditation within the National Foundation for Youth Music. Participants will also learn basic working skills such as regular attendance and team working. The project also has the commitment of a previous beneficiary, who will be employed as a trainee and be a 'peer mentor' with the participants. Post completion of the courses, the project will continue to support participants.
- j) Refugee Support Group - £9,597  
This project will support 10 women from black and ethnic minorities and whose language is not English. The project aims to reduce social isolation and also deliver an outreach programme of activity, which will improve self-confidence, develop English language speaking skills and signpost participants to opportunities in further education and training.
- k) Headway Devon - £7,355  
This project will support 10 people who have suffered brain damage through a serious accident or illness. The project will start as a pilot dedicated employment service for adults in Exeter and will help to identify voluntary and/or paid work opportunities, work placements and/or training courses and also liaise with and support employers. The client group should achieve improved self-esteem and self-confidence to help them progress towards work opportunities.
- l) Exeter Foyer Residents' Association - £7,003  
This project will support 52 young residents of a supported housing scheme by employing a part-time development worker for 12 months to work with the group to enable them to run their own association and management committee. This will result in the development of self-esteem, personal skills and accredited learning in active citizenship and community involvement.

#### **Next Panel meeting**

- m) Grant allocation - £9,555  
This project will employ 3 part-time staff to work with 20 prolific offenders to improve their self-confidence and inter-personal skills and advise and support them in finding accommodation.
- n) Grant allocation – £6,650  
This project will work with 10 people who are homeless and help them to improve their life skills, basic skills and self-confidence. Participants will participate in the completion of a radio broadcast in Exeter that provides them with valuable work experience and also receive help with the preparation of their CV.

- 3.3 In March 2007, to support groups that have been awarded grants for their projects, DCF are organising an event that will enable participants to network and meet a range of organisations in Exeter whose role is to help people find employment, for example Job Centre Plus, Next Steps, Exeter CVS and local recruitment agencies.
- 3.4 European funding for this programme ceases at the end of December 2007, the last date at which a grant can be awarded. DCF has been working with Officers and the private sector to establish a Community Fund to continue the work of this project. It is hoped that the focus and framework for delivery of such fund, will be similar in nature to that of the Global Grants Exeter Positive Steps Fund. A series of meetings to consider the establishment of such a Community Fund is being led by the private sector, supported by presentations by DCF and the Exeter CVS.
- 3.5 Following on from the lead taken by the City Council and the success of the Exeter Positive Steps Fund (managed on its behalf by DCF) and chaired by the City Council, Devon County Council have been working with the Foundation to extend the programme to the rest of the County (excluding Plymouth and Torbay). The County Council has committed £50,000 to the new programme, called the Devon Step Up Fund, with a further £50,000 currently under discussion. The Foundation is also contributing £70,000 from the Local Network Fund for Children and Young People, a programme it manages on behalf of the Department for Employment and Skills (DfES). The Devon Step Up Fund was launched in January this year and too will run until December 2007. The existing Exeter Positive Steps Fund panel, chaired by the City Council, has been asked to assess applications received.

#### 4 FINANCIAL IMPLICATIONS

- 4.1 Table 1 below summarises the amended funding contributions from the various partners to the project. A small funding shortfall of £9,500 identified in previous reports has remained unmet, which is still being pursued by DCF. Unfortunately, to date HSBC have been unable to release their full contribution to the Fund, as it will only be made available on a project-by-project basis and must have members of their staff actively participating within them. DCF have made presentations to HSBC staff and submitted project proposals, but no interest has been forthcoming. It seems unlikely that funding will be released as a consequence of this restriction, other than £7,500 released by HSBC in recognition of their attendance at Panel meetings and participation in project approval decision making. This means that the shortfall for the Fund has risen to £52,000 plus a loss of £42,500 ESF matched funding.

<b>Table 1: Funding for the Exeter Positive Steps Fund – including management and outreach costs</b>		
<b>Organisation</b>	<b>Budget</b>	<b>Actual</b>
Exeter City Council	£80,000	£80,000
Local Network Fund (DCF)	£70,000	£70,000
HSBC	£50,000	£7,500
Devon County Council	£15,000	£15,000
Independent Charitable Contributions	£11,500	£11,500
Other Funding	£9,500	£0
ESF Global Grant match funding	£193,000	£150,500
<b>Total</b>	<b>£429,000</b>	<b>£334,500</b>



- 4.2 To make good the shortfall, DCF have been in negotiations with a local organisation that may provide money to replace part of the gap in funding left without HSBC's finance. Any further funds secured to reduce the shortfall for the Fund will draw down 45% match from the European Social Fund (ESF), thus enhancing significantly money available for projects. To date, the average cost per individual supported by the Fund equates to around £220 per person.
- 4.3 The Economy and Tourism Unit has some £30,000 within its budget (2006/2007) for helping people in deprived wards to develop their skills and in view of the success to date of the programme, it would be appropriate that the City Council extend its funding support for this Global Grants Fund to help draw down the maximum amount of ESF monies for projects. The additional contribution of £30,000 would be spread over the next financial year and secure matched ESF money of £24,500.
- 5 RECOMMENDED** that
- 5.1 Members note the report
- 5.2 That Members support the further release of £30, 000 from the Economy and Tourism Budget to support the deliver of the Fund and finance additional projects with ESF monies.

**RICHARD BALL**  
**HEAD OF ECONOMY AND TOURISM**

**ECONOMY AND DEVELOPMENT DIRECTORATE**

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

**Background papers:**

Global Grants report to Executive 15 March 2005

Global Grants reports to Scrutiny – Community and Economy

## APPENDIX 1

<b>Exeter Positive Steps Fund – grants awarded and people supported as at January 31<sup>st</sup> 2007.</b>					
The rows shaded have been to the Panel since November report to this Committee					
<b>Name of Applicant</b>		<b>Grant Awarded</b>	<b>Applicant's secured contribution</b>	<b>Total Project Costs</b>	<b>Number of people to be supported</b>
1	Exeter Home Start	£3,111	£200	£3,311	12
2	CARD Training Project (ECI)	£7,060	£750	£7,810	30
3	St Petrocks	£10,000	£7,533	£17,533	60
4	Telephone Box Company	£4,750	£500	£5,250	15
5	Devon Development Education	£6,000	£2,525	£8,525	12
6	Exeter Forum Theatre	£9,300	£2,575	£11,875	35
7	Olive Tree	£8,922	£500	£9,422	35
8	Exeter CVS	£9,820	£5,300	£15,120	15
9	Age Concern	£2,500	£0	£2,500	250
10	Magic Carpet	£9,950	£0	£9,950	25
11	Ivy Project	£9,681	£0	£9,681	15
12	Ivy Project (individual)	£500	£295	£795	1
13	Double Elephant Print Shop	£8,590	£0	£8,590	20
14	Westbank League of Friends	£9,777	£0	£9,777	36
15	Spacex	£8,000	£2,000	£10,000	23
16	Exeter YMCA	£9,215	£1,295	£10,510	50
17	Olive Tree	£6,591	£1,000	£7,591	16
18	Exeter Shilhay	£6,900	£500	£7,400	12
19	Wren Trust	£6,554	£3,403	£9,957	45
20	Exeter Community Initiatives	£10,000	£0	£10,000	20
21	Wolf & Water	£9,700	£21,401.80	£31,101	24
22	Refugee Support Group	£9,597	£0	£9,597	10
23	Headway Devon	£7,355	£0	£7,355	10
24	Exeter Foyer Resident Association	£7,003	£2,000	£9,003	52
<b>Total</b>		<b>£180,876</b>	<b>£51,777.80</b>	<b>£232,653</b>	<b>823</b>

**EXETER CITY COUNCIL**

**SCRUTINY COMMITTEE - ECONOMY**

**1 MARCH 2007**

**EXECUTIVE**

**13 MARCH 2007**

**WILD CITY PROPOSAL**

**1. PURPOSE OF REPORT**

- 1.1 This report proposes the development of a long term framework for managing Exeter's natural assets for promoting biodiversity and for enhancing, in the broadest sense, public access.

**2. INFORMATION**

- 2.1 In comparison with most British cities Exeter is unusual in terms of its structure which makes the natural environment particularly accessible to very many citizens. The River Exe and a range of tributaries combine to give it a unique character; when added to the adjacent countryside and to other open space within the City, nearly half of Exeter is a major biodiversity resource. The linkages, from the Valley Parks to the surrounding countryside and the estuary, mean that there is already a considerable level of biodiversity across the City. The City's population therefore has access to a range of varied habitats ranging from those of local significance to those of national and international standing.
- 2.2 There are inevitably threats to the nature and the extent of the City's biodiversity. The day to day interest of a substantial part of the population in recreational activities that put pressure on these habitats needs to be carefully managed so that people can enjoy all but the most sensitive of these habitats without undermining the quality and long term prospects for their survival. Longer term pressures on open space could also substantially undermine biodiversity if new development is not directed to those sites of limited value, (or where pressures can be carefully managed) and if sporadic development results in corridors being severed.
- 2.3 Looking beyond these comparatively short term issues, there is the likely impact of climate change which threatens imminent damage to a range of diverse habitats unless a comprehensive and innovative response is adopted to manage this impact during the coming decade. The current review of the City's Community Strategy has recognised that, to date, the emphasis on sustainability has been comparatively weak, but that it should be amongst several priorities for a revised Sustainable Community Strategy. Sustainability should be a core focus of the strategy, which needs to be supported by a comprehensive and cross cutting programme of actions, to

ensure that the biodiversity we currently enjoy is at least maintained, and if possible, appropriately enhanced. Indeed, we have a duty under the Natural Environment and Rural Communities Act 2006 to promote biodiversity.

- 2.4 The City Council has already done a considerable amount to manage Exeter's biodiversity effectively. The City Council commissioned a major biodiversity survey of Exeter several years ago and adopted a biodiversity strategy. A number of action plans have been implemented and others are still to be prepared. Work on interpretation and education has had some input to date but this will expand significantly with a new team member in Leisure and Museums on a two year contract, whose principal focus this will be.
- 2.5 One of our key partners is the Devon Wildlife Trust (DWT) and their Chief Executive sits on the Vision Partnership. He has proposed taking this a significant step further. The core of the proposal is to highlight the City's inherent attractions by designating Exeter as a "Wild City", and to put together a policy and programme that can deliver on our emerging Vision commitments. The two core elements of this work are an over-arching strategy and a set of actions that will deliver more enhancements, building on those initiatives that have already been successful. Some elements of that strategy are already being put in place through the review of the Community Strategy and by dovetailing this with work currently being undertaken by the City Council and East Devon District Council.
- 2.6 Previous survey work has already substantially identified the nature and the extent of the City's biodiversity and a joint piece of work is about to be undertaken on a Green Infrastructure Study that will look at how, as part of a sustainable development strategy for the East of Exeter development, green infrastructure could be established at the heart of that spatial strategy and delivered over the next 20 years. The strategy also needs to model the potential impacts of climate change on particular habitats and to consider whether these habitats can be maintained in the face of significant change and, if so, what actions are necessary. Beneath this strategy, there are a number of initiatives that need to be developed or expanded, ranging from policies to be applied in local planning documents and in relation to specific applications, through to actions for managing the Valley Parks and other sensitive habitats to ensure their survival.
- 2.7 A further significant challenge is making these issues accessible to a much greater proportion of the population. The jargon involved is off-putting to most people, but the sheer enjoyment of particular environments or wildlife, whether they be woodlands, wild flower meadows or rare birds, mean that much of the population could be excited and motivated by a set of practical projects. It will also contribute to a strong theme on which to base visitor promotion activities which is of particular interest to organisations such as the RSPB. There is a wide range of possible initiatives, including:
- creating new wildlife corridors through the City
  - introducing Green Coat Guides – along the same lines as Red Coat Guides

- combining the Health Agenda and the Green Agenda to encourage greater access to our Valley Parks (and other parks, gardens and allotments) by a wider group of the population
- creating green gyms
- promoting locally sourced food, ensuring reduced air miles and lower energy intensity production
- setting up wildlife listening posts
- setting up screens in key City Centre locations linked to webcams in key green spaces – similar to the kestrelcam
- introducing a wildlife festival
- linking up with ‘green’ access strategies such as the Green Circle and Cycle Network
- and so on!

2.8 There are many potential partners in this work, ranging from the Environment Agency through to the RSPB. The RSPB has also developed a “City to the Sea” proposal, embracing integrated recreational and biodiversity provision between the City, the estuary and the coast and has discussed initial ideas with funding bodies. There is considerable potential to integrate these two projects. To take this work forward Members will be aware that within the 2007/08 budget there is provision for grant aid to the Devon Wildlife Trust for the appointment of a Project Officer for a two year period. The intention would be a collaborative effort between DWT, the City Council and other key partners (including the RSPB) to develop a strategy, identify a set of key actions and submit a range of Lottery bids for funding for innovative proposals to help deliver this.

### **3. CONCLUSION AND FINANCIAL IMPLICATIONS**

3.1 This is potentially a very exciting project that could link a series of themes together under the sustainability banner, by combining planning, biodiversity, leisure and health as part of the “Wild City” initiative. The longer term financial implications cannot yet be quantified and will depend on the work of the Project Officer over the next two years, for which £30,000 per annum has been budgeted in 2007/08 and 2008/09. The benefits of this work will be considerable, protecting the biodiversity we currently enjoy and delivering selective enhancements around the City. It is potentially of benefit to very large numbers of residents and, given the spread of the Valley Parks and other open spaces, provides good access to a number of defined Wards within the Valley Park catchments. The “Wild City” tag has associated linkage with the wildlife attractions of the adjacent countryside and estuary areas, and will help to promote eco-tourism to our unusually biodiverse City.

### **4. RECOMMENDATIONS**

- 4.1 It is recommended that Members
- (i) support the development of a Wild City Strategy and Action Plan
  - (ii) request officers to set up a cross Directorate project team to work with

the Devon Wildlife Trust and other key partners to take this project forward, whilst incorporating elements of the concept in a revised Sustainable Community Strategy

**John Rigby**  
**Director Economy & Development**

**Hazel Ball**  
**Director Community & Environment**

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

Background papers used in compiling this report:

*None*

## SCRUTINY COMMITTEE – ECONOMY

18 JANUARY 2007

### ESTIMATES

#### 1. Introduction

1.1 Attached are the draft estimates for 2007/08. A draft version of the figures was considered at an informal meeting of Scrutiny Economy on 13 December 2006.

1.2 This report outlines the strategic framework within which the estimates have been prepared, changes in accounting practices, which affect all budgets and detailed reasons for any significant changes in the Management Unit estimates.

#### 2. Budget Framework

2.1 The estimates include assumptions for pay, general inflation and income as follows:

- Pay 2.5%
- General inflation 1.0% (see paragraph 2.2 below)
- Income 3.0%
- Interest on Investments 5.0%

2.2 As a means of finding efficiency savings, many non-pay budgets will again not be fully increased for inflation. There will be some exceptions to this in particular where there are ongoing contractual arrangements in place and where the Council has to meet the full price increase e.g. insurance, fuel and electricity. The Retail Price Index (RPI) for September 2006 was 3.6%. Although the Government no longer produce targets for the RPI it is still used to determine increases in pensions, benefits and pay negotiations. Indications are that inflation is likely to continue to remain at the current relative low levels.

2.3 At its meeting on the 21 November 2006, Executive approved a budget strategy based on the best known data with regard to Government spending targets:

- Formula Grant increase 5.9%
- Council tax guideline 2.9%

2.4 The Government have now announced the provisional local government finance settlement for 2007/08. For Exeter the guideline figure is as follows:

- Formula Grant £11,663,930 (increase 5.9 %)

The provisional settlement now indicates that in cash terms our grant will increase by £652,807.

- 2.5 In addition, the Council will expect to receive in 2007/08 the third (and possibly final year) of its Local Authority Business Growth Incentive Grant (LABGI) payments. In 2005/06, the Council received £465,108 of LABGI grant and the Government has recently announced that local authorities could expect to receive even more grant in the second and third years by abolishing the current grant ceiling and scaling factor arrangements. The scheme is set to run for three years (2005/06 to 2007/08) and may allocate £1 billion to eligible local authorities in England. The year 2 grant payment (for the current 2006/07 year) will not be announced until February 2007 and it is therefore expected that the year 3 payment will be on a similar timescale. The continued economic and business growth within the City gives cause for some optimism with regard to the potential LABGI grant awarded to the Council for both the second and third years and therefore for the purposes of the revised medium term financial strategy it has been assumed that £1 million of LABGI grant will be awarded in 2006/07 and a further £1.5 million in 2007/08.
- 2.6 The available capital resources for 2007/08 are £25.941 million with £19.157 million in respect of the General Fund, of which £3.348 million is available for new approvals, and that the Housing capital programme will be some £6.343 million. A list of the proposed new schemes for this Committee is attached at Appendix 2.
- 2.7 In order to help improve overall delivery and monitoring of the capital programme, schemes have been placed within 2 categories C1 and C2. Category C1 is for those schemes that the Council is committed to and reasonably certain of being able to deliver within planned timescales. Conversely category C2 is for those schemes that the Council is committed to but are less certain of being able to be delivered due primarily to factors outside of the control of the Council. It is also acknowledged that some schemes would have elements within both categories
- 2.8 The changes in respect of 2007/08 Fees and Charges for the Economy budget are included at Appendix 3. (Parking Tariffs have already been considered by Executive).

### **3. Key Revenue Budget Changes Proposed for 2007/08**

- 3.1 The Revenue budgets are attached at Appendix 1. A technical adjustment to the budget in respect of service cost pension contributions (FRS17) has been made in line with required accounting practice. This amendment is reversed out below the line to show the actual cost to the Council and, therefore, has no impact on the Council Tax. The treatment is similar to the way we account for capital charges.
- 3.2 The proposed budgets reflect a combination of budget increases and savings and the key changes are as follows:



### **3A1 PROPERTY & ESTATES SERVICES**

M01 – M06 and M11: In general, income will increase across Estates Properties reflecting a number of rent reviews across the city and the additional rent due from the opening of Princesshay premises part-way through the year.

M07: With effect from 1 April 2007 Local Authorities will no longer be able to make a surplus on any Land Charge services. ECC will be responsible for setting the majority of the fees and charges and these are budgeted to break even. However, for Personal Searches the fees will continue to be set by the Lord Chancellor at £11 per search which will result in a small deficit for this service.

Estates officers are no longer able to offset disposal expenses against their general fund capital receipts. This has resulted in recharges to other services within the Estates unit being increased.

### **3A2 TRANSPORTATION/CONCESSIONARY FARES**

It is currently estimated that ECC's contribution to the Devonwide Partnership providing free-travel across Devon for people over 60 and those with disabilities will be £1.5 million for 2007/08. However, a planned reduction in the rate of reimbursement to bus operators based on strong evidence of a much higher level of travel demand than originally predicted and continued discussions on the precise model of cost apportionment to be applied across partner authorities (drawing on evidence from a recent survey of Devonwide pass-holders) suggests that £1.5 million is a reasonably cautious estimate. This budget will be monitored carefully over the coming months and reviewed in the context of developments relating to the scheme.

### **3A3 CAR PARKING**

The Asset Improvement and Maintenance budget will decrease due to the completion of several service priority schemes in 2006/07.

It is proposed that £75,000 be included to provide for the net operating cost of Summerland Gate car park (assuming ECC wins the management contract).

In accordance with the 2006 Statement of Recommended Practice, notional interest charges have been removed from the budgets.

Income will be reduced to reflect the current underlying trend, the planned temporary loss of capacity at the Guildhall car park and the likely impact of the new privately run Central Station car park. These reductions will be partially offset later in the year by increasing income resulting from higher levels of shopping activity once Princesshay has opened.

### **3A4 ECONOMIC DEVELOPMENT**

M35: It is proposed that this budget is increased by £30,000 to provide grant aid to Devon Wildlife Trust to help fund a Wild City Project Officer and by £15,000 to contribute towards the Food Festival.

M37: It is proposed that this budget be increased to provide funding for Police Community Support Officers to improve enforcement in the Cathedral Green and Princesshay areas. It is expected that Land Securities and local businesses operating pavement cafes will contribute towards these costs. It is also proposed that funding be included to provide additional resources for the City Centre Management function necessitated by the completion of Princesshay; it is expected that Devon County Council and private sector partners will contribute towards these costs.

### **3A5 FESTIVALS & EVENTS**

M45: It is proposed that this budget is increased to undertake additional initiatives to improve access for those with disabilities to information, events and activities.

M52: The 2006/07 Christmas Events budget included a one-off amount to provide the ice-rink; this budget has been removed for 2007/08.

### **3A6 TOURIST INFORMATION**

The Tourist Information Centre budget is increased to allow for the additional premises costs associated with the new facility within the Princesshay development.

The Underground Passages will also re-open in the Princesshay development during autumn 2007/08 and it is proposed that these budgets be increased to provide additional members of staff to safely operate the Underground Passages over extended hours. Budget increases are also required to meet additional premises and running costs although these will be partially offset by budgeted income.

### **3A7 ARCHAEOLOGY IN EXETER**

This is ECC's provision to finance a programme of works in Exeter in 2007/08 from the consultancy services offered by the Archaeological Field Unit.

### **3A8 DISTRICT HIGHWAYS AND FOOTPATHS**

Additional time spent by the Engineering & Construction team on District Highways and Footpaths will increase the support service recharge.

In accordance with the 2006 Statement of Recommended Practice, notional interest charges have been removed from the budgets.

### **3A9 BUILDING CONTROL**

A temporary full time Senior Building Control Officer post created to cover the Princesshay project has been deleted. A part time Technical Administrator post has been created to deal with a significant range of new obligations.

The surge of new building works within the city has now slowed and as a result the recharge made by the Engineering and Construction team to Building Control will decrease and income will also be less.

**3B1 LAND DRAINAGE**

The Asset Improvement and Maintenance budget will decrease due to the completion of works at Mincinglake reed bed and the sluice for Higher Leat intake at Bonhay Road in 2006/07.

**3B2 ADMINISTRATION SERVICE**

The FRS 17 adjustment described above (3.1) increases the employee costs which then in turn increase the support service recharges.

**3B3 DIRECTOR ECONOMY & DEVELOPMENT**

There have been no significant changes in respect of the 2007/08 estimates.

**3B4 ENGINEERING & CONSTRUCTION SERVICES**

It is proposed that expenditure be increased on temporary staffing and consultancy.

**3B5 PLANNING SERVICES**

G01: It is proposed that £10,000 be included for the maintenance of the strategic signage which will be installed in January. It is anticipated that income from planning applications will increase.

G02: It is proposed that this budget remain at £20,000 for 2007/08. The public inquiry is not now expected to go ahead until 2008/09. All expenditure on the Local Development Framework will be funded from an earmarked reserve.

G05 shows the estimated Planning Delivery Grant income for 2007/08 and expenditure, including additional staffing, as approved by the Executive (24 January 2006). It is anticipated that the grant income will be considerably less than in previous years. Any deficit will be funded from the Planning Delivery Grant reserve at the end of the year.

**3B6 CONSERVATION**

The Asset Improvement and Maintenance budget will decrease due to the completion of several service priority schemes in 2006/07.

**3B7 ARCHAEOLOGICAL FIELD UNIT**

Pay has been transferred from C61 to C64 for several members of staff.

**3B8 PRINCESSHAY/MAJOR PROJECTS**

This is the estimated amount that ECC will spend on Princesshay related works in 2007/08. This will be funded by the Princesshay earmarked reserve, which Members approved in 2000.

**3B9 MARKETS & HALLS**

The Asset Improvement and Maintenance budget will decrease due to the omission of the budget for annual repairs which will be funded from the current year's budgetary provision.

Casual staffing and contractors budgets will decrease following the recent staffing review.

In accordance with the 2006 Statement of Recommended Practice, notional interest charges have been removed from the budgets.

4. **RECOMMENDED that** Members are asked to comment on the draft Estimates.

**ANDY STARK**  
**HEAD OF TREASURY SERVICES**

**JOHN RIGBY**  
**DIRECTOR**  
**ECONOMY & DEVELOPMENT**

**GENERAL FUND - CAPITAL PROGRAMME 2007-2008 AND FUTURE YEARS - NEW BIDS**

**SCRUTINY COMMITTEE - ECONOMY**

SCHEMES LISTED WITHIN KEY STRATEGIC THEMES						
Lead Officer	Category	2007/08	2008/09	2009/10	Future Years	What is the scheme trying to achieve
		£	£	£	£	

**A PROSPEROUS CITY**

1	Central Station Gateway Enhancement	R Short	C2	120,000		Contribution to joint scheme with Network Rail and Devon County Council to enhance the Central Station forecourt
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**B ACCESSIBLE CITY**

1	Strategic Signage - Phase 2	R Short	C2	65,000	65,000	Replacement of the existing finger post system and the installation of 20 new monoliths to complete the city centre signage project and to locate signs at other key locations including the Park and Ride sites (bid assumes match funding from Devon County Council)
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### C ELECTRONIC CITY

1	Optic Fibre Link to the Custom House	D Hubbard	C1	22,500	To provide a high quality data link to the Custom House so that the AFU may access the corporate IT network once they take occupation of the property
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### G ENVIRONMENT CARED FOR

1	City Centre Enhancements	J Rigby	C1	45,000	Additional funding towards enhancing the city centre's pedestrian environment which will encompass Lower High Street and Cricklepit
2	Repairs to Cricklepit Street Wall	D Hubbard	C2	90,000	Essential works to stabilise the wall in order to meet health and safety requirements
3	Fore Street, Heavitree - Environmental Enhancement	R Short	C2	100,000	200,000 To create a well-designed public realm which mediates between motor vehicles and pedestrians and which enhances Fore Street as a place to visit

### H SAFE CITY

1	Provision of CCTV at Haven Road Car Park and Boat Storage Area	R Coombes	C2	60,000	Provision of six CCTV cameras and one help point station to help give improved security to users of the car park and boatyard facilities
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2	CCTV Enhancements	J Rigby	C1	40,000	Enhance the coverage and effectiveness of the City's CCTV to target identified crime hotspots and improve community safety
3	Additional Lighting at Okehampton Street Car Park	R Coombes	C1	8,000	Installation of additional lighting in order to assist in reducing crime and the fear of crime in car parks and to help maintain health and safety at the site
4	CCTV at Matford Centre	D Prosser	C1	6,000	Installation of CCTV cameras to provide a suitable level of surveillance for the site in order to help protect property and equipment owned by the Council and tenants of the Livestock Centre

### K ACHIEVING EXCELLENCE IN PUBLIC SERVICES

1	St Georges Hall - Upgrade Goods Lift	D Prosser	C1	10,000	Updating of lift in accordance with recommendations of an insurance report including the replacement of control gear to ensure continued availability of lift
2	Resurface Matthews Hall Car Park	R Coombes	C1	6,000	To improve the surface of the car park in accordance with health and safety requirements and to increase customer satisfaction
3	Replacement of Pay and Display Cash Boxes	R Coombes	C1	8,000	To maintain security of cash collected in pay and display machines

<b>TOTAL</b>	<b>460,50</b>	<b>385,000</b>	<b>0</b>	<b>0</b>
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Category 'C1'  
Schemes  
Category 'C2'  
Schemes

145,500 32% 0 0% 0 0  
315,000 68% 385,000 100% 0 0

<b>TOTAL</b>	<b>460,50</b>	<b>385,000</b>	<b>0</b>	<b>0</b>
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**ECONOMY AND DEVELOPMENT**

**Existing Charge**  
**Recommended Charge**  
**from 01/04/2007**

Fee	VAT	Total	Fee	VAT	Total
£ p	£ p	£ p	£ p	£ p	£ p

**A SCALE OF CHARGES AND FEES FOR PLANNING AND ADVERTISEMENT APPLICATIONS**

The fees collectable are statutory and determined by Central Government.

**B PUBLICATIONS**

Shop Front Design Guide		Free			Free
Exeter Cycle Plan		Free			Free
Planning Achievements		Free			Free
Design Guide for Extending Your Home		Free			Free
Design Guide for Windows and Doors		Free			Free
Design Guide for Shop Blinds		Free			Free
Design Guide for Roofs		Free			Free
Design Guide for Walls		Free			Free
Exeter Listed Buildings		Free			Free
Topsham Study					
- Part 1 - Conservation & Planning Study		Free			Free
- Part 2 - Townscape Appraisal & Design Guide		Free			Free
Conservation Area Character Appraisals*					
- Central (only available as a paper copy)	10.00	-	10.00	-	10.00

**ECONOMY AND DEVELOPMENT**

- Southernhay (only available as a paper copy)	10.00	-	10.00	-	10.00
- Heavitree (FREE to download from the web site)	5.00	-	5.00	-	5.00
- Cowick Street (FREE to download from the web site)	5.00	-	5.00	-	5.00
- Alington (FREE to download from the web site)	5.00	-	5.00	-	5.00
- Exwick (FREE to download from the web site)	5.00	-	5.00	-	5.00
- Longbrook (FREE to download from the web site)	5.00	-	5.00	-	5.00
- Midway Terrace and Ide Lane (FREE to download from the web site)	5.00	-	5.00	-	5.00
- Riverside (FREE to download from the web site)	5.00	-	5.00	-	5.00
- St Davids (FREE to download from the web site)	5.00	-	5.00	-	5.00
- Princes Square (FREE to download from the web site)	5.00	-	5.00	-	5.00
*Available on CD for £2 each					
Supplementary Planning Documents					
- Public Open Space	5.00	-	5.00	-	5.00
- Audit of Open Space Facilities	10.00	-	10.00	-	10.00
- Neighbourhood Maps	15.00	-	15.00	-	15.00
Supplementary Planning Guidance					
- Trees in Relation to Development	5.00	-	5.00	-	5.00
- Archaeology and Development	5.00	-	5.00	-	5.00
Exeter Local Plan First Review	30.00	-	30.00	-	30.00
* half price for residents and students					
Local Plan Maps					
- Proposals	2.55	0.45	3.00	0.45	3.00
- City Centre Inset	1.70	0.30	2.00	0.30	2.00
Background Documents to the Local Plan First Review					
- Landscape Evaluation 1997	5.00	-	5.00	-	5.00
- Landscape Appraisal 1999	10.00	-	10.00	-	10.00
- Urban Capacity Study 1999	15.50	-	15.50	-	15.50
- Sustainability Appraisal 2000					
Housing Needs Survey 2001					
- Executive Summary	2.50	-	2.50	-	2.50
- Volume I Main Survey Findings	10.00	-	10.00	-	10.00
- Volume II Guidance	10.00	-	10.00	-	10.00
- Update 2003	10.00	-	10.00	-	10.00

**ECONOMY AND DEVELOPMENT**

Housing Land Availability Survey	51.50	-	51.50	50.00	-	50.00
Employment Land Availability Survey	20.50	-	20.50	20.00	-	20.00
Exeter Sub-Region Housing Study (Buchanan Report) 2004				50.00	-	50.00
Retail Capacity Study 2004 (CPRE)	30.00	-	30.00	30.00	-	30.00
Retail Shopping Study (Hillier Parker 1998)						
- Part 1	10.00	-	10.00	10.00	-	10.00
- Part 2	10.00	-	10.00	10.00	-	10.00
- Parts 1 & 2	18.00	-	18.00	18.00	-	18.00
Newcourt Area Feasibility Study Environmental Study (Cobham Resource Consultant 1996)	18.50	-	18.50	18.50	-	18.50
Newcourt Area Feasibility Study Transport Study (Rust Consulting Ltd 1996)	18.50	-	18.50	18.50	-	18.50
<b><u>C OTHER CHARGES</u></b>						
Copy of Planning Decision Notice Decisions dated from 1 January 2000 10p per page	2.13	0.37	2.50	2.13	0.37	2.50
Copy Appeal Decision Decisions dated from 1 January 2000 up to 10 pages 10p per page, over 10 pages £2.50 flat rate	2.13	0.37	2.50	2.13	0.37	2.50
Copy Tree Preservation Order	2.13	0.37	2.50	2.13	0.37	2.50
Copy S.106 (Legal Agreement) Decisions dated from 1 January 2000 up to 10 pages 10p per page, over 10 pages £2.50 flat rate	2.13	0.37	2.50	2.13	0.37	2.50
Compliance with Conditions: - Ascertained from Application File - Ascertained from File and Site Visit	13.28 56.17	2.32 9.83	15.60 66.00	14.47 59.57	2.53 10.43	17.00 70.00

**ECONOMY AND DEVELOPMENT**

Search type inquiry question answered by letter seeking information about property/land uses, Listed Buildings and Conservation Areas, Planning Decisions, etc - per question	8.51	1.49	10.00	12.77	2.23	15.00
Plan Photocopies (where permitted by Copyright)						
- A4 each copy	0.09	0.01	0.10	0.09	0.01	0.10
- A3 each copy	0.13	0.02	0.15	0.13	0.02	0.15
- A2, A1, A0 each copy*	0.85	0.15	1.00	1.19	0.21	1.40
*Colour copies of large plans will be priced individually						

Ordnance Survey (OS) A4 Extract						
- Exeter City Council Fee per sheet	0.09	0.01	0.10	0.09	0.01	0.10
(The charge for an Ordnance Survey (OS) extract map has been set by the OS and agreed with the Council in a Service Level Agreement e.g. £14.05 for 4 copies plus 10p per sheet = £14.45)						

Other Photocopying:						
- A4 size	0.09	0.01	0.10	0.09	0.01	0.10
- A3 size	0.13	0.02	0.15	0.13	0.02	0.15

NOTE Reasonable requests from school pupils and students of further education will be exempt from charge

**D BUILDING CONTROL**

Research Building Records (Plus £5 if invoiced)	12.34	2.16	14.50	12.77	2.23	15.00
Copy of Building Regulation Notices				2.13	0.37	2.50

Building fees are prescribed by the DCLG.  
A separate leaflet is available outlining fees payable for the various categories of work.

**E LOCAL LAND CHARGES**

Charges from 01/01/07 to 31/03/07

**APPENDIX 3**

**ECONOMY AND DEVELOPMENT**

- Standard Search fee*	135.00	-	135.00
- LLC1 Enquires*	6.00	-	6.00
* £2 reduction if LLC1 submitted electronically			
- Extra Question (Optional Enquiries Part Two)	10.00	-	10.00
- Each Additional Enquiry	15.00	-	15.00
- Extra Parcel	12.00	-	12.00
- Con 29 Enquires	129.00	-	129.00
- Personal Searches	11.00	-	11.00

New fees (with the exception of Personal Searches) will come into effect on 1st April. These will be published when guidance has been issued by the DCA/DCLG and CIPFA.

**F UNDERGROUND PASSAGES**

Before the Underground Passages closed the Peak (June to Sept) charges were:

Adult	3.75	-	3.75	4.26	0.74	5.00
Child (5-16)	2.75	-	2.75	2.98	0.52	3.50
Senior/Student			Not Available	3.40	0.60	4.00
Family (2 adults and up to 3 children)	11.00	-	11.00	12.77	2.23	15.00

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## EXETER CITY COUNCIL

SCRUTINY COMMITTEE – COMMUNITY  
16 JANUARY 2007

SCRUTINY COMMITTEE – ECONOMY  
18 JANUARY 2007

EXECUTIVE  
23 JANUARY 2007

### OPERATION OF SCRUTINY WITHIN THE COUNCIL

#### 1. PURPOSE OF THE REPORT

- 1.1 To consider proposals to develop the effective operation of scrutiny within the Council.

#### 2. BACKGROUND

- 2.1 Following an undertaking made by the Leader of the Council at Council on 18 July 2006, work has been undertaken between members and officers to examine current Scrutiny practice at Exeter City Council in order to ensure that it is perceived to be robust and effective by the members of the Scrutiny committees as well as the Executive.
- 2.2 Meetings were held with Scrutiny chairs, both individually and as a group, and separate meetings were held with Group Leaders. This paper serves as an indication of the views of the Scrutiny Chairs. Also provided is officers' comment as to how the issues identified by the Chairs are currently being addressed or where there has been agreement as to a way forward.

#### 3. BENEFITS OF CURRENT SYSTEM

- 3.1 A number of positive points about the current Scrutiny system were identified:
- All Chairs agreed that the Scrutiny arrangements were positive in bringing political groups together and considering issues in a cross-party way.
  - The committees were a useful way of receiving officer information
  - There is generally a positive response from the Executive for recommendations made by the Scrutiny committees.
  - One Committee has agreed to receive annual update reports on items where in-year changes were not significant. This would free up the agenda for the consideration of other items.
- 3.2 The following possible areas for development were discussed:

<b>Area Identified</b>	<b>Proposed Solution</b>
Members are not always clear as to why particular items appear on the agenda.	A work plan to be considered by each Scrutiny Committee on an annual basis to give members the opportunity to identify issues that they would like to be scrutinised. "Bids" for the work plan would then be considered by a cross-party member and officer sub-group who would agree a shortlist of priorities.
The length of agenda means that some items are not given due consideration.	Main agenda to focus on issues related to the agreed annual work plan. More thought to be given to (i) alternative means of conveying information items e.g. Councillors' Information Portal and <i>Extract</i> and (ii) streamlining Committee reports.
There is a need for a Member Briefing session on Scrutiny, perhaps externally facilitated, on effective scrutiny, building on case studies from other comparable authorities. To also include information on councillors' community leadership role and the link to neighbourhood engagement and governance as indicated in preliminary submission for unitary status.	A consultant with expertise in Scrutiny has been approached to deliver a session for Councillors early in 2007. Two of the Scrutiny Committee chairs will be attending a Chairing Scrutiny course organised by Torbay Council.  All Councillors were invited to attend the DIP Community Leadership conference and attendees invited to give feedback.  Officers are currently exploring with another authority the feasibility of making a joint bid through the South West LIFT initiative for a Councillor development scheme around community development.
There is a need for political leadership across all groups on the Scrutiny function.	Political issue
There is a need to provide all committees with examples of where decisions made by the Executive have clearly been influenced by Scrutiny's input.	Examples have been provided on many previous occasions. Councillors can obtain this information from the minutes.
There should be more opportunities for political groups to informally network to promote cross-party working.	To some extent, Member Briefings might fulfil this. The recent survey indicates a desire for increased opportunity for discussion at briefings.
In Scrutiny meetings, seating should not be arranged by political group.	Councillors can sit where they wish in Scrutiny Committee meetings and Member Services officers will position name plates accordingly.



<p>Portfolio holders should play an active role in Scrutiny meetings, perhaps by giving an update of their department or explaining how a particular policy was developed, where an issue related to that policy informs the agenda of the Scrutiny committee meeting. There should be the scope for questions to be asked of the portfolio holder.</p>	<p>It is proposed that Portfolio Holders attend the relevant Scrutiny Committee twice per year to advise members on their area of responsibility relevant to the Committee. Their first attendance will be to present the priorities for the upcoming year and the second will be present information on progress. The portfolio holder will answer questions related to what they have presented.</p>
<p>There should be greater use of review/ working groups. These have proved to be successful where they have been formed in the past.</p>	<p>Youth Issues Working Group is currently meeting, as is the Member Development Steering Group. Further review groups can be established where an issue has been identified for scrutiny, subject to resource implications.</p>

#### **4. OTHER OBSERVATIONS**

- 4.1 During the discussions, other issues were raised which were outside the remit of Scrutiny, but nevertheless it may be felt merit further consideration.
- 4.2 One issue related to the format of council meetings. Some members perceive these to be ‘rubber stamping’ with little meaningful debate. Apart from the frustration felt by members, this also dissuades the press and public from attending.
- 4.3 One Scrutiny Committee Chair also felt that where there is a question during the approval of the minutes of a Scrutiny Committee, the question should be answered by the portfolio holder, as the Executive would have approved the policy.

#### **5. RECOMMENDATION**

- 5.1 To note the outcome of the discussions on the operation of the scrutiny function and consider the proposals set out in paragraph 3.2 above.

ASSISTANT CHIEF EXECUTIVE

CHIEF EXECUTIVE’S DEPARTMENT

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

**Background papers used in compiling the report:**

None

SR/Operation of Scrutiny

10 November 2006

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## EXETER CITY COUNCIL

### SCRUTINY COMMITTEE - ECONOMY

18 JANUARY 2007

#### ARCHAEOLOGY RESEARCH PROGRESS

#### 1. PURPOSE OF REPORT

- 1.1 This report advises Members as follows:
- Item 2: progress with archaeology reports and projects funded from the Economy & Tourism budget.
- Item 3: information relating to archaeological projects carried out in the City both for ECC and external clients.

#### 2. ECONOMY AND TOURISM FUNDED WORK

##### **Work to date**

- 2.1 The purpose of this programme of work is to make available, in a range of formats and media, the results of archaeological and historical investigations and research undertaken by the City Council on a variety of topics.
- 2.2 In 2005-06 it was intended that work would be undertaken on the theme of medieval religious houses in Exeter, with the end-product intended as a booklet or series of booklets in the style of the Roman Fortress publication. Work was also continuing on a similar booklet dealing with the later Roman town development. Due to the demands of the Princesshay programme these were not completed but the basic information has been compiled on the main sites. A great deal of new information about the Dominican Friary (the Blackfriars near Bedford Street) and the extent of later Roman occupation in the east of the city, has been recorded as a result of the recent Princesshay work. It is proposed to complete this work in the coming year.

##### ***Proposed Future Work***

- 2.3 Following discussions with the Portfolio Holder and Director of Economy and Development, proposals for work in 2007-08 will include the following:
- Input towards the updating of the Underground Passages leaflet, using information from the Princesshay investigations (including work in Longbrook Street).
  - Preparation of exhibition on the archaeology and history of Exeter Quay and Canal Basin for display in the Custom House. This will be completed by June 2007, when AFU are due to relocate to the building.
  - Continuation of preparation of booklets on aspects of medieval and Roman Exeter

#### 3. PROJECTS FUNDED BY OTHER CLIENTS

- 3.1 The following is a summary of the main archaeological projects carried out in the City in the last six months. The bulk of the report deals with the

Princesshay project where the fieldwork element is now effectively complete. The items following relate to various development schemes, or other projects, within Exeter, which are funded, managed or co-ordinated by the City Council and finally those which are entirely funded by external clients.

### **Princesshay**

- 3.2 The final programmed Excavation Area (D) was completed in March this year, though additional excavation was required for an attenuation tank excavated next to the new Debenhams store in the autumn. The excavation project has been managed over the 18 months or so by Peter Stead with Paul Pearce as on-site director and co-ordinator. It is to their credit, as well as that of the excavation team of up to 40 staff, that each stage of the programmed work has been completed within or ahead of the agreed schedule. However, no compromises have been made on the quality and thoroughness of the work and we are extremely grateful for the support given by the City's Archaeology Officer in helping to maintain the high standard of excavation and recording. Additional financial support has also been readily made available by Land Securities to deal with unforeseen archaeological works which were not identified in the Written Scheme of Investigation. The relations with the main contractor have generally been very good, though not surprisingly they have been tested, as the pressure on the development programme has grown.
- 3.3 The public viewing gallery was an enormous success with an average of 3000 visitors per week. Staff from the archaeological team were on hand at specified times during the day to talk to members of the public. Many of the visitors were local residents who expressed a keen interest in the work. The Heritage Open Day events and the public open day also proved very popular. An open invitation to tour the site was given to all Council members, as well as those with a special interest such as this committee. Visits have been made by a number of organisations including English Heritage and representatives from various south-western local authorities, all of which drew favourable responses from participants.
- 3.4 ***Results: Areas B and C: Roman Military (c. 55-75AD)***  
Although the Princesshay site lies over 100m beyond the northern limit of the legionary fortress, clear evidence for contemporary, extra-mural Roman military occupation was found. The most significant feature was a wide deep ditch with a 'V'-shaped profile, typical of the military period. It was aligned north-east to south-west, broadly parallel with main axis of the fortress and is likely to represent an enclosure; quite possibly for an ancillary compound. Such compounds have previously been identified to the south-east and south-west of the fortress. The ditch had been completely re-cut over its entire exposed length, a significant undertaking suggesting a realignment or expansion of the enclosure. The evidence for early Roman buildings was limited and consisted entirely of a series of postholes or deeper, squared post pits (to take larger timbers). The remains of at least three timber structures were found. One consisted of four pits defining a square. The second comprised a gradual arc of five pits equally spaced, all other associated pits having been removed by later activity. The third structure comprised three postholes, surviving in between areas of extensive deep truncation. Although

the nature of these features is entirely consistent with a 1st century military date, it is equally possible that some (or all) of them date to very early beginnings of the Roman town (late 1st/early 2nd century).

3.5 A particular feature of the early use of the area is a number of quarry pits, often shallow irregular scoops, dug for the extraction of clay for use in tile production. The backfill of the pits invariably contained fragments of part-fired roof tile (tile 'wasters'), often mixed with ash from firings. These pits were found predominantly within the northern part of the site and were also regularly identified further to the north in the sides of the sheet piled wall guide trench. Within all excavation areas, the natural subsoil consisted predominantly of clean, firm plastic clay, eminently suitable for firing and for the production of the distinctive red tiles that roofed the barracks, bath house and other buildings within the fortress. The identification of this major tile production centre, effectively an industrial landscape, represents a major advance in our understanding of the development of Roman Exeter.

3.6 *The early civil town (c75 - c 200AD).*

This period saw the gradual expansion of the early town beyond the defences of the fortress and its enclosure initially by a bank and ditch (c.150AD) and ultimately by the town wall and rampart (c.200AD). During this period, the majority of buildings would have continued to have been built in timber rather than stone. The earliest feature datable to this period within this area was a metalled track or lane, 3m wide, which crossed the site north-west to south-east. The metalling consisted of a single layer of rounded gravel set onto the subsoil. The track survived over a distance of 13m and cut across the line of the infilled military enclosure ditch described above. It was flanked by ditches approximately 500mm deep which served to indicate the line of the track within the eastern part of the site (area C) where later truncation and pitting had removed the metalling. Significantly, the track showed very little sign of wear; no evidence of resurfacing or even patching which would suggest that it was in use for a relatively short period. Quite where the track fits into the Roman sequence is uncertain. It clearly post-dates the military enclosure and thus most probably dates to after the military period (assuming that the enclosure was in use until the departure of the legion). The absence of any of the local volcanic trap fragments within it indicates that it would have pre-dated the construction of the town wall (c200AD) as it was the construction of the wall that initiated the large scale quarrying of this material. If immediately post-military it may have served as little more than a haul road into the tile production centre, or a trackway leading out onto open ground. Given that the track appears to have been in use for a relatively short period and was replaced by one which may be associated with the construction of the town wall (see below), a plausible context would be an association with the ditch and bank that was thrown up, it is thought, in the mid-second century to provide an initial defensive circuit around the town. Within the eastern part of this area (area C) the ditches that flanked the track splayed outwards, to north and south, at a point approaching what would have been the tail of this initial bank, suggestive of a junction with an intra-mural patrol track. Throughout the early civil period this area continued to be exploited for the extraction of clay for tile manufacturing. This was most

clearly demonstrated during a limited area excavation to the north where it was evident that rampart deposits infilled a number of empty quarry pits.

3.7 The next major activity was the replacement of the metalled trackway by a parallel but more substantial surface set slightly further to the north. It was 9m wide, survived over a distance of 9.5m and was constructed throughout of volcanic trap stone rubble and chippings set onto a clay base with evidence of at least two major phases of resurfacing. Although much more durable and longer-lived than the metalled track that it replaced, it nevertheless was not retained as a main *insula* street; it was subsequently destroyed by the construction of a third century Roman town house (see below). The use of what must have been a huge quantity of volcanic stone is highly significant as it dates the track to no earlier than the construction of the town wall (c.200AD). Its removal by a building at some point in the third century points to the track's initial and primary purpose as having been a haul road during the construction of the wall.

3.8 *Early medieval (10th- 13thC)*

Although only limited structural remains of medieval date were found, abundant settlement evidence was found in the form of domestic and industrial pits. The pits were predominantly Saxo-Norman in date (10th-12th century), which is unusually early for Exeter. The principal reason for this was the establishment on the site by the 13th century of the Dominican Friary (Blackfriars) which prevented any subsequent medieval redevelopment of the site, thereby preserving the earlier pits. The pits were dense and often inter-cutting and indicate that during this period the site occupied what would have been the rear plots or gardens to properties fronting towards High Street. At least one medieval property boundary was identified, aligned approximately east-west. In addition to Roman features and deposits, the pits cut through soil layers. These were also Saxo-Norman in date demonstrating an initial period of cultivation which would have removed the 'dark soil' development characteristic of urban sites in the sub-Roman period. Industrial features included a bell casting pit (the earliest evidence for such in Exeter), bronze casting pits containing mould, and small scale hearths. The dating evidence also suggests that the majority of the Roman walls were robbed during the 10th-12th centuries.

3.9 *Later medieval (13th C - 1540)*

This phase of activity was largely represented by the surviving fragmentary remains of the Blackfriars (Dominican Friary) established in the mid 13th century. Part of the east end of the friary church was exposed, consisting of a short section of an east-west orientated wall, buttressed on its north (external) side. The east end of the wall returned to the south, defining either the eastern end of the church or the north-east corner of the north transept. Four burials were located within the church, aligned east-west against the wall. A 15th century gold enamelled ring inscribed in French 'mon couer entier' (my entire heart) was recovered from beneath the skeleton of a female. Although the greater part of the church had been destroyed by post-war development, a considerable amount of architectural fragments was recovered from demolition deposits and post-war overburden, including mouldings, window tracery and a small amount of gilded tomb sculpture. Amongst other finds

was a particularly rare example of a King John silver penny struck at the Exeter mint.

### 3.10 **Results: Areas D/E**

Area D & E lie outside the city walls, to the east of the East Gate, directly north of the Corner Bastion. Excavations revealed a series of ditches and other features ranging in date from the early Roman military period through to the post-medieval Civil War era. The earliest features present pre-date the construction of the city wall and comprise large amorphous clay extraction pits and an unlined well cut through the localised trap outcrop. This is in close proximity to two other wells, constructed almost 2000 years later, but presumably exploiting the same water source. The clay extraction pits are concentrated towards the SE of the site and were probably excavated during clay tile manufacturing in the Roman military period. The well can also be dated to this time, with numerous fragments of flagons of mid 1<sup>st</sup>/early 2<sup>nd</sup> Century AD date, found in its upper fill.

3.11 Four ditches of Roman date ran through Area E, around the outside, and following the line of the city wall. The inner ditch terminated around 10m from the corner bastion. It was extremely truncated and the base was 10m out from the wall. It would have originally run very close to it and was at least 6m deep. The middle ditch ran NW-SE across the entire site around 30m from the wall. It, and the outer ditches, are of a typical Roman V-shaped profile and would have presented a major obstacle to potential attackers. The outer two ditches are not contemporary and are on a slightly different alignment.

3.12 The middle and outer medieval ditches terminated within this area, both deepening steadily as they ran southward towards the corner bastion. Reasons for this are unclear but it does indicate that the defences in this area were more complex than was previously thought. The inner medieval ditch was wider, deeper, and more regular. It had a flat base and steep sides: a profile markedly different from the two U-shaped outer ditches. A very steep sided, narrow trench running along the outside of the city wall, truncated on its NE edge has been identified as part of the early medieval water system carrying water towards the cathedral precinct. The base of the trench was flat and lined with clay used as bedding for a lead pipe. This had been removed and the trench subsequently backfilled, perhaps when it was superseded by a later stone lined passage.

3.13 Two phases of civil war defences were found, close to the site of the East Gate. The first consisted of two ditches set approximately 25m apart, the larger (outer) ditch measuring over 8m wide and 4m deep. Together they formed part of an extensive ditch system designed to protect the vulnerable north and east sides of the town. The second phase was represented by part of a salient ditch that extended around a bastion (the East Angle Tower) within the town wall. It cut through the fills of the earlier ditch, demonstrating a significant remodelling of the defences. The two phases of ditch are likely to relate to preparations for two documented sieges in 1643 and 1645. Amongst the finds recovered from the fills were a considerable quantity of leather shoe fragments and butchered animal bone. Each ditch was observed over a

distance of approximately 20m, representing the best exposure of Exeter's civil war defences to date and the first significant observation within this particular area where until now the arrangement has been largely conjectural.

### 3.14 *Other discoveries*

Two major discoveries have been made as part of the later phases of work covered by the general 'watching brief' over the site. The first came to light as a result of the vigilance of one of the groundworkers who discovered a large amount of pottery during weekend working when archaeologists were not on site. The contractor temporarily fenced off the area in question to prevent any disturbance so that it could be investigated by one of the archaeological staff on the following Monday. This was in the area of the old service road behind the High Street, an area which was not identified for the watching brief as it had already been truncated below the level of natural subsoil. The investigation showed that the pottery was lying in the base of a well, the majority of which had been destroyed by post-medieval and later cellars. Just over 3000 sherds were found, virtually all dating from the early- to mid-15th century. The collection is the largest and most complete group of this date in SW England and ranks amongst the most important collections of this period in the country. It consists almost entirely of jugs, which would probably have been lowered into the well to draw water- these particular ones were either thrown into the well because they were slightly damaged or they may have been dropped accidentally into the water. The jugs were mostly made in Exeter but there are examples from the South Somerset area and from South-West France. The collection includes four virtually complete vessels and at least fifty more which can be fully reconstructed. The finder received a *Highly Commended* Certificate at the British Archaeological Awards ceremony in November.

3.15 The second discovery fell within the remit of the watching brief but became effectively a small excavation in its own right, with a team of up to 10 archaeologists at work on the site. This was on the location of an attenuation tank adjacent to the new department store, approximately 20m long by 5m wide. Following initial machine clearance under archaeological supervision here it soon became clear that significant archaeological remains were present and a small area excavation would be required. This revealed the west end of the Dominican Friary church including the north arcade of the nave and main external north wall. At least three phases of flooring were present including a section of original tiled floor overlying a plain mortar floor surface. The tiles were laid in a diagonal pattern and date to the late-14th or early-15th century. Remains of a later building (constructed after Henry VIII's dissolution of the monasteries), were also found. This incorporated part of the arcade and had a clay floor. Some sixty medieval burials were located within this small area of the church, including some within the arcade, spanning a period of some 350 years, i. A number of finely carved architectural fragments, some painted and gilded, were also recovered..

3.16 The archive from the main excavation and watching brief to date has been quantified and work on the publication report is well underway. It is intended



to produce an interim illustrated summary report in the next month or so which will be for wider public circulation.

### **Tourism Unit**

- 3.17 Much of the work carried out by AFU provides (both directly and indirectly) a useful source of material for Tourism and interpretation projects. AFU continues to provide input for the heritage trail projects, and the proposed work on the monastic houses described above will prove useful for the forthcoming medieval trail. We are also continuing to provide training for the Redcoat Guides, who have been updated on the Princesshay work.

### **Museums**

- 3.18 Documentation for the Phase II HLF Project for the RAMM has been produced by AFU over the summer. This has included impact assessments of the proposals for both the Museum building and below-ground archaeological remains, including landscaping areas.
- 3.19 Some unexpected archaeological discoveries in the form of preserved wooden structures were uncovered during preliminary work on the redevelopment of the Exton Road site for the new store. These were dated to the period 650AD to 820AD and redesign of the scheme was subsequently undertaken to avoid destroying significant surviving remains.

### **Other projects**

- 3.20 During the spring and summer AFU have been monitoring the construction work for the *Cathedral Yard Enhancement Scheme*. Archaeological deposits were not exposed across much of the site due to the shallow depth of the excavations, which in many cases only reached the tops of modern service ducts. Deeper excavations were required at the south-western end of the works where the former pedestrian access from South Street was altered to form the new vehicular access into the Cathedral Yard. Four graves were found in this area which is probably near the north-western extent of the medieval burial ground.
- 3.21 Evaluation excavations were carried out within *Rougemont Castle* to provide information about the nature and extent of buried archaeological remains, which may have a bearing on future uses (the site is a Scheduled Monument). One of the most interesting aspects was the discovery of human burials within the site. In the eastern part of the first trench a group of five graves was identified and these had been cut through earlier Roman deposits. The graves were backfilled with redeposited Roman material containing pottery, tile and painted plaster. They were orientated on an east/north-east to west/south-west alignment, with the burials laid with the head at the west. Three contained single extended burials, one grave had two extended burials and the fifth was not exposed. In three graves there were beds of charcoal near the base; where exposed, the skeletons were laid onto this charcoal. Burials of this type appear in the Cathedral Close from at least the 9th century AD. The burials here do not appear to relate to the medieval chapel of Holy Trinity and are likely to be associated with an earlier previously unknown Saxon church.

- 3.22 During May and June 2006 an excavation was carried out at **Cricklepit Mill** on the strip of land between Higher Leat and the City Wall, extending upstream from the gable end of Cricklepit Mill. The work was carried out for the Devon Wildlife Trust prior to the construction of their new offices. This provided an opportunity to record the development of the land around the mill. The site is known to have been occupied by a row of late 17th-century houses facing onto the leat, cleared in the early 19th century; a pencil drawing of these houses by E. Jeffrey survives in the Westcountry Studies Library. The excavation recovered fragments of the plan of an earlier house on the site, with an adjacent rubbish pit containing one of the largest groups of pottery of c. 1600 known from the city. This provides a dramatic contrast to the rich household goods of the wealthy houses in the centre of the city, with little glass and few imported ceramics. The first house was demolished in the mid 17th century, probably as part of the wholesale clearance of properties around the foot of the city wall during the Civil War. The fragmentary foundations of the row of houses recorded in Jeffrey's pencil drawing were recovered, with details of their fireplaces, floors and other internal features; the dating evidence suggests that these were built in the period 1660–90. Remains of the overlying industrial buildings of 19th- and 20th-century date were also recorded.

#### **External clients**

- 3.23 Excavations were carried out in advance of redevelopment at **Tudor Street** where four separate buildings, of 17th to 19th century date, were revealed. The site does not appear to have been built upon before the 17th-century and has provided evidence, although slight, of a small-scale industry most likely associated with a tanning operation. The principal feature of the excavated buildings was the presence of stone/brick troughs that may have been utilised as liming/de-hairing pits. The identification and excavation of a large 18th-century pit within close proximity to the southernmost buildings suggests that cattle and sheep-skins were all being processed.
- 3.24 At **Rydon Lane** a large area excavation was undertaken for Tesco in advance of extensions to the supermarket. These uncovered further evidence of later prehistoric land use in this part of Exeter, which appears to have begun in the Bronze Age. Field boundaries in the form of ditches and gullies were found over a wide area. Although the results from this project were not spectacular in themselves they do represent an important addition to the body of information about the development of the landscape of eastern Exeter. This has been accumulated over several years but notable since the development of the Digby residential area and Clyst Heath School.
- 3.25 Work has continued on the **Monkerton Link Road** on the eastern outskirts of the city; but no major finds were made. Observation and recording have been carried out at **Ashford Road** (Topsham), **Ashwood Road** (off Alphington Road), **Castle Street** (old Record Office site), **Marsh Barton**, **Okehampton Road**, **Pennsylvania Road**, **St Michael's** and **St Sidwell's Schools**, **University Innovations Centre** and **Wonford Methodist Chapel**, as well as the long term residential developments at **Digby** and **Wyvern Barracks**.

**Other publication work**

- 3.26 In 2006 a paper was published on the medieval gatehouse of the former Chancellor's House in *Cathedral Close* (No. 15). This drew upon the results of work undertaken by AFU in 2004 during the removal of a magnolia tree. A substantial report on the history and architectural development of the *Higher Barracks* has now been produced and a report on the excavations at *Broadgate* in the Close is near completion. Finally, a leaflet describing the Roman finds at *Topsham School* has been produced for Devon County Council.

**Forthcoming work**

- 3.27. The next phase of the *Cathedral Enhancement Scheme* is due to commence in the first quarter of 2007 and this will require archaeological monitoring similar to that described above. Construction work on the new Museum store at *Exton Road* is underway and although the identified areas of archaeological interest have been avoided, careful monitoring is needed to ensure no unexpected remains are disturbed. The commencement of the main contract works at *Cricklepit Mill* also means that a watching brief will be undertaken here during certain operations. Given the amount of archaeological work that has taken place here in recent years, there is much potential for future publication in a variety of formats.

**4. FINANCIAL IMPLICATIONS**

- 4.1 AFU operates as a trading undertaking and with Princesshay income is anticipated to have a turnover of just over £1.3 million in 2006-07. For Economy and Tourism projects the Archaeology in Exeter budget allocation for 2006-07 is £27,000. As Members have previously agreed, this will include:
- Continuing work on preparation of booklets on Roman Exeter and medieval religious houses
  - Preparation of material for Underground Passages
  - Preparation of exhibition material for Custom House.
- 4.2 Much of this work will be of benefit to the Tourism unit and individual interpretation projects which they are developing.

**5. RECOMMENDED that Members:**

- (1) note the progress being made with these projects.

**PETER WEDDELL  
HEAD OF ARCHAEOLOGICAL FIELD UNIT**

**ECONOMY AND DEVELOPMENT DIRECTORATE**

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

Background papers used in compiling this report:

*None*



## EXETER CITY COUNCIL

### SCRUTINY COMMITTEE - ECONOMY

18 JANUARY 2007

#### UPDATE – HEART OF DEVON ENTERPRISE AGENCY

#### 1. PURPOSE

- 1.1 To report on the proposed merger of the Heart of Devon Enterprise Agency (HODEA) with Enterprise South Devon Enterprise Agency (ESD).

#### 2. BACKGROUND

- 2.1 On the 2 March 2006 this Committee received a report that updated Members on the activities of HODEA, established in 2001 to provide free business advice for those considering starting up businesses (pre-starts), for those having already started up (start-ups) and, for businesses needing advice for their growth and survival. The Agency operates throughout Exeter, East Devon and Mid Devon.
- 2.2 The March Committee report explained that the Agency is the best performing enterprise agency within Devon, but was being adversely affected by annually decreasing funding. The Agency receives funding from Business Link Devon and Cornwall for the delivery of advice and support to start-ups and small businesses on behalf of the Small Business Service (SBS) and since April 2005 this is now on behalf of the South West Regional Development Agency (SWRDA). Funding is also provided by Mid Devon and East Devon District Councils and the City Council as summarised in section 4 below.
- 2.3 The report also referred to discussions, which have been taking place with Enterprise South Devon (ESD), to determine whether sharing resources and reducing duplication could achieve improvements to service delivery and efficiency. The merger of the two agencies was also an option being considered.

#### 3. UPDATE

- 3.1 Since March 2006, Officers from the City Council have continued to work with both agencies in order to address the increasingly concerning financial position and also considering the merits of a merger with ESD, which is based in Newton Abbot. It has become clear that the merger is the primary option for securing continuity and effective enterprise support.
- 3.2 A framework for a merger between HODEA and ESD has been produced. The boards of both enterprise agencies have voted to pursue a merger and conclude it no later than 31<sup>st</sup> March 2007.
- 3.3 The process of ensuring due diligence in merging and staff consultation is well underway with both agencies agreeing the terms of the merger into a new company, to be known as 'Enterprise Devon Limited' (EDL).
- 3.4 It is envisaged that the formation of EDL should achieve the following benefits:

- the creation of a higher and stronger profile and capacity to deliver cost savings as well as efficiency and delivery benefits to be gained from a centralised approach to marketing, advertising, administration and management of one company
- a lessening of vulnerability to the vagaries of changes in funding regimes and a move away from dependency on Business Link/SBS funding contracts
- a step towards the creation of integrated business support as envisaged by the Exeter and Heart of Devon 2005-2008 sub-regional economic strategy including pursuing the development of managed workspace and also the delivery of training programmes to assist in the efficient and effective operation, survival and growth of start-ups and existing businesses
- the bringing together of the skills sets and strengths of HODEA personnel and the greater financial strengths of ESD
- the ability and capacity to bid for and win other funding contracts to deliver other forms of business support, for example through the SWRDA's implementation of the business support measures under the 'Rural Renaissance' programme.

3.5 ESD are currently working on the production of a business and finance model to assist the local authorities in establishing a service level agreement with the new agency, EDL. It is hoped that this work will be completed by 31<sup>st</sup> January 2007.

#### 4. PERFORMANCE

4.1 HODEA performance from April 2004 through to October 2006 is provided in Table 1. The table highlights the positive support provided by HODEA to business activity and demonstrates the resulting benefits in the local economy.

<b>Table 1: HODEA performance since April 2004 to October 2006</b>	<b>Within Exeter</b>	<b>% of total volume of activity</b>
1094 pre-starts advised	543	50%
368 start-ups <sup>1</sup> supported	140	38%
170 existing businesses supported	71	42%
866 jobs created	236	43%
302 jobs safeguarded	110	36%
£30.3M Sales generated or safeguarded	£16.1M	53%

<sup>1</sup> Businesses that have started up and come to HODEA for advice for the first time.

4.2 To highlight recent performance from January to October 2006, it is worth noting that within Exeter alone there have been the following additional results from HODEA's activities in its delivery of business support:

- 87 pre-starts advised
- 49 start-ups supported
- 11 existing businesses supported
- 136 jobs created
- 9 jobs safeguarded
- £3.95M of sales generated or safeguarded.

## 5. FINANCIAL IMPLICATIONS

- 5.1 The level of the City Council's contribution for 2007/8 is likely to remain the same as the current contribution to HODEA, which is £40,000 per financial year. The Council's contribution will be subject to the agreement of a new service level agreement with EDL to deliver business and training support primarily for start-up or other small businesses within Exeter and also the merits of the business and finance model mentioned in section 3.5
- 5.2 The main sources of income for HODEA are set out below. From year to year, HODEA secures additional small amounts of income from for example, modest fees and business events.

### Main sources of income for HODEA

Exeter City Council	£40,000
East Devon District Council	£40,000
Mid Devon District Council	£6,000
Devon County Council	£12,000
SBS Contract (estimate only)	£91,000
<b>Total</b>	<b>£189,000</b>

- 5.3 Funding from the SBS contract varies subject to the conditions that Business Link Devon and Cornwall impose on the achievement of targets. In addition, the funding has been based on 6 month rolling contracts. It was recently renewed in September 2006 for the next period up until March 2007, with a change on targets and a reduction in funding from the previous 6-month period. The reason for such short-term contracts is based on the fact that SWRDA which is now responsible for SBS activity have recently put the contract for the delivery of services for the whole of Devon, Cornwall and Somerset out to tender, and Business Link Devon and Cornwall are one of several bidders.

## 6. RECOMMENDED that

- 6.1 Members note the contents of this report and support the intended formation of a new agency that will provide business support for small business across the whole of Exeter and the Heart of Devon sub-region.

**RICHARD BALL**  
**HEAD OF ECONOMY AND TOURISM**

**ECONOMY AND DEVELOPMENT DIRECTORATE**

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

**Background Papers used in compiling the report: -**

1. Board Papers produced by HODEA.
2. Scrutiny Committee – Economy – 2 March 2006, 'Update – Heart of Devon Enterprise Agency.

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## EXETER CITY COUNCIL

### SCRUTINY COMMITTEE – ECONOMY 18 JANUARY 2007

#### EXETER OPEN STUDIOS 2006

#### 1. PURPOSE OF REPORT

- 1.1 To report on the City Council's involvement in and the performance of the Exeter Open Studios event in Exeter.
- 1.2 To seek continued support for an Exeter Open Studios event to take place annually.

#### 2. BACKGROUND

- 2.1 In 2005 Exeter City Council supported the 'Open Studios' event 'Nine Days of Art' in order to support the increased cultural profile the City. This was achieved in terms of visitor numbers and successful marketing of artists in the City. The event also provided business development, in terms of increased marketing, sales and commissions that many Exeter artists and makers benefited from.
- 2.2 The January 2006 Scrutiny Committee agreed to support the development of an Exeter artist and makers 'Open Studio' event that would take place in the autumn attracting pre-Christmas sales and as part of the Autumn Festival. The Council support was limited to assisting in the coordination and production of publicity and promotion of the event. As an artist led initiative it required a financial commitment from a sufficient numbers of artists and makers to make the project viable.
- 2.3 The aims of the event were to:
  - encourage the growth of creative industries by promoting the work of artists, makers and crafts people producing, marketing and selling work;
  - support cultural tourism initiatives by encouraging visitors to visit Exeter to see and purchase art;
  - encourage joint arts marketing initiatives by marketing Exeter artists, makers and craftspeople and develop public access to artists.

#### 3. PERFORMANCE AND EVALUATION

- 3.1 A meeting took place in March 2006 launching the Exeter Open Studios event and inviting participating artists. This resulted in 34 artists agreeing to open their studios or homes to the public over the first weekend of the Exeter Autumn Festival (4 & 5 November, with some artists opening for longer or holding preview events on November 3). Of the 34 registered artists 10 were sharing venues, one was a group of six artists and one was a group of over 40 artists living or working in Exeter. This resulted in a total of 28 different venues displaying art to the public all over the city and as far as Topsham and Countess Wear.

- 3.2 The event was promoted primarily through a guide that provided details of all the artists' locations and trail maps. An artist registration fee of £50 per artist or group supported the production of the guide.
- 3.3 A total of 10,000 full colour guides were distributed in galleries, art centres, art and craft supplies shops, libraries and Tourist Information Centres in Exeter and across Devon. Each participating artist distributed and displayed 50 guides. Some 350 posters were also displayed across the area and 84 branded directional arrows were displayed across the city.
- 3.4 There were 26 feedback and evaluation forms returned by the artists, reporting the approximate number of visits as 2121; an average of 75 visits per venue. There were 44 feedback forms received from visitors, the overall view of the event being very good. Most visitors, who returned the forms, intended to visit between one and five studios during the weekend event. Most were women and most between 56–65 years old.
- 3.5 The total declared artwork sales amounted to approximately £11,900 and two artists wished to keep the value of their sales confidential. In addition five artists received commissions and eight artists had interest from a gallery in exhibiting their work.
- 3.6 The majority of artists were keen to open their studios again with 11 artists wanting to continue with an Exeter only event at a different time to the countywide 'Open Studios' event, which attracts more rural competition. A further nine artists would participate in both the countywide event and the Exeter only events.

#### **4. PROPOSAL**

- 4.1 It is proposed that the City Council support the continued development of an Exeter only artist and makers 'Exeter Open Studio' to take place as part of the Exeter Autumn Festival in November. This event would continue as an artist led initiative and require a financial commitment from a sufficient number of artists and makers to make the project viable. The proposed Council support would again be used to provide support for the coordination and production of publicity to promote the event.
- 4.2 The current City Council Partnership funding of £1,000 to support Devon Artist Network would support the countywide 'Open Studio' event due to take place in September 2007. This would give Exeter artist and makers a choice of two events in which to participate.

#### **5. RESOURCE IMPLICATIONS**

- 5.1 The resource requirements would be met from existing budgets. The 2006 budget for the entire event was £2,500; of that £1,650 was contribution of fees from the artists and £850 from ECC. The 2007 ECC contribution is budgeted at £1,000.

**6. RECOMMENDATION that**

6.1 Members note the report on the Exeter Open Studios event in November 2006.

6.2 Members support the ‘Open Studios’ proposal for 2007.

**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: None

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## EXETER CITY COUNCIL

### SCRUTINY COMMITTEE – ECONOMY

18 JANUARY 2007

#### SHAKESPEARE IN THE GARDENS

ROUGEMONT GARDENS – 12 JULY – 12 AUGUST 2006

#### 1. PURPOSE

- 1.1 To inform Members of the success of the Northcott's production of Twelfth Night which was supported by the City Council.

#### 2. BACKGROUND

- 2.1 The Northcott Theatre has been producing the annual "Shakespeare in the Gardens" in Rougemont Gardens since 1995. The production involves the creation of a 420 seat temporary auditorium and stage to make full use of the historic and "natural" setting of the gardens.
- 2.2 The event has grown in popularity attracting many people from within and outside Devon, and is now established in its own right as one of the key highlights in the city's growing annual programme of events.
- 2.3 The City Council has supported the event since 1998, with an annual grant of £10,000.

#### 3. THE 2006 EVENT

- 3.1 Some 11,236 people attended the five week performance of Twelfth Night, between 12 July and 12 August 2006 achieving 85% of capacity, an increase of 5% on 2005.
- 3.2 Online ticket purchases accounted for 3,337 of sales, the remainder being from the theatre and Exeter Tickets box office on the High Street. 574 tickets were sold to school parties and group bookings and a further 563 were sold to students and under 16 year olds. The majority of tickets, 7,885, were sold at full price. The remainder were over 60's concessions and a limited number of complimentary tickets.
- 3.3 4,390 of the tickets were purchased by city residents whilst 5,733 were taken by people living outside the city but within Devon. A further 710 were purchased by those living outside Devon in the wider South West and across the UK.
- 3.4 Marketing of the production was extensive, with Twelfth Night being included in the theatre's summer brochure, which had a print run of 50,000 copies, distributed widely to households, shops, schools and businesses. It also featured in the Summer Festival brochure which has a 90,000 print run and is

similarly distributed very widely. Additionally posters, advertising and extensive preview and review coverage in regional newspapers and radio ensured that widespread exposure was achieved, helping also to raise the city's cultural profile. The production was also listed in "Pick of the Week" in the Guardian Guide on 29 July 2006.

**4. FINANCIAL IMPLICATIONS**

- 4.1 The Council's contribution/grant to the production is £10,000 per annum.

**5. RECOMMENDATION**

- 5.1 That members note the performance of the Northcott Theatre's production of Shakespeare in the Gardens 2006.

**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: None

## EXETER CITY COUNCIL

### SCRUTINY COMMITTEE – ECONOMY

18 JANUARY 2007

#### DEVON DESTINATION MANAGEMENT ORGANISATION

#### 1. PURPOSE

- 1.1 To inform Members on the progress with the establishment of the Devon Destination Management Organisation.

#### 2. BACKGROUND

- 2.1 During 2004, the majority of the regional tourist boards throughout England became the responsibility of the relevant Regional Development Agency. Tourism is worth more than £8 billion annually to the South West economy, involving some 26 million visitors and providing employment for over 300,000 people. Analysts predict these numbers will continue to rise and that in order to fully exploit the potential benefit in jobs and amenities for the area, more careful management and direction will be required. Recognising the challenge, South West Tourism (SWT) and the South West of England Regional Development Agency (SWERDA) jointly undertook a review of the industry in the region and prepared a ten-year plan.
- 2.2 The tourism strategy for the South West – ‘Towards 2015’, published in 2005 by South West Tourism, recommended substantial changes to the organisation of tourism in the South West. As yet, the role of South West Tourism within the recommended changes for the delivery of tourism development initiatives has not been finalised, in the context of the reorganisation of how the industry works at a sub-regional level. Services which they may deliver include quality development, research, e-tourism, business support and marketing the South West generally as a visitor destination.
- 2.3 The main recommendation for those involved with this very fragmented industry is for more emphasis on strategic development and organisation of the industry based upon recognised or emerging identifiable destinations. These destinations are expected to develop a number of ‘Destination Management Organisations’ (DMOs), which do not necessarily correspond to administrative sub-regions, that will provide the basis for a more joined-up approach to tourism promotion and development, combining resources and removing duplication of effort. In Devon, as in other parts of the South West, groups have been formed to explore the option of establishing formal or informal DMO’s covering recognised geographical areas.

#### 3. DEVON DESTINATION MANAGEMENT ORGANISATION

- 3.1 The working group for developing a Devon DMO which will cover the old county area, including Plymouth and Torbay, is currently determining where

there is sufficient common ground and benefit to be gained from joint working beyond existing sub-regional arrangements. The existing sub-regional arrangements are undertaken by informal and formal Area Tourism Partnerships such as the Heart of Devon Tourism Partnership, North Devon Marketing Bureau, English Riviera and Dartmoor Tourist Association. The principles underlying this approach are the same as those behind the City Council working successfully in partnership with others in the Heart of Devon Tourism Partnership.

- 3.2 Strong partnerships have been running in Exeter with neighbouring areas for a number of years. Both the public and private sector see the advantages of working together and pooling resources, both financial and personnel, as appropriate to achieve common aims.
- 3.3 The City Council is participating in the Devon DMO working group, representing the Heart of Devon Tourism Partnership, in order to determine whether a formal involvement or otherwise is likely to produce benefits for the area represented by the Partnership. The working group also comprises of West Devon, Torridge and Teignbridge District Councils, Dartmoor Tourism Association, Visit Plymouth, Devon County Council, Devon Association of Tourist Attractions, Torbay Development Agency, Exeter and the Heart of Devon Hotels and Restaurants Association, Visit Exmoor, North Devon Marketing Bureau, South West Tourism, and the South West Regional Development Agency.
- 3.4 The proposed roles and responsibilities of the Devon DMO whilst at the development stage, are based on the following:
  - marketing and reinforcing the 'Devon' brand
  - customer response/call centres – IT development
  - pan Devon product development
  - pan Devon research to support marketing and product development
  - Devon wide themed marketing, complementing specific, more localised initiatives to include food and drink, walking, watersports, wildlife, gardens and family.
  - provide a stronger voice for lobbying on behalf of the industry
  - co-ordinating business support and training
  - co-ordinating activity where economics of scale reduce costs and provide efficiencies
- 3.5 Participation and comments from many of the participants on the working group has been on the basis of supporting the broad principle and advantages of establishing a DMO which complements, but does not supersede existing successful sub-regional partnership arrangements.
- 3.6 The proposal is to establish the Devon DMO as a company limited by guarantee, with a Board comprising 15 members, 3 public sector and 12 private sector representatives. There would be six or seven Area Tourism Partnerships, each of whom would be represented on the Board, along with the County Council, Devon Association of Tourist Attractions and Devon Farms. The Heart of Devon Tourism Partnership, which is actively supporting and



jointly managed by the City Council would be one of the Area Tourism Partnerships. In addition, there would be representatives for South West Tourism, Devon and Cornwall Business Link and the South West Regional Development Agency.

- 3.7 Involvement of the wider tourism industry would be by means of a membership scheme through the Area Tourism Partnership. Organisations would pay different levels of annual subscription and, in some cases additional payments, according to the extent of the services each wishes to be involved in, firstly through the Area Tourism partnership and secondly through the DMO.
- 3.8 It is intended that the Area Tourism Partnership for this part of Devon is the Heart of Devon Tourism Partnership whose core partners are Exeter and the Heart of Devon Hotels and Restaurants Association, Devonshire Heartland Tourism Association, Axe Valley Promotion, Sidmouth and District Hospitality Association, Mid Devon District Council and Exeter City Council. The City Council facilitates the organisation of the Partnership with direct staffing support from Mid Devon District Council.
- 3.9 Recognising the visitor experience is ultimately delivered at the destination level, the anticipated role of the Area Tourism Partnership is an ambitious and challenging one, namely to:-
- develop and implement the Area Tourism Strategy
  - work collaboratively with the other Devon ATP's to develop a strategy for Devon tourism on matters appropriate for consideration at historic county level.
  - encourage sustainable tourism development
  - develop and implement effective destination marketing campaigns
  - embrace the primary aims of achieving a total quality experience covering quality of service, retail, attractions, food and drink, management and workforce, accommodation, attractions and reliability of infrastructure
  - provide a conduit for e-communication from and to tourism businesses with key agencies
  - establish a membership structure to encourage wider involvement of tourism businesses and raise funds to enhance the activities of the Partnership.
- 3.10 The Devon DMO Working Group are currently undertaking a consultation exercise among the many organisations and businesses in Devon on the approach above. The objective is to establish the new DMO by April 2007.

#### **4. FINANCIAL IMPLICATIONS**

- 4.1 The Council has until this financial year made a £2,700 membership contribution to South West Tourism, which has entitled the Council to representation on the South West Tourism Consultative Committee, participation in the election of a district council representative on the Board of Directors, discounted rates on participation in promotional and other

campaigns, TIC networking and strategic activities such as policy development. It is intended that along with other District Councils and the County Council this contribution will now be paid to the DMO towards its core operational costs.

- 4.2 Further City Council contribution to the DMO would be on a project by project basis where economies of scale reduce costs and provide efficiencies, yet to be agreed.

**5. RECOMMENDATION that:-**

- 5.1 Scrutiny Committee support the development of a Destination Management Organisation for Devon and the proposed roles and responsibilities it would undertake, as stated within this committee report.
- 5.2 Scrutiny Committee supports the City Council's role in working with the Heart of Devon Tourism Partnership to establish a membership structure to encourage wider involvement of tourism businesses to enhance the activities of the Heart of Devon Tourism Partnership.

**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:

1. South West Tourism, "Towards 2015" – produced in 2005

## EXETER CITY COUNCIL

### SCRUTINY COMMITTEE – ECONOMY

18 JANUARY 2007

#### EXETER TOURISM FORUM

#### 1.0 PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to inform members of the proposal to establish an Exeter Tourism Forum.

#### 2.0 BACKGROUND

- 2.1 The visitor experience in the city is wide ranging and consists of more than just accommodation venues and attractions. Many other business sectors and organisations make a valued contribution to the visitor economy. The table below, although based on information from South West Tourism (2003), illustrate the value of tourism to Exeter and the wide range of organisations where visitor spend is distributed:

Business sector	£ million
Food & drink	36
Retail/Shopping	34
Accommodation	33
Travel	18
Visitor attractions/Entertainment	15
Other	13
<b>TOTAL</b>	<b>£149</b>

Source: South West Tourism (2003)

- 2.2 The Tourism Unit of the City Council manage the Tourist Information Centre and three visitor attractions and co-ordinate the promotion of the city to new and repeat visitors. Many other Units within the City Council also play a role in delivering/contributing to the visitor experience, such as Cleansing, Leisure & Museums, particularly the Royal Albert Memorial Museum, Planning, the Archaeological Field Unit and Environmental Health Services.
- 2.3 Currently, activity focused on improving and managing the relationship with visitors is limited primarily to engagement with specific sectors of the tourism and hospitality industry in and around Exeter. At this time, organisations other than accommodation, attractions and some food and drink establishments, have limited involvement in developing new initiatives to improve the visitor experience and in supporting or being part of promotional campaigns for the city.
- 2.4 There is a real need to have a wider representative voice on behalf of the City in the Heart of Devon Tourism Partnership to ensure Exeter is strongly

represented in all promotional material and tourism development initiatives undertaken by the Tourism Partnership and by the emerging Devon Destination Management Organisation (DMO). The Devon DMO is covered in more detail in a separate report to this committee.

- 2.5 Exeter is not just recognised as a visitor destination but also as a place to invest in for regional, national and internationally recognised organisations. Improvements to the visitor experience make a direct contribution to the external perception of the city as a place in which to live and work.

### **3.0 EXETER TOURISM FORUM**

- 3.1 In order to enable the City Council to best engage with wider range of organisations associated with tourism in and around Exeter it is proposed that a 'formal' group is established to help further develop the visitor economy in Exeter and to work with the City Council to implement the Visitor/Tourism Strategy 2007 - 2010.
- 3.2 Discussions are under way with the Exeter Chamber of Commerce on how we can best work together on developing a tourism group for the city. The Exeter Tourism Forum could either be a sub group of the Chamber of Commerce or a separate group altogether. The forum will not compete with the Chamber of Commerce or any other recognised Association within the city.
- 3.3 Main aims of the Exeter Tourism Forum are to:
- improve communication with the tourism and hospitality industry in and around Exeter
  - to inform, work with and support tourism businesses within Exeter to deliver the Exeter/Visitor Tourism Strategy 2007 - 2010
  - develop a skills development plan for the tourism and hospitality industry in and around Exeter
  - communicate existing and new legislation related to their business sector
- 3.4 A number of businesses within Exeter have already expressed an interest in developing the Exeter Tourism Forum. Representatives from the following organisations will be invited to attend an inaugural meeting of the Forum:
- |                                     |   |
|-------------------------------------|---|
| • City Centre Consortium            | • Exeter Chamber of Commerce                                      |
| • Exeter accommodation              | • Exeter attractions  |
| • Exeter eating out venues          | • Retail Sector   |
| • Public transport providers        | • Exeter International Airport                                    |
| • Entertainment and cultural venues | • Exeter and the Heart of Devon Hotels & Restaurants Association. |
| • Relevant City Council Units       |   |
- 3.5 It is anticipated that the Forum will comprise of about 25 representatives to enable effective involvement and active participation in the group.

- 3.6 There will be no charge to join the Forum. Members will be expected to provide information on how their business/business sector is performing, be proactive in looking to exploit opportunities for the benefit of the industry in the city and work collaboratively in changing and responding to visitor trends. It is anticipated that the group will meet three of four times a year.
- 3.7 Forum members will also have the opportunity to sit on time limited, task and finish groups to implement tourism projects from the Exeter Visitor/Tourism Strategy 2007 – 2010 and new projects developed through the Tourism Forum.

#### **4.0 FINANCIAL IMPLICATIONS**

- 4.1 None other than officer time.

#### **5.0 RECOMMENDATION that:-**

- 5.1 Members support the development of the Exeter Tourism Forum.

**RICHARD BALL  
HEAD OF ECONOMY AND TOURISM**

#### **ECONOMY AND DEVELOPMENT DIRECTORATE**

**Local Government (Access to Information) Act 1985 (as amended)  
Background papers used in compiling the report:**

None

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## EXETER CITY COUNCIL

### SCRUTINY COMMITTEE – ECONOMY 18 JANUARY 2007

#### EXETER RED COAT GUIDES

#### **1. PURPOSE OF REPORT**

- 1.1 To update Members on the progress of the voluntary Red Coat Guides.

#### **2. BACKGROUND**

- 2.1 Exeter Red Coat Guided Tours were first instigated in 1985.
- 2.2 There is an established daily programme of free public walking tours, except Christmas Day and Boxing Day, departing from Cathedral Green and the Quayside. There are also chargeable walking and coach tours offered to groups visiting Exeter. Due to city centre developments many of the tours have needed adjustment and new ones introduced to provide a consistently good service.
- 2.3 The Tourist Information Centre Manager now co-ordinates the running of the Red Coat Guides.

#### **3.0 RED COAT GUIDE ACTIVITIES**

- 3.1 A catalogue of over 26 guided tours has been developed over the past 20 years. Currently 16 tours are offered during the summer programme and 10 during the winter programme. A full listing of tours can be seen in Appendix 1. "Exeter City Voluntary Guides" organises its own meetings and has its own committee, elected annually. New tours evolve from research undertaken by the Red Coat Guides, which is then presented to their own committee for evaluation, acceptance or rejection. The committee liaises with the TIC Manager via monthly meetings and to devise the summer and winter programme of tours.
- 3.2 At present there are 29 voluntary Red Coat Guides. Since the last recruitment intake in 2003, 3 guides have retired and between now and March 2008 a further 3 guides will retire. A new 5 month training programme has been developed and recruitment for new guides will be towards the end of 2007 to start tour guiding from May 2008.
- 3.3 To maintain the camaraderie of the Red Coat Guides, the Guides organise their own social programme.

#### **4. MARKETING**

- 4.1 During 2006 there has been a successful advertising campaign promoting the Red Coat Guides. Extensive editorial coverage has been gained in many local, regional and national magazines and newspapers. The Red Coat Guides have featured in the following publications:

- Tourist Net UK
- South West Tourism Brand Campaign website
- The Essence of England, Scotland, Wales & Ireland 2006
- Express and Echo
- Sidmouth Herald
- Mid Devon Advertiser
- Devon Life
- A Day Out in Devon and Cornwall 2006
- Enjoy England Places to Stay and Visit: South West
- School Travel Organiser's Guide Directory
- School Visits 2006/07 (Secondary and Primary schools)
- Exeter Citizen
- Exeter City Council tourism publications
- Great Days Out leaflet 2006
- Heritage Britain
- DACOM Activities map (Heritage section)
- Exmouth Herald
- Mid Devon Gazette
- Dawlish and Teignmouth Post
- Days Out UK
- Enjoy England Days Out For All
- Devonshire's Heartland Visitor Attractions 2006
- What's on Exeter & Heart of Devon Guide
- Exeter Summer Festival 2006 programme
- Execite Magazine
- Essential Devon Visitor Guide 2006

4.2 Local company, Think Tank, designed the Red Coat Guide leaflet and poster which promotes tours to residents and visitors to Exeter and Devon.

4.3 During 2006 Westward Marketing distributed 130,000 Red Coat Guide leaflets and 1,250 posters to Tourist Information Centres, Visitor Information points, train and bus stations, attractions, accommodation providers throughout Devon and parts of Cornwall, Somerset and Dorset.

## 5.0 STATISTICS

5.1 The table below shows how many visitors took part in a Red Coat Guided tour and how many groups booked a tour.

	Visitors	Group Bookings
2003	12,708	162
2004	11,928	160
2005	12,489	159
2006 to date	14,842	173

5.2 Due to successful marketing campaigns visitor numbers have increased generally, with the "Ghosts and Legends" tour remaining a firm favourite. "Exeter Through The Ages" is a popular first time tour, as it gives a good overview of each period in Exeter's history. The "Catacomb and The Mint" tour creates a great deal of interest and regularly has high numbers of visitors taking part.

## 6. FUTURE PLANS

6.1 Under consideration for 2007 are two tours, Exeter University Sculpture Tour and the Canal Basin Ferry trip to Double Locks. Both these tours are being developed by the Red Coat Guides and if suitable will be added to the 2007 tour programme.



## 7. RESOURCE IMPLICATIONS

- 7.1 The cost of co-ordinating, marketing, training and developing the Red Coat Guides is met from a separate budget in the Economy & Tourism Unit and is summarised below using the anticipated 2007/08 budget forecast.

<b>2007/08</b>	<b>£</b>
Training	3,000
Uniform replacement and cleaning	1,430
Advertising and promotion	15,060
Other	1,000
Public Transport	4,000
Central re-charges	5,620
<b>Gross</b>	<b>30,110</b>
<b>Income (group tours)</b>	<b>7,210</b>
<b>Net</b>	<b>22,900</b>

## 9. RECOMMENDATION that:-

- 9.1 The success of the Red Coat Guide service is noted.
- 9.2 The Council expresses its thanks to the Voluntary Guides for their continued valued service

**RICHARD BALL**  
**HEAD OF ECONOMY AND TOURISM**

**ECONOMY AND DEVELOPMENT DIRECTORATE**

**Local Government (Access to Information) Act 1985 (as amended)**  
**Background papers used in compiling the report:**

None

## APPENDIX 1

### Tour Descriptions

#### **Ancient Churches of Exeter - Circular**

This tour covers the early history of Christianity in the city. Visit the six medieval parish churches that remain, containing many features of architectural interest.

#### **Catacomb and The Mint – Finishes in the High Street**

Consecrated in 1837, the catacomb is explored by torchlight and can only be visited on a guided tour. This tour also includes a visit to 21 The Mint (subject to availability). Formerly the refectory of the Benedictine Priory of St. Nicholas, this building has now been lovingly restored to reveal a fascinating and varied past.

#### **Cathedral Close and Palace Garden - Circular**

Take in the splendour of the cathedral from the Bishop's Palace Garden and learn about the fascinating buildings in Cathedral Close, including Mols Coffee House – and the fascinating medieval courtyard houses.

#### **Cathedral to Quay – Finishes at the Quayside**

Starting in the picturesque Cathedral Close, this tour visits Southernhay's Regency terraces. Learn about the city wall and gates, before progressing to Exeter's historic quayside.

#### **Exeter's City Wall - Circular**

Discover the history of Exeter's city wall and the key events that have occurred throughout its history. Over 70% of the wall still remains. Allow 2 hours to complete the tour.

#### **Exeter Through the Ages – Finishes in the High Street**

This tour explores Exeter's past from the Iron Age and Roman times, through to the modern day re-development. Visit Northernhay Gardens, the oldest public gardens in the country and see the castle gate house, one of the earliest stone structures built by the Normans after the battle of Hastings.

#### **Forgotten Exeter – Finishes in Fore Street**

Discover the northwest of the city including the Iron Bridge, City Wall. The Mint and Tuckers Hall – the Medieval Guildhall of the Weavers, Luckers and Shearmen.

#### **Ghosts and Legends - Circular**

Learn why Exeter is reputed to be one of England's most haunted cities. Visit many of Exeter's historic buildings and listen to chilling tales about their ghostly residents. Suitable for all ages.

#### **Heart of Exeter - Circular**

Discover more about the buildings in Cathedral Close, some of which date from the 15th Century, and visit the Guildhall, one of the oldest municipal buildings in the country

#### **Historic Bridges and Water - Finishes in Mary Arches Street**

Discover the valuable role that bridges and water have played in Exeter's history. Visit medieval, stone, iron, steel and modern design bridges, as well as brooks, wells, leats, conduits, fountains and the River Exe.

#### **Medieval Exeter - Finishes at Stepcote Hill**

Beginning at Exeter Cathedral, this tour continues into the West Quarter -once the industrial heartland of Exeter. Walk across the Medieval Exe Bridge and see St Mary Steps Church, the 'House that Moved'.

**Murder and Mayhem** - Circular

Rebellion, riots, murder, burnings, hangings and the plague unfold on this tour. Learn about Exeter's turbulent past and visit sites of battle and punishment.

**Port of Exeter** – Starts from Historic Quayside

This tour starts at the Quay House Visitor Centre, and details Exeter's colourful maritime past as the third most important city in the country for the export of woollen cloth. Visit Exeter Ship Canal, the oldest pound lock canal in England.

**Roman Exeter** - Finishes at the Royal Albert Memorial Museum

Visit sites that once housed a Roman bathhouse, fortress and watchtower, before arriving at the Royal Albert Memorial Museum, where fascinating Roman finds and detailed models of the Roman bathhouse and barracks can be seen.

**Spooks and Broomsticks** – Circular

Budding ghost hunters can get into the 'spirit' of Halloween by taking part in the ever popular Spooks and Broomsticks Tour. You will be able to listen to chilling tales about Exeter's ghostly past, and discover why Exeter is reputed to be one of England's most haunted cities.

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