



Exeter City Council

To the Chair and Members
of the Scrutiny Committee - Economy

Philip Bostock, Chief Executive

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AGENDA FOR EXETER CITY COUNCIL SCRUTINY COMMITTEE - ECONOMY

The Scrutiny Committee - Economy will meet on **THURSDAY 17 JANUARY 2008**, 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 7 November 2007.

2.

DECLARATIONS 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 business on the agenda, before any discussion takes place on the item. Councillors requiring clarification should seek the advice of the Monitoring Officer prior to the day of the meeting.

3. **LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985 -
EXCLUSION OF PRESS AND PUBLIC**

It is considered that the Committee would be unlikely to exclude the press and public during consideration of any of the items on the agenda but, if it should wish to do so, the following resolution should be passed:-

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

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

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

Details of questions should be notified to the Assistant Chief Executive at least three working days prior to the meeting. Further information and a copy of the procedure are available from Member Services (Exeter 265115) also on the Council web site <http://www.exeter.gov.uk/scrutinyquestions>

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

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

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

ESTIMATES 2008/09

6. **ESTIMATES 2008/09**

- i) Draft Revenue Budget Proposals 2008/09
- ii) Proposed Capital Programme 2008/09 and New Bids
- ii) Proposed Fees and Charges 2008/09

To consider the joint report of the Director of Economy and Development and the Head of Treasury Services –
Report circulated

MATTERS FOR CONSIDERATION BY SCRUTINY COMMITTEE - ECONOMY

7. **REVIEW OF BUSINESS**
- To consider the report of the Director of Economy and Development - *report circulated* 37 - 38
8. **EXETER NORTHCOTT THEATRE**
- To consider the joint report of the Director Economy and Development and Head of Economy and Tourism – *report circulated* 39 - 40
9. **ARCHAEOLOGY RESEARCH PROGRESS**
- To consider the report of the Head of the Archaeological Field Unit - *report circulated* 41 - 52
10. **ECONOMIC DEVELOPMENT SERVICE OVERVIEW**
- To consider the report of the Head of Economy and Tourism - *report circulated* 53 - 64
11. **TOURISM CHARTER FOR DESTINATION MANAGEMENT**
- To consider the report of the Head of Economy and Tourism – *report circulated* 65 - 72

DATE OF NEXT MEETING

The next **Scrutiny Committee - Economy** will be held on Thursday 6 March 2008 5.30 pm

FUTURE BUSINESS

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

Membership -

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

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

<http://www.exeter.gov.uk>. This will give you the dates of all future Committee meetings and tell you how you can ask a question at a Scrutiny Committee meeting. Alternatively, contact the Member Services Officer on (01392) 265115 for further information.

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

SCRUTINY COMMITTEE – ECONOMY

17 JANUARY 2008

ESTIMATES

1. Introduction

1.1 Attached are the draft estimates for 2008/09. A draft version of the figures was considered at an informal meeting of Scrutiny Economy on 12 December 2007.

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 Nil (see paragraph 2.2 below)
- Income 3.0%
- Interest on Investments 5.75%

2.2 As a means of finding efficiency savings, many non-pay budgets will not be 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. fuel and electricity. The Retail Price Index (RPI) for September 2007 was 3.9%. Although the Government no longer produce targets for the RPI it is still used to determine increases in pensions, benefits and pay negotiations.

2.3 With regard to interest rates, the UK base rate has been gradually increased from 4.75% in August 2006 to 5.5% in December 2007. The overall growth and interest rate expectations of the United Kingdom economy remain uncertain in the future although many analysts are predicting that a further rise to the base rate in the coming months is unlikely and rates could even fall. Based upon the Council achieving a 5.75% return on its cash investments next year, this will yield around £1.3 million in the Council's General Fund budget. A small change of 0.1% either way from our assumption would lead to either an increase or reduction of income of around £23,000.

2.4 The latest Comprehensive Review (CSR07) indicates a tough financial settlement ahead for Local Government for the next three years. There will be an aggregate increase in external grant funding of 4.2% in 2008/09, 3.5% in 2009/10 and 3.4% in 2011/12. This amounts to a real terms increase of 1.5%, 0.8% and 0.7% over the CSR period. Given the government's priorities will continue to be for Education and Social Care, the actual grant increase for district council services is significantly less than this. The CSR07 has also indicated a significant reduction in the Local Authority Business Growth Initiative (LABGI) funding from £1 billion in CSR04 to £150 million over CSR07. There will be LABGI funding of £50

million for 2009/10 and £100 million in 2010/11, with no funding outlined for 2008/09. To date Exeter City Council has benefited greatly from this initiative having received £465,108 for 2005/06, £923,941 for 2006/07, and the current budget estimates a further £1.5 million for this (2007/08) financial year.

2.5 At its meeting on the 20 November 2007, Executive approved a budget strategy based on the best known data with regard to Government spending targets:

- Formula Grant increase 3.0%
- Council tax guideline 4.5%

2.6 The Government have now announced the provisional local government finance settlement for 2008/09. For Exeter the guideline figure is as follows:

- Formula Grant £11.893m (increase 1.4%)

The provisional settlement now indicates that in cash terms our grant will increase by £164,000.

2.7 The available capital resources for 2008/09 are £19.705 million with £19.616 million required in respect of the General Fund, of which £2.132 million is required for new approvals, and that the Housing capital programme will be some £5.217 million making a total spend of £24.833 million. This shows that the Council will have to use borrowing in addition to other capital resources to finance its capital programme requirements. This will also have an ongoing impact on the Council's revenue budget. The current revenue cost of borrowing consisting of interest and loan repayments, is about £85,000 for each £1 million that is borrowed. The prudential capital framework enables the Council to borrow within self-imposed targets largely based on affordability. A list of the proposed schemes for this Committee for 2008/09 and beyond is attached at Appendix 2.

2.8 The changes in respect of 2008/09 Fees and Charges for the Economy budget are included at Appendix 3.

3. Key Revenue Budget Changes Proposed for 2008/09

3.1 The Revenue budgets are attached at Appendix 1. The proposed budgets reflect a combination of budget increases and savings and the key changes are as follows:

- A technical adjustment has been made to the budget in respect of Deferred Charges. The government allows councils to treat some revenue expenditure as capital expenditure e.g. grants to Housing Associations, grants to improve or develop assets owned by others (science park contributions and enhancements to the city centre). This expenditure of £1,547,160 for Economy & Development must be shown in the revenue accounts for the year but it is financed by the use of capital receipts or borrowing and therefore these charges are removed from the net cost of services to ensure that they do not impact on the Council Tax requirement.

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. In line with a decision taken by Executive several years ago, the City Council is surrendering the lease of Haven Road Industrial Estate at the end of 07/08. This will result in a net loss of income.

3A2 TRANSPORTATION/CONCESSIONARY FARES

From 1 April 2008 the Devonwide concessionary travel scheme that provides free travel for people over 60 and those with disabilities will be replaced by a nationwide scheme. The government have set aside a total of £212 million funding which is intended to cover the additional costs associated with the nationwide scheme; ECC have been notified that we will receive £647,000. For budgeting and accounting purposes it has been assumed that this funding will be adequate to cover the additional costs of the scheme although the actual impact cannot be known until the scheme is fully operational.

£5,000 has been included in the budgets for the City Council's contribution to Travelsmart, which will be funded from an earmarked reserve. (The same annual contribution will be made in two subsequent years.)

An additional £4,000 has been included within the Green Travel Plan budget to provide additional secure cycle parking at the civic centre.

Deferred Charges as described above have been included in respect of the Central Station Gateway Enhancement and the City Council's contribution to the Met Office public transport service.

3A3 CAR PARKING

Income is increased to reflect the higher Car Parking tariffs which are proposed from 7 January 2008. The additional income includes a climate change levy which will be specifically earmarked for additional initiatives to be delivered as part of the Council's climate change strategy

The £75,000 included in the 07/08 budget to provide for the net operating cost of Summerland Gate car park has been removed.

The Asset Improvement and Maintenance budget will decrease due to the completion of several service priority schemes in 07/08.

3A4 ECONOMIC DEVELOPMENT

M35: The £50,000 which has been included in the budget for the past two years as the City Council's contribution towards the progress and development of the Science Park has now been removed. A Deferred Charge as described above has been included in respect of the Science Park.

3A5 FESTIVALS & EVENTS

M46: It is proposed that this budget is increased by £20,000 in order to reflect that this budget has been cash limited for several years.

M52: It is proposed that this budget is increased by £10,000 for 2008/09 only to enable the improved Christmas launch and marketing to continue (in the last two years, this has been funded by the Princesshay budget).

M64: The Barnfield Theatre grant will now be provided from Grants Committee budgets.

3A6 TOURIST INFORMATION

It is proposed that £9,000 be included for 2008/09 to raise the profile of Exeter as a sustainable visitor destination.

The Asset Improvement and Maintenance budget will decrease due to the completion of several service priority schemes in 07/08.

3A7 ARCHAEOLOGY IN EXETER

This is the City Council's provision to finance a programme of works in Exeter in 2008/09 from the consultancy services offered by the Archaeological Field Unit.

3A8 DISTRICT HIGHWAYS AND FOOTPATHS

Deferred Charges as described above have been included in respect of the City Centre Enhancements, the Environmental Enhancements at Fore Street, Heavitree and at Cowick Street and the Honiton Road Landscape Design Project.

Premises costs include proposed work to improve the surface of Water Lane and general maintenance of council owned footways.

3A9 BUILDING CONTROL

There have been no significant changes in respect of the 2008/09 estimates.

3B1 LAND DRAINAGE

There have been no significant changes in respect of the 2008/09 estimates.

3B2 ADMINISTRATION SERVICE

There have been no significant changes in respect of the 2008/09 estimates.

3B3 DIRECTOR ECONOMY & DEVELOPMENT

There have been no significant changes in respect of the 2008/09 estimates.

3B4 ENGINEERING & CONSTRUCTION SERVICES

There have been no significant changes in respect of the 2008/09 estimates.

3B5 PLANNING SERVICES

G01: A Planning Technician post that has recently become vacant is recommended for deletion. It is anticipated that income from planning applications will increase.

G02: Expenditure on the Local Development Framework will be funded from an earmarked reserve.

G05 shows the planned Planning Delivery Grant expenditure for 2008/09. The deficit will be funded from the Planning Delivery Grant reserve at the end of the year.

3B6 CONSERVATION

Deferred Charges as described above have been included in the budgets in respect of Conservation Area Enhancements.

It is proposed that premises expenditure be increased to include the cost of repairing retaining walls in Southernhay.

3B7 ARCHAEOLOGICAL FIELD UNIT

Staffing costs have been increased in order to cover additional works that are anticipated during 2008/09. Additional income will be made from these contracts to obtain a break-even position.

3B8 MAJOR PROJECTS

This is the estimated amount that the City Council will spend on major projects in 2008/09. This will be funded by the Princesshay earmarked reserve, which Members approved in 2000.

3B9 MARKETS & HALLS

The proposed Asset Improvement and Maintenance programme for 2008/09 includes alterations to the heating and repairs to the windows at the Exeter Corn Exchange.

Overall income will increase although this is partially offset by the additional costs incurred in generating this additional income.

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

ANDY STARK
HEAD OF TREASURY SERVICES

JOHN RIGBY
DIRECTOR
ECONOMY & DEVELOPMENT

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EXETER CITY COUNCIL

SCRUTINY COMMITTEE – ECONOMY
17 JANUARY 2008

DRAFT REVENUE ESTIMATES 2008/2009

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08 £		INFLATION £	BUDGET CHANGES £	ESTIMATE 2008/09 £
OBJECTIVE ANALYSIS				
(2,169,840)	3A1 PROPERTY AND ESTATES SERVICES	26,890	(385,820)	(2,528,810)
1,646,450	3A2 TRANSPORT/CONCESSIONARY FARES	1,080	42,970	1,690,500
(2,725,170)	3A3 CAR PARKING	(82,570)	(442,390)	(3,250,130)
953,590	3A4 ECONOMIC DEVELOPMENT	18,130	804,770	1,776,490
383,700	3A5 FESTIVALS & EVENTS	1,490	23,470	408,660
590,660	3A6 TOURIST INFORMATION	16,480	(18,450)	588,690
28,000	3A7 ARCHAEOLOGY IN EXETER	0	1,000	29,000
318,100	3A8 DISTRICT HIGHWAYS & FOOTPATHS	4,920	655,590	978,610
64,640	3A9 BUILDING CONTROL	4,320	(9,100)	59,860
116,330	3B1 LAND DRAINAGE	1,000	4,170	121,500
0	3B2 ADMINISTRATION SERVICE	(160)	160	0
0	3B3 DIRECTOR ECONOMY & DEVELOPMENT	880	(880)	0
0	3B4 ENGINEERING & CONSTRUCTION SER	(2,780)	2,780	0
1,181,670	3B5 PLANNING SERVICES	46,840	98,760	1,327,270
68,740	3B6 CONSERVATION	1,130	41,530	111,400
8,000	3B7 ARCHAEOLOGICAL FIELD UNIT	(450)	(7,550)	0
132,150	3B8 MAJOR PROJECTS	750	(77,900)	55,000
111,560	3B9 MARKETS & HALLS	5,190	59,030	175,780
708,580	Net Expenditure	43,140	792,140	1,543,820

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08 £		INFLATION £	BUDGET CHANGES £	ESTIMATE 2008/09 £
SUBJECTIVE ANALYSIS				
5,430,710	Employees	209,890	111,350	5,751,950
2,418,510	Premises	62,100	(89,880)	2,390,730
3,915,130	Supplies & Services	12,040	560,810	4,487,980
114,630	Transport	1,980	15,900	132,510
2,981,090	Support Services	90,780	(33,160)	3,038,710
323,730	Capital Financing	0	1,499,990	1,823,720
15,183,800	Expenditure	376,790	2,065,010	17,625,600
(14,475,220)	Income	(333,650)	(1,272,870)	(16,081,780)
708,580	Net Expenditure	43,140	792,140	1,543,820

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3A1 PROPERTY AND ESTATES SERVICES				
497,030	Employees	19,580	(11,010)	505,600
427,530	Premises	9,880	(127,350)	310,060
107,660	Supplies & Services	810	(4,930)	103,540
2,080	Transport	70	0	2,150
776,650	Support Services	23,300	(27,890)	772,060
41,900	Capital Financing	0	(41,900)	0
1,852,850	Expenditure	53,640	(213,080)	1,693,410
(4,022,690)	Income	(26,750)	(172,740)	(4,222,220)
(2,169,840)	Net Expenditure	26,890	(385,820)	(2,528,810)
REPRESENTED BY				
(1,534,700)	M01 Commercial Properties	9,090	(285,600)	(1,811,210)
(245,790)	M02 Miscellaneous Properties	9,450	(60,530)	(296,870)
(89,190)	M03 Marsh Barton/Pinhoe Estates	1,260	(20,400)	(108,330)
(3,180)	M04 Bradninch Place	(80)	(4,720)	(7,980)
(14,230)	M05 Haven Road Industrial Estate	5,340	8,890	0
1,730	M06 Sowton Industrial Estate	60	(90)	1,700
4,970	M07 Land Charges	(1,050)	840	4,760
517,250	M08 Estate Services	20,180	(18,960)	518,430
53,110	M09 Property Records	1,880	410	55,400
(570,360)	M10 Internal Recharges	(19,960)	16,530	(573,790)
(289,450)	M11 St Georges Retail Units	720	(22,190)	(310,920)
(2,169,840)	Net Expenditure	26,890	(385,820)	(2,528,810)

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08 £		INFLATION £	BUDGET CHANGES £	ESTIMATE 2008/09 £
3A2 TRANSPORT/CONCESSIONARY FARES				
1,612,470	Supplies & Services	0	650,090	2,262,560
61,980	Support Services	1,930	(8,220)	55,690
0	Capital Financing	0	46,250	46,250
1,674,450	Expenditure	1,930	688,120	2,364,500
(28,000)	Income	(850)	(645,150)	(674,000)
1,646,450	Net Expenditure	1,080	42,970	1,690,500
REPRESENTED BY				
60,880	M21 Transportation Initiatives	60	44,670	105,610
1,575,970	M22 Travel Concessions	1,520	(6,200)	1,571,290
9,600	M23 Green Travel Plan	(500)	4,500	13,600
1,646,450	Net Expenditure	1,080	42,970	1,690,500

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08 £		INFLATION £	BUDGET CHANGES £	ESTIMATE 2008/09 £
3A3 CAR PARKING				
562,430	Employees	22,110	(650)	583,890
1,167,290	Premises	34,280	(71,350)	1,130,220
378,280	Supplies & Services	6,890	(79,980)	305,190
16,540	Transport	40	7,420	24,000
342,340	Support Services	11,090	(590)	352,840
117,100	Capital Financing	0	13,480	130,580
2,583,980	Expenditure	74,410	(131,670)	2,526,720
(5,309,150)	Income	(156,980)	(310,720)	(5,776,850)
(2,725,170)	Net Expenditure	(82,570)	(442,390)	(3,250,130)
REPRESENTED BY				
(2,908,990)	M25 Car Parks	(89,020)	(435,940)	(3,433,950)
71,010	M26 Cash Collection	2,350	7,060	80,420
112,810	M27 Residents Parking Schemes	4,100	(13,510)	103,400
(2,725,170)	Net Expenditure	(82,570)	(442,390)	(3,250,130)

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3A4 ECONOMIC DEVELOPMENT				
317,360	Employees	12,620	(9,970)	320,010
454,390	Supplies & Services	50	(41,850)	412,590
4,060	Transport	120	10	4,190
229,780	Support Services	6,900	7,060	243,740
0	Capital Financing	0	852,470	852,470
1,005,590	Expenditure	19,690	807,720	1,833,000
(52,000)	Income	(1,560)	(2,950)	(56,510)
953,590	Net Expenditure	18,130	804,770	1,776,490

REPRESENTED BY

4,200	M31 City Sponsorship	0	0	4,200
194,040	M35 Economic/Partner Initiatives	20	802,430	996,490
531,100	M36 Economy & Tourism Admin	17,850	6,010	554,960
106,000	M37 City Centre Management	250	(4,740)	101,510
30,000	M39 Christmas Lights	0	1,000	31,000
62,700	M40 Marketing	10	70	62,780
25,550	M47 Event Promotions	0	0	25,550
953,590	Net Expenditure	18,130	804,770	1,776,490

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3A5 FESTIVALS & EVENTS				
135,730	Employees	5,420	(560)	140,590
39,760	Premises	1,490	(14,220)	27,030
516,470	Supplies & Services	2,010	(58,100)	460,380
540	Transport	20	400	960
49,250	Support Services	1,480	1,050	51,780
4,860	Capital Financing	0	(4,860)	0
746,610	Expenditure	10,420	(76,290)	680,740
(362,910)	Income	(8,930)	99,760	(272,080)
383,700	Net Expenditure	1,490	23,470	408,660
REPRESENTED BY				
37,500	M41 Animation Festival	(50)	50	37,500
25,000	M44 Autumn Festival	30	(30)	25,000
205,030	M45 Arts & Festival Administration	6,820	(2,720)	209,130
80,000	M46 Summer Festival	(4,360)	24,360	100,000
2,250	M50 Jazz Events & Street Parties	0	0	2,250
7,420	M52 Christmas Events	10	10,000	17,430
16,000	M62 Vibraphonic	(960)	960	16,000
10,500	M64 Open Studios/Barnfield Theatre	0	(9,150)	1,350
383,700	Net Expenditure	1,490	23,470	408,660

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3A6 TOURIST INFORMATION				
334,860	Employees	13,290	(7,930)	340,220
104,170	Premises	3,370	(11,060)	96,480
170,740	Supplies & Services	360	14,100	185,200
4,900	Transport	140	0	5,040
96,370	Support Services	2,950	(12,850)	86,470
450	Capital Financing	0	(300)	150
711,490	Expenditure	20,110	(18,040)	713,560
(120,830)	Income	(3,630)	(410)	(124,870)
590,660	Net Expenditure	16,480	(18,450)	588,690
REPRESENTED BY				
99,230	M33 Tourism	30	11,300	110,560
141,690	M54 Tourism Administration	5,140	30	146,860
44,010	M55 Quay House Visitor Centre	1,500	240	45,750
169,850	M56 Exeter Visitor Information	5,310	(15,760)	159,400
22,900	M57 Tour Guides	110	(4,340)	18,670
112,980	M58 Underground Passages	4,390	(9,920)	107,450
590,660	Net Expenditure	16,480	(18,450)	588,690

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08 £		INFLATION £	BUDGET CHANGES £	ESTIMATE 2008/09 £
3A7 ARCHAEOLOGY IN EXETER				
28,000	Supplies & Services	0	1,000	29,000
28,000	Expenditure	0	1,000	29,000
0	Income	0	0	0
28,000	Net Expenditure	0	1,000	29,000
REPRESENTED BY				
28,000	M67 Archaeological Studies	0	1,000	29,000
28,000	Net Expenditure	0	1,000	29,000

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3A8 DISTRICT HIGHWAYS & FOOTPATHS				
146,810	Premises	2,270	35,720	184,800
12,610	Supplies & Services	350	(1,000)	11,960
76,940	Support Services	2,300	(3,980)	75,260
81,740	Capital Financing	0	624,850	706,590
318,100	Expenditure	4,920	655,590	978,610
0	Income	0	0	0
318,100	Net Expenditure	4,920	655,590	978,610
REPRESENTED BY				
185,570	M77 Footpaths Maintnce & Lighting	4,030	3,150	192,750
126,530	M78 Signs & Sundries	890	652,440	779,860
6,000	M80 Street Naming	0	0	6,000
318,100	Net Expenditure	4,920	655,590	978,610

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3A9 BUILDING CONTROL				
385.510	Employees	14,360	(8,610)	391,260
340	Premises	(50)	(30)	260
28.000	Supplies & Services	290	3,610	31,900
16.840	Transport	510	(1,210)	16,140
116.930	Support Services	3,540	(20)	120,450
6.300	Capital Financing	0	0	6,300
553.920	Expenditure	18,650	(6,260)	566,310
(489.280)	Income	(14,330)	(2,840)	(506,450)
64.640	Net Expenditure	4,320	(9,100)	59,860
REPRESENTED BY				
0	M88 Building Control Fee Earning	1,870	(1,870)	0
64.640	M89 Building Control Advice	2,450	(7,230)	59,860
64.640	Net Expenditure	4,320	(9,100)	59,860

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3B1 LAND DRAINAGE				
75,000	Premises	0	0	75,000
2,100	Supplies & Services	0	0	2,100
33,160	Support Services	1,000	4,170	38,330
6,070	Capital Financing	0	0	6,070
116,330	Expenditure	1,000	4,170	121,500
0	Income	0	0	0
116,330	Net Expenditure	1,000	4,170	121,500
REPRESENTED BY				
107,830	M92 Land Drainage - Water Courses	740	1,830	110,400
4,000	M93 Sewer Maps	120	1,580	5,700
4,500	M94 Development Sites	140	760	5,400
116,330	Net Expenditure	1,000	4,170	121,500

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3B2 ADMINISTRATION SERVICE				
134,580	Employees	5,370	8,410	148,360
10,360	Supplies & Services	0	0	10,360
30	Transport	0	0	30
79,260	Support Services	2,380	(3,480)	78,160
224,230	Expenditure	7,750	4,930	236,910
(224,230)	Income	(7,910)	(4,770)	(236,910)
0	Net Expenditure	(160)	160	0
REPRESENTED BY				
222,110	M96 Directorate Administration	7,610	5,190	234,910
(222,110)	M97 Internal Recharges	(7,770)	(5,030)	(234,910)
0	Net Expenditure	(160)	160	0

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3B3 DIRECTOR ECONOMY & DEVELOPMENT				
166,470	Employees	6,630	(180)	172,920
3,790	Supplies & Services	0	0	3,790
920	Transport	30	0	950
47,260	Support Services	1,430	(5,080)	43,610
218,440	Expenditure	8,090	(5,260)	221,270
(218,440)	Income	(7,210)	4,380	(221,270)
0	Net Expenditure	880	(880)	0
REPRESENTED BY				
167,920	U02 Director Economy & Developme	6,720	(4,340)	170,300
50,520	U05 Directorate Projects Officer	1,810	(1,360)	50,970
(218,440)	U88 Internal Recharges	(7,650)	4,820	(221,270)
0	Net Expenditure	880	(880)	0

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3B4 ENGINEERING & CONSTRUCTION SER				
384,200	Employees	13,600	(1,760)	396,040
350	Premises	(50)	(40)	260
33,650	Supplies & Services	100	2,280	36,030
4,110	Transport	120	(30)	4,200
100,790	Support Services	3,050	(3,400)	100,440
2,880	Capital Financing	0	(2,680)	200
525,980	Expenditure	16,820	(5,630)	537,170
(525,980)	Income	(19,600)	8,410	(537,170)
0	Net Expenditure	(2,780)	2,780	0
REPRESENTED BY				
360,980	T88 Engineering & Construction	9,850	16,340	387,170
(360,980)	U87 Eng & Const Internal Recharge	(12,630)	(13,560)	(387,170)
0	Net Expenditure	(2,780)	2,780	0

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08 £		INFLATION £	BUDGET CHANGES £	ESTIMATE 2008/09 £
3B5 PLANNING SERVICES				
1,215,070	Employees	47,800	56,100	1,318,970
10,000	Premises	0	3,500	13,500
157,220	Supplies & Services	590	88,030	245,840
21,090	Transport	620	1,210	22,920
451,160	Support Services	13,810	22,640	487,610
26,630	Capital Financing	0	(16,700)	9,930
1,881,170	Expenditure	62,820	154,780	2,098,770
(699,500)	Income	(15,980)	(56,020)	(771,500)
1,181,670	Net Expenditure	46,840	98,760	1,327,270
REPRESENTED BY				
821,540	G01 Planning	30,240	(65,860)	785,920
20,000	G02 Local Development Framework	0	115,000	135,000
75,560	G03 Planning Enforcement	2,860	290	78,710
156,980	G04 Forward Planning	6,020	(12,200)	150,800
107,590	G05 Planning Delivery	7,720	61,530	176,840
1,181,670	Net Expenditure	46,840	98,760	1,327,270

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08 £		INFLATION £	BUDGET CHANGES £	ESTIMATE 2008/09 £
3B6 CONSERVATION				
36,150	Premises	1,080	13,230	50,460
25,280	Supplies & Services	0	(2,370)	22,910
1,740	Support Services	50	140	1,930
5,570	Capital Financing	0	30,530	36,100
68,740	Expenditure	1,130	41,530	111,400
0	Income	0	0	0
68,740	Net Expenditure	1,130	41,530	111,400
REPRESENTED BY				
68,740	G11 Conservation/Building Grants	1,130	41,530	111,400
68,740	Net Expenditure	1,130	41,530	111,400

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3B7 ARCHAEOLOGICAL FIELD UNIT				
937,340	Employees	35,000	96,150	1,068,490
35,500	Premises	1,170	10,830	47,500
48,950	Supplies & Services	30	7,520	56,500
29,750	Transport	310	13,020	43,080
55,040	Support Services	1,670	1,620	58,330
5,270	Capital Financing	0	2,180	7,450
1,111,850	Expenditure	38,180	131,320	1,281,350
(1,103,850)	Income	(38,630)	(138,870)	(1,281,350)
8,000	Net Expenditure	(450)	(7,550)	0
REPRESENTED BY				
237,140	C61 AFU Junior Staff Pay	8,890	74,900	320,930
620,090	C64 AFU Pay	26,670	22,510	669,270
203,620	C65 AFU Overheads	430	32,720	236,770
51,000	C66 AFU Head Of Service Pay	2,190	1,190	54,380
(1,103,850)	C68 AFU Internal Recharges	(38,630)	(138,870)	(1,281,350)
8,000	Net Expenditure	(450)	(7,550)	0

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08		INFLATION	BUDGET CHANGES	ESTIMATE 2008/09
£		£	£	£
3B8 MAJOR PROJECTS				
13.000	Employees	390	(13,390)	0
6.600	Premises	0	(6,600)	0
101.000	Supplies & Services	20	(46,020)	55,000
1.400	Transport	40	(1,440)	0
10.150	Support Services	300	(10,450)	0
132.150	Expenditure	750	(77,900)	55,000
0	Income	0	0	0
132.150	Net Expenditure	750	(77,900)	55,000
REPRESENTED BY				
132.150	G06 Major Projects	750	(77,900)	55,000
132.150	Net Expenditure	750	(77,900)	55,000

SCRUTINY COMMITTEE - ECONOMY

ESTIMATE 2007/08 £		INFLATION £	BUDGET CHANGES £	ESTIMATE 2008/09 £
3B9 MARKETS & HALLS				
347,130	Employees	13,720	4,750	365,600
369,010	Premises	8,660	77,490	455,160
224,160	Supplies & Services	540	28,430	253,130
12,370	Transport	(40)	(3,480)	8,850
452,290	Support Services	13,600	6,120	472,010
24,960	Capital Financing	0	(3,330)	21,630
1,429,920	Expenditure	36,480	109,980	1,576,380
(1,318,360)	Income	(31,290)	(50,950)	(1,400,600)
111,560	Net Expenditure	5,190	59,030	175,780
REPRESENTED BY				
(37,620)	M15 Livestock/Matford Centre	(730)	16,020	(22,330)
29,510	M16 Markets	530	(3,040)	27,000
119,670	M17 Exeter Corn Exchange	3,450	47,990	171,110
388,200	M18 M&H Overheads	15,530	3,170	406,900
(388,200)	M19 M&H Internal Recharges	(13,590)	(5,110)	(406,900)
111,560	Net Expenditure	5,190	59,030	175,780

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GENERAL FUND - CAPITAL PROGRAMME 2008/09 AND FUTURE YEARS
SCRUTINY COMMITTEE - ECONOMY

SCHEMES LISTED WITHIN KEY STRATEGIC THEMES		Lead Officer	Category	2008/09 £	2009/10 £	2010/11 £	Future Years £	What is the scheme trying to achieve
A PROSPEROUS CITY								
1	Basin / Quayside	DP	C2	1,147,000 #	1,269,650 #			To deliver the regeneration of the Quayside by funding essential infrastructure improvements and land acquisition
2	Central Station Gateway Enhancement <i>(Funding reduced by £45,000 and scheme re-phased over 2 years)</i>	RS	C2	163,260 # (45,000)	118,260 #			Contribution to joint scheme with Network Rail and Devon County Council to enhance the Central Station forecourt
3	Met Office Relocation	JR	C1	8,750 #				Funds the provision of enhanced bus services to the Sowton Area as provided for under a legal agreement
4	Science Park	RB	C2	849,910 #				To encourage the expansion of science and technology in the City and to attract inward investment, through the creation of a science park
Sub Total - Prosperous City				2,123,920	1,387,910	0	0	
B ACCESSIBLE CITY								
1	Implementation of Walking Strategy	DH	C2	15,000 # 30,000	30,000	30,000		Provision of a network of walking routes across the City to help increase the level of walking to key facilities. The funding will allow a phased programme of work in conjunction with Devon County Council and Sustrans
2	National Cycle Network - Exe Estuary	DH	C1	30,000				To complete work on a high quality cycle route from Limekilns to Swans Nest car park in conjunction with Devon County Council
3	Strategic Signage - Phase 2	RS	C2	232,190 #	75,000 #			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
Sub Total - Accessible City				307,190	105,000	30,000	0	
D CULTURAL AND FUN PLACE TO BE								
1	Enhancements to Exeter Corn Exchange	DP	C1	104,500	76,500			To enable a range of improvements to be made at the Exeter Corn Exchange to ensure that it meets the standards required for modern venues and keeps pace with improvements to other venues within the City

GENERAL FUND - CAPITAL PROGRAMME 2008/09 AND FUTURE YEARS
SCRUTINY COMMITTEE - ECONOMY

SCHEMES LISTED WITHIN KEY STRATEGIC THEMES		Lead Officer	Category	2008/09 £	2009/10 £	2010/11 £	Future Years £	What is the scheme trying to achieve
D CULTURAL AND FUN PLACE TO BE (CONT)								
2	Floodlighting	RS	C2	47,000 #				To provide for floodlighting the city's historic landmark features, to enhance their visibility and appeal to visitors and residents alike and to improve security for pedestrians and for the buildings themselves.
	<i>(Scheme reduced by £35,000 in 2008/09)</i>			(35,000)				
	Sub Total - Cultural and Fun Place To Be			116,500	76,500	0	0	
G ENVIRONMENT CARED FOR								
1	City Centre Enhancements	JR	C2	200,000 #	200,000 #			To provide for the enhancement of the city centre's pedestrian environment which will encompass Lower High Street, Crickepit and Paris Street
2	Conservation Area Enhancements <i>(Scheme reduced by £35,000)</i>	RS	C2	66,000 # (35,000)				To provide funding for a programme of environmental enhancements to fifteen designated conservation areas
3	Environmental Improvements to Cowick Street	RS	C1	100,000	100,000			To improve the environmental quality of Cowick Street in order to enhance this entrance to the City and support the local shops and business community and improve the pedestrian environment
4	Exeter Corn Exchange - Install Wood Pellet Boiler	DP	C1	80,000				To replace the existing obsolete oil heating boiler with a wood pellet boiler, which will also help reduce the Council's carbon dioxide emissions
5	Exwick Retaining Walls	DH	C1	31,000 #				Provides for essential maintenance to a range of retaining walls in Farm Hill, Exwick to ensure public safety
6	Fore Street, Heavitree - Environmental Enhancement	RS	C2	359,640 #				To create a well-designed public realm which mediates between motor vehicles and pedestrians and which enhances Fore Street as a place to visit
7	Gateway Features <i>(Scheme reduced by £22,000 in 2008/09)</i>	RS	C2	22,000 # (22,000)				Provide for environmental enhancements at key entrances to the City
8	Landscape Design Project at Homiton Road	RS	C2	20,000				To provide an attractive approach to the City from the M5 by planting trees and shrubs
9	Planning Delivery Grant Schemes	RS	C2	40,000 #				To allow continued investment and improvement in the Planning Service
	Sub Total - Environment Cared For			861,640	300,000	0	0	

GENERAL FUND - CAPITAL PROGRAMME 2008/09 AND FUTURE YEARS
 SCRUTINY COMMITTEE - ECONOMY

SCHEMES LISTED WITHIN KEY STRATEGIC THEMES							Lead Officer	Category	2008/09 £	2009/10 £	2010/11 £	Future Years £	What is the scheme trying to achieve
H SAFE CITY													
1	CCTV Consultancy - Enhancements	JR	C1	15,000 #	15,000 #	0							Technical advice in respect of expanding the existing CCTV coverage in the City to target identified crime hotspots
2	Provision of CCTV at Haven Road Car Park & Boat Storage Area	RC	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
Sub Total - Safe City				75,000	15,000	0						0	
I A LEARNING CITY													
1	Improvements at the Quay House Visitor Centre	RB	C1	53,000									Enhancements to the centre in order to maintain its position as a key visitor information point on Exeter's historic quayside.
Sub Total - A Learning City				53,000	0	0						0	
K ACHIEVING EXCELLENCE IN PUBLIC SERVICES													
1	Resurface Matthews Hall Car Park	RC	C1	16,000									To improve the surface of the car park in accordance with health and safety requirements and to increase customer satisfaction
Sub Total - Achieving Excellence in the Public Services				16,000	0	0						0	
TOTAL GENERAL FUND CAPITAL PROGRAMME				3,553,250	1,884,410	30,000						0	
Category 'C1' Schemes				438,250	12%	191,500	10%	0	0%	0	0%	0	0%
Category 'C2' Schemes				3,115,000	88%	1,692,910	90%	30,000	100%	0	0%	0	0%
TOTAL GENERAL FUND CAPITAL PROGRAMME				3,553,250		1,884,410		30,000		0		0	
Pre-approved Schemes				3,256,750		1,677,910		0		0		0	
New Bids				433,500		206,500		30,000		0		0	
Proposed Savings				(137,000)		0		0		0		0	
TOTAL GENERAL FUND CAPITAL PROGRAMME				3,553,250		1,884,410		30,000		0		0	

Indicates schemes currently approved

Lead Officer Key Table	
Engineering and Construction Manager	DH
Head of Estates Services	DP
Director of Economy and Development	JR
Head of Economy and Tourism	RB
Head of Administration and Parking Services	RC
Head of Planning Services	RS

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ECONOMY AND DEVELOPMENT

	Existing Charge			Recommended Charge from 01/04/2008		
	Fee	VAT	Total	Fee	VAT	Total
	£ p	£ p	£ p	£ p	£ p	£ p
A <u>SCALE OF CHARGES AND FEES FOR PLANNING AND ADVERTISEMENT APPLICATIONS</u>						
The fees collectable are statutory and determined by Central Government.						
B <u>PUBLICATIONS</u>						
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	-	10.00
- Southernhay (only available as a paper copy)	10.00	-	10.00	10.00	-	10.00
- Heavitree (FREE to download from the web site)	5.00	-	5.00	5.00	-	5.00
- Cowick Street (FREE to download from the web site)	5.00	-	5.00	5.00	-	5.00
- Alphington (FREE to download from the web site)	5.00	-	5.00	5.00	-	5.00
- Exwick (FREE to download from the web site)	5.00	-	5.00	5.00	-	5.00
- Longbrook (FREE to download from the web site)	5.00	-	5.00	5.00	-	5.00
- Midway Terrace and Ide Lane (FREE to download from the web site)	5.00	-	5.00	5.00	-	5.00
- Riverside (FREE to download from the web site)	5.00	-	5.00	5.00	-	5.00
- St Davids (FREE to download from the web site)	5.00	-	5.00	5.00	-	5.00
- Princes Square (FREE to download from the web site)	5.00	-	5.00	5.00	-	5.00
*Available on CD for £2 each						
Supplementary Planning Documents						
- Public Open Space	5.00	-	5.00	5.00	-	5.00
- Audit of Open Space Facilities	10.00	-	10.00	10.00	-	10.00
- Neighbourhood Maps	15.00	-	15.00	15.00	-	15.00
Supplementary Planning Guidance						
- Trees in Relation to Development	5.00	-	5.00	5.00	-	5.00
- Archaeology and Development	5.00	-	5.00	5.00	-	5.00

ECONOMY AND DEVELOPMENT

	Existing Charge			Recommended Charge from 01/04/2008		
	Fee £ p	VAT £ p	Total £ p	Fee £ p	VAT £ p	Total £ p
Exeter Local Plan First Review * half price for residents and students	30.00	-	30.00	30.00	-	30.00
Local Plan Maps						
- Proposals	2.55	0.45	3.00	2.55	0.45	3.00
- City Centre Inset	1.70	0.30	2.00	1.70	0.30	2.00
Background Documents to the Local Plan First Review						
- Landscape Evaluation 1997	5.00	-	5.00	5.00	-	5.00
- Landscape Appraisal 1999	10.00	-	10.00	10.00	-	10.00
- Urban Capacity Study 1999	10.00	-	10.00	10.00	-	10.00
- Sustainability Appraisal 2000	10.00	-	10.00	10.00	-	10.00
Housing Needs Survey 2001						
- Executive Summary	2.50	-	2.50	2.50	-	2.50
- Volume I Main Survey Findings	10.00	-	10.00	10.00	-	10.00
- Volume II Guidance	10.00	-	10.00	10.00	-	10.00
- Update 2003	10.00	-	10.00	10.00	-	10.00
Housing Land Availability Survey	50.00	-	50.00	50.00	-	50.00
Employment Land Availability Survey	20.00	-	20.00	20.00	-	20.00
Exeter Sub-Region Housing Study (Buchanan Report) 2004	50.00	-	50.00	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
Exeter Employment Study (Atkins 2007)				25.00	-	25.00
Exeter Fringe Landscape Sensitivity & Capacity Study (Diacono Consultants & White Consultations 2007)				25.00	-	25.00
C OTHER CHARGES						
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	14.47	2.53	17.00	14.47	2.53	17.00
- Ascertained from File and Site Visit	59.57	10.43	70.00	59.57	10.43	70.00

ECONOMY AND DEVELOPMENT

	Existing Charge			Recommended Charge from 01/04/2008		
	Fee £ p	VAT £ p	Total £ p	Fee £ p	VAT £ p	Total £ p
Search type inquiry question answered by letter seeking information about property/land uses, Listed Buildings and Conservation Areas, Planning Decisions, etc - per question	12.77	2.23	15.00	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*	1.19	0.21	1.40	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)	12.77	2.23	15.00	12.77	2.23	15.00
Copy of Building Regulation Notices	2.13	0.37	2.50	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

- Basic Standard Fee*	69.00	-	69.00	73.00	-	73.00
- LLC1 Enquires*	15.00	-	15.00	17.00	-	17.00
* £2 reduction if LLC1 submitted electronically						
- Extra Question (Optional Enquiries Part Two)	2.00	-	2.00	2.00	-	2.00
- Each Additional Enquiry	2.00	-	2.00	2.00	-	2.00
- Extra Parcel	2.00	-	2.00	2.00	-	2.00
- Con 29 Enquires**	54.00	-	54.00	56.00	-	56.00
- Personal Searches	11.00	-	11.00	11.00	-	11.00

** £7 reduction if CON 29 submitted electronically ** £8 reduction if CON 29 submitted electronically

F UNDERGROUND PASSAGES

Adult	4.26	0.74	5.00	4.26	0.74	5.00
Child (5-16)	2.98	0.52	3.50	2.98	0.52	3.50
Senior/Student	3.40	0.60	4.00	3.40	0.60	4.00
Family (2 adults and up to 3 children)	12.77	2.23	15.00	12.77	2.23	15.00

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EXETER CITY COUNCIL

SCRUTINY COMMITTEE - ECONOMY

17 January 2008

REVIEW OF BUSINESS

The sub group met on 18 December to discuss initial proposals for the following year's work programme to facilitate a more in-depth review of key issues. The general desire to have exception reporting of other matters remained.

The proposed structure of business for the next year is set out below.

January

Archaeology - Annual Report
Economic Development
Tourism Accord
Response to Northcott Theatre Funding cuts
Estimates

March

Transportation: Cycling Demonstration Town Project/Walking Project
Civil Parking Enforcement
Financial Stewardship to end December

June

Economic Development Strategy: Consultation on draft
Portfolio Holders' Programme for the year
Key Performance Indicators – year end
Financial Stewardship – Final report
Capital Programme Monitoring – year end

September

Arts Strategy
City Centre Performance
Financial Stewardship to end June

November

Festivals Annual Review
Key Performance Indicators – half year
Portfolio Holders' Half year Report
Financial Stewardship to end September
Capital Programme Monitoring – half year

January

Archaeology - Annual Report

Estimates

March

Tourism Strategy

Financial Stewardship to end December

RECOMMENDATION

Members are asked to comment on the above.

JOHN RIGBY
DIRECTOR ECONOMY AND DEVELOPMENT

ECONOMY & DEVELOPMENT DIRECTORATE

Local Government (Access to Information) Act 1985 (as amended)
Background papers used in compiling the report:
None.

EXETER CITY COUNCIL

ECONOMY SCRUTINY COMMITTEE 17 JANUARY 2008

EXETER NORTHCOTT THEATRE

1.0 PURPOSE OF REPORT

- 1.1 The purpose of this report is to advise Members of the campaign to address the Arts Council South West's decision to withdraw funding from the Northcott Theatre.

2.0 INFORMATION

- 2.1 Arts Council South West advised the University and subsequently the City Council in mid December that it intended to withdraw all funding from 1 April 2009. The Arts Council funding amounts to some £547,000 per annum which is set alongside the existing City Council grant of £85,231 per annum and Devon County Council funding of £45,000 per annum. In terms of the Theatre's overall funding, the loss of the Arts Council South West core funding is thus fatal for the continued operation of the Northcott in Exeter.
- 2.2 A campaign is being mounted to reverse this decision with close co-operation between the University, City Council and County Council which is intended to underline the impact of this decision which has been taken with minimal warning. The particular added dimension to the current situation is that the Arts Council were fully engaged with the University in the £2 million refurbishment of the Northcott and that reassurances have been given about their commitment to ongoing funding which was fundamental to the City Council's own decision to assist the Northcott refurbishment. Members will recall that Executive on 23 January 2007 agreed a £200,000 loan to the Northcott, which was additional to the grant of £550,000 which was approved by Executive on 21 July 2005. In total, grant aid of £1.3m has come from the three key local public stakeholders (University, Exeter City Council and Devon County Council) on the clear understanding that the Northcott had a viable, long-term future.
- 2.3 The campaign to change this decision is now underway and Members will be given a verbal update at the meeting of the actions being undertaken and any further actions which are required.

3.0 RECOMMENDATION

Members are asked to note this report and respond to any verbal advice provided at the meeting.

JOHN RIGBY
DIRECTOR ECONOMY AND DEVELOPMENT

RICHARD BALL
HEAD OF ECONOMY & TOURISM

ECONOMY & DEVELOPMENT DIRECTORATE

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

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EXETER CITY COUNCIL

SCRUTINY COMMITTEE - ECONOMY

17 JANUARY 2008

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 As reported to this Committee it was proposed that work in the current financial year would 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 the Custom House and Quay area.
 - Continuation of preparation of booklets on aspects of medieval and Roman Exeter
- 2.3 Work on the Underground Passages has concentrated on providing information for the excellent new display at the Paris Street site. AFU have supplied a composite section drawing showing a typical sequence of archaeological layers, as well as artefacts, display photographs and background information. A reconstruction drawing of the Great Conduit which was sited at the main crossroads of High Street/South Street, was provided for the model-maker to work from. (Examples of these and other illustrative material for the booklets will be made available to Members as a visual presentation during the meeting.)
- 2.4 The exhibition material will be in place for the formal opening of the Custom House (see 3.20 below) and will then be available for Redcoat tours and other visitors.

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 which is heading towards the publication stage. 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 A summary report on the excavations and watching brief (to date) has been prepared and a ‘popular’ style booklet is at ‘draft’ stage. The investigations have produced over 19,500 pottery sherds, 1.5 tonnes of Roman tiles, over 32,000 animal bones, 144 Roman coins, 2000 other metal artefacts, 1000 glass fragments, with clay tobacco pipes, leatherwork, industrial waste, roofing slate and architectural fragments. The collection occupies more than 400 finds boxes and much open shelf space. This is by far the largest assemblage of archaeological finds recovered from Exeter since the early 1970s.
- 3.3 The “assessment of potential for analysis” constitutes the next stage in the post-excavation process, in line with English Heritage guidance for reporting on large excavation projects. It comprises a review and evaluation of the data contained within the site archive (stratigraphic, artefactual and environmental) in order to establish its potential to contribute to archaeological knowledge and to identify further necessary analysis and study. The assessment document will be subject to review and will be used to formulate an updated project design that will set out detailed proposals, including popular and academic publication. It is hoped that the latter will be completed within the next 12 to 18 months.
- 3.4 The north-eastern quadrant of the city has previously been subject to only very limited investigation and the current project has resulted in a large volume of new information and material. This is of great value not only with regard to understanding the development of the site itself, but also in providing a large resource with which to compare and contrast both previous and potential future excavations in Exeter. In particular, the excavations have provided much new information with regard to:
- The nature of extra-mural activity during the Roman military period.
 - The chronology and extent of Roman military and civil tile manufacture.
 - The dating and form of the later Roman town defences.
 - The nature and distribution of development in this area of the later Roman town.
 - The nature and distribution of the Saxo-Norman occupation and industry.
 - The development and extent of the medieval town defences and the line of the 12th-century Cathedral aqueduct.
 - The Blackfriars church, the burials, and other contemporary activity within the precinct.
 - The development and extent of the Civil War defences.
- 3.5 At the time of writing, all external specialists have been contacted, timescales agreed and in many cases, environmental samples and artefacts dispatched.

To date, specialist assessment reports on human skeletal remains, coins and geoarchaeology have been received. A summary of the main points of interest for each of the finds types is given below.

Pottery

- 3.6 Pottery from the early Roman period of the first and second centuries include, imported Gaulish samian, *terra nigra* and Lyon tablewares consisting of drinking cups, platters and food bowls, sixteen with makers names stamped into the bases. In addition there are two sherds from a rare type of lead-glazed beaker of the mid-late 1st century. Imported from central Gaul it is only the eighth known example from the city. Located within the fill of a first century pit two locally made Fortress ware wine flagons were uncovered, these are the best known examples of this type of vessel from Exeter. Black-burnished ware cooking pots, storage jars and bowls, manufactured in Dorset, together with food grinding vessels known as mortaria and wine amphorae from southern Spain, give a glimpse into the material lives of the legionary soldier and early Roman citizen. By far the largest collection of Roman ceramics can be attributed to the 3rd and 4th centuries. Together with the archaeological evidence it demonstrates an altogether different use for this area than the previous two centuries. There is no pottery evidence to suggest that any human occupation or activities were taking place on this site from the end of Roman era until the late Saxon period. This may be in part due to the general abandonment of ceramic usage in Devon from the 5th to 10th centuries.
- 3.7 The state of preservation here has afforded a rare opportunity to study a wealth of material from the Saxo-Norman period. Its location on the edge of the city and less intense later medieval activity has ensured large assemblages have survived. Many refuse, robber or cess pits of the 10th, 11th and 12th centuries have been excavated. There is ceramic evidence for early trade with Northern France, with imported goods from Normandy, including oil lamps, jug sherds and cooking pots, some glazed, some with applied clay decorative strips. Local production (close to the site) of Bedford Garage ware is also evident. Among the many sherds so far examined are waster fragments. Forms include cooking pots, oil lamps and a unique rim type not seen before. It is most unusual in having an internal and external green glaze. With pierced holes below the rim it appears to have been destined for industrial use, perhaps as a solder or enamelling pot. Hand-made chert-tempered ware cooking pots and oil lamps from south Somerset are also plentiful. Some are comb decorated and some have handles or spouts, a feature of this period. One complete oil lamp with a flat base is a new addition to Exeter's collection of this coarseware. At the time of writing two late Saxon cooking pots are being reconstructed for future display purposes. Such complete examples are rare finds in the region.
- 3.8 The Dominican Friary Church and precinct, as well as the St Johns Hospital excavation sites, produced representative groups from the high and later medieval periods of the 13th to 15th centuries. Pottery vessels include cooking pots from south Somerset, pitchers from Dorset, locally made decorative jugs and imported wares from the Saintonge potteries of south west France. One

pit produced the finest type of a north Devon coarseware cooking pot recovered from excavations in the city. Late in March 2006 a medieval well was unearthed by contractors during groundworks. Excavation by archaeologists revealed that the bottom 1.3m of this feature had survived. The fill of this context is datable to the early 15th century and was packed with jugs. One complete and two nearly complete vessels survived as well as over three thousand sherds from over one hundred and fifty vessels. Due to the national change in rubbish disposal practices at the end of the 13th or early 14th centuries, from localised rubbish pits to communal dumps, good collections of 14th and 15th century pottery are less plentiful than the earlier medieval era. This is by far the best recovered ceramic assemblage from the city and the south west for this period. This collection has now been recognised as being of regional, if not of national, importance. With imported wares from the Saintonge factories of south west France and regional products from Bristol, Exeter and Donyatt, Somerset. It has shown the variety of forms and decorative styles of jugs available to the local market during the 15th century. Approximately fifty five of these jugs are currently undergoing reconstruction and stabilisation by conservators. Of these, many are intended to be used for future public display.

- 3.9 The excavations outside the city wall, close to Paris Street, revealed defensive ditches of Roman, medieval and post-medieval dates. By far the greatest number of pottery assemblages from this area are attributable to the second half of the 17th century. The English civil war ditches (c. 1642-45) had a distinctive organic upper fill packed with finds. Datable to c. 1660 by tobacco clay pipes, this layer produced vessels imported from Portugal, Spain, Holland and Germany. Local products from kilns located in north Devon and south Somerset include cups, dishes, candle sticks and chamber pots. Many are slip or sgraffito (scratched) decorated. Of some significance in this collection are sherds from sugar refining wares. Cone moulds, jars and tripod footed vessel forms are present. Sugar was imported from Caribbean plantations to be further refined to meet the increasing sweet tooth of the English and European diet. An undocumented factory in the near vicinity of this location would have been using these vessels. The output would be part of Exeter's export trade with the continent during the second half of the 17th and early 18th century.

Tiles

- 3.10 As with any medieval monastic institution fired clay tiles were regularly used as floor surfaces and on roofs. 451 Examples of both types were found, with the greatest concentration amongst 16th century dissolution destruction deposits. Fragments of red earthenware floor forms (either plain or with inlaid patterns) include heraldic or floral designs and the coat of arms of the de Clare family. They come from an elaborately decorated surface in the Blackfriars church. Laid around c. 1300, they probably derive from an unlocated kiln in St Thomas, Exeter. Waster fragments have been found in previous excavations from this part of the city. Comparison and further analysis of the clays should confirm the suspected origins of the Blackfriar types. The roofs of buildings were covered with slates during this period, but the apex would have had a row of ridge tiles with distinctive crests. The clay fabrics of the ridge fragments recovered are typical 14th and 15th century

types. During the autumn of 2006, before the construction of an attenuation tank, an opportunity arose to uncover the west end and north aisle of the church. Part of a late 14th or early 15th century tiled floor surface set in mortar was extant. Each tile measures 225mm square x 30mm deep with a plain light or dark green glaze. The South Somerset potteries seems a likely production source. Items like this were expensive to purchase at the time and this represents one of the most significant finds of its type in Devon.

Clay pipes

- 3.11 There is a small but informative collection of tobacco clay pipes covering the 17th to early 19th centuries. In total there are 164 bowls and 224 stem fragments, with the vast majority being 17th century and deriving from civil war ditch fills. There are two distinctive bowl types of *c.* 1640-60 and 1660-80. Although no kiln structures were found, it is evident that many of these are unused and have been thrown away due to problems occurring during the manufacturing process. Evidence of local production for this period has not been found elsewhere in the city. This output clearly continued into the early 18th century, as wasters of *c.* 1690-1720, were found nearby at the Honiton Inn during 1994. Given the significance of these pipes a specialist report would reveal greater details about this industry in this part of Exeter.

Coins

- 3.12 There are 144 Roman, one medieval and two post-medieval coins recovered from stratified, residual and unstratified contexts. Of the Roman period it is worth noting that no more than ten coins that have so far been identified, are of the 1st or 2nd century, and of those eight are mid-late 1st. This differs from other excavated sites in Exeter where there was a substantial supply during the military period. This is perhaps a reflection of the usage of this area during the first two centuries of occupation. However, it is somewhat striking that the dates fall mainly between the years *c.* 270-360 AD. This matches the pattern of coin supply/loss from elsewhere in the city, indicating a rise in the late third century and a rapid decline in fortunes after *c.* 360 AD. The single silver short-cross penny of King John, *c.* 1200 AD, is of some interest. It has an Exeter mint mark and although this type is present in numismatic collections, no previous examples have been excavated by archaeologists in Exeter. Area E produced two copper alloy farthings of Charles I reign (1625-49). These are from the upper fills of the civil war ditch.

Metalwork

- 3.13 Metalwork particularly from the Roman, medieval, and to a much lesser degree, post-medieval periods are represented among the artefacts recovered from the Princesshay excavations. Over 2000 pieces of copper alloy, ironwork, pewter and lead objects are currently undergoing conservation treatment in preparation for specialist analysis. Items of copper alloy worth mentioning include a decorative Roman blade handle featuring a dog chasing a rabbit. A Roman seal box for carrying official wax seals. Roman pins, a brooch, a ring and bracelet fragments. Medieval grave fills produced, two lace tags and four pins from part of the clothing of the deceased. Although there are 1700 ironwork fragments the greatest proportion of these are nails. However, other finds so far identified include, Roman footwear hobnails, two spearheads, several blades and a key. From post-medieval contexts there is a

single horseshoe and a horse curry comb for grooming. Almost all the lead can be identified as window came fragments and assigned to the later medieval period. Used to hold diamond shaped glass panes together they probably come from the Blackfriars church. One exceptional find of particular note is a 15th century gold ring found under the skeleton of a woman buried within the nave. It is enamelled and engraved in Norman French with the words “*Mon Couer Entier*” (with my whole heart).

Glass

- 3.14 The majority of the Roman glass can be associated with the occupation of the 3rd and 4th century town houses. There are nearly 200 fragments currently awaiting specialist analysis. A cursory examination has identified three class types; vessel, bead and window. There are bowl, jug and bottle forms represented, as well as beads of various sizes, many of which are complete. There is a single example of a counter or gaming piece. Plano-convex disc shaped, it is opaque white in colour. These are commonly found on Roman sites of every date. There is a small selection of glass present in late medieval pits and destruction deposits from within the precinct of the Blackfriars monastery. There are at least four vessels and 31 window shards. Two vessels, probably 14th or 15th century in date, can be identified as urinals. The window fragments are likely to have come from the friary church. Due to its delicate nature the glass is undergoing conservation treatment and stabilisation. A more detailed analysis will be possible when this has been completed. Two 19th century cess pits produced the largest sample for study from the later periods. There are over 750 fragments including a complete late Georgian beer bottle, shards from two drinking vessels, nine complete apothecary bottles and numerous fragments from apothecary or medicine bottles. Taken together with the ceramic evidence of drug jars and ointment pots it demonstrates a penchant for medicinal remedies in households at this time.

Animal Bone

- 3.15 The animal bone recovered from the excavations presents a valuable opportunity to examine a large multi-period assemblage. Not since the 1970's and early 80's has such a quantity of material been available for specialist study. Faunal remains from the Roman, medieval and post-medieval periods are represented. Many of the Saxo-Norman refuse or cess pits contained butchered bone fragments. Species so far identified include cattle, sheep and fish. The closely datable civil war ditch fills uncovered large numbers of cattle and equine bone including a complete upper skull of a horse. A more detailed analysis of these groups will reveal the differing dietary habits and meat consumption of local inhabitants through the ages.

Miscellaneous

- 3.16 The excavations recovered other classes of materials worth commenting on. They add further weight to the occupational and industrial usage of the site through the ages. There are late Roman bone hair pins, a needle and a gaming counter. Saxo-Norman deposits produced one fragment and two complete worked bone spindle whorls, used for spinning yarn. Only seven other examples exist in the Museums collection. Over 90 leatherwork shoe and

boot fragments were found in the upper fills of the English Civil War ditches. These rarely survive in archaeological contexts and give an opportunity to see what styles and fashions of foot ware Exeter citizens were wearing during the 17th century. Samples of slate roof tiles were retained. At least ten Roman 3rd or 4th century types are whole or nearly complete and derive from quarries located in south Devon. Also from this period are 36 disc shaped objects of differing sizes. The smallest appear to be gaming counters, the larger ones are thought to be pottery lids. Medieval and post-medieval roof examples were kept for geological analysis and comparison with previously published types. Industrial waste in the form of slag or vitrified fired clay fragments come from both Roman and medieval contexts. Roman tile manufacture and medieval metalworking processes would have produced these as unwanted by products. Evidence for ironworking and copper alloy production has been identified amongst the waste so far looked at.

Human remains

- 3.17 Preliminary information from Oxford Archaeology regarding the medieval burials from the Dominican Friary church suggests that the bone analysis should provide important data regarding disease in a particular community, who by virtue of being buried within this church would be presumed to be fairly wealthy. There appears to be much evidence of joint diseases and infections, such as osteoarthritis and periostitis, as well as a rare example of syphilis being detected through lesions in the bone. As this is normally found in the tertiary stages of the disease it is rarely seen in the archaeological record. This information can usefully be compared with other medieval population groups in Britain.

Tourism Unit

- 3.18 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. We are also continuing to provide training for the Redcoat Guides, who have been updated on the Princesshay work. Talks on Roman, Saxon and Medieval Exeter, as well as the City Wall, have been provided for the guides.

Museums

- 3.19 AFU has continued with its input to the Phase II HLF Project for the RAM Museum and is currently preparing the final report on the investigations at the Exton Road site (the Ark). As well as the important discovery of Saxon timbers on the site the building which was demolished had an unusual history, being one of three wartime decontamination centres provided in the city. The Air Raid Precautions Act, 1937, required the City Council to prepare and submit to the Secretary of State an air-raid precautions scheme and an air-raid fire precautions scheme for the protection of the citizens and property in the event of hostile attack from the air. A description of the Exton Road site was provided by the town clerk in December 1939.

provision of an upstairs kitchen-range, sinks, lavatories and partitioning into sleeping and messing room, which makes the Centres capable of being manned day and night as a self-contained unit, as a store, or as a messing and billeting room for reinforcing units under the Mutual Aid scheme.

The building had been completed by 1941. It was apparently used for training purposes during the Cold War.

Other projects

- 3.20 In autumn of 2007 work was completed on the refurbishment of the *Custom House* to make it ready for AFU occupation. The Unit relocated from the Phoenix in late-October of this year after a period of over 20 years in Gandy Street. The project has been completed to a high standard but with minimal disturbance to the historic fabric and floors of the building. The formal opening of the building is scheduled for January 18 and the interpretation material referred to above will be on display. Members will be given an opportunity to visit the building at a future date if they are unable to attend upcoming events. Access to the most interesting parts of the building will continue to be provided for the Redcoat guided tours.
- 3.21 The Custom House was built by the city in 1680-81 to provide accommodation for H.M. Customs on the Quay and a house and office for the Wharfinger, the city official who collected the Town Customs. It is the oldest purpose built Custom House in England and one of the earliest surviving brick buildings in Exeter. Previous archaeological work in the entrance lobby and to the south of the main building had identified a cobbled surface from the 1680-81 arcade and quay. Possible remains of an earlier structure were found below the stair hall, while an earlier cobbled surface was identified in the hallway of the café that occupies the western bay of the building. The excavation inside the Wharfinger's Kitchen revealed the remains of a cobbled surface and Heavitree stone foundations pre-dating the Custom House as well as later re-builds and additions to the 17th century building fabric. Recording of alterations to the building and any previously unidentified or unrecorded historic fabric was undertaken. A watching brief on service trenches to the north and south of the building revealed no further deposits associated with the building or earlier quay.
- 3.22 During the last year 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. The report to this committee of 18 January 2007 included a reference to burials found at the west end of the Close which at the time were undated. A radiocarbon determination has now been provided by Scottish Universities Environmental Research Centre, from one of the long bones. This produced a calibrated date of 1010AD-1160AD at a probability of 95.4% and provides an important addition to our knowledge of the extent of the Saxo-Norman burial ground.
- 3.23 Archaeological monitoring and recording was also undertaken during a programme of building works at *St Nicholas Priory* between March and August 2007. The historic building remains are Listed Grade I and the buried archaeology is protected as a Scheduled Monument. The Benedictine Priory of St Nicholas was founded c. 1087 as a daughter house of Battle Abbey in Sussex. The abbey had been endowed with the Church of St Olave and accompanying estates in Cullompton and Exminster and these made up the

core of the Priory's estates. The Priory church was probably completed around 1102, but was rebuilt in the later 12th century following fires. The works consisted of two main elements. The first was the construction of a new staircase in the southern room of the range. This required detailed recording of the floor and the south wall prior to the works. The second involved the construction of a new toilet block in the southern part of the garden. An evaluation trench was excavated within the footprint of the new building. The new service trenches were monitored and recorded. The area to the south of the stair tower, to be re-surfaced with York-stone slabs, required preparatory ground reduction works that were monitored and recorded. Further recording was required for the provision of a new electricity supply to the building. A series of shallow trenches for ducting was excavated around the edges of most of the ground floor rooms.

- 3.24 The excavation for the evaluation trench, the service trenches and the general ground reduction exposed mainly 20th-century levelling material at the shallow depths required for the works. The 19th-century deposits and features exposed were probably associated with the buildings depicted on the first edition Ordnance Survey map published in 1876. This map also shows the location of several drains in the area, which relates to those observed during these works. It is assumed that the demolition of the buildings took place around 1913 as part of the restoration works after Exeter City Council purchased the Priory. A well revealed by the ground reduction works was lined with factory-made bricks that probably dated from the 19th-century.

External clients

- 3.25 An archaeological evaluation was carried out at the *Upper Site of the Royal Naval Stores Depot*, in advance of proposed residential development on the site. This site was established as a military installation in 1943 for the US Navy with the land being requisitioned under emergency wartime regulations. The main camp was constructed by the 13th Construction Regiment of the US Navy (Sea Bees). It was designed then to provide logistic support for the US forces engaged on D-Day landing preparations and related operations and the base had its own railway siding from the Exeter-Exmouth branch line. The site was taken over by the Royal Navy in 1946 and was used as a store depot..
- 3.26 The evaluation excavation comprised the machine-excavation of 38 trenches totalling 3224m². The work revealed features and deposits dating from the prehistoric and post-medieval periods, although in many trenches largely negative results were recorded. Prehistoric features were generally concentrated on the western side of the site, and included a linear feature containing middle Bronze Age pottery. Several small enclosures were located in this part of the site, indicative of an extensive prehistoric farming landscape. A post-hole alignment running in a NE-SW direction across the north-western part of the site was also recorded. One of the post pits within this group contained charcoal which has been radiocarbon dated to the early Neolithic period, at between 3695BC - 3635BC (68.2% probability) or 3710BC - 3530BC (95.4% probability). This represents a rare occurrence in the region of such a feature at this relatively early prehistoric period.

- 3.27 A watching brief was undertaken on a relatively small development site at ***Gordon Road, Topsham***, as it is located in an area where some significant Roman finds had been made in the 1930s (the Retreat Field). Several archaeological features were recorded within the foundation trenches and a number of high quality Roman pottery finds have been recovered, including sherds of flagons, amphora and mortaria. These appear to be of 1st century AD date.
- 3.28 Observation and recording have been carried out on development sites at ***Athelstan Road, Exeter Business Park, Haven Road (Electricity Building), Lynwood Road Matford Park, Middlemoor, Southernhay East*** and ***St James's Weir***. Monitoring of gas main replacement work has been carried out in ***Alphington Road*** and ***Gordon Road, Topsham***.
- 3.29 Members should also note that AFU is recognised for its archaeological expertise throughout the South West region. Projects are undertaken on a regular basis across this region from Gloucestershire to Cornwall and the Exeter work forms a relatively small proportion of the annual workload.

Other publication work

- 3.30 A substantial report on investigations at ***No. 2 Broadgate*** was published in 2007. This property (formerly Tinley's and latterly Pizza Express) adjoins the site of Broad Gate, formerly the principal entrance to Exeter Cathedral Close. The magnificent medieval gatehouse was sadly demolished in 1825 and the adjoining property now has an early 19th-century façade. Parts of an important 15th- or 16th-century timber-framed house survived, including moulded timber ceilings and painted decorations. The report on the ***Higher Barracks*** for Barratt Homes has now been published by Archaeological Data Services on the internet, the first such report for AFU.

Forthcoming work

- 3.31. The forthcoming redevelopment project at the ***RAMM*** will involve both alterations to the existing listed museum buildings as well as new works to the rear of the site. Both will require a programme of recording during the alterations; the City Wall is a Scheduled Monument as are the remains of the adjacent Rougemont Castle, whose outer ditch lies beneath the rear of the present buildings.

4. FINANCIAL IMPLICATIONS

- 4.1 AFU operates as a trading undertaking and with Princesshay income is anticipated to have a turnover of just over £1.1 million in 2007-08. For Economy and Tourism projects the Archaeology in Exeter budget allocation for 2007-08 is £28,000. 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 For 2008-09 it is proposed that the budget allocation will cover work in the following areas:

- Preparation of material to assist in the updating of the Underground Passages guidebook.
- Continuation of programme of booklet production (later roman and medieval Exeter).
- Production of interpretative material in relation to the history and archaeology of the Cricklepit area.

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

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EXETER CITY COUNCIL

SCRUTINY COMMITTEE – ECONOMY

17 JANUARY 2008

ECONOMIC DEVELOPMENT SERVICE OVERVIEW

1. PURPOSE OF REPORT

- 1.1 To provide Members with an overview of the Economic Development Service activities undertaken under its purview.

2. BACKGROUND

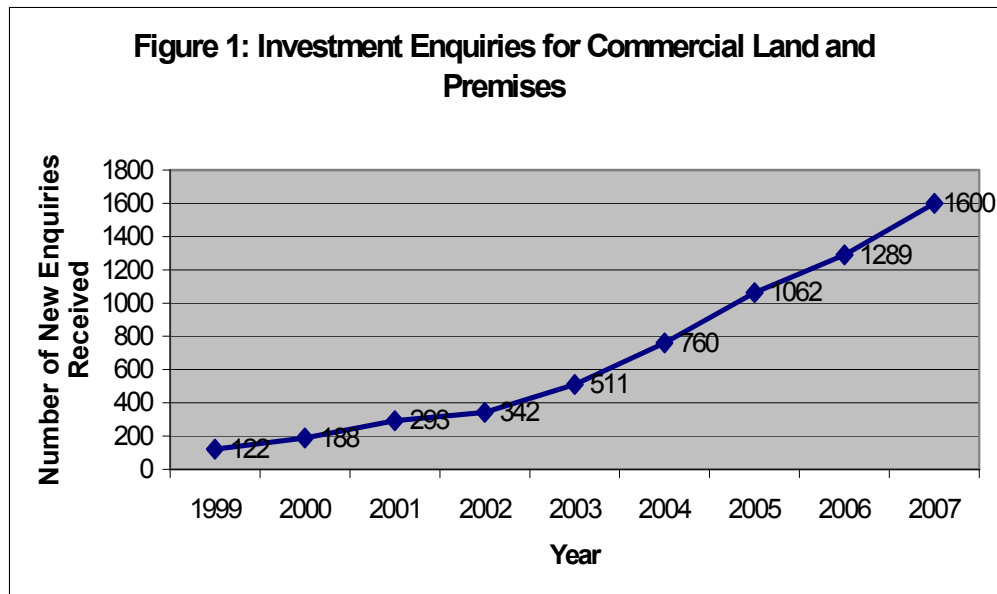
- 2.1 Exeter's economy is at the core of the Exeter and Heart of Devon (EHOD) sub-region, an area which sits across the boundaries of Exeter, East Devon, Mid Devon and Teignbridge. Exeter's sub-region is a principal economic driver in the Region making it an important part of the South West economy.
- 2.2 The Council supports the economic development of the city under the banner of the EHOD Economic Development Strategy 2005 – 2008. The Strategy complements the Exeter Vision and also the South West Regional Development Agency's (RDA) Regional Economic Strategy. Through the activity of the Economic Development Service the Council seeks to sustain and increase the economic well being of the city working in partnership with key stakeholders in a range of roles, in leadership, facilitation, co-ordination and support.
- 2.3 The Vision for the EHOD Economic Development Strategy is to:
" ... provide a highly significant contribution to the growing economic prosperity of the South West. This will be facilitated by an integrated and cohesive partnership approach which maximises the economic potential and benefits arising from the inter-dependency between Exeter as the principal commercial and regional centre south west of Bristol and the urban, rural and coastal areas of the sub-region.
- 2.4 The strategy provides a framework for the economic development activities of the City Council, neighbouring authorities and key agencies focussing on promoting and securing the growth of businesses, a better-trained workforce, helping people into work, the availability of employment land and investment in transportation and communications infrastructure.
- 2.5 The activities of the service, which are summarised in section 3, have taken place in the context of a number of significant challenges:-
 - the need to sustain and build upon the growth in the local economy over the last 8 years including growth in number of businesses of twice the national average
 - relative under-employment in the sub-region in the knowledge based industries, (telecommunications, computer and information services, business services, high-technology industries and pharmaceuticals) businesses which are considered to have the highest growth potential and provide the

- opportunity to diversify the local economy with higher paid employment
- along with significant population growth, employment in the sub-region has grown from just over 220,000 in 2003 to 228,000 in 2005, of which 6,830 were created in Exeter; the city is the major centre for in-commuting west of Bristol, providing employment directly or indirectly for the majority of people residing in the sub-region
- relative levels of part-time employment are high and overall household income is below average
- the need to increase the number of start-up businesses
- the need to secure the provision of sufficient suitable land and premises including overcoming development constraints for the future prosperity of the sub-region
- social and economic exclusion, particularly in pockets of intensive multiple deprivation in the city with many individuals living in these areas needing to develop and build upon their skills to secure higher earnings through work or to gain employment for the first time; seventeen of the 282 areas in the sub-region covered by the Indices of Deprivation in 2004 were in the top 25% of areas in England, of which 11 were in Exeter
- investment in skills and learning to enable the existing and future workforce to contribute to and benefit from improving economic productivity; there has been a relatively low level of young adults with high qualifications in the sub-region where staying on rates and GCSE pass rates have been comparatively low with low aspirations being considered to be a significant contributory factor.

3. SUMMARY OF ACTIVITIES

Handling Investment Enquiries

- 3.1 This aspect of the service was established in 1998 to pro-actively co-ordinate the handling of enquiries to relocate and/or expand within Exeter. In 2003, the service was extended to cover the whole of the sub-region to reflect the realities of business activity. High profile and/or substantial employment generating organisations for Exeter receive tailored help and support including from the provision of bespoke information. More routine enquiries are directed towards the current website and followed up where appropriate.
- 3.2 Figure 1 illustrates the growth trends in the investment enquiries handled by the service: The annual totals of enquiries in the sub-region exceeded over 1,000 per annum from 2005 onwards, reflecting the buoyancy of the local economy and interest in the city as a location. Available on the City Council's website are: -
- listings of over 800 sites and premises in the Commercial Property Register for the sub-region
 - extensive provision of over 200 business web-pages which receive over 35,000 visits per month containing most information a business needs for relocation decisions.



- 3.3 In 2007, over 84% of enquiries came via the website, in contrast to only 7% in 2001 with 40% of all enquires focused on Exeter. Of all the enquiries, around: -
- 60% originate from within EHOD
 - 10% from the rest of Devon
 - 25% nationally and less than 5% internationally
 - 39% are existing employers seeking relocation
 - 36% are wanting to start-up
 - 25% are seeking to establish a branch or regional base within EHOD.
- 3.4 The breakdown of enquiries can be summarised as follows: -
- 35% industrial, warehouse and distribution sectors
 - 30% office sector
 - 28% retail sector
 - 5% hotels, leisure, public houses and restaurants
 - 1% investment opportunity
 - 1% other
- 3.5 As a result of the buoyant economy, promotional work, targeted marketing of Government Agencies, and listings on the Council's and other web pages there has been a continually growing high volume of investment enquiries. Whilst it has not been possible to comprehensively monitor the outcomes in terms of business relocations and jobs created, the limited follow-up, to date, indicates that since 2005, some 224 businesses consisting of new companies, expansions and relocations have been established, with varying levels of involvement from the service and at least 1,700 jobs have been created.
- 3.6 The City Council received acclaim in February 2007 for being a high performing investment promotion agency, coming 13th out of 72 organisations assessed worldwide during 2006. Assessment was undertaken by a specialised panel coordinated by GDP Global Development.
- 3.7 With funding from East Devon and Teignbridge District Councils, the service will be appointing a temporary part-time Economic Development Assistant in 2008.

This post will assist in the handling of minor enquiries and free up officer to time to focus more effort on significant job creating employers.

- 3.8 Similarly, the service is pro-active in supporting key employers within Exeter to retain and assist them as appropriate in achieving their growth and/or survival plans and a number have been assisted in securing sites for expansion.

Promoting Development & Investment

- 3.9 The service's activities have also focused on raising Exeter's profile. Since 2005, joint marketing activities with partners in the private and public sectors have emphasised the city as the regional capital possessing a competitive business environment, an accessible, educated and loyal workforce and a high quality of life.

- 3.10 Key actions to raise the city's profile have included: -

- achieving local, regional, national and international coverage on the advantages of Exeter as a location in the business to business and public sector/Government Agencies media
- working jointly with the Met Office and the South West Regional Development Agency (South West RDA) promoting the benefits of relocation to the sub-region and to Government Agencies at national conferences. This has also involved targeted contact with over 100 non-departmental public bodies through mail shots, telephone contact and provision of tailored information to assist decision makers. A small number of possible relocations are being followed-up.
- promoting the city for its quality of life, as a place to visit, participate in events and for film production through the raising of Exeter's profile more widely on websites, in print and PR
- contributing to the implementation of the City Centre Strategy to attract shoppers and visitors through a comprehensive campaign of media releases, adverts, web sites and the production and distribution of brochures.

Develop Innovation & Knowledge Based Businesses

- 3.11 The service has worked with the University of Exeter to lobby for, develop and promote both phases of the Innovation Centre. The Head of Economy and Tourism sits on the Innovation Centre Strategy Board, which governs the direction of business development and support activities arising from the Centre.

- 3.12 Similarly, the service: -

- supported the creation of a support package through 'Innovation Exeter' that helps R& D and hi-tech businesses to develop, to secure investment and trade in national and international markets – to date more than 600 businesses have been assisted since 2002
- has promoted the growth and profile of the local biotech industry marketing with the University contributing to the establishment of:
 - 4 University spin-out companies
 - Peninsula Bioventures' at the Innovation Centre to commercialise biomedical research

- research support to assist companies in bringing biotech products and services to market.
- 3.13 The Council has played a significant part in making progress towards the realisation of the 25-hectare Science Park by facilitating partner meetings, co-ordinating research for market demand, managing development of the initial business plan, and providing a contribution towards working capital of £750,000 to establish the park.
- 3.14 Additionally, the service has continued to explore and identify opportunities for joint working through its well-established partnership with the University of Exeter, South West RDA and the Met Office in order to better position Exeter in marketing terms to attract relocations and investment, enhance the city's science credentials and raise its profile as a location for research excellence in climatic change and prediction.

Support Business Start-Ups and Growth

- 3.15 The generation of new business is important to the local economy in order to replace those who have ceased trading, to create new or perhaps better employment opportunities and to enable the economy to respond to changing economic circumstances. The number of new businesses created in Exeter in comparison to other cities has been low. To help local businesses start-up and grow in Exeter the service has facilitated the establishment of free advice, training and guidance through agreements with Heart of Devon Enterprise Agency and with its successor, Enterprise South Devon since April 2007. In Exeter the following outputs have been achieved since 2005:
- 570 pre-start businesses advised
 - 167 businesses have started up
 - 115 existing businesses have been supported and
 - 310 jobs have been created and 111 have been safeguarded.

Of these, and with much reduced funding, Enterprise South Devon has achieved the following:

- 39 pre-start businesses
 - 23 start up businesses
 - 48 existing businesses supported
 - 15 jobs created
- 3.16 Currently officers are in discussion with other agencies and Peninsula Enterprises, the new provider of Business Link services for small businesses to agree the principles of achieving a more strategic approach to support in Exeter. The aim is to provide a range of advice, ranging from generalised via the enterprise agency, to more specialised assistance via the Innovation Centre and the University of Exeter. Discussions also include consideration of working proactively with high schools, Connexions, Business Link, the Enterprise Agency and the private sector to promote a “more enterprising culture in the city”.

- 3.17 In order to nurture the growth of existing local businesses and create and safeguard jobs, the service has proactively undertaken a range of activities, including: -
- the establishment of the Exeter Business Fund of nearly £0.5million over three years to assist with gap funding (when insufficient finance is available from other sources) for local businesses to achieve their growth plans; the Fund is managed by the South West Investment Group (SWIG) with funding from the City Council, HSBC Bank and Business Link Devon and Cornwall. So far SWIG has received 36 enquiries for the Fund, now in its second year, and submitted 9 applications to a review panel with 6 being approved. A total of £74,500 has been loaned to date and 10 new jobs have been created. The overall anticipated outputs within Exeter are for 45 businesses to be supported and creating and/or safeguarding 90 jobs over a period of 3 years
 - the co-ordination of the ICT Strategy Group established to stimulate greater use and integration by local businesses of information and communication technologies (ICT) to help them to be more efficient and competitive; the service has: -
 - brokered proposals by a major employer to persuade the County Council, which owns the highway infrastructure to allow the extended coverage of wire-free communications (wi-fi) in Exeter. This will help improve access to the internet, create more flexibility for both office and home based working and support the role out of e-government
 - worked with local ICT small businesses to help them pilot their communication technologies with other employers and consumers in Exeter.
- 3.18 In addition the service works with and supports the Exeter Business Forum, Exeter Chamber of Commerce Property Initiative Committee, Marsh Barton Employers Forum and the Sowton Employers Forum in order to glean a greater understanding of current business issues and as a means of regularly communicating with the business community. Relevant issues raised are fed back into the Council and addressed by appropriate Units.

Develop a Skilled Workforce

- 3.19 A skilled workforce is essential for the local economy to be attractive for investment, for existing businesses to remain successful and competitive and for local people to have the opportunity to reach their earning and career potential.
- 3.20 The Service co-ordinated the production of a joint Workforce Development Plan by working with employers, training providers in the private, public and voluntary sectors, Job Centre Plus and the Learning and Skills Council. A Workforce Development Group was established to progress implementation of the Plan's objectives, namely to encourage businesses to invest in training and providers to meet business training needs, raise the skills of the workforce especially those people who are socially excluded, and raise the expectations, motivation and aspiration of individuals from 14 years upwards. Some of the key activities arising out of the EHOD Workforce Development Group are set out below: -
- a review of information, advice and guidance on training provision for employers and the workforce has been undertaken, in order to ensure employers' needs are more closely met by training providers

- partners have been seeking ways to better co-ordinate national programmes of job search and training advice to improve the employability of those finding it difficult to obtain work
- a 'Ports of Call for Employers' leaflet to signpost businesses to advice and where to go to access training provision has been produced together with Job Centre Plus. This will assist and encourage employers locally to training and be distributed via intermediaries, e.g. business advisers, accountants and also published on the Council's web-pages
- helping more people into work by working with Job Centre Plus to influence the development of an integrated adult careers service to help raise workforce aspirations especially in Exeter
- new programmes have been instigated with the Learning and Skills Council to establish new ways of working with employers involved in retail, sustainable construction, business administration or those employing migrant workers; activities include: -
 - the Exeter Retail Skills Partnership have piloted customer service programmes working with 10 independent retailers aimed at improving business and staff performance
 - working with Exeter College's Construction Centre of Excellence at Sowton and the Construction Industry Training Board to develop the sustainable construction sector by:-
 - i) establishing local training capacity to deliver appropriate skills
 - ii) directly promoting new opportunities within this sector to employers
 - ii) determining demand for these skills and the new working methods required
 - iv) promoting such careers to schools through the Devon Education Business Partnership
 - working with the Council for Administration (CfA) which is planning to develop a skills academy to improve business administration in the sub-region in both generic and specific administration skills across the whole range of qualification levels
- 10 migrant workers have been trained through a workplace-based programme in ESOL (English for Speakers of Other Languages) within Exeter, with further planned pilots for January – March 2008. The pilot will be used as a springboard to other learning, including the more substantial ESOL qualifications, while highlighting the role employers need to play in investing in their workforce.

Increase Economic Inclusion

- 3.21 The city is often referred to as having two wards within the worst 10% in the country where people experience high levels of deprivation. The reality in Exeter is that the nature of employment and education related disadvantage is experienced more widely across the city in smaller concentrations. As previously reported to this Committee, the City Council works with groups who seek to help such individuals focussed through the Exeter Positive Steps Fund. The service:-
- led on the establishment of the Exeter Positive Steps Fund working closely with Devon Community Foundation (DCF), the Council contributing £125,000 over 3 years towards a grant making budget of £358,000 which includes support secured from the European Social Fund. Positive Steps focuses on

people of working age in Exeter to help improve their skills, build confidence and raise self-esteem, assisting them on the road to work and training and/or improve their earning potential. Some 46 community and voluntary groups have been supported to deliver projects. Interim results indicate that so far 655 people (all from typically hard to reach groups) have taken part in projects. Out of these, 55 have found work, 106 have taken up training, 158 have become volunteers and 10 have come off benefits. Attempts are being made to find a funding mechanism for continuing this activity and to date two private sector organisations have expressed a desire to support such an initiative

- participated in work of the Valley Regeneration Scheme (TVRS) to encourage business start ups in the area and provided data to enable benchmarking for the whole scheme to assist partners in their monitoring responsibilities
- is working with the Social and Inclusion Partnership (SHIP) to assess the location and characteristics of many small pockets of deprivation in Exeter to assist in developing further joint actions to tackle deprivation in the city.

Improve Sub-Regional Working

3.22 Recognising the importance of a coordinated partnership approach to development of the sub-regional economy, the Service supports the EHOD Economic Partnership and has taken a pro-active role in a number of initiatives to promote the sub-region and lobby for investment in infrastructure. This has included lobbying for: -

- improvements to the A30/A303
- new air links provided by Flybe within the UK and mainland Europe
- regular and faster train times connecting Exeter to London and also for improvements to the service on the Waterloo line.
- funding from the Rural Renaissance programme to promote business development which has been secured; a number of initiatives are being progressed on behalf of the partnership by Teignbridge District Council

3.23 The service also provides an extensive range of support in research and data analyses relevant to the operational activities of the Council and its partners. Key activities include: -

- monitoring the health of the economy of the sub-region, assessing an array of data from local, regional and national sources, and producing quarterly economic trends reports published on the Council's business web pages and distributed to inform over 200 organisations within the local economy, including e.g. commercial agents and developers, local business fora and local media
- undertaking analyses of the nature and distribution of deprivation to inform agencies involved in SHIP; data for 2007 has only just been released which will be analysed and circulated in January 2008
- updating the Council's website business pages to provide information on the economic characteristics of the city and sub-region
- undertaking and or coordinating market and also customer surveys from time to time to understand the nature of demand for a specific economic development initiative, such as the Exeter Science Park or to sample satisfaction with services, highlighting any issues that might need addressing to improve delivery.

Provide Sites and Premises

- 3.24 Availability of sufficient suitable sites and premises for indigenous and inward investment is crucial to the ability of the local economy to respond to existing businesses to grow and to attract new employers. Working with neighbouring local authorities the service has been involved in reviews of workspace needs in the sub-region. Results have been fed into on-going research by the South West RDA to inform their consideration for investment into facilities to accommodate small businesses.
- 3.25 The service has worked with Planning Services in the preparation of Exeter's Local Development Framework (LDF), the Core Strategy of which, when approved, will provide guidance on development in the City up to 2026, including proposals for the protection and growth of the local economy. Other activities to which the service has contributed: -
- the Exeter Employment Study, March 2007, Atkins: identified employment land and floorspace requirements in response to anticipated economic growth and job creation in the Exeter area
 - an on-going in-house employment land review to assess the potential for continued and enhanced employment use of existing employment land and buildings to help businesses seeking to grow
 - an Hotel Study, October 2007: The Tourism Company (commissioned jointly with East Devon District Council), which reviews the demand for hotels in the Exeter area and makes recommendations about the scale and nature of future provision required to service the area and contribute to its prosperity.
- 3.26 The service has met with and sought to encourage investors to consider developing managed workspace within the sub-region. A company has now acquired land in Matford and plans to open managed workspace on an easy in – easy out basis in December 2008 providing between 60 – 80 units.

4. NEXT STEPS

- 4.1 Exeter's economy operates within an increasingly uncertain global economic climate and like other UK cities it competes with, is exposed to the vagaries of the market. The city needs to continue to seek diversification of its economy, build upon its strengths and take advantage of the opportunities it currently has.
- 4.2 The city is forecast to continue its economic growth. The draft Regional Spatial Strategy forecasts that Exeter will realise its economic opportunities and its role as a major regional centre for employment, retail services and culture, with provision for jobs growth in the Exeter travel to work area for about 28,500 jobs over the plan period to 2026. The Regional Economic Strategy highlights the following potential for the future role of Exeter as: -
- developing a stronger knowledge-based employment structure,
 - facilitating growth in electronics, transport communications and other business services,
 - providing targeted programmes to address poor skill levels in parts of the urban area,
 - utilising the knowledge-based institutions located in Exeter including the University, Met Office and Peninsula Medical School as key economic drivers and,

- delivering sustainable land and sites, including a science park and innovation centre, for future development, especially for high growth and particularly to the east of Exeter.
- 4.3 The city's economy has broadly mirrored the performance of the UK economy. It has a higher proportion of employment in public, health and educational services in comparison to most other UK cities, which has helped it to ride downturns in the UK economy more smoothly. However, the effect of the Government's policy drive towards major revisions in public sector services and increased integration of services may well affect this major part of city employment. Additionally, the Government's increasing focus on skills development and training may well have a positive effect by providing further employment within the educational and private sector and thus benefit Exeter.
- 4.3 Executive has recently approved funding to update the Economic Development Strategy for the period 2008 – 2013 in collaboration with Teignbridge and East Devon District Councils. Some current initiatives, such as those projects within East of Exeter will carry forward as a priority; namely the Science Park, the multi-modal freight terminal and development of the Airport. These projects will be affected by changes in the performance of the UK and local economy and are reliant on public and private sector funding which will influence to a greater or lesser extent the pace of development. A revised Strategy will need to: -
- take account of and build upon these opportunities and others
 - advice on how best to promote a more enterprising culture
 - address current and future skill issues
 - address pockets of deprivation related to low incomes and employability
 - maintain and develop the competitive position of the city through attracting additional private and public investment whilst raising income levels amongst employed people.
- 4.4 The Government has recently announced its intention to transform the way economic development is delivered devolving greater powers to regional development agencies and local authorities. The proposals are to be the subject of consultation papers expected in January including: -
- requiring upper tier local authorities to carry out a local economic assessment (county councils would have to do so jointly with districts) to support the implementation of regional economic strategies, local community strategies and the preparation of Local Area Agreements
 - allowing groups of local authorities to jointly establish statutory economic development duties and strengthen sub-regional working relationships
 - expecting Regional Development Agencies to delegate responsibility for their spending to local authorities or sub-regions where there is capacity and capability to undertake it
 - the creation of an employment and skills system at local, regional, national and sector levels to help sustain employment and provide skills development where required for businesses to be more competitive and for those people needing help into work
 - further developing the role of local authorities in the 'place shaping' agenda enhancing their leadership role in developing the well-being of their communities, enabling and empowering them to influence the direction of all

agencies to prioritise their resources to effect outcomes which are most important to local people.

- 4.5 The revised sub-regional strategy will take account of these changing contexts in setting out the priorities for the next five years and in determining how best to achieve the key activities involved and collaborating with relevant key agencies to support delivery.

5. FINANCIAL IMPLICATIONS

- 5.1 The Economic Development Service consists of 3 full-time officers, with the equivalent of an additional 1.5 FTE support given by the Head of Service and also marketing and clerical staff.
- 5.2 The operating costs of the service to the City Council including employees, premises and support services and budgets for initiatives in 2007/08 are summarised below.

Economic Initiatives	164,000
Economic and Tourism Admin	531,100
City Marketing	62,700
	<u>£757,800</u>

An additional £750,000 has been allocated for the Science Park development.

- 5.3 The Economic Initiatives Budget includes the following:-

Positive Steps Fund/Skills Development	32,000
Enterprise Agency Support	42,000
Business Grants	25,000
Science Park Development Contribution	50,000
SW of England Food and Drink Festival	15,000
	<u>£164,000</u>

6. RECOMMENDATION that

- 6.1 Members note and comment on the range of activities undertaken.

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 this report:

1. Exeter and Heart of Devon Economic Partnership Economic Development Strategy 2004 – 2008, Scrutiny Committee – Economy, 9 September 2004 and Executive 14 September 2004

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EXETER CITY COUNCIL

SCRUTINY COMMITTEE – ECONOMY

17 JANUARY 2008

TOURISM CHARTER FOR DESTINATION MANAGEMENT

1. PURPOSE

- 1.1 To seek support for the City Council becoming a signatory to the “Partners for England Place Making Charter”.

2. BACKGROUND

- 2.1 “Partners for England” is a collaborative exercise being promoted by Visit Britain (formerly the English Tourist Board) and by the South West of England Regional Development Agency on behalf of all the regional development agencies in England.
- 2.2 A central element of this exercise is to secure widespread formal support for the Place Making Charter that aims to:
- establish how key organisations can best contribute to supporting the development of the visitor economy in a specific area
 - raise aspirations and foster positive collaboration amongst all those concerned with maximising the benefits from a thriving visitor economy
- It identifies the roles and responsibilities, in strategic development, implementation and delivery of those key organisations active within the visitor economy both regionally and at destination level.
- 2.3 The tourism industry within Exeter has matured over recent years into an important contributor to the local economy that helps drive many businesses, including hotels, B&Bs, restaurants, cafes, visitor attractions, sporting facilities, the retail sector and transport to and within the city.
- 2.4 As well as working with others, through the Economy and Tourism Unit to promote and develop tourism in the city, the City Council is very actively engaged in a number of practical ways. For example it:-
- provides much of the infrastructure of tourism, essential services such as Exeter Visitor Information and Tickets, signposting, street cleaning and waste management, public toilets and car parks, which ensure that basic visitor needs are catered for
 - supports the development of arts and sports, often in major festivals and events, which are of great appeal to visitors as well as residents
 - operates visitor attractions of its own, like the Royal Albert Memorial Museum, the Underground Passages, Quay House Visitor Centre and the Red Coat Guided Tours

- devises and promotes visitor products, from self-guided walking trails to special events
- cares for parks, open spaces and other public areas
- makes planning decisions which can have an important impact on tourism
- gives grants, advice and practical support to arts organisations and events
- is the licensing authority issuing licences to taxi drivers, pubs and public entertainment venues.

3. THE CHARTER

3.1 All areas (whether a city, town or village) have unique challenges that require local solutions. Recognising this, the Charter sets out a core set of principles that all relevant stakeholders can sign-up to and which can help identify where principal delivery responsibilities lie in their areas. By signing up to the Charter an organisation is agreeing to champion excellent destination management in their areas and ensure key tasks highlighted are carried out by those responsible for delivering them.

Roles

- 3.2 A number of organisations have a critical role in providing those services which under-pin a vibrant and successful visitor economy. The aim is to achieve excellent destination management through clarity of responsibilities and the encouragement of best practice and greater collaboration among:
- local authorities
 - sub regional tourism organisations
 - regional development agencies
 - regional delivery partners
 - VisitBritain
 - public bodies operating nationally within the visitor economy in England
 - the Tourism Alliance representing the private sector
- 3.3 It is intended that this clarity will be provided through signing-up to the Charter for destination management, which will be championed and supported by those responsible for the:
- management and development of ‘place’ and the visitor experience
 - provision of tourism services
 - provision and co-ordination of facilities for visitors
 - marketing, promotion and communication of tourism and tourism services
 - provision and dissemination of information
 - tourism product (accommodation, food and drink, entertainment, attractions)
 - infrastructure and transportation
 - skills, training and quality of welcome

Principles

3.4 The Charter is based on five principles that can be used with all key players, in particular the organisations listed at 3.2 above, to define priorities, roles and responsibilities.

3.5 The elements of the principles relevant to local authorities and the City Council are summarised below.

3.5.1 Integrate

Local authorities will:

- ensure a clear understanding, at the most senior levels of the key role that tourism and the visitor economy plays in supporting ‘economic and social well being’
- embed the needs of the visitor and visitor economy in all local authority plans and policy frameworks
- pursue and promote sustainable tourism development
- recognise that tourism and a thriving visitor economy is as important to the wellbeing of the local population as to the visitor
- manage the visitor economy in partnership with all stakeholders, and be clear about roles and responsibilities for marketing and product development
- ensure structures are in place to work and communicate with the local industry and private sector

3.5.2 Inform

Local authorities will:

- work with regional and national partners, to collect and share intelligence and statistics
- measure the size and performance of the visitor economy and its related services and activities
- ensure the provision of a modern visitor information service
- share best practice and work with local and regional partners

3.5.3 Innovate

Local authorities will:

- take a lead, with local business organisations, in understanding and developing the visitor economy in the area
- use creative opportunities to deliver extra funding for place-shaping work
- consider schemes with a visitor economy focus which can support development and environmental improvements
- consider new service delivery options

3.5.4 Invest

Local authorities will:

- give public realm improvement and management high priority for action
- ensure relevant inward investment is visitor economy focused and linked to product development

- invest in those areas of place management that only the local authority can deliver and in projects that will make the place more appealing for residents and visitors

3.5.5 Improve

Local authorities will:

- promote quality in every aspect of the visitor experience
- improve skills within the sector
- include the development of skills relating to the visitor economy within all businesses support programmes and lobby other relevant organisations to do the same.

3.6 A full copy of the Charter is attached to this report, which also summarises the roles and responsibilities of the other key players.

4. **RECOMMENDATION** that:

4.1 Members support the City Council becoming a signatory to the Partner for England Place Making Charter.

RICHARD BALL
HEAD OF ECONOMY AND TOURISM

ECONOMY AND DEVELOPMENT DIRECTORATE

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

1. None.

Place Making
a Charter for
destination
management

Partners for England is a collaborative exercise owned by all stakeholders with a shared sense of purpose; it is being taken forward jointly by VisitBritain for VisitEngland and by South West of England Regional Development Agency on behalf of England's Regional Development Agencies.

The Partners for England stakeholders are those parties who have an interest in the prosperity of England's visitor economy.

The Local Government Association fully supports the Partners for England initiative and Place Making - a charter for destination management.

This Charter aims to establish how key organisations can best contribute to supporting the development of the visitor economy in a specific area. The Charter contains 5 key principles and overarching activities; in signing up, each organisation will outline what its contribution is to delivering these principles. This Charter has been produced by professionals representing these key organisations.



Introduction

A thriving and sustainable visitor economy has far reaching impacts on the economic and social wellbeing of local people and their environment; it is integral to creating a sense of place. Local authorities have a vital role to play in leading and co-ordinating destinations and creating and maintaining safe and attractive places for local people and visitors. Regional Development Agencies and other national bodies also have a role to play in supporting the delivery of excellent destination management.

Why do we need a Charter? In order to realise the huge cross-cutting economic, environmental and social benefits of a thriving visitor economy - a focus on destination management and development is essential, as is the need for joined up thinking in the development and implementation of national and regional policy. Place making – a Charter for destination management aims to raise aspirations and foster positive collaboration with key organisations and stakeholders in a local area to make these aspirations a reality.

All areas, regardless of size, have unique challenges that require local solutions. Recognising this, the Charter sets out a core set of principles that all relevant stakeholders can sign-up to and which can help identify where principle delivery responsibilities lie in their areas. By signing up to the Charter an organisation is agreeing to champion excellent destination management in their area and ensure key tasks are carried out by the organisations best able to do so.

Roles

Within an area several types of organisation provide those services which underpin a vibrant and successful visitor economy; to ensure this success, it is critical that this is given the highest profile within business planning processes.

The Charter aims to identify the roles and responsibilities, in strategic development, implementation and delivery, of those key organisations active within the visitor economy.

The mix of organisations will change from place to place, but will mainly include:

- Local authorities
- Sub regional tourism organisations
- Regional Development Agencies
- Regional delivery partners
- VisitBritain
- Public bodies operating nationally within the visitor economy in England
- The Tourism Alliance

Clarity between their respective roles will be provided by each signing-up to the Charter for destination management. This will be championed and supported by those organisations across England responsible for:

- The management and development of 'place' and the visitor experience
- The provision of tourism services
- The provision and co-ordination of facilities for visitors
- The marketing, promotion and communication of tourism and tourism services
- The provision and dissemination of information
- The tourism product (accommodation, food and drink, entertainment, attractions)
- The infrastructure and transportation
- The skills, training and quality of welcome

Principles

The Charter provides a set of five principles and activities which can underpin the creation, management and support of excellent destination management within a particular area. It calls on all organisations to contribute to making the Charter principles a reality and can be used with other key players to define priorities, roles and responsibilities.

Whilst many organisations will immediately embrace the principles of the Charter, it is recognised that for a number they may be aspirational. Local authorities wishing to sign the Charter, but requiring further information and best practice on how the principles can be put into practice can refer to the guidance notes attached, and also the Local Government Association.

The five principles of excellent destination management are:

- ◆ Integrate
- ◆ Inform
- ◆ Innovate
- ◆ Invest
- ◆ Improve



Integrate

Local authorities will:

- Ensure a clear understanding, at senior member and officer level, of the key role that tourism and the visitor economy plays in supporting their area's 'economic and social well being' (a statutory service):
 - o Identify member and officer champions for the co-ordination of the visitor experience. Champions should proof key documents to ensure that the needs of visitors are considered alongside residents.
- Recognise that a thriving visitor economy is as important to the social, cultural and economic well being of local people as well as the businesses that serve visitors.
- Embed the needs of the visitor and visitor economy in all local authority place shaping plans and policy frameworks, and feed them into regional and national policies and action plans.
- Use the VICE approach (Visitors, Industry, Community and Environment) in place shaping decision making.
- VICE identifies sustainable destination development as managing the needs of and interaction between visitors, the industry that serves them, the community that hosts them and their collective impact on, and response to the environment where it all takes place.
- Manage the visitor economy in partnership with all stakeholders, and be clear about roles and responsibilities for marketing and product development.
- Ensure structures are in place to work and communicate with the local industry and private sector; whether this is via a local or sub regional tourism organisation, or Local Strategic Partnership.
- Recognise, respond to and engage with the Partners for England 'national forum' and the regions, enabling a constructive exchange at all levels.

Regional Development Agencies will:

- Focus further economic development and regeneration, and ensure that tourism and the visitor economy is appropriately recognised within Regional Economic Strategies.
- Support the provision of a Regional Tourism Strategy that reflects the needs of the region and ensure that the most appropriate structures are in place to deliver the strategy.
- Ensure the leadership, competence and the authority is in place to provide co-ordination and advice to all stakeholders, using the Regional Tourism Strategy as a key document.

VisitBritain will:

- Work with DCMS, sister agencies and other government departments to ensure the visitor economy is considered and the needs of its stakeholders are reflected in national and European policy development.

The Tourism Alliance will:

- Work with Local Authorities and Regional Development Agencies to determine the value of tourism to local economies and help ensure that the importance of the industry is reflected in local and regional plans and strategies.
- Support Local Authorities, Regional Development Agencies and VisitBritain in their development of plans and structures that enhance the visitor economy and provide to greater coherence and co-ordination in the public sector.

Inform

Local Authorities will:

- Work with regional and national partners, to collect and share intelligence and statistics, and use shared methodologies by adopting the principles of the National Tourism Intelligence Partnership.
- Use the recommended standard evidence base to measure the scale and importance of the visitor economy, locally, regionally and nationally.
- Measure the size and performance of the visitor economy and its related services and activities:
 - Evidence of continuous improvement based on customer research;
 - Consider visitors as an element of the area's export economy and therefore, its balance of payments.
- Ensure the provision of a modern visitor information service which reflects the needs of the visitor economy in partnership with regional and national bodies, using the VisitBritain information partners guidelines.
- Collect business information in a standardised form and share it with other Charter partners.
- Establish a vision and core place values for the area and weave them into all communications messages.
- Share best practice and work with local, sub regional and regional partners to ensure the development of well designed marketing activity in a joined up way.

Regional Development Agencies will:

- Work with local, regional and national partners, to collect and share intelligence and statistics, and use shared methodologies by adopting the principles of the National Tourism Intelligence Partnership.

VisitBritain will:

- Work with stakeholder partners to ensure national surveys support and deliver against agreed strategic objectives.
- Provide market insights and forecasts to assist the industry and its stakeholders in effective business planning and sustainable product development.
- Ensure that terminology is in place to profile the importance of tourism within the visitor economy, and the importance of the visitor economy in the economy as a whole.

The Tourism Alliance will:

- Work with Local Authorities, Regional Development Agencies and VisitBritain on the development of improved national tourism statistics that can be disaggregated to the regional level.
- Inform Local Authorities, Regional Development Agencies and VisitBritain of industry trends and intelligence in international and domestic tourism
- Incorporate regional tourism data into submissions to Government on national policies and initiatives.

Innovate

Local Authorities will:

- Take the lead, with local business organisations, in setting the agenda for the understanding and development of the visitor economy in the area.
- Produce clear, forward thinking strategic development plans on the current product offer and the local authority role in creating a better product.
- Consider schemes with a visitor economy focus which can support development and environmental improvements.
- Use creative opportunities such as Section 106 agreements and Business Improvement Districts to deliver extra funding for place-shaping work.
- Consider new service delivery options to make the most of new organisations and ways of working.

Regional Development Agencies will:

- Provide leadership to position sustainable development at the heart of all activity
- Foster economic success for the tourism sector in the regions, through the creation of optimum management structures
- In partnership with other stakeholders, promote an environment of continuous improvement.

VisitBritain will:

- Act as a centre for best practice and innovation supporting industry partners by disseminating information relating to customer insights; delivering quality schemes which anticipate market trends and working with technology providers and non-tourism partners to test the effectiveness of new routes to market.
- Provide a showcase for products and services developed at a local level through its international and domestic marketing activity.

The Tourism Alliance will:

- Advocate nationally for Government policies and initiatives that enable tourism businesses to provide innovative and competitive products and services.
- Pursue tourism growth that is sustainable and socially responsible.
- Encourage businesses to work with Local Authorities and Regional Development Agencies to develop products and services that are both innovative and support local and regional economic objectives.

Invest

Local Authorities will:

- Take responsibility for working with partners to ensure the essential components of place management plans are delivered in their area.
- Invest in those areas of place management that only the local authority can deliver and in projects that will make the place more appealing for residents and visitors.
- Prioritise public realm improvements within the context of regional strategies.
- Give Public Realm improvement and management high priority for action (with local communities and visitors alike in mind) and incorporate into a broader range of strategies than just those relating to the visitor economy and ensure a recurring theme in day-to-day management.
- Ensure relevant inward investment is visitor economy focused and linked to product development.

Regional Development Agencies will:

- Focus on planning for growth in the visitor economy.

VisitBritain will:

- Provide cost effective routes to market to communicate clear, comprehensive information and deliver appealing services in order to attract visitors to Britain's destinations.
- Ensure maximum stakeholder benefit is derived from investment made in VisitBritain campaigns and marketing activity.

The Tourism Alliance will:

- Advocate for increased investment in tourism marketing and product development at the national, regional and local level.
- Encourage the industry to work with the public sector in the development and promotion of domestic and international tourism.

Improve

Local Authorities will:

- Promote quality in every aspect of the visitor experience through agreement to an England wide promotion of the Quality Schemes and 'assessed only' policies, including public procurement and day conferences as well as overnights stays.
- Ensure that the visitor economy is embedded into improvement plans for workforce development, labour market and economic development.
- Include the development of skills relating to the visitor economy within all business support programmes and lobby other relevant organisations to do the same.
- Commit to develop skills within the local authority beyond those of promotion and marketing
- Commit to the development of skills which improve leadership and management, chefs skills and customer service
- Raise the profile of careers and professions in tourism and the visitor economy
- Lead by example in terms of customer service and skills across cultural services such as museums, galleries and libraries.

Regional Development Agencies will:

- Promote business efficiency, investment and competitiveness.
- Work with all relevant bodies on the development of schemes that will improve skills and quality in the tourism sector.
- Promote employment.
- Enhance development and application of skills relevant to employment.
- Support sector development, through relevant structures, in areas such as:
 - o destination planning; policy development and co-ordination;
 - o identification of sources of funding;
 - o key project work;
 - o provision of advice and information;
 - o business performance, performance monitoring and skills;
 - o brand management;
 - o research.

VisitBritain will:

- Act as the visitors' champion, interpreting and communicating insights and trends to stakeholders in the visitor economy to ensure the importance of providing quality products and experiences is understood.
- Work with industry and stakeholders to develop, manage and promote national quality assessment schemes which reflect visitors' requirements and expectations.

The Tourism Alliance will:

- Promote the importance of improving skills and quality throughout the tourism industry.
- Work with VisitBritain, People 1st and other national bodies on the development and implementation of national schemes that will improve skills and quality in the tourism sector.

Guidance notes are also available on the website partnersforengland.com to help you complete the document.

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To download the
Charter, go to
partnersforengland.com

Organisations championing the Charter are:

DCMS, Local Government Association, VisitBritain, Tourism Alliance, England's Regional Development Agencies, Tourism Management Institute, Destination Performance UK, British Resorts and Destinations Association.

The Charter has been developed by the LGA working with the RDAs and the following local authorities:

Chester, New Forest, Liverpool, Bournemouth, Sefton, West Oxfordshire, Hastings, Tameside, Cheltenham, North Somerset, Medway, Torbay, Chester and Cheshire DMO, Leicestershire Promotions, Lincolnshire Tourism, Wyre, Scarborough, Hampshire, Sheffield, GLA (representing London Boroughs), Canterbury.