Exeter City Council

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

The Scrutiny Committee - Economy will meet on **THURSDAY 22 JANUARY 2009**, 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 on13 November 2008.

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**

To pass the following recommendation:-

**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 item 10 on the grounds that it involves the likely disclosure of exempt information as defined in paragraphs 1 and 4 of Part I, Schedule 12A of the Act.

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

A period of up to 15 minutes should be set aside to deal with questions t 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) and 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.

**ESTIMATES, CAPITAL BIDS AND FEES AND CHARGES 2009/10**

6 **ESTIMATES, CAPITAL BIDS AND FEES AND CHARGES 2009/10**

To consider the joint report of the Director Economy and Development and Head of Treasury Services – *report circulated* 1 - 40

**MATTER FOR CONSIDERATION BY THE EXECUTIVE**

7 **ARTS AND MEDIA STRATEGY 2009 - 2012**

To consider the report of the Head of Economy and Tourism – *report circulated* 41 - 46

**MATTERS FOR CONSIDERATION BY SCRUTINY ECONOMY**

8 **HERITAGE OPEN DAYS 2008**

To consider the report of the Head of Economy and Tourism - *report circulated* 47 - 50

9 **ARCHAEOLOGY RESEARCH PROGRESS**

To consider the report of the Head of the Archaeological Field Unit - *report circulated* 51 - 52

## MATTERS FOR CONSIDERATION BY EXECUTIVE

## PART II:ITEM SUGGESTED FOR DISCUSSION WITH THE PRESS AND PUBLIC EXCLUDED

10 **RESTRUCTURING OF ARCHAEOLOGICAL FIELD UNIT**

To consider the report of the Director Economy and Development in relation to the AFU staffing structure – *report circulated to Members* 53 - 62

## DATE OF NEXT MEETING

The next **Scrutiny Committee - Economy** will be held on Thursday 12 March 2009 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 M A Baldwin (Chair), Gale (Deputy Chair), Boyle, P J Brock, Coates, A Hannaford, Martin, Newcombe, Noble, Sheldon, W M Starling, Wardle and Winterbottom

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**SCRUTINY COMMITTEE – ECONOMY**
**22 JANUARY 2009**

**2009/10 BUDGET ESTIMATES**

## 1. INTRODUCTION

1.1. Attached are the estimates for 2009/10, a draft version of which were considered at an informal meeting of Scrutiny Economy on 17 December 2008.

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 | 1.5% |
| General inflation | Nil (see paragraph 2.3 below) |
| Income | 5.0% (2.8% where VAT is applicable) |
| Interest on Investments | 3.0% |

2.2. An interim pay award for the current year has now been settled. Although Government policy is to try and limit public sector pay increases to no more than 2% it was felt prudent at that stage to budget for a 2.5% increase next year. However, a credit provision has been made in Resources Scrutiny Committee which provides for a 1.5% increase as the result of continued economic downturn and the January reduction in the bank base rate.

2.3. As a means of finding efficiency savings many non-pay budgets will not be fully increased for inflation. There will be some exceptions to this in particular where there are ongoing contractual arrangements in place and where the Council has to meet the full price increase e.g. insurance, fuel and electricity. Recently released figures show that UK inflation fell in October from a 16-year high, as oil, food and transport costs fell. The Consumer Price Index (CPI) measure dropped to 4.5% from 5.2% in September. The Retail Price Index (RPI), the alternative measure to inflation which includes housing costs, also fell from 5% to 4.2%, the biggest fall since 2003. This downturn trend has also continued in November with further reductions to both CPI (4.1%) and RPI (3.0%). Although the Government no longer produce targets for the RPI, it is still used to determine increases in pensions, benefits and pay negotiations. With regard to next year, the Bank of England has said inflation could fall below its target of 2% and might drop as low as 1%. With regard to the RPI many economic forecasters are currently predicting that the UK's retail price index will turn negative next year.

2.4. In November the Bank of England reduced the base rate from 4.5% to 3% and has subsequently followed this up with further reductions to 1.5% bringing interest rates to their lowest level in the banks 315 year history. This lowering of interest rates affects the City Council in a number of ways. On the negative side, the drop in interest rates combined with the lowering of confidence in the banking sector means that we have to significantly lower our investment returns on our cash deposit in comparison with previous years. The likelihood is that investment returns will be no more than 3% in comparison with returns in excess of 6% that we have achieved in recent years. Conversely on the positive side, the lowering of interest rates also means that the cost of borrowing is now also cheaper. This is particularly important to the City Council which is going to make use of borrowing in order to fund part of its capital programme.

2.5. Exeter's provisional grant settlements for 2009/10 and 2010/11 are £11.999 million and £12.090 million respectively, amounting to yearly increases of only £106,000 (0.9%) and £91,000 (0.7%). For the last year of the Medium Term Financial Plan (MTFP) a grant increase of £181,000 (1.5%) has been factored in at this stage. This is slightly higher than the grant increases for the previous 3 year period because it factors in the use of more up to date population data.

2.6. The current Comprehensive Spending Review (CSR07) has also indicated a significant reduction in the Local Authority Business Growth Incentive (LABGI) grant funding from £1 billion covering the spending review period to 2007/08 to £150 million in CSR07. There will be total LABGI funding available of £50 million for 2009/10 and £100 million available in 2010/11. To date Exeter City Council has benefited greatly from this funding having received £465,108 for 2005/06, £923,941 for 2006/07 and more than £1.7 million for 2007/08. The current MTFP has therefore assumed further LABGI grant funding of £100,000 for 2009/10 and £200,000 for 2010/11.

2.7. At its meeting on the 9 December 2008, Executive approved a budget strategy based on the best known data with regard to Government spending targets:

- Formula Grant increase 0.9%
- Council Tax guideline 2.9%

2.8. The available capital resources for 2009/10 are £12.496 million with an estimated spend of £14.018 million required in respect of the General Fund, of which £0.767million is required for new approvals. The Housing capital programme will be some £5.404 million making a total spend of £19.422 million. This shows that the Council will have to use borrowing of £6.926 million 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 £65,000 for each £1 million that is borrowed. This amount is lower than previously advised due to the significant reductions in the cost of borrowing that have occurred in recent months. The prudential capital framework enables the Council to borrow within self-imposed targets largely based on affordability. A list of the proposed new schemes for this Committee is attached at Appendix 2.

2.9. The proposed 2009/10 Fees and Charges for the Economy budget are included at Appendix 3.

## 3. REVENUE BUDGET SAVINGS

3.1. At the meeting of the Scrutiny Economy Committee on 5 June 2008 the future budgetary position facing the Council was discussed. It was highlighted that the Council was faced with considerable financial uncertainty in the medium term both in terms of a poor financial grant settlement and potential increasing budgetary pressures from, for example, the introduction of the national concessionary travel scheme. The current medium term financial plan had therefore already identified the need for significant ongoing revenue savings having to be identified and achieved.

Arising from this it was therefore agreed to appoint an all party working group to consider the budget savings proposals for 2009/10.

3.2. The all party Resources Members Working Group met on 11 November 2008 to consider proposed base budget reductions totalling £1,031,100 for 2009/10. Members reviewed and noted the proposed savings which would now be presented to the appropriate scrutiny committees for consideration. The working group acknowledged that the budgets had been carefully researched but wished to emphasise that continuing vigilance would be needed to reduce expenditure in future years.

3.3. The proposed revenue savings that have been included within the draft estimates for Scrutiny Committee – Economy, totalling £288,500, are as follows:

| | | £ |
|---|---|---|
| 1 | ***Economic Development*** | |
| | Restructuring of Festivals | 55,500 |
| | Transfer liability for Quay House Visitor Centre operations to ECQT | 40,000 |
| | Remove sponsorship budget | 4,200 |
| | Reduce Event Promotions from £25,000 to £20,000 | 5,000 |
| | Cease providing Jazz on the Quay | 2,300 |
| 2 | ***Estates*** | |
| | Remove a Project Officer's post and re-grade a Valuer post. | 43,200 |
| | Reduce Admin Support Budget - Estates | 2,500 |
| 3 | ***Administration and Parking Services*** | |
| | Remove admin support equivalent to slightly less than one FTE. | 17,000 |
| 4 | ***Planning*** | |
| | Remove the Conservation Grants Budget | 16,000 |
| | Delete Forward Planner 0.5 fte | 19,400 |
| | Delete Planning Technician 1.0 fte | 21,100 |
| 5 | ***Building Control*** | |
| | Delete Technical Assistant 0.5 fte | 900 |
| | Delete Senior Building Control Officer 0.8fte | 3,600 |
| 6 | ***Engineering*** | |
| | Reduce the graffiti removal budget | 1,500 |
| | Reduce the watercourse maintenance budget | 2,500 |
| | Delete Senior Engineer 0.4 fte | 15,500 |
| | Delete Senior Technician 0.4 fte | 11,800 |
| 7 | ***Admin, Parking, Transportation*** | |
| | Reduce the following budgets: | |
| | Consultants Fees | 1,500 |
| | Advertising | 2,900 |
| | Cycling Initiatives | 900 |
| | Delete Project Officer 1.0 fte | 42,100 |
| | Delete Support Services Manager 1.0 fte | 35,900 |
| | New Projects and Business Manager 1.0 fte | (45,600) |
| 8 | ***Archaeology*** | |
| | 10% reduction in Council sponsored work. | 3,000 |

| | | |
|---|---|---|
| 9 | ***Other*** | |
| | Potential additional staffing costs arising from reorganisation within the directorate | (25,200) |
| | Corn Exchange – Additional Income | 8,000 |
| | Increase Farmers Market Stall Fees | 3,000 |
| | **TOTAL** | **288,500** |

## 4. KEY REVENUE BUDGET CHANGES PROPOSED FOR ECONOMY & DEVELOPMENT

4.1. Members have already agreed (at the Executive 25 November meeting) a report on the re-structuring of Economy & Development. The purpose of this re-structure was to achieve a significant number of service economies and to strengthen line management arrangements in key areas. The November meeting agreed that a further report would be submitted on the restructuring of the Archaeological Field Unit in the light of falling external income. A further paper on the re-structuring of the AFU forms part of this agenda. It is assumed for the purposes of budget setting that staff costs and income will balance, albeit at a somewhat lower level than has been the case for the last few years.

4.2. The Economy and Development Revenue Budget estimates for 2009/10 are included in Appendix 1. The overall movement in the estimates can be summarised as follows:

| | £'000 |
|---|---|
| Base Estimate | 1,544 |
| Inflation | -142 |
| Unavoidable or Already Committed from Previous Years | 350 |
| New Revenue Bids - Non-Recurring | 10 |
| Budget Reductions - Non-Recurring Expenditure from Previous Years | -273 |
| | 1,489 |
| Capital Charges reductions | -1,253 |
| Budget Savings Target – savings achieved (see 3.2 above) | -289 |
| FRS17 Pension Cost Accounting Adjustment | -148 |
| Support Services savings | -183 |
| Add back: E&D Internal Recharges to E&D cost centres | 143 |
| *Other Service Pressures / Changes* | |
| Car Parking – projected fall in income | 154 |
| Planning Fees – projected fall in income | 80 |
| Engineering Services – projected fall in external fees | 57 |
| Building Control Fees – projected fall in income | 33 |
| Net other changes | 15 |
| **Proposed Budget for 2009/10** | **98** |

4.3. The key changes in the proposed budgets for each Management Unit are explained as follows:

### 83A1 PROPERTY & ESTATES SERVICES

Rental income is expected to increase modestly across Estates Properties reflecting a number of rent reviews. However, this is offset in 2009/10 by a one-year increase of £35,000 to the provision for voids and rates as the current economic conditions are expected to increase the risk of empty properties.

The Asset Improvement and Maintenance (AIM) expenditure budget is reduced as the previous year included a one-off allocation for repaving Clipper Quay (priority schemes).

A vacant Project Officer post has been deleted which, together with increased admin support efficiency, provides savings of £45,700pa. This, together with lower support services and AIM costs, is reflected in lower recharges to other services.

**83A2 TRANSPORTATION/CONCESSIONARY FARES**

From 1 April 2008, the Devonwide concessionary travel scheme that provides free travel for people over 60 and those with disabilities was replaced by a nationwide scheme. Central Government have issued a specific grant allocation which, it has argued, is intended to cover the additional costs associated with the nationwide scheme. The specific grant for 2009/10 is £663,000, an increase of £16,000 on the previous year. The total net cost to the authority of providing the travel concession has risen from the original estimate of £1.57 million in 2008/09 to an estimated £2.88 million in 2009/10. The scheme is thus costing the City Council £1.3 million more than originally expected.

ECC is currently lobbying government, seeking to rectify this potential deficit. Evidence suggests that the methodology the government is using to distribute the aforementioned specific grant does not truly reflect the distribution of additional costs associated with the national scheme.

£5,000 is included in the budgets for the City Council’s second of three annual contributions to Travelsmart, which will be funded from an earmarked reserve.

No Capital Charges are expected in 2009/10, reflecting the proposed Capital Programme (Appendix 2).

**83A3 CAR PARKING**

Members have supported a car park tariffs increase of an average of 3.3% from January 2009 (which has been adjusted to account for the recent drop in VAT charges). However, despite this increase in price, the budget for car parks income reflects a projected reduction of around £400,000 with reducing car park and season ticket sales volumes and reduced income from off-street parking fines.

The budget now includes costs and income related to civil parking enforcement for on street parking following the transfer of this activity from Devon CC in May 2008. The effect is to increase the expenditure budget by £388,480, with a corresponding increase in the income budget for ‘on street’ Penalty Charge Notices. Overall, Civil Parking Enforcement is budgeted to break even in 2009/10, and there is an agreement in place whereby any surplus or deficit will be passed over to or funded by Devon CC.

Parking income includes a climate change levy which will be specifically earmarked for initiatives to be delivered as part of the Council's climate change strategy.

Reduced admin and operating costs has enabled savings of £33,000pa to be achieved.

**83A4 ECONOMIC DEVELOPMENT**

The major budget movement in this unit relates to estimated Capital Charges under Economic/Partner Initiatives, for ECC's contribution to the Science Park development. The 2008/09 budget included an estimated £850,000 contribution. However, current estimates assume this contribution will be spread across a three year period: £30,000 in 2008/09; £70,000 in 2009/10; and £750,000 in 2001/11.

£50,000 savings have been included with the removal of non-recurring costs from previous years in respect of grant aid for the Wild City Project Officer and the promotional campaign for specialist and independent retail in the City. A further £9,200 savings have been achieved with the proposed removal of City sponsorship budget and reduced event promotions costs.

Economy & Tourism Admin costs are reduced predominantly due to lower support service costs.

**83A5 FESTIVALS & EVENTS**

In order to meet budget savings requirements it is proposed to restructure the Festivals operation so that the Summer Festival and Animated Exeter Festival are alternated each year. This will enable a £37,500pa saving to be achieved. Related to this, efficiency savings within Arts & Festivals administration team are expected to reduce expenditure by a further £18,000pa.

The Christmas Events budget was increased by a one-off £10,000 allocation in 2008/09 to enable the improved Christmas launch and marketing to continue. It is proposed that this allocation is extended for a further year.

**83A6 TOURIST INFORMATION**

Economies in the operation of this service were considered. Officers are in negotiation with Exeter Canal & Quay Trust who are, in principle, prepared to contribute to funding the operation of this service resulting in an estimated saving of £40,000pa.

**83A7 ARCHAEOLOGY IN EXETER**

This is the City Council's provision to finance a programme of works in Exeter from the consultancy services offered by the Archaeological Field Unit. This provision has been reduced by £3,000 in 2009/10.

**83A8 DISTRICT HIGHWAYS AND FOOTPATHS**

Capital Charges of £200,000 have been included in respect of the City Centre Enhancements programme for 2009/10, reflecting the planned expenditure in the Capital Programme (see Appendix 2).

**83A9 BUILDING CONTROL**

The staffing establishment is being reduced by 1.3fte, saving £45,000pa. Building Control Fee income budget anticipates a fall, in cash terms, of £50,000 with the slow down in the housing market and construction industry. Overall, the Building Control fee-earning account is budgeted to break even. An earmarked reserve with an estimated balance of approximately £89,000 at the start of 2009/10 will help mitigate risk of any further decline in fee income next year.

**83B1 LAND DRAINAGE**

A modest saving of £2,500 has been included related to watercourse maintenance, towards the overall budget reductions requirement.

**83B2 ADMINISTRATION SERVICE**

Staffing costs are reduced by c£36,000 with savings arising from the management re-structure (December 2008) and reduced incremental pay costs through staff turnover. These savings are reflected in reduced income from recharges to other services within the Directorate.

**83B3 DIRECTOR ECONOMY & DEVELOPMENT**

Project management staff resources has been reduced as part of the management re-structure (December 2008), resulting in budget savings of £14,760pa. These staff cost savings, together with lower operating and support services costs have resulted in lower recharges to other services.

**83B4 ENGINEERING & CONSTRUCTION SERVICES**

The Engineering Service establishment has been reduced by 0.8fte, achieving budget savings of £27,300pa. Further savings have been identified with reduced insurance and support service costs. However, estimated external income from fees is projected to fall, with a decline in demand for engineering works related to the water industry, resulting in a budget pressure of £57,000.

**83B5 PLANNING SERVICES**

A Planning Technician post has been deleted following a vacancy, resulting in staff budget savings of £21,100. In addition, Grant-funded staff costs are reduced by £19,400 with the proposed deletion of a 0.5fte Forward Planner post. However, with the current slow down in the housing and construction markets it is estimated that income from planning applications will fall by around £80,000.

It is proposed to increase the budget for Housing & Planning Delivery Grant income by £52,500 (of which £42,500 is assumed to be non-recurring), assuming total grant of £202,500 for revenue purposes in 2009/10 (2008/09 = £292,690). Other grant-funded expenditure related to staff training, software costs and various projects/studies is estimated at £155,000 for 2009/10, an increase of £105,000 on the previous year.

Net Planning Delivery expenditure, estimated at £200,520, will be funded from the Planning Delivery Grant earmarked reserve at the end of the year.

Expenditure of £100,000 has been included in 2009/10 related to the Local Development Framework, delivering the following priorities: Monkerton Study (part-funded with DCC), Alphington/SW Exeter Study and Flood Risk Level 2 assessment. In the medium term financial plan, LDF costs are estimated at £80,000 in 2010/11 and £40,000 in 2011/12.

**83B6 CONSERVATION**

It is proposed that Conservation Grants expenditure is deleted due to budgetary constraints, saving £16,000pa.

Premises costs in 2009/10 include Asset Improvement and Maintenance priorities in respect of masonry repairs to Mediaeval Exe Bridge and St Margaret's Church Yard.

**83B7 ARCHAEOLOGICAL FIELD UNIT**

Staffing costs have been reduced to reflect a predicted continuation of reduced demand for the service, as seen in the current financial year. The slow down in the construction industry is seen as a significant factor affecting demand. As a result income levels are budgeted to fall, however the management of costs in response to this is planned to obtain a break-even position.

**83B8 MAJOR PROJECTS**

This budget is now reduced to nil following the conclusion of costs related to the Princesshay development project in 2008/09.

**83B9 MARKETS & HALLS**

The main movement in the net cost for the Matford (Livestock) Centre relates to the proposed Asset Improvement and Maintenance (AIM) programme for 2009/10 which, in addition to scheduled maintenance, includes remedial works to prevent legionella.

The budget for Markets includes increased income from the Farmers Market as it is intended to raise fees from April 2009. Farmers Market Fees have not been increased for many years, but the rise is proposed following a recent benchmarking exercise.

The net cost for the Corn Exchange is budgeted to reduced, with improved income estimates (mainly sales of food and drink, and fees for events) plus reduced asset maintenance and support service costs.

## 5. USE OF RESERVES

5.1. The following withdrawals from earmarked reserves are budgeted to fund certain non-recurring expenditure in 2009/10:

| | £'000 |
|---|---|
| Planning Delivery Grant reserve | 201 |
| Transport Initiatives | 5 |
| Budgeted Use of Earmarked Reserves in 2009/10 | 206 |

## 6. RECOMMENDATIONS

6.1. It is RECOMMENDED that Members are asked to comment on the draft Estimates for 2009/10.

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

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

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# APPENDIX 1

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## SCRUTINY COMMITTEE - ECONOMY

| SUBJECTIVE ANALYSIS | ESTIMATE | | NEW PROPOSALS | | OTHER | ESTIMATE |
|---|---|---|---|---|---|---|
| **5ECONR** | **2008-09** | INFLATION | RECURRING | NON-RECURRING | ADJUSTMENTS | **2009-10** |
| Employees | 5,832,540 | 200,770 | (212,200) | 900 | (376,780) | **5,445,230** |
| Premises | 2,390,730 | 70,250 | (4,800) | 10,000 | (25,730) | **2,440,450** |
| Supplies & Services | 4,487,980 | 12,630 | (304,030) | 110,500 | 1,349,890 | **5,656,970** |
| Transport | 132,510 | 2,910 | 0 | 0 | (1,370) | **134,050** |
| Support Services | 3,045,830 | 92,330 | 770 | 0 | (182,870) | **2,956,060** |
| Capital Financing | 1,823,720 | 0 | 0 | 0 | (1,253,270) | **570,450** |
| **Total Expenditure** | 17,713,310 | 378,890 | (520,260) | 121,400 | (490,130) | **17,203,210** |
| Income | (16,169,490) | (520,810) | 298,030 | (17,500) | 597,450 | **(15,812,320)** |
| **Net Expenditure** | 1,543,820 | (141,920) | (222,230) | 103,900 | 107,320 | **1,390,890** |

| OBJECTIVE ANALYSIS | ESTIMATE | | NEW PROPOSALS | | OTHER | ESTIMATE |
|---|---|---|---|---|---|---|
| | **2008-09** | INFLATION | RECURRING | NON-RECURRING | ADJUSTMENTS | **2009-10** |
| 83A1 PROPERTY & ESTATES SERVICES | (2,528,810) | 13,400 | (45,700) | 36,400 | (75,430) | **(2,600,140)** |
| 83A2 TRANSPORT/CONCESSIONARY FARES | 1,690,500 | 400 | (9,300) | 0 | 1,262,880 | **2,944,480** |
| 83A3 CAR PARKING | (3,250,130) | (200,670) | 241,500 | 0 | 118,770 | **(3,090,530)** |
| 83A4 ECONOMIC DEVELOPMENT | 1,776,490 | 14,280 | (59,200) | 0 | (818,870) | **912,700** |
| 83A5 FESTIVALS & EVENTS | 408,660 | 110 | (77,750) | 10,000 | (5,690) | **335,330** |
| 83A6 TOURIST INFORMATION | 588,690 | 12,180 | (49,000) | 0 | (2,690) | **549,180** |
| 83A7 ARCHAEOLOGY IN EXETER | 29,000 | 0 | (3,000) | 0 | 0 | **26,000** |
| 83A8 DISTRICT HIGHWAYS & FOOTPATHS | 978,610 | 7,460 | (1,500) | 0 | (438,260) | **546,310** |
| 83A9 BUILDING CONTROL | 59,860 | (7,090) | (4,500) | 0 | 4,110 | **52,380** |
| 83B1 LAND DRAINAGE | 121,500 | 1,150 | (2,500) | 0 | 17,040 | **137,190** |
| 83B2 ADMINISTRATION SERVICE | 0 | (840) | (12,490) | 0 | 13,330 | **0** |
| 83B3 DIRECTOR ECONOMY & DEVELOPMENT | 0 | (380) | (14,760) | 0 | 15,140 | **0** |
| 83B4 ENGINEERING & CONSTRUCTION SERVICES | 0 | (4,110) | (27,300) | 0 | 31,410 | **0** |
| 83B5 PLANNING SERVICES | 1,327,270 | 30,120 | (75,500) | 57,500 | 26,750 | **1,366,140** |
| 83B6 CONSERVATION | 111,400 | 60 | (16,000) | 0 | (24,900) | **70,560** |
| 83B7 ARCHAEOLOGICAL FIELD UNIT | 0 | (2,980) | 770 | 0 | 2,210 | **0** |
| 83B8 MAJOR PROJECTS | 55,000 | 0 | (55,000) | 0 | 0 | **0** |
| 83B9 MARKETS & HALLS | 175,780 | (5,010) | (11,000) | 0 | (18,480) | **141,290** |
| **Net Cost** | 1,543,820 | (141,920) | (222,230) | 103,900 | 107,320 | **1,390,890** |

| 83A1<br>PROPERTY & ESTATE SERVICES | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 505,600 | 17,360 | (45,700) | 900 | (23,490) | **454,670** |
| Premises | 310,060 | 1,830 | 0 | 10,000 | (29,920) | **291,970** |
| Supplies & Services | 103,540 | 850 | 0 | 500 | (12,700) | **92,190** |
| Transport | 2,150 | 70 | 0 | 0 | 0 | **2,220** |
| Support Services | 772,060 | 22,840 | 0 | 0 | (59,810) | **735,090** |
| Capital Financing | 0 | 0 | 0 | 0 | 0 | **0** |
| **Total Expenditure** | 1,693,410 | 42,950 | (45,700) | 11,400 | (125,920) | **1,576,140** |
| Income | (4,222,220) | (29,550) | 0 | 25,000 | 50,490 | **(4,176,280)** |
| **Net Expenditure** | (2,528,810) | 13,400 | (45,700) | 36,400 | (75,430) | **(2,600,140)** |
| **Represented By** | | | | | | |
| M001 Commercial Properties | (1,811,210) | 5,660 | 0 | 17,500 | (42,770) | **(1,830,820)** |
| M002 Miscellaneous Properties | (296,870) | 8,640 | 0 | 17,500 | (61,170) | **(331,900)** |
| M003 Marsh Barton/Pinhoe Estates | (108,330) | 1,040 | 0 | 0 | 520 | **(106,770)** |
| M004 Bradninch Place | (7,980) | 1,000 | 0 | 0 | (15,440) | **(22,420)** |
| M005 Sowton Industrial Estate | 1,700 | 60 | 0 | 0 | (300) | **1,460** |
| M006 St Georges Hall Retail Units | (310,920) | 330 | 0 | 0 | (4,360) | **(314,950)** |
| M011 Land Charges | 4,760 | (2,090) | 0 | 1,400 | 1,190 | **5,260** |
| T104 Estate Services | 518,430 | 17,050 | (45,700) | 0 | (23,130) | **466,650** |
| T105 Property Records | 55,400 | 1,790 | 0 | 0 | (2,820) | **54,370** |
| U104 Internal Recharges | (573,790) | (20,080) | 0 | 0 | 72,850 | **(521,020)** |
| **Net Cost** | (2,528,810) | 13,400 | (45,700) | 36,400 | (75,430) | **(2,600,140)** |

| 83A2 TRANSPORT/CONCESSIONARY FARES | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NEW PROPOSALS NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 0 | 0 | 0 | 0 | 0 | **0** |
| Premises | 0 | 0 | 0 | 0 | 0 | **0** |
| Supplies & Services | 2,262,560 | 0 | (9,300) | 0 | 1,330,000 | **3,583,260** |
| Transport | 0 | 0 | 0 | 0 | 0 | **0** |
| Support Services | 55,690 | 1,750 | 0 | 0 | (4,870) | **52,570** |
| Capital Financing | 46,250 | 0 | 0 | 0 | (46,250) | **0** |
| **Total Expenditure** | 2,364,500 | 1,750 | (9,300) | 0 | 1,278,880 | **3,635,830** |
| Income | (674,000) | (1,350) | 0 | 0 | (16,000) | **(691,350)** |
| **Net Expenditure** | 1,690,500 | 400 | (9,300) | 0 | 1,262,880 | **2,944,480** |
| **Represented By** | | | | | | |
| M101 Support to Operators | 22,640 | 0 | 0 | 0 | 0 | **22,640** |
| M102 Transportation Initiatives | 82,970 | 90 | (900) | 0 | (52,740) | **29,420** |
| M103 Travel Concessions | 1,571,290 | 1,160 | (4,400) | 0 | 1,314,700 | **2,882,750** |
| M104 Green Travel Plan | 13,600 | (850) | (4,000) | 0 | 920 | **9,670** |
| **Net Cost** | 1,690,500 | 400 | (9,300) | 0 | 1,262,880 | **2,944,480** |

| 83A3 CAR PARKING | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NEW PROPOSALS NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 583,890 | 20,210 | (8,500) | 0 | 343,430 | **939,030** |
| Premises | 1,130,220 | 44,060 | 0 | 0 | 29,640 | **1,203,920** |
| Supplies & Services | 305,190 | 7,220 | 0 | 0 | 6,640 | **319,050** |
| Transport | 24,000 | 290 | 0 | 0 | (5,260) | **19,030** |
| Support Services | 352,840 | 11,340 | 0 | 0 | (26,990) | **337,190** |
| Capital Financing | 130,580 | 0 | 0 | 0 | 9,820 | **140,400** |
| **Total Expenditure** | 2,526,720 | 83,120 | (8,500) | 0 | 357,280 | **2,958,620** |
| Income | (5,776,850) | (283,790) | 250,000 | 0 | (230,540) | **(6,041,180)** |
| **Net Expenditure** | (3,250,130) | (200,670) | 241,500 | 0 | 126,740 | **(3,082,560)** |
| **Represented By** | | | | | | |
| M201 Car Parks | (3,383,950) | (204,780) | 241,500 | 0 | 126,960 | **(3,220,270)** |
| M202 Car Parks Investment Properties | (50,000) | 0 | 0 | 0 | 0 | **(50,000)** |
| M203 Residents Parking Schemes | 103,400 | 1,880 | 0 | 0 | 8,470 | **113,750** |
| M204 CPE | 0 | 0 | 0 | 0 | 0 | **0** |
| M205 Hospital Parking Contract | 0 | 0 | 0 | 0 | 0 | **0** |
| T107 Cash Collection | 80,420 | 2,230 | 0 | 0 | 2,310 | **84,960** |
| U107 Cash Collection Int Recharge | 0 | 0 | 0 | 0 | (11,000) | **(11,000)** |
| **Net Cost** | (3,250,130) | (200,670) | 241,500 | 0 | 126,740 | **(3,082,560)** |

| 83A4 ECONOMIC DEVELOPMENT | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NEW PROPOSALS NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 400,600 | 13,800 | 0 | 0 | (29,220) | **385,180** |
| Premises | 0 | 0 | 0 | 0 | 0 | **0** |
| Supplies & Services | 412,590 | 50 | (59,200) | 0 | 5,300 | **358,740** |
| Transport | 4,190 | 120 | 0 | 0 | 0 | **4,310** |
| Support Services | 250,560 | 7,510 | 0 | 0 | (31,950) | **226,120** |
| Capital Financing | 852,470 | 0 | 0 | 0 | (779,910) | **72,560** |
| **Total Expenditure** | 1,920,410 | 21,480 | (59,200) | 0 | (835,780) | **1,046,910** |
| Income | (143,920) | (7,200) | 0 | 0 | 16,910 | **(134,210)** |
| **Net Expenditure** | 1,776,490 | 14,280 | (59,200) | 0 | (818,870) | **912,700** |
| **Represented By** | | | | | | |
| M301 Economy & Tourism Admin | 554,960 | 17,080 | 0 | 0 | (42,420) | **529,620** |
| M302 City Sponsorship | 4,200 | 0 | (4,200) | 0 | 0 | **0** |
| M303 Economic/Partner Initiatives | 996,490 | 20 | (30,000) | 0 | (779,350) | **187,160** |
| M304 Marketing | 62,780 | 20 | (20,000) | 0 | 80 | **42,880** |
| M305 City Centre Management | 101,510 | (1,480) | 0 | 0 | 1,460 | **101,490** |
| M306 Christmas Lights | 31,000 | 0 | 0 | 0 | 0 | **31,000** |
| M307 Event Promotions | 25,550 | 0 | (5,000) | 0 | 0 | **20,550** |
| M308 City Centre Manager | 0 | (880) | 0 | 0 | 880 | **0** |
| M309 Business Crime Reduction Init | 0 | (480) | 0 | 0 | 480 | **0** |
| **Net Cost** | 1,776,490 | 14,280 | (59,200) | 0 | (818,870) | **912,700** |

| 83A5 | | | NEW PROPOSALS | | | |
|---|---|---|---|---|---|---|
| **FESTIVALS & EVENTS** | **ESTIMATE 2008-09** | INFLATION | RECURRING | NON-RECURRING | OTHER ADJUSTMENTS | **ESTIMATE 2009-10** |
| Employees | 140,590 | 4,890 | (18,000) | 0 | (8,130) | **119,350** |
| Premises | 27,030 | 830 | (800) | 0 | (820) | **26,240** |
| Supplies & Services | 460,380 | 2,000 | (117,530) | 10,000 | (1,850) | **353,000** |
| Transport | 960 | 20 | 0 | 0 | 0 | **980** |
| Support Services | 51,780 | 1,580 | 0 | 0 | (4,100) | **49,260** |
| Capital Financing | 0 | 0 | 0 | 0 | 0 | **0** |
| **Total Expenditure** | 680,740 | 9,320 | (136,330) | 10,000 | (14,900) | **548,830** |
| Income | (272,080) | (9,210) | 58,580 | 0 | 9,210 | **(213,500)** |
| **Net Expenditure** | 408,660 | 110 | (77,750) | 10,000 | (5,690) | **335,330** |
| **Represented By** | | | | | | |
| M401 Arts & Festival Administration | 209,130 | 6,480 | (28,000) | 0 | (11,950) | **175,660** |
| M402 Summer Festival | 100,000 | (5,440) | 0 | 0 | 5,440 | **100,000** |
| M403 Animation Festival | 37,500 | (110) | (37,500) | 0 | 110 | **0** |
| M404 Autumn Festival | 25,000 | 0 | 0 | 0 | 0 | **25,000** |
| M405 Vibraphonic | 16,000 | (830) | 0 | 0 | 830 | **16,000** |
| M406 Christmas Events | 17,430 | 10 | (10,000) | 10,000 | (120) | **17,320** |
| M407 Jazz Events & Street Parties | 2,250 | 0 | (2,250) | 0 | 0 | **0** |
| M408 Barnfield Theatre Grant | 1,350 | 0 | 0 | 0 | 0 | **1,350** |
| M409 Festival In Advance | 0 | 0 | 0 | 0 | 0 | **0** |
| **Net Cost** | 408,660 | 110 | (77,750) | 10,000 | (5,690) | **335,330** |

| 83A6 | | | NEW PROPOSALS | | | |
|---|---|---|---|---|---|---|
| **TOURIST INFORMATION** | **ESTIMATE 2008-09** | INFLATION | RECURRING | NON-RECURRING | OTHER ADJUSTMENTS | **ESTIMATE 2009-10** |
| Employees | 340,220 | 11,880 | 0 | 0 | (23,110) | **328,990** |
| Premises | 96,480 | 3,380 | 0 | 0 | (4,800) | **95,060** |
| Supplies & Services | 185,200 | 360 | (9,000) | 0 | 4,800 | **181,360** |
| Transport | 5,040 | 140 | 0 | 0 | 0 | **5,180** |
| Support Services | 86,770 | 2,660 | 0 | 0 | 3,500 | **92,930** |
| Capital Financing | 150 | 0 | 0 | 0 | 3,040 | **3,190** |
| **Total Expenditure** | 713,860 | 18,420 | (9,000) | 0 | (16,570) | **706,710** |
| Income | (125,170) | (6,240) | (40,000) | 0 | 13,880 | **(157,530)** |
| **Net Expenditure** | 588,690 | 12,180 | (49,000) | 0 | (2,690) | **549,180** |
| **Represented By** | | | | | | |
| M501 Tourism Administration | 146,860 | 4,810 | 0 | 0 | (11,260) | **140,410** |
| M502 Tourism | 110,560 | 30 | (9,000) | 0 | 7,560 | **109,150** |
| M503 Tourist Information Centre | 159,400 | 3,420 | 0 | 0 | 13,590 | **176,410** |
| M504 Underground Passages | 107,450 | 2,600 | 0 | 0 | (14,390) | **95,660** |
| M505 Quay House Visitor Centre | 45,750 | 1,400 | (40,000) | 0 | 2,930 | **10,080** |
| M506 Tour Guides | 18,670 | (90) | 0 | 0 | (1,110) | **17,470** |
| M507 Heart of Devon | 0 | 0 | 0 | 0 | 0 | **0** |
| M508 Old EHOD | 0 | 10 | 0 | 0 | (10) | **0** |
| M509 Conference Devon | 0 | 0 | 0 | 0 | 0 | **0** |
| **Net Cost** | 588,690 | 12,180 | (49,000) | 0 | (2,690) | **549,180** |

| 83A7 | | | NEW PROPOSALS | | | |
|---|---|---|---|---|---|---|
| **ARCHAEOLOGY IN EXETER** | **ESTIMATE 2008-09** | INFLATION | RECURRING | NON-RECURRING | OTHER ADJUSTMENTS | **ESTIMATE 2009-10** |
| Employees | 0 | 0 | 0 | 0 | 0 | **0** |
| Premises | 0 | 0 | 0 | 0 | 0 | **0** |
| Supplies & Services | 29,000 | 0 | (3,000) | 0 | 0 | **26,000** |
| Transport | 0 | 0 | 0 | 0 | 0 | **0** |
| Support Services | 0 | 0 | 0 | 0 | 0 | **0** |
| Capital Financing | 0 | 0 | 0 | 0 | 0 | **0** |
| **Total Expenditure** | 29,000 | 0 | (3,000) | 0 | 0 | **26,000** |
| Income | 0 | 0 | 0 | 0 | 0 | **0** |
| **Net Expenditure** | 29,000 | 0 | (3,000) | 0 | 0 | **26,000** |
| **Represented By** | | | | | | |
| M901 Archaeological Studies | 29,000 | 0 | (3,000) | 0 | 0 | **26,000** |
| **Net Cost** | 29,000 | 0 | (3,000) | 0 | 0 | **26,000** |

| 83A8<br>DISTRICT HIGHWAYS & FOOTPATHS | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS<br>RECURRING | NEW PROPOSALS<br>NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 0 | 0 | 0 | 0 | 0 | **0** |
| Premises | 184,800 | 4,840 | (1,500) | 0 | (4,290) | **183,850** |
| Supplies & Services | 11,960 | 360 | 0 | 0 | 0 | **12,320** |
| Transport | 0 | 0 | 0 | 0 | 0 | **0** |
| Support Services | 75,260 | 2,260 | 0 | 0 | (24,560) | **52,960** |
| Capital Financing | 706,590 | 0 | 0 | 0 | (409,410) | **297,180** |
| **Total Expenditure** | 978,610 | 7,460 | (1,500) | 0 | (438,260) | **546,310** |
| Income | 0 | 0 | 0 | 0 | 0 | **0** |
| **Net Expenditure** | 978,610 | 7,460 | (1,500) | 0 | (438,260) | **546,310** |
| **Represented By** | | | | | | |
| M601 Footpaths Maintenance & Lighting | 162,750 | 2,190 | 0 | 0 | (10,070) | **154,870** |
| M602 Signs & Sundries | 779,860 | 770 | (1,500) | 0 | (428,190) | **350,940** |
| M603 Street Naming | 6,000 | 0 | 0 | 0 | 0 | **6,000** |
| M604 Street Lighting | 30,000 | 4,500 | 0 | 0 | 0 | **34,500** |
| **Net Cost** | 978,610 | 7,460 | (1,500) | 0 | (438,260) | **546,310** |

| 83A9 BUILDING CONTROL | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NEW PROPOSALS NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 391,260 | 13,360 | (44,950) | 0 | (8,920) | **350,750** |
| Premises | 260 | 10 | 0 | 0 | 0 | **270** |
| Supplies & Services | 31,900 | 410 | 0 | 0 | 0 | **32,310** |
| Transport | 16,140 | 480 | 0 | 0 | 0 | **16,620** |
| Support Services | 120,450 | 3,660 | 0 | 0 | (23,560) | **100,550** |
| Capital Financing | 6,300 | 0 | 0 | 0 | 0 | **6,300** |
| **Total Expenditure** | 566,310 | 17,920 | (44,950) | 0 | (32,480) | **506,800** |
| Income | (506,450) | (25,010) | 40,450 | 0 | 36,590 | **(454,420)** |
| **Net Expenditure** | 59,860 | (7,090) | (4,500) | 0 | 4,110 | **52,380** |
| **Represented By** | | | | | | |
| M701 Building Control Fee Earning | 0 | (8,650) | 0 | 0 | 8,650 | **0** |
| M702 Building Control Advice | 59,860 | 1,560 | (4,500) | 0 | (4,540) | **52,380** |
| **Net Cost** | 59,860 | (7,090) | (4,500) | 0 | 4,110 | **52,380** |

| 83B1 LAND DRAINAGE | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NEW PROPOSALS NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 0 | 0 | 0 | 0 | 0 | **0** |
| Premises | 75,000 | 0 | (2,500) | 0 | 0 | **72,500** |
| Supplies & Services | 2,100 | 0 | 0 | 0 | 0 | **2,100** |
| Transport | 0 | 0 | 0 | 0 | 0 | **0** |
| Support Services | 38,330 | 1,150 | 0 | 0 | 17,040 | **56,520** |
| Capital Financing | 6,070 | 0 | 0 | 0 | 0 | **6,070** |
| **Total Expenditure** | 121,500 | 1,150 | (2,500) | 0 | 17,040 | **137,190** |
| Income | 0 | 0 | 0 | 0 | 0 | **0** |
| **Net Expenditure** | 121,500 | 1,150 | (2,500) | 0 | 17,040 | **137,190** |
| **Represented By** | | | | | | |
| M611 Land Drainage - Water Courses | 110,400 | 820 | (2,500) | 0 | 16,770 | **125,490** |
| M612 Sewer Maps | 5,700 | 170 | 0 | 0 | 130 | **6,000** |
| M613 Development Sites | 5,400 | 160 | 0 | 0 | 140 | **5,700** |
| **Net Cost** | 121,500 | 1,150 | (2,500) | 0 | 17,040 | **137,190** |

| 83B2 ADMINISTRATION SERVICE | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NEW PROPOSALS NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 148,360 | 5,150 | (12,490) | 0 | (24,230) | **116,790** |
| Premises | 0 | 0 | 0 | 0 | 0 | **0** |
| Supplies & Services | 10,360 | 0 | 0 | 0 | 0 | **10,360** |
| Transport | 30 | 0 | 0 | 0 | 0 | **30** |
| Support Services | 78,160 | 2,330 | 0 | 0 | 470 | **80,960** |
| Capital Financing | 0 | 0 | 0 | 0 | 0 | **0** |
| **Total Expenditure** | 236,910 | 7,480 | (12,490) | 0 | (23,760) | **208,140** |
| Income | (236,910) | (8,320) | 0 | 0 | 37,090 | **(208,140)** |
| **Net Expenditure** | 0 | (840) | (12,490) | 0 | 13,330 | **0** |
| **Represented By** | | | | | | |
| T101 Directorate Administration | 234,910 | 7,380 | (12,490) | 0 | (23,760) | **206,040** |
| U101 Internal Recharges | (234,910) | (8,220) | 0 | 0 | 37,090 | **(206,040)** |
| **Net Cost** | 0 | (840) | (12,490) | 0 | 13,330 | **0** |

| 83B3 DIRECTOR ECONOMY & DEVELOPMENT | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NEW PROPOSALS NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 172,920 | 6,010 | (14,760) | 0 | (8,490) | **155,680** |
| Premises | 0 | 0 | 0 | 0 | 0 | **0** |
| Supplies & Services | 3,790 | 0 | 0 | 0 | 0 | **3,790** |
| Transport | 950 | 30 | 0 | 0 | 0 | **980** |
| Support Services | 43,610 | 1,320 | 0 | 0 | (2,240) | **42,690** |
| Capital Financing | 0 | 0 | 0 | 0 | 0 | **0** |
| **Total Expenditure** | 221,270 | 7,360 | (14,760) | 0 | (10,730) | **203,140** |
| Income | (221,270) | (7,740) | 0 | 0 | 25,870 | **(203,140)** |
| **Net Expenditure** | 0 | (380) | (14,760) | 0 | 15,140 | **0** |
| **Represented By** | | | | | | |
| T102 Director Economy & Development | 170,300 | 5,720 | 0 | 0 | (11,390) | **164,630** |
| T103 Drectorate Projects Officer | 50,970 | 1,640 | (14,760) | 0 | 660 | **38,510** |
| U102 Internal Recharges | (221,270) | (7,740) | 0 | 0 | 25,870 | **(203,140)** |
| **Net Cost** | 0 | (380) | (14,760) | 0 | 15,140 | **0** |

| 83B4<br>ENGINEERING & CONSTRUCTION SERVICES | ESTIMATE<br>2008-09 | INFLATION | NEW PROPOSALS<br>RECURRING | <br>NON-RECURRING | OTHER<br>ADJUSTMENTS | ESTIMATE<br>2009-10 |
|---|---|---|---|---|---|---|
| Employees | 396,040 | 13,620 | (27,300) | 0 | (23,300) | **359,060** |
| Premises | 260 | 10 | 0 | 0 | 0 | **270** |
| Supplies & Services | 36,030 | 170 | 0 | 0 | 0 | **36,200** |
| Transport | 4,200 | 120 | 0 | 0 | 0 | **4,320** |
| Support Services | 100,440 | 3,020 | 0 | 0 | (4,940) | **98,520** |
| Capital Financing | 200 | 0 | 0 | 0 | (90) | **110** |
| **Total Expenditure** | 537,170 | 16,940 | (27,300) | 0 | (28,330) | **498,480** |
| Income | (537,170) | (21,050) | 0 | 0 | 59,740 | **(498,480)** |
| **Net Expenditure** | 0 | (4,110) | (27,300) | 0 | 31,410 | **0** |
| **Represented By** | | | | | | |
| T106 Engineering & Construction | 387,170 | 9,440 | (27,300) | 0 | 29,170 | **398,480** |
| U106 Eng & Constr Internal Recharges | (387,170) | (13,550) | 0 | 0 | 2,240 | **(398,480)** |
| **Net Cost** | 0 | (4,110) | (27,300) | 0 | 31,410 | **0** |

| 83B5 PLANNING SERVICES | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 1,318,970 | 44,740 | (40,500) | 0 | (44,620) | **1,278,590** |
| Premises | 13,500 | 20 | 0 | 0 | 0 | **13,520** |
| Supplies & Services | 245,840 | 620 | (35,000) | 100,000 | 5,000 | **316,460** |
| Transport | 22,920 | 590 | 0 | 0 | (3,010) | **20,500** |
| Support Services | 487,610 | 14,940 | 0 | 0 | 520 | **503,070** |
| Capital Financing | 9,930 | 0 | 0 | 0 | (4,570) | **5,360** |
| **Total Expenditure** | 2,098,770 | 60,910 | (75,500) | 100,000 | (46,680) | **2,137,500** |
| Income | (771,500) | (30,790) | 0 | (42,500) | 73,430 | **(771,360)** |
| **Net Expenditure** | 1,327,270 | 30,120 | (75,500) | 57,500 | 26,750 | **1,366,140** |
| **Represented By** | | | | | | |
| M801 Planning | 785,920 | 12,780 | (21,100) | 0 | 40,200 | **817,800** |
| M802 Planning Enforcement | 78,710 | 2,640 | 0 | 0 | 15,300 | **96,650** |
| M803 Forward Planning | 150,800 | 5,140 | 0 | 0 | (7,930) | **148,010** |
| M804 Planning Delivery | 176,840 | 9,560 | (19,400) | 57,500 | (23,980) | **200,520** |
| M805 Direct Action | 0 | 0 | 0 | 0 | 0 | **0** |
| M806 Local Development Framework | 135,000 | 0 | (35,000) | 0 | 3,160 | **103,160** |
| **Net Cost** | 1,327,270 | 30,120 | (75,500) | 57,500 | 26,750 | **1,366,140** |

| 83B6 CONSERVATION | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NEW PROPOSALS NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 0 | 0 | 0 | 0 | 0 | **0** |
| Premises | 50,460 | 0 | 0 | 0 | 3,720 | **54,180** |
| Supplies & Services | 22,910 | 0 | (16,000) | 0 | (610) | **6,300** |
| Transport | 0 | 0 | 0 | 0 | 0 | **0** |
| Support Services | 1,930 | 60 | 0 | 0 | (30) | **1,960** |
| Capital Financing | 36,100 | 0 | 0 | 0 | (27,980) | **8,120** |
| **Total Expenditure** | 111,400 | 60 | (16,000) | 0 | (24,900) | **70,560** |
| Income | 0 | 0 | 0 | 0 | 0 | **0** |
| **Net Expenditure** | 111,400 | 60 | (16,000) | 0 | (24,900) | **70,560** |
| **Represented By** | | | | | | |
| M811 Conservation/Building Grants | 111,400 | 60 | (16,000) | 0 | (24,900) | **70,560** |
| **Net Cost** | 111,400 | 60 | (16,000) | 0 | (24,900) | **70,560** |

**SCRUTINY COMMITTEE - ECONOMY**

| 83B7<br>ARCHAEOLOGICAL FIELD UNIT | ESTIMATE<br>2008-09 | INFLATION | NEW PROPOSALS<br>RECURRING | NON-RECURRING | OTHER<br>ADJUSTMENTS | ESTIMATE<br>2009-10 |
|---|---|---|---|---|---|---|
| Employees | 1,068,490 | 37,010 | 0 | 0 | (499,970) | **605,530** |
| Premises | 47,500 | 1,280 | 0 | 0 | (980) | **47,800** |
| Supplies & Services | 56,500 | 30 | 0 | 0 | 0 | **56,530** |
| Transport | 43,080 | 770 | 0 | 0 | 7,790 | **51,640** |
| Support Services | 58,330 | 1,760 | 770 | 0 | (2,250) | **58,610** |
| Capital Financing | 7,450 | 0 | 0 | 0 | 660 | **8,110** |
| **Total Expenditure** | 1,281,350 | 40,850 | 770 | 0 | (494,750) | **828,220** |
| Income | (1,281,350) | (43,830) | 0 | 0 | 496,960 | **(828,220)** |
| **Net Expenditure** | 0 | (2,980) | 770 | 0 | 2,210 | **0** |
| **Represented By** | | | | | | |
| C121 AFU Junior Staff Pay | 320,930 | 11,240 | 0 | 0 | (266,190) | **65,980** |
| C122 AFU E&D Works | 0 | 1,020 | 0 | 0 | (1,020) | **0** |
| C123 AFU Projects | 0 | 0 | 0 | 0 | 0 | **0** |
| C124 AFU Pay | 669,270 | 23,430 | 0 | 0 | (231,350) | **461,350** |
| C125 AFU Overheads | 236,770 | 4,270 | 770 | 0 | 3,630 | **245,440** |
| C126 AFU Head of Service Pay | 54,380 | 1,910 | 0 | 0 | (840) | **55,450** |
| C127 AFU Non Productive Hours | 0 | 0 | 0 | 0 | 0 | **0** |
| U121 AFU Internal Recharges | (1,281,350) | (44,850) | 0 | 0 | 497,980 | **(828,220)** |
| **Net Cost** | 0 | (2,980) | 770 | 0 | 2,210 | **0** |

| 83B8 PRINCESSHAY/MAJOR PROJECTS | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NEW PROPOSALS NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 0 | 0 | 0 | 0 | 0 | **0** |
| Premises | 0 | 0 | 0 | 0 | 0 | **0** |
| Supplies & Services | 55,000 | 0 | (55,000) | 0 | 0 | **0** |
| Transport | 0 | 0 | 0 | 0 | 0 | **0** |
| Support Services | 0 | 0 | 0 | 0 | 0 | **0** |
| Capital Financing | 0 | 0 | 0 | 0 | 0 | **0** |
| **Total Expenditure** | 55,000 | 0 | (55,000) | 0 | 0 | **0** |
| Income | 0 | 0 | 0 | 0 | 0 | **0** |
| **Net Expenditure** | 55,000 | 0 | (55,000) | 0 | 0 | **0** |
| **Represented By** | | | | | | |
| M821 Princesshay/Major Projects | 55,000 | 0 | (55,000) | 0 | 0 | **0** |
| **Net Cost** | 55,000 | 0 | (55,000) | 0 | 0 | **0** |

| 83B9 MARKETS & HALLS | ESTIMATE 2008-09 | INFLATION | NEW PROPOSALS RECURRING | NEW PROPOSALS NON-RECURRING | OTHER ADJUSTMENTS | ESTIMATE 2009-10 |
|---|---|---|---|---|---|---|
| Employees | 365,600 | 12,740 | 0 | 0 | (20,730) | **357,610** |
| Premises | 455,160 | 13,990 | 0 | 0 | (10,310) | **458,840** |
| Supplies & Services | 253,130 | 560 | 0 | 0 | 13,310 | **267,000** |
| Transport | 8,850 | 280 | 0 | 0 | (890) | **8,240** |
| Support Services | 472,010 | 14,150 | 0 | 0 | (19,100) | **467,060** |
| Capital Financing | 21,630 | 0 | 0 | 0 | 1,420 | **23,050** |
| **Total Expenditure** | 1,576,380 | 41,720 | 0 | 0 | (36,300) | **1,581,800** |
| Income | (1,400,600) | (46,730) | (11,000) | 0 | 17,820 | **(1,440,510)** |
| **Net Expenditure** | 175,780 | (5,010) | (11,000) | 0 | (18,480) | **141,290** |
| **Represented By** | | | | | | |
| C101 Livestock/Matford Centre | (22,330) | (6,050) | 0 | 0 | 26,010 | **(2,370)** |
| C102 Markets | 27,000 | (610) | (3,000) | 0 | (4,020) | **19,370** |
| C103 St George's Hall | 171,110 | 2,360 | (8,000) | 0 | (41,180) | **124,290** |
| C104 M&H Overheads | 406,900 | 13,530 | 0 | 0 | (19,410) | **401,020** |
| U105 M&H Internal Recharges | (406,900) | (14,240) | 0 | 0 | 20,120 | **(401,020)** |
| **Net Cost** | 175,780 | (5,010) | (11,000) | 0 | (18,480) | **141,290** |

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APPENDIX 2

## GENERAL FUND - CAPITAL PROGRAMME 2009/10 AND FUTURE YEARS

## SCRUTINY COMMITTEE - ECONOMY

| | SCHEMES LISTED WITHIN KEY STRATEGIC THEMES | Lead Officer | Category | 2009/10 £ | 2010/11 £ | 2011/12 £ | Future Years £ | What the scheme is trying to achieve |
|---|---|---|---|---|---|---|---|---|
| A | **PROSPEROUS CITY** | | | | | | | |
| 1 | Basin / Quayside | DP | C2 | 1,008,520 | 287,130 | 680,530 | | To deliver the regeneration of the Quayside by funding essential infrastructure improvements and land acquisition |
| 2 | Science Park | RB | C2 | 70,000 | 749,910 | | | 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** | | | **1,078,520** | **1,037,040** | **680,530** | **0** | |
| B | **ACCESSIBLE CITY** | | | | | | | |
| 1 | Refurbish Broadwalk House Car Park | RC | C2 | 100,000 # | | | | To upgrade the electrical wiring system |
| 2 | Strategic Signage - Phase 2 | RS | C1 | 47,000 | | | | Completion of the installation of the strategic signage system which is mainly being implemented in 2008/09 |
| | **Sub Total - Accessible City** | | | **147,000** | **0** | **0** | **0** | |
| D | **CULTURAL AND FUN PLACE TO BE** | | | | | | | |
| 1 | Corn Exchange Enhancements | DP | C1 | 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 |
| | **Sub Total - Cultural and Fun Place To Be** | | | **76,500** | **0** | **0** | **0** | |
| G | **CARED FOR ENVIRONMENT** | | | | | | | |
| 1 | City Centre Enhancements | JR | C2 | 200,000 | 200,000 # | 200,000 # | 400,000 # | To provide for the enhancement of the city centre's pedestrian environment which will encompass Paris Street, Martin's Lane, Gandy Street and Fore Street |
| 2 | Conservation Area Enhancements | RS | C2 | 2,000 | | | | To complete a programme of environmental enhancements in designated conservation areas. N.B. The remaining allocation is in the list of suspended capital schemes. |
| 3 | Magdalen Road Environmental Improvements | RS | C2 | | 50,000 # | 150,000 # | | To improve the environmental quality of Magdalen Road including enhancements to the local centre and to improve the pedestrian environment |
| | **Sub Total - Environment Cared For** | | | **202,000** | **250,000** | **350,000** | **400,000** | |

**APPENDIX 2**

## GENERAL FUND - CAPITAL PROGRAMME 2009/10 AND FUTURE YEARS

### SCRUTINY COMMITTEE - ECONOMY

| | SCHEMES LISTED WITHIN KEY STRATEGIC THEMES | Lead Officer | Category | 2009/10 £ | | 2010/11 £ | | 2011/12 £ | | Future Years £ | | What the scheme is trying to achieve |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **H** | **SAFE CITY** | | | | | | | | | | | |
| 1 | CCTV Consultancy - Enhancements | JR | C1 | 15,000 | | | | | | | | 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 | 50,000 | | | | | | | | Provision of six CCTV cameras and one help point station to help give improved security to users of the car park and boatyard facilities |
| 3 | Security Measures for Riverside Valley Park | DH | C2 | 3,250 | | | | | | | | To provide security measures so that access to the Valley Park by vehicles can be restricted |
| | **Sub Total - Safe City** | | | **68,250** | | **0** | | **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** | | |
| | **TOTAL GENERAL FUND CAPITAL PROGRAMME - ECONOMY** | | | **1,625,270** | | **1,287,040** | | **1,030,530** | | **400,000** | | |
| | Category 'C1' Schemes | | | 144,500 | 9% | 0 | 0% | 0 | 0% | 0 | 0% | |
| | Category 'C2' Schemes | | | 1,480,770 | 91% | 1,287,040 | 100% | 1,030,530 | 100% | 400,000 | 100% | |
| | **TOTAL GENERAL FUND CAPITAL PROGRAMME - ECONOMY** | | | **1,625,270** | | **1,287,040** | | **1,030,530** | | **400,000** | | |
| | Pre-Approved Schemes | | | 1,525,270 | | 1,037,040 | | 680,530 | | 0 | | |
| | New Bids | | | 100,000 | | 250,000 | | 350,000 | | 400,000 | | |
| | **TOTAL GENERAL FUND CAPITAL PROGRAMME - ECONOMY** | | | **1,625,270** | | **1,287,040** | | **1,030,530** | | **400,000** | | |

**# Indicates new bids**

| **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 |

**FEES & CHARGES - ECONOMY AND DEVELOPMENT**

| | Existing Charges (Nov 2008) | | | Proposed Charges April 2009 | | | |
|---|---|---|---|---|---|---|---|
| | | 17.5% | | | 15% | | |
| | Fee | VAT | Total | Fee | VAT | Total | VAT |
| | £ | £ | £ | £ | £ | £ | Code |
| **A SCALE OF CHARGES AND FEES FOR PLANNING AND ADVERTISMENT APPLICATIONS** | *The fees collectable are statutory and determined by Central Government.* | | | | | | |
| **B PUBLICATIONS** | | | | | | | |
| Shop Front Design Guide | | | Free | | | Free | |
| Exeter Cycle Plan | | | Free | | | Free | |
| Planning Achievements | | | Free | | | Free | |
| Design Guide for Extending Your Home | | | Free | | | Free | |
| Design Guide for Windows and Doors | | | Free | | | Free | |
| Design Guide for Shop Blinds | | | Free | | | Free | |
| Design Guide for Roofs | | | Free | | | Free | |
| Design Guide for Walls | | | Free | | | Free | |
| Exeter Listed Buildings | | | Free | | | Free | |
| Topsham Study | | | | | | | |
| - Part 1 - Conservation & Planning Study | | | Free | | | Free | |
| - Part 2 - Townscape Appraisal & Design Guide | | | Free | | | Free | |
| Conservation Area Character Appraisals* | | | | | | | |
| - Central (only available as a paper copy) | 10.00 | - | 10.00 | 10.30 | - | 10.30 | 7 |
| - Southernhay (only available as a paper copy) | 10.00 | - | 10.00 | 10.30 | - | 10.30 | 7 |
| - Heavitree (FREE to download from the web site) | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| - Cowick Street (FREE to download from the web site) | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| - Alphington (FREE to download from the web site) | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| - Exwick (FREE to download from the web site) | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| - Longbrook (FREE to download from the web site) | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| - Midway Terrace and Ide Lane (FREE to download from the web site) | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| - Riverside (FREE to download from the web site) | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| - St Davids (FREE to download from the web site) | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| - Princes Square (FREE to download from the web site) | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| *Available on CD for £2 each | | | | | | | |
| Supplementary Planning Documents | | | | | | | |
| - Public Open Space | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| - Audit of Open Space Facilities | 10.00 | - | 10.00 | 10.30 | - | 10.30 | 7 |
| - Neighbourhood Maps | 15.00 | - | 15.00 | 15.45 | - | 15.45 | 7 |
| Supplementary Planning Guidance | | | | | | | |
| - Trees in Relation to Development | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| - Archaeology and Development | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| Exeter Local Plan First Review | 30.00 | - | 30.00 | 30.90 | - | 30.90 | 7 |
| * half price for residents and students | | | | | | | |
| Local Plan Maps | | | | | | | |
| - Proposals | 2.55 | 0.45 | 3.00 | 2.70 | 0.40 | 3.10 | 3 |
| - City Centre Inset | 1.70 | 0.30 | 2.00 | 1.78 | 0.27 | 2.05 | 3 |
| Background Documents to the Local Plan First Review | | | | | | | |
| - Landscape Evaluation 1997 | 5.00 | - | 5.00 | 5.15 | - | 5.15 | 7 |
| - Landscape Appraisal 1999 | 10.00 | - | 10.00 | 10.30 | - | 10.30 | 7 |
| - Urban Capacity Study 1999 | 10.00 | - | 10.00 | 10.30 | - | 10.30 | 7 |
| - Sustainability Appraisal 2000 | 10.00 | - | 10.00 | 10.30 | - | 10.30 | 7 |
| Housing Needs Survey 2001 | | | | | | | |
| - Executive Summary | 2.50 | - | 2.50 | 2.60 | - | 2.60 | 7 |
| - Volume I Main Survey Findings | 10.00 | - | 10.00 | 10.30 | - | 10.30 | 7 |
| - Volume II Guidance | 10.00 | - | 10.00 | 10.30 | - | 10.30 | 7 |
| - Update 2003 | 10.00 | - | 10.00 | 10.30 | - | 10.30 | 7 |

**FEES & CHARGES - ECONOMY AND DEVELOPMENT**

| | Existing Charges (Nov 2008) | | | Proposed Charges April 2009 | | | |
|---|---|---|---|---|---|---|---|
| | | 17.5% | | | 15% | | |
| | Fee | VAT | Total | Fee | VAT | Total | VAT |
| | £ | £ | £ | £ | £ | £ | Code |
| Housing Land Availability Survey | 50.00 | - | 50.00 | 51.50 | - | 51.50 | 7 |
| Employment Land Availability Survey | 20.00 | - | 20.00 | 20.60 | - | 20.60 | 7 |
| Exeter Sub-Region Housing Study (Buchanan Report) 2004 | 50.00 | - | 50.00 | 51.50 | - | 51.50 | 7 |
| Retail Capacity Study 2004 (CPRE) | 30.00 | - | 30.00 | 30.90 | - | 30.90 | 7 |
| Retail Shopping Study (Hillier Parker 1998) | | | | | | | |
| - Part 1 | 10.00 | - | 10.00 | 10.30 | - | 10.30 | 7 |
| - Part 2 | 10.00 | - | 10.00 | 10.30 | - | 10.30 | 7 |
| - Parts 1 & 2 | 18.00 | - | 18.00 | 18.50 | - | 18.50 | 7 |
| Newcourt Area Feasibility Study<br>Environmental Study (Cobham Resource Consultant 1996) | 18.50 | - | 18.50 | 19.00 | - | 19.00 | 7 |
| Newcourt Area Feasibility Study<br>Transport Study (Rust Consulting Ltd 1996) | 18.50 | - | 18.50 | 19.00 | - | 19.00 | 7 |
| Exeter Employment Study (Atkins 2007) | 25.00 | - | 25.00 | 25.75 | - | 25.75 | 7 |
| Exeter Fringe Landscape Sensitivity & Capacity Study<br>(Diacono Consultants & White Consulatations 2007) | 25.00 | - | 25.00 | 25.75 | - | 25.75 | 7 |
| **C OTHER CHARGES** | | | | | | | |
| Copy of Planning Decision Notice<br>Decisions dated from 1 January 2000 10p per page | 2.13 | 0.37 | 2.50 | 2.17 | 0.33 | 2.50 | 3 |
| Copy Appeal Decision<br>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 | 2.17 | 0.33 | 2.50 | 3 |
| Copy Tree Preservation Order | 2.13 | 0.37 | 2.50 | 2.17 | 0.33 | 2.50 | 3 |
| Copy S.106 (Legal Agreement)<br>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 | 2.17 | 0.33 | 2.50 | 3 |
| Compliance with Conditions: | | | | | | | |
| - Ascertained from Application File | 14.47 | 2.53 | 17.00 | 15.22 | 2.28 | 17.50 | 3 |
| - Ascertained from File and Site Visit | 59.57 | 10.43 | 70.00 | 62.61 | 9.39 | 72.00 | 3 |
| 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 | 13.43 | 2.02 | 15.45 | 3 |
| Plan Photocopies (where permitted by Copyright) | | | | | | | |
| - A4 each copy | 0.09 | 0.01 | 0.10 | 0.09 | 0.01 | 0.10 | 3 |
| - A3 each copy | 0.13 | 0.02 | 0.15 | 0.13 | 0.02 | 0.15 | 3 |
| - A2, A1, A0 each copy *(colour copies of large plans will be priced individually)* | 1.19 | 0.21 | 1.40 | 1.22 | 0.18 | 1.40 | 3 |
| Ordnance Survey (OS) A4 Extract | | | | | | | |
| - Exeter City Council Fee per sheet<br>(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) | 0.09 | 0.01 | 0.10 | 0.09 | 0.01 | 0.10 | 3 |
| Other Photocopying: | | | | | | | |
| - A4 size | 0.09 | 0.01 | 0.10 | 0.09 | 0.01 | 0.10 | 3 |
| - A3 size | 0.13 | 0.02 | 0.15 | 0.13 | 0.02 | 0.15 | 3 |

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

**FEES & CHARGES - ECONOMY AND DEVELOPMENT**

| | | Existing Charges (Nov 2008) | | | Proposed Charges April 2009 | | | |
|---|---|---|---|---|---|---|---|---|
| | | | 17.5% | | | 15% | | |
| | | Fee | VAT | Total | Fee | VAT | Total | VAT |
| | | £ | £ | £ | £ | £ | £ | Code |
| D | **BUILDING CONTROL** | | | | | | | |
| | Research Building Records (add £5 if invoiced) | 12.77 | 2.23 | 15.00 | 13.43 | 2.02 | 15.45 | 3 |
| | Copy of Building Regulation Notices | 2.13 | 0.37 | 2.50 | 2.17 | 0.33 | 2.50 | 3 |
| | 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 | 73.00 | - | 73.00 | 95.00 | - | 95.00 | 9 |
| | - Basic Standard Fee *(submitted electronically)* | 63.00 | - | 63.00 | 83.00 | - | 83.00 | 9 |
| | - LLC1 Enquires | 17.00 | - | 17.00 | 21.00 | - | 21.00 | 9 |
| | - LLC1 Enquires *(submitted electronically)* | 15.00 | - | 15.00 | 19.00 | - | 19.00 | 9 |
| | - Extra Question (Optional Enquiries Part Two) | 2.00 | - | 2.00 | 2.00 | - | 2.00 | 9 |
| | - Extra Question (Optional Enquiries Q5/Q22) (set by Devon CC) | 4.50 | - | 4.50 | *TBC* | - | *TBC* | 9 |
| | - Each Additional Enquiry | 2.00 | - | 2.00 | 2.00 | - | 2.00 | 9 |
| | - Extra Parcel | 2.00 | - | 2.00 | 2.00 | - | 2.00 | 9 |
| | - Con 29R Enquires | 56.00 | - | 56.00 | 74.00 | - | 74.00 | 9 |
| | - Con 29R Enquires *(submitted electronically)* | 48.00 | - | 48.00 | 64.00 | - | 64.00 | 9 |
| | - Personal Searches | 11.00 | - | 11.00 | 11.00 | - | 11.00 | 9 |
| F | **UNDERGROUND PASSAGES** | | | | | | | |
| | Adult | 4.26 | 0.74 | 5.00 | 4.35 | 0.65 | 5.00 | 3 |
| | Child (5-16) | 2.98 | 0.52 | 3.50 | 3.04 | 0.46 | 3.50 | 3 |
| | Senior/Student | 3.40 | 0.60 | 4.00 | 3.48 | 0.52 | 4.00 | 3 |
| | Family (2 adults and up to 3 children) | 12.77 | 2.23 | 15.00 | 13.04 | 1.96 | 15.00 | 3 |
| G | **CAR PARKS** ***(Charges effective from 12 January 2009)*** | | | | | | | |
| | **Charges apply 7 days a week 8am-6pm (Topsham car parks 9am-5pm) unless otherwise stated** | | | | | | | |
| | **1 Short Stay Pay and Display** | | | | | | | |
| | (a) Guildhall | | | | | | | |
| | 0-1 hours | 1.28 | 0.22 | 1.50 | 1.39 | 0.21 | 1.60 | 3 |
| | 1-2 hours | 1.87 | 0.33 | 2.20 | 2.00 | 0.30 | 2.30 | 3 |
| | 2-3 hours | 2.47 | 0.43 | 2.90 | 2.61 | 0.39 | 3.00 | 3 |
| | 3-4 hours | 4.77 | 0.83 | 5.60 | 5.04 | 0.76 | 5.80 | 3 |
| | 4-5 hours | 6.47 | 1.13 | 7.60 | 6.96 | 1.04 | 8.00 | 3 |
| | Over 5 hours | 8.51 | 1.49 | 10.00 | 8.96 | 1.34 | 10.30 | 3 |
| | Sundays 0-1 hour | 1.28 | 0.22 | 1.50 | 1.30 | 0.20 | 1.50 | 3 |
| | Sundays 1-2 hours | 1.87 | 0.33 | 2.20 | 2.00 | 0.30 | 2.30 | 3 |
| | Sundays over 2 hours | 2.38 | 0.42 | 2.80 | 2.61 | 0.39 | 3.00 | 3 |
| | (b) Harlequin Centre/Paul Street | | | | | | | |
| | Broadwalk House | | | | | | | |
| | Bartholomew Terrace *(reserved for residents after 6pm)* | | | | | | | |
| | Smythen Street | | | | | | | |
| | Bampfylde Street | | | | | | | |
| | Mary Arches Street *(6pm-11.30pm staffed - see part 4 below)* | | | | | | | |
| | 0-1 hour | 0.85 | 0.15 | 1.00 | 0.87 | 0.13 | 1.00 | 3 |
| | 1-2 hours | 1.62 | 0.28 | 1.90 | 1.74 | 0.26 | 2.00 | 3 |
| | 2-3 hours | 2.47 | 0.43 | 2.90 | 2.61 | 0.39 | 3.00 | 3 |
| | 3-4 hours | 4.26 | 0.74 | 5.00 | 4.35 | 0.65 | 5.00 | 3 |
| | 4-5 hours | 5.79 | 1.01 | 6.80 | 6.09 | 0.91 | 7.00 | 3 |
| | Over 5 hours | 8.09 | 1.41 | 9.50 | 8.70 | 1.30 | 10.00 | 3 |
| | Sundays 0-1 hour | 0.77 | 0.13 | 0.90 | 0.78 | 0.12 | 0.90 | 3 |
| | Sundays 1-2 hours | 1.62 | 0.28 | 1.90 | 1.74 | 0.26 | 2.00 | 3 |
| | Sundays over 2 hours | 2.38 | 0.42 | 2.80 | 2.61 | 0.39 | 3.00 | 3 |

**FEES & CHARGES - ECONOMY AND DEVELOPMENT**

| | | Existing Charges (Nov 2008) | | | Proposed Charges April 2009 | | | |
|---|---|---|---|---|---|---|---|---|
| | | | 17.5% | | | 15% | | |
| | | Fee | VAT | Total | Fee | VAT | Total | VAT |
| | | £ | £ | £ | £ | £ | £ | Code |
| | (c) Civic Centre | | | | | | | |
| | King William Street (Decks A - I) | | | | | | | |
| | Magdalen Street ***(currently free on Sunday, charging proposed in future)*** | | | | | | | |
| | 0-1 hour | 0.68 | 0.12 | 0.80 | 0.70 | 0.10 | 0.80 | 3 |
| | 1-2 hours | 1.11 | 0.19 | 1.30 | 1.13 | 0.17 | 1.30 | 3 |
| | 2-3 hours | 1.79 | 0.31 | 2.10 | 1.91 | 0.29 | 2.20 | 3 |
| | 3-4 hours | 3.74 | 0.66 | 4.40 | 4.00 | 0.60 | 4.60 | 3 |
| | 4-5 hours | 5.11 | 0.89 | 6.00 | 5.39 | 0.81 | 6.20 | 3 |
| | Over 5 hours | 8.09 | 1.41 | 9.50 | 8.52 | 1.28 | 9.80 | 3 |
| | Sundays 0-1 hour | 0.68 | 0.12 | 0.80 | 0.70 | 0.10 | 0.80 | 3 |
| | Sundays 1-2 hours | 1.11 | 0.19 | 1.30 | 1.13 | 0.17 | 1.30 | 3 |
| | Sundays over 2 hours | 1.79 | 0.31 | 2.10 | 1.91 | 0.29 | 2.20 | 3 |
| | (d) King William Street (Decks J - K, after 10.00am) | | | | | | | |
| | 0-1 hour | 0.68 | 0.12 | 0.80 | 0.70 | 0.10 | 0.80 | 3 |
| | 1-2 hours | 1.11 | 0.19 | 1.30 | 1.13 | 0.17 | 1.30 | 3 |
| | 2-3 hours | 1.79 | 0.31 | 2.10 | 1.91 | 0.29 | 2.20 | 3 |
| | 3-4 hours | 1.96 | 0.34 | 2.30 | 2.09 | 0.31 | 2.40 | 3 |
| | 4-5 hours | 2.81 | 0.49 | 3.30 | 2.96 | 0.44 | 3.40 | 3 |
| | 5-6 hours | 3.23 | 0.57 | 3.80 | 3.39 | 0.51 | 3.90 | 3 |
| | Over 6 hours | 4.68 | 0.82 | 5.50 | 4.96 | 0.74 | 5.70 | 3 |
| | Sundays 0-1 hour | 0.68 | 0.12 | 0.80 | 0.70 | 0.10 | 0.80 | 3 |
| | Sundays 1-2 hours | 1.11 | 0.19 | 1.30 | 1.13 | 0.17 | 1.30 | 3 |
| | Sundays over 2 hours | 1.79 | 0.31 | 2.10 | 1.91 | 0.29 | 2.20 | 3 |
| | (e) Fore Street, Heavitree (maximum stay 3 hours) | | | | | | | |
| | 0-1 hour | 0.26 | 0.04 | 0.30 | 0.26 | 0.04 | 0.30 | 3 |
| | 1-2 hours | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | 2-3 hours | 0.77 | 0.13 | 0.90 | 0.78 | 0.12 | 0.90 | 3 |
| | Sundays 0-1 hour | | | Free | 0.26 | 0.04 | 0.30 | 3 |
| | Sundays 1-2 hours | | | Free | 0.61 | 0.09 | 0.70 | 3 |
| | Sundays 2-3 hours | | | Free | 0.78 | 0.12 | 0.90 | 3 |
| **2** | **Medium Stay Pay and Display** | | | | | | | |
| | (b) The Quay, Topsham | | | | | | | |
| | 0-1 hour | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | 1-2 hours | 0.68 | 0.12 | 0.80 | 0.70 | 0.10 | 0.80 | 3 |
| | 2-3 hours | 0.77 | 0.13 | 0.90 | 0.78 | 0.12 | 0.90 | 3 |
| | 3-4 hours | 0.94 | 0.16 | 1.10 | 0.96 | 0.14 | 1.10 | 3 |
| | Over 4 hours | 1.36 | 0.24 | 1.60 | 1.48 | 0.22 | 1.70 | 3 |
| | Sundays - all day | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | (a) Matthew's Hall, Topsham | | | | | | | |
| | 0-1 hour | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | 1-2 hours | 0.77 | 0.13 | 0.90 | 0.78 | 0.12 | 0.90 | 3 |
| | 2-3 hours | 1.11 | 0.19 | 1.30 | 1.13 | 0.17 | 1.30 | 3 |
| | 3-4 hours | 3.23 | 0.57 | 3.80 | 3.39 | 0.51 | 3.90 | 3 |
| | Over 4 hours | 5.36 | 0.94 | 6.30 | 5.65 | 0.85 | 6.50 | 3 |
| | Sundays - all day | 1.11 | 0.19 | 1.30 | 1.13 | 0.17 | 1.30 | 3 |

**FEES & CHARGES - ECONOMY AND DEVELOPMENT**

| | | Existing Charges (Nov 2008) | | | Proposed Charges April 2009 | | | |
|---|---|---|---|---|---|---|---|---|
| | | | 17.5% | | | 15% | | |
| | | Fee | VAT | Total | Fee | VAT | Total | VAT |
| | | £ | £ | £ | £ | £ | £ | Code |
| | (c) Holman Way, Topsham | | | | | | | |
| | Tappers Close ***(currently free, charging proposed in future)*** | | | | | | | |
| | 0-2 hours | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | 2-4 hours | 0.77 | 0.13 | 0.90 | 0.78 | 0.12 | 0.90 | 3 |
| | Over 4 hours | 1.36 | 0.24 | 1.60 | 1.48 | 0.22 | 1.70 | 3 |
| | Sundays - all day | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | (d) Cathedral and Quay | | | | | | | |
| | 0-1 hour | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | 1-2 hours | 0.85 | 0.15 | 1.00 | 0.87 | 0.13 | 1.00 | 3 |
| | 2-3 hours | 1.36 | 0.24 | 1.60 | 1.48 | 0.22 | 1.70 | 3 |
| | 3-4 hours | 1.96 | 0.34 | 2.30 | 2.09 | 0.31 | 2.40 | 3 |
| | 4-5 hours | 2.81 | 0.49 | 3.30 | 2.96 | 0.44 | 3.40 | 3 |
| | 5-6 hours | 3.32 | 0.58 | 3.90 | 3.48 | 0.52 | 4.00 | 3 |
| | Over 6 hours | 4.68 | 0.82 | 5.50 | 4.96 | 0.74 | 5.70 | 3 |
| | Sundays 0-1 hour | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | Sundays 1-2 hours | 0.85 | 0.15 | 1.00 | 0.87 | 0.13 | 1.00 | 3 |
| | Sundays over 2 hours | 1.36 | 0.24 | 1.60 | 1.48 | 0.22 | 1.70 | 3 |
| **3** | **Long Stay Pay and Display** | | | | | | | |
| | (a) Fairpark | | | | | | | |
| | Triangle | | | | | | | |
| | Howell Road | | | | | | | |
| | Up to 1 hour | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | 1-2 hours | 0.85 | 0.15 | 1.00 | 0.87 | 0.13 | 1.00 | 3 |
| | 2-3 hours | 1.28 | 0.22 | 1.50 | 1.30 | 0.20 | 1.50 | 3 |
| | 3-4 hours | 2.81 | 0.49 | 3.30 | 2.96 | 0.44 | 3.40 | 3 |
| | Over 4 hours | 4.68 | 0.82 | 5.50 | 4.96 | 0.74 | 5.70 | 3 |
| | Sundays 0-1 hour | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | Sundays 1-2 hours | 0.85 | 0.15 | 1.00 | 0.87 | 0.13 | 1.00 | 3 |
| | Sundays over 2 hours | 1.28 | 0.22 | 1.50 | 1.30 | 0.20 | 1.50 | 3 |
| | (b) Richmond Road *(reserved for residents after 6pm)* | | | | | | | |
| | Belmont Road | | | | | | | |
| | Bystock Terrace | | | | | | | |
| | Up to 1 hour | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | 1-2 hours | 2.30 | 0.40 | 2.70 | 2.43 | 0.37 | 2.80 | 3 |
| | 2-4 hours | 2.30 | 0.40 | 2.70 | 2.43 | 0.37 | 2.80 | 3 |
| | Over 4 hours | 4.68 | 0.82 | 5.50 | 4.96 | 0.74 | 5.70 | 3 |
| | Sundays 0-1 hour | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | Sundays 1-2 hours | 0.85 | 0.15 | 1.00 | 0.87 | 0.13 | 1.00 | 3 |
| | Sundays over 2 hours | 1.28 | 0.22 | 1.50 | 1.30 | 0.20 | 1.50 | 3 |
| | (c) Parr Street | | | | | | | |
| | Up to 4 hours | 2.30 | 0.40 | 2.70 | 2.43 | 0.37 | 2.80 | 3 |
| | Over 4 hours | 4.68 | 0.82 | 5.50 | 4.96 | 0.74 | 5.70 | 3 |
| | Sundays up to 4 hours | | | Free | 0.87 | 0.13 | 1.00 | 3 |
| | Sundays over 4 hours | | | Free | 1.30 | 0.20 | 1.50 | 3 |

**FEES & CHARGES - ECONOMY AND DEVELOPMENT**

| | | Existing Charges (Nov 2008) | | | Proposed Charges April 2009 | | | |
|---|---|---|---|---|---|---|---|---|
| | | | 17.5% | | | 15% | | |
| | | Fee | VAT | Total | Fee | VAT | Total | VAT |
| | | £ | £ | £ | £ | £ | £ | Code |
| | (d) Okehampton Street | | | | | | | |
| | Up to 1 hour | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | 1-2 hours | 0.85 | 0.15 | 1.00 | 0.87 | 0.13 | 1.00 | 3 |
| | 2-4 hours | 1.28 | 0.22 | 1.50 | 1.30 | 0.20 | 1.50 | 3 |
| | Over 4 hours | 2.04 | 0.36 | 2.40 | 2.17 | 0.33 | 2.50 | 3 |
| | Sundays up to 1 hour | 0.60 | 0.10 | 0.70 | 0.61 | 0.09 | 0.70 | 3 |
| | Sundays 1-2 hours | 0.85 | 0.15 | 1.00 | 0.87 | 0.13 | 1.00 | 3 |
| | Sundays over 2 hours | 1.28 | 0.22 | 1.50 | 1.30 | 0.20 | 1.50 | 3 |
| | (e) Haven Banks | | | | | | | |
| | Up to 4 hours | 0.77 | 0.13 | 0.90 | 0.78 | 0.12 | 0.90 | 3 |
| | Over 4 hours | 1.19 | 0.21 | 1.40 | 1.30 | 0.20 | 1.50 | 3 |
| | Sundays up to 4 hours | 0.77 | 0.13 | 0.90 | 0.78 | 0.12 | 0.90 | 3 |
| | Sundays over 4 hours | 1.19 | 0.21 | 1.40 | 1.30 | 0.20 | 1.50 | 3 |
| | Coaches all day (including Sundays) | 2.30 | 0.40 | 2.70 | 2.43 | 0.37 | 2.80 | 3 |
| | (f) Clarence Hotel | | | | | | | |
| | 24 hour parking permits for use by hotel guests | 5.96 | 1.04 | 7.00 | 6.52 | 0.98 | 7.50 | 3 |
| **4** | **Staffed Evening Parking Mary Arches Street** | 0.85 | 0.15 | 1.00 | 0.87 | 0.13 | 1.00 | 3 |
| **5** | **Season Tickets** | | | | | | | |
| | Commuter Car Parks (per quarter) | 195.74 | 34.26 | 230.00 | 204.35 | 30.65 | 235.00 | 3 |
| | Special Annual Residents Parking Permits (off-street) | 93.62 | 16.38 | 110.00 | 100.00 | 15.00 | 115.00 | 3 |
| | Bartholomew Terrace Annual Business Parking Permits | 153.19 | 26.81 | 180.00 | 160.87 | 24.13 | 185.00 | 3 |
| | Cathedral & Quay Annual Business Parking Permits | 425.53 | 74.47 | 500.00 | 447.83 | 67.17 | 515.00 | 3 |
| **6** | **Penalty Charge Notices** | | | | | | | |
| | Charge for higher rate contravention *(reduced by 50% if paid within 14 days)* | 70.00 | - | 70.00 | 70.00 | - | 70.00 | 9 |
| | Charge for lower rate contravention *(reduced by 50% if paid within 14 days)* | 50.00 | - | 50.00 | 50.00 | - | 50.00 | 9 |

*These rates are laid down by guidance accompanying the Traffic Management Act, and therefore may be subject to change.*

**EXETER CITY COUNCIL**

**SCRUTINY COMMITTEE – ECONOMY**
**22 JANUARY 2009**

**EXECUTIVE**
**27 JANUARY 2009**

# ARTS AND MEDIA STRATEGY 2009 – 2012

## 1. PURPOSE OF REPORT

1.1 To provide Members with a summary of the views of the working group on the Draft City Arts and Media Strategy.

1.2 A copy of the revised Draft Strategy will be provided separately in advance of the meeting, having been amended to take account of the response to the external consultation, which finished on 12 January 2009.

## 2. BACKGROUND

2.1 Members received a summary of the initial draft of the Arts and Media Strategy 2009- 2012 at the meeting of the Committee on 4 September 2008. Proposed issues and priorities for the draft strategy were discussed and a working group formed comprising of Councillors M Baldwin, Coates, Gale, Martin and Newcombe was formed to continue the discussion.

2.2 Members agreed the terms of reference for the working group, which briefly were to discuss and comment on priority issues relating to the draft Strategy in more depth. The outcome of the discussion was to be used by the consultants preparing the strategy to inform the content and priorities to be proposed in the consultation draft and subsequent action plan.

2.3 The working group met on 2nd and 23rd October 2008 and reflected on the scope of the draft Strategy, aiming to be aspirational and support delivery by the range of venues, artists and providers in the city whilst also understanding the need to manage expectations against a tight budget background.

2.4 The current strategy has provided the focus for the activities of the Council involving directly delivered and partnership based projects working with a number of organisations and individuals, including Arts Council England, Exeter Northcott, Exeter Phoenix, Spacex Gallery, Exeter Barnfield, South West Screen, British Film Institute and many others.

2.5 The Council is an active supporter for the arts, which includes the external programme of festivals and events and its grant support for the core strategic organisations providing the main infrastructure for arts activities in the city. It has also initiated new festivals and events and has encouraged the private sector to develop public art within development schemes. The large investment in the refurbishment of the Royal Albert Memorial Museum and in its interim activities, supported by the Renaissance in the Regions

Programme, is adding to the Council's overall portfolio of arts based infrastructure and activities.

2.6 The City Council has supported the arts strongly within its work as promoting and supporting the tourism sector and raising the profile and image of Exeter. It has recognised the value of the arts in animating the City Centre and revitalising public spaces and has supported major capital projects to improve arts and media facilities.

2.7 The City Council has also worked to widen access to the arts through its Service Level Agreements with revenue-supported organisations. Emphasis is put upon the importance of taking artistic activity out into the community and partnership working within the education sector. It has also introduced the arts in community and play programme, promoted arts and media through its tourism marketing, and developed the Exeter Corn Exchange as a venue for live arts and entertainment.

## 3. WORKING GROUP VIEWS

3.1 The proposed Strategic Objectives in the Draft Strategy are as follows, to:-

1. adopt a corporate policy approach to arts and media development which places the arts and media at the heart of the City's corporate ambitions
2. develop and strengthen the arts and media infrastructure and support and encourage creative production in the City
3. develop further the City's portfolio of arts and media festivals to create a festival of regional/national significance
4. support creative industries growth and development
5. develop access to arts programmes and opportunities within community settings to encourage greater participation and involvement with the arts and media by residents of Exeter
6. work in partnership with relevant agencies and partners to provide more opportunities for people, and young people in particular, to engage in arts education and learning programmes
7. work strategically in developing new partnerships in and funding for the arts
8. work with the arts and media sector and other partners to develop new models of sustainability and generate new income and funding sources.

3.2 The working group considered that one of the main thrusts of the objectives should be to encourage and facilitate increased accessibility to artistic activity. In terms of the resultant action plan, one direct way the Council could contribute would be by ensuring the festival portfolio maintained its breadth of programming. The objectives were otherwise supported.

*Corporate Approach*

3.2 The challenge and opportunity over the next few years will be to ensure that the role and contribution of the arts and media in delivering the Exeter Vision and other Council objectives is reflected in a wide range of policy aspirations across the Council, and in its working relationships with other stakeholders in the city. The working party acknowledged the ongoing need to build upon existing strategic and working relationships between arts services and other units in the Council. In view of the financial climate, the working group also felt that the strategy should be explicit about building upon successful collaborating effort with external partners.

*Arts Infrastructure*

3.4 Exeter's arts infrastructure consists of its main arts venues and galleries, professional and amateur creative arts and media organisations, and arts agencies including the City Council. The basic arts infrastructure has not changed significantly over recent years, although there have been physical improvements to some venues including Council investment in the Exeter Northcott and Exeter Barnfield theatres, Exeter Corn Exchange, and Exeter Phoenix. Further improvements are needed or planned to these and other facilities. The working group considered that Spacex be added to the list of key organisations and reference be made to the range of organisations in the wider community which regularly contribute to cultural activity in the city. The contribution of the Cathedral and Exeter Arts Council should also be referenced.

*Visual Arts*

3.5 Exeter has historically had an active visual arts sector, which has lead to initiatives to develop spaces and facilitate and contribute to the creation of the nationally renowned Spacex Gallery, the Exeter Phoenix and other less formal spaces for the visual arts. The major re-development of the Royal Albert Memorial Museum is expected to create new accommodation for exhibitions of the highest standard. The City Council has a public art strategy and has worked with developers and undertaken its own initiatives to include public art commissions and capital schemes.

3.6 The working group views were that the recommendation to establish a new visual arts event or festival be supported but with concern about its possible impact upon the funding of existing festivals. If other organisations considered that they can deliver such an event then that would be welcomed as the improved co-ordination and focus of an event would achieve greater impact.

3.7 The recommendation to secure funding to embark on a programme of commissioning of work or the hosting of a major national exhibition to place Exeter on the "national visual art map" was supported on the basis that it supported regionally produced art.

*Performing Arts*

3.8 The strength of performing art activity depends a great deal on creative production. Exeter has a number of independent theatre companies which produce work in the city and tour to other venues. For example, the activities of Theatre Alibi, Magic Carpet, and the Exeter Northcott are notable. The amateur arts sector is also important and the Exeter Arts Council plays a key role in channelling City Council grants to support local creative projects as do initiatives like the grants awarded under the Autumn Festival. Media production is supported by the Exeter Phoenix and independent media producers.

3.9 The challenge for many independent companies and individual producers is to secure the resources necessary to sustain their creative work. This sector of the arts is fragile and the reduction in Arts Lottery funding, added to the difficult economic climate, is adding to the uncertainties. Members supported the merging of the recommendations made by the consultants with that highlighted as the primary challenge under the Corporate Approach above, namely to ensure that the role and contribution of the arts and media in delivering the Exeter Vision is reflected in a wide range of policy aspiration across the Council, and in its working relationships with other key stakeholders in the city.

*Film and Media*

3.10 The working group agreed with the consultant's view that there is considerable potential for growth in the film and media sector particularly because of the increasing importance of digital media, including the impending "digital switchover". The rapid take-up of alternative access to media through social networking websites and increasingly sophisticated mobile devices is resulting in the need and opportunity for a completely new approach. The working group agree that there should be more reference in the strategy to supporting the creation and growth of businesses involved in the generation of digital media content and organisations supporting the development of relevant skills.

*Castle Quarter*

3.11 The Working Group suggested adding that there should be improved signposting and marketing to the Draft Strategy recommendation of establishing the Quarter with additional cultural facilities, including improvements to the wider public realm to create more attractive public walkways and spaces. It is still hoped that the private owners of Exeter Castle will achieve their expressed intention of creating a lively cultural venue.

*Festivals and Events*

3.12 The last Scrutiny Committee – 13th November 2008 agreed the future programme of improvement and broad content of the portfolio of events for 2009. In summary these included:

- continuing the Autumn Festival, including both award schemes, to support and encourage the development and enhancement of locally delivered events and offering local groups training in fund raising, event management, and health and safety
- exploring all avenues to continue to develop Animated Exeter beyond 2009 including continuing to seek to establish "arms length" management of the festival under a Service Level Agreement, and
- in the event of this not being possible, considering incorporating animation and digital media as a key element into other festivals in the portfolio
- continuing the annual Service Level Agreement with Vibraphonic Festival Limited to deliver the Vibraphonic festival.
- the Summer Festival focussing their limited resources on key areas by retaining a directly promoted core classical programme, developing a partnership agreement with the city's key venues, recognising their known expertise to add to the core programme by producing a broad range of events, re-establishing a free large scale opening event with a theme of circus and carnival, and researching the possibility of

running a larger ticketed event in collaboration with a commercial promoter.

3.13 These points already recognised the recommendations of the Draft Strategy to:

- work with relevant agencies and partners to provide more opportunities for people and young people in particular, to engage in arts education and learning programmes
- work strategically in developing new partnerships and funding for the arts

*Creative Industries*

3.14 It was agreed that the recommendation for the development of a creative industry sector should be an aspect of the Strategy. In particular the recommendation for the provision of workspace was supported, conditional upon suitable funding being secured from external sources and with the necessary links established with training and business support providers.

*Arts in the Community*

3.15 Exeter has a strong amateur and voluntary arts sector. The grant aid channelled through Exeter Arts Council is a valuable source of funding support as are the Autumn Festival grants and its role as a showcase. Work within communities has been supported via the education and outreach programmes of the revenue funded organisations. The working group supported the notion of extending this further where resources allow.

*Arts and Learning/Young People*

3.16 The City Council supports professional arts organisations and others who undertake a wide range of education and learning support programmes and work with adults, children and young people. Young people are provided with opportunities to participate in the arts, both within the formal education sector and through community based initiatives and projects, including those linked to Animated Exeter and the programme of activities organised by RAMM. The consultant's suggestion of the establishment of an event or group to bring together the various strands of arts education and youth arts activity was supported. Reference should be made in the Strategy to the events organised by the Museum.

*Sustainability and Growth*

3.17 The Draft Strategy rightly highlights that the arts and media sector have a heavy reliance on public sector and grant funding which increasingly is likely to be more difficult to secure. There is a need for the city's arts and media sector to diversify its sources of income. The consultant suggests the creation of a partnership with the private sector to encourage private sector investment in the development and enhancement of the city's cultural offer, with the aim also of attracting new and additional funding from regional and charitable agencies. The working group considered that this would be difficult in the current climate and that the Council should work collaboratively with experienced individuals in existing arts organisations to support the preparation of bids and opportunities for organisational development and review where it would help sustainability.

## 4. DRAFT STRATEGY

4.1 An amended version of the Strategy incorporating these comments and those received in response to the consultation stage has been sent to Members separately in view of the timescales for the preparation of this report. A schedule of other comments received has also been provided.

## 5. RECOMMENDATION that:-

5.1 Scrutiny support and Executive agree the content of the final draft of the Arts and Media Strategy 2009 – 2012.

**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:
None

*Draft*

# Exeter City
# Arts and Media Strategy
# 2009 - 2012

November 2008

Artservice

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**CONTENTS**



**Appendices**

# 1. INTRODUCTION

## 1.1 Background

Exeter is a vibrant and successful city with a strong retailing and commercial sector and a well developed arts and cultural infrastructure. The City has a first class University with around 12,000 students and a growing science and innovation sector. Exeter is a successful visitor destination attracting around 1.58m day visitors and 383,000 staying visitors a year. The estimated 30-minute drivetime catchment for the City has a total population of 448,000. Exeter is ambitious and forward-looking and has set out its ambition in the *Exeter Vision*.

***Exeter Vision*** *restates the city's mission statement – "to enhance Exeter as the regional capital and to work in partnership to improve the quality of life for all people living in, working in and visiting the city" - its determination to be the regional capital of the South West, and to achieve "a confident city providing employment, services, and cultural and leisure opportunities to people both in the city and surrounding areas".*

Since the adoption of the Vision there have been significant developments, including a 200% growth in use of Exeter airport and the relocation of the Met Office to the City. This has spurred it on to develop its reputation as a centre for science and knowledge. Other developments are the completion of the landmark Princesshay retail area; major capital investment in the Northcott Theatre and Exeter Phoenix (the City's arts centre); and the commencement of a major £16.5m refurbishment and development of the Royal Albert Memorial Museum (attracting £9.4m of HLF Lottery funding), an important regional Hub museum.

The buoyant economy and housing market up to 2008 stimulated the local economy bringing increased prosperity to the City, while the status and success of The University of Exeter brings further kudos and benefits and attracts increasing student numbers. Exeter has been identified as a Growth Point, which brings with it some specific benefits and roles and will significantly increase the local population. Current growth plans include an additional 15,000 homes within the City (in addition to major housing growth close to the City in East Devon) and possible major re-developments in the City Centre around the former Debenham's store and bus station.

The arts and media are an important contributor to the life of Exeter and have a key role to play in supporting the City's aspirations and enhancing its status as a regional capital in both economic and cultural terms. Exeter City Council has a firm commitment to supporting and developing arts and media activity and, with support from other partners, it has been instrumental in establishing an impressive and broad range of cultural provision and in sustaining an infrastructure of arts organisations and venues which contribute to Exeter's cultural vibrancy. It is currently undertaking the re-development of the Royal Albert Memorial Museum.

An audit and review of arts and media provision was undertaken in 2006/7 and this review provides an opportunity to build on that work by focusing on the strategic needs and aspirations of the City, looking forward initially to the next four years, but with a longer term vision of where the City aims to be in terms of arts and cultural provision in 10-20 years time, and how it might move towards that.

At the heart of this review is the Exeter's aspiration to become a unitary authority and its regional cultural capital status, identifying its vision for arts and media as part of the broader corporate and community aspirations for the City, so that arts and media and the creative industries are placed firmly within the corporate agenda, Community Plan and Local Area Agreement and contribute to the growth and prosperity of the City. The City's cultural provision plays a critical role in defining the City, creating a sense of place and identity. Creating this identity and sense of place is a shared responsibility for the City's cultural providers, local authorities and other stakeholders.

Final decisions on unitary status will be made by Government in 2009. Though a vitally important issue for the City and County, by itself the local government structure will not change the strategic importance of Exeter as a cultural centre regionally, and for the County and adjacent parts of Somerset and Dorset. This strategy therefore aims to position Exeter as the fulcrum of arts and cultural provision in Devon and the wider region and to identify the measures required to take forward the City's arts and media provision and development and to achieve the City's aspirations.

### 1.2 Aims

The aim of this report is to provide a city-wide review of the arts and media strategy 2004-2006; to identify the progress which has been made; to consider the changes which have occurred in the City and the external environment; and to produce a revised strategic framework and action plan that will take arts and media development in the City forward until 2012. The aims of the review were to assess:

- The national, regional and local context for the strategy
- The corporate strategic framework and how arts and culture contribute to corporate aims and objectives and the Community and Cultural Strategies

- The current position of the arts in Exeter

  and to develop:

- The strategic priorities in relation to the economic health and growth of the City as a regional cultural centre
- Agreed strategic priorities and revised objectives
- A three-year action/operational plan with recommendations on funding and resources
- A suggested framework for continuous assessment to contribute to continuous improvement and Best Value.

### 1.3 The Strategy Process

The strategy process involved a review of the strategic aims and priorities identified in the 2004 – 2006 arts and media strategy and the 2007 audit in the context of the range of current policies and priorities of the City Council and other stakeholders in the County, regionally and nationally. A range of documentation was reviewed, including Corporate policies and plans.

A process of consultation has been undertaken with staff in several Council services and departments (e.g. Economic Development, Tourism, Planning, Leisure and Museums) and with arts and festivals staff. A series of consultation meetings and discussions took place with key arts organisations and partner agencies (e.g. funded arts organisations, venues, Devon County Council, The University of Exeter, Exeter College, Arts Council England South West) and with the voluntary and community sector through one to one meetings and a group consultation meeting co-ordinated by Exeter Arts Council.

A list of people consulted is attached as an appendix to this report.

## 2. STRATEGIC CONTEXT

The strategic framework for this arts and media strategy is established by the Community Plan for Exeter, Exeter Vision, and by a number of other national, regional and local policies, including:

The Exeter and Heart of Devon Economic Development Strategy 2008-2013
The Exeter Cultural Strategy
*Planning for Our Future*, the Exeter Corporate Plan
The Regional Cultural Infrastructure Strategy, '*People, Places and Spaces*[1]
National Government policy as set out by the DCMS, including *'Creative Britain, New Talents for the Economy'*[2]
Arts Council England's *Agenda for the Arts* and other policies
*A better place to be* the regional cultural strategy
The Regional Economic Strategy (RES),
The Regional Creative Industries Strategy (SWRDA)
South West Screen Business Plan, *A Changed Landscape and a New Approach*
The Draft Devon Local Area Agreement 2008-2011
Draft Regional Spatial Strategy (RSS)
and Integrated Regional Strategy *Just Connect*.
*More Creative Lives*, the arts policy for Devon

The Exeter and Heart of Devon Economic Development Strategy 2008-2013 highlights key characteristics of the local economy:

- Exeter's economy is dominated by the service sector
- Whilst the city population is relatively low (119,600),[3] the close proximity of other urban centres and villages creates a sizeable market to Exeter's advantage. The Exeter TTWA (Travel to Work Area) population in 2001 (excluding Torbay) was 288,350[4] and is predicted to rise by about 30% by 2026.
- In recent years, Exeter has had a very buoyant economy which has put pressure on land availability for new development, particularly in the centre.
- Devon loses more graduates than any other county; partly due to the impact of very high house prices
- Conference trade has been particularly busy in Exeter but the City lacks a facility for over 300 people except when the University facilities are available

[1] *People, Places and Spaces - A Cultural Infrastructure Strategy for the South West, Consultation Draft April 2007,(Culture South West, Exeter, 2007)*
[2] *Creative Britain, New Talents for the Economy, Department for Culture, Media and Sport, (London, 2007)*
[3] *ONS Mid 2006 estimate*
[4] *Exeter Employment Study, Atkins, March 2007*

- Exeter seems to lack redundant buildings which can be converted into Creative Industries centres
- Walk and cycle have been developed and offer opportunities for public art, although this has been largely community rather than iconic.
- Exeter appears to have a lower rate of entrepreneurial activity than other locations.

The strategy priorities are:

- ICT (Information Communications Technology)
- Professional and Business Services
- Biotech and Medical Services
- Environmental Technology
- Small scale advanced engineering
- Tourism
- Knowledge-based public sector activities
- Arts and creative Industries

*Note: certain changes have occurred since the strategy was produced; for instance the economy has entered a downturn. The diversity of the population is also changing with its recent growth.*

The South West Regional Development Agency (SWRDA) Corporate Plan, 'What Next' sets out the development priorities for the region. It places particular importance on 'Creating successful places', based on key centres, and on investing in areas where investment will have the greatest impact in support of growth, adapting to change and sustainability. 'Place-making' is now a key regional policy objective and Exeter is identified as one of six regional centres that have economies that are of significance beyond their administrative boundaries and which function as sub-regional economic drivers.

In working to support new enterprise and business growth, SWRDA has identified tourism and the creative industries as priority areas. The Regional Cultural Infrastructure Strategy, *People, Places and Spaces*[5] developed by the Regional Cultural Consortium, also identifies the key role of Exeter as one of ten 'planning areas for culture' providing sub-regional centres for cultural development.

[5] *People, Places and Spaces - A Cultural Infrastructure Strategy for the South West, Consultation Draft April 2007,(Culture South West, Exeter, 2007)*

The DCMS *Taking Part* survey[6] analyses participation levels in the arts. It found that:

- 67% of all adults had attended an arts event
- Theatre events were attended by 25.5% (the highest type of attendance)
- 53% of adults had participated in an arts activity.

The South West of England has the highest levels of participation nationally.

*Creative Britain*,[7] emphasises the importance of creativity and the creative industries within the UK economy, which contributes £60 billion a year, accounting for 7.3% of the British economy, and recommends that Britain needs to *'recognise the growing success story that is Britain's creative economy and build on that.'* It identifies a number of ways ion which Local Government can support the sector, including providing flexible business, studio and rehearsal space; protecting and developing exhibition and performance spaces; developing links between universities and creative businesses; promoting festivals and events; and encouraging local networks and projects supporting the development of creative talent.

A new national initiative has recently been launched to increase levels of participation in the arts, in line with the Government's *Taking Part* agenda. Government is also concerned to increase opportunities for young people to experience the arts and media. It has recently announced a new £25 million *'Find Your Talent'* scheme, part of the Government's ambition to give young people in England the chance to experience high quality arts and culture. This will complement existing schools arts education initiatives and the policy that everyone, whatever their background, gets the chance to experience and participate in the arts for the first time, both in and outside of school.

Arts Council England has recently announced its revised policies for the period 2008 – 2011. There are five overriding national objectives:

- Excellence - high quality art and arts experience
- Reach - more people attending and taking part in the arts
- Engagement - more opportunities for people to get involved with arts
- Diversity - arts that reflect the diversity of contemporary England
- Innovation - artists have the freedom and are challenged to innovate

[6] *Taking Part: The National Survey of Culture, Leisure and Sport, Annual Report 2005/06, Edited by Aust, Rebecca & Vine, Lisa (DCMS, London, May 2007)*
[7] *Creative Britain, New Talents for the Economy, Department for Culture, Media and Sport, (London, 2007)*

The Plan also identifies four development priorities for the next three years, which are to:

- Use digital technology to connect with audiences in new and exciting ways
- Improve the reach and effectiveness of visual arts provision
- Make sure children and young people grow up with a strong sense of the possibilities the arts give them
- Realise the opportunity offered by the London 2012 Olympics to enrich the artistic life of the nation

Underlying the above is a renewed emphasis on arts organisations developing sustainability and reducing their reliance on public funding. The recent Arts Council funding review has resulted in a revised and reduced portfolio of regularly funded organisations. Furthermore, reductions in Arts Lottery funding will mean a more competitive funding environment with fewer project awards available. As a result, arts organisations are being encouraged to identify alternative sources of funding and develop more sustainable business models.

Arts Council England South West is a key funder of several of the City's main arts organisations and is working to develop a South West cultural programme that complements the 2012 Olympic and Paralympic games to ensure that the region secures an art 'dividend' as part of the cultural legacy of the games.

The Regional Cultural Infrastructure Strategy, '*People, Places and Spaces*[8], identifies the key role which should be played by regional centres, and identifies a set of regional priorities which the partners believe contribute significantly to the cultural life of the region. Alongside these the partners have devised 10 'Planning Areas for Culture' at the sub regional level based on the groupings of the Strategically Significant Cities and Towns. Exeter is one of the ten Planning areas for Culture.

South West Screen is a key partner for Exeter City and supports film and media development through two main funding streams, one strand of which is Lottery funds delegated by the UK Film Council. The first strand supports cultural production and audience development; and the second, from SWRDA, supports film and media business and skills development. South West Screen's funding programmes are designed to:

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[8] *People, Places and Spaces - A Cultural Infrastructure Strategy for the South West, Consultation Draft April 2007,(Culture South West, Exeter, 2007)*

- Build the capacity for growth of the film, TV and digital content industries in the region
- Drive innovation and the sector's understanding and adoption of changing technologies
- Support the development of individual and professional creativity and talent
- Increase access to moving image by enabling more people to make, show, see and discuss it.

The agency supports Exeter Phoenix and Animated Exeter, has worked closely with Spacex on joint commissioning and exhibition programmes, and has working links with The University of Exeter.

# 3. KEY ISSUES

## 3.1 Placing Arts and the Creative Industries at the Corporate Centre

The City Council recognises the important role of the arts and media in providing access to cultural provision for the local population and in supporting the local economy by promoting Exeter as a visitor destination, contributing to environmental and public realm improvements and assisting the case for inward investment. Also of key significance is Exeter's role as one of the region's ten 'Planning Areas for Culture' as set out in the Regional Cultural Strategy, and the need to commit to supporting further arts and cultural development as a key strand of corporate policy.

The Council has worked in close partnership with a variety of partners, including regional agencies (Arts Council England South West, SWERDA, Culture South West); the arts and media sector including Exeter Arts Council; individual arts and media organisations; the voluntary sector; and with the Higher and Further Education sectors to build Exeter cultural infrastructure and ensure that it is sustainable.

The challenge for the City over the next five years, particularly in the context of unitary government, should that be the preferred option, will be to ensure that the role of arts and media in delivering the Exeter Vision is permeated across the corporate agenda and reflected in the full range of policy and aspirations for the City so that the Council can work with other partners to support growth in the creative sector.

Exeter has bold aspirations: to become the regional capital; and to become a top ten City. If it is to achieve this then the level of aspiration in the arts and cultural sectors will need to match its high economic aspirations. This means identifying the areas where provision and opportunity is lacking and ensuring that arts and culture is fully integrated across service areas and placed at the heart of regeneration and development programmes.

Within the context of a unitary authority, it will be essential to create close synergies between arts and cultural services and other departments and policy areas, including Planning (in relation to public art, major development and environmental schemes and the urban planning context); Education (in relation to arts in schools, informal learning opportunities and Higher Education); Leisure and Museums (including reaching out into local neighbourhoods and addressing the health agenda); Libraries (in reaching local communities and supporting literature development); Social Services (in targeting disadvantaged groups and individuals); and in Economic

Development (including opportunities to support creative industries development and supporting tourism).

In order to achieve this, the arts and media strategy will need to be adopted as a corporate policy and implemented across services areas and through integrated working. A key requirement will be identifying the resources required to invest in taking arts and media provision in the City up to the next level of provision to support the ambitions of the Exeter Vision.

The 2006/7 Arts and Media Audit found that there was a better level of engagement between independent arts and media organisations and City Council services, including Tourism, Economic Development and Planning in order to achieve greater recognition of the potential benefits of the creative industries. Continuing this dialogue and partnership will be of critical importance.

The Council's relationships and partnership with external providers (including key arts and media organisations) and funders will also be crucial in sustaining and supporting the City's cultural infrastructure and provision, and taking forward the cultural agenda. This will include recognising the potential for increased diversity and multi-cultural enrichment in response to the increased diversity in the population. A strong corporate policy approach will assist the Council in developing joint initiatives and support arrangements for the arts and media sector so that coherent approaches to future policy can be formed.

## 3.2 The Arts Infrastructure

The City's arts infrastructure consists of its major arts venues and galleries; its key professional and amateur creative arts and media organisations; its arts agencies, including Exeter Arts Council; a range of venues and providers using occasional spaces, including Exeter Cathedral, The University of Exeter and other Higher and Further Education providers; and its resident arts and media agencies based on the City.

The City already makes use of a variety of spaces for live arts events and activities; it has a strong music scene and a pub theatre for instance. It also has a portfolio of public art works located around the City centre and a variety of interesting public spaces suitable for hosting live arts events and sited works.

However, *Exeter Vision* has identified some of the challenges for the sector.

- *Other than the Cathedral and museum there are no venues or events of national significance.*
- *A critical mass of cultural activity needs to be reached*
- *The evening economy is under-developed and lacks sufficient information, public transport and public safety support*
- *There is no high quality central multi-purpose venue for conferences, performances etc*.

Supporting a successful and vibrant arts economy and helping to maintain the arts infrastructure needs joined up working. Issues such as signage to and for venues; public transport; access to prominent publicity display facilities; personal safety in the City Centre; and parking are all crucial to the arts economy, and the Council can play a key role in ensuring that a supportive environment for cultural provision and consumption is created.

### 3.2.1 Live Arts Venues

The City has a number of key venues funded by the Council and Arts Council England. It also operates the Corn Exchange, a 500-seat proscenium-arched, flat-floored civic hall which is used for a variety of live arts and entertainment. The Cathedral, University campus facilities and voluntary sector-run spaces add to the range of facilities available. The basic arts infrastructure of the City has not changed significantly since 2004, though there have been improvements to some venues, particularly the Corn Exchange.

**Exeter Phoenix** is now a flourishing arts and media complex with a 210-seat studio theatre (accommodating up to 450 standing), a number of studio-based performance spaces (including the 90-seat cabaret-style Voodoo Lounge) and providing a range of contemporary theatre dance, music, film and media and exhibitions. It also provides a base for an extensive programme of workshops classes and other participatory activities and houses a media centre, a small number of business incubation units and creative workspace rented by independent arts and media agencies. The centre is exploring further facility developments as the demand for space grows. Parts of the building included within the last capital scheme will also require refurbishment.

Following the negotiations over possible removal of Arts Council funding in 2007/8, the **Northcott Theatre** has now secured three-year Arts Council England funding and is re-launching itself as a producing and receiving venue presenting an annual programme of 5-6 in-house productions and toured in work, as well as hosting local festival events. The Theatre has re-structured internally and presented a Christmas family show in December and January 2008/9. Its main in-house production programme will open in September 2009.

The Northcott will be working to reach a wider range of audiences and operate creatively and efficiently to retain its revenue funding beyond the current three-year period (the level of local support for the Theatre testified by the fact that 27,000 people signed a petition supporting it). The new Chief Executive appointed in 2008 is now working to re-establish the Theatre and re-build its audience. The Northcott continues to present an annual summer Shakespeare production in the grounds of Rougemont Castle.

**The Corn Exchange** (formerly St George's Hall) is a 500-seat flat-floor hall with end on stage and is programmed as a venue primarily for live entertainment by Exeter City Council and hired out for a range of social and community uses. The Hall is situated at first floor level above the market hall in a somewhat obscured location. Visiting companies have included the Moscow City Ballet and English Touring Opera and there is a regular comedy club and live band programme.

**The Barnfield Theatre** is a 287 seat theatre and is the home of Exeter Little Theatre Company. The venue is run by an independent trust and used by a variety of amateur and community groups. It also presents a limited programme of professional theatre, music (including jazz) and events and hosts regular classes and activities. There is also a small studio space.

Other venues include **Exeter Cathedral** which is used occasionally for orchestral concerts and choral works; facilities in schools and colleges; **Riverside Leisure Centre** which has been used for large-scale music promotions; and a number of music venues in pubs and clubs in the City, including **the Cavern**, the City's main rock venue. There are also venues outside the City, **Westpoint County Showground** and Powderham Castle, both of which promote well-known bands attracting large audiences. Westpoint is reputed to be the largest concert venue south of Birmingham.

The City also has a variety of community, educational and informal spaces which are valuable resources, particularly dedicated facilities on school sites which are often under-utilised for community use.

The 2004-2006 arts and media strategy identified the potential need for a new multi-purpose venue for the City. Exeter has two spaces seating 460-500 (Northcott and Corn Exchange) capable of presenting professional work and two smaller spaces

(Phoenix and Barnfield Theatre), but it lacks a purpose-built large-scale live arts venue capable of accommodating professional touring work. This function is however provided within the geographic County by Plymouth Theatre Royal.

Its current venues have constraints: in the case of the Northcott its location; and as regards the Corn Exchange the very limited facilities and nature of the venue. The Great Hall has a capacity of 1,818, but also lacks backstage facilities. The Barnfield Theatre would benefit from capital investment.

At some stage in the city's future, a reappraisal of its venues is likely to be necessary. In particular a new and larger venue to accommodate the programme being presented at the Corn Exchange would enable the City to gain access to a wider range of touring arts and entertainment than is currently available and to present a more regular programme of popular music. The lack of a sizeable conference venue remains of concern.

The future pattern of work to be presented at the Northcott is still being determined, but will include some toured in work alongside a reduced programme of home production. The relationship between the Northcott and Corn Exchange programmes will therefore need to be monitored. The City would also benefit from more and better studio theatre spaces.

In the current financial climate opportunities to create new arts facilities are likely to be scarce, though they might possibly arise as part of commercially-driven City Centre re-developments. Should such an opportunity arise, it would be important to consider any proposals holistically and to review the whole range of live arts facilities in the City with a view to rationalising provision and maximising the use of resources.

### 3.2.2 The Visual Arts and Crafts

Exeter has historically had an active visual arts sector, stimulated historically by the former Exeter College of Fine Art and Design and Fine Art Department of Plymouth University (now re-located to Plymouth), and the community of visual arts students and graduates resident in the City. This has, in turn, led to initiatives to develop spaces and facilities for the visual arts and contributed to the creation of Spacex, Exeter Phoenix and other less formal spaces for the visual arts.

**Spacex** is Exeter's contemporary art space and presents and curates new work by regional, national and international leading artists. Spacex is of regional and national significance in the presentation, production and commissioning of contemporary art both on and off-site and for its exemplary education and outreach programme.

Spacex is Devon's flagship art space for contemporary art and, with no other provision of its type between Bristol (Arnolfini), and Cornwall (Newlyn and Tate St. Ives), provides a key service to the people of Devon and surrounding areas. However, its location is off the main pedestrian routes and inhibits its ability to attract high numbers of casual visitors.

The Spacex building also accommodates a small number of artists workspaces (managed separately). Arts Council England South West considers Spacex to be of major importance to the region and particularly adept at working in partnership with key organisations nationally to maximise public engagement with its programme.

*"Spacex is now nationally acclaimed for the quality of its exhibitions and off-site events and commissioning of new work from artists with international standing…. Spacex is increasingly recognised for its ability to engage a wide range of audiences through its approach to curating artists' commissions, as well as through its exemplary education programme."* (Arts Council England South Wst).

**Exeter Phoenix** is a key player in providing spaces for exhibitions and supporting local and regional artists. Its galleries have recently been expanded and it is able to present up to five exhibitions simultaneously , but it still lacks the standard of security of Spacex and is unable to present major touring exhibitions. Its exhibition programme therefore complements Spacex and provides access to facilities for local and regional artists. Exeter Phoenix is however developing a strong national and international programme, and hosts the highly successful Exeter Contemporary Open Exhibition, attracting high quality applications from across the country.

**The Royal Albert Memorial Museum and Art Gallery** a part of the South West Regional Hub and attracts up to 250,000 visitors a year. It presents a programme of temporary exhibitions including historical work and some contemporary visual art. It takes touring exhibitions from major national museums and galleries, including the British Museum, V&A, and National Portrait Gallery. The Royal Albert Memorial Museum houses an internationally important ethnographic collection and its fine and applied arts collections are also strong.

RAMM has successfully worked with visual artists to interpret its collections for new audiences, an area of great potential for RAMM. The Museum is currently undergoing a major re-development which will provide it with three temporary exhibition spaces, some of which will be able to accommodate exhibitions of the highest standard. When complete, the new space will be the biggest temporary exhibition venue in the South West.

**Exeter Open Studios** is an annual event set up by Exeter City Council and handed over to independent management in spring 2008. The event involves over 60 artists at around 30 venues and is presented as part of the Autumn Festival. Exeter Artspaces is now involved in supporting the event which operates on very low levels of public subsidy. A key issue for the event its proximity in the calendar to the Devon Open Studios event and achieving sustainability.

**Exeter Artspaces** created an artist studio complex providing 23 workspaces accommodating up to 30 artists and makers. It established that there is a need for studio space and created a group of artists and makers committed to maintaining studio provision in the City. The original studios were located in a vacant industrial building on a short term lease and have now re-located to Exeter Castle.

**The University's Northcote House Gallery** has two exhibitions annually, featuring regional, national and international artists e.g. Sir Terry Frost, Bridget Riley and Lucien Freud. The new development, the Forum will provide further exhibition space for the city, as it will be open to all. The newly-formed Queen's Art Studio and Gallery exhibits art work by University students.

There are a number of commercial galleries in the City, including Red House Gallery, the Turner Gallery, and Polka Dot Gallery (which specialises in contemporary crafts). There is also exhibition space in Exeter Central Library (which attracts 740,000 visits per annum).

**Exeter Visual Arts(EVA)** is an informal consortium of four of the above (The Centre for Contemporary Art and the Natural World; Exeter Phoenix; Spacex; and The Royal Albert Memorial Museum and Art Gallery) established to coordinate activity and promote the visual arts. The consortium is currently working on a joint initiative to develop a major themed exhibition linked to the Exeter Festival for 2010.

**Double Elephant Print Workshop** promotes and delivers high quality visual arts practice and is based in Exeter Phoenix where it operates as a not for profit community resource, providing facilities for artists and running training and workshop programmes.

Exeter has an extensive range of **Public Art**, with work sited around the City Centre and on walkways, including several recently commissioned pieces of work within the

Princesshay retailing area, and a prestigious collection of work with 24 sculptures located on the Exeter campus, including works by Barbara Hepworth and Paul Riley. There is an established Sculpture Trail open to all visitors, with iPod accompaniment.. The University of Exeter has a Curator of Fine Art, committed to art exhibition and practice on both the Streatham, Exeter and Tremough, Cornwall campuses.

Exeter Healthcare Arts also runs a public art and exhibitions programme. The City has a variety of open spaces which present many opportunities for integrating visual arts work in public locations.

The City Council has a public art strategy and encourages developers to include public art commissions within capital schemes, using Section 106 funding where possible. There has been discussion about the possibility of creating a series of landmark public art works at the gateways to the City and the City has many spaces which might be used either for public art commissions or arts and crafts events. A major new commission will form part of the University's Forum development.

In addition to City-based provision there are important visual arts and crafts facilities in relatively close proximity to the City. Bovey Tracey Contemporary Crafts Fair is of national significance and the Devon Guild of Craftsmen which runs it is developing a region-wide remit. The Centre for Contemporary Art in the Natural world at Haldon Forest Park 5 miles outside the City is a leading visual arts agency in the region and works in collaboration with City organisations.

The South West Academy has struggled, since its inception 8 years ago, with lack of a designated public space. The Annual Open Exhibition, together with the annual Schools Exhibition, all held at various venues, attracts significant numbers of visitors from regional locations.

The visual arts and crafts sector is well established in Exeter with three balanced exhibition venues, an open studios event, a range of public art and recent workspace developments. Despite this there are weaknesses:

- The re-location of the Plymouth University Art Faculty, including its Fine Art degree course, which will stem the direct flow of graduates into the City
- The poor location of Spacex
- The limited amount of coordination in the past, which is being now beginning to be addressed through EVA
- The ad hoc nature of some of the City's public art

- The difficulty in creating and sustaining artist workspace due to the high cost of property
- The low profile of the visual arts within the Exeter Festival programme.

Exeter is well placed to build on its strength in the visual arts but it will need to achieve greater coordination and impact in visual arts development if it is to make a major impact and attract the additional resources which it needs. The City has to match its aspirations in the visual arts with its broader aspirations and to find ways, in partnership with the arts funding system and private sector, of investing in the visual arts to raise its public and regional profile.

This might be achieved by developing more joined up programmes, a stronger visual arts dimension to the current festivals programme, possibly leading to a dedicated visual arts event or festival bringing together visual arts agencies and programmes.

It might also consider a number of landmark visual arts projects designed to promote the City as a vibrant contemporary place and adopt a more strategic approach to the integration of public art in public spaces, including on cycleways and walking routes, at key visitor destinations and locations and at public buildings. (There has been some joint working between the City and County Councils in relation to public realm developments). All of the above would of course be dependent on identifying new funding or income streams.

The City (public and private sectors) should aim to embark on a programme of commissioning of work by artist of national and international standing to build on its existing portfolio of public art and place Exeter on the national map in terms of visual arts practice. For instance, it might host a major national exhibition (Anthony Gormley) or commission a major site-specific piece of work as part of the summer festival. This would build on existing programmes, such as its public art works and the recent installation of Heavitree Arch, a major artwork located in a local centre on a key route into the City Centre and partly funded by s106 monies.

At the same time the Council and its partners should identify ways of sustaining the community of local artists and makers by supporting workspace developments, providing opportunities for artists to exhibit work in the City as part of festivals and other events and working with the sector to promote visual arts and crafts to a wider audience.

### 3.2.3 Creative Production

Exeter has a number of independent theatre and dance companies which produce work in the City and tour to other venues in the region and further afield, including Theatre Alibi (an Arts Council revenue funded client); Reflex (a dance company based at Exeter Phoenix); Wolf and Water; Fan Club, a young dance company operating out of Exeter College. The Northcott is a major producer of new work and Phoenix Media Centre, in partnership with South West Screen, plays a key role in supporting independent film and media production.

Bournemouth Symphony Orchestra is an important partner, supported by the City Council and Arts Council England to present its series of 12 concerts and associated educational work at the Great Hall. The Orchestra attracts large audiences, playing to 92% in the Great Hall (capacity 1,818). The Exeter Concert Series is the Orchestra's most successful and sells more tickets than the Bristol Concert Series. Developments on the University campus (see note above about campus changes).

The amateur arts sector is also involved with creative production and Exeter Arts Council plays a key role in channelling grant aid provided by the City Council to individual professional arts practitioners and in support of creative projects. In the visual arts the City's Galleries and visual arts agencies support creative production and media production is supported by Exeter Phoenix and independent media producers.

Recent initiatives include the creation of a studio venue for new work, Theatre Upstairs at the Globe, which presents the development and presentation of new writing and rehearsed readings of new plays in a pub function room.

The challenge for many independent companies and individual practitioners is to secure the resources necessary in order to sustain their creative work. The City's main arts venues and organisations have a role to play in supporting the independent sector, by providing access to resources and opportunities to present work, and there are successful collaborations (between Theatre Alibi and the Northcott for instance).

However, the sector is fragile and the reduction in Arts Lottery funding, allied to a more difficult economic climate, is adding to the uncertainties for creative practitioners. The solution is the creation of a buoyant arts economy in which arts and media is fully integrated into a variety of other programmes (social, linked to community development and work with disadvantaged groups); educational (both in schools and through informal learning programmes), economic (including via support for the creative industries); and environmental (through public art and other interventions in the public realm). This can produce new opportunities for creative practitioners to generate income from work within other programmes, and with increased opportunities for making, promoting and selling creative products.

The 2004-6 Arts and Media strategy identified the need to improve the quality and diversity of arts and media activity in the City. While there have been measures to address this, including widening the programmes in arts festivals, this should continue to be an objective as part of the City's support for creative production and within presentation programmes.

#### 3.2.4 Film and Media

The main development in the sector since the last arts and media strategy has been the creation of a new multi-screen cinema, opened by Vue Cinemas in the centre of the City. This now complements the programme of Exeter Picture House, which provides the opportunity for audiences from Exeter (and outlying areas) to watch a wide range of titles; and Exeter Phoenix, the work of Phoenix Media Centre, and Exeter Film Society. Phoenix Media supports film production and houses the 'Black Box', air-conditioned studio which is available for production, performance, screenings and installations.

Phonic FM, is a new radio station run by Exeter Community Radio Ltd. and based in the basement of Exeter Phoenix. It is almost unique in the country for its specific focus as a station that supports the cultural activity of the city and exists as a training ground for those seeking skills and careers in radio broadcast and production; as an important outlet for musicians and other artists; and as a useful marketing tool for cultural organisations and promoters in the city.

The University is also a valuable film and media resource. There is a strong body of Visiting Professors and Fellows in the worlds of film, broadcasting, theatre and digital media who work closely with students and staff at the University, and give University-organised public lectures and performances in Exeter, at the University, Picture House and Phoenix. The Bill Douglas Centre offers a unique resource of artefacts and research materials in the history of film and popular culture, and mounts joint exhibitions and talks with local and regional museums. The University runs Film Studies degree programmes and research centres, and the Centre for Intermedia is engaged in international interdisciplinary collaborative research.

Within the Secondary schools sector, the City has a Specialist Media College, Isca College. RAMM is also involved with a major digital media project.

The *Animated Exeter* Festival has grown into a significant regional event, supported by South West Screen and with an extensive education programme extending opportunities to engage with animation to many young people in particular. It adds to the City's media offer and links with other provision.

There is considerable potential for growth in the film and media sector which needs to be considered within a broader strategy to support the creative industries in Exeter, and in line with regional economic priorities. Film and media, including the software and computer games industry, are key sectors for the UK economy and link well into Higher Education and the technology sector.

In addition to identifying ways of supporting the sector through existing business support channels and funding, there is potential for a stronger partnership with Further and Higher Education providers, Phoenix Media and independent production and training providers in the provision of training, research and skills development. Film and media students from the University of Exeter already have strong links with Phoenix Film and Media Centre.

Film and media development fits well with the priorities of the Regional Development Agency's Creative Industries Strategy and plays an important part in the regional economy, including attracting production activity into Exeter City (the City Council's Marketing Team has already been successful in this area), which helps to support the local film and media sector.

*£40 million in inward investment was brought to the region through location filming in 2006, and 'film tourism' looks set to bring increasing numbers of visitors to the region.*[9]

Film & Media is a strong and growing sector and Exeter (there are said to be 150 media-based businesses in the City) and should be recognised as a Media Hub by South West Screen and the RDA. However, more research is required to quantify and strengthen the sector. The re-development of the Media Centre at Exeter Phoenix would help to focus the activity and output of the sector.

[9] *[9] SWERDA Creative Industries Strategy, June 2007*

Film and media are key elements of the creative industries and must be part of an integrated partnership approach to supporting creative industries.

### 3.2.5 Literature

Devon County Library Service is involved with literature development and collaborated with Exeter Phoenix in November 2007 to present the Exeter Storyworks Festival, a one-off celebration of stories for children and their families which took place over three days with events at Exeter Phoenix and in the Central Library. The County Council is also interested in creating a literature festival for the City. It is understood that the Text Literature Festival, which was presented between 2002 and 2006 may be revived.

The University has a Centre for Creative Writing and Arts, and runs a successful series of postgraduate degree programmes and undergraduate courses on creative writing. It also hosts internationally-known writers, directors and actors in a public programme, funded until recently by Arts Council England. It boasts nationally distinguished fiction, poetry and screen writers e.g. 2008 Man Booker-shortlisted Philip Hensher. It also boasts a Centre for South West Writing, featuring events and workshops focussed on the major archives of South West writers housed in the University Library.

### 3.2.6 The University of Exeter

**The University of Exeter** is a key player in the arts and media across a range of areas (as indicated above) and is an important strategic partner for the City Council and arts sector. The University owns the Northcott Theatre, located on the University campus, and operates the **Great Hall**, which is the City's main venue for orchestral concerts presenting the annual season of twelve concerts by the Bournemouth Symphony Orchestra.

It has a range of facilities linked to its academic programmes, including theatre and dance studios, production facilities and two exhibition spaces. The Lemon Grove, managed by the Guild of Students, can accommodate in excess of 700 and presents a programme of rock and popular music.

The University also has a dedicated exhibition space in the Institute of Arab & Islamic Studies, which represents major potential for using the arts to raise awareness of Islamic issues. The University's Centre of Genomics in Society, Egenis, has successfully forged links with Exeter City through its contemporary visual arts programme, and Café Scientifique held at Exeter Phoenix.

'The University has established an Arts and Culture Task and Finish Group to refine and develop its vision for the University's cultural strategy and is generally mindful of its national and international positioning, but specifically within the City of Exeter and the environs of its Cornwall campus, as well as the wider South West region. It has also appointed an Arts and Culture Development Fellow to expedite this strategy.

It is planning to spend £45m on the creation of a new central are, the Forum, to be located adjacent to the Great Hall and University Library. The arts and culture elements of the Forum (due to open 2012) are being discussed and developed in conjunction with the architects of the scheme, and will promote the best of the University's and region's arts and culture in terms of visual, dramatic and media performance, and music production. Car parking on campus is being redesigned to allow shuttle buses to move visitors to campus more easily than at present.' This may have an impact on attenders to the concert series and the Northcott Theatre.

The University has a strong desire to be involved closely in the development of the arts and media in Exeter, in particular through. collaboration, strengthening strategic partnerships, and developing wider access to arts and culture activities throughout the City. These are central tenets of its own Arts and Culture strategy. For the University, a stronger cultural profile will enhance its international reputation, thus increasing global staff and student recruitment into the campus and City.

### 3.2.7 The Castle (Cultural) Quarter

The creation of an Exeter Cultural Quarter has been identified within the Exeter Vision and the development of Phoenix as a major arts and media centre and current re-development of RAMM will both contribute to achieving this ambition. Devon County Council has plans to re-develop its Central Library, which sits at the heart of the Quarter. This will present an opportunity to link the above facilities more effectively with retailing sector and to provide an improved public realm. Exeter Phoenix also has plans for a further phase of development to create a new media centre and extend its media facilities.

The County Council aims to re-create the Library as a cultural centre with a wider range of facilities, including exhibition space and lecture/small event facilities; however it has no plans at present to cerate a major performance venue. The final piece of the Cultural Quarter jigsaw, Exeter (Rougemont) Castle, now lies outside the public sector in commercial ownership, and may prove more difficult to include within the Cultural Quarter concept.

The Central Library re-development may be the key to unlocking the Cultural Quarter development and it is important that the scheme is developed in partnership with the City Council, Exeter Phoenix and other partners in the Quarter so that opportunities to improve the public realm, to create more coherent and attractive walkways and public spaces.

Plans to create new facilities (exhibition, performance, lecture, and film exhibition facilities in particular) should be considered in relation to the existing facilities and the future plans of key partners (e.g. Phoenix), to provide a coherent facilities strategy for the whole Quarter which avoids duplication and identifies the potential for sharing facilities. The inclusion of business incubation space should be considered in any development.

The Cultural Quarter's outdoor spaces, Northernhay Gardens, Rougemont Gardens and the new amphitheatre that will be created as part of the Museum re-development, are all important present and future locations for cultural activity, including the Northcott's summer Shakespeare season and Big Screen in the Park.

The decision on unitary status and future structure of the Library Service will be a determining factor for the Library development. Devon County Council has indicated that would be prepared to invest up to £10m in a new library development, subject to resources being available.

### 3.2.8 Spaces and Facilities

The City has an assortment of informal spaces and facilities, ranging from Exeter Cathedral to public open spaces, pubs and community halls, which are, and can be used for arts and media activities. These present new opportunities for engaging with new audiences: through open-air concerts and events appealing to less traditional audiences, including more multi-cultural events; through community-based activities; by integrating the arts into celebratory events; and by commissioning and presenting new visual arts work in the public realm. Ensuring that the potential for arts and media usage is considered in developing policies and plans for spaces and facilities in the City helps to maintain them as a valuable part of the arts infrastructure.

### 3.3 Festivals and Events

The Regional Cultural Strategy[10] identifies the key role of festivals in the region.

*'Major events, including festivals, that develop audiences and increase participation, are considered a significant aspect of supporting cultural infrastructure in the South West, as part of an integrated approach to events development.'*

Exeter now has an established portfolio of festivals and events which are professionally-managed and bring a range of high quality professional arts and media programme into the City. The festival programme brings the cultural sector together involving partnership between the City Council, the City's major arts venues and agencies and other external funders and consists of:

**Exeter Summer Festival** – with a largely professional programme of varied artforms, including classical and popular music; dance, theatre, comedy and celebrity events.

**Exeter Autumn Festival** – consisting largely of amateur and community events and providing an opportunity for local groups to showcase their work.

**Animated Exeter** – is an annual animation film festival started in 1999 and aimed at children and young people. The festival was developed and is run by Exeter City Council which is seeking to find ways of making it independent.

**Vibraphonic** – is a multi-cultural world/alternative music festival presented by music promoters in the City in partnership with the City Council. The festival presents music from different genres, including jazz, world, new music and young people's music (e.g. hip hop, drum, soul, blues, reggae).

**Exeter Open Studios** – visual arts event involving over 60 artists and 30 venues.

**Exeter Respect** - the city's annual celebration of diversity.

The festivals programme is diverse, appeals to a variety of audiences, and provides the City with increased cultural diversity in the visual and performing arts which encourages social cohesion and understanding. It is an asset to the City but has been developed in a somewhat ad hoc manner, (which is not unusual). The Autumn Festival was created by the separation of amateur and community arts from the main

[10] *[10] People, Places and Spaces - A Cultural Infrastructure Strategy for the South West, Consultation Draft April 2007,(Culture South West, Exeter, 2007)*

Summer Festival. The animation festival resulted from a City Council initiative informed by a consultancy study.

All of the festivals fulfil a function. For instance, the Animated Exeter Festival has been effective in engaging young people and links well into media work at Exeter Phoenix and the University. It has established itself as an important regional event and also reaches beyond young people, with its careers day, industry panels, public screenings and other events. The festival is seen by South West Screen as having the potential to provide national profile for the City and ultimately for the region and is structured so that it works with both local audiences and participants while also attracting people from further afield.

The Exeter Open Studios Festival supports the visual arts and crafts sector and promotes visual arts. Vibraphonic targets a younger music audience and provides the City with a festival event in the spring (March). The Summer Festival contributes to the City's visitor attractions while the Autumn Festival provides an opportunity for the amateur and community sector to celebrate its work.

The City has reviewed its festivals provision and made changes in recent years, but there remains a continuing need to appraise the rationale for the festivals programme. None of the festivals are of major national significance, though the Exeter Summer Festival programme includes some high profile performers and clearly attracts an audience from a wider catchment than the City; and Animated Exeter has a regional and national profile.

However, if the priority for the City is to support the tourism economy and promote the City, it has to be questioned whether the current portfolio of festivals is the most appropriate for that function and offers the required level of regional and national impact. There is another issue: resources. Major festivals of regional or national significance are expensive. However, if they are of sufficient scale and status, and really promote the City to the wider world, they may also attract significant levels of sponsorship in addition to sizeable income from ticket sales.

The challenge with regard to festivals is to be clear about the rationale of each event, and how it contributes to the Council's aims and those of its partners; and to position those which are intended to promote the City and attract visitors at the right level while maintaining other festivals to extend the range of arts provision available to the City's residents and engage local people. If Exeter wishes to present itself as a top ten city, then a major festival of national standing and profile would make a significant contribution to that goal but would also require major investment.

*(The Manchester International Festival was initiated by the City Council to promote the City and compete in the national festivals market. The festival is biennial and attracts around 200,000 sales and £5-6m of private sector funding. It presents a distinctive programme of newly commissioned and international work, much of which cannot be seen elsewhere in the UK. Though Manchester is of a different scale to Exeter, it is an interesting example of a new festival launched with considerable ambition and private sector investment)*.

(Alternatively the City could develop a highly distinctive portfolio of festivals, such as *Animated Exeter,* each of regional or national significance).

The City Council is seeking to move away from hands-on delivery of festivals to a more partnership, enabling approach, and is looking to adapt the pattern of festivals and events to ensure that they are resourced at an appropriate level, possibly involving some festivals moving to a biennial format. It is also considering new structures for the coordination and management of festivals that could involve closer partnership with the City's major arts and media agencies.

A key aim of possible changes to the management and delivery of the festivals programme would be to maximise the resources available, including by attracting new external funding, and to ensure that the City Council was able to provide the festivals programme with more support at the strategic level, rather than through direct operational control.

As part of this continuing appraisal of the festivals programme, consideration should be given, should opportunities arise, to developing a festival of regional and possibly national standing in partnership with the private sector and as a key strand of its economic and cultural development programme. The Summer Festival might form the basis for this; alternatively a new festival might be created addressing a gap in the festivals market in the region.

The city has a variety of outdoor spaces which can accommodate outdoor events, including the Castle, Cathedral Green, Quayside, and Princesshay retail area. There is considerable potential to develop site-specific events and performances linked to the annual calendar or major celebrations, building on the street work presented within the summer Festival. This might include bringing street arts companies of national standing to the City (e.g. Walk the Plank, Avanti Display, international companies) to devise major events. This might also lead to a more events-based approach to work in the public realm which could prove more effective in supporting the City Centre economy.

### 3.4 The Creative Industries

*'The Creative Industries sector is broad - some 89,000 people work directly in this sector with a further 55,000 working in creative occupations outside the 'pure' sector in the region. Nationally the whole sector contributed 8% of the UK's GVA and is growing faster than the rest of the economy. The region has major strengths and opportunities in key parts of the sector.'*[11]

The creative industries are those industries that are based on individual creativity, skill and talent. They are also those that have the potential to create wealth and jobs through developing intellectual property. The creative industries sector has been defined by Government to include advertising, architecture, the art and antiques market, crafts, design, designer fashion, film, interactive leisure software, music, the performing arts, publishing, software and computer services, television and radio.

The importance of the sector in terms of the UK economy and employment has grown in recent years as traditional industry has declined and new streams of employment are explored. The sector embraces some of the UK's most successful and innovative areas of economic activity including, for instance, the popular music and film industries, the development of software and new media and television and radio.

Government recognises the role which the creative industries can play in the UK economy and in providing new opportunities for employment in the post-industrial era, and it would be possible to link creative industries development in Exeter with other employment and business support measures, the provision of workspace, business skills and marketing training, support for new retailing, joint marketing and promotional initiatives for instance.

Phoenix Media Centre is now a key player in supporting the film and media sector and digital arts in the City, providing workspace, exhibition and production facilities, a base for independent production companies, commissions of new work; and training and other support for the sector. Phoenix also has links with The University of Exeter and works to encourage graduates to remain and develop careers in film and media in the City. The success of the centre has already led to plans for a further development to meet the level of need for film and media facilities and support.

[11] *SWERDA Creative Industries Strategy, June 2007*

Exeter Art Spaces is an example of how the creative sector can work together to support creative production, through the provision of workspace for artists and makers. Future developments in studio provision could involve linking production with retailing, exhibition and other activities (as is the case at the Brewery in Cirencester which combines crafts workshop space with retailing or at the Bovey Tracy Contemporary Crafts Fair for instance).

*'Britain is a creative country and our creative industries are increasingly vital to the UK. Two million people are employed in creative jobs and the sector contributes £60 billion a year – 7.3 per cent – to the British economy. Over the past decade, **the creative sector has grown at twice the rate of the economy** as a whole and is well placed for continued growth as demand for creative content – particularly in English – grows.'*

*'The vision is of a Britain in **ten years' time where the local economies in our biggest cities are driven by creativity**, where there is a much expanded range of creative job opportunities in every region with clear routes into creative careers from local schools and colleges, and where every young person believes they have a real choice to use their talents in a creative capacity. It is a vision of creativity as the engine of economic growth for towns, cities and regions. It's also a vision of dynamic, innovative, successful creative businesses providing prosperity and fulfilling job opportunities right across the country. '*[12]

Other estimates of the scale of the sector produced by Government include.[13]

- *In the summer quarter of 2006, **creative employment totalled 1.9 million jobs.** This comprised just over 1.1 million jobs in the Creative Industries and almost 800,000 further creative jobs within businesses outside these industries.*
- *Total creative employment increased from 1.6m in 1997 to 1.9m in 2006, an **average growth rate of 2% per annum**, compared to 1% for the whole of the economy over this period.*
- *Around two-thirds of the businesses in the Creative Industries are contained within two sectors; Software, Computer Games and Electronic Publishing (53,500 companies) and Music and the Visual & Performing Arts (28,300 companies).*

Exeter has most of the necessary ingredients for developing a lively and successful creative industries sector: an active community of arts and media practitioners

[12] *'Creative Britain, New Talents for the Economy', Department for Culture, Media and Sport London, 2008)*
[13] *Creative Industries Economic Estimates, Statistical Bulletin October 2007, DCMS (London 2007)*

(including those working in community settings); a University with arts courses producing a flow of graduates; a developed arts infrastructure with key organisations in the performing, and visual arts; a growing media sector linking with the University (which has supported graduates to enter the sector with seminars and other activities); a developing new technologies and knowledge sector; and a healthy tourism industry providing potential buyers of creative products.

However, it also faces challenges: the loss of the Plymouth University Fine Art Degree course will reduce the number of visual arts graduates in the City (though Exeter College is expanding its range of Foundation degrees which will help to compensate); the high cost of property and pressure on development sites in the City makes it difficult to find affordable workspace; low levels of graduate retention; and the competition from Plymouth and Bristol with greater access to regeneration funding.

The creative industries are no longer considered the preserve of our major metropolitan areas. New facilities, in Caernarvon, North Wales, Lincoln and provision in other cities and towns (e.g. Farnham, Cirencester) have illustrated that the creative industries are now becoming a visible economic sector in places where they previously had a low profile.

The development of a creative industries sector in Exeter and involving partnership between the City Council, South West Screen, Phoenix Arts and Media Centre, Exeter Art Spaces, other key arts and media agencies and providers, the Higher and Further Education sectors and independent producers, should now be a natural aspect of a comprehensive arts and media strategy.

There are five main areas where development needs to be supported:

- Through the provision and creation of workspace, including dedicated artists studios (as at Exeter Artspace) and incubation units for digitally-based businesses
- By supporting the production and presentation of work, including commissioning public art and via visual and media exhibition facilities and opportunities (including via Animated Exeter)
- By creating new work and distribution opportunities (e.g. commercial sound and video production, education and community programmes)
- With training and business development support in partnership with Phoenix
- and through other joint measures to support the development of the sector, including for instance, working strategically with The University of Exeter and

linking University programmes with other activity, undertaking research into the sector and promoting it within the local economy.

### 3.5 Arts in the Community

Exeter has a strong amateur and voluntary arts sector and the grant aid channelled through Exeter Arts Council is a valuable source of funding for amateur and community groups, as well as supporting projects by arts practitioners and emerging companies and organisations and encouraging greater cultural diversity. The Autumn Festival now provides a showcase for work produced by the community, and other festivals, Animated Exeter for instance, also offer participatory and educational projects as part of their event programmes.

The City's revenue funded arts and media organisations, as well as RAMM, are all involved in taking participatory opportunities into the community and education settings, and the provision of education and outreach programmes is a key element of the annual programmes agreed with the City Council and other funders.

The City Council, though its community development and play programmes, supports art in the community, including via specific programmes and projects (the Art Guy, Scrapstore, holiday schemes etc.). The Living Here programme also incorporates music, literature, art and design, photography and theatre and is fully community based, and funded externally.

The primary focus in previous arts and media strategies has been on work taking place in the City Centre and within established events and venues. Work within Exeter's neighbourhood communities has been supported via the education and outreach programmes of the revenue funded organisations, including the Wren Trust which undertakes participatory music projects with disadvantaged groups in the City and works in community facilities and schools in estates and areas experiencing social exclusion.

Magic Carpet undertakes work with people with disabilities, carers and other vulnerable groups at Exeter Exeter Phoenix and in community facilities and has secured funding for its projects from a variety of grant giving trusts. Exeter Healthcare Arts supports arts programmes within the health sector, including working with Primary Care Trusts and GP practices and work which promotes positive health. There is no dedicated community arts organisation in the City.

Dance in Devon the County dance agency based at Phoenix, has undertaken work in partnership with Exeter City Council (Arts and Events and Play) and a variety of other agencies in the City, working with several disadvantaged groups and securing funding from non-arts sources, including Exeter Youth Offending Team; CEDA; Connexions; and the Devon Community Foundation.

The renewed Government and Arts Council England focus on participation in the arts and media arises largely in response to the continuing need to engage a wider constituency and audience with the arts and to extend opportunities in the arts to a broader range of people, including deaf people and people with disabilities (up to 10% of the population), elderly people and disaffected young people.

There is also a need for Exeter's arts opportunities to reach out to its resident communities at local level so that engagement with the arts is more easily achieved and the arts are integrated more fully into community life and linked with other programmes to combat social exclusion and community development.

The move to a unitary authority, should it proceed, would present an opportunity to consider the relationship between City-based arts activity and activity in adjacent rural areas, including for instance, rural community arts initiatives, such as the provision of live professional performances in village halls through Villages in Action, work undertaken by County arts agencies like Dance in Devon and DAISI, and companies (e.g. Common Players) presenting work and visual arts programmes outside of but close to the City.

There is undoubtedly scope to extend the range of work taking place within community, health and educational settings and to access funding related to community and education programmes in support of this work. The City Council's Community Development Team is involved in piloting and setting up new ways of engaging local communities and views participation in the arts as a valuable way of reaching out to communities.

To date, arts provision within community development programmes has tended to incorporate local organisations and individuals and there have been very limited linkages with the City's main professional arts agencies or the Council's own arts development programmes. There is considerable scope for stronger partnerships between the arts sector and community development programmes operating at neighbourhood level.

## 3.6 Arts and Learning/ Arts and Young People

The City's professional arts organisations undertake a wide range of education and learning support programmes and work with adults, children and young people, including outreach programmes. Spacex, RAMM and the Northcott all run well-established and successful education and outreach programmes which involve working with a variety of participants, including within formal education settings.

For instance, Spacex has been involved in three major research programmes run through *engage* over the last three years as part of the education programme. *engage* is the lead organisation for gallery education in the UK and in 15 countries worldwide, promoting access to and enjoyment of the visual arts through gallery education. The programmes include: *Watch this space* (focussing on increasing school visits to galleries); *en-vision* (focussing on young people's involvement in galleries); and, currently, *en-quire* (a research project into the learning benefits of gallery education jointly run by engage and the Arts Council).

Spacex is the lead organisation for en-quire in the south west. The project links four galleries (Centre for Contemporary Art and the Natural World, Plymouth Arts Centre, Spacex and Thelma Hulbert Gallery), and twelve artist/artist educators and six secondary schools.

Phoenix Arts and Media Centre hosts a wide assortment of education programmes and now has a dedicated education officer forging links with other arts agencies and taking work out into the community. The Bournemouth Symphony Orchestra undertakes an annual education programme linked to its concert series.

DAISI, the arts education agency for Devon and Torbay-based in Exeter, supports and encourages creativity through the arts within the whole school community and arranges arts education projects for schools in the City, including Devon Youth Theatre and the Devon Youth Dance Company, which meet regularly in the City. Dance in Devon is also an active provider of opportunities to participate in and learn about dance.

The University of Exeter delivers academic programmes in film, media, literature, the performing and visual arts and is a focus for creative activity. It supports the Northcott Theatre and is involved in a variety of activities for young people, sometimes providing space for activities and other support to professional arts and media organisations. The University has a Director of Music, and a very active and interactive music programme which puts on performances at different venues on campus and within the city (also see 3.2.1 above).

Exeter College is a tertiary college providing an extensive range of pre-degree foundation level arts and media courses, including several Foundation degrees (e.g. television production) for up to 14,000 students (of which 9,000 are full-time). It currently has around 1,200 students studying on its art and design courses (including 120 studying foundation level art and design) and a further 1,000 on media and performing arts courses. From September 2009 it will launch a new Music Academy; new music and dance courses; and a new Creative and Media Diploma. The College also runs an arts management course and is planning a new Community Arts Foundation Degree.

The College uses a variety of facilities in the city for exhibitions, media activities and performances and hosts its own annual arts festival. It is keen to develop stronger links with the City's arts and media sectors and to engage more actively with the City's festivals.

Despite the array of tertiary and pre-degree level courses, the lack of a Fine Art degree and/or Fine Art college is a major issue for the visual arts in the City and with regards to the wider development and contribution to the creative industries and cultural sector in Exeter.

There are also opportunities for young people to participate in drama via Cygnet Training theatre which operates the New Theatre, Exeter, a training studio located close to the city centre. Founded in 1980, Cygnet has since grown into a full-time training company and operates as one of the Conference of Drama Schools 22 Schools and offers courses in Acting, Musical Theatre, Directing and Technical Theatre training, and has an on-going link with the Theatre Royal, Plymouth, where the Cygnet Company performs.

Another valuable resource is The Xcentre, which works with homeless, vulnerable and excluded young people and operates a fully equipped recording studio, professional film cameras, an IT suite and a suite of Mac's with design software. The centre specialises in delivering training through creativity, be it film-making or song-writing, photography or web-design.

Young people are provided with opportunities to participate in the arts both within the formal education sector (there is one Specialist College in the City, ISCA, which is a specialist media college) and through community based initiatives and projects, linked to Animated Exeter, work by the Wren Trust and others. The Arts Education Service of Devon County Council runs both the Devon Youth Theatre and the Devon Youth Dance Company, which meet regularly in the City and participate in the City's festivals. Both the City and County Councils are supporting arts education and youth arts activity, but without any coordination.

Despite a great deal of arts and media activity taking place, work with young people is fragmented. There is no arts event bringing together the arts education sector or young people's art in the City, though the Autumn Festival provides an opportunity for showcasing and exhibiting work. Improved networking between the various strands of arts education and youth arts activity will be the key.

There is an opportunity to build on the City's young people's arts by creating more formal networks for communication and exploring ways of increasing the impact of the work, possibly by coordinated events and greater advocacy for the work.

### 3.7 The City Council – Role and Responsibilities

Exeter City Council is an active supporter and developer of the arts and media and in addition to its financial support for the key arts organisations, its grant aid channelled through Exeter Arts Council, and its direct operation of festivals and events, it has initiated new festivals and events, worked at strategic level to encourage the private sector to develop public art within development schemes, introduced the arts into community and play programmes, promoted arts and media through its tourism marketing and developed the Corn Exchange as a venue for live arts and entertainment.

It has worked to widen access to the arts through its service level agreements with revenue clients, which emphasise the importance of taking work out into the community and partnership with the education sector. The move to unitary status (whichever way that goes) will provide new opportunities to bring together the work of agencies currently funded by Devon County Council and Exeter City Council and to coordinate arts programmes in education and the community more effectively.

The City Council has supported the arts strongly within its work in promoting and supporting the tourism sector, and raising the profile and image of Exeter. It has recognised the value of the arts in animating the City Centre and revitalising public spaces and supported major capital projects to improve arts and media facilities.

The Council has now recognised that it will need to attract other sources of funding if it is to sustain the range of festivals and activities in the City, continue to support its arts infrastructure and respond to and support new initiatives. It has therefore been moving to more of an enabling role by placing some of its festivals into independent management where possible.

In the light of possible unitary status it now has to consider the best ways of securing the resources for arts and media development in the City in order to achieve its stated cultural aspirations. If it can raise its aspirations and develop projects and programmes of sufficient stature and regional/national profile, then it may be able to secure the additional funding it will require from other sources, including the private sector, through sponsorship; national and regional regeneration and funding agencies; the National Lottery and charitable bodies; the Cultural Olympiad; and through the maximisation of income generation.

If it is to achieve this it will need to ensure that it has the necessary dedicated arts and media officer time and support to operate strategically and develop external partnerships and funding streams. It will need to consider how it can achieve this alongside its demanding programme of direct operation of festivals and events.

### 3.8 Sustainability and Growth

The arts and media sector in the City continues to have a heavy reliance on public sector and grant funding. According to the 2006/7 Arts and Media Audit, around 50% of income comes from public and grant sources. The 2004-2006 Arts and Media Strategy identified concerns about the sustainability of funding and the position with regard to public sector funding has not improved since then.

Some of the City's smaller and newer arts and media organisations have relied heavily on time-limited project funding from a variety of sources and, in some instances have survived for over twenty years on this. Government funding, and indeed much charitable sector funding, targets work with disadvantaged or specific minority groups and it has become increasingly more difficult to secure funding for creative production and the touring and presentation of work.

If the City's arts and media sector is to grow and respond to its changing demographics, its funding base will need to continue to diversify and new forms of income generation will need to be developed. There are models already in operation in the City. Operating more business-oriented models of development is inevitable and any measures which can be taken in supporting the sector in achieving sustainability should be pursued, within the context of creative industries support and development.

Exeter has a buoyant and growing commercial sector and a rapidly growing population. The arrival of the Met office and new science and technology businesses provides an opportunity to engage the private sector more with arts and cultural provision. Furthermore, the promotion of Exeter as a vibrant place in which to live and do business, with an innovative cutting edge, could be well supported by an enhanced programme of contemporary arts commissions and site specific events supported by the private sector if of sufficient scale and ambition.

If the public and private sector share Exeter's aspirations, it is essential that a partnership is created which encourages private sector investment in the development and enhancement of the City's cultural offer and can attract new and additional funding from regional and charitable agencies. Arts and Business is located in Exeter and could be a valuable partner in linking with the private sector.

The Cultural Olympiad presents an ideal opportunity to explore large-scale projects which could re-position Exeter on the regional cultural map and should be explored fully in the context of the above proposals.

# 4. STRATEGY AIMS AND PRIORITIES 2009-2012

The principle aim of the Arts and Media Strategy remains that of contributing to Exeter City Council's mission, as set out in the *Exeter Vision*, of securing Exeter's status as the regional capital of the South West, and to work in partnership to improve the quality of life for all people living in, working in and visiting the City. The Exeter Corporate Plan 2007-2010 aims *'to ensure that Exeter is recognised as a dynamic and innovative regional city.'* A key aim of this strategy is to provide a framework for achieving that aim in the arts and media.

While the strategy has a strong focus on the role of Exeter City Council, it is a strategy for the City (whatever the local government arrangements are to become) and will only be achieved through partnership between the City Council, the arts and education sectors, the private sector, with key regional agencies and with other stakeholders in Exeter's growth and prosperity.

## 4.1 Strategic Priorities for Arts and Media

Arts and media are now accepted as key areas for development in achieving the strategic aspirations of the City Council as set out in the *Exeter Vision* and endorsed in other local and regional economic and cultural strategies, including the Regional Spatial Plan. The Regional Economic Strategy identifies Exeter's pivotal role and includes sector priorities in the creative industries.

The Exeter and Heart of Devon Economic Development Strategy 2008-2013 emphasises the importance of the City's cultural assets and festivals and its '*role as a lively, animated meeting place, the centre for business meetings, conferences, dining, arts experiences, retail, entertainment, festivals and learning*.

This Arts and Media Strategy acknowledges the continuing importance of the arts, media and the creative industries in creating a successful economy and supporting the tourism sector. It also addresses the need to support cultural production, including individual artists and creative practitioners, and the greater emphasis being placed on encouraging wider participation in the arts by Government and Arts Council England.

The Strategy sets out eight key objectives which build on and develop the strategic objectives of the 2004-2006 Arts and Media Strategy. It addresses the City's high aspirations as a regional capital and acknowledges the changes which have occurred in the external landscape since the last strategy was produced and the change of focus in national and regional policy. It has a set of tasks to be undertaken aimed at moving the City towards its goals as a regional capital, but which recognise the resource implications of the Strategy and set a realistic agenda for growth and development.

This strategy endorses the invaluable contribution which the arts make to quality of life, personal development, education and social inclusion. It aims to engage all of Exeter's communities, geographic and groups for whom access to the arts may be more difficult, by extending access to the arts to more people from a wider range of backgrounds, and creating more opportunities for people to experience a broader and more culturally diverse range of arts provision in their daily lives.

In particular it identifies the important strategic role of the City Council needs to play in taking forward arts and media development and in forging new partnerships.

### 4.2 Strategic Objectives

In the light of the current economic climate and the tight constraints on Local Authority finances, it will be essential for the City Council, arts sector and its other partners to work closely in identifying resources to support development. Equally important will be prioritising the allocation of resources by investing in areas of provision and development which will have greatest impact, which will support the creative sector in developing sustainable business models, and which extend access to the arts and media by widening participation and reaching those people for whom access is the most difficult.

There are eight strategic objectives.

1. The City Council should adopt a corporate policy approach to arts and media development which places the arts and media at the heart of the City's corporate ambitions and matches the City's level of aspiration
2. To develop and strengthen the arts and media infrastructure and support and encourage innovation and creative production in the City
3. To develop further the City's portfolio of arts and media festivals and explore opportunities to create a festival of regional/national significance
4. To support creative industries growth and development
5. To develop access to arts programmes and opportunities within community settings to encourage greater participation and involvement with the arts and media by residents of Exeter

6. To work through partnership with relevant agencies and partners to provide more opportunities for people from diverse backgrounds, and young people in particular, to engage in arts education and learning programmes
7. To work strategically in developing new partnerships and funding for the arts
8. To work with the arts and media sector and other partners to develop new models of sustainability and generate new income and funding sources.

These strategic objectives support the City's aspirations to become a regional capital and cultural centre (as identified in *People, Places and Spaces)*, and provide a framework for contributing to the economic and cultural growth and prosperity of the City, whilst also addressing the need to engage a wide diversity people actively in the arts; increasing participation levels in line with the Government's NI11 indicator for Local Authorities and the arts; and supporting creative production and the City's community of artists and arts practitioners.

They embrace Arts Council England's new priorities:

- Excellence - high quality art and arts experience
- Reach - more people attending and taking part in the arts
- Engagement - more opportunities for people to get involved with arts
- Diversity - arts that reflect the diversity of contemporary England
- Innovation - artists have the freedom and

A range of key tasks for achieving these objectives are set out in the attached Action Plan.

**Appendix - Consultation List**

| | | |
|---|---|---|
| **Exeter City Council** | | |
| Richard Ball | Head of Economy & Tourism | |
| Alan Caig | Head of Leisure & Museums | |
| Camilla Hampshire | RAMM Museums Manager | |
| Dave Lewis | Events, Facilities and Markets Manager | |
| Paul Osborne | Planning | |
| Dawn Rivers | Community Liaison Officer | |
| Richard Short | Head of Planning Services | |
| Val Wilson | Festivals & Events Manager | |
| **Arts and Community** | | |
| | | |
| Mary Attiwell | Finance and Administrative Director | Theatre Alibi |
| Julie Blackshaw | Director | Barnfield Theatre |
| Patrick Cunningham | Director | Exeter Phoenix |
| Gillian Dale | Director | Dance in Devon |
| Sean Fielding | Director of Communication | The University of Exeter |
| Viv Finer | Head of Faculty, Arts and Design | Exeter College |
| Liz Hill | Director | DAISI |
| Suaad George | | Devon Racial Equality Council |
| Will Higbee | | The University of Exeter |
| Nicola Hood | Director | Spacex |
| Frances Ives | Artist | Exeter Artspaces |
| Christine Jowett | Visual Arts coordinator | Exeter Phoenix |
| Judy Lye-Foster | Head of Faculty, Media and Performing Arts | Exeter College |
| Annemarie Macdonald | Artistic Director | Theatre Alibi |
| Kate Tyrrell | Executive Director | Exeter Northcott |
| Ann Oxburgh | Assistant Principal | Exeter College |
| Stephen Pettet-Smith | Director | Exeter Healthcare Trust |
| Scott Rossiter | | Alder King Estate Agents |
| Katya Romankevich | Artist/coordinator | Exeter Open Studios |
| Lousie Stolworthy | Artist/coordinator | Exeter Open Studios |
| Nikki Sved | Artistic Director | Theatre Alibi |
| Helen Taylor | | The University of Exeter |
| Jackie Thorn | Head of Local Government Liaison | Bournemouth Symphony Orchestra |
| Marilyn Tucker | Artistic Director | Wren Trust |
| Madelaine Vose | Director | Theatre Upstairs at the Globe |
| Michael Wykes | | The University of Exeter |
| Rob Wynne | Director | Magic Carpet |
| Carol Yeo | Secretary | Exeter Arts Council |
| **Regional Organisations** | | |
| Elaine Arnold | Devon and Dorset Officer | Arts and Business |
| Nick Capaldi | Former Executive Regional Director | Arts Council England SW |
| Richard Crowe | | 2012 Creative Programmer |
| Rachel Cowie | Executive Director | HERDA * |
| Phil Creek | Art Adviser | Devon County Council |
| Chris Humphrey | Acting Chief Executive | Arts Council England SW |
| Simon Jutton | Head of Development | Arts Council England SW |
| Sarah-Jane Meredith | Audience Development Officer | South West Screen |
| Rachel Pyke | | Arts and Business |
| Simon Timms | Head of Culture | Devon County Council |
| David Whitfield | County Arts Officer | Devon County Council |

| Consultees | Observations | Response |
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| Magic Carpet | Supports the utilisation of the arts as a tool for community development and to combat social exclusion. Points felt to be missing, are:- | |
| | • There are many arts based people working in the city loosely under the community arts banner including ourselves. We create employment opportunities for artists and development opportunities for graduates with volunteering. | Point added |
| | • The uses of the arts in assisting maintaining positive health, for everyone especially young and older people. | Point added |
| | • Page 27, the paragraph discussing Magic Carpet isn't strictly true! Happier with something like…. Magic Carpet undertakes work with people with disabilities, carers and other vulnerable groups in the Exeter Phoenix arts centre and other community facilities and has secured funding for its projects from a variety of grant giving trusts. | Page 27 amended |
| Devon County Council | • Support the report's recognition of "the strategic importance of Exeter as a cultural centre regionally and within the County" and would endorse the strategy's aim "to position it as the fulcrum of arts and cultural provision in Devon and the wider region" | |
| | • More recognition might be given to building strategic relationships with the university. | Point added |
| | • The County Council's plans for future improvements to the Exeter Central Library complex should give new opportunities for helping to raise the arts and cultural profile of the Castle Quarter. | Point added |
| | • 3.3 Perhaps this section could also include Exeter Respect which has become a regular feature of the city's cultural calendar | Point added |

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| Spacex | **3.2 The Arts Infrastructure** - Section refers to 'Exeter Vision' which states that other than the Cathedral and the museum there are no venues or events of national significance. | |
| | This comment overlooks the fact that Spacex is an organisation that operates on a national and international scale and has received increasing critical acclaim for its pioneering programme of exhibitions, projects and education activities. Spacex is now regarded as one of the leading contemporary arts venues in the country, and was designated a *"key strategic client"* of Arts Council England, *"one of 34 internationally linked contemporary art venues in the UK"*. Arts Council England | References to Spacex expanded to provide a further and accurate description of the organisation and its work |
| | **3.2.2. The Visual Arts and Crafts -** Spacex should be referred to as 'Spacex' not 'Spacex Gallery'. This is important as Spacex is much more than just a gallery the activities extend beyond the gallery artistic programme. | Suggested paragraphs amended. |
| | The first paragraph makes reference to a fine art college in Exeter. There is no fine art college in Exeter and Exeter University does not provide a fine arts degree. Exeter College provides education from A Level to a fine art foundation course (affiliated to the University of Plymouth) but this is of a different standing to a BA and MA. | Point noted |
| | The Council might want to look at producing a suggested 'art/cultural route' through the city, for example, from the RAMM down to Spacex and on to quayside to take in the gallery spaces in this location as the cultural activities do not just take place in the designated 'cultural quarter'. Focusing solely on the cultural quarter could be detrimental to the growth of cultural activity in a city the size of Exeter and work against the strategic aims of the Arts and Media Strategy. | Point noted |

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| | **3.6.1 Arts and Learning/Arts and Young People -** This section is not clearly presented and would benefit from being divided into areas of focus; organisations, agencies, the formal sector, festivals and the future.<br><br>The lack of a Fine Art degree and/or Fine Art college is a major issue with regards to the development and contribution to the cultural sector in Exeter.<br><br>**4.2 Strategic Objectives** - Exeter has a huge potential to be a leading cultural city in the UK. The objectives overlook direct investment in artists which is key to unlocking major contributions to creative and cultural life. The list of strategic objectives needs to be clearer and echo the ambition of Exeter to become a leading cultural centre. | Amendments made including example of education and outreach work<br><br>Reference to investment in artists already covered in this document. The whole strategy relates to This ambition which has also to reflect the likely resources available. |
| Arts Council England South West | Excited by the potential Exeter represents for the development of the contemporary visual arts, and I am keen to see the city developing as a major regional cultural centre.<br><br>Exeter richly deserves to be ambitious with its cultural plans and, while we all appreciate the straitened times in which we live, examples across the country demonstrate that the arts can be a key driver for social and economic regeneration.<br><br>**Page 11 The Arts Infrastructure -** 'Other than the Cathedral and museum there are no venues or events of national significance.' Here 'national significance' appears to be defined solely in terms of visitor numbers. This is a rather misleading definition which inadequately reflects the quality and reach of arts venues in Exeter. For example, Spacex is frequently recommended in national broadsheets and is nationally acclaimed for the quality of its programme. Similarly, Exeter Phoenix is receiving national recognition for its pioneering approach to arts development.<br><br>**Page 13 Exeter University -** The University also has a dedicated exhibition space in the Institute of Arab & Islamic Studies, which represents major potential for using the arts to raise awareness of Islamic issues. | Comment acknowledged<br><br>Points added |

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| | The University's Centre of Genomics in Society, Egenis, has successfully forged links with Exeter City through its contemporary visual arts programme, and Café Scientifique held at Exeter Phoenix. | |
| | **Pages 14-16 The Visual Arts and Crafts -** Spacex is more than a contemporary visual arts gallery. | |
| | Exeter Phoenix is developing a strong national and international programme, and hosts the highly successful Exeter Contemporary Open Exhibition, attracting high quality applications from across the country. | Points added |
| | The Royal Albert Memorial Museum houses an internationally important ethnographic collection. Its fine and applied arts collections are also strong. RAMM has successfully worked with visual artists to interpret its collections for new audiences. This is an area of huge potential for RAMM, which it is poised to realise with the completion of its capital project. | Points added |
| | Double Elephant Print Workshop is more than a 'not for profit community resource'. It promotes and delivers high quality visual arts practice. | Points added |
| | In addition to the Bovey Tracey Contemporary Crafts Fair, the Devon Guild of Craftsmen is developing a region-wide remit. | Points added |
| Exeter Phoenix | The Council as a whole does need to recognise the regeneration potential from culture and digital media developments, just as the government appears to have done.<br><br>To achieve the aspirations contained in the strategy the City Council's in-house resources and staff need to be focussed more on development and strategy work than on delivery of events and festivals. Others can deliver activities in the city but the council is the body that is best positioned to do the vital developmental work and act as facilitator and honest broker, particularly in co-ordinating multi-agency work. | Comments understood and acknowledged.<br>All comments below taken on board throughout the revised document. |

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<td>3.2 The Arts Infrastructure - This needs help as part of joined-up thinking across a number of organisations e.g better public transport is needed to support the evening economy.<br><br>New venues - There is clearly a need for a new, multi-purpose venue in the city.<br><br>New studio theatre spaces would have to be developed as part of other venues, they are not viable as stand-alones.<br><br>3.2.3 Creative Production - There are a number of other performance-based companies either based or mainly working in the city, including Reflex (a young dance company based in the Phoenix), Common Players, Wolf & Water and Wren Trust. Exeter Arts Council supports the professional sector as much as the amateur one.<br><br>3.2.4 Film & Media - There is no mention of Phonic FM, the new radio station run by Exeter Community Radio Ltd and based in the basement of the Phoenix. It is almost unique in the country for its specific focus as a station that supports the cultural activity of the city. It exists as a training ground for those seeking skills and careers in radio broadcast and production, as an important outlet for musicians and other artists and as a useful marketing tool for cultural organisations and promoters in the city.<br><br>Film & Media is a strong and growing sector and Exeter needs to be recognised as a Media Hub by SW Screen and the RDA. There are said to be 150 media-based businesses in the city. More work needs to be done to quantify and strengthen the sector. A project such as the re-development of the Media Centre at the Phoenix would help to focus the activity and output of the sector.<br><br>3.2.6 The Cultural Quarter - Media Centre re-development – a key component of this will be business incubation spaces for the creative industries.</td>
<td>Comments understood and acknowledged and taken on board throughout the revised document</td>
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| | There's no mention of the outdoor spaces, Northernhay Gardens, Rougemont Gardens and the new amphitheatre that will be created as part of the Museum re-development. These are all important present and future locations for cultural activity, including the Northcott's summer Shakespeare season and Big Screen in the Park.<br><br>**3.3 Festivals and Events -** Although the portfolio of festivals is established it needs to be developed. Events have to evolve and new ones added. I don't believe that one big festival is necessary; there is more value in having a number of focussed and highly respected festivals, strong in their field, than putting all the eggs in one basket. However, although Exeter does more than any other city west of Bath in terms of festival provision, Don't see why the portfolio shouldn't be grown in the way Cheltenham has grown its own portfolio. Growth should be organic to provide sustainability and not imposed artificially.<br><br>**3.4 Creative Industries -** Although the Plymouth University art students are now based in Plymouth Exeter College has partly stepped into the breach by offering a number of Foundation Degrees. Additional will be started over the next two years.<br><br>**4.2 Strategic Objectives & Action Plan -** The Objectives are very broad and all-encompassing but read, as does much of the strategy, as being for the City Council to achieve alone and not the city as a whole which is a mistake, particularly as budgetary constraints will surely limit the council's room for manoeuvre.<br><br>The Action Plan should include a commitment to research and development work, particularly with regard to the visual arts and media sectors, festivals and the establishment of a new multi-purpose venue. | Comments understood and acknowledged and taken on board |

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| Exeter City Council Planning Department | We could place greater emphasis on the importance of public art and high quality public spaces in place-making and reinforcing local identity - and the benefits this has in terms of visitor experience and attractiveness. | |
| | **3.2 Arts Infrastructure** - this section does not mention public art or public spaces, which we would consider are an important part of the arts infrastructure that is available to all 24/7, offering formal and informal opportunities for performance or interaction with artworks. | Reference to Public Art strengthened |
| | 3.3 Potential for temporary public artworks exhibition, or temporary/innovative lighting to enhance City's public spaces at night. | Points taken on board |
| | 3.5 We couldn't see any mention of the X-Centre - 50 seater venue, media centre for young people, or Cygnet Theatre. There are also small venues/businesses hat provide open mic events, or other facilities/activities such as workshops/training at Manson's Guitars (Fore St). | |
| Kaleido – Disability & Deaf Arts South West | National and regional statistics would indicate that around 10% of the population are disabled or Deaf and are therefore a sizeable, diverse section of society. There may be strong links, as alluded to at the bottom of Page 10, between arts and cultural services and other departments. | Reference to the points raised added |
| | Links to health are made but there should also be links to social services. | |
| | At page 11, again at the bottom, it states that 'a critical mass of cultural activity needs to be reached'. In general, this requires sufficient members of the population of specific demographic profiles to make such events successful. So, a view to engaging an additional 10% of the population should be taken when considering how to achieve this critical mass. | |

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| South West Screen | What is not clear about from the document is which of the many potential audiences the City wished to serve. There is mention of local events alongside the ambition for national and international initiatives and whilst this could be an ambition it was not clear that all the events listed would necessarily make the City a national player or the region's capital.<br><br>The description of Animated Exeter on page 22, from our point of view, could be expanded to include its reach beyond young people, with its careers day, industry panels, public screenings etc. We see the festival as having the potential to provide a national profile for the City and ultimately for the region.<br><br>In relation to South West Screen:<br><br>• in addition to supporting Exeter Phoenix and Animated Exeter, we have in the past worked closely with Spacex on joint commissioning and exhibition programmes; and we would be keen to see a more prominent place for Spacex within the document;<br>• we would be keen to see more mention of the Picture House which provides the opportunity for audiences from Exeter (and outlying areas) to watch a wide range of titles. | Comments understood and taken on board<br><br>Reference expanded in 3.3<br><br>Spacex points accepted and points added<br><br>Reference already exists |
| Exeter City Council Leisure and Museums | Para 1.1 - RAMM has Hub status which gives it a strong regional and national presence. Exeter is a Growth Point, which brings with it some specific benefits and roles. Mentioning of the "buoyant" economy perhaps needs to be qualified now. The RAMM project is about £16.5m - and includes £9.4m from HLF – a very significant grant. Perhaps in the last paragraph there should be some mention of the LAA.<br><br>1.2 - Would like to see an assessment of what the arts do to establish Exeter's sense of place & local identity.<br><br>2.0 - A Better Place To Be – Now Adopted<br>• Planning Areas for Culture – allied to Growth Point. Why no further mention? PAC is very closely aligned with strategic aspirations here. | Noted and amended<br><br>Report reflects this if not with specific statements |

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| | 3.0 - PPS again very important – needs more mention. | Clarified |
| | 3.2 – Why quote 2000 figures | Point deleted |
| | 3.2.1 – “facilities in schools & colleges” - given the huge amount of investment in secondary schools particularly, the secret existence of a number of well equipped theatres, media studios and other cultural facilities needs more attention here – they are a key to wider locally based participation.<br>• RAMM exhibits both original and toured in shows from British Museum, V&A, Nat Portrait Gallery. When complete, will be the biggest temp exhibition venue in the SW. | Reference added<br><br>Amended |
| | 3.2.4 RAMM has a substantial digital media project on the go. | |
| | 3.2.5 Surely literature deserves far more attention. | Section enhanced. |
| | 3.3 - Using Manchester International Festival is an unrealistic comparison. A much better analogy would be events in Huddersfield or Cheltenham. | New para added |
| | 3.5 - Needs a mention of the substantial arts content in the community part of our Play section. Also note substantial success of Living Here. | Clarified |
| | 3.8 – Objectives should be smart. | Agreed. Where they are not, project plans will address this. |
| Exeter Arts Council | In the short time since the draft there has been significant change. In the introduction reference is made to a continued buoyant economy and housing market. This should be tempered with the new reality we are in. | Point noted. |
| | Although the document mentions Public Art in several places this area is omitted from the strategic objectives. | Covered under broad banner or arts infrastructure |
| | The proposed redesign of the Cathedral Green and Rougemont Gardens could give opportunities to include artists in early planning. | Point noted |

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| | The issues around the festivals have been addressed and to a degree it is accepted that development is needed. By meaningful engagement with professional arts directors and managers in the city, Exeter Arts Council believes that Exeter City Council can establish festival activity tailored to the city and its people. Festivals can then evolve into a unique selling point to engage the cities people and attract increased visitors. | Point understood and inherent in approach taken in the planning and delivery of the festivals. |
| University of Exeter | **3.3 Festivals and Events –** The University is very keen to become more involved with local festivals and events, collaborating with other bodies in the city. The Exeter Campus is certainly one of the “outdoor spaces” 9p.23) that could feature as part of any festival, and the new Forum is intended to host and site events of interest to a wider community.<br><br>**3.4 The Creative Industries –** The University has made considerable contributions to employability of graduates in the creative industries – through employment seminars with invited speakers from those industries, and through networking with those industries via alumni and national groups and professional associations.<br><br>The University has close links and many collaborative ventures with the Exeter Picture House cinema<br><br>**4.2 Strategic Objectives –** It is worth reiterating the strong desire of the University to be involved closely in Exeter’s new Arts and Media Strategy. The spirit of this report is one with which University staff would entirely concur – namely that collaboration, strengthening strategic partnerships, and developing wider access to arts and culture activities throughout the city, are central tenets of our own Arts and Culture strategy. For the University, a stronger cultural profile will enhance our international reputation, thus increasing global staff and student recruitment into the campus and city. We welcome the opportunity to be involved in Exeter’s plans. | Pointed noted and will be followed up.<br><br>Pointed noted and contribution recognised in the Strategy.<br><br>Point noted |

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| Exeter Health Care Arts | The council cannot deliver all aspects of the Arts and Media Strategy from its own corporate structure and resources. The city is home to many cultural enterprises, arts companies and venues. The council needs to work with us in the field to develop and deliver arts and cultural projects. | Point noted and agreed as fundamentally important to the delivery of the Strategy. |
| | The Strategy reports a lack of redundant buildings with potential for development into arts facilities. This is noted. However, the development of Exeter Castle to provide, albeit temporary, artist's studios and exhibition space should be commended. I hope a partnership arrangement can be forged between the council and the developer to give this initiative a guaranteed life of a number of years. This will help underpin the foundations of the "Cultural Quarter". | Point noted |
| | The strategic context refers to Public Art within the infrastructural developments around walking and cycling, and elsewhere in the document Public Arts is cited in differing contexts. It is essential that the council develop a strategy for Public Art, which works across all the sectors of its delivery. | Council already has a Public Art Strategy which is intended to provide wide guidance. |
| | The notion of a series of temporary interventions and installations by national and international artists across the city, linked to the festival programme as an International Biennale, would work. This could be very exciting and would begin to create debate around art in the public realm. This would also put Exeter on a European and World map. | Point noted |
| | To develop and strengthen the arts and media will require the council to identify the skills assets in the city and the means to use these effectively to deliver programmes and projects. If the council wants to develop further the city's portfolio or arts and media festivals and explore opportunities to create a festival of regional/national significance, it should not repeat formats used in other places. It should learn from good practice and innovate. | Point noted |

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**Appendix II** **Arts and Media Action Plan**

**Timescale:** Short – 1-2 years
Medium – 2-3 years
Long - 4 years or longer

| Strategic Objectives | Key Actions | External Partners | Outputs | Timescale |
|---|---|---|---|---|
| 1. To adopt a corporate policy approach to arts and media development which places the arts and media at the heart of the City's corporate ambitions and matches the City's level of aspiration | 1. Adopt strategy and implement departmentally and cross-departmentally<br>2. Establish cross-departmental arts and media strategy team<br>3. Work with arts and media sector to agree City priorities for development<br>4. Identify 2-3 flagship projects (e.g. major public art works, site specific commissions, festivals)<br>5. Develop dialogue with private sector re investment in major arts and media projects<br>6. Develop dialogue with key partners, including Devon CC and ACE | ACE<br>SW Screen<br>Key arts & media agencies<br>Exeter Arts Council<br>Devon CC<br>Private sector | Renewed corporate commitment<br>Higher profile for culture and the arts and media<br>Improved integration between departments<br>New opportunities for arts sector<br>2-3 Flagship projects<br>Raised profile for culture in the City<br>New partnerships<br>New Development funding<br>Private sector sponsorship<br>Other external funding | 1. Short/Med<br>2. Short/Med<br>3. Short/Med<br>4 Med/long<br>5. Ongoing<br>6. Ongoing |

| Strategic Objectives | Key Actions | External Partners | Outputs | Timescale |
|---|---|---|---|---|
| 2. To develop and strengthen the arts and media infrastructure and support and encourage innovation and creative production in the City | 1. Complete RAMM development and develop exhibition policy<br>2. Work with other partners on the Exeter Castle Quarter, including the Central Library replacement<br>3. Support Exeter Phoenix in developing and upgrading its facilities further<br>4. Work with private sector developers to identify potential for S106 investment in arts and media capital schemes in the City Centre<br>5. Support arts and media organisations and venues in securing funding to develop and improving rehearsal, production and presentation facilities.<br>6. Develop a strategic relationship with the University of Exeter to enhance campus arts facilities and facilitate new creative partnerships with other cultural activities in the city<br>7. Work with University of Exeter to extend arts and media facilities on the campus<br>8 Support Exeter Northcott Theatre in developing its reach and profile in the City and in securing ongoing ACE funding<br>9. Work with the visual arts sector to raise the regional and national profile of visual arts and crafts in the City and develop new joint initiatives and events<br>10. Review public art strategy and work with partners to develop new public art initiatives<br>11. Identify landmark public art projects and work to secure funding to commission work by artists of national and international standing<br>12. Work to raise funding to commission major site specific works, possibly linked to Festival programmes<br>13. Work with EVA to identify opportunities for presenting major exhibitions | ACE<br>Phoenix AC<br>Devon CC<br>Range of other external funders<br>Private sector developers<br>Arts agencies & venues<br>University of Exeter<br>Voluntary sector<br>Exeter Visual Arts<br>Corporate sponsors<br>Northcott Theatre<br>SW Screen<br>SWERDA<br>CSW<br>Cultural Olympiad<br>HLF | Greater cultural profile for City<br>Improved cultural offer<br>Improved cultural facilities<br>New external investment<br>Stronger arts and media venues & organisations<br>More integrated approach to arts and media development<br>Secure future for the Northcott<br>Increased profile of visual arts<br>Expanded and more accessible programme of public art<br>Major impact on image of Exeter as cultural destination and vibrant city<br>More sustainable independent arts organisations<br>More diverse arts programme | 1. Short<br>2. Med/long<br>3. Ongoing<br>4. Ongoing<br>5. Med<br>6. Short<br>7. Medium<br>8. Short/Med<br>9. Ongoing<br>10. Short/Med<br>11. Med<br>12. Med<br>13. Med/long |

| Strategic Objectives | Key Actions | External Partners | Outputs | Timescale |
| --- | --- | --- | --- | --- |
| | and visual arts work in the City including possibly using non-arts venues (e.g. Cathedral)<br>14. Focus grant aid on the production and presentation of new work<br>15. Provide advice and support to new and emerging companies and practitioners, including encouraging key arts venues to support new companies and provide platforms for new work.<br>16. Work cross departmentally to identify opportunities for commissioning and contracting high quality local and regional City-based artists to undertake work in community and educational settings.<br>17. Diversify the range of work available (including more work from culturally-divers companies and artists) through venue programming and commissioning policies.<br>18. Work with cultural partners to maintain and improve existing programmes and facilities | | Higher quality of work in the City<br>Greater accessibility of the arts and media | 14. Short/Med<br>15. Ongoing<br>16. Short/med<br>17. Ongoing<br>18. Ongoing |
| 3. To develop further the City's portfolio of arts and media festivals and explore opportunities to create a festival of regional/national significance | 1. Reassess current festival portfolio<br>2. Work with key arts and media partners to identify potential for major festival development<br>3. Research comparator festival developments<br>4. Develop major festival concept<br>5. Develop links with potential private sector sponsors<br>6. Work to secure development funding partnerships<br>7. Plan and re-launch festival<br>8. Diversify the range of work available through festival programming and commissioning policies | ACE<br>SW Screen<br>Phoenix<br>Northcott<br>Spacex<br>EVA<br>SWERDA<br>CSW<br>Devon CC<br>Tourism sector<br>Private sector | A clean and well defined festival strategy<br>Major festival of regional significance<br>Increased profile for the City and its cultural offer<br>Improved private sector partnership<br>New investment in the arts<br>Improved and more divers arts programme | 1. Short<br>2. Short/med<br>3. Short<br>4. Short/Med<br>5. Med<br>6. Ongoing<br>7. Med/long<br>8. Ongoing |

| Strategic Objectives | Key Actions | External Partners | Outputs | Timescale |
|---|---|---|---|---|
| | 9. develop site specific events programme | Cultural Olympiad | Increased visitors and spend | 9. Med/long |
| 4. To support creative industries growth and development | 1. Establish a multi - agency creative industries task group to develop a joint strategic approach to creative industries support and development<br>2. Undertake/commission research into the creative industries sector in the City and develop a database of creative industries businesses in the City<br>3. Work with the arts and media sector to identify priorities and opportunities in creative industries development<br>4. Explore potential for including workspace and incubation support within private sector and other capital schemes<br>5. Identify specific capital schemes with development potential for affordable workspace and incubation units<br>6. Support the further development of Phoenix Media<br>7. Work with private sector developers to include creative industries elements within regeneration schemes where appropriate and possible<br>8. Work with the University of Exeter to identify opportunities for including creative industries workspace within University incubation and business support schemes.<br>9. Work with training agencies to explore potential for creating new training and business support programmes.<br>10. Support Exeter Artspaces in securing premises<br>11. Identify and encourage opportunities for artists to work in the city within education and community programmes | Independent arts & creative industries agencies<br>Screen SW<br>Phoenix Media<br>Exeter Artspaces<br>Private sector<br>Artists<br>University of Exeter<br>ACE<br>Colleges & other training providers<br>SWERDA<br>CSW<br>Arts & Business | Coordinated approach to creative industries<br>Baseline of analysis from research providing case for support<br>Clear plan of action<br>Increased workspace provision<br>More artists based in the City<br>Improved arts graduate retention<br>Increased vibrancy in development schemes<br>Better knowledge base<br>Improved business support for the sector<br>More sustainable sector<br>City more attractive to new creative industries businesses | 1. Short<br>2. Medium<br>3. Short/med<br>4. Ongoing<br>5. Ongoing<br>6. Medium<br>7. Ongoing<br>8. Short/med<br>9. Medium<br>10. Short<br>11. Ongoing |

| Strategic Objectives | Key Actions | External Partners | Outputs | Timescale |
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| | | | | |
| 5. To develop access to arts programmes and opportunities within community settings to encourage greater participation and involvement with the arts and media by residents of Exeter | 1. Work in partnership to identify range of opportunities for including arts programmes in leisure, community and environmental projects and identify joint arts development programmes addressing cross-cutting themes such as social inclusion and community safety<br>2. Build arts elements into community and environmental programmes<br>3. Support and encourage arts agencies to work in local communities alongside and within other programmes to encourage participation in the arts<br>4. Monitor key revenue client work in community settings<br>5. Encourage and support voluntary sector and community-based organisations in securing funding for arts and media community projects<br>6. Develop partnerships with key agencies (e.g. Connexions, MIND, Age Concern, DREC, CEDA etc)<br>7. Support community-based projects via EAC grants programme<br>8. Work with County and regional agencies to support community level activity (including libraries).<br>9. Work in partnership to engage a diverse range of people with the arts, including people with disabilities and disadvantaged people<br>10. Identify new funding sources to support and encourage a wider range of participatory programmes | Funded arts organisations<br>Wren Trust<br>Dance in Devon<br>Devon CC<br>ACE<br>Screen SW<br>Library service<br>Voluntary sector<br>EAC<br>EHA<br>Health sector<br>Other public sector agencies e.g. Youth Offending Team<br>Key charitable agencies | More integrated approach to arts in the community<br>Improved social inclusion<br>Arts playing a role in social agendas, e.g. community safety, health, environment, community cohesion<br>Better linkages between communities and arts sector<br>New sector partnerships (e.g. youth, voluntary sector, health, police & probation)<br>More vibrant communities | 1. Short<br>2. Medium<br>3. Ongoing<br>4. Ongoing<br>5. Ongoing<br>6. Short/Med<br>7. Ongoing<br>8. Ongoing<br>9. Ongoing<br>10. Ongoing |

| Strategic Objectives | Key Actions | External Partners | Outputs | Timescale |
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| 6. To work in partnership with relevant agencies and partners to provide more opportunities for people from diverse backgrounds,, and young people in particular, to engage in arts education and learning programmes | 1. Work with Devon CC youth and education services to develop structured programmes<br>2. Develop partnerships with Specialist Arts Colleges to develop out of hours opportunities in the arts and media<br>3. Work with DAISI and other organisations to develop more education and learning programmes<br>4. Work with Exeter College and the University of Exeter to increase opportunities for informal learning in the arts<br>5. Support arts in education projects through EAC grants programme<br>6. Identify new external funding sources linked to community development and social inclusion<br>7. Encourage key arts organisations to extend arts education and learning opportunities and to develop arts education training programmes to increase skills and capacity.<br>8. Work with other agencies, (e.g. Connexions) to extend opportunities<br>9. Develop new youth arts initiative (festival or annual celebration possibly) to bring together and celebrate youth arts in the City<br>10. Develop youth arts network. | ACE<br>DAISI<br>Wren Trust<br>BSO<br>Other arts agencies<br>Schools & colleges<br>Devon CC<br>University of Exeter<br>Youth Service<br>Connexions<br>Screen SW | New partnership with education providers<br>New and more integrated opportunities young people<br>Enhanced opportunities and provision<br>Widening of access to the arts<br>New funding sources<br>Enhanced profile for youth e Arts<br>More young people involved with the arts and media<br>Better coordination and networking in youth arts | 1. Short<br>2. Med<br>3. Short/Med<br>4. Med<br>5. Sht/ongoing<br>6. Med<br>7. Ongoing<br>8. Ongoing<br>9. Short/med<br>10. Short |

| Strategic Objectives | Key Actions | External Partners | Outputs | Timescale |
|---|---|---|---|---|
| | | | | |
| 7. To work strategically in developing new partnerships in and funding for the arts | 1. Review current staffing structure to ensure sufficient officer resource at appropriate level to work strategically and develop partnerships<br>2. Review current operational demands of festivals programme<br>3. Continue process of establishing new festivals management and delivery arrangements<br>4. Develop workplan for new partnerships with public and voluntary sector<br>5. Develop strategic framework for partnership with the private sector<br>6. Work with Cultural Olympiad to secure resources for Exeter | Range of public and voluntary sector agencies<br>Private sector<br>Key arts organisations in the City<br>ACE<br>SW Screen<br>Cultural Olympiad | More strategic approach<br>More officer time for partnership development<br>Additional resources secured<br>Stronger partnership working<br>Funding from Cultural Olympiad<br>Improved partnership with private sector | 1. Short<br>2. Short<br>3. Short/Med<br>4. Short/Med<br>5. Short/Med<br>6. Short |
| 8. To work with the arts and media sector and other partners to develop new models of sustainability and generate new income and funding sources. | 1. Support arts organisations in developing new business models<br>2. Work with ACE and SW Screen to ensure partnership approach to funding and ensure viability of key strategic arts and media organisations<br>3. Work through internal and external partnerships to develop arts and media opportunities<br>4. Work with other partners to integrate arts programmes into non-arts services<br>5. Develop framework for working with private sector and developing partnerships aimed at securing new funding<br>6. Review focus and maintain availability of grant aid via EAC | SW Screen<br>ACE<br>EAC<br>Arts organisations<br>Private sector<br>SWERDA<br>Range of other charitable & voluntary agencies<br>Cultural Olympiad<br>Arts & Business | Increased investment in arts and cultural provision<br>New funding<br>Enhanced arts and media provision<br>Gtreater sustainability of arts infrastructure<br>New partnership with private sector<br>Grant aid focused on strategic priorities | 1. Ongoing<br>2. Ongoing<br>3. Short/Med<br>4. Short/Med<br>5. Short/Med<br>6. Short |

| Strategic Objectives | Key Actions | External Partners | Outputs | Timescale |
|---|---|---|---|---|
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Abbreviations

| | |
|---|---|
| ACE | Arts Council England |
| BSO | Bournemouth Symphony Orchestra |
| EAC | Exeter Arts Council |
| EHA | Exeter Healthcare Arts |
| EVA | Exeter Visual Arts |
| HLF | Heritage Lottery Fund |
| SWERDA | South West Regional Development Agency |
| CSW | Culture South West (due to be abolished) |
| SW Screen | South West Screen |

**EXETER CITY COUNCIL**

**SCRUTINY COMMITTEE – ECONOMY**
**22 JANUARY 2009**

**HERITAGE OPEN DAYS 2008**

## 1. PURPOSE OF REPORT

1.1 To report on the City Council's involvement in and the performance of the Heritage Open Days event in Exeter.

1.2 To seek support for a similar event in 2009 as part of the overall promotion of Exeter's heritage attractions.

## 2. BACKGROUND

2.1 Heritage Open Days is a national event co-ordinated by the Civic Trust on behalf of the Department for Culture, Media and Sport, to celebrate England's heritage and history. Established in 1994 as England's contribution to European Heritage Days, the aim of the event is to offer free access to historical sites and sites of architectural interest. In Exeter the Council has extended the event to provide the opportunity to visit buildings not normally available to the public.

2.2 This is the ninth year that the City Council's Economy and Tourism Unit has co-ordinated Exeter's participation in Heritage Open Days. In 2008 the event took place between 11 and 14 September and included the following special openings, talks and tours:

Topsham Museum
The X-Centre
Walk with the Writers Red Coat Tour
Pynes Water Treatment Works
Grandisson Chapel
Exeter's Underground Passages
Cathedral Roof Tour
Tuckers Hall
Exeter Civic Society Walk
Devon & Exeter Institution
Topsham Pubs Past & Present
Sidwell Street Methodist Church
St. Michael & All Angels Church
Ghost, Murder & Catacomb Red Coat Guided Tour
Exeter Guildhall
Custom House
Echoes of Exeter Red Coat Guided Tour
Bill Douglas Centre
Exeter Cathedral Library
Spacex Gallery
Barnfield Theatre
Devon Record Office
Southernhay United Reformed Church
Parish of Central Exeter
21 The Mint
Oakwood House & MRF
A Walk in the Park Red Coat Guided Tour
Exeter City FC
Met Office
Cricklepit Mill
St. Nicholas Priory
Exeter Synagogue
St. Mary Steps Church
Poltimore House

2.3 Heritage Open Days is an opportunity for Exeter to capitalise on the growing popularity of heritage and to secure additional tourism business. Supporting this event plays on Exeter's strengths as a cultural and heritage destination. It also meets the following strategic objectives of

- maximising the economic benefits to the local Exeter economy by encouraging the sustainable development of tourism.
- enhancing the quality of life for residents through the provision of improved and additional heritage , leisure, cultural and activity-based attractions and services.
- enhancing the quality of the visitor experience in Exeter.
- raising the profile of Exeter.
- promoting the city's heritage attractions and the need to provide additional events to attract additional staying and day visitors year round.

**3. PERFORMANCE AND EVALUATION**

3.1 This year's event was very successful attracting a record number of visitors. This year there were a total of 4298 visits compared to previously highest recorded figure of 3319 visits in 2006. This equates to a 30% increase in visits compared to 2006's event.

3.2 The reasons for this increase are:

- 34 properties/events took part compared to 29 in 2007.
- a greater number of high profile properties were involved this year, the recently refurbished St. Nicholas Priory, The Met Office, Exeter's Underground Passages, the Custom House and Exeter Cathedral.
- in order to maintain a sense of 'freshness' of the event a number of new properties and properties that have not been involved for a a number of years participated. These included the Custom House, Exeter City Football Club, Tuckers Hall , St. Nicholas Priory, Topsham Museum and Southernhay United Reformed Church.
- a focussed marketing campaign that included:
  - distributing 7,000 colour leaflets, with an improved visual impact during August 2008 to Tourist Information Centres and Libraries throughout Devon, to the venues and to members of the public who had requested the leaflet via www.exeter.gov.uk.
  - securing a very high profile in the Civic Trust's on-line South West regional directory - Exeter was third only to Bristol and Gloucester in the size and profile of the event.
  - features on local radio.
  - coverage of events in the National Press
  - coverage in the Express and Echo
  - listing the event on various websites including www.exeter.gov.uk.,www.exeterandessentialdevon.com, www.visitdevon.co.uk and www.enjoyengland.com

3.3 A questionnaire was given to attendees to evaluate the event; 253 questionnaires were returned. Key points arising from the questionnaires are:

- 98% thought the event they had attended was excellent / good
- 90% thought the scope of this year's event was excellent/good
- 74% of people enjoyed more than one event throughout the weekend
- people found out about the event through a number of different sources: leaflet (38%), local press (15%), Tourist Information Centre (19%), other (9%), website (11%), national press (4%), on site (4%)

- people who attended the event were either Exeter residents (48%) , lived in East Devon, Mid Devon or Teignbridge (29%), lived elsewhere in Devon (8%), or lived outside Devon (9%)

3.4 The event is now well established on the calendar within Exeter with both visitors and property owners. The event is very important in raising the profile of many of the smaller properties that do not have the resources to promote themselves to a wider audience.

3.5 Feedback from property owners and site managers is unanimous that the event is worthwhile and that they would like to be involved in Heritage Open Days in the future. The success of the event is due to the many volunteers throughout the city who give their time to organise and run events.

3.6 Due to the nature of many of the properties numbers are required to be restricted due to health and safety and security reasons. This obviously puts a cap on the attendance to many of the venues that in some instances could fill their events several times over.

## 4. PROPOSAL

4.1 The Economy and Tourism Unit is proposing to co-ordinate a similar event, which will take place between 10 - 13 September 2009.

4.2 Based on visitor feedback and the success in attracting a greater number of higher profile properties, it is proposed that additional opportunities will be explored for next year's event. It is proposed to explore the possibility of properties such as the new Court House, Rougemont Castle, the new rugby stadium at Sandy Park, Exeter Northcott, the Bishops Palace and Bowhill House to be involved in Heritage Open Days 2009.

## 5. RESOURCE IMPLICATIONS

5.1 The cost of organising, marketing and co-ordinating the event was met from the 2008/09 Economy and Tourism budget, a total of £700 was spent on a promotional leaflet, the remaining costs being staff time.

## 6. RECOMMENDATION

6.1 Members to note the success of Exeter Heritage Open Days in 2008, and to support a similar event in 2009 as part of the overall promotion of Exeter's heritage attractions.

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

**ECONOMY AND DEVELOPOMENT 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**
**22 JANUARY 2009**

**ARCHAEOLOGY RESEARCH PROGRESS**

**1.0 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.

**2.0 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 previously agreed by members this has included:

- Continuing work on preparation of booklets on Roman Exeter and medieval religious houses
- Preparation of material for Underground Passages

2.3
- Preparation of exhibition material for Custom House.

2.4 The exhibition material was in place for the formal opening of the Custom House and has been available for Redcoat tours and other visitors. Presentation on the above will be made at the meeting.

**3.0 PROJECTS FUNDED BY OTHER CLIENTS**

3.1 As noted above it is intended to report on the work of the Unit using presentation material at the meeting, therefore only a brief written report is presented. 2008 has been a difficult trading year all round, with only a few significant projects being undertaken in the City. Progress on the RAM Museum refurbishment has also been delayed with consequent postponement of archaeological work.

3.2 It is proposed to report on the excavations at Dinham Road (a development which itself has succumbed to the difficult financial climate), where early Roman settlement has been found. Information will be presented on the discoveries at the Southgate Hotel, just outside the City Wall and on the newly discovered Roman site at St Loye's College, Topsham Road.

3.3 Outside Exeter the AFU has managed to maintain long term contract work with WBB Minerals, now Sibelco Ltd, on a number of projects relating to proposed major planning applications around Kingsteignton and Newton Abbot. The Unit has also been retained by them to assist with mineral applications in the Lee Moor area on SW Dartmoor; this is providing a welcome income stream.

**4.0 FINANCIAL IMPLICATIONS**

4.1 AFU operates as a trading undertaking and with the remaining Princesshay income is anticipated to have a turnover of just over £1.2 million in 2008-09. For Economy and Tourism projects the Archaeology in Exeter budget allocation for 2008-09 is £27,000. It is proposed that in 2009-10 this will include:

- production of postcards and other merchandise based on previous research and reconstruction work
- Preparation of pamphlet/booklet for Custom House.

4.2 Much of this work will be of benefit to the Tourism unit and individual interpretation projects which they are developing.

**5.0 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*

By virtue of paragraph(s) 1, 4 of Part 1 of Schedule 12A
of the Local Government Act 1972.

# Agenda Item 10

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By virtue of paragraph(s) 1, 4 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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