

EXETER CITY COUNCIL
SCRUTINY COMMITTEE – ECONOMY
12 NOVEMBER 2009

FESTIVALS REVIEW 2009

1.0 PURPOSE OF REPORT

- 1.1** To review and report back on the performance of the festivals portfolio, which comprises the Autumn Festival 2008, Animated Exeter, Vibraphonic and the Summer Festival 2009.

2.0 BACKGROUND

- 2.1** Economy Scrutiny on 18th November 2003 reviewed the Council's Festivals programme and supported creating two new distinctly targeted festivals in addition to a revised and more focused Summer Festival. This led to the development of Vibraphonic, a festival presenting a diverse mix of jazz, soul, world and dance music and other activities in the spring. The Autumn Festival was also developed to showcase local cultural activity and encourage the growth and development of talent through participation and performance. Animated Exeter was not considered as part of this process as it had at that time been the subject of a recent review.

- 2.2** Each festival, while serving specific target audiences or genres, has key themes or characteristics that link back into the strategic priorities of the Exeter Vision and the Arts and Media Strategy 2009 – 2012 as follows:

- to develop and strengthen the arts and media infrastructure and support and encourage innovation and creative production in the City
- to develop further the City's portfolio of Arts and Media Festivals and explore opportunities to create a festival of regional/national significance
- to support creative industries growth and development
- 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
- to work in partnership with relevant agencies and partners to provide more opportunities for people from diverse backgrounds, and in particular young people, to engage in arts education and learning programmes

- 2.3** The following summarises the key characteristics of each of the festivals:

Autumn Festival:

- invests in a capacity building programme to enable groups to create and manage their own programmes by supporting them with financial assistance and advice where appropriate

- promotes social cohesion through a programme that is designed to encourage interest and participation in the arts by residents of the city
- reduces barriers to participation by providing events that are accessible to those on low incomes, young people and those with learning disabilities

Animated Exeter:

- promotes Exeter as a learning city – providing access and learning opportunities in new technologies especially for young people
- helps to develop creative industries – showcasing and supporting the work and training needs of local film and media companies

Vibraphonic:

- an annual festival attracting both regional and local audiences to urban and non mainstream music from all over the world
- works with a wide variety of venues and spaces to encourage the development of promoters, artists, and new audiences thereby helping to develop the City's Arts and Media infrastructure

Summer Festival:

- produces a programme which benefits the local economy and enhances the City's image, regionally and nationally, as the region's cultural capital and as a vibrant visitor destination.
- commissions and contracts high quality national and international artists to present a multi-disciplinary arts festival that promotes contemporary and classical music, theatre, dance and visual arts
- works in partnership with the City's core venues to maximise benefit and minimise risk
- develops access to arts programmes and events that encourage greater participation and ownership of the festival by the residents of Exeter

2.4 In 2008 Vibraphonic became an arms-length company, Vibraphonic Festival Ltd, managed by two of the City's key promoters and supported by grant funding from Exeter City Council from the Festival portfolio under a Service Level Agreement.

2.5 At its meeting on 22 January 2009 the Scrutiny Committee – Economy requested that the Arts and Media Strategy Working Group re-convene to review the festival portfolio to seek a solution to maintain the current level of festivals in light of budgetary constraints.

- 2.6** The Arts and Media Strategy Working group reported back to Scrutiny Committee – Economy at its meeting on 12 March 2009 with the following recommendations concerning the Festival portfolio budget, which were subsequently adopted:

Festival	Budget (£) 2009/10	Notes
Summer Festival	100,000	Sustained budget in light of being City's main festival
Autumn Festival	15,000	Reduction of £10,000
Vibraphonic	14,000	Reduction of £2000 to encourage self sustainability
Animated Exeter	20,000	Reduced revenue funding in addition to deletion of festival officer responsible for production of Animated Exeter
Respect	2,000	
TOTAL	151,000	

- 2.7** The Committee noted that as a result in changes to its funding, Animated Exeter would develop into an arms-length company in 2009/10, similar to that of Vibraphonic Festival Ltd. It was felt that this might allow the festival a greater chance of sustainability in the longer term.

- 2.8** In this report each festival in the City Council's current portfolio is reviewed in turn followed by recommendations for the future in sections 7 and 8.

3.0 AUTUMN FESTIVAL 2008

3.1 Attendance

In 2008 a decision was reached to include in the brochure only those events that had completed the brochure application forms or were successful Autumn Festival Award winners. In previous years the Festival has also included the programmes of all the core venues, Exeter Northcott, Exeter Phoenix, Exeter Barnfield and Exeter Corn Exchange, which were taking place during the Autumn Festival period. As an alternative in 2008, venues were offered the opportunity to apply for the new Partnership Award Scheme (see item 3.2) to enable them to produce an event together with a community partner for the festival. Each venue was allocated a free page in the Autumn festival brochure to advertise their venue run events taking place during the festival.

- 3.2** Accurate comparator programme figures for Autumn Festival 2008, reflecting the removal of core venue programmes from the 2008 festival, will need to come from Autumn Festival 2009. The chart below shows 2008 figures, which for reasons mentioned above are necessarily lower, set against 2007. The current known figures for the number of events taking place during the Autumn Festival 2009 due to commence on 30 October are also shown. It should also be noted that 6 events in 2008 (not included in the figures) cancelled after inclusion in the brochure. This can be attributed primarily to the economic downturn.

	Autumn Festival 2007 including core venue programmes	Autumn Festival 2008	Autumn Festival 2009
Overall attendance	31273	15099	
Attendance at Free events	21921	8607	
Attendance at ticketed events	9352	6492	
Number of artists	1203	763	
Number of events	101	56	45
Free events	24	12	9
Ticketed events	77	44	36

3.3 Awards

The Exeter Autumn Festival Awards scheme was established in 2004 to provide a low level of financial assistance to encourage community and youth groups, clubs, organisations and individuals who want to develop an activity for the festival. Organisations must meet the following criteria:

- contribute to the range and quality of events in the festival programme
- promote the creative talent and activities of groups or individuals in the city
- benefit the local community

3.4 In 2008 the festival ran two award schemes: –

- small grants of up to £750 open to local groups or individual artists – 17 awards totalling £3110 were made in 2008
- the New Partnership Award scheme open to Exeter Venues – to encourage venues to develop new partnerships and /or a new piece of work with a community/arts group or targeted community and create an event that can showcase during the Autumn Festival - 2 awards totalling £2000 were made under this scheme to Exeter Phoenix and The Joy Collective; Exeter Barnfield and the Folk Club.

3.5 Marketing

The City Council produced and distributed 50,000 full colour brochures throughout the city and neighbouring areas including a door to door delivery of 44,000 via Exeter Citizen. An Adshel campaign on bus shelters was delivered throughout the city. The Express and Echo also included listings of all festival events and featured articles on highlighted events during the festival. Press releases and listings were also issued to other key Devon media.

3.6 Programme

The festival maintained its wide-ranging and inclusive programme in 2008 as follows (the 2007 figures also include venue own promotions):

	2007	2008		2007	2008		2007	2008
Music	38	23	Education	13	4	Exhibitions	13	9
Dance	6	4	Theatre	15	7	Comedy	1	0
			Adult					
Literary	9	4	Theatre	0	5			
			Children					

3.7 Exeter Open Studios

Exeter Open Studios remains a popular highlight of the Autumn festival attracting over 3000 visitors to the 46 studios and events open to the public over the central weekend of the festival. The number of artists participating in 2008 increased from 38 plus 2 group shows to 41 plus 4 group shows. It is estimated that 50% of the visitors did buy artwork over the weekend, generating £25,000 of sales. This figure is an increase of 25% on 2007 figures.

3.8 Analysis

Over 90% of the events returned their evaluation questionnaires. The overall feedback was very positive, with 99% who felt there was a clear benefit to being involved in the Autumn Festival, and 96% thought the website and the brochure were good to excellent. A total of 45 out of 50 responses said they would like to take part in future Autumn Festivals.

3.9 Finance

The total costs of delivering the festival came to £24,045, leaving a small surplus of £955 as summarised below:

Expenditure	£	Income	£
Marketing	18,935	Exeter City Council	25,000
Awards	5,110	Total	25,000
Total	24,045	Surplus	955

4.0 ANIMATED EXETER 2008

4.1 The two week programme for Animated Exeter 2009 took place 9 -21 February 2009, with 9–13 February being Schools' Week. This was followed by eight days public screenings and events coinciding with the local school half-term. Overall attendance figures remain steady.

	2009	2008
Overall attendance public screenings, schools, community, family events	5591	6065
Exhibitions	11023	10000
Total	16614	16065

4.2 Screenings

The Festival's screening programme attracted audiences of 962 who attended 23 public screenings of 150 international and UK films. Once again the Festival worked in partnership with Exeter Film Society and the University's Cinesoc and in venues across the city including Exeter Picturehouse and Exeter Phoenix. Three separate programmes included 27 animations from around the world, together with 2 screenings featuring the best of French Animation each with 11 different short animations.

4.3 Regional Competition Screenings

Animated Exeter has a strong reputation for supporting regional talent and providing a showcase for up and coming animators. Festival 2009 supported the following competitions and showcases:

ExAnimation – a competition for young animators in the South West aged under 18 - 15 films were selected and shown at Dartington and also Exeter Picturehouse

Screen Out Loud – a competition open to amateurs and professionals over 18 and from South West – 12 films were selected and shown at Exeter Picturehouse

Best of the West – a regional open submission competition for students from South West and South Wales. All together 18 films were selected with an Award Ceremony held at Exeter Phoenix and a further screening held at Exeter Picturehouse. Prizes were sponsored by University College Falmouth, Focal Press and Stop Motion Pro software.

4.4 Events

Attended by 1972 people, of whom a high proportion were students and young people, the highlights of Animated Exeter's events programme included:

Big Careers Day - sponsored by the University of Falmouth and programmed with students from the University, this day was aimed at attracting students of animation from across the region. The event featured top industry speakers from Redvision, Aardman Animations and an independent Animation Director. A total of 217 students from Universities of Falmouth, Bournemouth, Bristol and Newport attended the event.

BAFTA Event – a highly prestigious event hosting BAFTA's first screening of a national tour of films for 2009 BAFTA animation nominees.

Exeter Comic Expo - a highly popular event featuring 5 major comic book artists, comic stall and merchandise and other special guests.

4.5 Festival Workshop Programme

A total of 14 different workshops and two residencies were held throughout the festival, both open and targeted at specific age ranges or groups. In total 2075 adults, children and students participated.

4.6 Open Workshops (Public)

Attendance figures for *Animarathon* – open family workshops to create animations and held at Exeter Phoenix throughout Festival week - increased from 67 to 167 in 2009. Resulting animations were screened at Exeter Phoenix on the last Saturday of the festival.

Over 1500 people attended the free drop in workshops at Exeter Central Library.

4.7 Targeted Workshops and Masterclasses

Some 142 workshops and 2 residencies organised and targeted at specific age groups from 5 – 16 year olds were held during the festival at the Phoenix Media Gallery, Centre for Contemporary Art in the Natural World (Haldon), Spaces, RAMM and the Thelma Hubert Gallery (Honiton).

Masterclasses aimed at students were held in Script Writing, Life Drawing for Animators and Model Making.

4.8 Education Programme

In 2009 Animated Exeter facilitated education programmes in 5 regional schools with DAISI (Devon Artists in Schools), 4 youth focussed organisations including the Royal School for the Deaf, Exeter Hospital and the Youth Inclusion and Support Panel through Creative Partnerships supported by Media Box and with one Higher Education Facility, the University of Falmouth. These programmes reached a total of 213 young people.

In a bid to increase participation of young people aged 14 – 19, Animated Exeter successfully produced *Youth Futures*, a new programme held in 12 schools which hosted workshops in Stop Motion and Fresh Animation, over 90 young people took part and 10 teachers took part in CPD (Continuous Professional Development) training.

4.9 Exhibitions

A total of 5 free exhibitions were held during Animated Exeter 2009, amounting to 235 exhibition days – attracting 11,023 visitors. With the exception of the Christine Baumgartner *Solaris* exhibition at SpaceX, the remaining 4 exhibitions were new commissions by the Festival. *Tales of the Golden West* at Exeter Phoenix celebrated the wealth of animation talent in the region; *Mouse!* An exhibition to celebrate the diminutive hero of many animations and featuring Disney material on loan from the Bill Douglas Centre proved popular at the Thelma Hubert Gallery.

A total of 8 different schools visited the exhibitions as part of the Animation Exploration programme which not only teaches about animation in the exhibition but also gives schools the opportunity to visit galleries.

4.10 Marketing

The feedback on the 2009 festival marketing from partners and evaluation forms was good. A total of 20,000 brochures were produced. The Festival direct mailing list for brochures has increased from 2000 to almost 2,500 and the remaining brochures were distributed to venues across the city and to media venues and colleges across the wider region. This was supplemented by four different generic and specifically targeted postcards representing the international film programmes, and additional brochure coverage by each of the host venues. There was also a high profile and striking Adshel campaign across the city

The PR company, One Voice Media, achieved good and sustained local and regional media coverage and listings.

There were problems with the Animated Exeter website in 2009. which is likely to have had an effect on tickets sales. The e-bulletins, which can be an effective means of generating interest, were reduced due to staff resource and time pressures.

4.11 Analysis

A total of 5591 attended ticketed events, schools, public and community programmes which is 500 fewer than in 2008 (6092). Nevertheless attendance at the exhibitions brings the figure back up to match attendance for 2008 overall. Some of the lower figures are related to lower than anticipated screening attendance caused by problems experienced with the website.

	Number	Attendance
Events	13	1,972
Schools sessions	104 sessions	353
Public workshops	44 sessions	2,059
Schools residencies	10	213
Community residencies	6	32
Public screenings	23	962
Exhibitions	5	11,023
TOTAL		16,614

4.12 Finance

The total cost of delivering the festival came to £91,444 leaving a surplus of £17,908.

Expenditure	£	Income	£
Marketing	13,629	Sponsorship	1,500
Exhibitions	13,101	Grants	61,658
Projects/education	22,250	Exeter City Council	37,500
Film	8,916	Sales	8,694
Development	425		
Consultants*	33,123		
TOTAL	91,444	TOTAL	109,352
Surplus/deficit	£17,908		

4.13 With the loss of both the City Arts Officer due to early retirement and the Festival co-ordinator moving on to take up a Managing Director post on the Bristol based Encounters film festival, Susannah Shaw, the Artistic programmer for Animated Exeter for the previous four years, was contracted as Festival Director .

4.14 Animated Exeter will become an arms-length independent company in 2009/10 and will be grant aided by Exeter City Council. Arts Council England South West gave a two year grant to Animated Exeter towards organisational development over two years, scheduled to take place from May 2008. The surplus of £17,908, the balance remaining from this grant, will be carried forward to facilitate the development of the new Animated Exeter Ltd, a company limited by guarantee, in preparation for Animated Exeter 2010.

5.0 VIBRAPHONIC 2009

5.1 Vibraphonic 2009 marked the second year of operation as an arms-length, funded festival managed independently by City promoters; the festival continues to increase in reputation with consequent benefits for the cultural reputation of the city and in the number of city venues and promoters that take part.

5.2 Programme

Key achievements for 2009 included 30 main ticketed events showcasing the Vibraphonic mix of eclectic and non mainstream music featuring artists of international and national renown. The ticketed events at the festival achieved 64% capacity with an attendance of 6707; there were 13 education events of which 11 were supported by the festival which enabled 7 of them to be offered for free; the popular Jack to Phono programme, a free programme of music in pubs across the city widened the festivals' venue base reaching close to 1500 music fans. A week-long sound-based installation was commissioned in conjunction with Exeter Artspace in the former cells of the old Castle court building. Of the 16 artists involved, 8 were from the Exeter and Devon area and 6 exhibited their work in a sister exhibition in London the week after. In total the festival worked with 27 separate promoters, businesses and organisations.

	2008	2009
Ticketed events	31	30
<i>Attendance</i>	7189	6707
Free events	11	29
<i>Attendance</i>	1071	1450
Workshops	9	13
<i>Attendance</i>	75	353

5.3 Marketing

In total 20,000 brochures were distributed widely throughout the City but also across Devon. In addition a further 10,000 flyers and 5,000 postcards marketing specific events were also distributed. A new website, independent of the City Council, was also commissioned and achieved over 80,000 hits between going live in January and March 2009. Management of the festival's mailing list was also transferred directly to the festival.

5.4 Analysis

A total of 442 surveys were collected by Festival volunteers from three participating venues: Exeter Phoenix, Timepiece and the Lemon Grove. Evaluation of these surveys shows that the audience for the Festival is primarily male, 75% were under 35 with 32% being under 25. Some 55% of those asked lived in Exeter, 29% from the rest of Devon and 6% from elsewhere in the UK. According to the survey the majority, 44% had found out about the festival via word of mouth closely followed by the brochures and flyers. About 11% had found out about the festival via the website.

Satisfaction with the brochure, programme and venues remained high and most felt they had received value for money. The average spend, of those festival attenders who completed the evaluations, on tickets and drink or food was about £25. If this is translated across the overall number of tickets sales, the total amount raised is some £167,000 in economic benefit to the city.

5.5 Finance

A key structural feature of the festival is that there is no risk of the festival itself costing the City Council any more than its grant. Individual promoters take the risk of their own concerts and are keen to participate because of the benefits both of the marketing support and the positive branding of Vibraphonic. The budget from the City Council was primarily used to support the marketing of the festival but financial injections were also made to enable some, mostly free entry, events. The budget shows a small surplus of £85.

Expenditure		Income	
Marketing	10,579	Exeter City Council	16,000
Programming	1,090	Sponsorship	562
Co-ordinators	5,000	Workshop tix	70
Admin	650	Merchandise	76
		B/f 2008	697
Total	17,319	Total	17,405

6.0 SUMMER FESTIVAL

6.1 As was approved at the meeting of the Scrutiny Committee on 13 November 2008, and in light of the need to ensure that the 2009 Summer Festival kept within cash limits, the following key measures were undertaken with regard to production of the Exeter Summer Festival 2009:

- a partnership agreement was developed with the city's key venues, Exeter Northcott, Exeter Phoenix, Exeter Corn Exchange and Exeter Barnfield Theatre to produce the core programme of co-promotions featuring dance, rock, jazz and world music, comedy and theatre productions and whereby each venue was subsidised by the festival to a fixed amount. This partnership not only maximised the programming expertise of venue promoters but also, where appropriate, encouraged the venues to use the subsidy to produce more challenging and innovative programmes whilst at the same time minimising financial risk to the festival. These events are described as *co-promotions* (see item 6.8)
- the classical programme was directly promoted by the City Council in order to retain the festival's core audience and established reputation. A total of 9 classical events (including opera/choral concerts) were programmed at Exeter Cathedral, a lunchtime series at Southernhay United Reformed Church and an evening of opera at Exeter Northcott. These concerts are described as *direct promotions* (see item 6.12)
- a free large scale opening night event with fireworks, Party on the Quay, was re-established in 2009 (see item 6.13).

- 6.2** Owing to time pressure and the element of risk, the possibility of running larger ticketed concerts at available larger venues e.g. Exeter Racecourse, Exeter Football Club was not pursued for 2009.
- 6.3** A successful application was made to Grants for the Arts which enabled the festival to commission an artistic director and team of artists to work in schools and community groups across the city to deliver an Opening Parade for the Festival. In addition the Artistic Director produced a stunning firework finale to the Party on the Quay event.

A more detailed analysis of the Parade is given in paragraphs 6.15 and 6.16.

- 6.4** While the number of directly promoted events by the City Council was reduced, the above measures allowed for a more focussed event that maximised the limited resources of the Festival team into key areas of their expertise – developing audiences, site specific and large scale outdoor events, the delivery of the classical programme and the marketing of the festival.

6.5 Programme

The Festival programme featured over 45 events including 11 free events and 34 education workshops. The free outdoor events each weekend, which, excluding the Party on the Quay were programmed by festival partners at no cost to the festival, gave the festival a real presence in the city and also attracted new audiences for the festival from Exeter's wider community and visitors to the city.

- 6.6** It is estimated that the free events, including the Opening Lammas Parade, Exeter Craft Festival (2 days), Party on the Quay, Devon Wildlife Festival, and the final weekend, the 1100th Anniversary of the Diocese brought in additional audience numbers of 15000 people.
- 6.7** The breakdown of ticketed concerts across direct and co-promotions was as follows:

Type of performance	2008 - 36 Events	2009 - 45 Events
Classical Music	10	10
Jazz/world/Folk	8	4
Rock/Popular Music	1	8
Comedy/cabaret	2	6
Dance/Ballet	2	2
Spoken Word	1 (cancelled)	2
Family/Children's events	2	5
Theatre	2	2
Music theatre	3	0
Children's theatre	0	6
Film	1	0
Literature/storytelling	4	0

- 6.8** The main Festival Box Office was run by Exeter Northcott/Exeter Tickets. Exeter Phoenix and Exeter Corn Exchange also sold tickets for their festival programmes. Total combined sales (including venue sales and the two shows produced, one by the Friends of Exeter Festival and one by Exeter Cathedral Choir) were 11099, with Exeter Tickets selling a total of 8735 tickets. Overall sales at Exeter Tickets represented 60% of the overall potential capacity of their ticket allocation for shows of 14544. (Please see Appendix 1 for ticket sales breakdown)

On line ticket sales via Exeter Tickets accounted for 38% of sales compared with 34% in 2008. Counter and ticket sales accounted for 58% of all sales administered by Exeter Tickets. Some 5% of the overall sales include tickets for sponsors, civic and press allocations.

6.9 Co-promotions:

The core venues were given the following subsidy:

Venue	Festival Fixed Subsidy	No. of subsidised events	Total events included in festival programme
Exeter Northcott	£7,000	7	8
Exeter Phoenix	£4,200	7	7
Exeter Corn Exchange	£2,800	4	7
Exeter Barnfield Theatre	£1,800	3	3

- 6.10** Box Office returns from these subsidised shows were taken by the venue and not the festival, but individual venues were responsible for all contractual arrangements with artists, fees, accommodation and travel and any other production requirements of the separate shows. A total of 6705 tickets were sold for the co-promotion programme, which represents 61% of overall ticket sales. (Please see Appendix 1 for full ticket sales breakdown)
- 6.11** Both Exeter Phoenix and Exeter Corn Exchange showed a profit on their subsidised events, with Exeter Northcott and Exeter Barnfield Theatre making a loss as follows:

Venue	Profit/(loss)
Exeter Northcott (7 Shows)	(£4272.00)
Exeter Phoenix (7Shows)	£1398.00
Exeter Corn Exchange (4 shows)	£5608.00
Exeter Barnfield Theatre (3 shows)	(£1408.00)

In the case of the two venues that made a loss, both were positive about their involvement with the festival. Exeter Northcott agreed that the festival subsidy had allowed them to present more innovative and risky performances than would otherwise have been possible. In the case of Exeter Barnfield, the festival had introduced new audiences to the venue and the artists had a good experience and wished to return to the venue.

6.12 All venues were pleased with marketing coverage and general support of the festival, and are keen to work in a similar partnership arrangement in future festivals.

6.13 Direct promotions

A series of 9 classical concerts were programmed directly by the festival. A total of 3583 tickets were sold representing 32% of overall Festival ticket sales. The sales also represent 66% of overall potential capacity for the Classical series of 5388. (Please see Appendix 1 for ticket sales breakdown).

6.14 Party on the Quay

A very successful event attracting over 8000 people, with a majority of the audience being families and children who participated in the wide range of free activity on offer. Children could try their hand at circus skills, drumming, drawing, dance workshops and watch a range of free high quality static and walkabout street theatre shows, BMX cycle demonstrations and other performance. The music stage featured some of Exeter's most popular local bands and this was counterbalanced by a very popular dance stage run by Dance in Devon.

The evening culminated in a site specific performance devised by specially commissioned Artistic Director, Charlie Morrissey, themed on circus. The show featured pyrotechnics, dance, the spectacular elephants and wind socks from the morning's Opening Parade set to a piece of music composed for the performance.

6.15 Festival Opening Parade

The Artistic Director led a team of 8 regional and local artists, a dance artist and a costume maker to devise the content of the Circus themed parade, a new initiative for the Festival, funded by the National Lottery Grants for the Arts Programme from Arts Council South West, with additional support secured from Devon County Council. The parade successfully combined with the traditional Lord Mayor's Lammas Fayre parade and processed through the City Centre. It is estimated that over 2000 people in the city centre saw the parade.

6.16 In total 254 children and adults from Exeter's schools and community groups participated in a week long programme of 12 workshops prior to the festival, in both parade making and also dance. Participating schools were:

Wynstream Primary	Southbrook College
St Sidwell's Primary	St Nicholas RC Primary
Whipton Barton Primary	St Margarets Primary

Bowhill Primary and Exeter Cathedral School participated in the parade.

The Parents and Toddlers group based at St Sidwell's Centre participated in a workshop at the centre and Ivy Youth Volunteering group came to an evening workshop at the Parade base in Emmanuel Hall. Local residents to the hall were also invited to attend a workshop, 3 local families attended.

Wren Music co-ordinated the Parade Band following three music workshops which attracted young members as well as old ranging from 10 – 62 years of age, this was also funded from the Parade budget.

6.17 Marketing

A total of 85000 32-page brochures were produced with 10000 copies sent to the Summer Festival mailing list. A further 17000 brochures were distributed in Exmouth via the Exmouth Herald. The remaining 58000 brochures were distributed to around 600 targeted locations throughout Exeter and the sub-region.

The Festival also produced 20000 additional flyers to promote the free and family events, including Party on the Quay, the Parade, and the Exeter Craft Festival. These were distributed:

- at the Cycle Tour in conjunction with a circus skills workshop produced by Exeter Summer Festival in the Guildhall Shopping Centre
- in association with Exeter FM and Phonic FM on 3 consecutive Saturdays prior to the Festival in Princesshay
- 12000 were delivered door to door in the Exeter Times in targeted areas: Beacon Heath, Burnthouse Lane, St Thomas, Newtown,

6.18 In addition to the Festival brochure and flyer distribution the following PR initiatives were undertaken:-

- over 1000 event specific posters were distributed around the city and county
- a generic 2-week bus shelter poster campaign
- window adverts on Stagecoach buses on Exmouth, Exeter network and on some Torquay buses
- an extensive advertising campaign was carried out including in local newspapers, lifestyle magazines and regional “whats-on” publications such as parish magazines, and Women’s Institute magazines
- festival website attracted approximately 47600 hits
- the festival was listed on 38 relevant websites
- national free listings included Guardian Guide, the Times
- the festival launch and the parade featured on BBC Spotlight and a wide range of other broadcast media including ITV West Country, BBC Radio Devon, Heart FM and Exeter FM
- listing and features in Exeter Citizen (53,000)

6.19 Public relations organisation One Voice Media were contracted to coordinate a focused campaign targeting regional, national and specialist publications, television and radio. A targeted media campaign ran from April to June 2009. This included media releases and listings sent to local, regional and national media, specialist publications and relevant web sites. In addition there were regular interviews on local radio, local and regional publications involving participating artists and festival representatives.

Regular meetings were held with One Voice Media, partner venues and the City Marketing and Festival Officers. While the festival had overall responsibility for marketing, individual partners also pursued their own contacts and specialist knowledge to promote their own events. At the final debrief it was noted that as a result of economic downturn, levels of preview coverage in local publications is becoming more dependent on advertising spend in that publication, as column space is reserved for news items.

6.20 Analysis

The festival was evaluated by attendance figures and ticket sales (see Appendix 1), post code analysis provided by Exeter Box Office and evaluation forms. Festival Officers attended 95% of the ticketed events, in order to hand out evaluation forms to as many concert-goers as possible. Evaluations could either be returned at the venue or in the case of the Classical series, by freepost. In total 397 evaluations were returned. This represents about 4% of ticketholders, a higher return than 2008.

These evaluations show that most people thought the quality of the event they attended was high, had attended the festival before and would come again in the future.

6.21 Economic Benefit

For the first time in 2009 the evaluation asked the question about how much people spent in addition to purchasing their ticket. The majority show a spend of between £5 and £20 and assuming an average spend of £10 per ticketholder this would mean an expenditure of some £108,000. In addition the estimated 15000 people attending the free events would add a further £150,000. This totals a fairly conservative estimate of some £258,000 of economic benefit to the city.

6.22 Post Code Analysis

The post code analysis shows that 47% of ticket purchases made via the Central Box Office were purchased by City residents. The remaining 53% were purchased by visitors to the city. A further 2859 tickets were sold directly by the venues (Exeter Phoenix and Exeter Corn Exchange) bringing total sales to 11324.

	No. of customers	Tickets purchased
EX1 – EX4	759	3896
EX13 – EX17	217	808
TQ1 – TQ14	209	738
EX5, EX6	199	728
EX7, EX8	135	654
EX9 – EX12	129	459
National	48	121
TA1 – TA24	37	129
EX20	31	134
PL1 – PL25	22	90
EX31 – EX39	21	61
EX21 – EX24	14	10
EX18 – EX19	9	24
DT1 – DT11	5	16
Friends/Cathedral sales		767
Unknown/door sales		100
	1835	8735

6.23 Financial Overview

The total cost of the Festival including production, marketing and artists' fees amounts to £202,046. Ticket receipts for the direct promotions, the Classical programme, resulted in an income of £52,972 with sponsorship generating £27,025 in addition to the grant funding of £20,000 from the National Lottery Grants for the

Arts. Taking into account the City Council's contribution of £100,000 leaves the festival with a small surplus of £2230.

Expenditure	£
Venue Hire	16,831
Co-promotion subsidy	15,800
Staging	20,745
Marketing	35,948
commission	*7,359
Artist Fees	97,456
Hospitality	3,060
PRS	1,068
Security	692
Total	198,959
Income	
Ticket sales/Income	52,972
Sponsorship	27,205
ACE Grant	20,000
Other income	**1,012
Exeter City Council	100,000
Total	201,189
Surplus	2,230

*actual figure Nothcott and FOE programme sales

**programme sales

- 6.24** Securing sponsorship for the festival continues to remain difficult, especially in light of the current economic climate. In 2009 a total of £47,025 was raised in cash or grant from 17 sponsors compared to a total of £54,300 raised in 2008 from 17 sponsors. In 2009 a further £4500 was raised through "in kind" sponsorship.

7.0 CONCLUSION

- 7.1** The above evaluation of the four festivals indicates that each Festival meets the objectives set out in the original 2003 report and also the current strategic objectives as set out in the Arts and Media Strategy 2009 – 2012. Furthermore each event has complied with additional measures and budgetary constraints agreed at Economy Scrutiny in March 2009. Two Council initiated and developed festivals, Vibraphonic and Animated Exeter are now arms-length events.
- 7.2** Each festival has attracted significant audiences and received positive feedback from those audiences with regard to the quality and benefit of festival programmes. All festivals have made good inroads to increasing their reach, developing new audiences locally, regionally and to a small degree nationally. Other public funding bodies such as Arts Council South West, Screen South West and Devon County Council having provided ongoing support because the Exeter Festivals continue to provide high quality, innovative and accessible programmes as well as seeking to encourage greater participation in the arts by young people and Exeter communities with exciting education opportunities.
- 7.3** In the light of continued financial constraints the festival portfolio remains under review. Members are asked to note and consider the potential improvements and issues on the current festival portfolio raised below.

7.4 Autumn Festival

It is important to ensure that a festival that specifically sets out to showcase and promote Exeter's voluntary sector and community arts activity is still supported to some degree in times of economic difficulty by aiming to directly produce one or two free and inclusive high quality events in the festival that offer increased participation or educational opportunities for Exeter communities

7.5 Animated Exeter

The festival is at a crucial stage in its development into an arms-length event. It is evident from other funding partners that they would wish to see the Festival develop new and innovative programming streams in the future that will increase its regional and national reputation whilst keeping Exeter at its core.

- by developing a Service Level Agreement that continues the current level of grant support to Animated Exeter Ltd in recognition both of its value to the City's regional profile and also as a developing small business in the Creative Industry sector
- by providing Officer support as appropriate to work with Animated Exeter to assist the company develop new models of sustainability and generate new income and funding sources

7.6 Vibraphonic

Vibraphonic remains a highly successful and continuously developing event and one that helps give the City's Festival portfolio a sustained media profile, following the successful transfer of the festival to arms-length management. It is recommended that:

- the annual Service Level Agreement with Vibraphonic Festival Limited for the March 2010 festival is developed for funding at £14000, a reduction of £2000 on 2009
- Vibraphonic Festival Limited must seek to raise additional cash sponsorship and grant funding to support the festival, in particular the education programme
- that this, the third festival (2010) run by Vibraphonic Festival Ltd, is the last time that funding from the City Council is promised as the event is now established.

7.7 Exeter Summer Festival

The festival has the potential to achieve at least regional significance, which is one of the core objectives of the Arts and Media Strategy 2009-2012.

The festival has positioned itself more securely by:

- establishing the successful new way of working in partnership with core venues that maximises venue programming expertise whilst minimising financial risk to the festival
- developing a new partnership and good reputation with Arts Council England South West, that has seen the festival commission innovative new events and site specific performance to develop new audiences and work with young people – a key objective for the Cultural Olympiad
- maintaining the festival's reputation for a strong classical repertoire that has kept long standing festival audiences on board

- starting to achieve an improved balance between high profile ticketed programmes and free, accessible events

7.8 At Economy Scrutiny in September 2009 it was agreed that the Festival Manager should produce a three year business plan for the Summer Festival to tie in with the life of the Arts and Media Strategy which would illustrate where the festival currently is, where it should aspire to be, and how it might achieve that position. It is intended to produce a draft plan for consultation by March 2010.

8.0 FINANCIAL IMPLICATIONS

8.1

In 2009/10 the total budget for the Festival portfolio was agreed at £151,000. The following summarises the forecast outcomes for this financial year.

Festival	Budget (£) 2009/10	Forecast (£) 2009/10
Autumn Festival	15,000	15,000
Animated Exeter	20,000	20,000
Vibrasonic	14,000	14,000
Exeter Summer Festival	100,000	97,770
Exeter Respect	2,000	2,000
Total	151,000	148,770

9.0 RECOMMENDATION that:-

9.1 Members note the report and its recommendation for the future development of the festival portfolio.

RICHARD BALL
HEAD OF ECONOMY AND TOURISM

ECONOMY AND DEVELOPMENT DIRECTORATE

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

Background papers used in compiling this report:-

Exeter Arts and Media Strategy 2009 – 2012
Exeter Arts and Media Strategy Action Plan 2009 - 2012

EXETER SUMMER FESTIVAL REVIEW – BOX OFFICE SALES BREAKDOWN

APPENDIX 1

Highlight indicates concerts/performances subsidised by festival budget

Venue	Show	Exeter Tickets	Venue Sales	Show Final	Total sales
Exeter Phoenix	Po'Girl	21	285	306	
	Butterflies x 3	36	212	248	
	Pappy's Fun Club	20	49	69	
	Three Bonzos	49	143	192	
	Whisper	19	43	62	
	Bollywood Brass	79	268	347	
	Martin Taylor	45	162	207	
Venue totals		269	1162	1431	1431
Exeter Corn Exchange	Comedy 1	98	152	250	
	Comedy 2	100	150	250	
	Claire Martin	150	193	343	
	Peter Rabbit x 2	148	63	211	
	The Beat	74	166	240	
	New Machine	55	143	198	
	Bjorn Again	209	291	500	
Venue Totals		834	1158	1992	1992
Exeter Barnfield	Variety 1	148	26	174	
	Cantabile	155	12	167	
	Variety2	95	16	111	
Venue Totals		398	54	442	442
Exeter Northcott	Courtney Pine	449			
	Tiger Who Came to Tea x 4	1285			
	Kit and the Widow	376			
	Cloud Cuckooland x2	109			

Exeter Northcott cont.	TrAPPED	161			
	Pimms & Poetry	284			
	Home	60			
	Vagina Monologues	460			
Venue Totals		3184			3184
Festival Classical Concerts	RPO	662			
	Berkeley Ensemble	160			
	La Serenissima	435			
	Pavao Quartet	100			
	Ballet Espanol	519			
	Rotterdam Chamber Orchestra	539			
	Nadryzycki and Swain	73			
	Exeter Festival Chorus	631			
	Hatstand Opera	164			
Totals		3283			3283
Friend of Exeter Festival	Jonathan Miller	255			255
Exeter Cathedral Choir	Choral Concert	512			512
Final totals		8735			11099