

**EXETER CITY COUNCIL**  
**SCRUTINY COMMITTEE – ECONOMY**  
**2 SEPTEMBER 2010**

**ARTS AND MEDIA STRATEGY 2009 – 2012 ACTION PLAN REVIEW**

**1. PURPOSE OF REPORT**

- 1.1 To review and update the Scrutiny Committee - Economy on progress with implementation of the Arts & Media Strategy Action Plan.

**2 BACKGROUND**

- 2.1 The Arts & Media Strategy and the broad strategic framework for Arts & Media Development in the city was supported by the Scrutiny Committee – Economy at its meeting on 22 January 2009 and then adopted by the Executive on 27 January 2009. The Arts & Media Strategy Action Plan adopted by the Scrutiny Committee – Economy at its meeting on 3 September 2009 forms the focus for the arts development activities of the City Council.

- 2.2 The City Council's continued support to the diverse arts and media infrastructure and the cultural offer of the city contribute significantly to the Exeter Vision by:
- improving the quality of life for residents and attracting visitors to the city
  - attracting business investment and in helping organisations recruit and retain staff
  - animating the city centre and public space
  - maximising City Council investment and generating income and economic spend in the city
  - developing and supporting the city's creative sector to help increase the economic and social well being of the city

- 2.3 The approved list of objectives within the Arts and Media Strategy 2009 -2012 are as follows:
- 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
  - to develop and strengthen the arts and media infrastructure and support and encourage creative production in the City
  - to develop further the City's portfolio of arts and media festivals 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, and young people in particular, to engage in arts education and learning programmes
  - to work strategically in developing new partnerships in and funding for the arts
  - to work with the arts and media sector and other partners to develop new models of sustainability and generate new income and funding sources.

2.4 The Strategy and the Action Plan were developed around the two main areas of City Council's expenditure on the arts: the festivals portfolio and revenue grant funding to strategic arts organisations namely Exeter Phoenix, Exeter Northcott, Exeter Barnfield Theatre, Spacex, Theatre Alibi, Bournemouth Symphony Orchestra and Wren Music. The Action Plan sets out ways to achieve the strategy objectives within the overall time frame of the strategy and involves both directly delivered events (festivals portfolio) and activities delivered in partnership with a range of public, commercial and voluntary sector organisations (revenue and project funding to Strategic Arts Organisations). Many of the outcomes expressed within the Action Plan take account of the expertise and aspirations of the strategic arts organisations who were consulted whilst developing the strategy.

### 3.0 **PROGRESS AGAINST STRATEGIC OBJECTIVES**

3.1 A more detailed breakdown of progress against strategy objectives is given in Appendix A. Briefly key highlights can be summarised as follows:

3.1.1 Service Level Agreements have been agreed with strategic arts organisations which are more relevant to and demonstrate the strategy objectives, but also, where appropriate, in line with core objectives of other core funders such as Devon County Council and Arts Council SW (ACE SW). These additional objectives are agreed in the formal Annual Review Meeting with the organisations together with ACE SW, which importantly streamlines the requests for monitoring information. Specific achievements include:

- the first formal Service Level Agreement with a newly constituted Exeter Barnfield Theatre, which will help deliver building, staffing and organisational improvements.
- Theatre Alibi's community tour of their annual children's production toured to 10 schools and Exeter Phoenix and reached 1,347 children (the national schools tour raised Exeter's profile and went to 59 schools and was attended by 7182 children); in addition the Exeter run of Ministry of Fear at Exeter Northcott attracted 4,124 people and the national tour a total of 16,663.
- Spacex became a new Summer Festival partner (along with Exeter Northcott, Barnfield, Phoenix and Corn Exchange), the first visual arts partnership for the festival resulting in the public exhibition of Theo Jansen's work in the city centre which helped to attract audiences of over 15,000 people in 3 days; the new format of the Service Level Agreement with Spacex has promoted a wide range of partnership working with city organisations (Exeter Cathedral, Land Securities, Age Concern, Flying Start) reaching the elderly, young people, disabled people across the city. Exhibitions at Spacex continue to regularly attract national previews and reviews in leading arts press
- Exeter Phoenix attracted more than 54,763 audience members in 2009/10 to its diverse performance programme across the full range of arts and digital media (music, dance, theatre, comedy, film, digital media). The overall recorded number of people using the building stood at some 350,000. The Exeter Phoenix continues to lead in the city in the field of digital media and has received funding to carry out research and development plans for the expansion of the Digital Media Centre. The Exeter Phoenix is a key partner in Vibrasonic Festival Ltd and in 2009/10 also led on developing a short Comedy Festival in partnership with other key venues, ran the music festival, Acoustica, as well as a youth arts festival during Exeter Autumn Festival.

- Exeter Northcott – developed Trading Local theatre project with Show of Strength Theatre supported by Exeter Autumn festival in 2009 – involving writing workshops for local writers to devise short monologues based on shops in Sidwell Street which were then produced and performed resulting in over 36 free performances in 15 different independent shops. During the difficult period when the theatre was in administration, Exeter Summer Festival supported the theatre’s Festival programme and mailed out the Theatre’s mailing list, thereby enabling the theatre to have a profile and a level of activity despite being in administration.
- Bournemouth Symphony Orchestra is funded by the city to run 8 workshops with young people in the city. In the past these were run with Exeter Children’s Orchestra. In 2010/11 the agreement is that 6 workshops will be run for Exeter Young Strings based in Whipton and 2 for Exeter Children’s Orchestra. Exeter Young String’s core objective is to reach young people who otherwise would have no access to making music.
- Wren Music continue to target work among a range of communities and schools in the city. An in kind partnership with Exeter Summer Festival saw Singing Across the City with over 500 children from the city’s Secondary, Primary and Special schools.

3.1.2 Exeter Summer Festival 2010 succeeded in giving Exeter a national and regional profile with a new partnership with Spacex and Land Securities and Theo Jansen installing his internationally acclaimed work into the heart of Princesshay and the unique festival commission of free performances of excerpts from La Traviata by New Devon Opera in the city centre. These two events formed the heart of a highly successful PR campaign generating over £70,000 of free advertising for the festival and the city.

3.1.3 The City Council’s commitment to making the arts accessible and encouraging participation in arts activity resulted in the following:

- overall Summer Festival attendance at free events increased by one third to 33,000 as a result of the inclusion of more free events in the programme; attendance at ticketed concerts was 10,976 – a total of 43,976.
- the sustained development of arms length festivals and community events such as Animated Exeter and Exeter Respect. which included offering in kind support in terms of giving practical support and officer expertise as well as funding board development, active involvement in planning, assistance with funding applications to external agencies and other sponsors, advice on production and health and safety and providing direct support at the event.

3.1.4 Increasing opportunities for young people to participate in arts activity is one of the core objective behind the new Children’s Literature Festival, a major new event in this year’s Exeter Autumn Festival, which has been supported by the City Council from its initial meeting. The week long festival which culminates in a weekend of activity in Exeter Autumn Festival has been developed by Exeter University through a new partnership with the city’s key cultural organisations. Core funding has come from the National Lottery Grants for the Arts. The support from the City Council is in kind with valuable marketing support to key Exeter audience through 20,000 Exeter Autumn festival brochures and officer expertise on the Festival steering group, helping with the core funding application and programming advice.

- 3.1.5 Exeter City Council and its support of the arts, both as funder and producer, plays a very important role in the cultural infrastructure of the region. It has been important to ensure that this role is recognised, that strategic relationships with other core funders (Arts Council SW, National Lottery, Screen South West and Devon County Council) are strengthened and maintained and Officers are kept up to date with ever changing criteria and policies of the other core funders. Key relationships have been developed through involvement in regional forums and networking groups such as being on the steering group or boards of the following:
- Outdoor Celebratory Arts Network – led by Arts Council SW
  - Creative Coast Group, (both of the above groups aspire to developing high profile projects for the Cultural Olympiad in 2012 and beyond, in which Exeter has the potential to be involved if joint funding applications from these networks to ACE SW and other funds are successful)
  - advisory involvement on board of Animated Exeter helping the move towards arms-length status
  - attending regional and national consultation meetings on behalf of the City Council about the arts.
- 3.1.6 In order to help maintain and develop new models of sustainability for the city's arts and media infrastructure it is important to be able to demonstrate clear evidence of the economic benefits of the arts in return for investment. In terms of financial leverage the City Council's revenue support of £256,988 in total to the city based strategic arts organisations generated a further £3,902,488 in 2009/10. A further £547,574 was generated through successful Exeter based Grants for the Arts applications (National Lottery) in 2009/10. All Exeter applications are sent to the City Arts and Festival Manager for assessment before final assessment by the Arts Council. (For a full breakdown please see Appendix B – Breakdown of Arts Funding in Exeter). Also by taking a sample of audience evaluations returned from festival audiences the quoted average spend per person of £12 across the total audience figures suggests an additional spend in the economy of £527,712, up 50% on 2009 This represents an addition of nearly £5 million into the city's economy.
- 3.1.7 An Equality Impact Assessment for the Arts and Media Strategy and the Action Plan was agreed by Corporate Equalities Group in January 2010. While this is an internal process, it serves a purpose of helping to remind Officers of core objectives within the strategy such as encouraging access to the arts within community settings and providing more opportunities for people especially young people and those from diverse communities with opportunities to engage in creative learning and activity. The City Council's excellent relationship and support of Exeter Respect Festival helps foster better community relations and has enabled the team to work more closely with some of Exeter's diverse communities including supporting the production of the Multi-Cultural Celebration during Exeter's Autumn Festival and Exeter's first Polish Film Festival – Kinoteka.
- 3.2 It is worth mentioning that the above progress has been made against a difficult economic background - it being very difficult to secure the same levels of sponsorship for festivals and events as in the past and the negative impact on the City's cultural infrastructure of the Exeter Northcott Theatre going into administration. In addition the small Arts and Festivals team experienced staff shortages at critical times caused by one member requiring extended leave following hospital treatment.

## 4.0 LOOKING FORWARD

- 4.1 In light of impending reductions in funding from all core funders, it is important to ensure that the city's arts and media infrastructure can nonetheless continue to provide a valuable service to the city and the economy. While provision of the arts is not a statutory responsibility of the City Council, Exeter has an excellent record of support to the arts and it is acknowledged that the cultural offer is a recognised part of why people want to live, work, invest or bring up their families in a particular place.
- 4.2 As a result of the likelihood of greatly reduced arts and festival funding and sponsorship over the next few years nationally, regionally and locally, it is clear that while the strategic objectives of the Arts and Media Strategy remain relevant as aspirations and overarching objectives, the Action Plan, put together before any real indication of the full impact of the recession, no longer remains feasible within the lifespan of the strategy.
- 4.3 The situation will require change to our ways of working and the development of new ideas and relationships that help retain the economic benefit that the arts bring to the city. The challenge for the Economy and Tourism Unit will be to help arts organisations to become more sustainable with less funding whilst trying to meet the cultural expectations of city businesses and communities.
- 4.4 The key areas of work in the coming year will be to:
- develop and manage a festival/event programme following potential reductions in budgets that can demonstrate best value and meet core objectives and if possible to balance high profile activity involving national or international artists with developmental support to community based events such as Exeter Respect
  - continue to work closely with the city's strategic arts organisations and partner funding organisations to find ways to maintain and improve financial sustainability in light of reduced budgets in order to help the city retain a strong and effective cultural sector
  - maintain a strategic presence regionally and nationally through liaison with Arts Council SW, the National Association of Local Government Arts Officers, and other relevant organisations and networks to advocate the benefits of the arts and creative sector by highlighting the number of jobs created by the sector in the region, the additional leverage the City Council's investment brings to the city's economy and the contribution it can make towards achieving overarching objectives such as enabling communities to have a voice, boosting civic pride and encouraging participation in community activity.
  - continue to develop new partnerships and consider new ways of working – sharing resources such as offering marketing support and offering the benefit of officer expertise as valuable in kind support, exploring further possibilities of working collaboratively and sharing costs. The forthcoming Children's Literature Festival, a partnership of the city's key public and voluntary sector cultural organisations and the Like Music event, a partnership involving commercial and public sector organisations in Exeter Autumn Festival are good examples of new partnerships and new ways of working.
  - ensure that arts and media marketing campaigns are innovative and adopt current practice to make best use of social media and can demonstrate a positive return in terms of press and media coverage

## 5.0 FINANCIAL IMPLICATIONS

5.1 The City Council's total expenditure on arts and media events and infrastructure in 2010/11 is £586,570 summarised as follows (for full breakdown please see Appendix B Breakdown of Arts Funding in Exeter):

- |   |          |
|---|----------|
| • Festivals and Events                            | £281,010 |
| • Revenue funding to Strategic Arts Organisations | £285,060 |
| • Project funding                                 | £20,500  |

5.2 The additional leverage on this investment in 2009/10 was some £4,977,774 summarised as follows:

- |   |            |
|---|------------|
| • Additional income raised by Strategic Arts Organisations        | £3,902,488 |
| • National Lottery Grants for the Arts awards in Exeter           | £547,574   |
| • Estimated additional economic spend by Summer Festival audience | £527,712   |

## 6.0 RECOMMENDATION that:-

6.1 Members note the report and the proposed approach for the future development of the Arts and Media Strategy against a difficult economic background.

**RICHARD BALL**

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**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

Arts Council Grants for the Arts Awards 2009/10 Regions

## Appendix A - Achievements Against Arts and Media Strategic Objectives

The following sections set out the main areas of progress and achievement against each of the key strategic objectives. The strategic objectives are stated in bold type.

### **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 ambition**

1.1 Arts & Media Strategy working group: The Arts and Media Strategy recommends that an Arts and Media Strategy working group be established initially within the City Council. Meetings have been held with Planners about public art, with Estates about building based organisations and with Parks, Leisure and Museums on a project by project basis. In view of further uncertainty of funding and other pressures creating the group is not a priority.

### **2 Develop, strengthen the arts and media infrastructure, support and encourage innovation and creative production in the city**

2.1 A total of 7 key organisations, "Strategic Arts Organisations" receive revenue grant funding from Exeter City Council (SpaceX, Exeter Phoenix, Exeter Barnfield, Theatre Alibi, Exeter Northcott, Bournemouth Symphony Orchestra and Wren Music) and represent a main delivery mechanism of a range of arts activities and education programmes in the city. A key priority of the City Arts and Festivals Manager has been to continue to develop and support the city's Strategic Arts Organisations. The main way of achieving this objective is through individually tailored Service Level agreements with each organisation. The detailed requirements in the agreements are monitored on a 6 and 12 month basis and together with the financial accounts form the basis of the levels of funding agreed by the Grants Committee for each organisation.

2.2 Progress and key achievements this year are as follows:

- Exeter Phoenix's agreement includes targets for attendance at performances, digital media, film, artists workspaces, the number of workshops and breaks down earned income into direct promotions and hires; there has been a massive increase in attendance. The organisation remains at the forefront of digital media work in the city, and it became the main venue for Animated Exeter's new-look festival in 2009. It is a key Summer festival partner, and in 2010 successfully ran Exeter Summer Festival's main box office. Exeter Phoenix is a key partner in development of new music event in Exeter Autumn Festival
- As well as the obvious attendance at its gallery, SpaceX's agreement sets out to highlight the number of partnerships the gallery successfully manages to develop that help raise its profile not only locally, but regionally and nationally (for example, in 2010 The Showroom London, Museum of Contemporary Art in Miami and STANDARD in Oslo, Amino in Newcastle). As well as the high number of local workshops delivered to all ages and abilities (for example in 2010 local primary schools, Isca College of Media Arts and Exeter College, Flying Start centres across the city, St Petrocks (homeless) and Age Concern). Exeter Summer Festival and SpaceX worked for the first time in a partnership, which brought a major international artist into the Summer Festival. The financial value to the festival (£2000) helped the festival to gain record attendance figures as well as a national media profile. The iconic image of the artist's work helped to

publicise the festival, and in return Spacex benefited from the large amounts of festival publicity produced together with a media profile that exceeded any that Spacex could have achieved on its own. The Theo Jansen project was also the City's first major Cultural Olympiad project, included as part of the national AntiBodies visual arts programme funded by ACE and carrying the LOCOG Inspire Mark

- Theatre Alibi have had a particularly successful year with record attendance at their Exeter shows and on national tours. The agreement now seeks not only to record number of the shows and attendance in Exeter but also to support and measure their national activities and their prowess at taking a strong cultural image of Exeter across the UK
- Exeter Northcott Theatre – 'Trading Local' – a unique free theatre project was developed to support independent traders along Sidwell Street, in association with the Show of Strength Theatre Company and Exeter Autumn Festival 2009. More detail is provided later in this appendix
- Bournemouth Symphony Orchestra – workshops and not their regular performances in the city have been traditionally supported by City Council funding. These are now mainly targeted at Exeter Young Strings, a voluntary arts organisations whose core objective is to provide access to children in Whipton who otherwise would have no access to music
- For the first time an appropriate Service Level Agreement has been developed with the Exeter Barnfield Theatre with includes objectives for promoting organisational and staff development as well as ways of progressing capital works on the building
- Wren Music – the focus remains on providing a range of community based choirs and traditional music programmes in Exeter's poorer communities. A new partnership was developed with Exeter Summer Festival to promote "Singing Across the City" which led to over 500 children from Exeter's secondary and primary and special schools performing in Exeter Cathedral.

- 2.3 Since the Action Plan was adopted in September 2009, events beyond the control of the City Council have occurred which have had an impact on the proposed outcomes within the action plan. Specifically the Exeter Northcott Theatre going into administration in February 2010, which not only resulted in a loss of jobs in the sector, but also resulted in the temporary closure of the theatre.

The theatre going into administration has also had a negative financial effect on several of the other strategic arts organisations who have either lost money (Bournemouth Symphony Orchestra, Exeter Phoenix) or will lose their base and rehearsal space (Theatre Alibi).

- 2.4 In order to try and secure a base for professional theatre and not to lose a prime venue in the city, the City Council has supported the University of Exeter in the development of a new company to take over the running of Exeter Northcott Theatre. In the interim period, with the agreement of the Administrators, Exeter Summer Festival maintained its partnership with the theatre and supported the theatre to run a programme during the festival, enabling it to maintain a profile during its closure and a link with its supporters. The Arts Council SW have supported this move, the Arts



Council SW are the main funder of Exeter Northcott and have confirmed a level of funding until March 2011. The theatre has just launched its new programme for the coming Autumn season.

- 2.5 Exeter's Strategic Arts Organisations not only provide an excellent cost effective service to the city and its residents and visitors but they also generate income from a variety of sources. Core revenue funding for these organisations primarily comes from the City Council, along with Devon County Council and Arts Council England SW. A sound core funding base also enables these organisations to also apply for funds for specific projects both from National Lottery Grants for the Arts and also other trusts and charities. A number of organisations also generate earned income through box office and bar sales. In 2009/10 the five city based organisations funded by Exeter City Council (excluding Wren Music and Bournemouth Symphony Orchestra) raised an additional sum of £3,902,488 against an investment by the City Council of £265,988. (See Appendix B for a full breakdown).

### **3 Develop further the City's portfolio of Festivals and explore opportunities to create a festival of national or international significance**

- 3.1 Progress and key achievements this year are summarised as follows. A more detailed report will be given to the next Scrutiny Committee.

- Exeter Summer Festival achieving national press and significance with Theo Jansen exhibition
- total attendance at Exeter Summer Festival up significantly from 25,000 in 2009 to 43,976 in 2010
- festival commission of innovative Flash Traviata – 4 free performances of opera in city centre
- 70 hours of free activity – making the festival more accessible to more people
- successful and effective press and media campaign generating over £70,000 of free publicity for the city
- Exeter Summer Festival's audience expenditure boosted the city's economy by some £527,712 in 2010
- exciting new cross sector partnerships established for Exeter Autumn Festival 2010 to deliver new high profile events
- Animated Exeter 2010 will be produced by Animated Exeter Ltd ,a company limited by guarantee, a fully arms-length festival with the aim of giving the festival the potential for a sustainable future.

- 3.2 The Exeter Summer Festival, backed by the Festival Advisory Steering Group, made a conscious decision to programme over 70 hours of free activity in the 2010 festival. These free events attracted audiences of approximately 33,000 people; more than double the number who attended free events last year. Total attendance at ticketed concerts was 10,976.

Based on a conservative average additional spend of £12 per person indicated by the results of evaluating 190 feedback forms, it is a conservative estimate that some £530,000 was spent in the city by audiences during the Summer Festival period.

The free events included:

- three days of Living History re-enactments in Northernhay and Rougemont Gardens (attracting over 4000 visitors including schools from across the region), working in partnership with Devon Armed Forces, Royal British Legion, police

and Lord Mayors office to produce Exeter's first National Armed Forces Day parade

- three days of a public presentation of Theo Jansen's Strandbeest involved working together with Spacex , Land Securities and the City Centre Management to facilitate the installation of the work in Princesshay Square and increased the accessibility of the sculpture to Exeter residents and visitors. It is a conservative estimate that over 15,000 would have seen sculpture – Princesshay recorded a footfall of more than 19,000 on one day in the period
- the Summer Festival commissioned a unique, high profile Flash Traviata performance by New Devon Opera – a first for the company and a first for Exeter - Four seemingly random free performances of excerpts from La Traviata in different busy city centre locations on the final Saturday of the festival, which attracted over 1500 audience members who stopped to listen and reached thousands more
- festival finale – Party in the Streets attracted over 4000 people and used Exeter Castle, Rougemont Gardens, High Street and Princesshay – three stages each compered by radio station, Heart , Phonic Fm and Exeter FM – spectacular finale firework display.

- 3.3 Summer Festival Partnership Working - The festival partnership with key city venues (Exeter Phoenix, Northcott, Barnfield and Corn Exchange) was maintained in 2010 and extended to include Spacex (ensuring the Festival involvement in the Theo Jansen project and the first visual arts partnership for the festival.

The festival has continued to develop marketing partnerships with Exeter Craft Festival, Exeter Regatta and Exeter Cathedral concerts benefitting those organisations by inclusion in the 60,000 printed festival programme and in additional print for free events.

A new partnership, and thereby a new event, was developed with Exeter City Football Club who produced a fund raising evening in Rougemont Gardens making use of the production infrastructure and professional event support of Exeter Summer Festival. This is a partnership that the football club are keen to renew in the future.

Partnerships with Exeter Radio – each local station took over the compering of stages during the finale: Heart Live Music stage in Rougemont Gardens; Exeter FM and Dance in Devon dance stage in Princesshay; and Phonic FM's DJ stage in Exeter Castle, which led to Phonic FM's first live outside broadcast.

- 3.4 Summer Festival Press and Media campaign - Arts events provide good opportunities to project the cultural image of the city. The Festival employed Watershed Media to take on the role of Press and PR Agent for Exeter Summer Festival who produced an extremely effective campaign which more than fulfilled the brief and aims which were to:

- develop Exeter's profile as an ambitious regional centre for the arts and a desirable cultural destination
- highlight Exeter City Council's leadership role producing a uniquely accessible arts festival
- generate ticket sales on the run-up to the festival.

Traditional media techniques were employed alongside Twitter and Facebook updates. The campaign achieved the following:

- 12 items on PA newswire
- 6 TV pieces (ITV West Country and BBC Spotlight)
- 27 Radio interviews
- 34 full page regional newspaper and magazine articles
- 2 national newspaper articles
- 32 website pieces.

A conservative estimate of the value of the media and editorial coverage is £78,630 (against a cost to the festival of £6000)

- 3.5 Autumn Festival - In November 2009 the number of events (64) and people attending rose (12,691), as did the number of free events (35). Based on the evaluation forms completed by 93% of the organisations included in the brochure, some 92% of the participants felt their events benefited from being in the festival.

For the first time Exeter Autumn festival supported 5 events produced by community arts groups in Exeter Barnfield by covering the hire and technical costs of the theatre. This proved very successful and supported Exeter Barnfield Theatre as well as the arts groups.

The Festival worked in partnership with Exeter Northcott and Show of Strength Theatre Company to produce Trading Local which performed 36 free shows in 15 different shops along Sidwell Street. The short plays were written by local writers following workshops held in Central Library and St Sidwell's community centre. Over 60 submissions were received.

Also a first was Exeter Big Draw – four artists working in different locations across the City inviting passers by, whether adult or children to come and have a go for free.

Work is underway preparing for Exeter Autumn Festival 2010. The festival will see two new exciting events the Children's Literature Festival, EXExtreme Imagination, a week long event featuring top children's authors and writing events, a music commission based on children's poetry and Like Music - Generation EXE, an evening event of up to 9 bands across three venues for one ticket. Both events delivered in partnership with a range of public and commercial organisations in return for the publicity and marketing benefits of being associated with Exeter Autumn Festival.

- 3.6 Animated Exeter - In the hope of creating a sustainable future, with better opportunity for raising funds from public, private and charitable sectors, Animated Exeter became fully incorporated in 2010 into a company limited by guarantee. The 2010/11 festival will be produced by Animated Exeter Ltd, a company limited by guarantee, as a fully arms length festival. The company continues to operate from the Civic Centre.

The City Arts and Festivals Manager sits as an advisor on the Board and has helped write the successful Grants for the Arts application for the high profile Broadsided film projection on Exeter Castle, as well as advising on production, health and safety and liaison with the police for the event.

- 3.7 Festival Three Year Plan - The Action Plan states that a three year festival plan to 2013 to tie in with life of the strategy should be written which would outline "where we are (what works and what we want to retain – eg partnerships, free events, accessible), where we would like to be (aspiration- commissioning, partnerships) and how to get there(likely funding availability, networking festival circuit; developing SLAs with partners to reflect festival commissioning requirement)"

In view of other work pressures this year it has not been possible to develop this plan, although, in light of the changed budget position it may be appropriate to use the opportunity and develop a plan that considers new ways of working.

#### **4. To work in partnership with relevant key agencies and partners to provide more opportunities for people, and young people in particular, to engage in arts education and learning programmes**

4.1 Progress and key achievements are as follows:-

4.1.1 Children's Literature Festival - Funded primarily by Grants for the Arts, this new event for young people aged 5 – 16 is taking place in the Autumn Festival 2010 and is directed through a partnership project led by the University of Exeter. Exeter Northcott Theatre, Exeter Phoenix, Spacex, RAMM, DAISI (Devon Artists in Schools), Riptide are involved but notably the festival has developed an active youth forum, from St James off site school, who have not only decided the name of the event, EXExtreme Imagination, but also helped select relevant authors and programmes for young adults.

The City Arts and Festivals Manager is a member of the small steering group and has been able to give support and advice on the grant application, programming and delivery. The City Council is offering additional in kind benefits in terms of marketing and promotion in the Autumn Festival brochure worth over £3,000.

4.1.2 Trading Local - An innovative programme of free theatre in independent shops in Sidwell Street in Exeter Autumn Festival 2009 developed in partnership with Exeter Northcott Theatre and Show of Strength Theatre Company from Bristol. The monologue performances were developed through workshops for local writers held by Show of Strength Theatre Company in Exeter Central Library, Exeter Northcott Theatre (2) and St Sidwell's Community Centre. A total of 40 submissions of short monologues devised around shops of choice in Sidwell Street were received – 15 were selected for professional direction and performed by professional actors, directed by Show of Strength Theatre Company. This resulted in over 36 performances in 15 shops along Sidwell Street. This was greatly appreciated by the Sidwell Street traders, the audience who had come specifically for the show and those people who just happened to be in a shop when the performance was taking place.

#### **5 To work strategically in developing new partnerships and funding for the arts**

5.1 Progress and key achievements are as follows:-

- Children's Literature Festival Partnership – delivering new festival within Exeter Autumn Festival 2010 for the city primarily funded through National Lottery Grants for the arts led by Exeter University
- Like Music – delivery of a new ticketed music event for the city in Exeter Autumn Festival 2010 through a partnership of commercial, voluntary sector organisations working with City Council Town Centre Manager and Festivals team. Event underwritten by Like Minds
- Outdoor Celebratory Arts Network – key player in a network established by Arts Council SW of key players in producers of Carnival and other large scale outdoor Celebratory Arts events looking to ensure SW creates an impact in Cultural Olympiad in 2012.

5.2 Networking - It is important, recognising the aspiration of the city to be viewed as the cultural capital of the region, that Exeter is seen to both be able to deliver and to be at the forefront of wider arts development networks in the city and the region. In addition to the developments mentioned as achievements in this area of work, the City Arts and Festival Manager attends and is actively involved on the steering group of several other key networks or projects:-

- Creative Coast group – a member of the steering group that oversee the Jurassic Coast Arts Programme
- Exeter Arts Council – an advisory member on the board of Exeter Arts Council who manage the annual small grant funding from the City Council for arts projects in the city
- Animated Exeter – an advisory member on the newly formed Animated Exeter Ltd board.
- Devon Arts Officers Group – quarterly meetings of Devon Arts Officers
- Exeter PAC (Planning Area for Culture) – meetings attended by key cultural organisations in the city and Head of Culture, Devon County Council to take forward People, Places and Spaces a Cultural Infrastructure Development Strategy for the South West supported by key Arts, Sports, Heritage and Tourism bodies in the region. £5000 raised for Arts Council SW to support way forward in light of funding reductions.
- Cultural Olympiad – attendance at regional meetings led by SW Regional London 2012 Creative programmer (Open Weekend and Count Me In)
- Arts Council SW – consultation meetings
- NALGAO - National Association of Local Government Arts Officers

5.3 National Lottery Grants for the Arts - The City Arts and Festivals Manager regularly assesses Grants for the Arts applications which are relevant to the city, which are sent direct from Arts Council England asking for a professional view. The number of these applications varies from month to month but can be anything from 1 – 4. In 2009/10 successful applications brought a further £547,745 of arts funding into the city (see Appendix B – for a full breakdown of successful funding for the Grants for the Arts awards in Exeter).

It is recommended that organisations wishing to apply should discuss the application with their local Arts Officer. In certain cases this can mean working closely with the organisation, making recommendations, checking budgets and helping to write the bid. The following successful bids were worked on in this way:-

- Animated Exeter – Broadsided projection project February 2010 - £30,000
- Aftermath – Exhibition at Exeter Castle highlighting the need to support ex servicemen suffering from post traumatic stress Summer Festival 2010 £5,000
- Children’s Literature Festival – University of Exeter November 2010 £41,792.

## **6 Developing new models of sustainability – generate new income and funding sources**

6.1 Progress and key achievements\_are as follows :-

- helping Exeter University develop a new and sustainable company to run Exeter Northcott Theatre

- working out economic benefit of City Council's arts funding to the city both as direct promotions and also funding to Strategic Arts Organisations (See appendix B – breakdown of Funding for the Arts in Exeter City Council)
- working with Arts Council SW and Devon County Council to help looking at new ways of working in light of forthcoming reductions of budget from Arts Council, Devon County and Exeter City Council
- supporting and helping artists and arts organisations write applications to National Lottery Grants for the Arts

6.2 Arts Council England South West Funding Review - The spending review in Central Government has already seen the Arts Council face an in year 5% cut – which has been met through their reserves and therefore not passed on to funded organisations. Nevertheless the latest request from DCMS to Arts Council SW to model a 25% – 30% cut over the next four years will have an impact on arts revenue funded organisations, including Exeter's Strategic Arts Organisations. The situation will be compounded because it will hit organisations at the same time as expected local authority cuts in spending and reduced private sector support.

6.3 Devon County Council recently announced a reduction in its Arts Investment and Culture Projects budget for 2010/11 of 23.5% which represented cuts of £43,100, resulting in the majority of funded organisations who operate on a countywide basis losing under 2%. However, organisations such as Exeter Phoenix lost just under 25%, (£12,750). Exeter Northcott suffered 100% loss with £53,000 being held in reserve pending outcome of the theatre going into administration and further meetings with the theatre. All arts investment was offered on a one-off basis for 2010/11 only, with no commitment to any level of future investment. Devon County Council's Culture Projects budget also suffered a reduction of 52.5% from £138,000 to £65,000 - which has implications for any future one off project support for festivals and events. Nevertheless some £27,500 has been set aside for Cultural Olympiad support.

6.4 Business Sponsorship of the Arts - Due to the economic recession it is becoming increasingly difficult to generate sponsorship from Exeter's business community for festivals and other events. Sponsorship for Exeter Summer Festival 2010 fell by £17,000 from £27,000 to £10,000.

It is obviously not a good climate in which to be seeking sponsorship and certainly future programmes should not rely on sponsorship. The Government would like to see businesses and philanthropists give more to the arts, perhaps replacing or plugging the gap in current funding. This is unlikely to happen without Government creating incentives to encourage business to give.

Working in partnership with the business community will be very important in the coming years to develop partnerships and good working relationships to try and marry commercial needs with creative community outcomes.

6.5 Like Minds has agreed to underwrite the Like Music event in Exeter Autumn festival by £10,000, this being a highly innovative, high profile event that will use social media to publicise the event, and work in partnership with commercial, voluntary and public sector arts events.

## Appendix B - Breakdown of Arts Funding to Exeter

### 1. City Based Strategic Arts Organisations

#### City Council revenue funding & other income breakdown summary 2009/10

Organisation	ECC funding*	Other income	Total Income
Exeter Barnfield Theatre	£10,000	£125,500	£135,500
SpaceX	£11,365	£248,372	£259,737
Theatre Alibi	£19,196	£401,842	£421,038
Exeter Northcott	£85,231	£1,820,925	£1,906,156
Exeter Phoenix	£131,198	£1,305,849	£1,437,045
<b>TOTALS</b>	<b>£256,990</b>	<b>£3,902,488</b>	<b>£4,159,476</b>

\*Exeter City Council has maintained this level of funding in 2010/11.

Exeter City Council also funds Wren Music (£16,205) and the Bournemouth Symphony Orchestra (£11,865) who are not based in Exeter. This brings the **overall total** of Exeter City Council's revenue funding support to **£285,060**

### 2. Exeter City Council arts project funding

Exeter Arts Council	£13,500
Magic Carpet	£ 4,500
Exeter Phoenix	£ 2,500 (until end 2011 for rent support for artist incubator units)

### 3. Breakdown of successful Grants for the Arts funding - Exeter Awards 2009/10

Recipient	Project	Amount
Milicia Lewis	Joy Collective Autumn Tour	£4,790
Theatre Alibi	Ministry of Fear	£89,982
University of Exeter	Writer in Residence	£30,700
Cyprus Well	Staff & Operational costs	£98,740
Deborah Robinson	Fish-Eye-I	£4,840
Magic Carpet	Total Arts	£32,072
Animated Exeter Ltd	Animated Exeter 2010	£30,000
Shane Wolfand	Spoken/written bulletin South West	£2,000
Dance in Devon	Dance in Devon 2011/12	£71,950
Devon County Council (Central Library)	Wordquest	£50,000
Cyprus Well	Grass roots and internal organisation	£20,400
Jilly Edwards	Sense of Place	£5,000
Kagemusha Taiko	6th UK Taiko Festival	£4,453
University of Exeter	Children's Literature Festival	£41,792
RAMM	3 integral public art commissions	£60,855
	<b>TOTAL</b>	<b>£547,574</b>

#### 4. City Festivals and Events Portfolio – 2010/11

Summer Festival	£100,000
Autumn Festival	£13,000
Animated Exeter	£20,000
Vibraphonic	£7,000
Christmas Events	£7,220
Exeter Respect	£2,000
Exeter Open Studios	£1,350
Arts and Festivals Team (1 F/T; 2 x 20hours)	£73,110
Support Services	£57,330
<b>TOTAL</b>	<b>£281,010</b>