

## EXETER CITY COUNCIL

### SCRUTINY COMMITTEE – ECONOMY

16 JANUARY 2014

### ANNUAL ARTS AND EVENTS REVIEW

#### 1.0 PURPOSE OF REPORT

- 1.1 To review and report back on the performance of the festivals and events portfolio which comprises Animated Exeter, Vibraphonic, Exeter Open Studios, Exeter Respect and Unexpected Festivals.

#### 2.0 BACKGROUND

- 2.1 The City has and continues to support a number of arts related festivals and events as part of its year round programme. Animated Exeter, Vibraphonic, Exeter Open Studios and Exeter Respect are festivals grant aided by the City and are run at arms length either by independent companies or voluntary management boards.

- 2.2 Each festival while serving specific target audiences or genres, has key themes or characteristics that link back into the city's mission statement:
- To enhance Exeter as the regional capital
  - To work with our partners to improve the quality of life for all people living, working in and visiting the city

- 2.3 In the Annual Arts and Events Review 2012 report presented to Scrutiny Economy in September 2012 the committee approved the development of a new major festival for the city for 2013, one with the aim of taking art and performance out of traditional venues and into unusual indoor and outdoor locations in the city. The festival was to be developed in two phases and was to utilize the Arts and Events budget of £50,000 for each of the two years 2012/13 and 2013/14.

Phase 1:2012/13 - to link Animated Exeter with Extreme Imagination children's literature festival to produce a large scale free outdoor spectacle based on the book Exeter Riddles commissioned by the two festivals, by author Philip Reeve. The project 'Exeter Riddles Finale' took place in Belmont Park on Saturday 23 February 2013.

Phase 2: 2013/14: an 8 day festival 'Unexpected' took place across the city from 15 – 22 September 2013

- 2.4 The remaining £15,000 budget in 2013/14 was allocated as an arts development fund and distributed via project grant support of up to £5000. In 2013/14 these grants were allocated to Kaleider, Ignite and Dreadnought SW.

#### 3.0 PROGRAMME 2013

- 3.1 The following section summarises the key characteristics of each of the festivals:

##### **Animated Exeter 2013:**

- operated by an independent not for profit company since 2009, with financial and City Council officer support, originally initiated and run by the City Council
- the leading independent animation festival in the South West providing access and learning opportunities in new technologies especially for young people
- the festival shows work by local media artists and companies as well work by

- some of the UK and international leading animators
- Since 2010 the festival has produced major outdoor, site specific work which has help expand festival attendance from 400 – 20,000. Attendance in 2013 was 9321.
- Match funded by National Lottery, Grants for the Arts

#### **Extreme Imagination 16 – 24 February 2013**

- A festival of writing by and for children and young people produced by a partnership of city organizations including RAMM, Exeter Library, Bike Shed Theatre, Spacex, Animated Exeter, Exeter Northcott led by the University of Exeter. Council officers sit on the group in an advisory capacity
- Attendance of 9872
- Match funded by National Lottery Grants for the Arts

#### **Exeter Riddles Finale 23 February 2013**

- A one-off, free large scale, site specific outdoor commission directed by the internationally known interactive performance company Mischief La-Bas and produced by the Arts & Events team in partnership with students from Exeter College and the University of Exeter and local actors. Some 8000 people were involved in 10 city interactions and the finale in the park
- Match funded by National Lottery Grants for the Arts

#### **Vibraphonic 7 – 23 March 2013**

- A popular annual music festival, originally developed and managed by the City Council and now managed by an independent company, which attracts audiences to a range of diverse urban and non mainstream music
- Run across a wide variety of venues and spaces to encourage development of promoters, artists and new audiences
- Audience of 4524

#### **Exeter Open Studios 22- 24 March 2013**

- An artist led event with support from City Council officers, led by Gloss Gallery in which studios and exhibitions, often in unusual spaces, of city-based artists are open to the public
- Some 2,500 studio visits

#### **Exeter Respect 1 & 2 June 2013**

- A community led two day outdoor, free festival with music, children's and sports activities, and stalls targeted at and to celebrate Exeter's diverse communities, produced with council officer and financial support. Attendance of over 20,000

#### **Ignite Festival of Theatre 3 - 9 June 2013**

- A 7 day festival across 7 theatre and non-theatre venues, run by a consortium of 4 Exeter venues, Bikeshed, Exeter Phoenix, Cygnet Theatre, Exeter Northcott.
- Audience of 2,340

#### **Dreadnought SW and Oxygen May – July 2013**

- A new production developed in Exeter toured across the South West and culminating in London, following the route celebrating the centenary of the 1913 suffrage pilgrimage
- 3 performances and 12 waymarker projects in Exeter
- Attendance of 1073
- Match funding from National Lottery Grants for the Arts

### **Unexpected 15 – 22 September 2013**

- 8 day festival produced by the City Council's Arts and Events team taking art and performance out of traditional venues and onto streets and unusual non traditional performance spaces
- Development of major new outdoor commission – 'Weighting' by Extraordinary Bodies, support and showcase for new high quality local work: Le Navet Bete, Blind Ditch, Nuts and Volts and Exeter Visual Arts
- Attendance of 20,000 plus online, broadcast and written participation over 100,000
- Match funding from National Lottery Grants for the Arts

### **Kaleider**

- Supported through Arts Council Strategic Funding for Theatre in Exeter
- Financial support from the City Council supports the commission of new work produced through Kaleider
- Attendance of 143 at two commissions supported by the City Council

3.2 A more detailed review of work is presented in Appendix 1 and a specific report for Unexpected 2013 in Appendix 2

## **4.0 WAY FORWARD AND PROPOSALS**

### **4.1 Exeter Cultural Action Plan 2013 – 2015**

At its meeting on 14 November the Scrutiny Committee - Economy adopted the two year Cultural Action plan for the city developed jointly by Exeter Cultural Partnership and the City Council. This decision was ratified at the Executive Committee on 26 November 2013. The action plan sets out clear goals and actions and will serve as the Council's framework document for planning, developing and supporting cultural activities in the city. The goals are:

- To develop a vibrant cultural economy
- To develop cultural opportunities and experiences
- To enable wide and diverse engagement with the cultural sector
- To build a stronger, more confident cultural sector

### **4.2 Grant Funding for the Arts 2014 – 2016**

The Major Grants and New Homes Bonus panel held on 28 November 2013 and the subsequent Executive Committee on 10 December 2013 approved the proposal to change the Council's current funding schemes for the arts over the next two years and keeping within the existing cash limit, to achieve the following objectives :

- To lead to an open and transparent process
- To deliver the schemes using clear criteria
- To open the funding to a wider pool and enable support to new and emerging venues or organisations

4.3 It is proposed that criteria for all arts funding, both core revenue support and project support, will be based on the Cultural Action Plan goals set out in item 4.1 from 2014 onwards. 2014 -15 is seen as a transitional year for both core revenue and project funding.

This gives the current 5 core funded organizations (Theatre Alibi, SpaceX, Exeter Northcott, Exeter Phoenix and Exeter Barnfield Theatre) one years' notice of major change. In 2014/15 these organisations will receive a 5% reduction in the level of their grant and the funding released by this will be offered to Bike Shed Theatre as core costs. These six organisations will submit a written application that looks in detail at governance, finance and sustainability and how the funding would support delivery of high quality activity against the four goals.

Funding will be given for one year and monitored via a Service Level Agreement at 6 months and 12 months maintaining the current reporting system to the Major Grants and New Home Bonus Panel which is twice a year.

- 4.4 In 2015/16 the allocation of funds for revenue support will become open to all. Any constituted organisation wishing to apply will need to make a written application that will look in detail at the organisation's governance, finances and budgets and how they will deliver high quality activity against the four goals.

Funding will be given either for one year or in the case where the organisation is in receipt of Arts Council National Portfolio Funding an in principle agreement has been made to give 3 year, but not rolling, funding.

4.5 **Festivals and Events Project funding**

This funding is agreed through Scrutiny Committee – Economy and it is proposed that the annual project funding awarded to Festival and Events is treated in the same way as Core Funding. Therefore it is proposed that 2014/15 is seen as a transitional year, giving current festival recipients one year's notice of major change.

In 2014/15, the transitional year, it is proposed that the New Development fund of £15,000, currently held within the City Arts and Events Budget, is awarded to Ignite Festival of Theatre and 'The Day We Played Brazil', a joint community production by Exeter Northcott, BikeShed Theatre and Exeter City Football Club.

- 4.6 In 2015/16, however it is proposed that project funding for both Annual Festivals/Events and the New Developments will be pooled to form a Culture Arts and Development Fund of £41,350 and administered through an open application process. The application will be aimed at projects seeking sums of more than £1000. Applicants would be expected to support delivery of high quality activity against at least two of the four goals found in the Cultural Action Plan. Projects able to evidence match funding will be prioritised.

In line with the ongoing development of the actions in the Cultural Action plan, this fund will provide opportunity to offer funding to specific work or could require that festivals and events focus on targeted areas of work. For example strategic events such as the Rugby World Cup, specific communities, or focuses on social need, for example health and well being, work with children and young people, older people.

- 4.7 It is proposed that the grant assessment panel meet twice a year and should be made up of the Portfolio Holder for Economy, the Assistant Director Economy and the Arts and Events Manager. Each successful applicant will be monitored against the goals and any special conditions based on the application.

An annual review of the projects funded would be made to Scrutiny Committee Economy in September 2014.

4.8 **Expect the Unexpected – a new festival for Exeter**

2013 saw the City Council's Arts and Events team successfully deliver the first Unexpected Festival, 15 – 22 September. A new festival for the city that:

- takes art & performance out of traditional venues and into unexpected locations across the city
- commissions and delivers high quality, innovative outdoor and site specific work
- supports local high quality work from the city's thriving cultural scene
- features music, performance, dance, circus, digital work, visual arts, sport,

heritage buildings, city centre buildings, parks and open spaces - and at times a combination of all these

- brings artists of national and international renown to the city to work with local people and artists
- produces free and affordable events from large scale outdoor work, pop up happenings, to small intimate site specific building based work across the art forms
- appeals to young, old, families as well as audiences of specialist art forms
- is part of the city's cultural legacy of 2012 and will complement the development of the Rugby Fanzone 2015

4.9 Unexpected 2013 attracted audiences of some 20,000 for 17 events; attracted major press and media coverage including 4 TV news slots; commissioned a unique and high quality circus performance with Extraordinary Bodies and above all the festival created a successful brand. There are lessons to be learnt from 2013 but overall high standards have been established and the support of Arts Council SW and the event sponsors has been confirmed for 2014. For a more detailed review please see Appendix 2 – Expect the Unexpected.

#### 4.10 **Unexpected 2014**

Expect the Unexpected is not only a recognizable festival brand after 2013 with a Twitter and Facebook following but also allows Unexpected the freedom to support other 'unexpected' events throughout the year.

Therefore it is proposed:

- £15,000 of the Unexpected budget is allocated as targeted support to city based companies to develop projects that match the festival's criteria. These projects may or may not happen in the festival period
- the festival would run over a weekend, moving the dates to the last weekend before school term commences, 29 – 31 August 2014 (weekend after Bank Holiday)
- the festival has been invited to become a partner in Gi20 (Gone in 20 Minutes), a national partnership that includes the South Bank
- 'Watch this Space', Stockton and Riverside International Festival, Shoreditch Festival and Unexpected and supported by Arts Council Grants for the Arts. Gi20 supports the development of 7 or 8 new outdoor street performances that perform at each partner event culminating with an award ceremony on the last festival, in Exeter Unexpected. It is proposed that £10,000 of the Unexpected budget support this project.
- Arts Council England South West has indicated that the festival should submit a Grant for the Arts application for some £30,000 to support a high quality and accessible programme.

#### 4.11 **Unexpected 2015 and the Rugby World Cup Fanzone**

Pending confirmation of Arts budgets in 2015, it is proposed that a programme of activity developed under the banner of Unexpected is used to support the ambition of the Rugby World Cup to attract visitors and promote the strong cultural image of the city. It is intended that an extensive programme be planned which would also entail applying to Arts Council Grants for the Arts to match fund the Unexpected budget.

#### 4.12 **Summary of proposals for 2014 – 2016**

In light of the additional potential Arts Council funding for Unexpected it is recommended that the current Arts and Events budget for 2014/15, subject to budgets being approved for the same levels of funding, is broken down as follows and as outlined above:

- £26,350 Festival/Events grants be allocated at same level of funding for Animated Exeter, Vibrasonic, Exeter Respect and Exeter Open Studios
- £15,000 New Development Grants should be allocated to Ignite Festival of

Theatre and The Day We Played Brazil community production at Exeter Northcott

- £50,000 allocated to Unexpected 2014 to be produced by the City Council's Arts & Events team, to include a sum of £15,000 to be awarded to targeted projects as outlined in item 4.10

It is proposed that members note and approve in principal the proposed changes to the Festivals and Events Project Grants funding in 2015/16 to an open and transparent application process, that supports work produced against the four goals from the Cultural Action Plan.

## 5.0 FINANCIAL IMPLICATIONS

5.1 City Council funding for the events covered in this reports is as follows::

	2013/14	2014/15
<b>Annual Festival/Events Grants</b>		
Animated Exeter	£20,000	£20,000
Vibraphonic	£2,000	£2,000
Exeter Respect	£3,000	£3,000
Exeter Open Studios	£1,350	£1,350
<b>New Development Grants</b>		
Kaleider	£5,000	
Ignite Festival of Theatre	£5,000	£13,000
Dreadnought SW	£5,000	
The Day We Played Brazil		£2,000
<b>SUB-TOTAL</b>	<b>£41,350</b>	<b>£41,350</b>
Unexpected (ECC Arts & Events)	£50,000	£50,000
<b>TOTAL</b>	<b>£91,350</b>	<b>£91,350</b>

## 6.0 RECOMMENDED THAT

6.1 Members note the report, and comment on the proposals in section 4.

**VAL WILSON**  
**FESTIVALS AND EVENTS MANAGER**

**RICHARD BALL**  
**ASSISTANT DIRECTOR, ECONOMY**

**Local Government (Access to Information) Act 1985 (as amended)**  
**Background papers used in compiling this report:**  
Exeter Cultural Action Plan

## Appendix 1: Review of Events 2013/14

### 1.0 **Animated Exeter 2013 and The Exeter Riddles Finale**

- 1.1 The 14<sup>th</sup> Animated Exeter festival was packed with events, screenings and workshops. The festival happened at the same time as Extreme Imagination Children's Literature Festival which led to a joint project, the commission of Philip Reeve to write a story for Exeter – The Exeter Riddles. The story provided the background for Animated Exeter's commission and Exeter Riddles finale.
- 1.2 **Commission:** The centerpiece of Animated Exeter 2013 was the street game 'Timewinders' designed by a Bristol company Slingshot devised from the commissioned story 'The Exeter Riddles'. The game set in different locations across the city in which players' race against the clock to halt the destruction of Exeter's timeline. The Exeter Riddles story also inspired collaboration between Nuts and Volts Theatre, Exeter College and University of Exeter led by the City Council Arts and Events team and directed by Glasgow based interactive artists Mischief La-Bas to produce The Exeter Riddles Finale. Both TimeWinders and The Exeter Riddles Finale received separate funding from the Arts Council Grants for the arts, £51,000 and £27698 respectively.
- 1.3 The game attracted a large number of audiences in the build up to the finale with 10 separate 'history leaks appearing' in the city centre in full historical costume at peak period, interacting with the public. In total combined with the finale numbers in the park, the overall number of participants in The Exeter Riddles project is estimated to be in the region of 8000.
- 1.4 **Workshops** – offered in a range of animation activities such as creating games, animation, and stop frame action were well attended and provided for 7 – 11s and 12 – 15s. A further 3 day masterclass being funded for young people aged 16 – 25 by First Light, called Second Light Animation. The group, of 9 young people, was also provided with free accommodation and so was able to sample the rest of the festival.
- 1.5 **Screenings** – Public screenings attracted an audience of 812 and included the popular 'The Secret of Kells' and Yellow Submarine'. The competitions attracted more entries than in previous years; these are held in several categories: Under 18s; recent graduates and independent animators from across the UK. Prizes are donated by animation software companies.
- 1.5 **Audience** – A total audience of 9321 attended Animated Exeter. This number is lower than 2012 as a result of the large scale event only taking place on one day (2012 3 days and 3850 audience) and also Exeter Phoenix's exhibition numbers were lower at 3,622 compared to 10,350 in 2012. Ticketed events were well attended throughout.
- 1.6 **Marketing** – The festival brochure is still the most important marketing tool with 2,400 mailed and the remaining 17,600 distributed to art centres and libraries across the region. The festival relies heavily on social media with some 200+ Facebook followers with up to 2,700 hits each week during the festival. A strong presence is also maintained in the press through employment of a PR consultant with coverage in The Guardian, Saturday Telegraph and The Independent as well as regular 'hoax' historical sighting reports in the Express and Echo.

## 1.7 Animated Exeter Budget 2013

<b>INCOME</b>	<b>£</b>	<b>EXPENDITURE</b>	<b>£</b>
Grants for Arts	51,040	Education	4,316
ECC	20,000	Major project	41,964
First Light	10,000	Films	2,960
Sponsors	5,500	Staffing x 3	27,791
Sales	8,947	PR	2,551
<b>TOTAL</b>	<b>95,487</b>	Design	3,444
		Print/Distribution	6,537
		Venue hire	1,000
		Insurance	1,851
		Admin: Post, phone	746
		Web	150
		Expenses	374
		<b>TOTAL</b>	<b>93,684</b>

## 2.0 Extreme Imagination 2013 :

14 partners including Bike Shed, DAISI, RAMM, Riptide, SpaceX, Exeter Northcott, Theatre Alibi, Cygnet, and Exeter Phoenix, contributed to 36 events over the February half term holiday. This was followed by a week's programme of children's authors visiting schools throughout Devon. A total of 9872 children and families took part.

The partnership, aided by regular project meetings, worked well with each partner taking responsibility for the developing brand, Extreme Imagination. In 2013 Exeter Northcott were not able to manage the added workload entailed by taking on the marketing of Extreme Imagination and in 2014 this will be managed externally

## 2.1 A successful Grants for the Arts application of £70,474 was matched as follows:

<b>INCOME</b>	<b>£</b>
Grants for the arts	70,474
University of Exeter	10,000
Exeter City Council	5,000
Tickets and fees	12,694
Partners In Kind Support	30,185
<b>TOTAL</b>	<b>128, 353</b>

## 3.0 Vibraphonic:

The core festival featured 18 events up from 10 in 2012 across 6 venues, The BikeShed, Barnfield, Cavern, The Cellar, Corn Exchange and Exeter Phoenix. The popular Jack to Phono event widened the programme of Vibraphonic to include events in 8 additional venues.

Across the core programme audience totaled 4524, a 75% capacity. Both the University's Jazz and Soul Choir and Exeter College's Big Band both performed during the festival. The festival finale was a day-long celebration for Exeter Pride.

Dates for 2014 are set as 14 – 30 March.

## 4.0 Exeter Open Studios

Exeter Open Studios took place 22 – 24 March 2013 – a distinct change from November. This was a decision led by a group of tenacious artists determined to ensure the event carried on despite the lack of an event coordinator.



The City Arts and Events team helped organize an interviewing process for the role of Coordinator and to the pleasure of all, Lucinda Cusdin of Gloss Gallery was appointed. Lucinda has done a great job as coordinator, including managing the event dates change almost seamlessly, so that visitors are now wandering around Exeter in the daylight clutching their Open Studios programme, not in the dark.

- 4.1 In 2013 some 60 studios and over 100 artists across Exeter and Topsham participated. The event opened with a very popular evening at Gloss Gallery which featured work by the majority of artists. One of the more unusual events was a pop up cinema in a shop beneath the Corn Exchange which proved extremely popular.

Dates for 2014 are set as 28 - 30 March and meetings are progressing well.

## **5.0 Exeter Respect 2013**

2013 saw the highest attendance ever the annual 2 day Exeter Respect Festival in Belmont Park. Some 23,000 people came through the park throughout the weekend. The successful event featured 3 music stages, playday facilities, market stalls, campaigns and displays, dance tents, storytelling, Youth Music, fire brigade and more. There was a tremendous diversity of food on offer from a range of commercial and community traders, and the popular bar.

- 5.1 The team who has been responsible for managing Respect for so many years has changed. Formerly managed by a voluntary Executive Group of three people, Paul Giblin, Tim Price and Suuad-Genem George, with a much wider group of volunteers; in 2014 both Paul Giblin and Tim Price will not be present. Suuad Genem-George has established a new steering group of key stakeholders and has formed Exeter Respect into a Community Interest Company. This is to facilitate fundraising but also to make the finances and management more transparent.

- 5.2 Management of attendance and ways to regulate numbers in the park at any one time is of key concern for 2014. The committee needs to create a good system of gate control without ticketing.

A key factor in the size of the event will be the amount of funding that can be raised; this has to be balanced with the public's expectations. The festival is starting with a healthy bank balance of some £8000 with further commitments of some £16250; these figures do not include stall income. The basic cost of the festival produced in 2013 was £40,000.

The festival has some way to go with fundraising, but the above figures do not include stalls income.

## **6.0 Ignite Festival of Theatre**

A week- long festival across 7 theatre and non-theatre venues, run by a consortium of 4 Exeter venues, Bikeshed, Exeter Phoenix, Cygnet Theatre, Exeter Northcott

Ignite led by the BikeShed Theatre was held from 2 – 8 June in 8 venues across the city: Bike Shed, Exeter Phoenix, Cygnet, City Gate, Rusty Bike, The Hour Glass, The Globe and Poltimore House. The festival featured 140 performances and some 420 performers and played to an audience of 2,340 some 32% up on the previous year, with re-attendance up by over 50% from 2012 at the BikeShed alone.

- 6.1 There were a total of 7323 hits on to the Ignite website and almost double the number on to the Bikeshed website in the same period. There was also an equally high amount of Facebook traffic during the same period.

6.2 A successful application has been made to Grants for the Arts for £15,000 towards Ignite 2014. Plans are well underway.

### **7.0 Dreadnought SW - Oxygen**

Dreadnought South West was a groundbreaking, one off project written and devised by two Exeter based writers. The project involving waymarker events and full performances toured across the SW region between 19 June and 20 July 2013 to mark the 100<sup>th</sup> anniversary of the Women's Suffrage march from the SW to London in 1913. The production was performed at 21 venues in total. As the Suffrage march ended in London in 1913, so the performances in 2013 ended in The Orange Tree Theatre in Richmond, to two sell out shows.

7.1 The overall national project received Grants for the Arts support of £100,000. Exeter City Council made a grant of £5000 specifically towards the Exeter element.

7.2 12 waymarker events happened in Exeter including 3 projects working with 55 women at risk of social exclusion, a panel discussion at Exeter Northcott for 100 people, an exhibition at Topsham Museum attended by 281 people, performance at the Bikeshed and an event at Exeter Community Centre. In total some 703 people participated in these waymarker events

7.3 The production 'Oxygen' was performed 3 times. Once at the Barnfield Theatre and two outdoor performances in Rougemont Gardens. Some 370 people came to see the performances in Exeter.

### **8.0 Kaleider**

Kaleider is primarily funded by Arts Council England's Strategic Theatre in Exeter fund and also supported by the University of Exeter. The company creates performances with and supports a range of artists, performers, and people from all kinds of backgrounds. The core aim is to design, produce and promote live experience of theatre, whether in a venue, outdoors or online.

In particular the company seeks to understand and interpret the challenges and effects of the economic climate and climate change and aims to create work that reflects their research and helps people to realize and consider the impact of these changes on their lives and surrounding environment. The company has developed strong and unique relationships with the Met Office and the University amongst others, in order to put science at the heart of the artistic process.

8.1 The City Council has made two small awards to Kaleider, one in 2012 and again in 2013 towards the development of two new commissions. 'Ariel' by Alice Tatton-Brown, a multi media telling of an intimate story of love and mystery which took place in the Library over 8 days in October to an audience of 96 out of 100.

'Where to build the walls that protect us' by Stephen Hodge a series of excursions that took small number of audiences out and about across the city looking at the problems that face the economy and the climate and its impact on our lives. The ideas and designs expressed in the excursions will be developed into a new model city, a future Exeter, during the winter months and be unveiled in an empty shop premises in the Spring 2014. The excursions were attended by 47 audience members out of a target capacity of 48 and each excursion lasted for 6 hours.

## Appendix 2 – Expect the Unexpected – a new Festival for Exeter

### 1.0 Expect the Unexpected – a new festival for Exeter

2013 saw the City Council's Arts and Events team successfully deliver the first Unexpected Festival, 15 – 22 September. A new festival for the city that:

- takes art & performance out of traditional venues and into unexpected locations across the city
- commissions and delivers high quality, innovative outdoor and site specific work
- supports local high quality work from the city's thriving cultural scene
- features music, performance, dance, circus, digital work, visual arts, sport, heritage buildings, city centre buildings, parks and open spaces - and at times a combination of all these
- brings artists of national and international renown to the city to work with local people and artists
- produces free and affordable events from large scale outdoor work, pop up happenings, to small intimate site specific building based work across the art forms
- appeals to young, old, families as well as audiences of specialist art forms
- is part of the city's cultural legacy of 2012 and will complement the development of the Rugby Fanzone 2015

1.2 **Unexpected 2013 Budget** - With the additional support of an Arts Council Grants for the Arts bid of £56,000 and additional sponsorship from a range of key city business and strategic partners the festival increased the Council budget of £50,000 by a further 75%.

<b>INCOME</b>	<b>£</b>	<b>EXPENDITURE</b>	<b>£</b>
ECC/other public funding	70,190	Staffing	13,000
Arts Council	56,800	Artists Fees	76,945
Sponsors	9,000	Production	36,242
Box Office	987	Marketing	9,803
<b>TOTAL</b>	<b>136,997</b>	<b>TOTAL</b>	<b>135,990</b>

The festival had to find costs of £5000 for an interim Director to take over while the City Arts & Events Manager was undertaking major surgery.

In addition to the Arts Council funding, sponsorship was raised from Exeter Canal and Quay Trust, Devon County Council, Cornerstone Housing, Princesshay, Exeter College and University of Exeter, Midas, Stagecoach. Major in kind support was obtained from Mercure Southgate, Exeter Guildhall Shopping Centre and South West Water.

Princesshay, Cornerstone and Midas have already confirmed support for 2014. Arts Council is also happy for the City Council to put in a further bid in the region of £30,000 for 2014.

1.3 **Programme:** The festival produced 17 events across the city opening with a free Family Funday on Exeter Quay which further developed the partnership with Exeter's sporting organisations started on the Torch Relay event in 2012, and ending with Circus Sunday, a programme of stunning free outdoor performance across four city centre sites including a have a go flying trapeze rig in Southernhay. Overall some 20,000 people took part in the programme and a further estimated 144,000 were

reached by the tremendously successful press and media campaign.

The festival gave financial and/or showcase and marketing support to four local companies including Blind Ditch: 'This City's Centre': le Navet Bete: 'Once upon a Time in a Western'; Nuts and Volts: 'The Public Transport Appreciation Society', and Exeter Visual Arts (a consortium of RAMM, Exeter Phoenix, CCANW and Spacex): Theo Simpson – Lesser Known Architecture on bus shelters across the city.

The festival culminated in the performance of Weighting the festival's commission by Extraordinary Bodies, the UK's first integrated Circus Company who performed to a family audience of some 2000 on Cathedral Green. The latter performance also worked with a fully integrated community choir from Exeter made up of 60 members aged 15 – 60. Weighting is expected to tour the UK in 2014 and the music, including the Exeter Community Choir, will be professionally recorded.

- 1.4 **Press and Media and Marketing:** A highly successful press and media campaign, for a brand new festival, was run with the support of PR manager James Fenton, with whom the City Council has worked on the former Exeter Festival and also the Torch Relay promotion in 2012. The resulting audience reach was a conservative if not a realistic figure of 144,000 as the coverage included 4 TV news items; 14 radio broadcasts including Radio Devon and other local stations; two national pieces of press coverage; 6 listings in national magazines; 25 or more local pieces of press coverage and 25 pieces of online media.

35,000 festival flyers were produced and distributed along with 10 adshels across the city and 12 banners posters in Princesshay. The design used supported a fresh new campaign, giving a unique feel and brand to the festival, unlike anything produced by the City Council before. The design featured strongly in the Unexpected website which was a subsite of the City Council system. It is a brand – Expect the Unexpected – that will enable the festival to be versatile and react to 'unexpected type' events easily, whatever the time of year.

The most noticeable advance for the festival as a City Council run event was the great amount of social media coverage, a total of 7632 hits on the Unexpected website, 844 followers on Twitter and 531 likes on Facebook.

- 1.5 **Unexpected 2014** The team is already holding conversations with companies and city arts organisations to discuss plans for Unexpected 2014, based on the outlines in item 4.10 in the main report.
- 1.6 The Festivals and Events Manager has received positive encouragement from Arts Council SW concerning the viability of a further application to Grants for the Arts for Unexpected 2014. Discussions with several of the sponsors from 2013 indicates their willingness to be involved in 2014
- 1.7 Pending confirmation of the budget for Unexpected 2014 the Festivals and Events Manager will continue to develop the event