

**REPORT TO SCRUTINY COMMITTEE - ECONOMY****Date of Meeting: 22 January 2015****Report of: Arts and Events Manager****Title: Annual Arts & Events Review****Is this a Key Decision?**

No

**Is this an Executive or Council Function?****Executive function****1. What is the report about?**

- 1.1 The report is a review of the performance of the festivals and events portfolio which in 2014/15 has comprised Animated Exeter, Vibraphonic, Exeter Open Studios, Exeter Respect and Unexpected festivals and sets out the programme of activity for 2015/16.

**2. Recommendation:**

- 2.1 That Members note the report and to approve the breakdown of Arts and Events budgets for 2015/16 namely £50,000 for Unexpected festival towards the programme for the Fanzone during the Rugby World Cup 2015 and £43,350 for the revised Project Grants Scheme.

**3. Reasons for the recommendation:**

- 3.1 At its meeting on 16 January 2014 the Scrutiny Committee Economy supported changes to the allocation of the Arts and Events budget to create a new and open application process for Project Grants in order to make the process more transparent. As a result 2014/15 is the final year of rolling funding for Animated Exeter, Vibraphonic, Exeter Open Studios and Exeter Respect festivals. From 2015/16 these events must apply in an open application process for project funds. A total of £15000 formerly in the Arts budget and previously used in that budget used towards Arts Development Grants will transfer into the sum available for Project Grants in 2015/16.
- 3.2 It is proposed to use the budget of £50,000 for Unexpected, the City Council's in house produced festival, specifically for the purpose of supporting the delivery of special free events targeted at local residents and visitors, primarily the opening and closing events, during September and October in the Fanzone for Rugby World Cup 2015.

**4. What are the resource implications including non financial resources.**

- 4.1 The breakdown of the Arts and Events budget is set out below:

<b>Arts Budget</b>	<b>2014/15</b>	<b>2015/16</b>
Unexpected	50,000	50,000
Ignite Grant	13,000	
Day We Played Brazil Grant	2,000	
<b>Sub Total</b>	<b>65,000</b>	<b>50,000</b>
<b>Events budget</b>		<b>Project Grants</b>
Animated Exeter	20,000	28,350
Exeter Respect	3,000	
Vibraphonic	2,000	

Exeter Open Studios	1,350	
Analogue to Digital Event	2,000	
Arts Development Grants		15,000
<b>Sub Total</b>	<b>28,350</b>	<b>43,350</b>
<b>Total</b>	<b>93,350</b>	<b>93,350</b>

4.2 There are no additional resource implications for either Project Grants or the Arts Budget, pending budget confirmation for the 2015/16 budget. Applications to Arts Council England Grants for the Arts (ACE GFA) and to commercial sponsors will be made to match fund Arts and Events resources (up to £50,000) for the Rugby World Cup 2015 (RWC2015) Fanzone programme. Should these additional funding avenues be unsuccessful the programme budget will remain within existing cash limits.

**5. Section 151 Officer comments:**

The financial costs in this report are already included in the budget and there are no additional financial implications contained within the report

**6. What are the legal aspects?**

See the Monitoring officer's comments below.

**7. Monitoring Officer's comments:**

The Arts & Events Officer must have in place a clear and transparent Policy to determine how each application for funding will be dealt with and this Policy must include the minimum criteria necessary in order to qualify to apply for financial support.

**8. PROGRAMME 2014:**

**8.1 Background** - 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 have been run at arms length either by independent companies or voluntary management boards.

**8.2** The City's in house Arts and Events team also produces Unexpected, in 2014 in its second year, a free and accessible festival of large outdoor arts events. In 2014 a proportion of the Unexpected festival budget was allocated in small grants for outdoor events produced and managed by local arts companies, a number of which co-incided with Unexpected 2014 in August.

**8.3** This section summarises the key characteristics of each of festivals:

**Animated Exeter 10 – 22 February 2014:**

- 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. Due in part to very bad weather in February 2014 festival attendance was down from 9321 in 2013 to 5161 in 2014.
- Supported by National Lottery, Grants for the Arts, of £46,700 for major outdoor project, Lightstream, which took place on Fore Street

#### **Vibraphonic 7 – 29 March 2014**

- 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
- Incorporated popular Analogue to Digital workshops organized by the Sound Gallery based at the Phoenix
- Audience of 4576, 145 artists, 22 promoters

#### **Exeter Open Studios 28- 30 March 2013**

- An artist led event with support from City Council officers, led by Gloss Gallery in which 25 studios and exhibitions, often in unusual spaces, of city-based artists are open to the public
- 54 Artists and arts organizations participated
- Some £20,000 of sales

#### **Exeter Respect 1 & 2 June 2014**

- 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 just under 20,000

#### **Ignite Festival of Theatre 2 - 7 June 2014**

- A 7 day festival with 84 shows across 15 theatre and non-theatre venues
- Run by a consortium of 5 Exeter venues Exeter Phoenix, Cygnet Theatre, Exeter Northcott and Kaleider and led by Bikeshed Theatre.
- Supported by Arts Council England's Grants for the Arts and Exeter City Council

#### **Unexpected 29-31 August 2014**

- 3 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 new outdoor commission to mark 100<sup>th</sup> anniversary of the outbreak of First World War 'The Great Fete' in Rougemont Gardens featuring some 35 local performers, developed in partnership with 6<sup>th</sup> Battalion the Rifles, RAMM, Exeter Library and Exeter Phoenix
- Financial support from Unexpected, total of £7500, acted as match funding for additional leverage from Arts Council England's Grants for the Arts of some £94,000 to support and/or showcase new high quality local work as follows: prior to the festival 'Jerusalem' by Common Players and Exeter Northcott (£2500); during the festival 'Rumpus' by Le Navet Bete (£2,500); 'The Company of Wolves' by Burn The Curtain (£1,500); and post festival 'Raree Man' by Promenade Promotions (£1000). A recorded footfall of 81,719 spectators in Princesshay over the 3 days of the festival,

10,000 more than in the comparable weekend in 2013, plus online, broadcast and written participation over 100,000

- Match funding from National Lottery Grants for the Arts of £46,520

8.4 For a full breakdown please see Appendix 1 – Annual Arts and Events review

8.5 Animated Exeter was not successful in its application to Arts Council Grants for the Arts for 2015. Therefore the festival will not be supported by the City Council in February 2015. A partnership is being developed by Exeter College and Exeter Phoenix to develop a new event, perhaps under a different name and with a different format, for the future. Funding for such an event will be sought from alternative funding sources.

## **9. How does the decision contribute to the Council's Corporate Plan?**

9.1 Exeter City Council is committed to supporting arts and culture as one of the means to the delivery of its core objectives: promoting the regional status of the city and working with partners to improve the quality of life of the city's residents and visitors.

9.2 The City Council has adopted the Exeter Cultural Action Plan and from 2015/16 the four key criteria of the Cultural Action Plan, developed by Exeter's Cultural Partnership, will form the backbone of Project Grant assessment:

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

9.3 The City Council has high expectations of its funded projects and in house events namely that high quality work be produced but also that work with local communities and where appropriate specifically targeted work for example in arts and health, work with older people, young people or specific communities in the city is able to be evidenced. This expectation will be reflected both in the level of funding but also in the required future monitoring for Project Grants and Arts Events.

## **10. What risks are there and how can they be reduced?**

10.1 The main risk is one of expectation and failure of match funding via Arts Council England and or sponsors. The City Council has an excellent track record of successfully applying for Arts Council support in recent years raising £131,018 since February 2013. Nevertheless should proposed applications be unsuccessful the programme budget will remain within the existing cash limit of £50,000.

10.2 Project Grants funding is for one-off projects between £2000 - £10,000 and the total budget will remain within the cash limit of £41,350. Grants will be assessed against criteria (see Appendix 2 – Project Grants Guidelines/criteria and application form) and payment will be an initial 80% followed by the remaining balance of 20% on submission of a full monitoring report after the event.

**11. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?**

**11.1 Project Grants:** The criteria of the Project Grants fund is as follows:

Overall objective is to improve access to the arts, encourage quality of creative product and increase levels of participation in arts activity by all of Exeter's diverse communities

All projects should aim to

- Help more Exeter residents to take part in arts and creative activities, particularly those people/communities not currently participating
- Support the development of new partnerships between artists, community groups, arts and commercial organisations
- Create opportunities to celebrate diversity and to increase the diversity of artists working in Exeter

11.2 Unexpected in the Rugby World Cup 2015 Fanzone: The aims are to make the Rugby World Cup 2015 tournament, an international event, as accessible as possible to the widest number of people, local residents, those who work in the city, and visitors to Exeter. Access to the Fanzone will be free as will any programme of activity and will be targeted at schools and communities across the city. The programme will go hand in hand with accessible transport options, legacy programmes in schools and colleges, opportunities for volunteering and working alongside businesses to create real economic impact in Exeter for this once in a life time opportunity when the world will be coming to the city.

**12. Are there any other options?**

12.1 Cease the activities, reducing the annual cultural calendar in the city

12.2 Commission another individual or organisation(s) to undertake the development and management of festivals and events

12.3 Work with funded organisations to take on more the organisation and administration of the programme of events.

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**Arts and Events Manager**  
**Richard Ball**  
**Assistant Director, Economy**

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

**Background papers used in compiling this report:-**

none

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## APPENDIX 1 – Arts & Events Review

### 1.0 ANIMATED EXETER

1.1 The 15<sup>th</sup> Animated Exeter festival was packed with a total of 167 events, screenings and workshops. The winter storms took a terrible toll on audience number particularly on outdoor events with 5161 attendances compared with 9321 in 2013.

1.2 **Commission:** the 2014 commission, Lightstream was led by Tal Rosner, a leading light in international moving image practice. The project was illuminated one Exeter’s most important ancient routes into the City, Fore Street. 40 students from across the South West - Animation students from Plymouth College of Arts, Illustration students from Bournemouth University, Interactive Media students from Plymouth University and BTec level 3 Interactive Media students from Exeter College, Weston College’s UAL’s Photo Media students attended a workshop weekend with Tal Rosner in November.

These colleges formed a new network of animation courses in the South West (SWAN – South West Animation Network) and created 14 projections and installations to celebrate the legacy of Norman McLaren and the uniqueness of businesses on Fore Street. SWAN remains an ongoing legacy of Lightstream

1.3 **Programme** – Two exhibitions, one at Thelma Hulbert Gallery in Honiton and the other at Gloss Gallery in Exeter attracted audience figures of 929. Public film screenings of competition films attracted 1018 attendances including 6 schools. The schools and family workshops proved as popular as ever with a combined take up of 908 and offered a range of educational levels from beginner to advance level.

1.4 **Marketing** – 10,500 6 page printed brochures were distributed to 182 libraries, art centres and Tourist Information Centres across the region and 5000 were distributed across the city. The brochure was not mailed out in 2014 instead relying on distribution, website and social media. The Facebook audience rose to 400 with up to 180 visits per day and the festival had 2088 followers on its Twitter site.

There were some 17 print features including 2 top tier National Broadsheets, 8 features in city and regional newspapers, and 4 glossy spreads in local magazines. In addition the festival was featured on Radio Devon and ITV West Country.

1.5 **Finance:** The festival made a loss of £2051 in 2014.

Income		Expenditure		Balance
Arts Council	46700	Staffing	28738	
ECC	20000	Education	761	
First Light Grant	3000	Events/Workshops	39017	
Sponsorship	7783	Film	1700	
Ticket sales	4276	overheads	3373	

<b>TOTAL</b>	<b>81,759</b>	Marketing <b>TOTAL</b>	10221 <b>83810</b>	<b>(2051)</b>
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- 1.6 **2015:** A sum of £5000 from the anticipated 2014/15 grant of £20,000 was paid in advance in July 2014 by Exeter City Council to Animated Exeter to enable research and development and fundraising for the 2015 event with the balance of City's grant to be made available on notification of the success of the festival's Arts Council application. In September Animated Exeter was informed by the Arts Council that it had not been successful in its application to Grants for the Arts for Animated Exeter 2015. This made the festival untenable in 2015 and for this reason the festival will not be supported by the City Council in February 2015.

In addition to the deficit of £2051 owed to Animated Exeter's suppliers from 2014, a grant paid by Extreme Imagination Festival of £2100 paid to Animated Exeter in advance for delivery of animation workshops for the Exetreme Imagination Festival in October 2014 had to be repaid. This together with an audit fee of £773 left Animated Exeter in total deficit of £4924. Following consultation with the Portfolio Holder, Councillor Rosie Denham, the City Council agreed to pay the deficit on behalf of Animated Exeter.

A new partnership is being developed by Exeter College and Exeter Phoenix to develop a new event, perhaps under a different name and using a different format, for the future. Funding for such an event will be sought from alternative funding sources.

## 2.0 **VIBRAPHONIC**

- 2.1 **Programme** - This year's festival included 18 main events, involving 4 different venues. There were a further 51 fringe events, many of them free entry. Overall, 17 venues took part, including two new to the festival. Events included the Analogue To Digital Music Expo, involving cutting edge new music technology; concerts by reggae legend Lee Scratch Perry, Latin-Celtic fusion band Salsa Celtica and a circus-style event fronted by Electric Swing Circus which included fire breathing, knife juggling and angle grinding; DJ nights from the likes of radio DJ and actor Craig Charles; The Green Man rising on the Spring Equinox; plus there were also four music-based workshops. The festival linked up with Exeter College, sharing events in their new music festival.

The main events attracted 4756 people (up 5% on 2013) or 90% capacity and featured 145 artists. The festival combined the efforts of 22 different promoters, businesses and organisations.

- 2.2 **Marketing** - The festival's media partner was Exeter's arts-based radio station Phonic FM ([www.phonic.fm](http://www.phonic.fm)), which worked closely with the festival, providing an important marketing outlet. Extensive media coverage was also obtained in the likes of the Express and Echo and the Western Morning News. Support-in-kind was also received from the leading entertainment/what's on magazine in the south west, 24-7 magazine.

The following improvements were made to the festival marketing:

- A new style brochure was produced in 2014, which doubled up as a poster;
- Vibraphonic was included in Exeter College's Music Festival publicity, including Vibraphonic's branding
- the website domain name was fully transferred from Exeter City Council.

2.3 **Finance** - The grant of £2000 from Exeter City Council was used to market the festival and its events but small financial injections were also made to enable some, mostly free entry events. £1500-worth of sponsorship was achieved from media and design partners. In total, in addition to core funding from Exeter City Council, £4600 of sponsorship and in-kind support was received.

2.4 **2015** – The festival has plans to:

- build on the use of Twitter and Facebook by developing a greater use of online and social networking tools
- increase the number of main events in the festival back up to 20+
- continue catering for a wide audience while at the same time developing a more contemporary, distinctive branding for the festival
- secure one or two big headline shows in the University's Great Hall and therefore raise the profile of the festival

### 3.0 **EXETER OPEN STUDIOS**

3.1 In 2014 Exeter Open Studios was once again co-ordinated by Lucinda Cusdin, the manager of Gloss-Arts a commercial gallery in Exeter. This gives Exeter Open Studios several advantages:

- a central focus helping to maintain the event's reputation as a professional, quality art event in the city (Gilbert Stephens and Chandos Deli, both of whom are keen to support Open Studios in 2015)
- allowed the event to market to Gloss clients to increase chances of artists selling work
- gives the event credibility and helps to secure sponsorship
- having someone who is not exhibiting in the co-ordinator role maintains objectivity

3.2 Two advance pop up events were held at EVA Studios and Exeter Contemporary Arts Hub – these helped promote the event, raise funds and get press coverage.

3.3 In total 25 venues opened their doors over the weekend which involved some 54 artists and arts organisations. Some £20,000 of work was sold over the weekend or as a result of the weekend

### 4.0 **EXETER RESPECT**

4.1 2014 saw a major change in management of Exeter Respect. A new Community Interest Company was established by Suuad Genem George to run the festival in 2014 establishing a new steering group of key stakeholders. This is to facilitate fundraising but also to make the finances and management more transparent

4.2 In response to concerns of the Police it was agreed that no alcohol would be



permitted on site, a major change for the festival. It was felt that in addition to helping to stop anti social behaviour by festival goers on and off site this would also help to lower numbers of attendee as there had been concern in 2013 about exceeding capacity.

A major marketing campaign ensued to publicise the change and despite fears that there would be problems on the gate, that numbers might be severely reduced, in fact the final attendance figures were 18,000 only 2000 fewer than in 2013. Many people commented on how much more pleasant the atmosphere had been and a nicer event for families.

## 5.0 **IGNITE**

5.1 Ignite was produced by a partnership led by the BikeShed Theatre and consisting of Exeter Northcott, Exeter Phoenix, Cygnet Theatre, Kaleider. 2014 saw Ignite develop substantially due to first time funding by Arts Council and increased funding from Exeter City Council (from £5000 in 2013 to £13,000 in 2014). Alongside theatres (Bike Shed, Northcott, Cygnet) and arts centres (Exeter Phoenix) the festival took performances into pubs, The Hall, Exeter Cathedral, Exeter Library, Exeter Central Station forecourt, Exeter Synagogue and Rougemont Gardens – a total of 15 venues were used.

5.2 Nearly 5000 tickets were sold but also additional numbers engaged in the free outdoor events. From feedback 27% had never visited the theatre before. Cheap ticket prices encouraged audience members to see more than one show a day and to travel from further afield. SurveyMonkey respondents showed that 70% came from Exeter and a further 28% from elsewhere in Devon.

5.3 The Arts Council funding of £15000 was used to support key artistic aims which were to programme three distinct strands

- anyone can tell a story – open access programme for new and emerging theatre makers and less experienced companies
- quality local – established companies based in Exeter and Devon e.g. le Navet Bete and Jammy Voo
- exciting national – a curated programme of invited companies showcasing innovative work

Overall the festival was financially successful. Total ticket sales were £21,655 against a budget of £20,000 an increase of 8.5%. The actual budget was within £500 of the forecast.

5.5 **Marketing** – the campaign was bigger than in previous years. The festival brochure was larger and contained more detail than in previous years and supplemented by a timetable that showed every show day by day and in chronological order. Banners were located across Sidwell Street and outside both the Bike Shed and Exeter Phoenix. The festival was advertised in The Big Issue, Devon Life and on Radio Exe. The increased marketing led to a rise in 50% of ticket sales compared to 2013.

5.6 **2015** – the Ignite steering group has begun to meet and an application has been submitted to Arts Council's Grants for the Arts. It is planned to run a two city event in 2015, in Plymouth and Exeter.

## 6.0 **UNEXPECTED 2014**

6.1 **Programme** - Unexpected 2014 took place over three days on the last weekend of school holidays in August, Exeter was buzzing with a range of events including the international Deep Water Solo Climbing on the Quay, the Green Fair on Cathedral Green and in the city centre Unexpected popping up at all places in between. Free wall to wall street theatre programmes produced by Exeter based Fool's Paradise took over Princesshay on the Friday and Saturday with several highlights including London's circus company Upswing and their show 'Loved Up' and Exeter's own le Navet Bête with their latest show 'Rumpus'. The city centre festival sponsors, Princesshay, Stagecoach and Guildhall Shopping Centres were proud to support Unexpected and Princesshay recorded a footfall of some 81749 over the three days of Unexpected which was up by 10,000 on same weekend the previous year.

6.2 **Commission** – working in partnership with RAMM, Exeter Library and Exeter Phoenix, Unexpected produced 'The Great Fete'. August 2014 marked the 100<sup>th</sup> anniversary of the outbreak of World War One and 'The Great Fete' mirrored the recruitment drives of 1914 and featured some 35 local performers including Promenade Promotions, Le Navet Bete and Nuts and Volts. The event asked the audience to enter a recruitment zone and take part in a range of fitness and observation tests while interacting with characters of the period, music hall shows and tea dance music of the era. 6th Battalion the Rifles ran a past and present stand and a company bugler played the Last Post and Reveille at the end of the show in which Rupert Brooke's poem was read out and the audience and performers sang Goodbye.

World War 1 exhibitions were on display in RAMM, Phoenix and Exeter Library during the event. Some 1660 people participated throughout the afternoon: *'I'm delighted to say my daughter & I did pass all the recruitment tests, and we look forward to receiving our call up papers shortly...'* Karen Marshall

6.3 **Circus Sunday and Carnival** – Internationally renowned No Fit State Circus took over Princesshay Square with 'Open House' a large scale immersive circus installation with plenty of participation for the audience. Two shows saw Princesshay packed with people and bars and cafes doing good trade: *"it was fantastic! Really engaging, high energy and interactive. Lots of people really enjoying it and getting involved plus the outside restaurant areas were packed with spectators."* Hannah Overton

Throughout August, artist lola Weir, formerly of Kinetika Carnival group in London, together with a team of artists held a daily open carnival making base in 85 South Street throughout August. Some 30 volunteers, many just passers by, joined in and helped make 50 circus costumes for the finale parade. In addition three costume making workshops were held in Newtown Community Hut; Magic Carpet and Newcourt Community Association.

The colourful parade of 40 costumed adults and children joined by 100s of followers on processed, accompanied by Samba Marcianas, from the Guildhall to Cathedral Yard where they were joined by all the No Fit State performers,

unicyclists, jugglers and acrobats.

*'Great entertainment this weekend, look forward to more events like this in the future please'* Curtis Goss

- 6.5 **Other Shows and workshops:** Unexpected gave a small grant to Burn The Curtain to produce 'A Company of Wolves', a promenade performance in the Riverside Valley Park, that sold out over two nights. 'Blood on the Street', a public performance lecture exploring the history of bloodletting as a medical practice, was a co-promotion with Exeter Phoenix that took place in Mr Fred's Barbers on South Street and played to an audience of 70 and caused a great deal of interest to bus passengers as they passed by.

In addition to the free month long costume making workshops for the Carnival the festival also supported a range of other free workshops including three Poppy making workshops for Parents and Under 5s in Exeter Library, to contribute to The Great Fete led by Devon Carousel; Double Elephant's Print Workshop Conversation Station ran free sessions in Princesshay and Exeter Guildhall highlighting the need to end prejudice around mental health issues; finally an Interactive Theatre Workshop was led by Coney for 30 local performers in the University of Exeter's Drama Department.

- 6.6 **Marketing:** 25000 brochures were printed and distributed across the city and region. The cover image appeared on a large banner in Princesshay Square and 10 Unexpected lamppost banners lined Bedford Street.

The successful press and media campaign was led by freelance PR Manager, James Fenton. The Guardian and The Times Weekend both covered the festival and regional magazines Culture 24, Exeter Living and Devon Life all ran substantial features. The Express and Echo were media sponsors of the Carnival parade and ran all the press releases and a very favourable post festival piece of editorial: *'thousands packed into the city to take part in colourful parades, watched live circus and a host of arts performances – just what a festival should be....Let's hope this festival continues to grow and becomes established as a highpoint in the city's cultural calendar'*.

Festival coverage by national and regional media included ITV West Country, seven radio bulletin pieces, BBC Radio Devon, Radio Exe, Heart and Phonic FM. Social media figures increase by close of the festival from 844 in 2013 to 1525 followers on Twitter in 2014 and from 531 Facebook likes in 2013 to 844 likes in 2014.

- 6.7 **Finance-** With the additional support of an Arts Council Grants for the Arts bid of £46,520 and additional sponsorship of £3,000 from a range of key city business and strategic partners the festival increased the Council budget of £50,000 by just under 50%.

<b>INCOME</b>	<b>£</b>	<b>EXPENDITURE</b>	<b>£</b>
ECC	50,000	Artists Fees	64,187
Arts Council	46,520	Production	20,526
Sponsorship	3,000	Marketing	13,135
<b>TOTAL</b>	<b>99,520</b>	<b>TOTAL</b>	<b>97,848</b>

- 6.8 2015 – it is proposed that the Unexpected budget of £50,000 be used to support and develop key events specifically the major large scale Opening and Closing events, for the Rugby World Cup 2015 Fanzone in Northernhay Gardens in September/October 2015

## **APPENDIX 2: Project Grants 2015/16 Guidelines**

### **Guidelines for Exeter City Council Grant Application for Arts Project Funding 2015/16**

The City Council's planned budget for project grants funding to arts organisations for 2015/16 is £41,350. This is subject to final approval early in 2015 and the level of Government funding granted to the Council.

#### **Aims of the Grant:**

To improve access to the arts, encourage quality of creative product and increase levels of participation in arts activity by all of Exeter's diverse communities

All projects should aim to

- Help more Exeter residents to take part in arts and creative activities, particularly those people/communities not currently participating
- Support the development of new partnerships between artists, community groups, arts and commercial organisations
- Create opportunities to celebrate diversity and to increase the diversity of artists working in Exeter

#### **Priority areas for funding in 2015/16:**

- Help Exeter celebrate the Rugby World Cup 2015 through participation in the Festival of Rugby 2015. If your event occurs between 10 June – 31 October 2015 and has a link to the game of Rugby then your event could be part of the official Festival of Rugby 2015
- Community festivals
- Art Form festivals
- Partnership between artists and communities

By celebrating diversity we mean socially inclusive projects that involve wide sectors of the community and take into account social or institutional barriers that prevent people from participating in the arts – race, ethnicity, faith, disability, sexuality, class and economic disadvantage

#### **Criteria**

Your project must be about the arts and involve artists or arts organisations

- For applications requesting less than £2000 you must outline how your project/event contributes to one of Exeter Council's Cultural Goals and Priorities
- For applications requesting more than £2000 : you must outline how your project/event contributes to a minimum of two of Exeter Council's Cultural Goals and Priorities
- All projects will be expected to secure significant funding from other sources.

**Eligibility/who can apply:**

- not-for-profit, fully constituted arts organisations such as Voluntary Organisations, Registered Charities, Companies Limited by Guarantee, CIC's and Social Enterprises based within Exeter
- not-for-profit, fully constituted arts organisations such as Voluntary Organisations, Registered Charities, Companies Limited by Guarantee, CIC's and Social Enterprises based outside of Exeter but applying with a project that will take place within Exeter
- individual artists (CVs, examples of art/event work to be produced)
- the project must take place in the city of Exeter (EX1 – EX4) and benefit the residents of Exeter
- this process is available for applications between £1500 and up to a maximum of £10,000.
- the project/event must take place by March 2016.
- the fund is for one off project funding not for revenue funding support or capital projects.
- this fund is NOT open to organisations already in receipt of core /rent funding from Exeter City Council. If an existing funded arts organisation is a member of a separately constituted partnership an application may be made in the name of the partnership for a specific project not covered by their core funding
- schools or educational establishment including colleges may not apply
- any maintained organisations or departments within the local authority may not apply

**This fund will not support:**

- Projects which are for private gain, or result in a profit being made
- Capital material costs
- Development/maintenance of websites
- Study/training fees
- Fundraising events
- Travel
- Activities which promote a particular political, religious view or extremism
- Refreshments or meals
- Regular core running costs
- Loan repayments

- VAT
- Budget deficits
- Promotional videos/films
- Activities which have no public benefit for residents of Exeter
- Activities which have already taken place
- Activities based in a formal education setting as part of the core curriculum
- Recurring or ongoing projects such as regular workshops
- Projects which take place outside of the city of Exeter
- Duplication of existing provision
- Projects without a strong arts component

### **The Application Process**

- 1. Governance, leadership and management:** you should have appropriate governance, leadership and management to be able to deliver effectively the programme of work that you propose. You will be asked to confirm that your application is supported by the governing body of your organisation. Individual artists should provide CVs and examples of their work showing their ability to manage projects
- 2. About your event** – please give as much information as possible in this section – where, when, what, how you intend to publicise and evaluate your project. This section helps us build up a general picture of your event/project and to see how it might meet our aims and objectives for the grants programme:
  - 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

You must tell us how you propose to meet the goals you have selected and give details about the programme of work or the activities you will be doing that will contribute to these goals and priorities.

- 3. Budget:** you should have appropriate financial controls in place able to deliver effectively the programme of work that you propose. We will consider how you have planned your income and expenditure for this project. Value for money will be an important consideration. We expect organisations to generate income from other sources and your budgets should show the different sources of your income.

### **When you can apply**

We will accept applications from **8 December 2014**. Applications must be submitted by email by **5.30pm on Monday 19 January 2015 to [val.wilson@exeter.gov.uk](mailto:val.wilson@exeter.gov.uk)**

### **When you will know**

A report making recommendations will go to Scrutiny Committee Economy in February and decisions will be ratified at the following Executive Meeting. You will receive formal notification by the end of March at the latest, whether you have been successful and how much funding we are offering so please allow adequate time before the start date of your project.

Any decision to offer funding may be subject to discussing and finalising a detailed funding agreement. This process could result in agreed changes to your planned activities and budgets and consequently to your level of funding.

### **What your application must include**

All applicants will be asked to include details of:

- your mission or purpose statement: this can be taken from your business plan
- a list of your Board members, their length of service and any specialist skills or as an individual artists a CV and examples of your work
- details of your event/project
- how you plan to use our funding to contribute to our goals and priorities
- your audited accounts for 2013/14
- your final budget for same event (if applicable) in 2014/15
- fully itemised budget for this project/event in 2015/16

### **Grant Conditions**

If your application is successful the following conditions will apply:

- Payment of 90% will be made once the acceptance form and copies of publicity with Exeter City Council logo have been received. The remaining 10% will be sent once an evaluation form and event report has been received. Failure to meet all the conditions of the grant may result in payment being withheld
- Successful applicants must acknowledge Exeter City Council support in all communications with the media and the City Council logo must be used on all printed materials and online
- If they are open to the public, projects should be put on Heart of Devon Things to Do website <http://www.heartofdevon.com/things-to-do>
- Where possible venues with access for disabled people should be used and access details stated on all publicity
- Following the event or project the applicant must complete and return a monitoring and evaluation report to Arts and Events, Exeter City Council **within 4 weeks**. These will be provided with the notification of a successful grant. Organisations must provide such evaluation materials as specified on agreement of the grant.
- Permission is required from Exeter City Council for the use of Council owned parks and open spaces, housing estates and from Devon County Council for use of Highways or from private landowners if the land is privately owned.
- Those working with or providing activities for children, young people and vulnerable adults must ensure that staff, artists or volunteers working with children, young



people or vulnerable adults have a Disclosure and Barring Service check (DBS check) Copies of DBS checks should be kept in your file. For more information: <https://www.gov.uk/disclosure-barring-service-check>