

EXETER CITY COUNCIL**SCRUTINY COMMITTEE – ECONOMY
13 NOVEMBER 2008****FESTIVALS REVIEW 2008****1. PURPOSE OF REPORT**

- 1.1 To review and report back on the performance of the festivals portfolio, which comprises the Autumn Festival 2007, Animated Exeter, Vibraphonic and the Summer Festival 2008.

2.0 BACKGROUND

- 2.1 The Exeter Festivals 2004 Report to Economy Scrutiny on 18th November 2003 reviewed the Council's Festivals programme and proposed creating two new distinctly targeted festivals in addition to a revised and more focused Summer Festival. This led to the development of Vibraphonic, a festival presenting a diverse mix of jazz, soul, funk, world and dance music and other activities in the spring. The Autumn Festival was also developed to showcase local cultural activity and encourage the growth and development of talent through participation and performance. Animated Exeter was not considered as part of this process as it had at that time been the subject of a recent review.
- 2.2 In 2008 the Council's festival portfolio collectively attracted an audience of over 32,216 to 113 ticketed events with a further 22,771 attending 138 free or education events. It has been previously acknowledged that one festival cannot cover all cultural provision and a more focused portfolio of festivals adds to the breadth of cultural activity for residents as well as reinforcing the City's image as a cultural centre by spreading activity across the year.
- 2.3 Each festival, while serving specific target audiences or genres, has key themes or characteristics that link back into the Exeter Arts and Media Strategy and the Exeter Vision as follows:
- Autumn Festival :**
- invests in a capacity building programme to enable groups to create and manage their own programmes by supporting them with financial assistance and advice where appropriate
 - promotes social cohesion through a programme that is designed to encourage interest in the arts and cultural fabric of the city
 - reduces barriers to participation by providing events that are accessible to those that are socially excluded such as those on low incomes, young people and those with learning disabilities
 - encourages the use of City venues and spaces whilst promoting the Exeter night time economy.
- Animated Exeter:**
- promotes Exeter as a learning city – providing access and learning opportunities in new technologies
 - develops creative industries – showcasing and supporting the work and training needs of local film and media companies

Vibraphonic:

- an annual festival attracting both visiting and local audiences to urban and non mainstream music from all over the world
- works with a wide variety of venues and spaces to encourage the development of promoters, artists, and new audiences

Summer Festival:

- produces a programme which enhances the City's image as the cultural capital and as a vibrant visitor destination, benefiting the local economy
- presents a multi-disciplinary arts festival recognised for its distinctive vision and excellence, promoting contemporary and classical music, theatre, dance and visual arts
- works with and promotes the city's heritage and cultural venues and organisations.

- 2.4 In considering the future of the Council's existing festival portfolio proposals found in the Draft Arts and Media Strategy for Exeter 2008 – 2011 should be considered as well as the recently published Great Arts for Everyone plan recently released by Arts Council England. This sets out Arts Council priorities for 2008 – 2011 that will influence funding for Grants for the Arts which will be a potential further funding source for Animated Exeter and Exeter Summer Festival.

Draft Arts and Media Strategy 2008 – 2011

- 2.5 Members are aware of and have established a working party to consider the recommendations of the Draft Arts and Media Strategy which seeks to set the parameters for the City's cultural involvement including the festival portfolio for the next three years. Any recommendations made by this group will have to be seen in the light of the potential impact of proposed budget savings in 2009, regional funding bodies priorities over the term, other Council strategies and the overall longer term vision for the city.
- 2.6 Within the draft strategy are several key recommendations for strategic objectives that could have an impact on the City Council's festival portfolio including:
- develop further the City's portfolio of arts and media festivals to create a festival of regional and national significance
 - 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
 - work strategically in developing new partnerships and funding for the arts
 - work with the arts and media sector and other partners to develop new models of sustainability and generate new income and funding sources

Arts Council England : Great Art for Everyone 2008 – 2011

- 2.7 The Arts Council England has highlighted 4 priority areas of work for funding and development up to 2011:
- *Digital Media* – research into public engagement, and developing digital artforms
 - *Visual Arts* – fostering innovation and excellence through international exchanges; increasing artist commissions; supporting artists through workspace, career development initiatives

- *Children and Young People* – access to participation and learning in the arts working with Creative industries/ skills sector/revenue funded organisations to exchange knowledge and improve training routes to careers. Working towards a World International Young People's Biennale in 2013.
- *Cultural Olympiad* - focusing on street arts, circus and high quality outdoor events and commissions.

2.8 Key objectives against which applications for Arts Council funding will be measured will be:

- excellence – high quality art and experience
- reach – more people taking part and attending
- engagement – more people feel that there are more opportunities to enjoy and get actively involved in arts activity relevant to them
- diversity – reflecting diversity of contemporary England
- innovation – artists to have the freedom and are challenged to innovate

2.9 In this report each festival in the City Council's current portfolio is reviewed in turn followed by recommendations for the future in item 7.

3.0 AUTUMN FESTIVAL 2007

Attendance

3.1 A total of 48 organisations took part compared to 49 in 2006, the overall number of artists, number of events and attendance increased in 2007. The table shows that with the exception of free events, the number of which was down by 20%, all other figures show a marked increase.

	Autumn Festival 2006	Autumn festival 2007	Number Difference
Overall attendance	22204	31586	+ 9382
Attendance at Free events	15900	21921	+ 6021
Attendance at ticketed events	7095	9352	+2257
Number of artists	661	1203	+ 542
Number of events	84	101	+17
Free events	30	24	-6
Ticketed events	54	77	+ 23

Awards

3.2

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

Organisations must meet the following criteria:

- contribution to the range and quality of events in the festival programme
- promoting the creative talent and activities of groups or individuals in the city

- benefiting the local community

3.3 A total of 21 applications were received in 2007 compared to 20 in 2006 and 13 applicants, compared to 12 in 2006, were awarded a total of £5010. The largest award of £820 was given to ENPAS (Exeter Newtown Performance Appreciation Society), a new organisation formed specifically to produce live performance at the Globe during the Autumn festival. The events included story telling, films and music and as a result of the success of the events during the Autumn Festival, ENPAS has extended its events to a year round programme.

Marketing

3.4 Exeter City Council produced and distributed 20,000 full colour brochures throughout the city and neighbouring areas and delivered an ADshel campaign on bus shelters throughout the city. The Exeter Citizen carried full page features and an advertising campaign was delivered through the Express and Echo. The Express and Echo also included listings of all festival events and featured articles on highlighted events during the festival. Press releases and listing were also issued to other key Devon media.

Programme

3.5 The festival maintained its wide-ranging and inclusive programme in 2007 and the number of events increased to 101 as follows:

	2007	2006		2007	2006		2007	2006	
Music	38	42	Education	13	5	Exhibitions	13	13	
Dance	6	4	Theatre	15	15	Comedy	1	2	
Literary	9	5	Film	6	4				

The largest increase in type of event is shown in education. This can be attributed to the new Storyworks festival which offered a variety of free workshops.

3.6 A proportion of the events were venue promoted events which may have happened anyway. It is considered that there should be the opportunity to encourage the commercial venues to work with community organisations in order to further enhance and support the festival programme.

Analysis

3.7 About 90% of evaluation questionnaires sent to participating organisations were returned, of which 88% felt that participation in the Autumn Festival was beneficial particularly because the extensive marketing campaign carried out by Exeter City Council helped to raise their profile and gave better publicity and more coverage than they could achieve themselves. Some 85% stated that they would participate in 2008 and 76% felt that the award scheme was a good idea.

3.8 It was not possible to run any awareness raising/training to help groups understand and explore all areas of event management which had been recommended in Scrutiny Committee report in 2007. This was because of the change of Festival Manager and the resulting work pressure on the team. In the evaluation only 29% of respondents felt they would attend any such training, perhaps because as many of the participants are volunteers attendance at training would be another demand on their time. Nevertheless it is felt that availability of

training/information sharing should still be on offer and will be explored when the opportunity arises.

Finance

- 3.9 The total costs for delivering the festival, as summarised below, amounted to £21537 leaving a saving of £3463

Expenditure		Income	
Marketing	£16,532	Exeter City Council	£25,000
Awards	£5,005	Total	£25,000
Total	£21,537	Surplus	£3,463

4.0 ANIMATED EXETER 2008

Programme

- 4.1 The two week programme for Animated Exeter 2008 took place 11-23 February 2008, with 11–15 February being Schools' Week. The opening public screening took place on Friday 15 February after the Animate and Educate Conference. This was followed by eight days public screenings and events coinciding with the local school half-term.

	2008	2007	Difference
Overall attendance	6065	4613	+1452

- 4.2 The festival has succeeded in attracting back a similar number of audiences from the most successful year 2006 (6621). A further estimated 15,000 visited the free exhibitions over the festival fortnight and wider exhibition periods. The exhibition figures for each venue were comparable with previous years and the Institute of Arab and Islamic Studies noted a dramatic increase in audience figures compared with their standard exhibition programme.

Screenings

- 4.3 Attendance at the Festivals' UK and International Film screening programme significantly increased by 251 from 336 in 2007 to 587 in 2008, and associate partners such as Exeter Film Society sold out the advanced preview screening of *Persepolis*. For the Regional Screening Programme, the *ExAnimation* competitive screening of animations made in the South West by under 18 year olds, attracted 32 submissions, of which 20 were selected for screening and were shown simultaneously at Exeter Picturehouse and the Barn Cinema, Dartington. The two free screenings attracted an audience of 170.
- 4.4 A total of 23 films were selected for regional screenings from the *Best of the West*, a competitive open submission programme for students from the South of England and South Wales. A further 20 films were selected for screening out of 71 submissions for *Screen Out Loud* also a competitive programme which is open to amateurs and professionals from the South West aged over 18 years. Prizes were sponsored by University College Falmouth, Focal Press and Corel UK. The combined audience for these regional screenings was 371, a 7% decrease on 2007 (401) but a 14% increase on 2006 (318)

Events

- 4.5 The festival was host to a high profile and unique BAFTA (British Academy of Film and Television Awards) in the Regions and South West Screen sponsored event featuring the Quay Brothers from the United States in conversation with Suzanne Buchan, the Professor of Animation Aesthetics at the University College for Creative Arts; the sold out event was a real coup for the festival and provided a rare insight into the creative processes behind the work of the Quay Brothers.
- 4.6 The Animate and Educate conference had a total audience of 279 people over six sessions, the festival's most successful industry conference to date.
- 4.7 Special events at Exeter Phoenix attracted over 1000 visitors and included The Interactive Weekend featured a Digital Funfair with a selection of interactive digital displays, installations and workshops and two performance events by Viral Duets. The popular Comic Expo features comic book artists, comic and merchandise stalls and special guests.

Workshops

- 4.8 A wide range of workshops targeting all ages and abilities were held in Exeter Phoenix, Exeter Central Library and the SpaceX Gallery attracting over 1300 participants. The activities on offer included basic animation techniques, curating an exhibition, v-jaying (live mixing of visual images) leading to animations and performance that were showcased in the festival.
- 4.9 Exeter Scrap Store ran a residency with disengaged young people through Devon and Cornwall Housing Association and Devon Youth Service's mobile unit at Copplestone Drive Youth club. Over three sessions in January, between 6 and 8 young people aged between 14 and 16 worked on two finished animations, which were screened with the Animarathon films on the 23 February at Exeter Phoenix
- 4.10 The festival received sponsorship, in recognition of the regional impact of and expertise of Animated Exeter, from Creative Partnerships towards a residency project for 5 young people aged between 16 and 18 years from Ashfield Young Offenders Prison in Bristol. The young people worked on producing one piece of animation which was also screened during the festival at Exeter Phoenix.
- 4.11 A DVD has been produced of all recorded animations created in the workshops and residencies during the festival, including 11 short compilation animations.

Education

- 4.12 The screening of specially selected international short films and taster workshops was integrated into Animation Exploration days. This led to greater involvement and capacity attendance of schools during the festival and in total 8 schools and 220 students took part. DVDs produced by Animated Exeter are available to schools throughout the year to encourage more animation production in schools for future festivals. The festival also worked in partnership with Devon Arts in Schools Initiative (DAISI) to develop year round animation projects based on the schools curriculum. In conjunction with these schools programmes Animated Exeter held an Inset Training Day for Teachers to further encourage the use of

animation in the classroom. This was attended by a total of 15 teachers from 13 different schools of whom 73% were primary teachers.

- 4.13 Animation Careers Event: this event was fully booked with 90 pupils aged 14 – 19 attending from 7 secondary/colleges across Devon. The event included hands on workshops, talks, careers' stands and demonstrations enabling young people to experience pathways into careers and further education.
- 4.14 Animated Exeter also worked with Creative Partnership to establish out of school media clubs and encourage youth-led activity working with four specialist media and arts schools in Devon, two existing youth-led groups and one specially created youth-led group. Some 40 young people learnt animation techniques and produced a trailer, documentaries, developed a website, and learnt how to v-jay.

Marketing

- 4.15 The anecdotal feedback on the 2008 festival marketing was good indicating that a higher level of awareness of the overall festival and focused targeting of events was achieved. The PR company One Voice achieved and sustained local and regional media coverage and local and national listings. With more pages the brochure was clearer with the information organised in a day-by-day basis and special events being given greater prominence. The website was used to promote any additional information allowing for more images and less dense information in the brochure. The print run remained at 20,000 to reflect increased web use.
- 4.16 During Summer 2006 the mailing list was updated which resulted in fewer brochures distributed directly (600 compared to 2,500 in 2006); however since 2006 this figure has already increased to almost 2,000. The remaining brochures are distributed via drops to venues across the county and to media venues and colleges across the wider region. This was supplemented by six different generic and specifically targeted postcards, exhibition posters and additional brochure coverage by each of the host venues. There was also a high profile and striking Adshel campaign across the city and street banners.

Analysis

- 4.17 A total of 6092 attended ticketed events, schools, public and community programmes. It is further estimated that up to 10,000 people came to exhibitions programmed during the festival.

	Number	Attendance
Events	13	1713
Schools activities	17	399
Public workshops	41 sessions	1780
Schools residencies	30	519
Community residencies	3	27
Public screenings	28	1654
TOTAL		6092

- 4.18 In terms of the post code analysis 618 postcodes were collected of all workshop participants, selected screenings and events. The analysis shows that the highest percentage come from the rest of Devon, closely followed by EX1 – EX4 post codes

Postcode analysis				
	2008		2007	
Total List	618	100%	814	100%
EX1 – EX4	235	35%	316	39%
Rest of Devon	276	44%	356	44%
Rest of Region	54	8%	68	8%
Rest of Country	56	9%	73	9%

Finance

- 4.19 The financial outturn of Animated Exeter 2008 is shown below with a small surplus of £309.

Expenditure		
Marketing	£20,221	
Exhibition	£12,235	
Projects	£39,703	
Films	£6,038	
Development	£553	
Consultants	£24,111	
Total		£102,861
Income		
Sponsorship	£14,170	
Grants: ACE, South West Screen, Creative Partnerships	£51,500	
Exeter City Council	£37,500	
Total		£103,170
Surplus		£309

5. VIBRAPHONIC 2008

Service Level Agreement

- 5.1 Vibraphonic 2008 was the fifth festival since the approved enhancement of Exeter Festivals in the report to Economy Scrutiny in November 2003. The festival has gone from strength to strength in reaching alternative and new audiences in comparison to other festivals within the City Council portfolio. Furthermore the success of the 2007 festival cemented the strong partnership developed with venues and promoters across the city leading to the decision by Exeter City Council to run the festival at “arms length”. Support is now given via grant aid setting the Council’ contribution at £16,000 and also through appropriate administrative and marketing support and officer involvement and input at Vibraphonic Steering Group Meetings.
- 5.2 The grant is paid to the event on the basis of an annual Service Level Agreement between Vibraphonic Festival Limited and Exeter City Council. The agreement sets out the conditions for allowing Vibraphonic Festival Limited to deliver the festival. Vibraphonic Festival Limited is a not for profit company established by Exeter Phoenix and Hold It Down Promotions solely for the purpose of delivering the Vibraphonic Festival.

- 5.3 The agreement states that Vibraphonic Festival Limited shall:
- deliver a minimum of 25 shows featuring eclectic and non mainstream music from artists of international, national and local repute to target Exeter's new and diverse audiences
 - work in partnership with a minimum of 8 venues across the city
 - initiate and produce a minimum of 2 workshops relevant to the festival
 - work closely with Phonic FM to enhance the reach and promotion of the festival
 - endeavour to expand the successful Jack to Phono programme providing opportunities for local bands to gain exposure through the festival
 - carry out monitoring and evaluation of all programmes and to provide a full account of the festival to the City Council

Programme 2008

- 5.4 A total of 31 shows, 9 workshops, 10 free events, one exhibition and one commission were programmed across 13 venues in the city. A total of 414 artists were involved in the festival.

	2007	2008
Ticketed events	34	31
<i>Attendance</i>	<i>7261</i>	<i>7189</i>
Free events	13	11
<i>Attendance</i>	<i>784</i>	<i>1071</i>
Workshops	4	9
<i>Attendance</i>		<i>75</i>

- 5.5 The 2008 programme figures show that although slightly fewer shows were programmed audience numbers remained high. In the case of the free programme, Jack to Phono, audience numbers show a significant increase despite fewer venues being involved. The workshop programme is a key tool for Vibraphonic Festival to reach and work with new audiences and in 2008 the increase in the number of workshops offered and take up in comparison to 2007 establishes a clear need to continue developing the workshop programme in future years.

Marketing

- 5.6 A total of 25,000 brochures were produced and distributed in Exeter and across the region via Exeter Arts Network. The festival's media partner was Phonic FM which worked closely with the festival and provided a valuable marketing tool. Several new marketing initiatives were developed including over printable posters provided free of charge to participating venues and banners for use in venues, to produce an identifiable festival branding. Also a new festival website was developed: www.vibraphonic.co.uk.
- 5.7 Exeter City Council oversaw the mailout of 5000 brochures to the existing Vibraphonic mailing list as well as the production and installation of Adshel posters across the city.

Analysis

- 5.8 The analysis carried out by Vibraphonic Festival Limited included:
- attendance figures as detailed in item 5.4 above
 - postcode evaluation of 19 events held at Exeter Phoenix - see chart below:

Postcode analysis	
Exeter	46%
East Devon	15%
Teignbridge	9%
Torbay/South Hams	9%
Plymouth/North & West Devon	9%
Mid Devon	6%
Outside Devon	6%

Financial overview

- 5.9 The festival budget is based on Exeter City Council's grant of £16,000 and a further £1200 of cash sponsorship from 6 organisations (Chart A). In addition it is estimated that a further £11,320 was contributed as in kind support (Chart B).

Chart A

Expenditure	
Marketing	£7,470
Advertising	£585
Press/media	£1,100
Co-ordinators	£5,000
Administration	£355
Programme: Jack to Phono & workshop support	£2,545
Total	£17,055
Income	
Exeter City Council Grant	£16,000
Cash Sponsorship	£1,200
Total	£17,200
Surplus	£145

Chart B

In kind Support breakdown	
Exeter City Council: officer time re administrative, marketing support	£1,500
Co-ordinators	£7,000
Other marketing/discounted advert	£1,320
Video/photography of events	£500
Education event subsidy (4 events)	£400
Phoenix administration subsidy: eg phone hospitality, accountancy	£600
Total	£11,320

6.0 EXETER SUMMER FESTIVAL 2008

6.1 Programme

The festival consisted of 44 events over 16 days of which 36 were direct or subsidised promotions. In addition there were three major outdoor programmes including a series of 13 lunchtime street theatre performances in Princesshay prior to and during the first weekend to help raise the profile of festival in the city centre;

Arquiem – a free outdoor theatre show held on two nights at the end of the festival in Northernhay Gardens and the Opening Event on Cathedral Green.

- 6.2 A wide spread of venues across the city were used including the Exeter Northcott Theatre, University of Exeter Great Hall, Exeter Corn Exchange, Exeter Barnfield Theatre, Exeter Phoenix, Exeter Cathedral and Chapterhouse. New programmes featuring 3 lunchtime storytelling session and a day of writing workshops brought festival audiences to the Central Library and Exeter Guildhall, and a lunchtime series of concerts at Southernhay United Reform Church proved popular.
- 6.3 The main Festival Box Office was run by Exeter Northcott/Exeter Tickets. On line ticket sales for all festival events accounted for 34% compared with 31% in 2007. Counter and ticket sales accounted for 66% of all sales administered by Exeter Tickets. Some 6% of the overall sales includes tickets for sponsors, civic and press allocations.
- 6.4 The analysis of seats filled at each event is set out in Appendix I and is compared against the licensed capacity of each venue. Care has to be taken when comparing ticket sales with previous years because of variations in venues and the nature and characteristics of the events. This year 9062 seats were filled at 29 ticketed events directly promoted by the festival, this represents 62% of potential capacity sales (14470), compared to 11,599 at 29 ticketed events in 2007 representing 74% of capacity sales (15469).
- 6.5 In addition to directly promoted and ticketed events the festival also supported several venue or artist led initiatives both to add new interest to the programme and attract new audiences.
For example
- Exeter Urban Live an indie rock music event run over two days and two venues, Exeter Phoenix and Exeter Cavern, including an under 18s event to attract a younger audience;
 - Creative Writing Workshops led by Riptide Short Story Journal; and
 - Horizon in Exile, a film screening by an award winning dance choreographer/film maker shown as part of Exeter Film Society's event in the festival.
- 6.6 These above events combined with estimated audience attendance at free and other events increased audience totals by another 3000.
- 6.7 A successful application was submitted to Arts Council South West, Grants for the Arts, for £5000 for audience development, primarily to promote the accessibility of the programme and to attract new audiences to the festival, in particular families and younger people. The Festival worked closely with Deafinite Interpreters and booked British Sign Language interpreters for the comedian Ardal O'Hanlon and also for one of the Potted Potter shows at Exeter Phoenix. Exeter FM produced an audio guide of the whole festival programme.
- 6.8 The Festival programme featured national and international performers and included 5 classical concerts at the Cathedral, a mix of 8 contemporary and popular events at the Exeter Corn Exchange and Exeter Barnfield including dance, cabaret and a range of music from contemporary classical to jazz to world music. At the Exeter Phoenix Arts Centre, 7 events were delivered covering world music, comedy, and aerial theatre. Overall 8 nights were programmed at Exeter Northcott including spoken word, classical, jazz, opera and musical theatre. The

Friends of Exeter Festival event, Mortimer's Miscellany programmed at the Exeter Northcott was cancelled due to Sir John Mortimer's ill health. A further 2 ticketed events, including comedy and folk, took place at the University of Exeter Great Hall.

- 6.9 The 2008 festival held 10 free lunchtime street theatre sessions, a free outdoor schools music concert and opening event on Cathedral Green, and two late night free theatre performances.
- 6.10 Taking into account the broad programming framework outlined in the Executive report in September 2007, the final programme for directly promoted ticketed events was as follows:-

Type of performance	2007 29 events	2008 36 Events
Classical Music	8	10
Jazz	1	3
Rock/Popular Music	3	1
World/Folk	7	5
Comedy/cabaret	4	2
Dance/Ballet	3	2
Spoken Word	1	1 (cancelled)
Children's Events	0	2
Theatre	2	2
Music theatre	0	3
Film	0	1
Literature/storytelling	0	4

Marketing

- 6.11 A total of 85,000 32-page brochures were produced with 11,300 copies sent to the Summer Festival mailing list. The remaining brochures were distributed to around 600 targeted locations throughout Exeter and the sub-region. Additional funding from the Arts Council's Grants for the Arts enabled the festival to produce and distribute a further 15,000 leaflets as follows:
- promoting festival shows particularly accessible and suitable to families. These were produced both in English and also translated into Polish, Exeter's largest minority community
 - Festival for Free leaflets - Street Theatre on Princesshay, Exeter Craft Festival, Opening Event and Arquiem.
 - to give additional marketing support to Exeter Urban Live with production of Adshels and flyers.
- 6.12 In addition to the main brochure and leaflet campaign the following marketing initiatives were undertaken:-
- over 1000 generic and event specific posters were distributed around the city and county
 - a generic 2-week bus shelter poster campaign
 - window adverts on Stagecoach buses on Exmouth, Exeter network and on some Torquay buses
 - 5,000 family leaflets, 5000 jazz, world music leaflets, 5000 Festival for Free leaflets produced and distributed to targeted mailing lists, venues and by hand at free events
 - advertisements were placed in local newspapers, lifestyle magazines and

- regional “whats-on” publications
- e-bulletins were sent out to potential world music attendees on the Respect festival mailing list.
- festival website attracted approximately 97600 hits
- national free listings included Guardian Guide, Independent on Sunday and Times (top five festivals in June)
- listing and feature in Exeter Citizen (Circ 40,000)

6.13 Public relations organisation One Voice Media were contracted to coordinate a focused campaign targeting regional, national and specialist publications, television and radio. A targeted media campaign ran from April to June 2008. This included media releases and listings sent to local, regional and national media, specialist publications and relevant web sites. In addition there were regular interviews on local radio, local and regional publications involving participating artists and festival representatives.

Analysis

6.14 The Summer Festival was evaluated by attendance figures (see Appendix 1), a limited number of audience evaluations across different events and post code evaluation carried out via the box office. A total of 192 audience surveys were returned from a range of events which represents 2% of the audience totals. Although limited in number these results show that these people attended between 1 – 3 events; that most people thought the quality of the event they attended was high; that most had attended the festival before and would come again in the future. A postcode analysis of box offices sales from Exeter Northcott, as detailed below, shows that the highest number of tickets purchased, i.e 51%, are in EX1 – EX4 post codes within the city, 49% are purchased from postcodes across Devon and outside the county, indicating the festival’s regional significance.

	No of customers*	Tickets purchased
EX1 – EX4	1039	4051
TQ1 – TQ14	258	674
EX5, EX6	223	764
EX13 – EX17	222	758
EX9 - EX12	164	564
EX7, EX8	139	455
TA1 – TA24	70	182
PL1 – PL25	56	137
EX20	30	105
EX31 – Ex39	24	58
DT1 – DT11	16	41
EX18 – EX19	12	32
EX21 –EX24	5	17
	2258	7778

* the above chart is compiled using data from Exeter Northcott box office returns, a further 1284 festival tickets were purchased at Exeter Phoenix for which no data was collected.

6.15 Financial Overview

The total cost of the Festival including production, marketing and artists’ fees amounts to £282,165. Ticket receipts resulted in an income of £112,679 with

sponsorship generating £54,300 and grant funding of £5000 from the Arts Council's Grants for the Arts. Taking into account the City Council's contribution of £100,000 leaves the festival with a deficit of £10,186. The deficit figure includes costs totalling £5,000 associated with the 2007 Festival which unfortunately had to be transferred to 2008/09.

Expenditure	
Venue Hire	£32,429
Staging	£29,365
Marketing	£35,538
Miscellaneous	£12,207
PRS	£1,447
Box Office commission	£12,071
Security	£7,423
Artist Fees	£144,302
Hospitality	£7,383
Total	£282,165
Income	
Ticket sales/Income	£112,679
Sponsorship	£54,300
Grant	£5,000
Exeter City Council	£100,000
Total	£271,979
Deficit	£10,186

- 6.16 Securing sponsorship for the festival continues to remain difficult, especially as the city has an even greater number of other major organisations and events seeking significant levels of funding. In 2008 a total of £54,300 was raised in cash or grants from 17 sponsors and a further £6,250 was in kind. This is compared to a total of £71,500 raised in 2007. Of this £63,600 was in cash from 16 sponsors and £7,900 was in kind.

7.0 CONCLUSIONS

- 7.1 The above evaluation of the four festivals indicates that each Festival meets the objectives set out in the 2004 report. Each festival has attracted significant audiences, received good feedback. Audience numbers and ticket sales were down in the Summer Festival in part due to the onset of the current financial climate and resulting in a deficit, nevertheless it is clear to see from the post code analysis that the Summer Festival does achieve the Council's objective of attracting regional audiences.
- 7.2 There are a number of improvements that can be made and Members are asked to note and consider the potential improvements and issues on the current festival portfolio raised below.

Autumn Festival

- 7.3) It is noted in 3.5 that the 2007 Autumn Festival programme featured events at a number of commercial venues that may well have been programmed with or without the festival. In order to enhance and promote the community based agenda of the Autumn Festival a second award scheme has been implemented for Autumn 2008, the Partnership Award. The Partnership Award scheme can be

applied for only by city venues to encourage them to work in partnership with a community group to develop a special event for the Autumn Festival.

- 7.4 In order to further develop the content and scale of the Autumn Festival providing the new award scheme works well it is recommended that:
- both award schemes be continued
 - the City Festival Officers assist where appropriate in the development of Partnership Awards
 - that current marketing options are explored and evaluated to ensure the approach taken is as cost effective as possible
 - that participating organisations and community groups are offered a range of training for example in fund raising, event management, health and safety

Animated Exeter

- 7.5 As a specialist genre festival programming and development of Animated Exeter 2009 is currently being managed through external consultancies with full administrative and marketing back up from the Festival and Events team which is currently depleted pending budget decisions for 2009/10 financial year.
- 7.6 Festival advice was obtained last year from an external specialist on how best to further develop the festival in a viable and sustainable fashion. Consequently an application for 3 year funding was made by the former City Arts Officer to the Film Council to provide transitory funding towards setting up Animated Exeter as a stand alone entity with an increased involvement of the industry and increased opportunities to receive new grant, trust funding and sponsorship. This application was unfortunately unsuccessful against a large number of applications. Nevertheless the 2009 festival is still receiving substantial support from Arts Council Grants for the Arts and Screen South West but there is no certainty of this funding beyond this year. In light of the current staffing and funding situation with regard to Animated Exeter it is recommended that:
- all avenues are explored to continue to develop Animated Exeter beyond 2009 including continuing to seek to establish an arms length management of the festival run by a not for profit company under a service level agreement with Exeter City Council
 - in the event of the above solution not being feasible that ways be considered of incorporating animation and digital media as a key element into the remaining festivals in the portfolio.

Vibraphonic

- 7.7 Vibraphonic remains a highly successful and developing event and one that helps give the City's Festival portfolio a sustained media profile, following the successful transfer of the festival to arms length management. It is recommended that:
- the option to renew the annual Service Level Agreement with Vibraphonic Festival Limited for funding at same level as 2008 is agreed with a new set of targets negotiated between Exeter City Council and Vibraphonic Festival Limited.
 - That Vibraphonic Festival Limited must seek to raise additional cash sponsorship and grant funding to support the festival, in particular the education programme

Exeter Summer Festival

- 7.8 The Exeter Summer Festival Advisory Steering Group at its September meeting has recognised that the festival faces some key challenges in 2009:
- increasing costs of artists of calibre and renown required to raise the profile of the festival
 - no large capacity venues with adequate facilities to cater satisfactorily for the high quality performance requirements or financial viability of big name artists
 - decreasing sponsorship because of the festival's inability to cater for the above and less projected business spend on marketing in light of the economic situation
 - careful spending by the public especially on leisure activity
 - competition from other regional commercial festivals/large scale outdoor concerts
 - lack of affordable marketing/promotional opportunities within the city centre to give festival visibility
 - increasing costs of production making it difficult to provide affordable or free events of a quality worthy of the festival
- 7.9 A subsequent meeting of the Festival Programming Group involving the Portfolio Holder for Economy and Tourism and the Chair of Festival Advisory Steering Group, agreed that the following should be developed :
- retain a directly promoted classical programme maintaining the number of classical events (including opera/choral) at 8 events in order to retain the festival's core audience and established reputation; also to consider new venues for the classical programme – churches and interesting spaces, to encourage new audiences.
 - seek to develop a partnership agreement with the city's key venues: the Exeter Phoenix, Exeter Corn Exchange, Exeter Barnfield and Exeter Northcott Theatre to produce a core programme of co-promotions featuring dance, rock, jazz and world music, comedy and theatre subsidised by the festival (minimum 16 events for a fixed subsidy) in order to maximise opportunities for a high quality programme.
 - re-establish a free large scale opening event with fireworks in 2009 and to have a theme of circus and carnival, a known priority for Arts Council South West
 - research possibility of running larger ticketed concerts at available larger venues e.g. Exeter Race Course, Exeter Football Club.
- 7.10 While the number of directly promoted events by the City Council would be reduced the above measures would allow for a more focussed event that:
- maximises use of the known expertise of the city's existing venue promoters whilst, by giving a set subsidy, it aims to also encourage more challenging and innovative programming of these venues during the festival
 - minimises financial risk to the festival
 - enables the festival team to focus their limited resources on key areas – developing audiences, site specific and large scale outdoor events/concerts, the delivery of the classical programme and the marketing of the festival

- 7.11 Progress on the above initiatives will be monitored via regular meetings with the Festival Programming Group and the programming of any partnership events would be subject to the approval of that group. Any agreement with co-promoters will set out the responsibilities of both the City Council and the partners to ensure full compliance with the standards and public expectations of council led festival events including customer care and effective branding and publicity.
- 7.12 Subject to continued discussion with the Portfolio Holder for Economy and Tourism and the Festival Chair, it is recommended that consideration be given to the above options within the broad framework for Exeter Summer Festival 2009. The programme content to be broadly in line with the following:

Type of performance	2008 (36 events)	2009 (29 events)
Classical Music (inc. Choral and Opera)	10	8
Jazz	3	2
Rock/Popular Music	1	2
World/Folk	5	5
Comedy/cabaret	2	2
Dance/Ballet	2	2
Spoken Word	1	1
Theatre/children	4	2
Music theatre	2	2
Visual Arts/Film	1	1
Literature	4	2

Overview

- 7.13 As mentioned in items 2.5 and 2.6 in considering the future of the Council's existing festival portfolio proposals found in the Draft Arts and Media Strategy for Exeter 2008 – 2011 should be considered as well as priorities set out in the recently published Great Arts for Everyone plan recently released by Arts Council England. The latter sets out the Arts Council priorities for 2008 –2011 that will influence funding for Grants for the Arts which will be a potential further funding source for Animated Exeter and Exeter Summer Festival.

8 RECOMMENDED that Members

- (1) Comment on the performance of the festivals portfolio
- (2) Agree the future programme of improvement and broad content of events for 2009

RICHARD BALL
HEAD OF ECONOMY AND TOURISM

ECONOMY AND DEVELOPMENT DIRECTORATE

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

Background papers used in compiling this report:-