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Agenda for Arts and Culture Forum Wednesday, 16th April, 2025, 10.00 am

Members of Arts and Culture Forum

Councillors: R Doorbar, O Davey, P Fernley, N Hookway, V Johns, J Whibley, N Sneller, I Barlow, S Gazzard, J Brown, C Buchan, A Singh and P Faithfull



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Venue: Online via the Zoom app

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Tuesday, 8 April 2025

Meeting of the Arts and Culture Forum

- Public speakingInformation on public speaking is available online
- 2 Minutes of the previous meeting (Pages 3 12)
- 3 Apologies
- 4 Declarations of interest

Guidance is available online to Councillors and co-opted members on making declarations of interest

- 5 Year 3 Cultural Programme (Pages 13 36)
- 6 Villages in Action (Pages 37 48)
- 7 South West Museums Development (Pages 49 56)
- 8 Screen Devon (Pages 57 64)
- 9 Manor Pavilion Theatre (Pages 65 82)
- 10 East Devon events update

Verbal summary of events from the last financial year and looking toward the events booked in for the next 12 months.

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record so that any necessary arrangements can be made to provide reasonable facilities for you to report on meetings. This permission does not extend to private meetings or parts of meetings which are not open to the public. You should take all recording and photography equipment with you if a public meeting moves into a session which is not open to the public.

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Members of the public exercising their right to speak during Public Question Time will be recorded.

Decision making and equalities

For a copy of this agenda in large print, please contact the Democratic Services Team on 01395 517546

EAST DEVON DISTRICT COUNCIL

Minutes of the meeting of Arts and Culture Forum held at Online via the Zoom app on 6 November 2024

Attendance list at end of document

The meeting started at 10.05 am and ended at 1.10 pm

10 Public speaking

There were no members of the public registered to speak.

11 Minutes of the previous meeting

The minutes of the meeting held on 12 June 2024 were agreed.

12 **Declarations of interest**

- 9. Exmouth Festival decarbonisation pilot. Councillor Nick Hookway, Affects Non-registerable Interest, Exmouth Town Councillor.
- 9. Exmouth Festival decarbonisation pilot. Councillor Olly Davey, Affects Non-registerable Interest, Exmouth Town Councillor.
- 10. UK Shared Prosperity Fund Year 2 Cultural Programme. Councillor lan Barlow, Affects and prejudicial Non-registerable Interest, Director of Sidmouth School of Art who had a UK SPF grant.

13 Villages in Action

Mair George, Creative Director, Villages in Action explained that Villages in Action (VIA) had been in existence for over 30 years. It was an arts charity working across rural Devon. There was a small team of four part time workers – the Creative Director, two producers and a finance manager. Since 2021 VIA had embarked on a new journey to shift the way that rural touring in Devon was thought about, with a network of volunteer promotors and co-curators, re-imagining how and why towns and villages engaged with culture, and opening up the way that rural communities enjoyed and grew new creative opportunities. The aim was to strengthen the voice of towns and villages in both hosting and creating work that reflected changing communities in the wider world. This was done by growing a network of locally rooted co-curators who imagined and shaped new creative projects with VIA, inspired by what their community wanted and needed. The aim was that over time this culturally driven action network would grow meaningful. Agriculture was a way of thinking about rural touring differently.

The Creative Director highlighted four main points of VIA work between June to October 2024 and the positive audience and promoter feedback received:

- Love Riot, by Miracle Theatre at Goran Farm, near Stockland, 28 June 2024.
- Those in Glass Houses, by Matt Pang and Owen Reynolds at the Strand, Exmouth, 16 August 2024.
- The Goat Show, by Running Dog Theatre at Farway Village Hall, 6 July 2024.
- Blind Spot, by Alright Mate? At Awliscombe, Axminster and Exmouth during June 2024.

VIA were most known for their community touring. Box office income in East Devon had increased, along with the number of performances and attendees. Overall there was a range of work for all ages across a number of different community spaces with positive feedback received.

The VIA Creative Director explained that a proposal had been submitted to EDDC for an uplift of £5,000 to support the recruitment of a (Agri) Culture Network Lead (current EDDC funding was £10,000). The aim was to galvanise the East Devon network - to act as a local support for new promoters and members of the network, offering on the ground support for first-time events, risk assessment and other event management training. The Network Lead would represent Villages in Action at co-creation meetings with partners, wider networking events, meeting representatives from other organisations to better collaborate, plan and co-design shared projects with a focus on community-based asset development. It would offer paid employment opportunities, and a chance to grow the team in line with the longer-term ambitions to grow the East Devon hub of Villages in Action.

Members of the Forum questioned the Creative Director over whether there would be key performance indicators (KPIs) in place to measure the difference made within the East Devon specifically for the role of a (Agri) Culture Network Lead. A request was made for more specific details on what value would be added to East Devon from the investment. The Forum acknowledged the need to measure risk against the impact of health and well being. The Creative Director replied that she would investigate metrics around audience attendance and who was going to the events, and that she would present annually to the Arts and Culture Forum.

The Creative Director was thanked for an interesting presentation and the great work that was being carried out.

14 Screen Devon

David Salas, Screen Devon delivered a presentation on the advantages of establishing a regional screen agency for Devon. Screen Devon emerged out of a two year research project at Exeter University to promote the region's capabilities and develop the local screen industry. It's goals were to improve Devon's prosperity potential, raise the profile of Devon's talent, culture and landscapes, and to ensure that growth was equitably distributed and fair. Screen agencies were ordinarily governmental organisations, but this was difficult in Devon due to the number of local authorities in the region and the scale that a screen agency needed to work to. Screen Devon was independent and able to work easily across boundaries to the benefit of all.

Discussion points included:

- The estimated market capture of UK productions.
- The South West was the largest English region but only had one film and TV studio, located in Bristol.
- Public service broadcasters were required to base more TV productions in the regions.
- East Devon would benefit from productions based in other Devon local authorities and vice versa, based on the average travel time radius of an hour, which is what was looked at for locations to shoot around a base.
- There was a lot of talent in film making in Devon.
- Eight areas of action:
 - o Profile building.
 - o Economy.
 - o Jobs.

- Education.
- Champion screen culture.
- Sustainability and equality.
- o Research.
- o Future facing.
- Potential income streams.
- Initial funding would be from other Devon district councils, Devon County Council, Exeter Culture, Plymouth Culture and the University of Exeter.

A request was made for £10,000 contribution from EDDC towards £72,000 core funding for 2025/26. Screen Devon was a five to ten year project that would take time to build capacity, profile and reputation. It would help to make sure that East Devon benefitted from the national growth of the film and TV sector. It was reported that medium budget feature film would spend £66,000 per day in a local region. The Forum noted that Screen Cornwall figures revealed that film and TV production was worth £5m to the local economy.

The Forum agreed that Screen Devon was an excellent idea and a fantastic opportunity for the area. It would help to keep creative people in Devon. Tourism in the area would also benefit as well as local employment and arts education.

Members asked at what point money invested from EDDC would start returning, what the value for money was, what success looked like and how success would be measured. Initially the funding was being put in place to hire staff in order to be able to achieve outcomes. Any additional 'in kind' benefits would also be welcomed.

David Salas was thanked for his comprehensive report and all the opportunities that it presented.

Funding requests from Villages in Action and Screen Devon

The Arts and Culture Forum were asked to consider two grant requests from Villages in Action and Screen Devon. Villages in Action were seeking an uplift of £5,000 to their annual contribution from EDDC (currently £10,000) to support the recruitment of a new Network Lead in East Devon. Screen Devon were seeking £10,000 from EDDC. The current year's £10,000 had been contributed via the UK Shared Prosperity Fund (SPF) Cultural Programme budget and the Sustainable Tourism budget. Presentations from Villages in Action and Screen Devon had been received earlier in the meeting. The report outlined eight ways in which the two organisations would help EDDC reach its Cultural Strategy goals.

The Forum acknowledged the need to ensure the monitoring of outcomes from any funding granted and discussed how key performance indicators (KPIs) would be put in place with the two organisations requesting funding. It was agreed that Villages in Action and Screen Devon needed to work with EDDC officers to define the details of the data and the proposal, and that officers would monitor these and report back to the Forum on how success would be measured. The Cultural Producer reassured the Forum that the initial funding had specific SPF metrics in place. Where future funding was coming from was a key decision and the specific metrics involved.

RECOMMENDED: that subject to further information being provided on KPIs, that Cabinet approve the following funding requests:

- 1. Villages in Action an uplift of £5,000 to their annual contribution from EDDC (currently £10,000) to support the recruitment of a new Network Lead in East Devon.
- 2. Screen Devon £10,000.

16 South West Museum Development

Jo Cairns, Museum Development Officer for Museum Development South West (MDSW) gave the Forum some background to MDSW. They were a team of museum and heritage development specialists working with the museum and heritage sector in the South West to effect positive, lasting change and deliver public value. MDSW was an Arts Council England funded Investment Principles Support Organisation and was one of five museum development providers across England supporting accredited museums.

In the South West 78% of museums were independent charities, compared to 65% nationally. 47% of museums were 'micro', with fewer than 10,000 visitors annually. Visitor numbers were down by 2% in the South West in 2023/24 on 2019/20. 39% of the museums in the South West were wholly volunteer run, with 7 volunteers to every one paid member of staff in the South West (compared to five volunteers to one paid member of staff nationally). 32% of South West museums reported an annual turnover of less than £25,000 in 2022/23 (national average was 28%). These regional statistics highlighted the need for professional support from MDSW.

The key services of MDSW were:

- Local, place based Museum Development Officers.
- Small grants programmes and funding support.
- Skills and training networks.
- Specialist support in collections and volunteering.
- Organisational development and technical accreditation.
- Communications, advocacy and resources.
- Secure funding for projects.

MDSW worked in partnership with EDDC with funding provided through the Shared Prosperity Fund. There were four accredited museums receiving support (Allhallows Museum, Sidmouth Museum, Fairlynch Museum and Arts Centre, Axminster Heritage Centre) and there were five others not yet accredited, but still receiving support due to funding from EDDC (Exmouth Museum, Seaton Museum, Ottery St Mary Heritage Museum, Whimple Heritage Centre, South West Airfield Heritage Trust). Projects delivered in 2024/25 included:

- Photographic collections project.
- Caring for and displaying costume training session.
- Accreditation training session.
- Development support for the National Lottery project grant application for the Our Wild and Changing Estuaries Project.

The Museum Development Officer explained that in 2023/24 EDDC received a 300% return on its investment from MDSW. It received:

- £4,685 in Museum Development Officer support.
- Technical accreditation support to two museums.
- Accreditation advice to submit eligibility for Whimple Heritage, Exmouth Museum and Seaton Museum.
- £1,264 specialist officer support in collections and digital.
- One participant in Volunteering Fit for the Future at £1,400 (Exmouth Museum dedicated volunteer management consultancy).
- 18 training attendances at 13 training sessions from 3 museums at £986.

• One On Display! grant awarded at £1,000 (Axminster Heritage Centre – Thomas Whitty Rug) which enabled a total project valued at £5,735.

During the first two quarters of 2024/25 EDDC had invested £1,500 and generated £2,342 in Museum Development Officer support and £330 in museum skills.

It was noted that Arts Council funding was received by MDSW for accredited museums. The accreditation scheme run by Arts Council England ensured that museums were adhering to a certain standard. A return had to be submitted every five years to the Arts Council to demonstrate the museum was still adhering to the particular criteria. Being accredited showed that a museum was working to a particular standard and opened up opportunities for grants as a lot of funding was only open to accredited museums.

On behalf of the Forum the Chair thanked the Museum Development Officer for her presentation.

17 Exmouth Festival - decarbonisation pilot

Jess Magill and Zoey Cooper gave the Forum a presentation on the 2024 Exmouth Festival decarbonisation pilot.

The actions were to:

- reduce travel carbon by booking local acts and infrastructure,
- promote sustainable travel to the event,
- programme acts and activities that reflected the ethos of the event,
- reduce waste through use of reusable cups and no single-use plastics,
- buy new bin toppers & recycled food,
- bring in compost loos,
- encourage traders to take action on carbon, waste reduction & plant-based foods.

The presentation outlined engagement before and during the festival, which included:

- Pre-event participation.
- Volunteers Green Team!
- Coordinated stalls and activities to engage people in the sustainability messages and opportunities.
- Involving people in environmental themes in participatory performances.
- Multiple activities around earth and marine science and protecting the natural world. Arts and crafts with recycled materials or messaging.

A sustainability message was incorporated through all press releases and PR so that it became a consistent thread in the event. Communications included:

- Customised graphics for sharing on social media, with general messages 'tread lightly at Exmouth Festival' and specific messages 'travel green', 'bring a water bottle'.
- The app and the website contained information on what was being done to make the festival greener and a section on what participants could do.
- Press release to local media.
- Newsletter emails used to communicate actions.

The approach to messaging was:

- To work with traders in advance of the event to produce a checklist to display on their stall, detailing what carbon-reduction actions they are taking.
- To work with artists to consider their travel footprint, record and send the data, and the chance to offset it.
- To encourage both of these groups to share the results on their social media to amplify the message.

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- Put notices in each of the compost loos about why they were better for the environment.
- Wrote announcements for the compere about actions and activities around sustainability.

Surveys were commissioned to gather data on audiences and what they experienced. Travel, energy and waste data were recorded in a spreadsheet to calculate the event's carbon footprint and as a way of monitoring improvement. Feedback from the festival was that 42% of those asked said that they had experienced an 'environment of sustainability'. Overall travel footprint reduced from 14.7 to 13.1 tCO2. Overall carbon footprint was reduced by 5% from 2023 to 2024. During the 2024 festival car use went up and walking down, but seven times more people travelled by train.

The festival organisers outlined the toolkit during their presentation. The toolkit was an excellent resource for event planning and contained:

- Exmouth festival case-study.
- Carbon calculator spreadsheet.
- Sample survey.
- Event planning document; pre, during and post event actions.
- Templates for signage and bin toppers.
- Examples of sustainability messaging.
- Resources and links.

On behalf of the Forum the festival organisers were congratulated on a fantastic piece of work. Their work on sustainability was inspirational and provided a good example of how data driven things needed to be. It was critical to create awareness of decarbonisation and to be mindful of carbon footprints.

18 UK Shared Prosperity Fund Year 2 Cultural Programme

The Cultural Producer's report provided a summary of the second year of outputs of the UK Shared Prosperity Fund (UK SPF) cultural programme, from April 2023 – April 2024. This was a three year funded programme which helped to both support the delivery of East Devon's Cultural Strategy 2022-2031 as well as deliver funding into the district's diverse and distinctive creative communities and help to support their activities and events. The three year Cultural Programme was due to be complete in March 2025.

In year two the Cultural Programme predominately focussed on two activities:

- The continued development of the Arts and Culture East Devon (ACED) network, including increased membership, training and the launch of an ACED website.
- The launch of the Creative East Devon Fund (CEDF) grant scheme (£25,000) to provide small grants of up to £3,000 to cultural projects and events that aligned with the EDDC Cultural Strategy. The launch of the CEDF provided a formal framework through which to consider future requests and ensure parity and transparency in the decision-making process and has created a robust mechanism to process funding requests from cultural organisations, with involvement from elected members.

The outputs and outcomes in year two were contained in the report and it was noted that all but two had been exceeded. Overall, the CEDF grants had a hugely positive impact that was widespread in both the aims achieved and the location and types of beneficiaries reached. It proved an effective and low-cost way of supporting cultural organisations and delivering on both UKSPF outputs and outcomes and the themes of the Cultural Strategy. This funding had acted as crucial seed funding for organisations to submit larger bids using CEDF as match funding.

On behalf of the Forum the Assistant Director – Countryside and Leisure thanked the Cultural Producer for all the work that she had undertaken.

RESOLVED: that the Arts and Culture Form endorse the report and the successful delivery of the year two outputs of the UK Shared Prosperity Fund culture programme.

19 Thelma Hulbert Gallery

Gemma Girvan, Thelma Hulbert Gallery Manager and Curator updated the Forum on some of the activities happening at the Thelma Hulbert Gallery (THG).

The Create our Space (COS) Arts Council funded project encouraged young people between the ages of seven and 25 into gallery spaces and to engage with visual arts. Some of the highlights of the project were:

- Employed the first Student Intern.
- Delivered over 30 school's workshops engaging more than 1000 young people.
- Reached over 5000 people directly engaging in the project and over 10,000 more widely.
- Welcomed Visitors to THG from 26 of the 33 EX postcodes.
- Delivered over 75 workshops, events and festival events.
- Successfully hosted 2 Summer Art Weeks.

Further Arts Council funding (£29,000) had been secured to continue the positives from the COS project and continue working with young people. The highlights of the extensive Arts Council application for the new COS project were:

- Continue to work with young people to build our Youth Network.
- Establish student intern opportunity.
- Work with community groups to build a long-term relationship, including East Devon Tenant's and Youth Groups.
- Continue to take artists into secondary schools to build community confidence in the gallery and creative arts.
- Find a more portable solution to the Creative Cabin. 'The Creative Cabinet'.
- Build awareness of hidden disabilities through programming and training.

The following exhibitions had successfully been delivered:

- Seam an visible thread. Textile collective that received Arts Council funding to exhibit a touring exhibition.
- Philippa Lawrence a space between.
- Anne Jackson the Witchcraft series.

The next exhibition was Telling our Stories Finding our Roots, from 23 November – 21 December 2024, celebrating Devon's multicultural history. Funded by the National Lottery Heritage Fund the project continued on from similar projects in Exeter, Tiverton, Bideford and Okehampton. Further funding from the Creative East Devon Fund had enabled the commission of British-Mexican artist lone Maria Rojas, to create an artist commission and engage children from a local primary school to contribute artwork to the exhibition. The annual Christmas selling exhibition Present Makers would also be held.

The Gallery Manager and Curator Thelma Hulbert Gallery outlined the 2025 programme, which had the theme Community and Place. The aim was to strengthen ties with both local and artistic communities through the following initiatives:

• Encouraging emerging artists: Providing opportunities and support for new talent.

- Collaborating with local artists and photographers: Showcasing the unique perspectives of the community's creative voices.
- Bringing renowned artists to a rural setting: Creating a platform for the local audience to engage with established artists.
- Continuing climate-focused exhibitions: Highlighting the interconnectedness of climate and racial justice through impactful programming.
- Embedding Equity, Diversity, and Inclusion (EDI) and accessibility into programming and delivery.

The programme included:

- Ashish Ghadiali
- James Ravilious
- THG Open 2025
- CAMP

Members of the Forum thanked the THG Manager and Curator and the Cultural Producer for the excellent work being undertaken. The ability to secure the highly competitive Arts Council funding was a real testament to the work of the THG team. On behalf of the Forum the Chair thanked the THG Manager and Curator for her presentation.

20 Local Visitor Economy Partnership

The Senior Economic Development Officer gave a presentation to the Forum on the Local Visitor Economy Partnership (LVEP). She explained that an LVEP was a strategic, high performing organisation representing the destination at local and national levels, working with VisitEngland and the Government on a set of growth ambitions and visitor economy policy and strategy. It involved leading, marketing and managing the destinations in its geography, working in partnership with other destination organisations, local government and businesses.

The benefits of the LVEP were:

- Synergy and co-ordination.
- Greater profile positioning.
- A strategic partner.
- Increased productivity.
- Devon on the world stage.

The priorities of the LVEP were:

- Advocacy and leadership.
- Better data.
- Higher quality.
- Position and profile.
- Boosting skills.
- Sustainable tourism.
- Transport solutions.

The vision of the LVEP was creating prosperity for people and places with a high quality, high spend and productive visitor economy. The mission was helping its partners on their path to making a better Devon. The objectives of the LVEP were:

- Grow visitor spend.
- Spread the benefits.
- Create a year-round economic driver.

The Senior Economic Development Officer explained the structure of the LVEP and that EDDC were part of the wider representation on the Devon and Partners LVEP Advisory Board. She was the EDDC representative on the LVEP Advisory Board and regularly updated the Portfolio Holder for Culture, Leisure, Sport and Tourism. There was no financial commitment from EDDC, other than officer time. Devon was one of the last areas in the country to form an LVEP. The current focus for the Devon and Partners LVEP was:

- Growth plan.
- South West visitor economy hub.
- AccessAble project.
- Promotional activities with VisitEngland.
- Feeding into national priorities and opportunities.

The vision and mission of the LVEP and the work of the Advisory Board linked closely with the tourism priorities outlined in EDDC's Council Plan, Economic Development Strategy, Tourism Strategy and Cultural Strategy.

The Senior Economic Development Officer was thanked for her helpful presentation. Members were pleased to see the clear link between culture, the economy and tourism.

Attendance List

EDDC Councillors present:

O Davev

P Fernley

N Hookway

P Faithfull

Town Representatives

I Barlow, Sidmouth Town Council R Doorbar, Budleigh Salterton Town Council

Officers in attendance:

Charles Plowden, Assistant Director Countryside and Leisure Gemma Girvan, Gallery Manager and Curator Sarah James, Democratic Services Officer Alethea Thompson, Democratic Services Officer Caitlin Davey, Events Officer Sarah Elghady, Cultural Producer Tracy Hendren, Chief Executive Geri Panteva, Senior Economic Development Officer Andrew Wood, Director of Place

Also Present

Jo Cairns, South West Museum Development Mair George, Villages in Action Zoey Cooper, Exmouth Festival Jess Magill, Exmouth Festival David Salas, University of Exeter

Apologies:

J Bull, Axminster Town Council

V Johns J Whibley J Brown, Honiton Town Coucil C Buchan, Cranbrook Town Council A Singh, Seaton Town Council

Chair	Date:	
		•••••

Report to: Arts & Culture ForumChoose a meeting

Date of Meeting 16th April 2025

Document classification: Part A Public Document

Exemption applied: None Review date for release N/A



UK Shared Prosperity Fund cultural programme

Report summary:

Cultural Programm is helping to both sideliver funding into	is a summary of the third year of the UK Shared Prosperity Fund (UK SPF) ie, from April 2024 – March 2025. This is a three year funded programme which upport the delivery of East Devon's Cultural Strategy 2022-2031 as well as our district's diverse and distinctive creative communities and help to support events. The three year Cultural Programme is now complete and an extension ed in principle.
Is the proposed dec	cision in accordance with:
Budget	Yes ⊠ No □
Policy Framework	Yes ⊠ No □
Recommendati	on:
That the Arts & Cul	ture Forum:
 endorses this re 	eport and the successful delivery of the year three UK SPF Cultural Programme.
Reason for reco	ommendation:
Cultural Strategy. T	Forum is informed and updated regularly on the progress of East Devon The Cultural Programme year three outcomes will feed into the overarching luation being reported to MHCLG by the Economic Development team as the e co-ordinators.
Officer: Sarah Elgh	nady, Cultural Producer; tel 01395 517500. Sarah.Elghady@eastdevon.gov.uk
☑ Culture, Tourism☐ Democracy and☐ Economy and As☐ Finance☐ Strategic Planning	and Emergencies and Environment reporate Co-ordination n, Leisure and Sport Transparency ssets

Equalities impact Low Impact

Climate change Low Impact

Risk: Low Risk; Click here to enter text on risk considerations relating to your report.

Links to background information Click here to enter links to background information; appendices online; and previous reports. These must link to an electronic document. Do not include any confidential or exempt information.

Link to Council Plan:

Priorities (check which apply)				
☐ Outstanding Place and Environment				
☑ Outstanding Homes and Communities				
☐ Outstanding Economic Growth, Productivity, and Prosperity				
□ Outstanding Council and Council Services				

Report in full

1. Year 3 UK SPF Cultural Programme Activity (April 2023 - March 2024)

- 1.1 In Year 3, the original allocation for the Creative Programme in 2024/25 was £40,000. Due to the high level of demand and strength of bids received for the Creative East Devon Fund, this allocation was increased by £12,000 as there was a forecast underspend in the admin budget available. This brought the Year 3 allocation to £52,000.
- 1.2 In Y3 the Cultural Programme predominantly focused on two activities; the continued support for and development of the Arts and Culture East Devon (ACED) network through meetings and training, and continued delivery of the Creative East Devon Fund grant scheme. Funding was also designated to support the new initiative Screen Devon.

2. Arts and Culture East Devon

- 2.1 The Arts and Culture East Devon (ACED) network saw considerable growth in Year 3, expanding its membership from 150 in March 2024 to 204 members by March 2025. EDDC continued to provide support to the network through running meetings three times a year, sending monthly newsletters, providing free training opportunities, and recruiting new ACED Champions and mentors. Network meetings took place at Seaton Gateway Theatre, Manor Pavilion Theatre and Poltimore House ensuring that by changing locations each time we maximised engagement across the district.
- 2.2 Two knowledge gaps were identified in the ACED Champions Network and we successfully recruited for an ACED Inclusion Champion and ACED Festivals Champion to join the nine existing ACED Champions in Y3. These roles co-chair the ACED Network meetings, assist in setting the agenda, give input into the East Devon Cultural Strategy progress, share knowledge and events related to their specialisms and sit on the panel of the Volunteer of the Year Award, which successfully launched at the start of Y3. This award has now just recently just opened for nominations for the second year and will be presented at our next ACED Network meeting on June 5th at A La Ronde to an honour a volunteer's outstanding contribution to an East Devon arts / heritage organisation or festival and recognise the invaluable impact they make. Further details to submit nominations can be found on the ACED website: Volunteering Opportunities | Arts and Culture East Devon

3. ACED Training

3.1 Ten free training sessions were made available and delivered to a total of 99 ACED members in Year 3. These were: Producing Live Events, Volunteer Recruitment and Retention, Social Media Advertising, Corporate Sponsorship, Individual Giving and Digital Accessibility. For museums we delivered specific training in: Textile Conservation, Accreditation for museums, Care of Photography and Natural History Collection Care.

3.2 The majority of the training sessions were held in person following a survey that indicated this was preferred to online. To support the evaluation process, attendees were asked to rate the quality of the training provided and how relevant it was to their work. Of the responses provided, positive feedback was given across the board, with all strongly or mostly agreeing that the training was relevant, of a high standard, and improved their knowledge and understanding. A recent testimonial from an attendee of our digital accessibility session in January 2025 stated: "Thank you for the excellent training. Lots of super tools to use - making life easier and accessible for many more people, including me."

4. Creative East Devon Fund

- 4.1 A total of 17 grants, totalling £37,000 were awarded through the Creative East Devon Fund (CEDF) represented the majority of Year 3 Spend. A full list of projects that were awarded funding can be viewed on the ACED website: Creative East Devon Fund Grant Recipients | Arts and Culture East Devon (aced.org.uk). The fund was designed to provide small grants to cultural projects and events and was exclusively available to ACED members, who could apply for grant amounts between £500 and £3,000. Although there was a 10% match requirement, in-kind contributions were accepted as match funding to assist in overcoming financial barriers of potential applicants.
- 4.2. The main requirement for applications was the demonstration of alignment with the East Devon Cultural Strategy. 33 applications were received in Y3 and these were reviewed by two officers and scored against creative engagement, link to the Cultural Strategy, deliverability, value for money, and public benefit. Additionally, all applications requesting £1,500 or above were required to meet at least one UK SPF output or outcome and provide information on how they would measure and evidence its achievement. Once all projects had been appraised and moderated, the scores and recommendations were presented to the UK SPF panel for consideration.
- 4.3 The 17 impact reports from the grant recipients have recently been received, as projects came to completion at the end of March 2025 and the outcomes will be presented at the next Forum meeting.

5 Grants for Museums

5.1 In addition to the Creative East Devon Fund, 6 digital equipment grants were awarded to 6 museums totalling £2800 in February 2025. The recipients were: Seaton Museum, Exmouth Museum, Whimple Heritage Centre, Axminster Heritage Centre, Ottery Museum and Sidmouth Museum. Equipment included a collections care database called Modes, a refurbished laptop, temperature and humidity sensors, audio and camera equipment and display screens.

6 Cultural Tourism Map

6.1 The new East Devon <u>Cultural Tourism Map</u> project has been successfully delivered working with a graphic designer and featuring 50 cultural partners. There is a printed version of the map (of which 40,000 copies have been printed and 10,000 distributed to high footfall locations in the South West through Glide Media and the rest were distributed via the map partners) and a digital version which sits on a dedicated web page with individual listing for each entry on the map that can be updated. We are currently running a digital campaign to promote the map with PR & Marketing Agency Chalk and Ward. This includes Google Ads and PR articles. The majority of funds for this project came from the SPF Sustainable Tourism Programme and a £2,500 contribution was made from the Cultural Programme budget.

7 Year 4 Cultural Programme: April 2025 – March 2026

The Cultural Programme has been allocated £37,985 for 2025/26 and the plan has been approved by Cabinet and the Combined County Authority, although we are awaiting formal confirmation of the funding from both the Ministry for Housing, Communities, and Local Government and the CCA.

Beyond March 2026 funding for continued delivery of the East Devon Cultural Strategy remains uncertain.

Financial implications:

No further financial implications arising other than those detailed in the report.

Legal implications:

There are no substantive legal issues to be added to this summary report.



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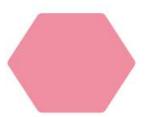
Y3 Allocated Budget £52,000

Year 3 Activity (April 2024 – March 2025)

In Year 3, the Cultural Programme predominantly focused on three activities;

- 1. The continued support for and development of the Arts and Culture East Devon (ACED) network; through network meetings and training opportunities
- 2. The continued delivery of the Creative East Devon Fund grant scheme.
- 3. Funding support of the newly established Screen Devon.

ARTS & CULTURE EAST DEVON







Filter by category or view all members below.

Become a member today.

204

ACED **MEMBERS**

Join the ACED Network to make local connections and collaborate with other creatives.

EXPLORE THE DIRECTORY



View members



View members



View members



DIGITAL (FILM, TV, GAMING)

View members



View members



LIBRARIES AND

View members



MUSEUMS & HERITAGE

View members



MUSIC

View members



OUTDOOR SPACE

View members



THEATRE

View members



VISUAL ARTS & CRAFTS

View members



ALL ACED MEMBERS

View all members



ACED CHAMPIONS

Our ACED Champions are passionate about supporting the ACED Network and help to raise awareness of ACED and the East Devon Cultural Strategy, engaging with cultural projects and events.





ACED VOLUNTEER OF THE YEAR 2025

Honour a volunteer's outstanding contribution to your arts / heritage organisation or festival and recognise the invaluable impact they make through the ACED Volunteer of the Year ward 2025.

Nominating is easy. Just submit up to 250 words about your volunteer and three words to describe them.

Deadline: Friday 9 May, 5pm.

- The award recognises an outstanding contribution to culture for a volunteer who has gone above and beyond their role.
- Open to residents of East Devon who perform a volunteer role benefiting the arts and culture sector in East Devon.

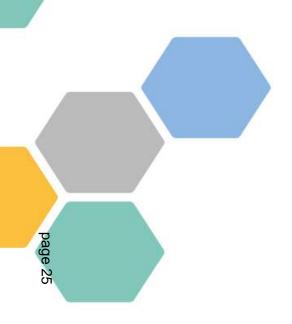












CREATIVE EAST DEVON FUND FAQS

What is the Creative East Devon Fund?

The Creative East Devon Fund (CEDF) provides discretionary financial support to local art and culture initiatives and projects that can demonstrate a commitment to developing the East Devon Cultural Strategy. This scheme is funded by the UK Government through the UK Shared Prosperity Fund.





Round 2 (2024 - 25):

Alright Mate? CIC: Blind Spot (£1495)

Two performances of Blind Spot, a pop-up comedy show performed in a car, will be performed at the Dog and Donkey in Budleigh on 28 & 29 March 2025. The script was developed through interviews with men in Devon, using humour to explore some of the roadblocks that men face when trying to open up about their feelings. The public performances are used as a conversation starter to engage the wider general public, to reduce stigma & barriers to engaging with the arts and to normalise conversations about men's mental health.

For the Love of a Railway: Celebrating the Legend of Lyme Billy (£2784)

A new visitor centre, previously an empty shop in Axminster, now hosts a model of the famous old Axminster to Lyme Regis Railway as its centrepiece. The grant will go towards creating the Lyme Billy Lounge – a flexible space that is capable of converting quickly from a work area to a comfortable lounge for presentations and meetings and will also 'Celebrate the Memories' – bringing many golden memories to the surface, ensuring that an important slice of social history is properly recorded and made fully accessible.

^{on}Sustainable Project Live CIC: SPL Community Radio (£2700)

This project will establish a community radio station to serve as a platform for local musicians and DJs to showcase their music and upcoming events, while also spotlighting touring acts performing in Seaton and neighbouring areas. Although the primary focus is to support the local music scene, the radio station will also serve the community: disseminating local news and information, and providing a platform for organisations to collaborate with the community and connect with a wider audience by engaging with residents. Operated by volunteers, the station encourages local people with ideas for shows to participate in the station's activities.

<u>Dreadnought South West CIC:</u> East Devon Women and the Sea (£3000)

An opportunity for local women to learn how to make a podcast and audio content for digital broadcasting, exploring their relationship to the sea around them in Exmouth. A call out will be made in Exmouth to two initial groups as an early stage exploration for this work, including wild swimmers and climate change activists. There will be three open days for workshops, skills sharing, storytelling and sharing audio content. Listen out on Phonic FM Exeter's Community Radio on International Women's Day, 8 March 2025, where the stories will be shared.

DAISI: Arts Workshop Subsidy for Schools - East Devon

Daisi's purpose is founded upon the evidenced benefits to children and young people of having the opportunity to work alongside a professional artist. Many young people do not have access to the arts either in school or in their local youth setting. This grant will support the delivery of seven workshops in visual arts and music led by local, highly experienced and inspirational artists to East Devon schools.

Sidmouth School of Art: Sidmouth Sensory Garden Outdoor Art Space (£2800)

This project is to create a new art space venue, featuring reusable gabion baskets to display micro artworks, and support costs of the first exhibition by JJ Waller of the Sidmouth Your Town My Town photographic collection. The exhibition will consist of portraits of community groups celebrating the diversity of civic groups who are the fabric of our community.

Villages in Action: Get Together (£2805)

Working with Honiton Memory Café, TRIP, Devon Music Education Hub and Bournemouth Symphony Orchestra, the project will deliver 4 accessible daytime concerts for people with dementia and their carers through what are considered the most miserable months of the year. Villages in Action will recruit emerging musicians aged 18-25 who will receive mentorship alongside paid performance opportunities to develop their musical practice to be more accessible, inclusive and influenced by audiences with dementia.

B Sharp: Journey Songs (£2958)

The project will enable children and young people in Seaton to write and perform their own original music, based on the culture and natural environment of their local area, with and for their community. The music will be inspired by a Seaton Tramway ride, and bird migration at Seaton Wetlands with support from Tramway volunteers and East Devon education rangers. Children, workshop participants and Seaton Acapella community choir performed the pieces at Seaton Tramway on 24 October 2024.

One Small Barking Dog: Exmouth Film Festival (£1430)

Funding will create an exhibition of local archive films, "Exmouth on Film" about the town, alongside film posters / memorabilia from films and TV shows filmed in Devon, hosted at Ocean, Exmouth 16 – 20 November 2024 as part of Exmouth Film Festival.

Four of Swords: Immersive Theatre School (£1225)

Building on the success of last year's Immersive Theatre School at Beer Quarry Caves, this funding will create x3 bursary placements for young people who would normally be unable to access the activity due to their socio-economic backgrounds, offering a unique activity to develop their skills in theatre and art.

Sidmouth Folk Festival: Free Folk for Families (£2000)

For 2024 all the Children's Festival events at Peacock Lawn/Blackmore Gardens will be free. 100+ workshops bringing young people together creatively, some of which progressively lead up to main stage showcases and engage with the wider festival (2–9 August). The aim is to make the festival more affordable to local families and creatively engage with more young people.

<u>Creative Beings CIC</u>: Biocycles By The Grove (£3000)

"When the giant tree falls in the forest, it lets in light that spurs a thousand seedlings."

This integrated arts project through workshops, soundscape and dance explores how an ending can be a beginning. Movement workshops will take place in Poltimore House Gardens on 27 + 28 August 2024. This pilot project will develop and test a creative intervention / provocation that can then be refined and scaled-up for touring around East Devon in 2025 and beyond.

Budleigh Salterton Literary Festival: Words on Wildlife (£1680)

Free, family fun offered in and around the mini marquee during the festival weekend (21-22 September,). Celebrating this year's theme of wildlife, come and discover a range of activities for all ages based around nature and the natural world. There will be craft with artist Anna Fitzgerald, storytelling with Jo Earlam, facts to discover and the chance to plant your own seeds and test your knowledge of our wonderful world of birds, insects and animals. Drop in – no need to book!

The Lympstone History Society: Lympstone Legends (£1000)

"About the village, by the village, for the village."

A specially commissioned, community musical with dramatized narration, based on the rich and varied history of Lympstone village over the past 800 years. This will be performed in June 2025.

Telling Our Stories: Artist Commission (£1350)

Telling Our Stories aims to unearth Honiton's multicultural heritage with stories, and interviews. This funding enables an artist commission to run schools' workshops in Honiton library to create an artwork/s, inspired by the collection of stories. It will be presented at the final project exhibition at Thelma Hulbert Gallery in November 2024.

Sigmouth Science Festival: Sidmouth Science Festival 2024 (£1000)

"Exciting curiosity in people to explore Science in their lives"

The festival (4-13 October) inspires and educates the community about how science, technology, engineering and mathematical (STEM) disciplines impact our everyday lives by integrating art, music, comedy and drama with serious technical events.

The Arkham Dispatch: Devonshire Shadows: a Lovecraftian mystery game evening (£3000)

The Arkham Dispatch is a thrilling mystery subscription leading to a Lovecraftian-style adventure set in 1930s Devon. Monthly subscribers receive a mysterious envelope with clues and puzzles to reveal a chilling historical tale. Funding will enable a "play-test" prequel to a longer game blending in-person and digital experiences for local residents and gamers. Participants will play and help develop a unique game tailored with local East Devon references. The project will connect local creatives with local audiences and allow networking opportunities for local role-playing, gaming community.



GENERAL NEWS

EAST DEVON MUSEUMS TO BENEFIT FROM GRANTS FOR DIGITAL EQUIPMENT

4th March 2025

ACED is pleased to announce that the following East Devon museums will benefit from grants totalling £2,800 to provide much-needed digital equipment:

- Axminster Heritage Centre
- Exmouth Museum & Heritage Centre
- Ottery St Mary Heritage Museum
- Seaton Museum
- Sidmouth Museum
- Whimple Heritage Centre

The money will go towards equipment including humidity and temperature sensors, audio and camera equipment as well as display screens. These items will enhance the quality and appeal of collections making them more accessible for all to enjoy.



Discover the best of culture across East Devon



For an up-to-date list and more info, please scan the QR code or visit eastdevonexcellence.co.uk/culture







© Four of Swords theatre performance at Beer Quarry Caves

Explore our award-winning festivals, heritage, galleries, theatres, music and experiences.



For an up-to-date list and more info, including where to stay and eat, please scan the QR code or visit eastdevonexcellence.co.uk/culture

CREATIVE HUBS

- Beehive | EXI4 ILZ
 - Award-winning community venue hosting performing arts, visual art exhibitions & live events.
- Community Waffle House | EX13 SAP
 Weekly live music & events programme designed to spark
 conversation & create connection.
- Creative Beings | EX14 3PJ Sustainable social enterprise that runs creative courses, wellbeing projects & events in nature.
- East Devon Art Academy | EX10 8LS Year-round art workshops by local, national & internationally renowned artists.
- Poltimore House | EX4 0AU
 Historic 18th-century country house hosting various cultural events throughout the year.
- River Cottage HQ | EXI3 8TB

 Creative workshops, cookery classes, and a café, all in the heart of the foodie HQ.
- School of Art and Wellbeing | EX14 9TT Art classes, workshops & events set in 15 acres of wild meadows, gardens & orchards.
- The Old Kennels | EX14 4RW
 Offers a wide & eclectic mix of art courses & creative experiences.
- Westpoint Exeter | EXS IDJ
 Venue hosting year-round events from concerts to the renowned Devon County Show.

- Devon Open Studios | MULTIPLE LOCATIONS

 Annual exhibitions through September welcoming visitors to engage with a range of artists across Devon.
- Libraries Unlimited | MULTIPLE LOCATIONS
 Hosting cultural events in Axminster, Budleigh Salterton,
 Colyton, Exmouth, Honiton, Seaton, Sidmouth & Ottery St Mary.
- Villages in Action | MULTIPLE LOCATIONS

 Brings live performance, arts & cultural events to rural communities across Devon.

FESTIVALS

- Beautiful Days | EXTLILU Family friendly, weekend camping music festival offering entertainment across six stages. | AUGUST
- Budleigh Music Festival | EX9 6LT Celebrates some of the finest classical musicians in the world – in piano recitals, choral groups, string quartets. | JUNE - JULY
- Budleigh Salterton Literary Festival | EX9
 Outstanding SW literary festival with a varied programme of authors, broadcasters & poets. | MARCH & SEPTEMBER
- Exmouth Festival | EX8

 A free summer festival celebrating local talent & international culture across music, theatre & science, | JULY
- Hot Pennies Festival | EX14 IDG 13th-century-old tradition with a procession & fair where 'hot pennies' are thrown to the gathered crowds. | JULY
- Ottery St Mary Carnival & Tar Barrels | EXI | Internationally renowned, 17th-century tradition of flaming tar barrel procession on Bonfire Night. | NOVEMBER
- Sidmouth Folk Festival | EX10
 A summer festival showcasing the very best in folk music, dance & song since 1955. | JULY AUGUST
- Sidmouth International Jazz & Blues Festival | EX10 A festival presenting the best in Jazz, Swing, Blues, Soul, Funk, Latin & Cuban music. | MAY
- Sidmouth Sea Fest | EX10
 A coastal community celebration with dance, live music & art, promoting environmental awareness. | MAY



Exmouth Festival



Thelma Hulbert Gallery, photo credit Simon Tutty

GALLERIES

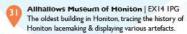
- Ark Pottery | EXTLIPY
 Studio displaying a range of handmade pottery. Book the pottery wheel and make your own pot.
- Kennaway House | EXIO 8NG
 Historic Regency mansion at the heart of Sidmouth offering art exhibitions & various events.
- 21) Marine House at Beer | EX12 3EF Showcases original paintings, limited editions, ceramics, studio glass & sculpture of South West artists.
- Sea Dog Art | EX8 IPB

 A unique gallery & community hub. With High Tide cafe providing refreshments and Temple Bar cocktails.
- Sidmouth Wallspace Public Art Gallery | EX10 8BW Billboard near the Ham which features changing art displays by Sidmouth School of Art.
- Theima Huibert Gallery (THG) | EXI4 ILX Award-winning public art gallery hosting an inspiring programme of contemporary art & craft exhibitions.

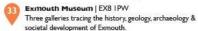
HERITAGE

- A La Ronde, National Trust | EX8 5BD A unique 16-sided house, featuring a 200-year-old shell gallery.
- Beer Quarry Caves | EX12 3AS Historic 2,000-year-old caverns, home of the famous Beer stone, hosting immersive theatre performances & concerts.
- Branscombe Forge, National Trust | EX12 3DB Discover an 18th-century thatched working forge & restored watermill, managed by the National Trust.
- Cadhay | EXTT | QT Historic Tudor Manor House & beautiful gardens. Open to the public on Fridays, May - September.
- Killerton House, National Trust | EX5 3LE Georgian house & grounds of 2,600 hectares, home to the National Trust's biggest fashion collection.
- Seaton Tramway & Jurassic Discovery | EX12 2WD Explore the Axe Valley on heritage trams & visit the immersive exhibition featuring lifelike animatronic dinosaurs.

MUSEUMS







Fairlynch Museum | EX9 6NP
Celebrating East Devon's heritage, it hosts nationally important costume & geological collections.

Micro Museums of Contemporary Art & Antiquities | EX10 8XR Discover exhibitions in two telephone boxes in Market Square curated by Sidmouth School of Art.

Ottery St Mary Museum & Heritage Centre
| EXIT IUF Celebrates the rich history of Ottery St Mary
over the last 2,000 years.

Seaton Museum | EXI2 2LD
Collection of artefacts & photos about the lives of local people from prehistoric times till today.

Sidmouth Museum | EX10 8LY Jurassic coastline, geology, archaeology, lace & social history collections, new displays every year.

Sidmouth Toy & Model Museum | EX10 8ND Unique collection of vintage & modern toys, models & memorabilia for the whole family.

Whimple Heritage Centre | EX5 2TA Devon's only cider museum, celebrating the history of the village & cider-making.

THEATRES & MUSIC

Axminster Guildhall | EXI3 5NX
Entertainment venue in the heart of Axminster specialising in wellbeing classes & nightly entertainment.

Exmouth Pavilion | EX8 2AZ

Seafront located theatre, offering a diverse programme of events including musicals, comedy & ballet.

Manor Pavilion Theatre | EX10 8RP
Theatre showing a wide range of entertainment: plays, musicals, dance, lectures, circus & comedy.

Otterton Mill | EX9 7HG
Historic working watermill. The site features a gallery & hosts live music events.

The Gateway Theatre | EX12 2LE Home to performing arts, live music, films & community activities in a fully accessible venue.



© Sidmouth International Jazz & Blues Festival

VINEYARD EXPERIENCES



17-acre farm with award-winning cafe, orchards & kitchen garden. Hosts vineyard tours & tastings.

Tity Farm Vineyard | EX9 7AH
Family-run, producing award winning single vineyard wines.
Cellar door open all year. Tours available Spring/Summer.

48 Lyme Bay Winery | EXI3 7PW
The Cellar Door offers tasting experiences from a range of international award-winning English wines.

49 Lympstone Manor | EX8 3NZ Grade II listed Georgian manor. Vineyard tours run May -September with Michelin star or casual dine lunch.

Pebblebed Vineyard | EX3 0QH Rare single estate producer: Vineyard tours & tastings run May - September:

FOOD FESTIVALS - MULTIPLE LOCATIONS

Eats Boutique

Pop up street food markets across East Devon on a Friday evening. | MAY - SEPTEMBER

Gate to Plate

Bringing the best West Country food & drink producers & artisans together in town centre festivals in Axminster, Exmouth & Honiton. | APRIL - OCTOBER

Taste East Devon

Local food & drink festival showcasing the region's best producers, chefs, restaurants & venues. | SEPTEMBER

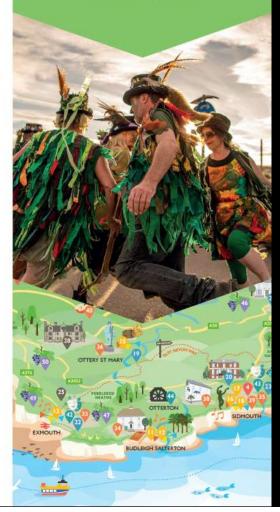


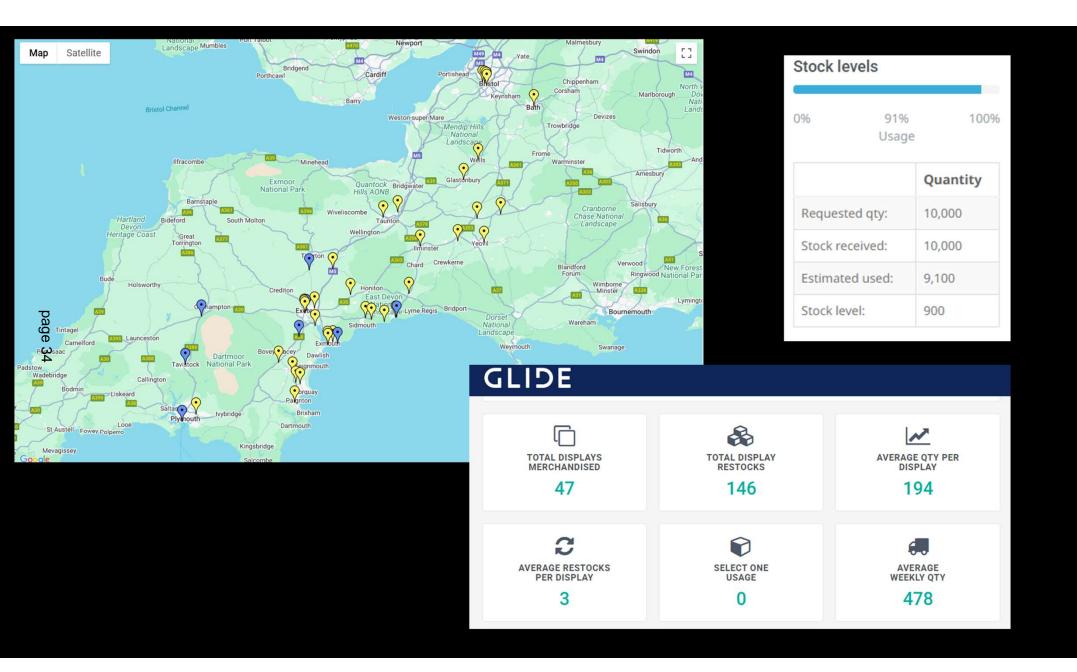


This project is funded from the UK Government through the UK Shared Prosperity Fund.

Front oover image: Sidmouth Folk Festival © Kyle Baker Photography

East Devon Discover the best of culture













Y4 UK SPF Cultural Programme

Item/Activity	Description	Cost	
Creative East Devon Fund	Grants between £500 and £3,000 to ACED members for activities aligning with the Cultural	£20,985	
ACED Network	Strategy. Maintain the ACED website, ACED Volunteer of the Year Award and deliver ACED Network meeting x3 times a year (venue hire and refreshments)	£2,000	
Screen Devon	Development of a regional screen agency to support the local film industry and emerging talent.	£10,000	
Villages in Action	An uplift to EDDC's core contribution to enable the recruitment of a Culture Network Lead for the area.	£5,000	
Total			



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Agenda Item 6

Arts and Culture Forum East Devon

Villages in Action

April 2025
Mair George, Creative Director

	April 2023- March 2024		April 2024- March 2025	
	Devon-wide	East Devon	Devon-wide	East Devon
Box office income	£15,302	£5,624	£16,283	£4,543
Other community fundraising	Average of £70.19 (all events)		Average of £132 at East Devon events	
Audience attendances	1496	645	2134	589
Nuraber of performances	25	10	56	16
Participant attendances	519	203	245	164
Number of participatory sessions	18	13	15	6
Number of artists engaged (paid)	n/a	n/a	88	27 IN NUM

What East Devon audiences

Exceptional!! I generally avoid this type of thing but I came to support a friend and was totally blown away!!

Villages in Action is a crucial part of a small village life in deepest Devon

THE ARTISTS ARE INCREDIBLY TALENTED, WE
WERE SO IMPRESSED

This was a magnificent and very moving show and was amazing to see it in the wilds of rural Devon!

twas a well put together, thought provoking cresentation and I felt privileged to see it in a local village hall

Professional sleek performance. absolutely brilliant fascinating event, so imaginative

Absolutely incredible show. 10 out of 10

Villages in Action is clearly a very valuable social asset

What talent! Thank you for such a stunning, moving show!

So pleased to be able to see this and that it was being put on at a local, rural venue within a 20 mins drive (rather than having to commute to a larger city). Please keep bringing theatre and art to rural spaces.





















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The Get Together

Looking ahead



Recruitment of the East Devon network lead (2 days/ month)



Summer performance programme



From Devon With Love (First Steps Touring) bursary

Create Tour Connect commission

EAST DEVON CULTURAL STRATEGY - OUR GOAL IS THAT BY 2031:

- 1. East Devon's cultural offer is perceived by residents as high quality, interesting, fun, relevant, accessible and well-promoted
- 2. Residents who have taken part in cultural activity feel that their health, happiness and wellbeing have improved as a result
- 3. Children and young people across the district feel they have ample opportunities to take part in cultural and creative activities
- 4. More people work in the cultural and creative industries in East Devon, backed up by more training, skills and pathways to employment
- 5. Cultural organisations, artists and creative businesses feel connected, resilient and creatively ambitious (professional and voluntary sectors)
- 6. Investment into arts, museums and heritage through earned income, grants, sponsorship and philanthropy has increased
- 7. The number and diversity of visitors, audiences and participants in culture and creative activity in East Devon has increased
- 8. Culture is helping to tackle the climate emergency

We would be grateful if you could help us track progress by completing the following questions, if relevant, using quantitative and qualitative data, for activity between April 2024 and March 2025. Please keep answers to a maximum of 200 words.

1. Please provide a brief summary of your work this financial year.

- We are still here and receiving ongoing funding support primarily from Arts Council England through their Project Grants strand of funding, despite reported success rates of 14-19%
- Hosted 56 high quality arts performances for 2134 live audiences with 15 participatory wraparound activity sessions
- Collaborated with 42 co-curators in developing our responsive programme of activity
- Delivered a really successful programme of daytime gigs for seniors where young musicians were paid for their performances. This project was delivered in partnership with regional and community organisations (match funding from our ACE project grant/ regular funding allowed us leverage additional funding from the CEDF to make this project a reality)
- Completed our annual Ripple Effect Mapping cycle, we have launched Rural Reflection sessions for artists particularly aimed at those who are disabled, from the Global Majority or aged under 30. We know that we're having an impact on artists' perceptions of rural venues as seen in the following example 'The opportunity to reach remote and geographically marginal communities and audiences, as an artist who also falls into that category is valuable to me as I develop my career. It enables me to form bonds with people and build my fanbase, developing connections that are tangible in my online community growth and that is all invaluable as an act trying to cultivate a presence in this era. Having paid opportunities to perform enables me to reach out to new audiences in areas where people don't always have access to cultural experiences, during an era where venues and perfomers [sic] can't afford to shoulder the risks of hosting such events independently. Ultimately, I feel that





organisations like Villages in Action are helping to keep the arts and performance scene, grassroots venues and cultural experiences for remote audiences alive when they're under serious strain. Thank you so much for the opportunity to share this work.'

2. How are you tracking if audiences are finding your work high quality, interesting, fun, relevant, accessible and well-promoted? What feedback have you had?

We ask audiences to complete a Post Event Audience Survey in a variety of paper and digital forms. There are a number of demographic questions alongside freeform response boxes that encourage more detailed responses.

We know that audiences hear about events from a range of sources with both offline/ print/ in person promotions (55%) as well as digital promotions (45%) being important in the mix.

This year we have begun to refine the gathering of qualitative data so that we can capture the opinions of audiences and participants who don't normally engage with written or demographic forms (eg. under 18s, over 80s). We have been encouraging post-event conversations with the network, either with the local volunteer curators or Creative Listeners who are engaged to have more meaningful conversations with those in our audiences who want to tell us about connections they have made, skills they have developed or insight they have gained.

Some examples of the feedback we have received concerning the quality, how fun/interesting/relevant, the accessibility and promotion of events seen below:

What talent! Thank you for such a stunning, moving show!

Brilliant, relevant performance; well done

Villages in Action is a crucial part of a small village life in deepest Devon

Absolutely incredible show. 10 out of 10

The artists are incredibly talented, we were so impressed

A stunning original piece! Thank you so much

Villages in Action is clearly very valuable social asset

Professional sleek performance. absolutely brilliant fascinating event so imaginative

This was a magnificent and very moving show and was amazing to see it in the wilds of rural Devon!

Exceptional!! I generally avoid this type of thing but I came to support a friend and was totally blown away!!





So pleased to be able to see this and that it was being put on at a local, rural venue within a 20 mins drive (rather than having to commute to a larger city). Please keep bringing theatre and art to rural spaces.

It was a well put together, thought provoking presentation and I felt privileged to see it in a local village hall

3. What evidence do you have that your audience's and volunteers' health, happiness and wellbeing have improved as a result?

We ask all volunteer promoters to complete a post event form where we ask them about successes and challenges. We know that in previous years our promoters have sometimes been disappointed audience attendance numbers (especially when they're new to promoting), however the data shows us that less than 12 hours of volunteer time per event will not result in good attendances overall, so we're able to share this with new promoters when we engage them so that they have a realistic view of what they need to put in. We feel this has definitely led to a sense of improved happiness as they are less worried about failing and living up to expectations.

We do not monitor audience wellbeing, health or happiness as most of our projects are only in place for 1 evening and improved happiness and wellbeing is not a metric that we're always wanting to track, given that we want our work to challenge as well as entertain audiences.

4. How many children and young people (under 25) have been able to engage with your offer?

On average across all our performances, 25% of our audiences are made up of young people aged between 0-25 (this is an increase from 22% in the last year). This figure is based on a post event form completed by volunteer promoters or paid members of the ViA team.

5. Have you been able to offer job opportunities in the cultural and creative industries? Or training, skills and pathways to employment?

As part of the Get Together project we have employed 4 young musicians as musicians for daytime performances, as well as receiving mentorship from Bournemouth Symphony Orchestra and Devon Music Education Hub. Additionally we have been able to employ local co-curator Wendy Van Der Plank to project manage.

We have employed 88 performance artists over the last 12 months across our programme.

6. Which partnerships (eg: cultural organisations, artists or creative businesses) have been key to building your resilience and creative ambition?





BSO, DMEH and grassroots organisations involved in the Get Together project - as mentioned in the report for CEDF funding.

We are continuing to build on talent development collaborations with the University of Exeter, Doorstep Arts and Exeter Northcott Theatre, recently launching a First Steps (Touring) bursary and programme of support for artists making performance work for young audiences.

7. Has the funding from East Devon District Council helped you leverage increased funding?

Yes, we are confident that being able to demonstrate Local Authority financial support increased our chances of success when applying for project grant funding from Arts Council England (£83,010. Oct 2024-Sept 2025).

8. How many visitors/audiences/participants in East Devon have you reached this year? And how does that compare to last year?

	April 2023- March 2024		April 2024- March 2025	
	Devon-wide	East Devon	Devon-wide	East Devon
Box office income	£15,302	£5,624	£ 16,282.98	£ 4,542.71
Other community fundraising	Av. £70.19 across all events		Av £132 at E. Devon events	
Audience attendances	1496	645	2134	589
Number of performances	25	10	56	16
Participant attendances	519	203	245	164
Number of participatory sessions	18	13	15	6
Number of artists engaged (paid)	n/a	n/a	88	27

9. Are you monitoring diversity, equality and inclusion in your audiences and cultural teams? For example do you have a breakdown of your work force/audiences by age groups, ethnic groups, disability, sexual orientation and gender?





Creative specialists (including artists) across all our strands of work identify in the following ways:

Gender: Female (66%), Male (33%)

Sexual Orientation: Heterosexual (50%), Bisexual/ pansexual (17%), Homosexual (17%), Prefer not to

say (17%)

Disability/ long-term health condition and/or Neurodivergence: No (75%), Yes (8%), Prefer not to

say (17%)

Audiences

Age: 0-12 (19%), 13-19 (4%), 20-29 (3%), 30-39 (11%), 40-49 (16%), 50-59 (12%), 60-60 (18%), 70+

(13%)

Gender: Female (59%), Male (34%), Non binary (2%), Prefer not to say (5%)

Ethnicity: White British (89%), Black/Black British (2%), Any other white background (3%)

10. How has your work helped to tackle the climate emergency? Are you monitoring the environmental impact of your work?

We monitor how artists and audiences and arrive to rural venues:

- Artists/ specialists: Driving alone (50%), Car share (42%) and public transport (8%)
- Audiences: Driving alone (23%), Car share (55%) and walking (21%)

We also programme work that has environmental themes, and that aims to address issues of climate change, environmental sustainability and lifestyle impacts on the environment. We aim to select work that is not preachy in its tone, but instead aims to raise awareness or to encourage genuine conversation centering rural perspectives around the conviviality of our agricultural residents alongside those who are nature-protectionists.

11. What challenges have you faced in the last year?

Securing funding continues to be a challenge, and expectations from some funders that audience and participant numbers will continue to grow despite reducing (arts and cultural) sector support alongside increasing costs can be difficult to manage. Continuing with sector-wide themes, the indecision of ACE in terms of issuing its ongoing NPO guidelines and timeframes (with a delay announced last week until after the ACE government review) has been difficult to navigate from an organisational perspective.

The lack of longer-term planning at all levels (local, regional and national) has meant that we are seriously looking to diversify our earned income potential and will spend the first half of 2025-26 reaching out to small businesses working in rural Devon to ensure we're combining forces at events where possible to ensure local resilience into the longer term.







About Museum Development South West

Museum Development South West (MDSW) works with, and for, the museum and heritage sector in the South West of England to effect positive, lasting change and deliver public value. Supported by Arts Council England and 20 contributing Local Authorities and support partners, we create opportunities which build confidence and skills, encourage innovation, and celebrate our heritage and culture for approx. 300 museums within the Arts Council Accreditation Scheme. An established programme with a track record of delivering museum development services since 2006, the current programme is funded until 2024-26 with an extension to 2027.

What we do

We provide trusted, local and relevant development services to support museum and heritage organisations to improve, innovate, collaborate and celebrate. Read more about <u>our work here</u>

Our **2024-26 Programme prospectus** provides an overview of the services and activities we'll be delivering over the next two years, **read it here:** 2024-26 Programme Prospectus.

Our work in East Devon in 2024-25 Q1-3

In 2024/25, so far, as the financial year has not yet closed and so these numbers will increase as we process the final months of activity, museums within East Devon have engaged in the following Museum Development South West support:

- Advice and support from the local place-based Museum Development Officer
- Two museums accessing Technical Accreditation Advice
- 20+ instances of Specialist Development Services in Conservation Development and Collection Care
- Ongoing programme development support from Sustainable Volunteering Officer
- 11 delegates attending 8 different training opportunities across wide range of topics

Access to specialist and technical support – Conservation and Collections Care (Q3)

Museums across East Devon (Sidmouth, Whimple, Axe Valley (Seaton), Exmouth, Sidmouth Toy and Model) have accessed a wide range of specialist advice and support in Conservation and Collection Care illustrated by the following specific support in Q3 Oct – Dec 2024:

- Bespoke training on Temperature and Relative Humidity management in museums
- Free supplies to enable marking and labelling of museum objects
- Provided, services and download of software for 'Tiny Tags' to monitor environment
- Support to access a loan mannequin for display
- Documentation advice for entry forms
- Conservation advice to protect a carved oak table

Access to specialist and technical support – Sustainable Volunteer Development

Exmouth Museum was one of ten museums across the South West to secure a place on Volunteering Fit for the Future programme in the previous year 2023/24. Building on this investment Exmouth Museum has continued to work with the Sustainable Volunteering Specialist Officer to develop their volunteering policies and contribute to the national Volunteers Week in June 2024.

Building Capacity through Skills Development and Training - April - Dec 2024

Museums across East Devon engaged in Museum Development South West free to access training opportunities: 7 x Volunteers, 1 x Paid Staff and 3 x Others engaged in 11 training places in the SW Museum Skills Programme across a wide range of topics:

- Safeguarding Essentials,
- Foundations of Equality, Diversity and Inclusion,
- · Creating a Learning Offer for your museum,
- Rethinking Cataloguing,
- · Collections Management for Trustees,
- · Collections Review,
- Improving and Organising Collections Storage,
- Introduction to Hazards in Collections.

The programme included access to national training providers Collections Trust as well as specialist commissioned trainers funded by Museum Development South West. These delegates were from museums across East Devon including Axminster Heritage Centre (6 delegates) Exmouth Museum (2), Whimple Heritage Centre (1) Killerton (1) and Axe Valley Heritage Museum (Seaton) (1).

Connected and Networked: the Devon Museum Development Officer (MDO) has provided general support and advice offered to all museums with regular updates on opportunities to engage in SW Museum Development programmes and activities. The MDO has coordinated the East Devon Museums Group Meetings held in January 2024 at Ottery St Mary Heritage Museum, May 2024 at Whimple Heritage Centre and December 2024 at Sidmouth Museum. The MDO is also the Arts & Culture East Devon (ACED) Museum and Heritage Champion supporting museums to engage in wider ACED opportunities and programmes.

Accreditation: The MDO has provided bespoke Museum Accreditation support to Axe Valley Heritage Museum (Seaton) on the eligibility process. Technical Accreditation advice was provided by our MDSW consultant to review the governing documents of Axe Valley Heritage Museum in support of their application for eligibility of the UK Museum Accreditation Scheme. Two further museums, Whimple Heritage and Exmouth Museums governance documentation was also reviewed by the Technical Accreditation advisor to support their eligibility process for Museum Accreditation.

Investment: Support and advice with grant applications was provided by the MDO to Whimple Heritage and Axe Valley Heritage Museum (Seaton) with multiple instances of support for Arts Council England's National Lottery Project Grant programme for Whimple Heritage. The MDO provided additional support to the East Devon Cultural Producer in development of the grant application for the *Our Wild and Changing Estuaries* Project.

The MDO for Devon is Joanna Cairns, Museum Development Officer

Email: museum.development@bristol.gov.uk **Website:** www.southwestmuseums.org.uk 50

Your investment

Your investment of £4000 per annum directly targets museums that are Accredited and those Working Towards Accreditation in East Devon to access our full range of support services and opportunities such as those described within this report. Your investment forms part of a local network of investment from other Local Authorities in Devon which amplifies the core services provided by Museum Development South West (MDSW) funded by Arts Council England. Each year MDSW secures additional development opportunities for museums through grants and contract income to improve services for audiences and local communities. This Local Authority investment is essential in delivering effective, tailored services that meet the needs of museums in the East Devon and the wider region.



Contact Victoria Harding

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Email: museum.development@bristol.gov.uk
Website: www.southwestmuseums.org.uk
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Museum Development South West

EAST DEVON CULTURAL STRATEGY - OUR GOAL IS THAT BY 2031:

- 1. East Devon's cultural offer is perceived by residents as high quality, interesting, fun, relevant, accessible and well-promoted
- 2. Residents who have taken part in cultural activity feel that their health, happiness and wellbeing have improved as a result
- 3. Children and young people across the district feel they have ample opportunities to take part in cultural and creative activities
- 4. More people work in the cultural and creative industries in East Devon, backed up by more training, skills and pathways to employment
- 5. Cultural organisations, artists and creative businesses feel connected, resilient and creatively ambitious (professional and voluntary sectors)
- 6. Investment into arts, museums and heritage through earned income, grants, sponsorship and philanthropy has increased
- 7. The number and diversity of visitors, audiences and participants in culture and creative activity in East Devon has increased
- 8. Culture is helping to tackle the climate emergency

We would be grateful if you could help us track progress by completing the following questions, if relevant, using quantitative and qualitative data, for activity between April 2024 and March 2025. Please keep answers to a maximum of 250 words.

1. Please provide a brief summary of your work this financial year.

Please see the East Devon MDSW Support Document which sets out the opportunities and engagement of museums in East Devon. Please note the full financial years report is not available until early May 2025 to allow all of the final programme delivery and reporting to be completed and mapped to engagement in local areas such as East Devon.

2. How are you tracking if audiences are finding your work high quality, interesting, fun, relevant, accessible and well-promoted? What feedback have you had?

Not applicable

3. What evidence do you have that your audience's and volunteers' health, happiness and wellbeing have improved as a result?

Not applicable





4. How many children and young people (under 25) have been able to engage with your offer?

Because our funding is based on sector support and we are not audience facing, we cannot report on audiences for the museums we support.

However through our Annual Museum Survey data we can report statistically valid child engagement data for Devon (excluding national organisations in Devon):

- The medium museum visit number for children in Devon in 2023/24 was 754
- The medium museum visit admission charge for a child in Devon was £1.50

It is important to note, museums will have individual approaches to age definitions, many of which inform admissions.

5. Have you been able to offer job opportunities in the cultural and creative industries? Or training, skills and pathways to employment?

Museums across East Devon engaged in Museum Development South West free to access training opportunities: 7 x Volunteers, 1 x Paid Staff and 3 x Others engaged in 11 training places in the SW Museum Skills Programme across a wide range of topics:

- Safeguarding Essentials,
- Foundations of Equality, Diversity and Inclusion,
- Creating a Learning Offer for your museum,
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- Introduction to Hazards in Collections.

The programme included access to national training providers Collections Trust as well as specialist commissioned trainers funded by Museum Development South West. These delegates were from museums across East Devon including Axminster Heritage Centre (6 delegates) Exmouth Museum (2), Whimple Heritage Centre (1) Killerton (1) and Axe Valley Heritage Museum (Seaton) (1).

6. Which partnerships (eg: cultural organisations, artists or creative businesses) have been key to building your resilience and creative ambition?

A key function of the Devon MDO has been to support the museums in East Devon to network across themselves but also across Devon through a variety of geographic and other thematic networks. For example Exmouth Museum, through engagement with the Sustainable





Volunteering Officer has opportunities to network with other participant museums in the Volunteering Fit for the Future programme.

7. Has the funding from East Devon District Council helped you leverage increased funding?

Yes. East Devon is one of 22 Local Authorities whose financial support enables the local Museum Development Officer infrastructure. At a regional level, MDSW applies this local authority investment as a contribution to further funding bids beyond the core Arts Council England programme funding. In 2024/25 MDSW was successful in securing £31,500 from Art Fund in small grant investment, meaning we had £31,500 more in our £130,000 grant pot to distribute in small grants as well as landing a £181,000 grant from the Heritage Fund to deliver the Travelling Together EDI programme Growing Together - Museum Development South West which significantly enhances museums in East Devon's access to EDI capacity building opportunities and peer networks to support them across all areas of EDI, from diverse volunteer recruitment to making their museum sites and programmes more accessible.

Growing Together Peer Networking Opportunities - Museum Development South West

8. How many visitors/audiences/participants in East Devon have you reached this year? And how does that compare to last year?

Because our funding is based on sector support and we are not audience facing, we cannot report on audiences for the museums we support.

However through our Annual Museum Survey data we can report statistically valid visitor data for Devon (excluding national organisations in Devon):

- The medium visit number for a museum in Devon in 2023/24 was 5,160
- This means visit numbers are up 8% on the previous year 22/23
- However visit numbers are down 2% on pre-pandemic levels 2019/20

It is important to note, the South West visit numbers are recovering better than the England level, and smaller independents are recovering visit numbers in comparison to larger sites, particularly those that are in Local Authority governance.

9. Are you monitoring diversity, equality and inclusion in your audiences and cultural teams? For example do you have a breakdown of your work force/audiences by age groups, ethnic groups, disability, sexual orientation and gender?





Whilst it is not possible to answer on behalf of the beneficiary museums, it is possible to provide a South West context enabled by the Annual Museum Survey (Page 12) Annual Museum Survey 2024 - South West Reporting - Museum Development South West. In 2023-24 52% of museums do not collect any equality and diversity information about staff or volunteers, this is lower than England which is 56%.

Importantly, given the propensity of museums in East Devon, and the wider South West (39% compared to 33% nationally), to be predominantly if not wholly volunteer run:

• 59% of museums do not collect any equality and diversity information about volunteers compared to 66% across England.

So in summary we can see that museums in the South West are performing better than the national level and we are confident that the Museum Development South West's focus on Equality Diversity and Inclusion capacity building programme is having a positive impact.

We have secured over £400,000 from the Heritage Fund to run programmes which included the development of free to access, self-led eLearning Travelling Together: Welcome page - Travelling Together: The Equality, Diversity and Inclusion Road Map; six modules which address Accessibility, Leadership, Policy, Recruitment, Evaluation and Embedding EDI practice.

10. How has your work helped to tackle the climate emergency? Are you monitoring the environmental impact of your work?

As MDSW, being an Arts Council NPO, we operate Julie's Bicycle reporting but also have a green policy which sets out operational carbon footprint guidelines to vegetarian/vegan, online delivery where possible and public transport accessible venues for any of our events.

For the sector we invest in a free programme of Carbon Literacy Trust training (in each quarter of each year) alongside free certification, networks to support museums share green practice and work together on innovation. There is also an approach to sustainably through the Train the Trainer programme and support for implementation. Our grant processes also encourage environmental responsibility by considering the environmental impact of funded activity as well as positively weighting projects which progress positive environmental awareness for the organisation and its audience.

Please see here for the current training which is provided for 2024 - <u>Skills Training - Museum</u>

<u>Development South West</u>

Seeds for Action: In Focus – Journey to Net Zero - Museum Development South West

May Carbon Literacy Course - Museum Development South West

Seeds for Action – Connect & Co-Work May Session - Museum Development South West





<u>Carbon Literacy for Museums: June Trainer Support Session - Museum Development South</u> West

July Carbon Literacy Course - Museum Development South West

Seeds for Action – Connect & Co-Work July Session - Museum Development South West Seeds for Action – Connect & Co-Work September Session - Museum Development South West

<u>Carbon Literacy for Museums: September Trainer Support Session - Museum Development South West</u>

11. What challenges have you faced in the last year?

Challenges that remain within the sector are around financial resilience and workforce capacity. These are challenges at a local level presenting consistently across England. The evidence for these challenges are set out clearly in our Annual Museum Survey Annual Museum Survey 2024 - South West Reporting - Museum Development South West

65% of museums across England reported an increase in expenditure and, whilst museums have made strong progress in increasing earned and contributed income (especially in onsite donations) this positive progress is outstripped by the accelerated impact of inflation on operational costs such as energy, services and supplies.

An emerging challenge is Local Government Reorganization and Devolution which are being developed at pace. There remains a weakness in the policy and funding context for both museums (and indeed culture) that is not directly funded or operated by local government as well as a paucity of consideration for the needs and specific context of the rural cultural ecology.





Screen Devon

YEAR 1 - 2

Claire Horrocks, Manager
East Devon | Arts and Culture Forum
16 April 2025



Year 1. Screen Devon is established



"Devon is a place organisations & enterprises can engage with the screen industries by grasping opportunities, progressing creatively and by drawing from a range of skilled people and places."

- Working to establish Devon as a "film friendly" place.
- Logging infrastructure | Crew, Suppliers, Locations
- Understanding workforce capacity | Identifying skills gaps & informing a new programme of skills development.
- Track the economic impact from Screen productions in the region.
- Nurture and support Devon's creative industries | Events, opportunities, connections, networks.
- Aligning cultural strategies | Ensure Devon is not missing opportunities to collaborate, benefit and grow.
- Putting Devon on the map and building a strategy to become recognised as a world class destination.



Year 1. Exmouth Film Festival



"It's a collaborative endevour. You can't just do anything on your own" John Sorapure. Wonka.

Screen Devon collaborated with Exmouth Film Festival to deliver a pop-up industry event. The session included:

- An industry guest speaker, John Sorapure known for their work on Wonka, Paddington and Barbie.
- Info on Screen Devon and our role in the region
- Networking





Year 1. Exmouth Film Festival



5 organisations with East Devon postcodes identified.

Screen Devon followed this up with:

- One-to-one conversations.
- Invite the contacts to join the Screen Devon Crew & Suppliers Database
- Carry out a simple evaluation of the event
- Establish a better understanding of the East Devon Cultural landscape and how to respond.

Headlines from post event outreach:

1 x Discussion for working with East Devon organisation to collaborate

Screen Devon event on creative sustainability

SCREEN

DEVON

Screen Devon event on creative sustainability.

1 x Paid Role opportunty for BFI Short Film

2 x new connections between directors & Producers

Year 1. Exmouth Film Festival

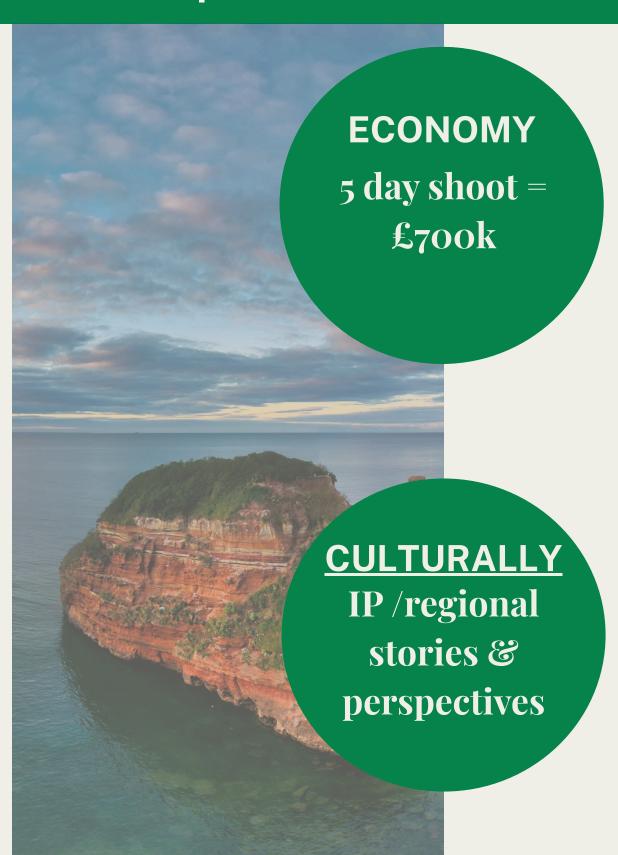


7 enterprises with East Devon postcodes identified.

Headlines from post event outreach:

- Discussion for hosting an industry "Market place" event in the region which will bring HETV and Film broadcasters to the region and connect them with local talent where ideas can be developed.
- 1 x Collaboration platforming their photography across Screen Devon's channels to communicate Devon's landscapes as some of the best film locations in England.
- 1 x Response to a feature film enquiry from an East Devon based
 Producer, offering support in the early stages of production planning.
 SD recommend East Devon locations, crew and connections to the wider network of Devon creatives.
 SCREEN DEVON

Year 1. BECOMING FILM FRIENDLY



To attract more HETV & Film Production SD is working to:

- SD as simple one-stop point of contact to make life easy for visiting productions.
- Be quick to respond.
- Recommendations for simple permits process Devon Wide!
- Easy access to location directories.
- Connect enquiries with local crew and suppliers.

RECCOMENDATIONS:

- Simple Devon wide permits process East Devon already doing an incredible job!
- Screen Devon to help broker new locations and manage private directory.



Year 2 Next steps



1x EVENT

• Demystifying Green Filmmaking tbc

NUMBER OF ORGS SUPPORTED

• 15 | Event / Mentoring / One-to-ones

NUMBER OF ENTERPRISES SUPPORTED

• 15 | Event / Mentoring / One-to-ones

SCREEN TOURISM

Tracking Ripple Effect of films such as SALT PATH

INPUT INTO ECONOMY

Traking data for filming days across the region

COMAPRE

Assess what our neighboursd can do. How do we up our offer?



Thank you.



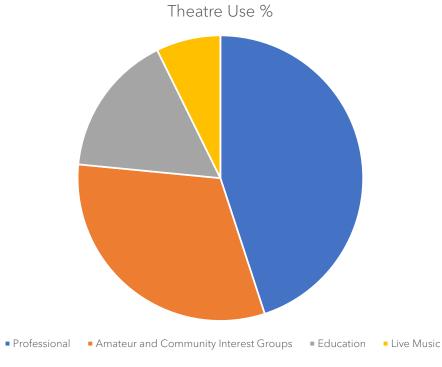


	Theatre Use
Professional	45
Amateur and Community Interest Groups	31.58
Education	16.19
Live Music	7.29

What happens at the theatre?

A **closer look** at theatre usage

oage 66



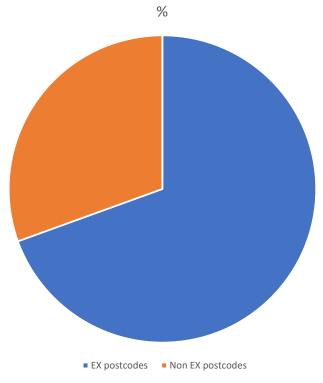




Sidmouth



Where are customers coming from?



	Where are customers coming from? %
EX postcodes	69.48
Non-EX postcodes	30.52



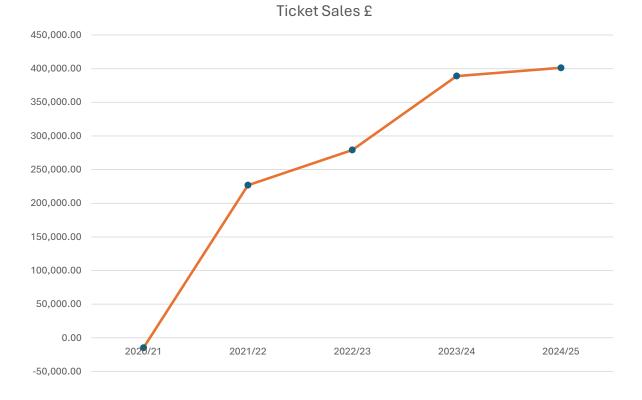
Year	Ticket Sales £
2008/09	87,555.40
2009/10	125,663.50
2010/11	148,760.70
2011/12	134,448.40
2012/13	145,966.70
2013/14	285,329.10
2014/15	296,267.50
2015/16	320,775.00
2016/17	345,443.70
2017/18	340,156.50
2018/19	376,969.00
2019/20	384,656.20
2020/21	-14,611.50
2021/22	226,868.00
2022/23	279,189.00
2023/24	388,991.63
2024/25	401,214.46









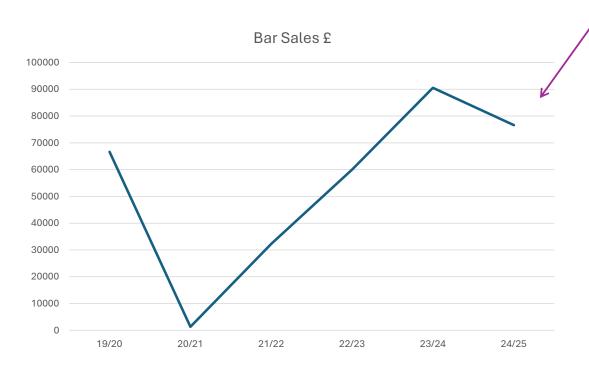




Post Covid audience recovery trend



Year	Bar Sales £
19/20	66612.5
20/21	1317.4
21/22	32262.62
22/23	59988.16
23/24	90480.39
24/25	76590.97







(Closure for building work)

ge 72

MANOR PAVILION THEATRE Sidmouth

Sidmouth Summer Play Festival

We are honoured to be custodians of the Summer Season at the Manor Pavilion Theatre. Working closely with the incredible team at the theatre, we are able to bring *A Class* productions to Sidmouth.

<u>Andrew Beckett - Paul Taylor-Mills Company</u>









THE RESULTS



A Brief Overview

- The survey was open for the month of December 2024
- We emailed The Big Survey to **9,682 people**
- 52% of people opened the email (4,996 people)
- 656 people completed the survey
- The survey was anonymous, and any question could be skipped
- There was also an opportunity to comment at the end

We have a friendliness score of 9.4 out of 10



page 75

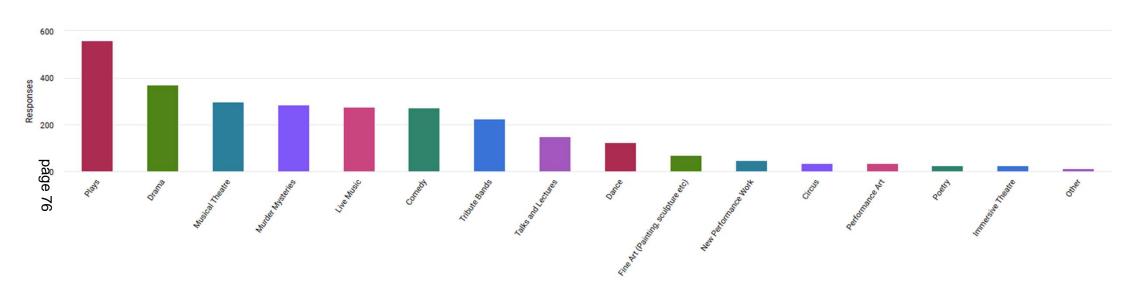
On a scale of 1 to 10, (ten being the highest) how likely would you be to recommend the theatre to a friend

Average score 9.43



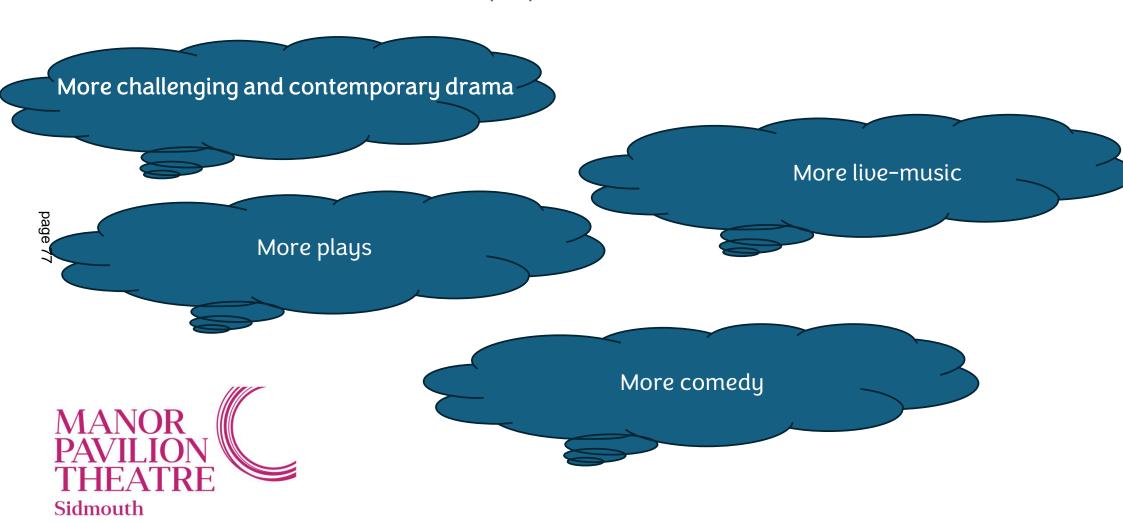


What do people like seeing?





What would people like to see more of?



We asked people what their favourite shows were

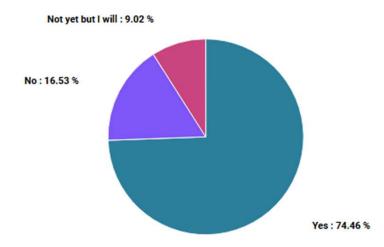
- 1. Summer Play Festival
- 2. Steampunk Orchestra
 - 3. Variety By The Sea
- 4. Christmas Pantomime
 - 5. Tribute Bands



• Do you come to the Summer Play Festival?

The Summer Play Festival

- Most popular fixture
- Most mentions
- Most attended





Box office opening hours

Constructive Criticism

More online advertising and a greater presence on social media are needed

More matinees



The transport infrastructure locally can make it difficult to attend

Improvements to seating and refurbishment is needed

Comments

At the end of the survey there is an opportunity to leave a comment. This was overwhelmingly positive with too many to list them all. Here is a quick look at the stats:

346 Comments in total

Most repeated comments

- 1. ਚੂWelcoming and friendly staff **60 mentions**
- 2. We are lucky to have such a great theatre / it is an asset to the community 52 mentions
- 3. I plan my holiday / I visit Sidmouth because of the theatre **32 mentions** with **6 people** saying it influenced their decision to buy property here!



5 people referred to it as 'The Jewel in the crown' of Sidmouth / East Devon





Looking to the future...

- Refurbishment taking place in the auditorium
- Taking the feedback from The Big Survey to help us grow
- Continuing with the Play Season and developing it (a local writer is writing a book about it too)
- New comedy nights as requested by the public
- More contemporary drama as requested
- Continue longstanding relationships with local societies and support for youth theatre