

## Arts and Culture Service Improvement Plan (*abridged*) – 2006/07- 2008/09

<b>Theme:</b>	
<b>Objective:</b> Revitalisation and reconfiguration of the Museums Service, making more contact with communities and rationalising facilities and collections	
<b>Action &amp; Milestones</b>	<b>Success Measures &amp; Targets</b>
Through the Implementation of the Museums Strategy; improve the quality and attractiveness of the Preston Hall Museum and develop a detailed Community Programme to engage with people off-site	Museums visits and usage combined figure, per 1000 population, up to 525 by end of 2006/7, 530 by end 2007/8 and 535 by end 2008/9
Closure of Green Dragon Museum during 2006/7 and Billingham Art Gallery during 2008/9	£25,000 revenue released from GDM by April 2007, and £25,000 revenue released from BAG by April 2009, redirected to Preston Hall and Community Programme
Submitting the Service for national Museums Accreditation, following detailed Accreditation Action Plan	Successful Accreditation by April 2007

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<b>Theme:</b>	
<b>Objective:</b> Strengthening the arts infrastructure and supporting cultural business growth, in particular through the Stockton Cultural Quarter development.	
Action & Milestones	Success Measures & Targets
Active strategic and financial support for ARC Through Board attendance and grant payments	80% of ARC annual business plan financial and user numbers targets achieved
Growth in existing or establishment of new arts organisations based in or working in Stockton, and creation of the Cultural Quarter creative cluster.	4 new fte jobs created by April 2007, £20,000 per annum new ACENE revenue attracted by April 2007

<b>Theme:</b>	
<b>Objective:</b> Raising the profile of SIRF and maintaining the growth of Carnival participation	
Action & Milestones	Success Measures & Targets
Annually reviews covering programme, marketing and visitor experience. Carnival and Parade growth strategy annual plans.	SIRF visitor satisfaction retained at or above 85% each year Carnival participant numbers increases; <ul style="list-style-type: none"> <li>• 10% - 700 in 2006</li> <li>• 7% - 750 in 2007</li> <li>• 5% - 785 in 2008</li> </ul>

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<b>Theme:</b>	
<b>Objective:</b> Opening the UK's first Centre for International Street Arts	
Action & Milestones	Success Measures & Targets
Negotiate a partnership with Bravura to open a temporary facility.	Temporary facility opened by April 07.
Detailed drawings, funding plan, site plan and operational planning for bespoke facility	Planning permission and fundraising strategy for permanent facility by April 2007. Capital funding secured by April 2009

<b>Theme:</b>	
<b>Objective:</b> Refocusing the Renaissance Arts & Culture Partnership to influence and support the work of the other thematic Partnerships toward a greater utilisation of culture in relation to Renaissance objectives	
Action & Milestones	Success Measures & Targets
Advocacy work to Increase A&C Partnership membership and attendance by April 2007	3 new A&C members by April 2007 A further 2 new A&C members by April 2008
A&C securing invited representation at Renaissance thematic groups, to contribute to debates and planning	invited A&C reps on all thematics by April 2008 explicit Cultural objectives in 50% of thematic partnership plans by April 2009