

Key:



On target



Within tolerance



Off target

Theme summary – Arts, Leisure and Culture	
<i>Under this theme the following indicators are included in the corporate basket:</i>	Target
SIRF visitor satisfaction - % of visitors who thought SIRF was 'good' or 'very good'	★
Economic impact of events	N/A
Being a member of a club particularly so that you can participate in sport or recreational activity in the last 4 weeks.	★
Proportion of adults achieving at least 150 minutes of physical activity per week	N/A
Number of visits to libraries across the borough	★

OVERALL PROGRESS

At quarter two 2012/13, we are able to report progress against the annual target for three out of the five indicators shown above. For three of these indicators we are predicting to achieve the annual target.

Preston Hall re-opened in July 2012 and has proved to be exceptionally popular with over 61,000 paying visitors through the doors in the last three months, which is equivalent to a full year's attendance prior to its redevelopment.

PERFORMANCE

- **Economic impact of events** – A suite of significant events will be used to report success with this measure e.g. SIRF, Stockton Weekender, Stockton Calling, River Rat Race, Cycling Festival etc. Systems are being put in place to report participation at other events.
- **Percentage of adults that are members of a club so that they can participate in sport or recreational activity** (KPI 3) - Results from Active People Survey 5/6 April 2011 to April 2012 show **24.2%** (base: 471) of **adults** are **members of a club**. Taking into account the confidence interval of +/- 3.9%, interim performance is in line with the year-end target of 23.5%. APS6 annual results due to be published December 2012.
- **Proportion of adults achieving at least 150 minutes of physical activity per week** - First results expected to be published by Department of Health January 2013.
- **Library visits** – **615,689** visits during Q2 2012/12 against target of 1,050,400. This represents 59% of the annual target.
- **Deliver an enhanced SIRF for the 25th anniversary** – Spectacular opening show Prometheus Awakes for SIRFs 25th anniversary was specially created for the year of the London 2012 Olympic and Paralympic Games. 70 disabled and able-bodied volunteers took part in the stunning performance. SIRF 2012 had more shows than usual, the Community Carnival was the largest ever and the new brilliant finale Shout About Stockton carnival will be repeated.

- **SIRF Community Carnival - 1,589** people participated in SIRF Community Carnival an increase of 40% compared with last year and 1,607 took part in the activities including costume makers, etc.
- **Support the development of arts programmes, cultural industries and events which contribute to economic growth and to creating vibrant town centres** - An empty High Street shop was transformed through the SIRF 25th Anniversary legacy project to provide SIRF Central Information Point where the Visitor Experience Team was based. The shop looked fantastic and was a bigger success than expected with floor to ceiling displays and Artist creative activities. Souvenirs and merchandise were sold including designs by students from Cleveland College of Arts & Design. The Council worked in partnership to maximise the impact of SIRF for the town and the borough. Extensive promotion of the special event included 16 Road Shows in the North East and North Yorkshire. The exhibition in Stockton Central Library showcased the 25 finale events. Stockton News, SIRF Five Day Guide, internet, banners and billboards supported the excellent marketing. The We Do report includes recommendations to spend the marketing budget for 2013.
- **Celebrate the Queens Diamond Jubilee** - Events at Preston Park and exhibitions at all libraries. Street party events held at a number of libraries.
- **Utilise interest in London 2012 Olympic Games to promote participation in sport and active leisure** - Range of initiatives including: Stockton Cycling Festival 6-8 July 2012, Regional 'One Big Event' 27 June 2012 in Stockton Central Library during National Sports Week, School Games 11-12 July 2012, and activities for older people at Preston Park 13 July 2012. Sports themed Community Carnival at SIRF 2012 showcased local talent.
- **Percentage of people volunteering to support sport for at least 1 hour per week (KPI 2)** - Results from Active People Survey 5/6 April 2011 to April 2012 shows **5.4%** (base: 473) of **adults volunteer**. Taking into account the confidence interval of +/- 2%, interim performance is in line with the year-end target of 6%. APS6 annual results due to be published December 2012.
- **Adult participation in sport and active recreation (30 minutes moderate exercise 3 days a week) (ex NI 8)** - Results from Active People Survey 4/6 April 2010 to April 2012 show an **adult participation** rate of **22.7%** (base: 1,019). Taking into account the confidence interval of +/- 3.7%, interim performance is in line with the year-end target 24.6%. No statistically significant change from 24.6% (base: 1,011) in APS1 October 2005 to October 2006. Next results due to be published December 2012.
- **Visits to Tees Active Limited (TAL) run pools and sports centres – 856,129** visits have been recorded in pools and sports centres during Q2 2012/13. This represents 50% of the annual target of 1,720,000 and is 11% higher than the same period last year when Billingham Forum was closed for refurbishment during April and May 2011.
- **Number of active participants at TAL sports centres** - A total of **601,691 active participants** have been recorded in pools and sports centres during Q2 2012/13. This represents 49% of the annual target of 1,221,000 and is 8% higher than the same period last year when the Billingham Forum was closed for refurbishment during April and May 2011.
- **Preston Hall Museum refurbishments and Preston Park improvements** – site re-opened to the public July 2012 with improvements to Museum and Kitchen Garden.
- **Deliver Heritage Strategy actions** including museum elements - Work continuing on Town Centre regeneration to identify heritage aspects for interpretation. Heritage open days at Globe were supported by Libraries and Heritage Officers. Strategic fund bid successful and project now under way to exam new elements of Museum collection. Site visit taken place to assess first Heritage Plaque site proposal. Costings being obtained for product and installation.
- **Develop new library service delivery models** (each model to be evaluated separately, taking account of user feedback and analysis of efficiencies achieved) - Stage one of consultation now complete and an observational study in progress. Stage 2 of the consultation will commence following approval by Cabinet in November. Library and Assets

Review is examining potential for co-location of some service points in other buildings at present. Initial discussions have looked at the potential for sites Thornaby and Roseworth.

ACTIONS TAKEN

As detailed above.

CUSTOMER PERCEPTION / SATISFACTION

- **SIRF visitor satisfaction** - 88% of visitors surveyed thought SIRF was 'good' or 'very good' – this is exactly the same as for 2011. Taking into account the confidence interval performance is in line with the annual target of 90%.

RISK

There are no Arts, Leisure and Culture related high risks featured in the Corporate Risk Register.

FINANCE

- Arts Council Grant of £200,000 awarded for the 2012 SIRF event.
- Total scheme cost of Preston Hall refurbishment is estimated at £5.9m.
- Funding of £229k has been approved for the Kitchen Garden Scheme at Preston Hall.
- Capital cost of Preston Park scheme was £500k.
- Council investment of £300k fully utilised on a number of high profile events such as Queens Jubilee, Olympics and SIRF 25th Anniversary.