

**Corporate and Social Inclusion Select Committee
Review of Theatre Subsidy –Action Plan
May 08 update**

Recommendation	Proposed Actions	Success Measures	Respon - sibility	Date	Progress (score)
<p>(1) that once the issues surrounding the future of the Billingham Forum building have been resolved, following an appropriate procurement process, the Council should let a long term contract incorporating the following:</p> <ul style="list-style-type: none"> • clarification of the relationship between the chosen contractor, the Council and Tees Active Ltd and specifically the degree of influence the Council would want to have on the management of the forum theatre including guidance on a framework for approval of the theatre programme; • a requirement in the contract for the chosen contractor to collect customer information and detailed information on attendances to allow greater analysis of audience by socio economic and special interest groups and to inform the theatre's marketing strategy; 	<p>Pending the agreement of a redevelopment programme for the Forum, SBC tests the market for alternative theatre operators.</p>	<p>Knowledge of qualified and interested operators</p>	<p>RK/LMcD</p>	<p>June 08</p>	<p>Soft market testing completed (1)</p>
	<p>Invite formal tenders (if more than 1 theatre operator is interested)</p>	<p>Tender return</p>	<p>RK/LMcD</p>	<p>Sept 08</p>	<p>On track (2)</p>
	<p>Agreement of terms within the contract between TAL and the proposed operator relating to programme mix.</p>	<p>Acceptable and effective conditions and terms in the draft contract.</p>	<p>RK/LMcD with S Chaytor</p>	<p>March 09</p>	<p>On track (2)</p>
	<p>Agreement of terms within the contract between TAL and the proposed operator relating to marketing.</p>	<p>Acceptable and effective conditions and terms in the draft contract.</p>	<p>RK/LMcD with S Chaytor</p>	<p>March 09</p>	<p>On track (2)</p>

<ul style="list-style-type: none"> requirement of a strategy for programme and audience development; 	Agreement of terms within the contract between TAL and the proposed operator relating to audience development.	Acceptable and effective conditions and terms in the draft contract.	RK/LMcD with S Chaytor	March 09	On track (2)
(2) that, in advance of a new contract being developed and let, Officers work with the current Contractor to try to extend audience appeal and find ways of more effectively promoting educational productions to school audiences and publicising how the theatre can accommodate audience members with specific access needs.	Officers of SBC and TAL seek to negotiate appropriate variations to the programming approach which might ensure audiences are increased or broadened.	Agreed programming policy which includes aims for audience development.	SBC Head of Culture/TAL Director	April 2008	Discussions have taken place, however, too little time in the contract remaining to make a difference. (3)
	Officers of SBC and TAL explore current Riverside Leisure communication plans with schools and seek to improve their effectiveness.	Agreed communication plan for promoting theatre programme to schools.	SBC Head of Culture/TAL Director	April 2008	Discussions have taken place, however, too little time in the contract remaining to make a difference. (3)

Monitoring-Assessment of Progress Categories

1 Achieved (Fully)	The evidence provided shows that the recommendation has been fully implemented within the timescale specified	3 Slipped	The evidence shows that progress on implementation has slipped. An anticipated date by which the recommendation is expected to become achieved should be advised and the reasons for the delay.
2 On Track but not yet due for completion	The evidence provided shows that implementation of the recommendation is on track but the timescale specified has not expired.	4 Not Achieved	The evidence provided shows that the recommendation has not been fully achieved. An explanation for non achievement of the recommendation should be provided

