

Service Improvement Plan (*abridged*) – 2010/ 2013

Children, Education & Social Care

Culture & Leisure Services

Service Improvement Plan (abridged) – 2010/ 2013 – Culture & Leisure Services

Stockton Borough – the Place		
Theme: Culture & Leisure		
Development Priority: Cult1 – Develop our events programme, to involve local people and raise the profile of the area.		
Key Actions	By when	Outcomes and Success Criteria
Support the development of arts programmes and events which contribute to economic growth and to vibrant town centres.	Annual review of <i>which?</i> Strategy	LAA NI 11 – Engagements in the Arts – Active People Survey, March 2011 target of 1% increase over baseline of 38%.
Produce a Festivals and Events Strategy to support a year round programme of events, incorporating SIRF, to achieve our ambitions for vibrant and successful town centres.	April 2011	
Support the development and implementation of a strategy/plan to maximise the potential of the cultural industries to contribute to vibrant town centres.	April 2011	BV119d The percentage of residents satisfied with arts activities and venues – target to be determined.
Provide active strategic and financial support for ARC and Tees Music Alliance through Board attendance and grant payments.	Annual review	ARC and Tees Music Alliance operate within their budgets and remain solvent
Establish new strategic partnerships to support the development of arts programmes which contribute to priorities for Children & Young People services.	April 2011	Increased capacity in Children’s services to utilise arts for the achievement of priorities in the CYPP, including a year round programme of active outdoor play for children and young people.
Establish new strategic partnerships to support the development of a range of person-centred, high quality arts-based programmes with the aim of improving mental health and well-being of adults.	April 2011	
Increase the provision offered in the social prescribing model, by supporting the development of arts based projects which are accessible through GP/ Healthcare Professional referrals.	April 2011	Evaluation of projects / programmes indicates positive outcomes for adults involved, supporting priorities within the Adults Vision.

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<p>Continue to develop SIRF and Riverside Fringe, including:</p> <ul style="list-style-type: none"> • commissioning of national and international work of exceptional quality in collaboration with other festivals and companies; • developing and implementing a marketing strategy for SIRF and Fringe to raise the national and international profile of the event • using SIRF's assets to attract national and international interest in the Festival, such as networking and showcasing opportunities with artists, directors, companies and other arts and festival professionals from overseas and UK • successful collaboration with: Tall Ships Race 2010, Cultural Olympiad 2009 - 2012, North Shore development. <p>Increase growth, quality and profile of SIRF Community Carnival by:</p> <ul style="list-style-type: none"> • diversifying the musical content of the carnival; • developing the visual content of the carnival to increase scale and impact and include larger structures • active involvement in national carnival project "Imagination our Nation", culminating in participating in Cultural Olympiad celebrations in London 2012. • Production of a carnival finale performance. 	<p>Annual programme</p> <p>April 2010</p> <p>September 2011</p> <p>September 2010</p>	<p>Visitor satisfaction rating remains over 90%</p> <p>Increased national and international press and media coverage.</p> <p>Increased performance opportunities for the youth music and dance group, Carnival Crew Tees Valley.</p> <p>Increased SIRF carnival participation – target of 1,200 participants in 2010.</p> <p>The quality of the Carnival is recognised through selection for participation in the national carnival project.</p>
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Stockton Borough – the Place		
Theme: Culture & Leisure		
Development Priority: Cult2 – Highlight and celebrate our heritage.		
Key Actions	By when	Outcomes and Success Criteria
<p>Coordinate the production of a Heritage Strategy and Action Plan linking archives, archaeology, historic landscape, trails, heritage tourism, early history, engineering history, and living history, for the whole Borough.</p> <p>Deliver Museum elements of the Heritage Strategy.</p> <p>Deliver Preston Hall Museum & Park capital projects, including new-build, Museum works to enable development, redevelopment of main Hall and new displays.</p> <p>Improve Preston Park and Borough-wide programme to supplement and improve visitor/public offer during phased partial site closure 2009-2012.</p> <p>Continue to Improve the way we use and care for our collections, including collections' rationalisation programme, move to new store, conciliation of all records and all documentation functions.</p>	<p>Strategy completed by xxxx</p> <p>April 2013</p> <p>April 2012</p> <p>April 2012</p> <p>June 2011</p> <p>March 2016</p>	<p>NI 10 (BV 170b) Museum visits in person per 1,000 population: amended target to take account of partial closure and phased development - 75,000 total visits, 2009/10; 60,000, 2010/11; 45,000 2011/12.</p> <p>BV 170a Museum user figures (includes outreach) – to be confirmed.</p> <p>BV 170c Organised school group visits (amended target – 9,800, 2009/10; 7,690, 2010/11; 5,900, 2011/12).</p> <p>Collection size is reduced by 25%.</p> <p>Successful completion of all 'Required Actions' for MLA Museums Accreditation.</p>

Service Improvement Plan (abridged) – 2010/ 2013 – Culture & Leisure Services

Stockton Borough – the Place		
Theme: Culture & Leisure		
Development Priority: Cult3 – Library Service – Refresh our Libraries and invest in new technologies to increase effectiveness.		
Key Actions	By when	Outcomes and Success Criteria
<p>Refurbishment of Stockton Central Library and integration with Customer Services.</p> <p>ICT: introduce RFID as part of the refurbishment process in two additional libraries, and seek further funding to establish this provision in all library service points.</p> <p>Investigate and test opportunities for improvement and efficiencies through Shared Service models and service reconfiguration.</p> <p>Contribute to the design and development process of the new PFI funded health / care / community facility in Billingham, to ensure effective integration of a modern, welcoming library provision that meets the needs of the community.</p>	<p>Annual Programme</p> <p>April 2011</p> <p>April 2011</p> <p>April 2012</p>	<p>NI 9 Use of public libraries – Active People Survey baseline of 48.3% - target to be confirmed.</p> <p>2 libraries are equipped with RFID.</p> <p>New Library Service delivery models are developed which meet the needs of service users and the authority (each model to be evaluated separately, taking account of user feedback and analysis of efficiencies achieved).</p>

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Stockton Borough – the Place		
Theme: Culture & Leisure		
Development Priority: Cult 4 Increase participation in sport and active leisure.		
Key Actions	By when	Outcomes and Success Criteria
Strengthen the key strategic networks for sport and active leisure, by embedding the Strategic Sports Network within Stockton Renaissance with strong links to relevant thematic partnerships.	January 2011	Number of adults doing 30 minutes of active leisure 5 or more times per week – target to be determined.
Implement the Playing Pitch Assessment Action Plan, using Section 106 contributions to meet strategic facility gaps.	March 2013	Increased numbers of visitors and spectators arising from sports and leisure events.
Improve coordination between facilities and activity providers to get the maximum benefit from assets e.g. the barrage white water course, playing pitches, and TAL leisure centres.	March 2012	
Improve communication and marketing of sports opportunities and the benefits of participation, with particular reference to health and wellbeing outcomes.	March 2011	Positive media portrayal of Stockton and the Tees Valley in association with successful events.
Maximise the social, economic and health impact and benefits associated with sporting events, including the 2012 Olympic Games.	January 2013	An increase in the % of adults volunteering in sport for at least an hour per week – target to be determined.
Increase/ enhance the role of the voluntary/ community sector to improve the provision of sustainable community sports opportunities.	March 2011	An increase in the % of young people and adults participating in community sports organisations – target to be determined.
Support and monitor Tees Active to maximise their contribution to the strategic objectives of the Authority, including targeting disadvantaged	March 2013	Improved participation in TAL programmes from BME communities, people with disability, and children /

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<p>communities.</p> <p>Ensure the BSF programme delivers sport and leisure facilities which meet the needs of 'Campus Stockton' and complement the other facilities in the Borough.</p>	<p>2015</p>	<p>young people in care / leaving care.</p> <p>BSF schools provide an accessible and differentiated range of high quality sports facilities for pupils and for local communities.</p>
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