

19 October 2015

2014/15 Performance Overview

Arts, leisure and culture activity is having a positive impact on a number of areas within the Council Plan not least in relation to improving health and wellbeing, learning and recreation, facilitating access to information and advice as well as providing opportunities to engage in which in turn are contributing to the local economy.

Summary

This report provides an overview of service area responsibilities and performance in the delivery of Culture, Leisure and Adult Learning during 2014/15.

1. **Section 1 and 2** give detail of key areas of work and the performance indicators that underpin some of the key achievements referred to in Section 3.
2. **Section 3** gives an overview of key achievements during 2014/15, along with a summary of key challenges for the year ahead, and reference to some of the emerging issues which are likely to impact on future delivery and performance of services.
3. The Head of Culture, Leisure and Adult Learning will present this overview of performance for discussion with the Committee.

Recommendation

That the performance information be received.

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SECTION 1

1. CULTURE, LEISURE AND ADULT LEARNING SERVICE AREA RESPONSIBILITIES

Key Work Areas

- Arts, Culture and Festivals
- SIRF
- Events Management
- Specialist Markets
- Leisure and Sports Development
- Link with Tees Active Ltd
- Libraries and Heritage
- Museums
- Visitor Information Centre
- Stockton Council Adult Learning and Skills
- Business Support for Development and Neighbourhood Services including Freedom of Information and Complaints, Commendations, Compliments and Comments

SECTION 2

2. CULTURE, LEISURE AND ADULT LEARNING – PERFORMANCE UPDATE Q4 2014/15

KEY PERFORMANCE INDICATORS (COUNCIL PLAN PRIORITIES)

2.1 Events

Festivals and events contribute directly to town centre vibrancy and economic growth, and also to community pride and identity

82.8% of visitors who responded thought **SIRF 2014** was "good" or "very good" (ALC100). Taking into account the confidence interval of +/- 3.9% (base: 367), the target of 90% was missed. The difficulty of delivering SIRF14 during major development works in Stockton town centre may have had an adverse impact on visitor satisfaction levels. As the regeneration works are now complete, it is expected that satisfaction at SIRF15 will return to previous excellent levels as the festival continues to attract leading performers from across the world to Stockton each year. Analysis shows that SIRF 2014 generated £366,000 additional visitor expenditure in the borough (excluding the level of spending that would have occurred anyway) (ALC101). The target of £364,000 additional economic spend in Stockton during SIRF 2014 has been exceeded. Results for SIRF 2015 are expected at Q2 2015/16.

2.2 Sport and Leisure

The latest results are from the Active People Surveys January 2014 to January 2015 show 53.9% (base: 508) of adults are **achieving at least 150 minutes of physical activity per week** (ALC201). This is better than the North East average of 53.6%, other Tees Valley local authorities except Darlington (56%), but is lower than the England average of 57%. Taking into account the confidence interval of 4.3%, performance has exceeded the target of 55%.

Results from Active People Survey 9 (April 2014 to April 2015) show 18.3% (base: 274) of adults are **members of a club primarily for sport or recreational activity** (ALC200). This is better than the other Tees Valley local authorities except Darlington (21%) but less than the North East and England average of 20.5% and 21.9% respectively. Taking into account the confidence interval of +/- 4.25%, the 2014/15 target of 26% has not been achieved.

2.3 Libraries and Heritage

There have been 1,137,164 **visits to libraries** across the borough (ALC300) during 2014/15; performance exceeded the 2014/15 target of 975,000 by 17%. This is a significant achievement following the implementation of the differentiated service model. E-books (12,286) and e-audiobooks (2,657) issued during 2014/15 accounted for 2% of all library issues (707,947).

There were 172,714 **visits to Preston Hall Museum** (ALC301) during 2014/15. Although the number of visitors increased by 7.5% compared with last year, the 2014/15 stretch target of 205,000 was not achieved. There were also 5,391 pupils visiting Preston Hall against the 2014/15 target of 6,500. Limited resources meant there was a reduced amount of time spent on marketing. An organisational review has helped to add capacity, provide new focus on commerce and marketing to help the attraction grow. The service has successfully secured an external funding bid from the Arts Council's Resilience fund to help further develop the offer and capacity to attract sponsorship and philanthropy. We also believe that popularity and car parking issues may have begun to impact on Preston Hall Museum visitor numbers.

2.4 Adult Learning and Skills¹

The service contributes to the corporate objective to reduce the number of people claiming Job Seekers Allowance. The percentage of working age people (16-64) that are **claiming Job Seeker's Allowance** (ERT100) reduced from 3.2% (3,928) in March 2015 to 2.9% (3,575) in June 2015. We are on track to achieve the 2015/16 target of 2.7%. The percentage of young people (18-24) that are claiming JSA (ERT101) also reduced, from 5.5% (970) in March 2015 to 5.1% (905) in June 2015. We are on track to achieve the 2015/16 target of 4.7%

Final outturn for academic year 2013/14 shows 35% (143/414) of **unemployed people trained through Stockton Council Learning and Skills to access employment** (ERT102) had moved into employment; exceeding the academic year 2013/14 target of 20%. An additional 25% (104/414) progressed into further learning. Interim outturn for academic year 2014/15 at June 2015 shows 39% (43/111) learners contacted had moved into employment which is on track to achieve academic year 2014/15 target of

¹ Adult Learning and Skills formally known as Tees Achieve deliver a programme of Business and Enterprise support which now reports through the Business & Enterprise Team and performance data is included in the annual Place Select Committee Report.

30%, with an additional 18% (20/111) progressed into further learning. In order to show sustainability there needs to be a time period of six months after training before learners are contacted. Final outturn for 2014/15 cohort will be known in February 2016.

Stockton Council Learning and Skills attracted 3,721 learners of which 2,396 were on Community Learning Programmes during 2014/15 academic year. Some people attend more than one course; therefore the enrolment figures are used to demonstrate retention, success and achievement rates. During 2014/15 there were 6,672 enrolments of which 3,609 were community learning.

The percentage of apprenticeship qualifications achieved (78% - 54/69) between August 2014 and June 2015 with Stockton Council Learning and Skills service has exceeded the national threshold of 55%. Final 2014/15 academic-year performance is expected to be reported at Q2 2015/16.

There were 413 participants on Learning and Skills employability courses between August 2014 and June 2015.

During academic year 2014/15 there were 141 young people not in employment, education or training (NEET) that were engaged in a 16 - 18 learning programme with Stockton Council Learning and Skills.

SECTION 3

CULTURE, LEISURE AND ADULT LEARNING – 2014/15 OVERVIEW OF ACHIEVEMENTS, CHALLENGES AND EMERGING ISSUES

A: ACHIEVEMENTS AND OTHER PERFORMANCE

3.1 Arts, Culture and Festivals

- **Arts Council funding** application for SIRF15 to 18 and ARC was successful.
- **Instant Light** story was presented at SIRF15 and is currently seeking opportunities to tour.
- **SIRF Community Carnival 2015** – attracted 1,368 participants and 52 groups from Stockton, Tees Valley and the North East. The number of participants increased by 9% compared with 2014 and showed Stockton town centre at it's best.
- **SIRF Satisfaction** – 71% of visitors thought SIRF14 was good for promoting Stockton as a place to visit, and supporting SIRF is a good use of council resources.
- **Advice** - provided to artists and where people and groups can go for grants e.g. Friends of Ropner Park applied to Arts Council for multicultural music and arts events.
- **Public art and design features** – participation programme in MIMA linked to first commission (Arripare) complete. The second REFOCUS biennial commission, Match by artist Sarah Pickering selected for 2015 and installed on the prominent riverside location of Castlegate Shopping Centre.
- **Stellar** – specially designed artwork with spotlights etched with a portrait of the Globe's past performance; along with colourful LED strips were installed in the pavement.

- **Stockton Town Centre re-launch** – giant, street theatre, family fun activities, live music and an enormous eagle swooping across the town to reveal the stunning new water feature in its garden like setting.
- **New Fourth Plinth and automaton housing** – the moving sculpture ‘Stockton Flyer’ selected through public vote as the basis for this new town Centre feature is currently in production. The plinth which also serves as a platform for temporary installation and performances is complete and in situ outside Marks and Spencer. The poem inscribed on it alludes to both the performance activities in the town and the imminent automaton, was written by internationally published local poet, Mark Robinson.
- Leading **Tees Valley** work on cultural development culminating in a decision to **bid to become the UK City of Culture in 2025.**

3.2 Leisure and Sports Development

- **Sporting events** such as the Cycling Festival, Duathlon, Rat Race and Park Runs help to drive physical activity rates. In addition they bring visitors and spend into our towns.
- **Stockton Cycling Festival July 2015** – 11,000 participants over three days. A 38% increase from 2012 when 8,000 participants were recorded. There was dedicated TV coverage on British Eurosport covering the highlights of both elite races – Stockton Town centre race and Stockton Grand Prix. Each TV programme lasted between 25/30 minutes. In addition there was coverage on Channel 4 and Eurosport for Stockton Streetvelodrome as part of the Streetvelodrome series.
- **Cycling Festival** - Following a bidding process, the 2016 National Road Race and Time Trial Championships have been successfully secured, with Stockton as the host.
- **Rat Race August 2015** – attracted 1,100 participants and had 30 minute dedicated TV coverage on Channel 4 to showcase Stockton River Rat Race.
- **Duathlon 2015** – 850 participants. The event once again secured major event status and acted as an age-group qualifier for the 2015 ITU (International Triathlon Union) World Championships (Sprint) and the ETU 2016 European Triathlon Championships (Standard). The Stockton Duathlon has been named as a major national event for 2016. The first event for the 2016 Triathlon England National Championships will start with the 2016 National Duathlon Championships in Stockton.
- **Tees Active** continues to manage Splash, Billingham, Thornaby and the Barrage facilities. The number of visits recorded to Tees Active Ltd run pool and sports centres increased by 1.8% to over 1.7 million in 2014/15 compared with the previous year.
- **Funky Feet** - 11 schools participated during 2014/15. Over 68 teachers attended three CPD courses in Hartlepool, Stockton and Redcar. Funky Feet community sessions increased from five at Q2 2014/15 to 14 across the borough at year-end. Working in partnership with libraries, seven sessions are held in libraries.
- **Women’s running and cycling** – 335 women have accessed the running programme in the last 17 months. All started jogging 2-3 times a week. 73 women attended the cycling programmes. The women participated in 5k trail races, parkruns, and race for life, the Great North Run, Rat Race, Sportive, and Duathlon.
- **Leisure provision** – Development and business case work with outline plan for the new leisure and library provision in the South of the Borough.
- **Tees Active** – Procurement and legal agreements concluded and work underway on site for Sky Trail ‘High ropes’ attraction at Tees Barrage.

3.3 Event Production and Business Support

The event production team supported the delivery of the 2014/15 programme including:

- For the second consecutive year hosted BBC North East Sports Awards.
- Hosted BBC Children in Need event in Stockton Town Centre.
- 21 internal and 21 community/commercial events were reviewed/quality assured by Independent Safety Advisory Group (ISAG). ISAG is a multi-agency group which provides practical help and advice to Event Organisers in staging public events in a safe environment. The group includes senior officers from all the emergency services and Stockton Borough Council.
- Event production for 22 specialist markets.
- 2 Royal visits and 16 VIP events.
- Successful delivery of Stockton Sparkles programme which included the Christmas Light Switch On launched with a 'singing Christmas tree, Christmas market, reindeer parade and other activities over a four week period.
- More than 7,000 people visited Stockton Sparkles Christmas market held in Stockton High Street. Businesses, shops and eateries also benefited from the extra visitors with 51 per cent of shoppers surveyed also planned to pop into a café and 60 percent were going to visit an independent shop.

The Business Support function managed complaint and Freedom of Information (FOI) responses on behalf of DNS and also supported hospitality arrangements and events for partners such as NIFCO.

- 188 complaints, 22 of which went to Stage 2 and 380 FOIs coordinated for DNS.
- Viewpoint 39, completed in February 2015, weighted to be statistically representative of all adults in the borough, focused on festivals, events and specialist markets. 82% thought they are 'good for the Borough', 71% thought they 'help attract new people', and 70% thought they are a good use of Council resources. The support for festivals as a good use of Council resources is down from a high point in 2012 of 89% but still represents a significant majority of residents supporting the our work relative to the "put Stockton on the map" pledge.

3.4 Libraries and Heritage

- New Billingham Library and Customer Service Centre opened January 2015. The building was awarded the prestigious Best New Public Building prize at the Local Authority Building Control Northern Regional Awards.
- Refurbished Norton Library reopened January 2015. The First Blue Plaque for Dr M'Gonigle 1920 Medical Officer, for contributions to public health installed September 2014 was officially recognised when Norton Library reopened.
- Thornaby and Roseworth branches integrated into Riverbank and Redhill Children's Centres.
- RFID (radio-frequency identification self-service technology) installed at Fairfield, Thornaby, Roseworth, Norton and Billingham libraries.
- Public Health Resource in libraries, including the Reading Well Books on Prescription for dementia scheme supports those with the condition and their carers to have a better understanding of the challenges they may face.
- Stockton Heritage website launched June 2014.
- Anniversary of World War 1 commemorated with significant events including 'Lest We Forget' emotive evening of poetry and song at Stockton Central Library,

the '1,245' Sunflowers' project, 'Homecoming' and outdoor theatrical spectacular in Preston Park.

- Planning for bicentennial of Stockton and Darlington Railway in 2025 and 190th anniversary in the autumn.
- Funding approved for Spirit of Place and Back in Context projects. The Spirit of Place project celebrates the heritage of traditional crafts and skills developed directly from local materials and activities such as basket weaving at Preston Hall Museum and Grounds are offered. Back in Context project includes replanting some traditional trees in the Grounds.
- Diverse programme of events delivered at Preston Hall Museum and Grounds including Fire Engine and Vintage Vehicle Show, Summer Show, Teddy Bears' Picnic, outdoor Theatre, Talks on Gardening, Potato and Tomato Weekends, Art exhibition, ParkMade events.
- Improved parking facilities at Preston Park.

3.5 Stockton Council Learning and Skills

- Rated 'Good' by Ofsted and 'Outstanding' for Community Learning in June 2014.
- Secured national funding for traineeships as a consequence of Ofsted rating.
- We received uplift in funding offer following a growth bid and 12% reduction in other funding whereas other providers had a 30% reduction.
- The new 2015/16 Course Prospectus has been published celebrating 50 years of learning with Stockton Council.
- Successfully bid for £80,000 funding for Community Learning Mental Health Pilot from April 2015 to March 2016 and now delivering workshops and short courses alongside a recovery café for people with mild to moderate mental health problems.

B: CHALLENGES DURING 2014/15

- Delivering effective and efficient services with reducing resources whilst managing the expectations of residents, users, visitors and businesses.
- Delivering SIRF14 during major developments works in Stockton Town Centre.
- Commissioning 'Instant Light' to tell the story for SIRF15.
- Developing the Funky Feet model for the commercial market to generate income over the next three years. Funky Feet has the potential to give children a positive start through the development of good habits around physical play/activity and aid their social development through early group participation.
- Level of service within libraries.

C: KEY PRIORITIES 2015/16

Culture, Leisure and Adult Learning 2015/16 key priorities taken from the 2015-18 Council Plan and their Service Improvement Plan.

1. Delivering sustainable events

- Event programme that contributes to social and economic improvements.
- Programme of large scale festivals and events that are safe and well-managed.
- Support production and promotion of events by community groups and commercial partners.
- Strengthen assurance in relation to council events on third party land and third party events on council land.
- Deliver 2015/16 specialist markets programme.

2. Support the creation of excellent art and art experiences

- Commission visual and performing art within Stockton town centre redevelopment and support the biennial Castlegate /MIMA photography prize.
- Continue to develop SIRF as a world class event.
- Support and monitor ARC and Tees Music Alliance as strategic local providers.
- Instant light on the streets of Stockton.
- Comply and deliver Arts Council Priorities and goals to remain a National Portfolio Organisation.

3. Make more people aware of local history and heritage

- Increase visits to Preston Hall and generate more income from commercial activity.
- Deliver improvements to the Victorian Street Shops at Preston Hall.
- Develop a new charging policy and membership scheme for Preston Hall Museum through the Arts Council funded Resilience project.
- Continue the programme of collections development and rationalisation.
- Retain the Museum, Libraries and Archives Council Museum Accreditation.
- Widen access to local history through the use of new technology, including the launch of updates to the Stockton Heritage website.
- Mark significant historic anniversaries, World War I Centenary, Stockton Darlington Railway bi-centenary (2025) and 190th anniversary in autumn 2015.

4. Implement plans for the library service

- Complete improvements at Yarm and Norton libraries.
- Maintain expert professional support and access to information including material on health, benefits, money, skills and innovation.
- Encourage reading through targeted reader development programmes such as the Skills for life and ESOL programmes.
- Deliver a targeted library marketing and publicity campaign.

5. Leisure and Sports Development

- Increase lifestyle sports initiative that widens participation.
- Improve provision of leisure facilities in the south of the borough.
- Support communities to secure enjoyment, learning, better health and achievement through sport and active leisure.
- Develop and implement the Stockton Inclusive Sports Action Plan and increase lifestyle sports initiatives that widen participation, including women's running and cycling groups.
- Implement the Continuous Professional Development Plan for teachers, coaches, volunteers and whole schools around physical education and sport.
- Grow our events to encourage healthy 'lifestyle-sports' activity and showcase Stockton as an events destination.
- Support local voluntary infrastructure through the Healthy-Club initiative, helping clubs to deal with current challenges.
- Maximise use and efficiency of sports facilities e.g. Tees Active, schools and community organisations.
- Funky Feet and Instinctive Sport programmes commercial opportunities.
- Deliver an outstanding British Cycling National Championships in 2016.

6. Effective Management and Business Support

- Develop systems to collect and cross-reference information about visitors and participants at culture and leisure attractions to inform improved service design and marketing.

- Ensure lessons learned from complaints received are effectively shared across services.
- Review and develop effective systems across DNS for the collation and provision of Management Information to meet corporate and information governance requirements.

7. Learning and Skills Service

- Improve economic prosperity for residents across the borough.
- Maintain Ofsted Inspection rating of 'Good' and 'Outstanding' for Community Learning for Stockton Council Learning and Skills.
- Support adults and young people to develop their skills to take advantage of employment opportunities offered by local businesses.
- Support people's personal development and continued well-being through the Community Learning programme.