

Culture, Leisure and Tourism - Q4 2021/22 (part 2)

Indicator	Comment	Frequency	Result	Target	Status	Short Trend	Long Trend
Library Service new members (#s)	New members continue to join, either as a result of taking up our online membership and wanting to become full members; the recovery of the pre- pandemic normality; increased awareness due to our heightened profile in the media (particularly digital)Continue to promote the service	Monthly	919	833	●	↗	↗
Library Service digital issues (#s)	Despite public returning to borrow physical books, digital usage still proving popular. Too early to say whether this is permanent move or borrowers still being cautious due to covid. To maintain increased spend **we purchase time limited licences not permanent access to digital titles and monitor take up.	Monthly	19,765	2,600	●	↘	↘
Library issues (non digital) (#s)	Figures steadily increasing as more customers return to use our face to face serviceContinue to promote message that service is open and safe. To maintain stock displays to heighten awareness of range and availability of stock	Monthly	38,627	52,000	●	↗	↗
Hours of PC usage (hours)	Use of public access IT continues to grow but until all restrictions removed and this aspect of the service can be promoted, do not expect return to pre-pandemic level of use. Also unclear if users made alternative arrangements (e.g. buying their own device) during covid.Promote at the appropriate time	Quarterly	4,261	15,000	●	↗	○
Number of visits to the mylibrary website (#s)	Some of the lower take up than normal in January is due to website being unavailable for a period (safety certificate lapsed due to upgrade) it is likely that more digital traffic moves direct to Borrowbox as customers become more adept using it.To monitor whilst striving to maintain regular refresh of headline items to engage visitors to our site	Quarterly	27,949	30,000	●	↗	↗
Arts Orgs - number of participations (#s)	Attendances have been unpredictable this quarter due to absences caused by a high level of Covid infections among participants and staff resulting in workshops and performances having to be cancelled and rescheduled.	Quarterly	12,701	11,669	●	↘	↘
Arts Orgs - number of sessions (#s)	Combination of in-person and online sessions. Some venues are still affected by the damage caused by Storm Arwen in November 2021 and await repair. High level of Covid infections among staff and attenders resulted in programme sessions having to be cancelled due to the number of cases.	Quarterly	256	282	●	↗	↗
Engagements with BAIT arts programme (# of participants)	Good progress with the two final commissions. The launch event for project 'On Close Knit' is to be held on 10th June in Blyth with a series of film screenings taking place at community events over the summer. Sharing sessions with Northumberland Recovery Partnership and Escape Family Support has taken place for the Bellwether project.	Quarterly	776	0	○	↗	○
Museum Engagement Numbers (#s)	In person visits are steadily increasing and visitors are reported to be staying longer on site. Covid-19 is still providing a challenge due to staff sickness levels and loss of volunteers. Online digital contents continue to be generated with 29,397 online visitors reported in Qtr 4.	Quarterly	63,702	87,421	●	↗	↘
Theatre Engagement (#s)	Theatres are open with programmes of work returning to pre-pandemic levels and audiences reporting their enthusiasm for returning although still some reluctance among high-risk groups. Covid-19 however continues to impact on activities through cancelled/rescheduled performances due to performers being unwell and audience members cancelling booked tickets.	Quarterly	35,865	43,671	●	↘	↘
Tourist visitor numbers (# Millions)	Latest data is for 2020/21	Annually	5,340,000	0	○	○	↘