

Tourism, Libraries and Culture Service

Service Statement 2018 - 2021

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Lead Member: Councillor Cath Homer

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Tourism, Culture and Libraries Service

Service purpose and functions

Purpose

Our overall purpose is to ensure Northumberland is recognised nationally and internationally for its exceptional culture, tourism and leisure offer. We will achieve this by creating the conditions for local people to benefit from a range of experiences that enhance their quality of life, health and well being making Northumberland an outstanding place to live, work, visit and invest.

Current Scope

- Cultural strategy
- Arts strategy and development
- Library strategy and management
- Cultural education
- Heritage development
- Creative industries
- Strategic events
- Tourism strategy and development
- Visitor information strategy and management
- TV and film production support
- Sport Development
- Sport and Leisure Policy

Primary functions

- Development and delivery of the County Cultural Strategy 2018-2030
- Delivery of 30 libraries through standalone, integrated and co-located facilities
- Delivery of mobile library services
- Delivery of library services for HMP Northumberland

- Delivery of the Schools Library Service
- Delivery of visitor Information in 9 locations
- Coordination of the Northumberland Arts Development Programme (NAD)
- Providing expert advice, support and leadership in the areas of arts, heritage development, creative industries and cultural education
- Strategic level brokerage and advocacy to support strong partnership and collaborative working to deliver world class cultural programmes and projects.
- Attracting diverse funding support to increase participation and resilience
- Managing the Councils investment in, and relationship with, core arts and heritage and leisure VCS organisations
- Raising the profile of Culture in Northumberland for local people and visitors through culture-led tourism
- Supporting local producers and suppliers to come to the marketplace.
- Raising customer service standards, quality and product knowledge among businesses and attractions
- Creating a future employment base which is appropriately trained, skilled and committed to serving the visitor economy
- Ensuring the tourism transport infrastructure contributes positively to the visitor experience
- Supporting tourism businesses, organisations and partnerships to grow
- Supporting the delivery of partner, stakeholder and business projects which will contribute to tourism growth ambitions
- Converting interest into visits through supporting the marketing and promotion of Northumberland's events, attractions and assets
- Fostering a collaborative approach across the local authority, parish & town councils and community organisations to ensure that visitors receive high quality and well maintained public facilities
- Promoting and developing the County as a location for high profile TV and film production
- Supporting partners to deliver high quality transformational events
- Increasing participation in physical activity through providing a needs led countywide Sport Development programme
- Leading the development of the County Indoor Facilities (IFS) Strategy and Playing Pitch Strategy (PPS)
- Supporting the development and delivery of sport and leisure projects through the Council's Capital programme
- Coordination of s106 Housing Developer contributions for investment in Sport and Play facilities

Service parameters

Key service facts and figures

Libraries

- Library Services in Berwick, Hexham, Morpeth, Cramlington, Seaton Delaval, Blyth, Bedlington and the Mobile Libraries transferred from Active Northumberland to NCC Customer Services in January 2017. In June 2018 the remaining standalone Libraries, and Libraries integrated with Visitor information Centres, transferred to NCC.
- The Tourism' Libraries and Culture Service currently manages all 30 Libraries. This includes 3 services integrated with Visitor Information, 2 Community Access Libraries (CAL's) and 4 located within Leisure Centres
- There are 93,290 members recorded on the library management system.
- There were 720,786 issues in 2017/2018 (not including digital issues)
- There were 19,253 digital issues in 2017/2018 (eBooks, eAudio & eMagazines)
- 21,284 users of mylibrary.co.uk website in 2017/2018 with 41,027 sessions visiting 86,938 pages.
- School Library Services (SLS) issues 2017-2018 were 48,405
- There were 70 active reading groups 2017-2018
- There were 299 events and special activities in the Libraries from July 2017 - March 2018.
- The Mobile Library Service engages with 2545 registered users and operates from 3 purpose built vehicles.
- 10,157 new members joined the library service in 2017-2018
- 50,910 reservations were placed by library members for items in 2017/2018
- There was 72,972 hours of use on the Library Public PCs

Tourism Development

- Total number of visitors 2016: 9.7m (+9% from 2012)
- Total visitor spend 2016: £852m (+21% from 2012)
- Direct / indirect employment: 14,152 (+6% from 2012)

Cultural Development

- Total annual grants awarded 2017-2018: £1,130,110

- Number of organisations receiving NCC grant support 2017-2018: 15
- Total number of visits to NCC funded museums 2017-2018: 135,359
- Total number of visits to NCC funded arts centres 2017-2018: 236,718
- Total number of engagements with NCC funded arts organisations 2017-2018: 105,621
- Total engagement through NAD 2017-2018: 28,330
- Leverage from Arts Development Budget 2017-2018: £910,510
- Growth in NPO's from 5 to 8

Visitor Information

The Visitor Information Service in Berwick and Hexham transferred from Active Northumberland to Northumberland County Council (NCC) Customer Services in January 2017. The stand alone Visitor Information Centres in Alnwick, Morpeth, Seahouses and Craster transferred from Active Northumberland to NCC in October 2017. The Visitor Information Services integrated with libraries in Wooler, Corbridge and Haltwhistle transferred from Active Northumberland to NCC in June 2018.

The NCC Tourism, Libraries and Culture service currently manages all of the 9 Visitor Information Centres.

During 2017-18, 8 centres were operational and collectively served a total of 369,000 visitors.

Sport and Leisure

Active Northumberland is responsible for managing a range of services on behalf of the Council. The Council subsidises Active Northumberland to support the delivery of those services (management fee).

Active Northumberland operates from ten main leisure centres, some of which combine library services. Active Northumberland operates a number of additional facilities in smaller centres including some based in local schools and welfare centres. Active Northumberland are also responsible for the Pegasus riding facilities, offering riding sessions including riding for the disabled and livery services. The majority of the facilities are owned by the Council and are leased by Active Northumberland to deliver services. Annual footfall includes

- 500,000 swims across 10 pools
- 350,000 group exercise class visits
- 500,000 gym visits
- 1,800 people with health conditions referred to the GP activity referral scheme

- 40,000 GP GP referral related session visits

The Council is currently implementing governance arrangements for Active Northumberland which will include the establishment of a dedicated Client function to oversee the annual Management Agreement. A leisure development post sits within Tourism, Libraries and Culture with responsibility for management of the NCC leisure Capital Programme and coordination of s106 Housing Developer contributions for investment in Sport and Play facilities. The function achieved the following in 2017/2018:

- Total s106 Housing Developer Fund (Sport & Play) grants awarded to not-for-profit organisations 2016-17: £374,085
- Total s106 Housing Developer Fund (Sport & Play) grants awarded to not-for-profit organisations 2017-18: £401,890
- Total annual grants awarded to Northumberland VCS leisure organisations 2016-17: £62,796
- Total annual grants awarded to Northumberland VCS leisure organisations: 2017-18: £62,796
- Total capital grants awarded from the NCC Capital Programme towards Haltwhistle football facility projects since 2015: £148,220
- Total capital grant awarded from the NCC Capital Programme towards the Ellington Juniors FC Pavilion project in 2017/18: £167,593

Summary of service resources at 1 April 2018:

Function	Number of FTE posts	Staffing expenditure	Non-staffing expenditure	Income	Capital investment
Central staff		210,320	2,250	0	0
Libraries and Visitor information		1,699,790	1,067,300	(1,006,280)	0
Tourism Development		45,460	167,720	(30,000)	0
Arts and Culture		51,720	1,131,200	(1,400)	0
Leisure & Sports Development		269,850	2,207,270	(292,600)	0
Totals for Service					

Contribution to the Corporate Plan

‘LIVING’, ‘ENJOYING’ and ‘LEARNING’ – Culture, Leisure and Tourism will contribute to increased quality of life for our people and help build stronger communities

- There will be more opportunities to take part in cultural, sport and leisure activities – supporting people’s health and wellbeing regardless of circumstance.
- Culture will play a key role in the education and learning of our children and young people – inspiring innovation and creativity.
- There will be convenient access to information, knowledge, cultural engagement and physical activity – empowering people to lead independent and informed lives.
- Strategic partners in health and education will be working creatively through culture, leisure and sport to support people with the most need.
- Through cultural, sport and leisure activity people will be motivated to volunteer, learn new skills and play an active role in their community.
- Collaborative policy making with Parish and Town Councils and the community and voluntary sector will be based on clear understanding of the full value of cultural and leisure services and why they matter to local people.
- Innovative needs led partnerships will be providing sustainable cultural services and opportunities to learn and participate, tailored to the needs of hard to reach groups and individuals.

‘THRIVING’ – Culture and Tourism will contribute to a vibrant economy

- There will be sustainable growth in tourism – consideration and refinement of the complete visitor experience will be generating more and better jobs, flourishing towns and investment into our accommodation, attractions and tourism services.
- The County’s Cultural assets will be well managed, promoted and protected – compelling to visitors and valued by local people.
- High quality sport and leisure facilities will offer convenient opportunities to engage in physical activity and will be contributing to the County’s growth as a visitor destination.
- Visitors and residents will experience world class events and festivals – showcasing Northumberland’s distinctive identity and inspiring communities to celebrate together.
- The Creative Industries sector will be flourishing and connected, contributing to place identity, tourist experience and destination marketing.

External Validation

Inspections

Customer perception

Over the last three years the County's NCC supported arts centres have committed to an annual visitor survey. The venues have received very high scores for their impact on their community. In 2018 99% of respondents agreed or strongly agreed that the "*venue is important to the town*" This has remained at nearly 100% for the three years. The % of strongly agreeing with the statement has risen from 84% in 2016 to 88% in 2017 and 88.5% in 2018.

Venues are continuing to be "*welcoming places*" with respondents strongly agreeing raising from 65% in 2016, to 70% in 2017 and 71.5% in 2018. 97% of all respondents agreed or strongly agreed the venues are the "*heart of the community*".

Respondents overwhelmingly agree that the venues should receive public subsidy. This has risen from 94% in 2016, to 95% in 2017 and 97% in 2018. Value for money also scored very highly with a remarkable 96% of respondents agreeing or strongly agreeing there venue is "*excellent value for money*".

Benchmarking

Priorities for 2018 - 2021

Priority area	Key milestones
<p>1. Lead and support a resilient, sustainable and connected cultural sector.</p>	<p>Produce a 12 year Cultural Strategy and Action Plan, in the context of the new Corporate Plan, which increases cultural engagement and sector resilience.</p> <p>Establish a cross sector Culture Partnership involving key stakeholders to develop and strengthen the County's cultural infrastructure and increase coordination with the visitor offer.</p> <p>Advise and support the core theatre and museum venues to become more sustainable, resilient and collaborative.</p>
<p>2. Develop and maintain a high quality integrated visitor experience.</p>	<p>Development of a revised SLA with Northumberland Tourism aligned to NCC priorities and direction of travel.</p> <p>Development of a revised SLA Kielder Water and Forest Park aligned to NCC priorities and direction of travel.</p> <p>Introduce a new collaborative model of visitor information, with digital at its core, that enhances the visitor</p>

	<p>experience and brings maximum benefit to local businesses and attractions.</p> <p>Assist local producers and suppliers to come to the marketplace to enhance visitor experience whilst stimulating and supporting the business growth.</p>
<p>3.Facilitate equality of access to cultural opportunities regardless of geography or circumstance.</p>	<p>Manage and coordinate of Northumberland Arts Development Service to increase engagement across the County.</p> <p>Introduce a consistent model of performance management across all NCC funded cultural and tourism organisations.</p> <p>Developing the Cultural and Tourism development service through strategic cross organisation, sector and regional advocacy and capacity building.</p> <p>Facilitate strategic and partnership working with the Creative Learning and Cultural Education sector to maximise the contribution of culture to learning.</p>
<p>4.Support the management, protection and development of cultural assets.</p>	<p>Coordinate LA support for Hadrian's Wall ensuring effective partnership working in all areas of protection, management, development and realise the full potential of the</p>

	<p>World Heritage Site, locally, nationally and internationally.</p> <p>Play a key enabling role in the transformation of Berwick into an inspirational cultural and tourism hub reflecting its national significance.</p>
<p>5.Provide access to reading, information and knowledge through providing a sustainable Library Service that meets the needs of our diverse communities.</p>	<p>Completion of a comprehensive review of the County Library Service</p> <p>TUPE of Active Northumberland Library staff into NCC</p> <p>Implementation of a new model of integrated TIC/Library services across the County</p> <p>Introduce a collaborative cross organisation approach to delivery of the Universal Offers.</p>
<p>6. Creatively support the delivery of transformational world class festivals and events.</p>	<p>Lead a collaborative programme of engagement inspired by the Great Exhibition of the North bringing maximum benefit to the County.</p> <p>Coordination of a high profile showcase event in July 2018 to launch the Great Northumberland programme</p> <p>Developing a Great Northumberland programme of collaborative activity for</p>

	Spring/Summer 2019.
<p>7. Maximise the potential of Central Government supported devolution and growth deals to enrich the lives of our residents and grow the County's visitor offer</p>	<p>Supporting the creation of the North of Tyne Combined Authority in relation to culture, tourism, leisure and sport.</p> <p>Supporting the development of the Business Cases underpinning The Borderlands Inclusive Growth Deal.</p>
<p>8. Support the delivery of high quality sport and leisure services that improve and support the lives of residents and visitors aligned to the County's key health and wellbeing priorities.</p>	<p>Introduction of a new governance and governance framework for Active Northumberland.</p> <p>Completion of the Indoor Facilities Strategy (IFS).</p> <p>Completion of the Playing Pitch Strategy (PPS).</p> <p>Introducing a sustainable model for the delivery of Sport Development across the County.</p> <p>Development of a County Sports Development Strategy and business model.</p>

Performance framework

Measure	Outturn 2016-17	Outturn 2017-18	Target 2018-19	Target 2019-20	Target 2020-21
Library Service Issues	870,771	720,786			
Library Service Digital issues	15,843	19,253			
Library Service Users of mylibrary.co.uk	23,990	21,284			
Library service Mylibrary.co.uk sessions	55,653	41,027			
Library Service New members	10,302	10,157			
Library Service SLS issues	51,841	48,405			
Library Service Hours of public PC usage	76,061	72,972			
Northumberland Museums Visitor Numbers	121,400	135,359			
Northumberland Museums School Students Visits (Internal)	9,939	7,858			
Northumberland Museums School Students Visits (Outreach)	2,199	3,222			
Northumberland Museums Outreach Users (Non Schools)	6,969	4,774			
Northumberland Theatre Core Venues evidence based Attendances	192,821	224,932			
Northumberland Theatre Core Venues evidence based Participation (Informal &	20,379	16,758			

School/Education)					
Northumberland Theatre OUTREACH Attendance	10,400	15,654			
Northumberland Art Development - No. of Sessions	1290	1303			
Northumberland Art Development Attendances	29,759	94,551			
Northumberland VCS Leisure Organisations					
Haltwhistle Swimming & Leisure Centre - No. of Users	89,250	94,568			
Haltwhistle Swimming & Leisure Centre - No. of Events	13	15			
Haltwhistle Swimming & Leisure Centre - No. of Event Attendees	2,096	1,820			
Rede, Tyne & Coquet Sports Centre - No. of Users	6,427	3,550			
Rede, Tyne & Coquet Sports Centre - No. of Events	3	3			
Rede, Tyne & Coquet Sports Centre - No. of Event Attendees	493	610			
Visitor Information Centres					
Visitor Information Number of visits	479,297	369,000			