

Tourism, Leisure and Culture

## Service Statement

April 2019



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**Head of Service:** Nigel Walsh  
**Lead Member:** Cllr Cath Homer

# Cultural Services

## 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 businesses to flourish and local people to benefit from a range of experiences that enhance their quality of life, prosperity, 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
- Creative Health and Wellbeing
- Visitor information strategy and management
- TV and film production support
- Sport Development
- Leisure Client function
- Sport and Leisure Policy
- Cycling/Walking
- VCS
- Play
- Archives/Local history

### Primary functions

- Development and delivery of the County Cultural Strategy 2018-2030
- Development and delivery of the County Tourism Strategy
- Coordination of the Northumberland Culture Network
- 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, Archives, Local history collections, museums and events
- Delivery of visitor Information through a combination of dedicated locations and integrated library services
- 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
- Development of the Produced in Northumberland accreditation scheme
- Supporting tourism businesses, organisations and partnerships to grow
- Providing development and training opportunities which meet the evolving needs of tourism businesses within the County
- Supporting the delivery of partner, stakeholder and business projects which will contribute to tourism growth ambitions
- Instilling a sense of local pride by creating advocates and champions from within our communities
- Converting interest into visits through supporting the marketing and promotion of Northumberland's events, attractions, assets and places.
- 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
- Acting as Commissioner for Active Northumberland
- 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
- Play
- Weddings/Registrars
- Arts Centres and organisations
- Great Northumberland
- Discover our Land
- VCS
- Cycling and walking
- Events

## 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 97,519 members recorded on the library management system.
- There were 607,507 issues in 2018/2019 (not including digital issues).
- There were 27,897 digital issues in 2018/2019 (eBooks, eAudio & eMagazines).
- 9,503 users of [mylibrary.co.uk](http://mylibrary.co.uk) website in Jan - Mar 2019 with 24,772 sessions visiting 229,074 pages. *(Moving to the new LMS meant we have only recently started tracking people on the library website).*
- School Library Services (SLS) issues 2018-2019 were 35,430.
- There were 58 active reading groups 2018-2019.

- There were 629 events and special activities in the Libraries from during 2018 - 2019.
- The Mobile Library Service engages with 3,033 registered users
- 9,747 new members joined the library service in 2018-2019.
- 54,164 reservations were placed by library members for items in 2018/2019.
- There was 66,681 hours of use on the Library Public PCs.

### ***Tourism Development***

- Total number of visitors 2017: 10.25m (+15% from 2012)
- Total visitor spend 2016: £925m (+31% from 2012)
- Direct / indirect employment: 14,800 (+12% from 2012)
- SLA - N Tourism
- DOL
- Links with culture
- PIN
- Kielder Forest
- Hadrians Wall

### ***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 2018-19 the Centres collectively served a total of 343,000 visitors (this excludes Hexham as independent stats have not been collected).

### ***Cultural Development***

- Total annual grants awarded 2018-2019: 17
- Number of organisations receiving NCC grant support 2018-2019: 15
- Total number of visits to NCC funded museums 2018-2019: 94,966
- Total number of visits to NCC funded arts centres 2018-2019: 255,827

- Total number of engagements with NCC funded museums 2018 - 2019: 13,281
- Total number of engagements with NCC funded arts organisations 2018-2019:81,295
- Leverage achieved by cultural organisations NCC funds 2018-2019: £2,009,797 + £738,952 (NPO funding) = £2,748,749

## ***Sport and Leisure***

Cultural Services provide the Client role for management of the County's sport and leisure facilities delivered by Active Northumberland . Active Northumberland (AN) is a registered charity (company limited by guarantee) formed in 2014 from a merger of several different leisure service providers. AN has circa 350 full time equivalent employees and a Board of non-executive Directors (trustees). AN operates nine large leisure centres (some of which combine library services) and a number of smaller facilities, including school sport facilities and welfare centres.

The majority of the facilities are owned by Northumberland County Council and are leased to AN. AN manages the operation of leisure facilities and services for NCC under a three year Operating or Partnership Agreement. The Partnership Agreement coupled with a performance management framework ensures progress is appropriately recorded and acknowledged, and that under AN's management NCC's leisure assets and resources are optimised and successfully contribute to NCC's Corporate Plan priorities.

## **Participation 2018-2019**

A leisure development post sits within Sports Development 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 2018/2019:

- Total s106 Housing Developer Fund (Sport and Play) grants awarded to not-for-profit organisations 2018/19: £419,974
- Total annual grants awarded to Northumberland VCS Leisure Organisations 2018/19: £62,796
- Total capital grants awarded from the NCC Capital Programme towards Haltwhistle Football Facility projects since 2015: £148,739
- Ellington Juniors FC Pavilion - Following successful completion of the new pavilion at Ellington Juniors FC in February 2019, the full NCC capital grant

of £167,593 towards a total project cost of £421,376 has been claimed.  
The official opening of the pavilion took place on 22nd March 2019.

### Summary of service resources at 1 April 2019:

Function	Number of FTE posts	Staffing expenditure	Non-staffing expenditure	Income	Capital investment
Central staff	4.00	210,209	4,704,200	0	0
Libraries and Visitor information	69.52	1,842,720	1,198,800	1,035,260	0
Tourism Development	3.8	146,262	196,990	30,000	0
Arts and Culture	2.00	96,133	1,283,130	42,500	0
Leisure & Sports Development	5.43	156,970	469,220	118,130	0
<b>Totals for Service</b>	<b>84.75</b>	<b>2,452,294</b>	<b>7,852,340</b>	<b>1,225,890</b>	

## 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.
- We will instill a “Proud to Live in Northumberland” spirit among residents and will create champions from within our communities.

### **‘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.
- All visitor serving businesses will be engaged to strengthen the county tourism industry and to create greater choice and a variety of experiences for visitors
- 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**

### **A Growing tourism industry**

The £925m spent in our economy in 2017 by 10.25m visitors indicates remarkable growth since 2012 and signals that the visitor economy in the county is growing faster than any other sector and is on course to become our largest economic contributor.

Northumberland now sits as one the UK’s most popular destinations, a fact confirmed through the achievement of high profile awards:



- 2018: BTA Best UK Holiday County / Region
- 2018: Northumberland National Park won National Park of the year in the *BBC Countryfile Awards* for the second year
- 2019: Hadrians Wall won Landmark of the Year in the *BBC Countryfile Awards*
- 2019: Bamburgh voted Best UK Coastal Destination by *Which?*
- 2019: Amble named best UK Staycation Destination

### 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*”.

### Priorities for 2019 - 2021

Priority area	Key milestones
1. Lead and support a resilient, sustainable and connected cultural sector.	Maintenance of a 12 year Cultural Strategy and Action Plan, in the context of the new Corporate Plan, which increases

	<p>cultural engagement and sector resilience.</p> <p>Coordinating a cross sector Culture Partnership (Northumberland Culture Network) 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 NCC supported core venues and organisations to become more sustainable, resilient, collaborative in the context of reducing public subsidy.</p>
<p><b>2.</b>Develop and maintain a high quality integrated visitor experience.</p>	<p>Introduce a new collaborative model of visitor information, with digital at its core, that enhances the visitor experience and brings maximum benefit to all visitor serving businesses and attractions.</p> <p>Develop the County's walking and cycling tourism infrastructure to maximise visitor appeal and encourage participation in physical activity.</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>Provide development and training opportunities which meet the evolving needs of businesses within the visitor economy.</p> <p>Support the delivery of the 'Discover our land' campaign</p>
<p><b>3.Facilitate equality of access to cultural opportunities regardless of geography or circumstance.</b></p>	<p>Manage and coordinate Northumberland Arts Development Service (NAD) to increase engagement across the County.</p> <p>Performance monitoring and 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>Maximising the use and impact of digital media to meet modern visitor expectations.</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><b>4.Support the management, protection and development of cultural assets.</b></p>	<p>Coordinate LA support for Hadrian's Wall ensuring effective partnership working in all areas of</p>

	<p>protection, management, development and realise the full potential of the 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><b>5.</b> Provide access to reading, information and knowledge through providing a sustainable Library Service that meets the needs of our diverse communities.</p>	<p>Undertake a comprehensive user/non engagement exercise to inform future service provision</p> <p>Introduce a collaborative cross organisation approach to the delivery of the Universal Offers.</p> <p>Implementation of a new model of integrated TIC/Library services across the County</p> <p>Development and promotion of a diverse events programme for Service</p>
<p><b>6.</b> Creatively support the delivery of transformational world class festivals and events.</p>	<p>Leading the delivery of a North of Tyne stage of the 2019 Ovo Energy Tour of Britain from Berwick upon Tweed to Newcastle.</p> <p>Developing and enabling a Great Northumberland programme of collaborative activity for spring/summer 2019.</p>

<p><b>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</b></p>	<p>Supporting the development and delivery of the Culture, Creative and Tourism themes within the North of Tyne Combined Authority.</p> <p>Supporting the development of the Business Cases underpinning The Borderlands Inclusive Growth Deal.</p>
<p><b>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.</b></p>	<p>Implementing the new governance and performance framework for Active Northumberland.</p> <p>Completion of the Indoor Facilities Strategy (IFS).</p> <p>Completion of the Playing Pitch Strategy (PPS).</p> <p>Support the development of a new Strategic Outcomes Framework reflecting the significantly wider scope of work Active Northumberland is moving towards involving the achievement of cross cutting health, social care, education and employment outcomes.</p> <p>Introducing a sustainable model for the delivery of Sport Development across the County.</p> <p>Supporting delivery of the new leisure facilities for Berwick and Alnwick</p>

## Performance framework

Measure	Outturn 2016-17	Outturn 2017-18	Outturn 2018-19	Outturn 2019-20	Outturn 2020-21
<b>Library Service</b> Issues (non digital)	870,771	720,786	607,507		
<b>Library Service</b> Digital issues	15,843	19,253	27,897		
<b>Library Service</b> Users of <a href="http://mylibrary.co.uk">mylibrary.co.uk</a>	23,990	21,284	New LMS		
<b>Library service</b> <a href="http://mylibrary.co.uk">Mylibrary.co.uk</a> sessions	55,653	41,027	New LMS		
<b>Library Service</b> New members	10,302	10,157	9,747		
<b>Library Service</b> SLS issues	51,841	48,405	35,430		
<b>Library Service</b> Hours of public PC usage	76,061	72,972	66,681		
<b>Northumberland Museums</b> Visitor Numbers	121,400	135,359	94,966		
<b>Northumberland Museums</b> School Students Visits (Internal)	9,939	7,858	6,943		
<b>Northumberland Museums</b> School Students Visits (Outreach)	2,199	3,222	3,665		
<b>Northumberland Museums</b> Outreach Users (Non Schools)	6,969	4,774	4,159		
<b>Northumberland Theatre</b> <b>Core Venues</b> evidence based <b>Attendances</b>	192,821	224,932	229,756		
<b>Northumberland Theatre</b>	20,379	16,758	11,173		

<b>Core Venues</b> evidence based <b>Participation (Informal &amp; School/Education)</b>					
<b>Northumberland Theatre OUTREACH Attendance</b>	10,400	15,654	14,898		
<b>Northumberland Arts Development / Arts orgs - No. of Sessions</b>	1,290	1,303	1,817		
<b>Northumberland Arts Development / Arts orgs Attendances &amp; participation</b>	43,210	101,139	81,295		
<b>Northumberland VCS Leisure Organisations</b>					
<b>Haltwhistle Swimming &amp; Leisure Centre - No. of Users</b>	89,250	94,568	117,564		
<b>Haltwhistle Swimming &amp; Leisure Centre - No. of Events</b>	13	15	15		
<b>Haltwhistle Swimming &amp; Leisure Centre - No. of Event Attendees</b>	2,096	1,820	3,640		
<b>Rede, Tyne &amp; Coquet Sports Centre - No. of Users</b>	6,427	3,550	2,205		
<b>Rede, Tyne &amp; Coquet Sports Centre - No. of Events</b>	3	3	6		
<b>Rede, Tyne &amp; Coquet Sports Centre - No. of Event Attendees</b>	493	610	605		
<b>Visitor Information Centres</b>					
<b>Visitor Information Number of visits</b>	479,297	369,000	343,000 (Exc Hexham)		
<b>Leisure Centres</b>					
<b>Leisure Fitness memberships</b>			167,535		

<b>Leisure</b> Total gym visits			546,514		
<b>Leisure</b> Total exercise to music			409,696		
<b>Leisure</b> New GP referrals <i>Blyth/Concordia/Morpeth/ Ponteland</i>			592		
<b>Leisure</b> Total referrals on scheme <i>Blyth/Concordia/Morpeth/ Ponteland</i>			3,428		
<b>Leisure</b> Total referral visits <i>Blyth/Concordia/Morpeth/ Ponteland</i>			26,603		
<b>Leisure</b> Total number public swims			430,833		
<b>Leisure</b> Total learn to swim programme			46,935		
<b>Leisure</b> Swimming development occupancy (%)			75%		