

Culture & Visitor Economy Performance Targets

Priority No:	Action:	Status:
Delivery of Growth of Our Economy 9	Work with partners and attractions, to promote visitor economy and increase visitor spend in the District, including the adoption of a Tourism Strategic Framework.	
Healthy and Strong Communities 11	Improve and invest in the local arts & cultural venues across the District.	
Healthy and Strong Communities 13	Review Arts services within the district with ambition to provide improved, efficient and accessible arts within the district.	
Healthy and Strong Communities 14	Develop and adopt a Sport and Physical Activity Strategy.	

KPI ID :	Delivery of Growth of Our Economy 9						
Status :	Q3 2021/22	Q4 2021/22	Q1 2022/23	Q2 2022/23			
	Action :	Work with partners and attractions, to promote visitor economy and increase visitor spend in the District, including the adoption of a Tourism Strategic Framework.					
Responsible Post :	The Cabinet Member for Culture and Visitor Economy and Director of Growth And Culture					Measured :	Quarterly
What does Success Look Like :	Increase in the amount of visitor spend in the district. Development and adoption of a strategic document that positions SKDC at the centre of its Visitor Economy. The document will and draw-on, and support, the expertise of the existing VE sector, and other agencies involved in its promotion.						
Measure	Target	Target Period	Achieved	Status History			Current Status
				Q3 2021/22	Q4 2021/22	Q1 2022/23	
Number of newly engaged visitor economy attractions engaged	40	Year End	55				
Increase in visitor economy spend	£113,344,000	Annual	£168,630,000				
Adoption of Tourism Strategic Framework (Gross Value Added)	To have adopted the Tourism Strategic Framework	Year End	On Target				
<p>Commentary : The economic development team continues to develop excellent working relationships with a number of local tourism businesses and attractions. The use of social media continues to be prominent in this engagement however there is also an increase in face to face meetings to directly support and advise individual businesses.</p> <p>In addition to building and maintaining strong relationships with businesses the role of the visitor economy is to support and promote the leisure and culture offering of SKDC. This is evident through both coordinated social media messaging and the visible presence of SKDC owned culture and leisure facilities on the HelloSK app.</p> <p>We are now in receipt of the latest industry standard visitor economy data (STEAM) and this update was reported to a recent Culture and Visitor Economy Overview and Scrutiny Committee. This information demonstrates that across virtually all of the indicators, levels in 2021 did not return to those of the pre-pandemic era except for the continuing trend of staying in non serviced accommodation which is a trend that continues to grow where other more traditional forms of serviced accommodation continued to struggle.</p> <p>As previously reported the process for bringing forward a new Tourism strategic framework will be presented to Culture and VE OSC in the near future.</p>							

KPI ID :	Healthy And Strong Communities 11						
Status :	Q3 2021/22	Q4 2021/22	Q1 2022/23	Q2 2022/23			
Action :	Improve and invest in the local arts & cultural venues across the District.						
Responsible Post :	The Cabinet Member for Culture and Visitor Economy and Director of Growth and Culture					Measured :	6 Monthly
What does Success Look Like :	Fit for purpose facilities at Stamford Arts Centre, Grantham Guildhall and Bourne Exchange as well as other Council-supported arts and cultural assets across the district						
Measure	Target	Target Period	Achieved	Status History			Current Status
				Q3 2021/22	Q4 2021/22	Q1 2022/23	
Value of capital works carried out	Baseline + 10%	Year End					
Maintaining properties to required standards	60% of action plan completed.	Year End					
<p>Commentary : Approved capital improvement works for the arts centre are ongoing. A contractor has been secured to undertake major roofing repairs to Stamford Arts Centre in 2023, and works are currently ongoing to the roof at the Guildhall Arts Centre to address water ingress. Further major repair of the Guildhall Arts Centre roof has been included within the budget proposals for 2023/24. The toilets in both Stamford Arts Centre and the Guildhall Arts Centre have been completely refurbished to a high standard and customers have been very complimentary about the changes</p> <p>Preventative and reactive maintenance is undertaken by the Council's contractor across all three venues. Following a recent inspection work is being undertaken to improve the fire alarm system at the Guildhall Arts Centre.</p>							

KPI ID :	Healthy And Strong Communities 13						
Status :	Q3 2021/22	Q4 2021/22	Q1 2022/23	Q2 2022/23			
Action :	Improve and invest in the local arts & cultural venues across the District.						
Responsible Post :	The Cabinet Member for Culture and Visitor Economy and Director of Growth and Culture				Measured :	6 Monthly	
What does Success Look Like :	Fit for purpose facilities at Stamford Arts Centre, Grantham Guildhall and Bourne Exchange as well as other Council-supported arts and cultural assets across the district						
Measure	Target	Target Period	Achieved	Status History			Current Status
				Q3 2021/22	Q4 2021/22	Q1 2022/23	
Staff review and restructure	2021/22	Year End	-				
Review the programming and opening hours of the three centres in Grantham, Bourne and Stamford	2021/22	Year End	-				
Identify potential future delivery models	2022/23	Year End	-				
Develop new Cultural Strategy with clear action plan	2022/23	Year End	-				
<p>Commentary: Work to progress the recommendations of the independent arts review are ongoing. The opening hours and programming for each arts venue have been revised and are kept under review. There has been a successful transition of telephone bookings to the Council's Customer Services Team, with the majority on bookings are being made on-line. The programmes at the centres are increasing in line with COVID recovery, early sales for the pantomime at Guildhall Arts Centre are extremely good.</p> <p>The arts centres are valuable community facilities and opportunities are being explored for alternative use, for example Guildhall Arts Centre is being used as a day centre for adults with learning difficulties and there are plans to involve them into the wider offer of the arts centre. The opportunity to reintroduce a volunteer led Visitor Centre is being explored for Stamford Arts Centre.</p> <p>Red Quadrant have been appointed to develop a refreshed Cultural Strategy for the district. Proposed key themes have been developed with Members of the Culture and Visitor Economy OSC. The aim of the strategy to identify the Council's ongoing role in providing, along with partners, a high-quality cultural offer which meets corporate objectives. Consultation will begin with key stakeholders from mid-November.</p> <p>Closer working links have been formed with cross-Council teams to ensure activity is promoted. This includes the addition of the arts centre activity on the HelloSK app and closer ties with colleagues in Communications and the Economic Development teams.</p>							

KPI ID :	Healthy And Strong Communities 14						
Status :	Q3 2021/22	Q4 2021/22	Q1 2022/23	Q2 2022/23			
Action :	Develop and adopt a Sport and Physical Activity Strategy.						
Responsible Post :	The Cabinet Member for Leisure and Director of Growth and Culture					Measured :	6 Monthly
What does Success Look Like :	Adopting and achieving the outcomes of a Sports and Physical Activity Strategy for the district						
Measure	Target	Target Period	Achieved	Status History			Current Status
				Q3 2021/22	Q4 2021/22	Q1 2022/23	
Embed the sport and physical activity strategy	Ongoing	Annual	New Measure				
Develop a programme of outreach activities with the Council's leisure provider and other partners	Ongoing	Annual	New Measure				
Work with local partners to access funding available for projects	Ongoing	Annual	New Measure				
<p>Commentary :The Council's Sports and Physical Activity Strategy was adopted in December 2021. A new Leisure Officer began employment on 17 October 2022. Their primary focus is on delivering the action plan contained within the Strategy.</p> <p>Work has begun to work with key partners including Active Lincolnshire-, and Lincs Inspire to develop a collaborative approach to increasing physical activity levels across the District. Officers are -working closely with LeisureSK Ltd to identify alternative ways for residents to engage with physical activity, away from a traditional leisure centre setting. This includes work to develop walks across South Kesteven as part of the Slow Ways initiative and early work to identify healthy lifestyle programmes.</p> <p>The leisure centres are widely promoted and LeisureSK Ltd has its own website and social media platforms. They also feature on the HelloSK app.</p>							