

Priority ▲	Measured Biannually	Responsible Director Growth & Culture
<h1>Healthy And Strong Communities 11</h1>	<b>On Target</b> Current Status	Responsible Cabinet Member Culture & Visitor Economy

## Action

Improve and invest in the local arts & cultural venues across the District.

Measure ▲	Target	Achieved
1. Value of capital works carried out	Baseline + 10%	See Commentary
2. Maintaining properties to required standards	60% of action plan completed.	See Commentary

Measure History ▲	Q4 2021-22	Q2 2022-23	Q4 2022-23
1. Value of capital works carried out	-	-	See Commentary
2. Maintaining properties to required standards	-	-	See Commentary

## Commentary

A significant amount of capital works has been undertaken across the arts venues over the previous 12 months. At Stamford this has included replacement roof works to ensure the building is watertight and a replacement projector has secured the ongoing continuation of the film programme. The boilers have been replaced at Bourne Corn Exchange and the Guildhall Arts Centre in Grantham. Planned future works include major roof repairs at Guildhall Arts Centre which are due to be completed in 2024/25.

Priority ▲	Measured Biannually	Responsible Director ▲ Growth & Culture
<h1>Healthy And Strong Communities 13</h1>	<b>On Target</b> Current Status	Responsible Cabinet Member ▲ Culture & Visitor Economy

## Action

Review Arts services within the district with ambition to provide improved, efficient and accessible arts within the district.

Measure ▲	Target	Achieved
1. Staff review and restructure	2021/22	See Commentary
2. Review the programming and opening hours of the three centres in Grantham, Bourne and Stamford	2021/22	See Commentary
3. Identify potential future delivery models	2022/23	See Commentary
4. Develop new Cultural Strategy with clear action plan	2022/23	See Commentary

Measure History	Q4 2021-22 ▲	Q4 2022-23
1. Staff review and restructure	Report to Scrutiny 05/04/2022	See Commentary
2. Review the programming and opening hours of the three centres in Grantham, Bourne and Stamford	Report to Scrutiny 05/04/2023	See Commentary
3. Identify potential future delivery models	Report to Scrutiny 05/04/2024	See Commentary
4. Develop new Cultural Strategy with clear action plan	Report to Scrutiny 05/04/2025	See Commentary

## Commentary ▼

As a result of the arts review a full restructure of the team was undertaken and vacant posts recruited to. The performance and culture of the team has significantly improved under the leadership of the Arts and Cultural Services Manager. The opening hours of the artistic venues and programme has been completely overhauled and is now kept under constant review to ensure that the arts service continues to meet the needs of users and provides value for money. A refreshed Cultural Strategy was adopted in July 2023 which identifies a collaborative approach to providing cultural activity within the district with a clearly defined action plan. Following adoption of the Cultural Strategy specific key performance indicators were developed to measure the successful implementation of the strategy, these are reported to the Culture and Leisure OSC on a six monthly basis together with a progress update on the implementation of the action plan. Future delivery models will be explored during 2024/25 and this action has been captured on the Service Plan for the area.

Priority	Measured Biannually	Responsible Director Growth & Culture
<h1>Healthy And Strong Communities 14</h1>	<b>On Target</b> Current Status	Responsible Cabinet Member Leisure

## Action

Develop and adopt a Sport and Physical Activity Strategy.

Measure	Target	Achieved
1. Embed the sport and physical activity strategy	Ongoing	See Commentary
2. Develop a programme of outreach activities with the Council's leisure provider and other partners	Ongoing	See Commentary
3. Work with local partners to access funding available for projects	Ongoing	See Commentary

Measure History	Q4 2021-22	Q2 2022-23	Q4 2022-23
1. Embed the sport and physical activity strategy	Not Reported	New Measure	See Commentary
2. Develop a programme of outreach activities with the Council's leisure provider and other partners	Not Reported	New Measure	See Commentary
3. Work with local partners to access funding available for projects	Not Reported	New Measure	See Commentary

## Commentary

Significant progress has been made in the delivery of the Sport and Physical Activity Strategy and six monthly updates are provided to the Culture and Leisure OSC. Progress updates include a range of outreach activities which has included health walks, attendance at fairs and fun days, health checks and community CPR training sessions. External funding was secured from the Together Fund administered by Active Lincolnshire. to provide exercise classes in the Deepings. LeisureSK Ltd also secured funding to deliver the Good Boost exercise programme aimed to improve musculoskeletal conditions and funding from Lincoln City Football Club to deliver cardiac rehabilitation classes.

Priority	Measured Quarterly	Responsible Director Growth & Culture
<h1>Delivery of Growth of Our Economy 9</h1>	<b>On Target</b> Current Status	Responsible Cabinet Member Culture & Visitor Economy

## 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.

Measure	Target	Achieved
1. Number of newly engaged visitor economy attractions engaged	40	85
2. Increase in visitor economy spend	£113,344,000	£218,180,000
3. Adoption of Tourism Strategic Framework (Gross Value Added)	Adopted the Tourism Strategic Framework	Ongoing

Measure History	Q1 2022-23	Q2 2022-23	Q3 2022-23	Q4 2022-23
1. Number of newly engaged visitor economy attractions engaged	38	55	61	73
2. Increase in visitor economy spend	£168,630,000	£168,630,000	£168,630,000	£168,630,000
3. Adoption of Tourism Strategic Framework (Gross Value Added)	Not Complete	On Target	On Target	Ongoing

## Commentary

The Economic Development Team have been waiting for Greater Lincolnshire Destination Management Plan (DMP) to be produced and agreed by the partnership. The document is in final drafting stage and the finished plan is expected by the end of the year. Once this takes place, the team will start the process of developing a Tourism Strategic Framework for South Kesteven. STEAM (Scarborough Tourism Economic Activity Monitor) is the evaluation model used by the Council to assess the visitor economy. The 2023 dataset is expected to be received and presented to Committee in Quarter 3 2024/25.

Priority ▲	Measured Annually	Responsible Director ▲ Growth & Culture
<h1>Delivery of Growth of Our Economy 11</h1>	Below Target Current Status	Responsible Cabinet Member ▲ Culture & Visitor Economy

## Action

Work closely with markets across South Kesteven and seek to maintain their viability.

Measure ▲	Target	Achieved
1. Markets becoming cost neutral to SKDC	20%+ reduction of markets deficit from baseline: £54,983.96	8.68% (increase)

Measure History ▼	Q4 2021-22	Q4 2022-23	Q4 2023-24
1. Markets becoming cost neutral to SKDC	47.48%	4.87%	8.68% (increase)

## Commentary

The net operational cost of the markets in 2023/24 was £59,755.59. This was an 8.68% outturn increase on the baseline of £54,983.96. It was also a 4.79% reduction on the annual budget of £62,760. In 2023/24 none of the markets made a profit. Bourne had a loss of £3,123.24, Grantham £52,897.45 and Stamford £3,74.80.