



**CREATING THE CITY OF OPPORTUNITIES**

A SUSTAINABLE COMMUNITY STRATEGY FOR THE CITY OF BRIGHTON AND HOVE



# Local Area Agreement Delivery Plan

## Brighton and Hove City Council

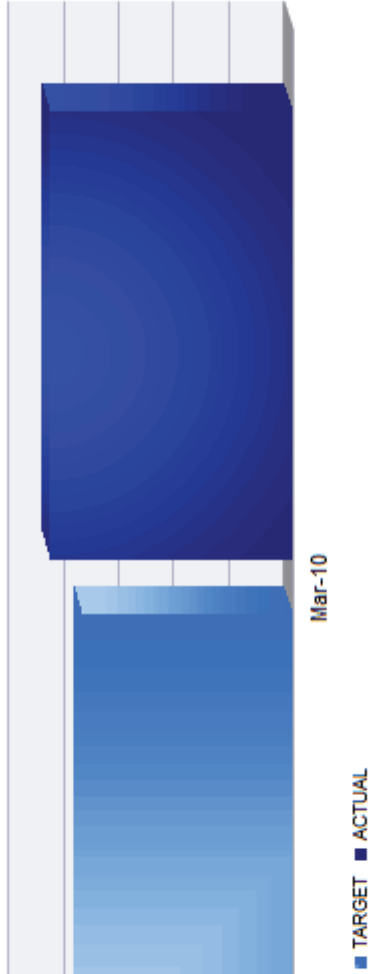


2008 - 2011

Promoting enterprise and learning


Indicator	Target	Actual	Status
%	7.60	8.80	
<p><b>Comments</b></p> <p>The annual 16 – 18 NEET rate is calculated as an average of November, December and January figures. The official 2009/10 NEET figure for 16 – 18 year olds in Brighton &amp; Hove is 8.8%, which equates to an average of 593 young people across the 3 months. The 2008/9 three month average was 7.8%, giving an average rate of 7.0% amongst statistical neighbours and 6.4% nationally. It is worth noting that rates in Southampton and Portsmouth, similar south east cities, are higher at 9.2% and 10.5% respectively. The current economic conditions appear to be contributing to the rise in numbers with many of the NEET group falling out of employment rather than education/training. Since the 3 month average figures were gathered, the 16 – 18 NEET rate has fallen to 7.88% in April 2010, equating to 483 young people. This appears in large measure to be due to the DCSF January Guarantee initiative which has been successful in placing young people registering as NEET in December and January on E2E programmes.</p>			

NI117 - 16 to 18 year olds who are not in education, employment or training (NEET)




1.2.1 : Implement the September Guarantee (SG) initiative to ensure all young people have opportunities to engage in learning for at least two further years when they leave compulsory education.	
Actions	Comments
<p>1.2.1.1 : Learning &amp; Skills Council are informed of reasons if no suitable offer was available for any young people so that they can commission appropriate courses</p>	<p></p> <p>This information is regularly shared with the LSC and the 14-19 Team. The 'No offer made – no appropriate provision' figures are Year 11, 0.95% and Year 12, 0.65% Post-16 commissioning has now been devolved to the local authority and structures have been put in place to continue to share this data from September 2010 to better inform provision for young people. In addition, further data is being collected through the new DCSF January Guarantee programme.</p>
	<p><b>By When</b> Mar/2010</p> <p><b>Lead Partner</b></p>

**1.2.1 : Implement the September Guarantee (SG) initiative to ensure all young people have opportunities to engage in learning for at least two further years when they leave compulsory education.**

Actions	DOT	Comments	By When	Lead Partner
1.2.1.1 : All young people in the SG cohort have appropriate SG status recorded.		The September Guarantee is a DCSF initiative which guarantees all 16 and 17 year olds the offer of an appropriate place in learning by the end of September. Brighton & Hove did well on this in 2009/10 and our total for year 11 pupils without a recorded outcome was 1% which is better than the South East (2.1%) and England (1.8%) averages. For 17 year olds it was also good: 1.4% as opposed to 4.3% (South East) and 3.6% (England). We faced challenges in trying to contact some young people and there were some instances of no appropriate provision being available, at 0.7% and 0.9%, slightly higher than the South East and England averages. The feeling is that this may be the way that this data is being recorded on our system and we need to check this with DCSF and our regional partners before next year to ensure we are comparing like with like	Mar/2010	

**1.2.2 : Provide appropriate EET and personal development opportunities for young people:**

- Diplomas
- Additional E2E courses
- Fast lane project

Actions	DOT	Comments	By When	Lead Partner
1.2.2.1 : Diploma courses available and publicised on Area Prospectus		6 Diplomas are now available in Brighton & Hove with a further 3 in development for September 2010. The current 2010/11 offer has been uploaded onto the Area Prospectus.	Mar/2010	Learning Partnership
<b>1.2.7 : Key Stage 4 (KS4) Engagement Programme to support young people identified by schools as at risk of disengaging</b>				
Actions	DOT	Comments	By When	Lead Partner


### 1.2.7 : Key Stage 4 (KS4) Engagement Programme to support young people identified by schools as at risk of disengaging

Actions	DOT	Comments	By When	Lead Partner
1.2.7.1 : Produce a citywide implementation plan for Foundation Learning Tier in place for 2010. FLT will provide young people studying at below Level 2 with a defined progression pathway into work or other training.		A citywide Foundation Learning Implementation Plan has been written by the 14-19 and an Implementation Group established.	Mar/2010	
1.2.7.2 : Young people accessing the programme finding sustainable EET opportunity after leaving compulsory education		<p>The programme runs over the academic year 09/10 so this action will run into 10/11.</p> <p>168 learners have accessed the KS4EP (target 286) and 80 learners (target 80) have accessed the KS4 Pre Engagement Programme.</p> <p>The KS4EP will work with a further 34 young people through a summer term taster and a summer transition project.</p> <p>It is not possible to report on EET progressions for Yr11s as they will not complete their courses until July 10.</p>	Mar/2010	


### 1.2.8 : Establish 9 Connexions Plus centres across the city from where integrated area teams can provide advice, guidance and support to young people.

Actions	DOT	Comments	By When	Lead Partner
1.2.8.1 : Number of young people accessing the new centres to increase over time from the current Connexions Plus shortfall of approximately 500 per month		The shortfall number has been increasing steadily since setting up Connexions Plus Centres across the city. Our target is to have 500 as an average number for 2009/10 to take account of seasonal variations. The current monthly shortfall is in excess of 600.	Mar/2010	Learning Partnership

**1.2.9 : Provision of job hunting and learning support through Libraries & information Service**

Actions	DOT	Comments	By When	Lead Partner
1.2.9.1 : Homework club at Jubilee Library aimed at older teenagers and the use of computers for job-hunting		<p>New study support provision for 13-19 yr olds has been established at Hove and Jubilee Libraries. In addition to this, other library activities this year have been:</p> <ul style="list-style-type: none"> <li>• Individual help with job hunting, especially where first language is not English</li> <li>• Provision of work experience placements</li> <li>• BBC Blast – workshops for young peoples aimed at careers and developing skills in media and arts</li> <li>• Range of events and activities to encourage library use, including Wii events and tournaments, film screenings, song-writing and animation (Manga) workshops, and craft activities</li> <li>• Working in partnership with Safety Awareness Team to raise awareness amongst 16-18 year olds on road and highway safety prior to learning to drive</li> </ul>	Mar/2010	Brighton & Hove City Council

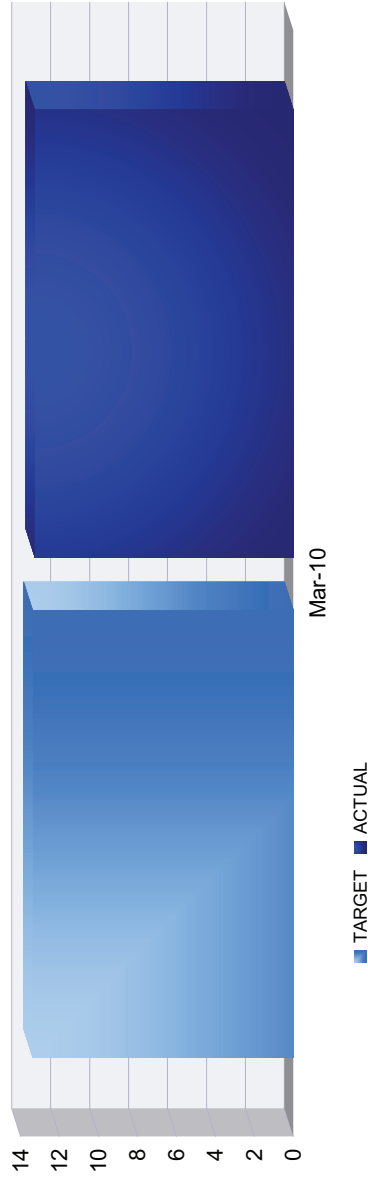
**1.2.10 : Provision of opportunities for 16-18 year olds through the Museums service**

Actions	DOT	Comments	By When	Lead Partner
1.2.10.1 : Design Your Life project, Youth Forum and Creative apprenticeships		<p>2 X Creative apprenticeships            1 x via Design your Life project through Action for Children Young Mothers Group            35 x via London 2012, Brighton's Stories of the World project, Local Global            Currently in the consultation phase, 4 focus-group style workshops sessions have been held with young people from youth groups and service providers across the city. These sessions aim to generate initial ideas for the development of the project as well as start the process of relationship and partnership building.</p>	Mar/2010	Brighton & Hove City Council

Promoting enterprise and learning

Indicator	Target	Actual	Status
%	13.40	13.30	
<p><b>Comments</b></p> <p>This measures the rate and number of people on 'key working age benefits'. Given that a direct impact of any recession is an increase in unemployment, it follows that NI 152 has increased with unemployment. The number of people claiming JSA in Great Britain has doubled in the past two years. However, local performance in Brighton &amp; Hove has been better than the national average in terms of percentage increases in JSA claimants, even though the city was starting from a higher baseline. Centre for Cities 2010 puts Brighton in the top ten cities with the lowest levels of inequality (in Nov 09) when looking at claimant counts across the city.</p> <p>The end of year result reflects the result from Aug 07, Nov 07, Feb 08 and May 08 - 13.3% is the equivalent to 22,970 people on working age benefits. The target of 13.4% is the revised agreement and that tracks at 1.1% above the England average.</p>			

NI152(i) - Percentage of the working age population claiming out of work benefits




1.3.1 : Monitor the success of the City Employment and Skills Steering Group in making progress against the CESP strategic priorities.


Actions

DOT Comments

By When Lead Officer

<b>1.3.1 : Monitor the success of the City Employment and Skills Steering Group in making progress against the CESP strategic priorities.</b>			
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>
1.3.1.1 : Track and deliver against the 8 themes in the City Employment Skills action Plan and produce progress reports for CESSG		<p>Mid-year report produced; members agreed that some of the original actions were either no longer relevant or no longer required, e.g. Entrepreneurship Action plan, it was agreed that given the high levels of business start-up within the city a particular strategy for this area is not required. Business survival rates do remain a concern and the need for more targeted support to established SME's is being fed into the consultation with SERCO the new business link provider.</p> <p>All theme leads are now working with project leads to ensure that information is being captured; the Major Provider's Forum is not yet able to feed into the process as a new group it is still considering how best to report information. Discussions are underway with JCP to see whether data on throughputs and outputs achieved by the major providers can be sourced through them.</p> <p>CESSG met in March and took an end of year report looking at performance and activities over the last 12 months and considered ongoing and new priorities for the next financial year</p>	Mar/2010 Cheryl Finella
<b>1.3.2 : Breakthrough Programme, which assists workless city residents back into the labour market</b>			
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>

### 1.3.2 : Breakthrough Programme, which assists workless city residents back into the labour market

Actions	DOT	Comments	By When	Lead Officer
1.3.2.1 : 'Breakthrough Programme' to see 300 workless residents engaged, of which: <ul style="list-style-type: none"> <li>- 60 to secure work placements,</li> <li>- 50 to secure employment,</li> <li>- 50 to partake in volunteering</li> <li>- 125 gain access to education and training</li> </ul>		<p>The project continues its successful delivery for a second year.</p> <p>More specifically in the period Apr 09 -Mar10 the project engaged 362unemployed residents (against a target of 300) of whom;</p> <ul style="list-style-type: none"> <li>• 69 have moved into employment (against a target of 50)</li> <li>• 45 into volunteering (against a target of 50)</li> <li>• 92 into further education or training (against a target of 125).</li> </ul> <p>In addition 31 residents have successfully completed or start work experience placements.</p> <p>The project will continue to support residents until they reach the 13 week period of sustainable employment.</p> <p>Some additional funding has been secured for this project, which will see it going until Mar '11. The Steering group is currently exploring funding opportunities and is developing a funding strategy to sustain the delivery of this project</p>	Mar/2010	Angela Gaitani


### 1.3.3 : Support delivery of the Futures Programme


Actions	DOT	Comments	By When	Lead Officer
---------	-----	----------	---------	--------------




<b>1.3.3 : Support delivery of the Futures Programme</b>			
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>
1.3.3.1 : Secure funding for Futures Programme		<p>Following a tendering round and interviews, the delivery of the second year of the Tourism Futures Pre-Employment Training (PET) programme has been awarded to City College Brighton &amp; Hove who will collaborate with the major Welfare to Work providers that operate in the city.</p> <p>The programme will provide three PET courses (including work experience placements) to 45 workless residents of whom 33 will move into employment. Each course will last for five weeks. Each week will have a different focus to ensure participants develop a wide range of transferrable skills that can be utilised in employment across the Tourism sector.</p> <p>The first two courses will be delivered in May/June to prepare learners for employment during the busy summer period with a final course delivered in Oct in preparation for the Christmas recruitment period.</p> <p>Work experience placements will be provided by the Tourism Futures employers who have signed the Charter. There are currently 130 employers in the database.</p> <p>Post training support will be provided to all learners who are not successful in securing employment through the programme.</p>	Jul/2010
<b>1.3.4 : Fully-fund the Wired Sussex Internship Programme, offering graduates six weeks of work in the digital media sector</b>			
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>
			Angela Gaitani

### 1.3.4 : Fully-fund the Wired Sussex Internship Programme, offering graduates six weeks of work in the digital media sector

Actions	DOT	Comments	By When	Lead Officer
<p>1.3.4.1 : Wired Sussex Internship to deliver:</p> <ul style="list-style-type: none"> <li>- 100 graduate internships</li> <li>- 1050 individuals given advice / assisted with the development of their skills base</li> <li>- 700 given careers advice on different roles</li> </ul>		<p>Wired Sussex continues the successful delivery of the Brighton Digital Media Internship Programme supported by the Economic Development Team. The programme aims to provide 100 short-term internships at a wide variety of games, web, software development, animation, TV, e-learning, music, film and advertising companies.</p> <p>The project continues extremely well, meeting and often exceeding targets set for Q4.</p> <p>The second tranche of 35 interns are currently undertaking their internships. Of the first tranche another 2 of the 35 interns have been offered employment making 23 (66%) in total.</p> <p>Applicants for the third tranche of 32 internships are currently being assessed.</p> <p>To date the project has supported 702 individuals directly and 14,582 online. 1450 graduates have received career advice on different roles in the industry whereas 90 have been assisted in developing employment skills. The project has also assisted 80 local businesses to improve performance in working with new, under experienced employees.</p> <p>The 2010 Jobs and Skills Fair took place on 4th March at Brighton Corn Exchange and attracted nearly 1,000 attendees to talk to 20 recruiting media companies, obtain skills advice from all local universities and colleges and media careers experts, attend various panel sessions and a keynote address. A series of highly focussed 1-2-1</p>	Oct/2010	Angela Gaitani

<b>1.3.4 : Fully-fund the Wired Sussex Internship Programme, offering graduates six weeks of work in the digital media sector</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
		workshops were also provided at the event to help specific individuals improve their job application skills in the digital sector.		
<b>1.3.5 : Map the profile of the city's available employment space</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
1.3.5.1 : Deliver year one of the Business Retention and Inward Investment (BRII) Strategy and update the commercial property database.		The revised commercial property database has been launched on the councils website and maps the availability of commercial space available in the city in partnership with the local commercial agents. BRII Action Plan has been produced and agreed by the BRII Board and Officer Working Group - The 1st Year action plan has been delivered and approved by the BRII Officer Working Group and the BRII Board and the 2nd Year Action Plan is currently being finalised	Mar/2010	Andy Glover
<b>1.3.6 : Part-fund the Housing Benefit "Back to Work" Project, which provides discretionary payments to support benefit claimants in making the transition to employment</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>

**1.3.6 : Part-fund the Housing Benefit “Back to Work” Project, which provides discretionary payments to support benefit claimants in making the transition to employment**

Actions	DOT	Comments	By When	Lead Officer
1.3.6.1 : Deliver Back to work project		<p>The project helps people receiving benefits with their movement into work. A Discretionary Housing Payment (DHP) covers part of the shortfall between Housing Benefit and rent liability to assist individuals with their transition into work. This payment is in addition to Housing and Council Tax Benefit that individuals may be receiving. The amount and duration of Discretionary Housing Payment is determined on an individual basis.</p> <p>The project has met its target and has helped 40 residents with their transition into work. Future funding opportunities are currently being addressed. The Housing Benefits team will continue to work with JCP, RBLI &amp; A4E to identify people that could benefit from a DHP.</p>	Mar/2010	Angela Gaitani

### Promoting enterprise and learning

Indicator	Target	Actual	Status						
No.	63.00	63.30							
<p><b>NI171 - New business registration rate per 10,000 of the population (VAT and PAYE)</b></p> <table border="1"> <caption>Data for NI171 - New business registration rate per 10,000 of the population (VAT and PAYE)</caption> <thead> <tr> <th>Category</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Target</td> <td>63.00</td> </tr> <tr> <td>Actual (Mar-10)</td> <td>63.30</td> </tr> </tbody> </table> <p><b>Comments</b>            Business registrations are a proxy measure for business start-ups (actual measure is VAT and PAYE per 10,000 pop).            The information shown is for 2008 which is the latest available. The target has been adjusted to reflect the impact of the recession and a change to baseline information.            In the Centre for Cities report for 2010, Brighton was highlighted as having the 6th highest business birth rate (out of 64 other areas – 49.6%) - this is compared with a business death rate of 42.4%. As well as featuring in the top ten for business births we also feature in the top ten for high skilled workforce and knowledge intensive industries – this highlights our high rate of entrepreneurial activity.</p>				Category	Value	Target	63.00	Actual (Mar-10)	63.30
Category	Value								
Target	63.00								
Actual (Mar-10)	63.30								

95


### 1.5.1 : Develop the city's business offer in order to attract more investment from external companies

Actions	DOT	Comments	By When	Lead Officer
1.5.1.1 : Deliver the action plan for the first year of the Business Retention and Inward Investment Strategy		Action Plan has been produced and agreed by the BRII Board and Officer Working Group The first year action plan has been delivered	Mar/2010	Andy Glover

### 1.5.2 : Assist businesses in finding suitable commercial premises in the city

Actions	DOT	Comments	By When	Lead Officer

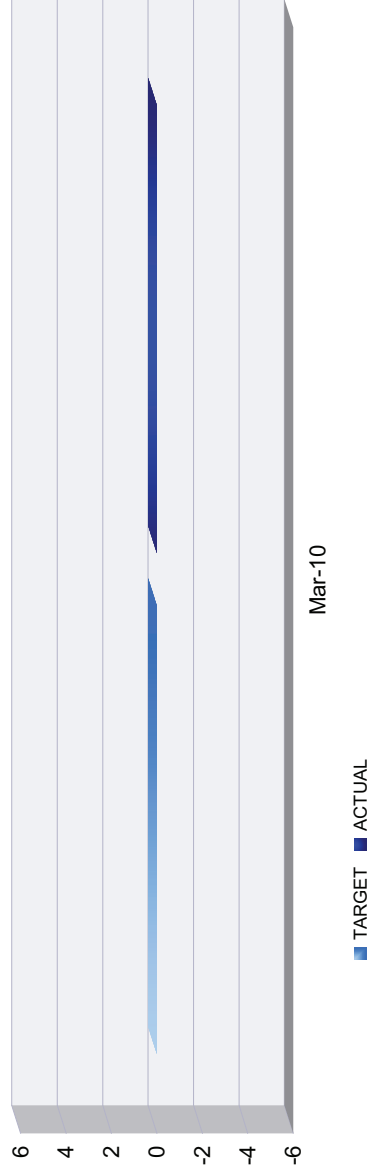
### 1.5.2 : Assist businesses in finding suitable commercial premises in the city

Actions	DOT	Comments	By When	Lead Officer
1.5.2.1 : Develop the commercial property database to enhance its appearance and make it more user-friendly and helpful for businesses.		As part of the BR11 Action Plan one of the key actions is to refresh and improve the quality and performance of the Commercial Property Database. The supplier has met with the city council and prepared a specification for the improvements. This has been considered and approved by the Officer Working Group and work is now underway in improving the database. The new database went live on the councils web site on 15th February and was formally launched on 1st march.	Mar/2010	Andy Glover

## Promoting enterprise and learning

### L 01 - Progress towards the development of the Brighton Centre

Indicator	Target	Actual	Status
%	0.00	0.00	
<p><b>Comments</b></p> <p>No data, this indicator is based on the targets within the delivery plan.</p> <p>Lead architects have been confirmed for the development of the Brighton Centre and appointments for other members of the design team is underway. Target date for identifying and defining a viable scheme is estimated to be, at the earliest, six months after the design team have been established.</p>			




97

### 1.6.1 : To agree a Funding Strategy with Standard Life

Actions	DOT	Comments	By When	Lead Officer
1.6.1.1 : Exchange and execution of Heads of Terms with Standard Life Investments		Heads of terms exchanged and executed on 22 Dec 08	Mar/2010	David Fleming

### 1.6.2 : Initiate the procurement process to appoint a professional development team

Actions	DOT	Comments	By When	Lead Officer
1.6.2.1 : Issue the OJEU Notice		Contract notice despatched 13 Jan 09	Mar/2010	David Fleming
1.6.2.2 : Appointment of Lead Architect and Design Team		'Make' architectural team have been appointed as lead consultant of the coveted design competition for the development of the Brighton Conference Centre site - July 2009. Appointments for members of the design team in progress.	Mar/2010	Scott Marshall

<b>1.6.3 : To identify and define a viable scheme</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
1.6.3.1 : Completion of the first stage feasibility study and design		Target date for completion will be six months after full compliment of design team established at earliest.	Feb/2011	Scott Marshall



Promoting enterprise and learning

Indicator	Target	Actual	Status						
£	18,500.00	19,477.00							
<p><b>L 02 - Gross Value Added Per Head</b></p> <table border="1"> <caption>Gross Value Added Per Head - Mar-10</caption> <thead> <tr> <th>Category</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>TARGET</td> <td>18,500.00</td> </tr> <tr> <td>ACTUAL</td> <td>19,477.00</td> </tr> </tbody> </table> <p>Comments                      GVA (Gross Value Added) is a measure of the value of the local economy. A relatively high GVA per head indicates that the local economy is healthy and productive.                      Brighton &amp; Hove GVA grew at around 3% in the period 2006-7, the SE grew at around 4% and the rest of the country outside of London significantly slower. Brighton &amp; Hove GVA is growing at a faster rate than most cities, and is likely to continue to do so according to the Centre for Cities Report 2010. Experian forecasts predict an approximate 14% growth between 2007-2013 period, although this is based on pre-recession modelling.</p>				Category	Value	TARGET	18,500.00	ACTUAL	19,477.00
Category	Value								
TARGET	18,500.00								
ACTUAL	19,477.00								

99

1.7.1 : Part-fund the City Business Clinics offered, offered by Business Link to local SMEs that are more than two years old


Actions	DOT	Comments	By When	Lead Officer
1.7.1.1 : Business Link - 100 business clinic slots filled (2 year project)		25 Clinic slots have been filled as of March 2010. Target by July 2010 is to reach 50 clinic slots, hence now marketing campaign to promote clinics to businesses via email and exhibitions.  Project Outline: 8 City Business Clinics are available every month. The two year target for filled business clinic slots is 100, which will be achieved through a variety of partnership marketing and promotional activity. Project commenced in August 2009 and will end in July 2011.	Jul/2011	Rob Dawson

1.7.2 : Provide funding to support the Brighton & Hove Chamber of Commerce in offering expanded services to new and existing members

Actions	DOT	Comments	By When	Lead Officer



<b>1.7.2 : Provide funding to support the Brighton &amp; Hove Chamber of Commerce in offering expanded services to new and existing members</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
1.7.2.1 : Chamber of Commerce - 33 business training events and training sessions to target 1500 businesses between April 2009 and March 2010. Year-on-year increase to web traffic and resources section added to website in order to signpost local businesses to relevant support.		36 business events were held by the chamber between April 2009 and March 2010. Visits to the new chamber website have now increased to 2500 per month and the resources section of the website is now live.	Mar/2010	Rob Dawson
<b>1.7.3 : Ensure B&amp;H benefits for the new SEEDA funded Innovation &amp; Growth Teams (IGT) to be established in 2009</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
1.7.3.1 : SEEDA funded Innovation and Growth Teams - Brighton & Hove actively involved in the preparation of the business plan for the city.		The Brighton & Hove and East Sussex Innovation and Growth Team bid was submitted by partners to Seeda in August 2009. Amendments to the plan have been made after a positive feedback session with Seeda, and the business plan was approved in early 2010.	Mar/2010	Rob Dawson
1.7.3.2 : Meaningful presence of SEEDA Innovation Growth Team established in the city		The new IGT will operate in East Sussex and Brighton & Hove, meaning many delivery partners are stake-holders and in some cases will be working together for the first time. Given the complex project development process, SEEDA has been receptive to the delivery partners' ambition for the new IGT and approved the IGT business plan submitted by partners. Legal negotiations are on-going, although a temporary director has been appointed and it is anticipated that the East Sussex and Brighton & Hove IGT will be operational within the first quarter of the 2010/11 financial year.	Mar/2010	Rob Dawson

<b>1.7.4 : Business Lifebelt project</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
1.7.4.1 : 764 businesses supported over the lifetime of the project		Business Lifebelt Phase 1 complete. 1,400 businesses have already been supported in this time period through the Business Lifebelt programme (500 of which were intensive interventions), scoring over 90% satisfaction in the process. Phase 2 of Business Lifebelt commences in April 2010.	Oct/2009	Rob Dawson

## Promoting enterprise and learning

Indicator	Target	Actual	Status
£	434.20	693.10	
<p><b>Comments</b></p> <p>The result represents the total spend made by visitors on their trip to the city in 2008 - this was an estimated £693.1 million. From 2007 the methodology used to capture Economic Impact has changed from STEAM to the Cambridge model (using local level information). Targets for 2010/11 will be reset according to the new source of data.</p>			

Legend: ■ TARGET ■ ACTUAL

Mar-10

102

## 1.9.1 : Value of conferences won

Actions	DOT	Comments	By When	Lead Officer
1.9.1.1 : Achieve £63m of direct economic benefit (DEB) from conference bookings in the period 1 April 2009 – 31 March 2010		We achieved £32m of DEB – target not reached as we didn't secure the Labour Party conference.	Mar/2010	Julia Gallagher

## 1.9.2 : Number of partners of Visit Brighton

Actions	DOT	Comments	By When	Lead Officer
1.9.2.1 : Achieve 325 VisitBrighton Partners by 31 March 2010.		Achieved 325 partners	Mar/2010	Suzanne Mantell

## 1.9.3 : Web traffic and/or equivalent advertising spend or PR

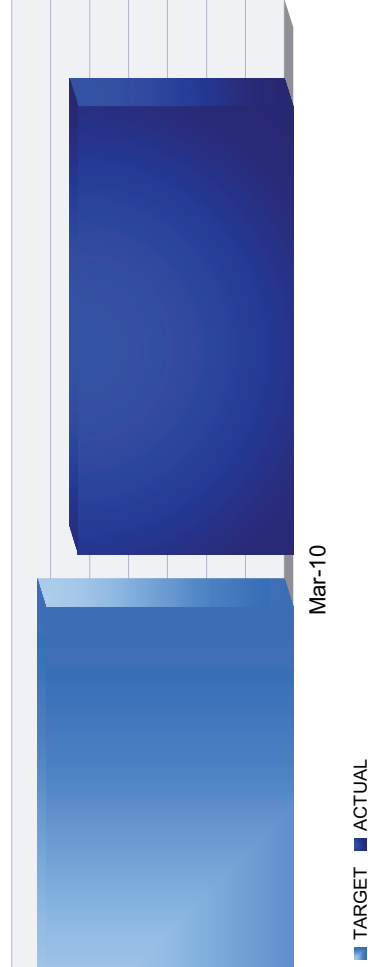
Actions	DOT	Comments	By When	Lead Officer

<b>1.9.3 : Web traffic and/or equivalent advertising spend or PR</b>					
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>	
1.9.3.1 : Achieve 1 million unique web visitors in the period 1 April 2009 – 31 March 2010 to www.visitbrighton.com		Achieved 913,603 unique web visitors	Mar/2010	John Carmichael	
1.9.3.2 : Achieve 2,000 accommodation bookings made through VisitBrighton in the period 1 April 2009 – 31 March 2010		Achieved 2,351 leisure accommodation bookings	Mar/2010	John Carmichael	
1.9.3.3 : Achieve media coverage with an Equivalent Value Advertising (EVA) of £2million for the period 1 April 2009 – 31 March 2010		Achieved £2.78 million Equivalent value Advertising	Mar/2010	John Carmichael	
<b>1.9.4 : Develop the role capacity of The Royal Pavilion as a major international tourist attraction</b>					
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>	
1.9.4.1 : Grow visitor numbers to the Royal Pavilion through marketing events and new interpretation (target of 297,500)		09/10 283,092	Mar/2010	Abigail Thomas	
1.9.4.2 : Develop the Royal Pavilion Travel trade and group business (target of 120,000)		Income from Groups business increased by £132,000	Mar/2010	Abigail Thomas	
1.9.4.3 : Develop measure for contribution of cultural quarter to visitor economy		Tender completed March 2010	Mar/2010	Abigail Thomas	

**Strengthening communities and involving people**



Indicator	Target	Actual	Status
%	25.40	22.10	
<p><b>Comments</b>                      This indicator measures the percentage of the adult population participating in sport or active recreation 3 days a week.                       2008/09 data is shown which was released Dec 2009 and is the latest available. Preliminary data for 2010 should be available Mid 2010. Although there is some variance from the target, the result falls within the statistically acceptable range of the target which is suggested by the survey guidelines.</p>			

**L 18 (NI008) - Adult participation in sport and active recreation**




Actions	DOT	Comments	By When	Lead Officer
4.5.1.1 : Maintain and develop the City Sports & Physical Activity Strategic group to champion sport and provide a strategic overview for facilities and provision in the City.		The group have met quarterly and have developed strong partnerships. The group are currently reviewing and refreshing the Sports Strategy and Action Plan. A sub group of the meeting has been created to develop and deliver a Physical Activity action plan for Healthy City V	Mar/2010	Jan Sutherland
4.5.1.2 : Deliver the City Sports Awards to reward and recognise talented athlete's coaches, volunteers and clubs.		The City Sports & Physical Activity Awards were held in October and 200 people attended. The Awards which are sponsored by DC Leisure and NHS Brighton & Hove are a celebration of the most elite and hard working performers in the City and to thank and acknowledge our volunteers and coaches.	Mar/2010	Jan Sutherland



#### 4.5.1 : Raise the profile of Sport & Leisure opportunities and services.

Actions	DOT	Comments	By When	Lead Officer
4.5.1.3 : Deliver two Sports Forums to provide opportunities for clubs to network and receive information and advice.		Two City Sports Forum took place at The Albion Study Support Centre and the County Cricket Ground. Over 50 members attended and topics covered included funding workshops, club development and partner updates, The 'Sports Wave' newsletter is produced and distributed to clubs quarterly.	Mar/2010	Jan Sutherland
4.5.1.4 : Establish an annual programme of sports and physical activity events that are profiled throughout the City.		25 Events have been supported including Sports Relief, London to Brighton Bike ride, TAKEPART, The 2 week Brighton & Hove International Festival of Sport, Paddle Around the Pier and White Air- the Extreme Sports Festival. The Special Olympics Team have competed Nationally and annual events have taken place .	Mar/2010	Jan Sutherland

#### 4.5.2 : To effectively market and communicate sporting and Physical Activity Opportunities in the City.


Actions	DOT	Comments	By When	Lead Officer
4.5.2.1 : Promote sports participation opportunities across a range of formats.		Sport and Leisure opportunities promoted in a wide range of formats, including leaflets, press releases, posters and websites. The Active For Life on-line forum provides on going information and Sports Wave, a Sport & Leisure newsletter is produced and distributed quarterly. The Active For Life website has 420 clubs registered and receives over 6000 visits a month. The website is currently being refreshed. The Active For Life Directories are distributed in partnership across the city including hospitals and GP surgeries.	Mar/2010	Jan Sutherland

#### 4.5.2 : To effectively market and communicate sporting and Physical Activity Opportunities in the City.


Actions	DOT	Comments	By When	Lead Officer
4.5.2.2 : Provide sports and physical activities opportunities through events and taster sessions to maximise the marketing of sport and physical opportunities.		<p>Provided taster activity sessions at through the year at events including the Choices Day for adults with a learning disability and, staff conferences and in the Community through the Active For Life Project.</p> <p>TAKEPART 2009 – Brighton &amp; Hove's International Festival of Sport delivered over two weeks of taster session and increased its exposure to local residents. 59,000 took part and involvement from over 200 clubs, associations and organisations.</p>	Mar/2010	Jan Sutherland
4.5.2.3 : Promote National, Regional and local campaigns to drive local delivery.		<p>The National 'Change For Life' and Lets Get Moving Campaign and the Cities, more people, more often' is being promoted on all promotional materials. The 2012 branding has been developed and will be rolled out with the 2012 Strategy for the City.</p>	Mar/2010	Jan Sutherland



#### 4.5.2 : To effectively market and communicate sporting and Physical Activity Opportunities in the City.

Actions	DOT	Comments	By When	Lead Officer
4.5.2.4 : Develop an inspiring programme of activities leading up to the 2012 London Olympics and establish a legacy for the City.		<p>The 2012 Citywide Strategy Group formed to enable the continuation of a partnership approach in the development of a city wide 2012 programme of activities and events.</p> <p>Major activities during this period included:</p> <ul style="list-style-type: none"> <li>• Launch of Personal Best, a programme of learning and training for young adults, hosted by Albion in the Community and participation in Open Weekend where 9 events were held in support of 2012 celebrations.</li> <li>• At a regional level continued support of a consortium of facilities looking to host pre-game training venues prior to the Olympic and Paralympics Games</li> <li>• At a local level, engagement with the city's sports clubs and partnership funding from the NHS and Dorothy Stringer Sports College TAKEPART has further developed</li> </ul> <p>TAKEPART 2009 - The long term aim of the Festival is to get more people more active more often and increase participation levels in sport and physical activity, linking to 2012 activities TAKEPART aims to become the main 2012 legacy event for the City.</p> <p>The Aqua Festival and a new Older People Olympics took place.</p> <p>Further scoping of the National Governing Bodies of sport is being carried out and how the NHS legacy plan is rolled out.</p>	Mar/2010	Jan Sutherland



#### 4.5.3 : Increase participation in sport and physical activity to improve the health of our residents.

Actions	DOT	Comments	By When	Lead Officer
4.5.3.1 : With key partners develop the review the Healthy City Partnership and the Healthy City Status.		A review of the role of the Healthy Partnership has taken place and sub groups have been identified. The Healthy City Partnership have been successful at becoming a designated Healthy City V.	Mar/2010	Jan Sutherland

#### 4.5.3 : Increase participation in sport and physical activity to improve the health of our residents.

Actions		DOT	Comments	By When	Lead Officer
4.5.3.2 : In partnership with the NHS develop a weight management group to support and deliver healthy living programmes.		Two meetings have taken place been delivered, reporting templates established and a monitoring evaluation framework is being created. Family activity programmes are being developed as well as the roll out of the Shape Up, Mend and Mini programmes.	Mar/2010	Jan Sutherland	
4.5.3.3 : To further develop the City Health Walk Scheme.		The Health walks Scheme, Winner of the Health & Wellbeing category at the inaugural Public Sector Excellence Awards aims to encourage people particularly those who take little exercise to do regular short walks in their local communities. The scheme continues to develop with participation levels increasing and continuing evidence that walks are being accessed by people with chronic health conditions, disabilities and low activity levels. Two additional walks have been added to the Led Healthwalks programme, which now offers 16 weekly walks led by a core team of 50 volunteers. Over 1,500 walkers have completed 8,888 led walks. A Multicultural Women's Group walk has been developed and partnered with the Active for Life project 3 'Soup & Stomp' events in Moulsecocomb, Hollingdean and Portslade have been delivered.	Mar/2010	Jan Sutherland	
4.5.3.4 : Develop the 'Step To It' Project to encourage adults with a learning disability to take part in the Healthwalks scheme.		Partnership funding through the NHS employs the Healthwalks volunteer co-ordinator to deliver the 'Step to it' Campaign pilot. Healthwalk training has been delivered to staff at day centres and healthwalks have begun to be delivered for adults with a learning disability.	Mar/2010	Jan Sutherland	

#### 4.5.3 : Increase participation in sport and physical activity to improve the health of our residents.

Actions	DOT	Comments	By When	Lead Officer
4.5.3.5 : Implementation of the DMC S Free swimming programme across the City.		<p>In partnership with the NHS, ASA &amp; DC Leisure the free swimming initiative has seen:</p> <ul style="list-style-type: none"> <li>12410 under 15's</li> <li>4107 Over 50s</li> <li>95,000 free swims to date</li> </ul> <p>A steering group meeting has been developed and a member from the steering group attends the City weight management group. Monthly reports are submitted to Sport England and partners.</p> <p>Sport England Funding for capital improvement to St Luke's Pool has been sourced and improvements to the changing facilities are planned.</p>	Mar/2010	Jan Sutherland
4.5.3.6 : Provide free water confidence courses in the city for targeted groups.		<p>Funding has been sourced to pilot water confidence course programmes and participants are being indentified through the Active For Life Officers. 5 x 10 week courses have been delivered aimed at young women (11 - 18 ) and people over 60.</p>	Mar/2010	Jan Sutherland

#### 4.5.3 : Increase participation in sport and physical activity to improve the health of our residents.

Actions	DOT	Comments	By When	Lead Officer
4.5.3.7 : In partnership with the NHS and the Healthy Living Centre support and deliver the Active Living Exercise on Prescription scheme.		The Exercise Referral scheme is for patients who are currently inactive, at low or medium risk of chronic health conditions and have a desire to get more active. At a referral appointment, the nurse helps each patient to choose an activity that best suits their needs and lifestyle. The activity provider receives a copy of the referral form. The patient can choose from a wide range of activities at no or very low cost, and take part for up to 3 months. The nurse provides ongoing support during that time and carries out an interview with the patient at the end. Health walks, cycling lessons, swimming, Rosemary Conley fitness classes, As well as more traditional gym based activity. The idea is to find the activity that best suits each patient. 1299 Referrals	Mar/2010	Jan Sutherland
4.5.3.8 : Develop the Health trainers scheme to support behaviour change and sign post residents to sport and physical activity provision.		15 Health trainers recruited and the completing Behaviour Change Course and City & Guilds training.	Mar/2010	Jan Sutherland
4.5.3.9 : Support the delivery of sport and physical activity interventions within the Council and other employees improve health.		The Sussex Active and Healthy workplace initiative has provided employees the opportunity to take part in volleyball, baseball and basketball. The Councils wellbeing team have co-ordinated weekly tai chi and yoga sessions and are carrying out health checks for men over 40. Signposting to existing opportunities takes place.	Mar/2010	Jan Sutherland
4.5.3.10 : Increase participation levels by 1% across the contracted leisure facilities through the identification & implementation of key initiatives develop links with other leisure providers.		The leisure centre usage shows participation levels across the contract have increased by 1.9% which is an increase of 15,000 on last years figures. The leisure providers have developed programmes with key partners. There is a joint working plan in place.	Mar/2010	Jan Sutherland

#### 4.5.3 : Increase participation in sport and physical activity to improve the health of our residents.

Actions	DOT	Comments	By When	Lead Officer
4.5.3.11 : To promote existing Council facilities and sites and develop programmes.		The Councils golf facilities have been reviewed and My Time Active have been awarded a ten year contract. My Time have made a £750,000 investment to the courses. Facility improvement continued to be carried out at the King Alfred and St Lukes Swimming Pool changing facilities is being improved.	Mar/2010	Jan Sutherland

#### 4.5.4 : To promote and provide sports and physical activity opportunities address inequalities in participation.

Actions	DOT	Comments	By When	Lead Officer
4.5.4.1 : To further deliver and develop sustainable sports and physical activity programmes in areas of inequality within the City and		Funded in partnership with the NHS the Active for Life project works within, and engages communities exhibiting some of the highest indexes of health inequality and social deprivation in the city. The project provides local sport and physical opportunities, links to clubs, volunteering opportunities, training and support. Over 3,500 residents have engaged in activities through the project achieving a participation throughput of 17,028 . An audit and mapping of provision has been carried out by to identify delivery gaps and ensure that resources are maximised. over £13,500 additional funding was secured through the project for clubs and groups.	Mar/2010	Jan Sutherland
4.5.4.2 : To develop and deliver sustainable sports and physical activity programmes in Queens Park and Craven Vale.		Linked to the Active For Life project funding Active For Life Wellbeing Project has been secured from the Big Lottery until July 2011 to employ one full the Active For Life Officer to develop sustainable sports and physical activity opportunities. The project is running successfully and following consultation weekly sessions have developed for residents of all ages.	Mar/2010	Jan Sutherland


#### 4.5.4 : To promote and provide sports and physical activity opportunities address inequalities in participation.

Actions	DOT	Comments	By When	Lead Officer
4.5.4.3 : Develop and deliver sustainable sports and physical activity programmes in the East of the City.		In partnership with the Healthy Living Centre and the NHS support and develop the Active East Brighton Sports Project. The team provides local affordable opportunities and link into the Healthy Living prescription. The team co-ordinate programmes and events, including a women Bangladeshi gentle exercise session and the TAKEPART local event at East Brighton park. 1,233 residents have engaged in the programme this year.	Mar/2010	Jan Sutherland
4.5.4.4 : Deliver community development sessions and events for low participation groups.		Activities and events have been organised for targeted groups including weekly session for black and ethnic minority communities and women races, events only activity sessions. Weekly older people sessions include mini tennis sessions, tai chi and swimming and boccia tournaments in sheltered houses and monthly short mat bowls league take place. Disability sessions are being delivered and developed in partnership.	Mar/2010	Jan Sutherland
4.5.4.5 : To further develop Disability Sport within the City.		Attendance at the Countywide Disability working group to develop a strategy for disability sport. A Reaching Communities bid has been submitted for a Disability Officer and Coaching Disability Officer for the County. Attendance at 'Taking Part' group to develop leisure opportunities for adults with a disability. Working in partnership with Amaze to further develop the Compass Leisure card, an audit of provision and a coaching database for disability.	Mar/2010	Jan Sutherland


#### 4.5.5 : To develop and maintain the sport & physical workforce within the City.

Actions	DOT	Comments	By When	Lead Officer
---------	-----	----------	---------	--------------

#### 4.5.5 : To develop and maintain the sport & physical workforce within the City.

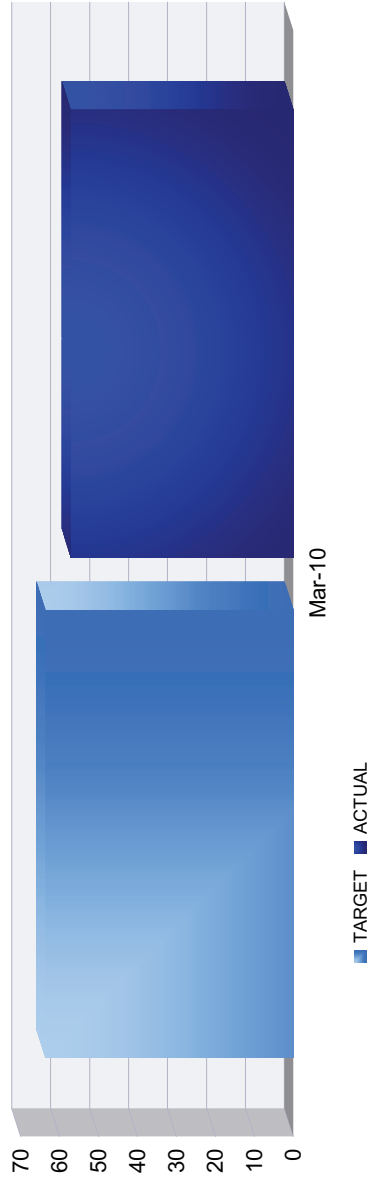
Actions		DOT	Comments	By When	Lead Officer
4.5.5.1 : To develop a volunteering scheme for sport and Physical activity provision in the City.			The Citywide Volunteering Strategy steering group meetings have taken pace for the development of first volunteering strategy for Brighton & Hove City, representing sport and physical activity interests. The volunteer scheme has been developed and is being delivered. The volunteer and coach database continues to grow. Coaches, clubs and volunteers will be given recognition for their contribution to sport at the City Sports Awards.	Mar/2010	Jan Sutherland

#### 4.5.6 : To raise awareness and provide support of funding opportunities to sustain and enhance sports provision in the City.

Actions		DOT	Comments	By When	Lead Officer
4.5.6.1 : To provide support, advice to clubs and groups to ensure sustainability.			Ten TAKEPART grants were distributed to clubs to increase participation- £5,000 Partnership sponsorship funding sourced for Sports Awards and the City Sports and Physical Activity grants (2012 grants) was distributed to individuals and clubs. £5,000  The Active For Life Project was granted funding to continue to develop opportunities in areas of high deprivation. £278,000 was secured for clubs to assist them to increase participation.	Mar/2010	Jan Sutherland

**Strengthening communities and involving people**

Indicator	Target	Actual	Status
%	63.70	57.20	
<p><b>Comments</b>                      This information is taken from the 2009 Active People Survey. The target is set as a 2% increase on the 2008 result (61.7%).                      Due to the broad confidence intervals of the surveys the difference between the 2008 and 2009 result is not considered statistically significant. For this reason the indicator is marked green as comparatively we are performing very well.                      The target for the end of the agreement (2010/11) will be 64.2%.                      When looking to the performance of all 86 Unitary Authorities we rank 2nd and 7th when comparing ourselves to the London Boroughs.</p>			



114

**4.6.1 : Fund and work with the Brighton Dome and Festival (BDFL)**


Actions	DOT	Comments	By When	Lead Officer





<b>4.6.1 : Fund and work with the Brighton Dome and Festival (BDFL)</b>			
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>
<p>4.6.1.1 : Attendance at board meetings and monitoring meetings</p> <ul style="list-style-type: none"> <li>• Closer partnership working</li> <li>• Develop a new agreement and PI evaluation framework in line with NI 11</li> </ul>		<p>Paula Murray attends quarterly BDFL Board meetings plus monthly meetings with the chief executive.</p> <p>Donna Close continues to work in an advisory role on outdoor programme development as part of the support of the city council for the free elements of the Festival programme and represents the festival in two consortia Without Walls and ZEPA.</p> <p>The new PI framework is still be negotiated with the Communities team and will be in place by the end of Q1 10/11</p> <p>An analysis of the audience for the free events in May 09 was commissioned to illustrate the contribution the BDFL make to achieving NI 11 targets</p>	Mar/2010 Donna Close
<b>4.6.2 : Provide community development support to groups running community festivals and fun days and community based arts activities</b>			
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>
4.6.2.1 : Community Development - Grant appraisals		<p>All rounds of annual grants for 09/10 completed in conjunction with the Grants Team and first round of 10/11 in progress.</p> <p>In 09/10 a total of 18 arts organisations benefitted from Arts Partnership. That budget represents £45 000 council investment which levered in a total of £535 415</p> <p>An additional 9 community arts projects were funded through Grants for Smaller Organisations and a further 18 Community Festivals were enabled.</p>	Mar/2010 Donna Close

**4.6.3 : Provide development support, advice and funding to Key 3 year funded arts organisations, annual grant aided organisations including those in receipt of Arts Partnership Awards, arts festivals in the city**

Actions	DOT	Comments	By When	Lead Officer
4.6.3.1 : Grant appraisals & annual monitoring reports and visits. New PI evaluation framework to be developed and implemented		<p>We are in year 1 of the current 3 year funding cycle with 10 strategic organisation's sharing £154,000 per annum.</p> <p>Officer's have had a minimum of 2 meetings with each of these organisation's each year. The new PI evaluation framework will be delivered in time for report back on Q1 of the 2010/ 11 investment round.</p> <p>We have secured investment and are delivering on development of the city's' festivals through leading on a Festivals Clusters initiative supported by SEEDA and ACE. This initiative has impacted positively on our Spring and Autumn Festival Clusters raising their profile nationally and internationally.</p>	Mar/2010	Donna Close


**4.6.4 : To support and develop targeted initiatives increasing access to arts activity and participation such as the White Nigts initiative (free entry and entertainment at Brighton Museum and Royal Pavillion until midnight once a year)**

Actions	DOT	Comments	By When	Lead Officer

<b>4.6.4 : To support and develop targeted initiatives increasing access to arts activity and participation such as the White Nigts initiative (free entry and entertainment at Brighton Museum and Royal Pavillion until midnight once a year)</b>			
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>
<p>4.6.4.1 : •Delivery of White Night (free entry and entertainment at Brighton Museum and the Royal Pavillion until midnight once a year)</p> <p>•Develop economic and social indicators to evaluate broader impact of White Night</p>		<p>Second White Night successfully delivered on 24 October 2009. An estimated 25,000 people attended the free events in more than 40 venues and outdoor locations - twice the size of last year. There was a wide age range from 1 to 70. A new learning strand targeted hands-on cultural activity in line with NI 11 objectives. A full evaluation report was commissioned that indicated that 4 out of 5 visitors were residents and 38% were low or non arts attenders normally. The festival contributed to the city being awarded beacon status for managing the night time economy.</p> <p>The 2009 festival had a cash budget of £140k with £115k being raised from external sources.</p> <p>The third White Night will be delivered in October 2010.</p>	Mar/2010 Donna Close
<b>4.6.5 : Supporting marketing initiatives in the cultural sector - particularly those that seek to break down barriers to participation and attendance</b>			
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>
<p>4.6.5.1 : • Attendance at Audiences meeting</p> <p>• Attendance at ACE NI11 meetings</p> <p>• Development of new PI evaluation framework working with ACE, GOSE and AMH</p> <p>• Development of 'soft' evaluation indicators</p>		<p>Three meetings have taken place at ACE with other local authorities in the region that have selected NI11 to explore shared NI11 initiatives across the region.</p> <p>Successful seminar took place led by Audiences South that explained NI 11 to our cultural partners.</p> <p>Working closely with Visit Brighton on the Festivals marketing campaign</p>	Mar/2010 Donna Close
<b>4.6.6 : Develop and deliver a range of participatory public arts projects funded via the councils Percent for Art Policy</b>			
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>

<b>4.6.6 : Develop and deliver a range of participatory public arts projects funded via the councils Percent for Art Policy</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
4.6.6.1 : Delivery of participatory public arts projects (5 per annum)		<p>Pankhurst Av Photography Project – Completed in March 2009 with 100 residents participating.</p> <p>Hollingbury Infant School &amp; Downs Junior School Projects - Completed in June / July 2009. The celebrations event attracted 200 family members</p> <p>Myth of London Road - Very successful public art project led by Useful Arts and targeted at non and low arts attenders. 500 people entered the competition and a minimum of 600 audience members. The project also had 20 participants for a 2 day workshop. Additional workshops were run at Oasis and Recovery project.</p>	Mar/2010	Donna Close
<b>4.6.7 : Collaborating on joint agendas with colleagues in other sectors to incorporate arts element to those such as the Journey On transport campaign and the work with the Drugs and Alcohol Action Team</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
4.6.7.1 : Input into at least 4 events annually (2008: Children's festival, Car Free Day, White Night)		<p>Delivered an aspect of White Night with Creative Future to engage with homeless and marginalised artists for the second year running and including taking them to our sister festival in France</p> <p>White Night also delivered very successful joint projects with colleagues in road safety, safety in the community and sustainable transport in October 2009</p> <p>Car Free Day joint working to broaden the events (Sept 09)</p> <p>Useful Arts (service user led organisation) Myth of London Road</p> <p>new event called The Book and The Rose led by colleagues in Policy delivered April 2009</p> <p>Aqua festival planned collaborations with YMCA for March 2010</p>	Mar/2010	Donna Close





#### 4.6.8 : Engaging the community in cultural activity within libraries

Actions	DOT	Comments	By When	Lead Officer
<p>4.6.8.1 : Host cultural events, exhibitions and activities in libraries (e.g. White Night, Black History Month, City reads and Open Houses)</p>		<p>Libraries have held many different types of cultural events and activities over the past year, ranging from the big events in Jubilee Library to smaller neighbourhood focused activities. Examples include:</p> <p>Jubilee Library:</p> <ul style="list-style-type: none"> <li>• City Reads launch, in conjunction with World Book Day and local Book Karaoke (120 people attended 7 City Reads events)</li> <li>• Participation in White Night event with local bands playing (3,746 people attended)</li> <li>• Range of talks, exhibitions and promotions to support Black History Month, including launch of art and photographs from local BME community</li> <li>• High profile launch of English Heritage Open Houses scheme</li> <li>• Hosted free Open University production of Educating Rita, linked in with an OU advice desk available all day.</li> <li>• Readings and launch of poetry collection by patients of Mill View Hospital</li> <li>• Nacro Art Display &amp; launch of paintings by ex offenders</li> <li>• Brighton &amp; Hove Festival – visual/lectures/performances/art displays</li> <li>• Vardean College Design Competition</li> <li>• Michael Rosen poetry event- poetry recitals by children under 16 years</li> <li>• Brighton Foodies Event- teaching people how to make real meals</li> <li>• Lavender Lounge-LGBT event celebrating LGBT history in song and prose</li> <li>• Book &amp; Film Quizzes (all ages)</li> <li>• Various book launches</li> <li>• Film screenings (23 sessions attracting 611 people)</li> </ul>	Mar/2010	Sally McMahon

#### 4.6.8 : Engaging the community in cultural activity within libraries

Actions	DOT	Comments	By When	Lead Officer
		<p>Hove Library:</p> <ul style="list-style-type: none"> <li>• Hove Library local artists exhibitions &amp; book promotions monthly e.g. black history/LGBT/holocaust memorial</li> <li>• Promote local organisations e.g. bluebell railway; local amateur dramatics &amp; cultural events</li> <li>• Events e.g. History of Stonewall (LGBT), City reads, Home Front Hove World War 2</li> <li>• Christmas story readings for partially sighted/blind</li> <li>• Reading/writing/poetry groups</li> <li>• Poetry/children's authors/writing workshops for children</li> <li>• Participation in Aqua festival</li> <li>• St. Andrew's day celebration/cream tea</li> <li>• European story time with French/Spanish/German stories</li> </ul> <p>All Libraries have held regular well attended school holiday events for children with craft activities on themes e.g. Chinese New Year, Easter, and Brighton Festival.</p> <ul style="list-style-type: none"> <li>• 2,392 children took part in 91 craft or games activities this year</li> </ul> <p>Community Libraries provide displays and events for adults and have taken part in big events such as City Reads. Other notable examples of successful activity this year includes:</p> <ul style="list-style-type: none"> <li>• Monthly displays reflecting cultural calendar eg International Women's Day</li> <li>• Whitehawk Library partnership with WASP Whitehawk After School Project to run activity sessions in school half term holidays.</li> </ul> <p>Libraries also take part in outreach activities, having held stalls at Older People's Day and BME Elders Day. (131 people attended 2 library tours/talks)</p>		

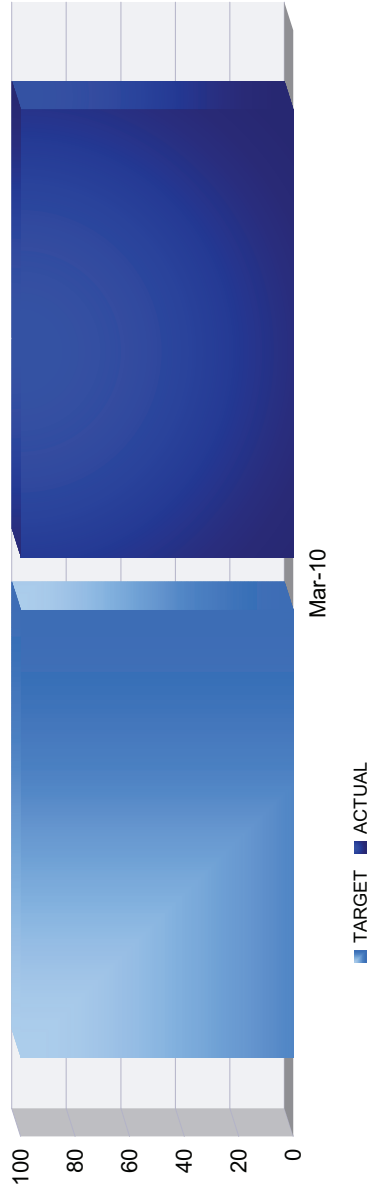
**4.6.9 : Engage the community in cultural activity within museums and wider community**

<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
4.6.9.1 : Monitor the number of adult participants in on and off site activities		13,484	Mar/2010	Abigail Thomas
4.6.9.2 : Monitor the number of children participating in family event activities on and off site		5,309	Mar/2010	Abigail Thomas
4.6.9.3 : Monitor total visits to museums		Total Visits 08/09 561,873 Total Visits 09/10 607,751	Mar/2010	Abigail Thomas
4.6.9.4 : Monitor total visits to micro-museums		Portslade Library visits April 09 - Mar 10 90,427 Coldean Library visits June 09 - Feb 10 18,410 Roundabout Family Centre - Visitor numbers not monitored by centre so no statistics available	Mar/2010	Abigail Thomas

**Strengthening communities and involving people**

**L 21 - Community engagement in local libraries**

Indicator	Target	Actual	Status
%	100.00	100.00	
<p><b>Comments</b>                      For latest results and progress see the results of the individual Libraries Indicators for the Local Area Agreement. Based on the % completion rates in the performance targets set, Libraries have achieved a 100% of the targets set for 2009-10 (those which are green or amber).</p>			



12

**4.7.1 : Increase use of public libraries – visits**

Actions	DOT	Comments	By When	Lead Officer
4.7.1.1 : Achieve 1.836 million visits in 2009-10		Target successfully achieved in 2009/10 1,837,252 visits achieved, just in excess of the target for this year.	Mar/2010	Sally McMahon
4.7.1.2 : Achieve 1.47 million issues in 2009-10		2009/10 issues 1,343,869 - A little below target (91% achieved) but good in the light of dropping national figures	Mar/2010	Sally McMahon

**4.7.2 : Improve access to information and learning through the provision of free ICT access in public libraries**

Actions	DOT	Comments	By When	Lead Officer





#### 4.7.2 : Improve access to information and learning through the provision of free ICT access in public libraries

Actions	DOT	Comments	By When	Lead Officer
4.7.2.1 : Achieve 2.70 million virtual visits (website visits) in 2009-10		2009/10 total - 2,206,470 Since moving to the new Library Management System, we now have a more accurate way of counting virtual visits. It appears that our previous performance was incorrectly high, so as a result we have revised our target for next year to reflect the more accurate recording methods. Figure achieved for this year is 82% of the target.	Mar/2010	Sally McMahon
4.7.2.2 : Increase the percentage of take up of available ICT time in libraries to 50%		Performance is at 52% so 2% above target. Previous problems with data collection are being identified and sorted, so that we are getting more accurate data now. We anticipate that the new booking system due to be implemented this year will improve management of access and provide better information.	Mar/2010	Sally McMahon


#### 4.7.3 : Increase the range and number of new items added to Libraries stock

Actions	DOT	Comments	By When	Lead Officer
4.7.3.1 : Purchase 55,116 new items for stock in 2009-10		43,683 Only 79% of target was not reached this year due to absence of key Libraries staff who are responsible for stock buying, Unspent budget is available to be spent in new financial year, as all bookfund is spent via the private sector partner through the PFI.	Mar/2010	Sally McMahon

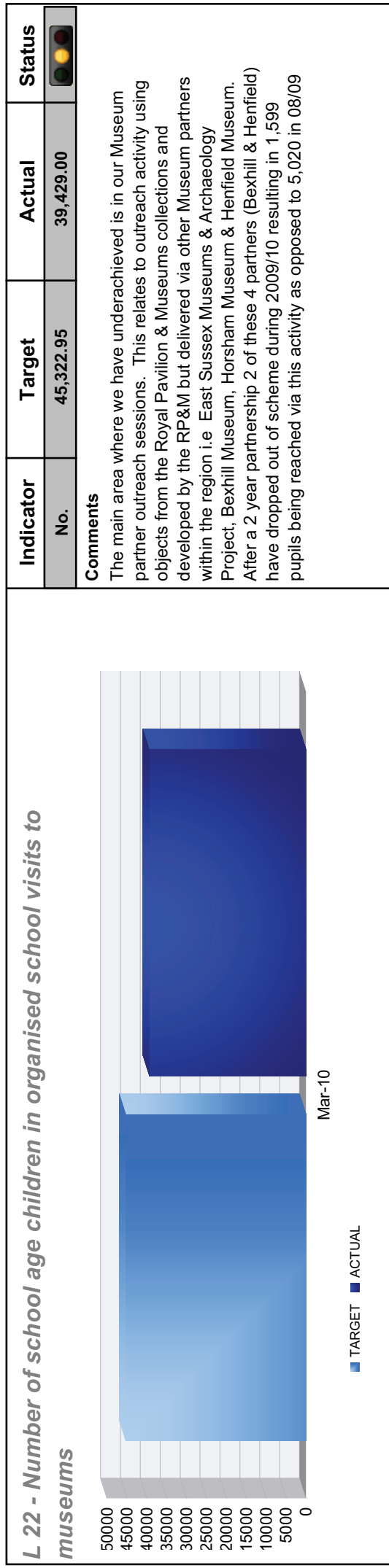
#### 4.7.4 : Increase the number new library members added

Actions	DOT	Comments	By When	Lead Officer
4.7.4.1 : Achieve 20,400 new members in 2009-10		20,038 new members achieved in 2009/10. 98% of target was achieved..	Mar/2010	Sally McMahon

<b>4.7.5 : Increase the number of people participating in library run activities</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
4.7.5.1 : Achieve target of 38,000 people taking part in activities in libraries for 2009-10		2009/10 Total number of people taking part in Libraries activities was 43,051. This is 13% higher than target.	Mar/2010	Sally McMahon
<b>4.7.6 : Improve satisfaction with libraries services</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
4.7.6.1 : Achieve 94% satisfaction rate with Libraries services from CIPFA survey of adult library users in October 2009.		CIPFA survey in October 2009 achieved 90% satisfaction rate. Although this is not at the very ambitious level of the target, it is 2% higher than the previous survey in 2006, and 6% higher than that achieved in 2005, so the direction of travel is very positive. (96% of target achieved)	Mar/2010	Sally McMahon
4.7.6.2 : Achieve 90% satisfaction rate with libraries - Children		End of year 2009/10: This survey is carried out every three years, and our current performance taken from the survey carried out in 2007 is 91%. We have the second highest satisfaction levels in the country.	Mar/2010	Sally McMahon
4.7.6.3 : Achieve 77% satisfaction rate with computer facilities in the E-Plus CIPFA Survey in 2009		End of year 2009-10: This survey is carried out every three years, and our current performance taken from the survey carried out in 2008 is 77%.	Mar/2010	Sally McMahon
<b>4.7.7 : Support children's learning</b>				
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
4.7.7.1 : Improve take up of Bookstart packs for those aged 1-3 years olds for 2009-10		End of year 2009/10: Stage 1 (0-12 months) - 105% take up Stage 2 (18-30 months) -89% take up Stage 3 (36-48 months) - 103% take up All increases on previous year, and in excess of the targets set.	Mar/2010	Sally McMahon

<b>4.7.7 : Support children's learning</b>			
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>
4.7.7.2 : Increase the percentage of children completing the Summer Reading Challenge to 40% for 2009.		The Summer Reading Game took place over the summer holidays, and the numbers completing the challenge increased from 37% last year to 39% this year, achieving 97.5% of the target set. We participated in a national evaluation exercise with one of our local schools, which will look at the impact of participating in the game on children's reading. New national research in which we have taken part shows that the Summer Reading Challenge helps prevent the 'summer holiday dip' in motivation and attainment.	Mar/2010
4.7.7.3 : Increase the numbers of children attending Homework Clubs to 2,800 in 2009-10		Totals for 2009/10 : 2,431. This is a small reduction from performance last year of 2,786, mainly as a result of the early shut down of clubs at the end of the previous academic year and the slow start of the new academic year due to recruitment of new manager for the service. 87% of target has been achieved	Mar/2010
<b>4.7.8 : Provide better health information and support in libraries</b>			
<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>
4.7.8.1 : Expand the Books on Prescription scheme		288 prescriptions from health professionals satisfied during 2009 in three libraries, Jubilee, Hove and Whitehawk. This is an increase of 32% on 2008.	Mar/2010

## Strengthening communities and involving people



126



### 4.8.1 : Deliver the outreach programme which includes visits to school assemblies and development of outreach sessions

Actions	DOT	Comments	By When	Lead Officer
4.8.1.1 : Reach 8500 children through outreach sessions (including out of city)		6,311 School children inc nursery, primary and secondary settings reached.	Mar/2010	Abigail Thomas
4.8.1.2 : Visits by 2500 young people aged 14-18 in formal education		2,198	Mar/2010	Abigail Thomas



### 4.8.2 : Engage very young children by delivering sessions to the early years (pre-school) age group

Actions	DOT	Comments	By When	Lead Officer
4.8.2.1 : Reach 6146 children by delivering early years sessions - incs loan boxes, preschool & outreach		4,652 09/10	Mar/2010	Abigail Thomas

**4.8.3 : Support teachers to use museums and museum objects in teaching.**

<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
4.8.3.1 : Train 36 teachers through Continuing Professional Development (CPD) sessions		1 cancelled CPD event but highly successful event held in early October 09 reaching 63 teachers. 71 in total for 09/10.	Mar/2010	Abigail Thomas
4.8.3.2 : Loan boxes of museum objects reaching 6500 children		7,723 total for 09/10	Mar/2010	Abigail Thomas

**4.8.4 : Work with LEA advisors to promote the service and link up with schools for projects & free workshops for temporary exhibitions (funded externally)**

<b>Actions</b>	<b>DOT</b>	<b>Comments</b>	<b>By When</b>	<b>Lead Officer</b>
4.8.4.1 : Engage with 1500 children through temporary exhibitions		Total of 2,198 reached 09/10	Mar/2010	Abigail Thomas
4.8.4.2 : 5 new schools in Brighton & Hove visiting Museums i.e. who have not visited in the last two years		All schools now visited	Mar/2010	Abigail Thomas

