

### **Cultural Partnership Outcomes Framework and Key Performance Indicators**

The following describes the priorities and commissioning intentions of the County Borough Council towards achieving desired outcomes for communities and individuals across the County Borough. This shared framework will judge the continued commitment of the Council to the agenda and the performance of the Cultural Trust against this agreed approach. It comes at a time where cultural interventions have been endorsed by Welsh Government following the Baroness Kay Andrews report “Culture and poverty” and the Donaldson report on the education curriculum where literacy, digital skills and the expressive areas were highlighted as key areas of learning and experience.

As an outcomes framework the focus is on the end result not on prescribed inputs. This gives a better platform for innovation and transformation to meet the changing needs of customers, users and communities.

The very nature of cultural interventions requires a more holistic measurement of success than statistics alone. The council and the Trust will therefore employ a range of qualitative and quantitative analysis, complemented by case studies to demonstrate the partnership’s impact.

The Outcome Framework is devised to develop a clear line of sight between Council priorities, its commissioning outcomes and a means of measuring the success of its Partnership. Success will not always be defined as greater numbers but on improved experiences, customer satisfaction and social or economic outcomes. The Framework is set over five years and must be underpinned by realistic expectation set against current performance levels, financial realities and the need to consolidate the new model of service delivery in years 1 -3.

The measures are indicative. Over the first twelve months of the Agreement baselines and targets will be established. Measures are based on the overwhelming evidence that cultural interventions have positive effects on health, education, community cohesion and the economy.

<b>BCBC Corporate Priority</b>	<b>BCBC Cultural Aims</b>	<b>5-year Commissioning Outcomes</b>	<b>Measures</b>
<b>Supporting a successful economy</b>	<b>Promote, celebrate and champion the county borough's rich cultural heritage</b>	<b>People (customers) enjoy access to and positive experiences at Bridgend's arts venues.</b>	<b>How satisfied people are with the offer at the venues and how likely they would be to return – survey led.</b> % tickets sold within 10 mile radius and 20 minute drive time % of population involved as attenders in the arts % population involved as participants in the arts % Household penetration (Grand Pavilion at 8.5% for 2012-13) <sup>1</sup>
		<b>Local cultural organisations are active, viable and sustainable</b>	<b>Whether organisations feel supported and how satisfied they are with the support and facilities – survey led<sup>2</sup></b>
		<b>Bridgend's cultural heritage has a sustained positive impact on communities and the local economy</b>	<b>Biennial STEAM economic impact measure Nos. visitors to Bryngarw Park</b>
	<b>Employ culture as means of supporting and enriching formal learning</b>	<b>Children and young people have a good level of literacy and digital skills</b>	<b>% of under-16 population who are library members % of participants who complete the Summer Reading Challenge</b>
	<b>Support and develop the growth of the creative</b>	<b>People of all ages, but in particular young people have access to, and can</b>	<b>Nos. progressing into FE / HE and employment following cultural</b>

<sup>1</sup> Above measures are indicative at this stage. They will be aligned to the Arts Council of Wales Insight reports measures ensuring consistency of measure and calculation.

<sup>2</sup> All survey led measures will have baseline established by end of first 12 months of trading.

	industries and cultural sector as key contributors to the local economy	experience and develop career pathways within the creative industries	interventions or support
		People of all ages are digitally literate and are helped to secure support and employment.	Participation levels for youth theatre and youth film activities
			Nos. of people support with welfare reform and Universal Credit. Nos. people supported to seek employment
Helping people to be more self-reliant	Tackling poverty by widening access and routes to participation and quality cultural experiences	People in the county borough's most deprived communities are accessing cultural provision and opportunities	% of library members from Communities First areas % Summer Reading Challenge participants from Communities First areas Nos. paid audience from Communities First areas.
		Equality of opportunity and inclusivity is at the heart of cultural provision	Equalities plan Biennial equalities report
	Inspire people to develop to their full potential and through culture make people's lives better and more fulfilled	People with disabilities learn new skills and confidence to lead and sustain independent lives	User satisfaction / parent and carers report positive outcomes Accredited learning outcomes achieved
		People at risk of being disadvantaged or disengage are social included through arts and culture	Qualitative and empirical evidence to describe success on a project by project basis and linked to the preventative health agenda
		People are healthier and independent	% of people who said they felt better following a cultural intervention – survey led Nos. supported by Booklink service Nos. volunteers supported Nos. of volunteering hours supported

			<b>Qualitative and empirical evidence to describe success on a project basis</b>
<b>Smarter use of resources</b>	<b>Develop a sustainable cultural offer based on delivering relevant and value for money provision</b>	<b>Facilities and programmes are more sustainable</b>	<b>Nos. improvements to community centre facilities % external funding to support facilities / community centre estate % use of library on-line resources again overall issues</b>

In addition to the Outcome Framework the Trust will also provide performance information for the Welsh Public Library Standards Fifth Framework and National Performance Indicator set. The following Key performance Indicators provide a foundation for monitoring the Trust's performance to secure minimum levels of performance in the delivery of the core services:

The key performance indicators (KPI) complement the Outcomes Framework and provide a minimum level of service position for the Cultural Partnership. The aspiration is for improvement against these KPIs and this will be set out as agreed targets. These targets will be considered annually as part of the annual service planning protocol. Where existing, the indicators are based on 2014/15 definitions. As per the Outcomes measures the baselines and targets will be agreed over the first 12 months of the Agreement.

Key Performance Indicators	Current performance	Target / Minimum performance	Time Period
Financial  Non – management fee income as an overall % of the gross operating cost	New KPI 22% (baselined against business planning assumptions)		Annual

Participation			
The number of visits to Public Libraries during the year, per 1,000 population	4460		Annual
The percentage of children under 5 who are members of the library service	31.26%		Annual
Quality of Service			
Replenishment rate of library stock	14.4%		Annual
Number of requests which are notified to the user as being available within 15 calendar days of the request being made	80%		Annual
User satisfaction / parent and carers report positive outcomes	New KPI		Annual
How satisfied people are with the offer at the venues and how likely they would be to return – survey	New KPI		Annual
Employee Satisfaction			
Staff survey results – likelihood of recommending Awen as an employer	New KPI		Bi-annual