

## **Culture and Leisure Review Committee 21st April 2009**

### **Report of the Chief Executive and Director of Community and Cultural Services**

#### **Performance Report – April to December 2008 (Progress in Implementing the Local Area Agreement and New National Indicator Set)**

##### **1. Why has the report gone to committee?**

- 1.1 To provide Culture and Leisure Review Committee with a position statement in relation to the first nine months of the Local Area Agreement (LAA), implementation of the new National Indicator set during 2008/09 and also the councils plans to address findings from the annual MORI survey and provisional results of the biennial Place Survey.

##### **2. Description of the Decision**

- 2.1 Committee is recommended to note the performance of the Council against key performance measures as part of the Council's quarterly monitoring arrangements.

##### **3. Background**

- 3.1 Members will recall that a new national performance framework is being implemented during 2008/2009. This includes 198 new National Indicators which replaces the Best Value Performance Indicators and Performance Assessment Framework Performance Indicators. As a consequence 2008/09 is a transition year as we develop baselines for the new indicators and ensure any corrective action will be effective in the new framework.
- 3.2 This is the third quarter corporate performance report relating to 2008/2009 performance information. The report provides an overview of the position for other national indicators and local performance indicators that have been retained to supplement areas in the performance framework that are not well covered by the new national indicator set.
- 3.3 In addition to performance indicators, information in relation to resident's perceptions is also available during this reporting period. Since 1995 Sunderland City Council has commissioned an annual survey to monitor residents' satisfaction with, and perceptions of, the council and the services it provides. The latest survey was conducted in Autumn 2008 and comprised 1260 interviews with residents across the city in addition to a 'booster' sample of residents from black and minority ethnic (BME) groups. Cabinet received a copy of the findings from the 2008 survey on 11 March 2009.
- 3.4 In addition to the annual MORI survey during 2008 the council has also taken place in the Active People Survey. This is a statutory survey which is

undertaken by Sport England and takes place every year. The results from the Active People Survey are used as the basis to calculate a number of new national indicators which are included in this report. This report also contains planned improvement activity to address any areas of varying perspectives from the MORI survey.

#### 4. Current Position

- 4.1 In relation to the national indicator set an overview of our current position in relation to each indicator has been included (**Appendix 1**). This also includes the local performance indicators that are either being retained or introduced in 2008/09 to supplement the new national framework. This will ensure we have a complete picture of service delivery and related improvements. We have mechanisms in place to measure all the national indicators required for reporting purposes during 2008/09. To ensure we can measure our progress towards delivering the strategic outcomes the partnership has committed to (in the Sunderland Strategy and the council's Corporate Improvement Objectives) the indicators have been categorised in this order.
- 4.2 During the first year of the implementation of the new national performance framework we are only required by government to set targets for those performance indicators we have chosen to form part of the Local Area Agreement. However to ensure we maintain a robust commitment to service improvement across the partnership in Sunderland both directorates and partners have, where possible, set targets for the other national and local performance indicators for 2008/09. This cannot be done for all indicators as this is the first year of collection for a number of the new national indicator set and 2008/09 needs to be used as a base lining year against which we can target future improvement. It is also important to note that in relation to many of the new National Indicator set data is available at different points of the year and will not always readily follow the quarterly monitoring cycle.
- 4.3 In relation to residents participation there are a number of performance indicators that are derived from the Active People Survey. The results for Sunderland can be found in the table below in addition to the comparative Tyne and Wear and national average.

Table 1 Active People Survey Results

Ref	Description of indicator	S/land 2008	Tyne / Wear average	National average
NI 8	Adult participation in sport	<b>18.70%</b>	20.7%	21.73%
NI 9	Use of public libraries	<b>41.1%</b>	47.08%	48.5%
NI 10	Visits to museums or galleries	<b>51.3%</b>	52.96%	53.8%
NI 11	Engagement in the arts	<b>35.3%</b>	39.18%	45.2%

- 4.4 It is increasingly important that the council understands the needs and requirements of its communities, and in particular the most marginalised and vulnerable groups to ensure that policies and services are designed to meet

them. The Annual Residents' Survey is an important starting point in developing this understanding since it enables the council to measure satisfaction with the council, council services and local area and monitor trends over time. It also provides the opportunity to conduct more detailed analysis of how perspectives vary amongst different groups of the population, for example by geographical area, age, gender, disability and ethnicity.

- 4.5 It is crucial that the council actively uses this information to help inform this understanding and in future engagement, service planning and improvement. It was therefore agreed that the key issues arising from the 2008 survey should be identified and for the council to consider how to respond to them. It should however be recognised that there is still a need for directorates to consider the wider results in more detail and across subgroups, looking at not only areas where improvement is needed but also where progress has been made and in relation to interventions in the previous year.
- 4.6 The 2008 survey presents a largely positive set of results although there are some issues to consider in order to improve performance further. **Appendix 2** outlines the key issues and the existing and planned interventions in relation to culture and leisure services that are designed to respond to them. Similarly to the approach taken with the MORI survey when the finalised Place Survey results are available interventions will be identified to respond to any emerging issues across both the council and partnership.

## **5. Positive Performance and Current Risks**

### **Participation in Sport and Physical Activity**

- 5.1 Latest data from Active People 2 Survey 2007/2008 shows that 18.70% of adults participating in sport on at least 3 days a week in moderate intensity sport and active recreation compared to 20.16% in the Active People Survey 1 2005/2006. It is important to note there are significant differences between the Active People 1 Survey and the Active People Survey 2 that need considering when considering the latest performance data.
- 5.2 The key difference between the 2005/6 survey (Active People Survey 1) and the 2007/8 survey (Active People Survey 2) is the overall scale of the survey. In 2005/6, 1,000 interviews were completed for each local authority, whereas in 2007/8, only 500 interviews were completed. This will be replicated in the 2008/9 (Active People Survey 3) and 2009/10 (Active People Survey 4) surveys, giving a cumulative local authority sample of 1,000 every two survey years.
- 5.3 Despite the city's 3 x 30mins indicator reducing from 20.16% to 18.70%, there was a positive change in other participation data. What the 3 x 30mins indicator does not show is that Sunderland has actually increased activity in other participation indicators. For example, there are fewer people doing 'no physical activity' in the city now (54.4% compared to 57.4%) and more

people are actually participating in physical activity for 30mins, once per week (9.6% compared to 11.8%).

5.4 Whilst the Active People Survey participation results may appear to be a little disappointing, other city LPSA indicators relating to participation levels have been outstanding, for example:

- The percentage of young people aged 5 – 16 years who receive two hours quality PE within and beyond the curriculum is 92% in 2008, which is above the 85% national target.
- Usage of city's Wellness Centres by people aged 16+ years has exceeded all expectations, with 301,654 attendances in 2007-2008 against the target of 163,517.

5.5 Considerable work is taking place across the city to raise participation rates. There are a number of facility developments that will encourage greater participation in sport and physical activity. These include:

- Hetton Swimming Pool and Wellness Centre
- Silksworth Swimming Pool
- Development of Houghton Sports Centre in partnership with Sunderland TPCT
- Refurbishment of omniturf at Silksworth
- Northumbria Centre redevelopment

5.6 The opening of the Sunderland Aquatic Centre in April 2008 marked the start of the leisure facility development programme. It is anticipated that new facilities will be the catalyst for improved resident satisfaction levels and provide opportunities for participation. However, it is anticipated that we will not see the full impact of new developments until the 2009/2010 or 2010/2011 Active People surveys.

5.7 For Members information, there are a number of initiatives that are being developed to further promote health and participation in physical activity, which are expected to make a positive impact on adult and young people's participation rates.

- Active Sunderland Project approved by Cabinet in February 2009, has an aim to increase participation in physical activity by adults focusing specifically on the 3 x 30mins indicator (£326,000 inward investment attracted from Sport England)
- Sport Unlimited ('the 5 hour offer') will increase opportunities for young people to participate in sport and physical activity within, and beyond the school curriculum
- The city's Free Swimming initiative for 60plus and under 16's, starting 1 April 2009

5.8 The City Council will also be supporting the Government's 'Be Active, Be Healthy' plan (announced 11 February 2009), as it establishes a new framework for the delivery of physical activity alongside sport for the period

leading up to the London 2012 Olympic Games, Paralympic Games and beyond.

### **Participation levels Libraries, Museums and Arts**

- 5.10 In relation to libraries, museums and arts this is the first year that the data has been collected via the Active People Survey. The 2008 survey shows that 41.1% of residents use public libraries, 51.3% of residents have visited museums and galleries and 35.3% are engaged in the arts. Use of libraries and engagement in the arts are less than the Tyne and Wear average. It is important to note that the survey does not include any measure of children's usage and also does not specify where the contact took place (e.g. If a resident of South Tyneside visits a library in Sunderland, it still counts towards South Tyneside's total)
- 5.11 While results for the use of libraries and engagement in the arts are disappointing, performance is improving in relation to a number of performance indicators including
- The number of active borrowers per 1,000 population increased from 176 (2007/08) to 179 (December 2008) active borrowers per 1,000 population. Based on current performance it is expected that this indicator will achieve the target set of 176 per 1,000.
  - The total number of enquiries to libraries is increasing to 117094 at the end of December and is on schedule to achieve the 2008/09 target of 150566
  - The overall performance of CCS4 Number of books issued shows an overall performance increase of 7% when excluding the impact of the current temporary relocations at Washington and Silksworth
  - Total material acquisitions per 1,000 population – Books and CCS 12 - Total material acquisitions per 1,000 population - Audio, visual, electronic and other items) the patterns of these indicators always vary from quarter to quarter as it reflects the publishing and supply market for new titles. The fourth quarter is traditionally the busiest quarter which sees the greatest number of items added to stock. Monthly figures at the end of February 2009 indicate that the previous Public Library Service Standard of 216 items per 1,000 population has already been exceeded and the service will meet the outturn reached last year of 236.
- 5.12 The current temporary relocations of Washington Town Centre and Silksworth Libraries is impacting upon the overall performance of former BVPI 117 indicator Physical visits to libraries. Excluding these two libraries the service shows an overall performance improvement of 8%. Although some regular users have transferred to other service points it is clear that the temporary closure and relocation of these service points is negatively impacting upon this performance indicator.

## **6. Background Papers**

Local Area Agreement  
Sunderland Strategy  
Ipsos MORI survey report 2008