

Title of meeting:	Cabinet Member for Culture, Leisure and Sport
Date of meeting:	12 th October 2012
Subject:	Portsmouth Cultural Trust Annual Update Report
Report by:	Head of City Development and Cultural Services
Wards affected:	All wards
Key decision:	No
Full Council decision:	No

1. Purpose of report

- 1.1 To update and inform the Cabinet Member for Culture, Leisure and Sport on the work carried out by the Portsmouth Cultural Trust during the first year of their operation from April 2011 – March 2012.

2. Recommendations

- 2.1 **That the update report on the work of Portsmouth Cultural Trust 2011/12 be noted including the delivery against key performance and reorganisation targets.**
- 2.2 **That the success of the initial transition year be noted and that formal thanks are given to Portsmouth Cultural Trust for the delivery of a successful transfer.**
- 2.3 **That further effective monitoring of the Partnership Agreement with Portsmouth City Council and provision of information by Portsmouth Cultural Trust supports future reports being brought to this meeting on an annual basis.**

3. Background

- 3.1 At Cabinet meeting on 13th September 2010 the Cabinet agreed to establish a Not for Profit Distribution Organisation (NPDO) as a new structure to deliver the operation of Portsmouth Guildhall following a compromised competitive dialogue process through the previous six months.
- 3.2 The new NPDO, Portsmouth Cultural Trust (PCT) was set up in early December 2010 and became a legal entity on 7th February 2011. A Board of Trustees were interviewed and appointed by officers in order to ensure an effective level of specific

skills were in place from the outset in order to take the operation forward. The Trust currently has 10 Trustees including two corporate members representing Portsmouth City Council. Additionally the Arts & Cultural Development Manager, Claire Looney, was seconded to the Trust for 12 months in the role of acting CEO to bring support and assistance as well as a good understanding of the complex history of the project to the Trust during its set up phase.

- 3.3 A briefing report was brought to this committee in December 2011 to update the Cabinet Member on the delivery of the service for the first 6 months of operation. This report will update the position and provide full annualised figures for the first year of operation.

4. Full Year report 2011/12

- 4.1 Core to the operation of PCT was the need to enhance the programme and deliver against the key Performance Indicators as outlined in the PCC/PCT Partnership agreement. Additionally we required the new operators to be more engaged with the wider cultural offer in the city.
- 4.2 The information on the programming during 2011/12 demonstrates the ways in which the PCT have diversified the programme with a broader offer which should, in turn, have attracted in new audiences and opened up the building to more people. At this early stage it has not been possible to have any customer research on this area as the focus has been on establishing new audiences but we expect more information on this in the future.
- 4.3 The range of artists for an initial year has been good with high calibre, big names coming to Portsmouth and getting the venue re-established under the new operator onto the touring network through the contract with Live Nation. Sell out concerts by McFly, the Kooks, Noah & the Whale and the Kaiser Chiefs combined with high quality comedy through artists such as Sarah Millican and Jimmy Carr has re-positioned the Guildhall and the offer by the Trust as a core deliverer on the south coast.
- 4.4 The diversification of the programme offer is clear through the provision of events such as the new Boutique Markets, Ghost Tours and Guided Walks along with the development of small scale exhibition space.
- 4.5 The other clear areas of development have been through the catering and the reception area. The new Café Guildhall with the public street entrance on the south of the building has promoted a different offer and encouraged people in throughout the day. Additionally the refurbished reception desk/box office provision is providing the customer with a different experience in the building from which we can conclude that there is a new emphasis on customer service.
- 4.6 The behind the scenes changes have resulted in a successful new website and integrated box office system which supports activities not only taking place at the Guildhall but also has linked in with other cultural provision in the city such as Portsmouth Festivities. This is a good example of the PCT being more engaged with the wider cultural offer in the city.

5. Statistical reporting

- 5.1 The contract is monitored against performance targets which are stipulated within the Partnership agreement. The statistics for the full year 2011/12 are as follows:

	Users Target	% of days with activity happening	Events Target
2011/12 Targets	180,000	60%	220
2011/12 Actuals	163,328	Info not provided by PCT	388

- 5.2 It is clear from the information provided by PCT that they have exceeded the number of events by over 50% but that whilst there were an average of over 13,000 users of the venue per month that they did not quite meet the overall user target. It should however be acknowledged that this was significantly above expectations for such a transition year and that we expect the figures to grow and develop and the target to be exceeded during 2012/13.
- 5.3 Through the Partnership Agreement monitoring officer we are also aware of the high level of organisational change which has taken place with the new operator and are currently encouraged by the pro-active way in which the Trust's staff are looking to develop new initiatives and partnerships with the wider Cultural offer within the city.

6. Equality impact assessment (EIA)

- 6.1 An Equality Impact Assessment is not required as this is not a change to policy or service delivery.

7. Head of Legal, Licensing & Registrars' comments

There are no legal implications immediately arising from the recommendations in this report.

8. Head of Finance's comments

- 8.1 The Partnering and Funding Agreement with the PCT is for a two year period from the 1st April, 2011 to the 31 March 2013. The revenue amount payable in each year is £607,000.

A sum of money has been set aside for capital expenditure and will be spent in accordance with Portsmouth City Council policies and procedures.

A meeting is held every quarter to review the financial performance of the PCT and to provide advice and guidance in a supporting capacity as required.

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Signed by: Stephen Baily
Head of City Development and Cultural Services

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved / approved as amended / deferred/ rejected by Cabinet Member for Culture, Leisure and Sport on 12 October 2012.

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Signed by: Cabinet Member for Culture, Leisure and Sport