

## Falkirk Community Trust




**Subject:** July – September 2014 Quarter 2 Performance Report  
**Meeting:** Audit and Performance Sub-Group  
**Date:** 16<sup>th</sup> October 2014  
**Author:** Business Development Manager

## 1. Introduction

- 1.1 This is the 2014-15 quarter two report on our performance indicators and covers the 3-month period July – September 2014. The report flags relevant current activity or planned action in support of achieving the Trust's strategic objectives.

## 2. Performance Statement

- 2.1 Attached is a performance statement with indicators presented in the form of bar charts with contextual commentary. We have added an 'at a glance' summary of the variance in performance on the previous year's quarterly period to date results. Each chart is flagged using a traffic light system to give a view of performance against target and against the same period in the previous year. The status for this period is summarised below:

Green 	This PI is on or above target (within 5% of target or above target)	There are <b>17</b> green-flagged indicators.
Amber 	This PI is slightly below target though performance may be improving (5-10% below target)	There are <b>6</b> amber-flagged indicators.
Red 	This PI is significantly below target and performance does not appear to be improving (10% or more below target)	There are <b>4</b> red-flagged indicators.

- 2.2 Indicators are flagged at the end of each quarter giving a prediction of performance against target using data from previous years and quarters to project forward. As we are at the mid-point in the year, predictions can be made with more certainty than at the end of the first quarter, but the outturn for the remainder of the year remains uncertain.
- 2.3 Two additional indicators have been added to this report complementing the new indicator for Kelpies tour ticket sales introduced earlier in 2014-15. These additional indicators for numbers of visitors to the Helix Park and programmed use of the Helix site will be included going forward and remain unflagged at this time.
- 2.4 Compared to the quarter one report (April-June), there is one additional green-flagged indicator, one less amber and the same number of red-flagged indicators. 16 of the 17 green-flagged indicators remain the same as per the previous performance report with indicator 26 improving from amber to green. However two indicators previously flagged amber have moved to red flagging, with two previously red-flagged indicators moving to amber. Comments have been made throughout the report to highlight where changes in the flag status of indicators occur.

- 2.5 Performance in the second quarter remains generally positive with successes in several areas. Good weather over the summer period, plus a number of major sporting events including the Commonwealth Games in Glasgow and the Ryder Cup, may have affected performance within some parts of the Trust. Similarly, the opening of The Helix including the Adventure Zone play area has likely led to a level of displacement from other parts of the Trust, especially Callendar Park.
- 2.6 The key performance highlights for the 6-month period of 2014-15 to date include the following:
- Admissions to Grangemouth Circuit Club 13.0% higher than this time last year, largely due to extra usage from the expanded fitness class programme
  - Neighbourhood Centre admissions increased by 5.5% compared to the 6-month position 2013-14, the best Q2 position in recent years.
  - An additional 2,431 rounds of golf played at Grangemouth Golf Course, a 15.4% on the same 6-month period last year. This is being attributed to improvements made to the course and favourable weather conditions.
  - The number of participants in Cultural Services activities being over 150% higher than the 6-month position last year, with Youth Music Initiative (YMI) activity in schools now being included in this measure.
  - A 17.9% increase in the number of participant sessions delivered by Active Schools, due to the success of 'Going for Glasgow' ahead of the Commonwealth Games.
  - Use of public access terminals in libraries increased by 5.7% with increased usage attributed to the Government's policy for Digital by Default.
  - Visits to Kinneil Museum increased by 24.4% compared to Q1 and Q2 2013-14, with successful open days at Kinneil House contributing to this increase.
- 2.7 A report on the period October – December 2014 will be made at the next meeting of the sub group on 5<sup>th</sup> March 2015.

### **3. Recommendation**

- 3.1 Directors are asked to note the positive progress made in Q2 and note the actions to address areas requiring improvements in the remaining quarters of the year.**

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Jane Clark  
Business

Development

Manager

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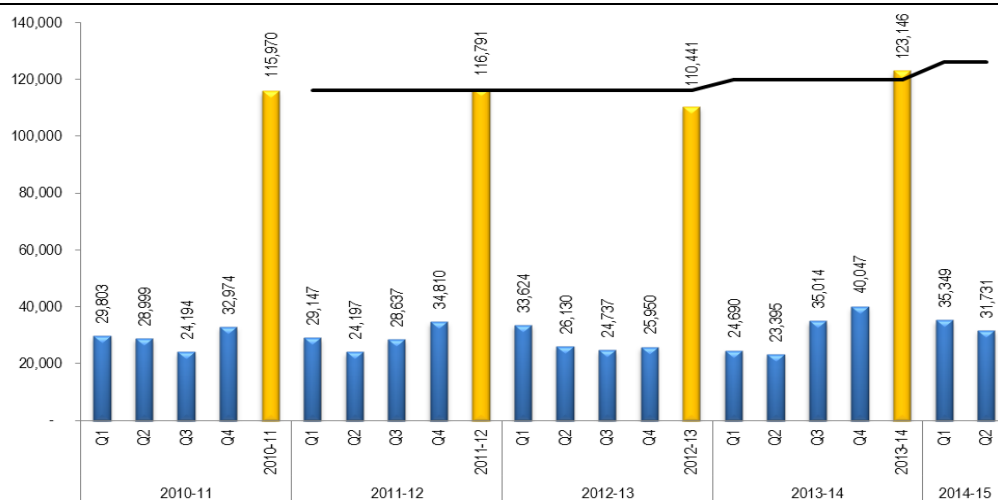
### Admissions to Bo'ness Recreation Centre

Q2 2014/15 vs Q2 2013/14:

**↑ 22.8%**  
+ 5,323 admissions

Year-to-date 2014/15 vs 2013/14:

**↑ 33.2%**  
+ 15,982 admissions



Q2 performance significantly increased compared to the same quarter last year. It should be noted that recording issues during Q2 2013-14 limit direct comparison of last year figures with this year and preceding years. Admissions of c.32,000 made this the most successful Q2 in the last five years.

Although direct comparisons of admissions with Q2 last year are limited, income comparisons remain valid and indicate improved performance in several areas. Overall income for the period increased by c.4% in comparison to the same period last year. Areas reporting an increase include: swimming +8%, birthday parties +15%, outdoor football +22% and Combat Zone +99%.

Looking ahead to Q3 2014/15, plans include engaging with the local secondary schools "young ambassadors" to inform future programme development for young people.

Performance expectations for the remaining 6 months of 2014-15 are for admissions to exceed target, hence this indicator remains flagged green.

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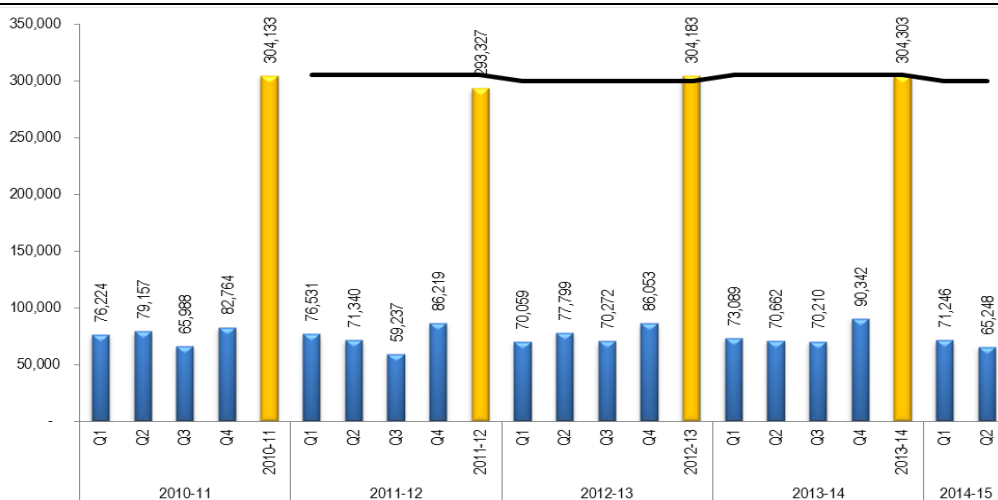
### Admissions to Grangemouth Sports Complex

Q2 2014/15 vs Q2 2013/14:

**↓ 7.7%**  
- 5,414 admissions

Year-to-date 2014/15 vs 2013/14:

**↓ 5.0%**  
- 7,257 admissions



Performance during the second quarter of 2014/15 was slightly reduced compared to the same period last year. Swimming admissions are down in general with c.3,000 fewer adult swims, c.800 less junior swims and c.1,500 fewer P5 school swim admissions following the cessation of Council funding to this programme. Grangemouth Amateur Swimming Club reported 500 less participant sessions during this period. New activities are being introduced to halt the decline: 'Try a sport' for adults daytime, 'come along' football sessions for juniors and further working with Active Schools and Sports Development to encourage greater uptake. The use of Grangemouth Complex for the independence referendum count in September caused a closure of the venue with resulting effects on admissions. Income for the quarter saw a negligible increase of £400 compared to the same quarter last year, and is 9.2% down on target at the end of Q2 following significantly reduced income during Q1.

This indicator remains flagged green being on course to achieve close to target. It is hoped the introduction of new classes and return of some events will increase performance for Q3 and Q4. Swimming lessons continue to be offered to schools following the withdrawal of P5 school swimming, with two schools (Ladeside PS and Moray PS) taking up the offer. A busy programme of events throughout Q3 includes Rollerbeats Disco, Scottish Disability Sport Swimming Gala, Central Schools Swimming Gala, several roller derby bouts, and a Christmas Fayre.

3)



### Admissions to Mariner Centre

Q2 2014/15 vs Q2 2013/14:

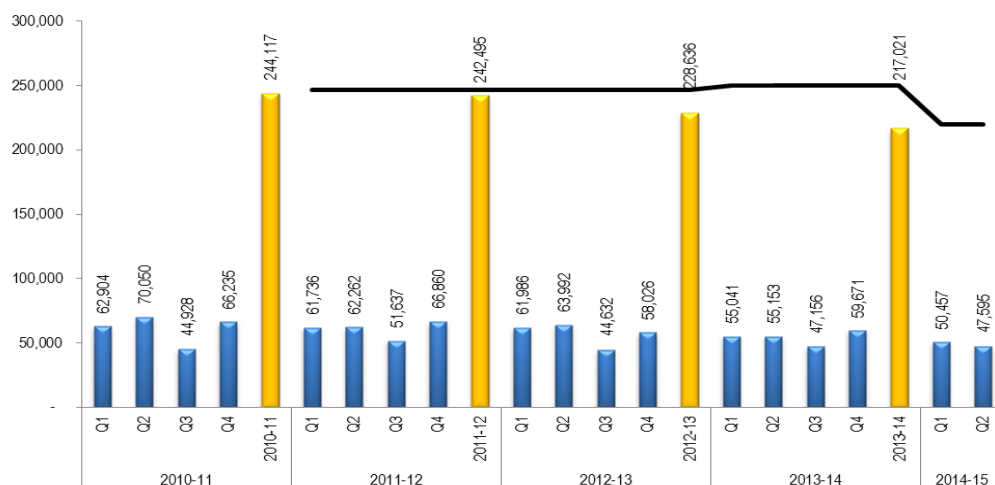
↓ 13.7%

- 7,558 admissions

Year-to-date 2014/15 vs 2013/14:

↓ 11.0%

- 12,142 admissions



Q2 admissions and income were lower than the same period last year and continue the recent trend with reductions in all areas of the centre. The lack of working wave machine is a major contributing factor to the continued downward trend in pool attendances overall. Junior admissions are down which, although linked to the wave machine, may have been influenced by the removal of the 'Buy 1 get 6 free' swimming concession. Overall income was reduced with reductions in swimming income and other areas. Some areas saw improvements with highlights being mini-gym income (+26%), commercial/club lets (+11%) and 5-a-side football (+75%).

Looking ahead to Q3, closer working with Sports Development and Active Schools to utilise vacant space in the centre programme and promote the Mariner Centre for school's 'Golden Time' use. Additional swimming bookings from clubs displaced from Grangemouth Complex during their pool closure are being accommodated at the Mariner Centre.

This indicator flagging has been revised from amber to red following reduced performance so far this year. Reductions in admissions and income are expected during Q4 for a proposed 6-week closure of the swimming pool for air handling works, hence performance is expected to fall short of target.

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### Admissions to Grangemouth Stadium

Q2 2014/15 vs Q2 2013/14:

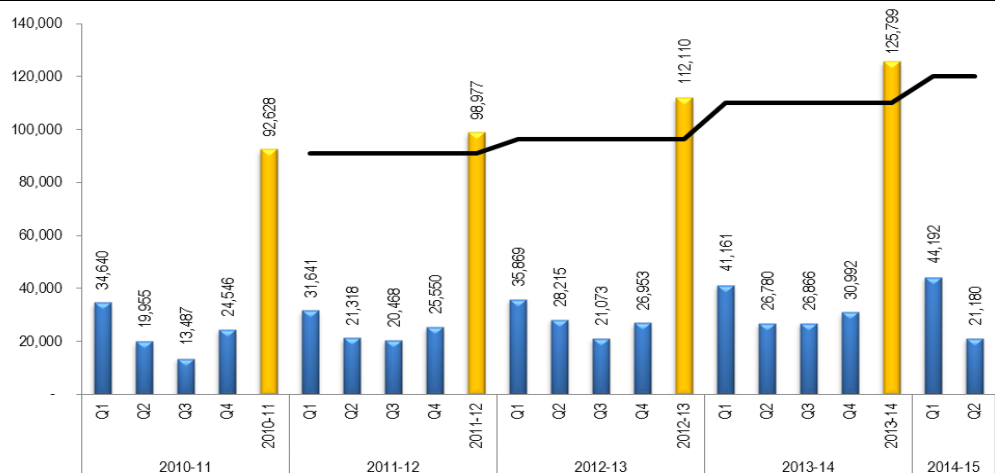
↓ 20.9%

- 5,600 admissions

Year-to-date 2014/15 vs 2013/14:

↓ 3.8%

- 2,569 admissions



Admissions during Q2 2014/15 were reduced, mainly due to the athletics track being unavailable whilst replacement works are ongoing. This also affected admissions using the 11-a-side football pitch which was unavailable during track replacement works. Indoor gym use has decreased by c.2,000 compared to the same period last year.

Despite reduced admissions, income increased by c.£1,800 at time of writing. This increase is due to the timing of taking subscriptions for the block of run, jump and throw classes.

The new running track will open soon with events planned for November and April next year. Despite reductions in admissions during Q2, this indicator remains flagged green as income and admissions should meet target during Q3 and Q4 with the new athletics track expected to attract additional usage.

5)



### Admissions to Bo'ness Circuit Club

Q2 2014/15 vs Q2 2013/14:

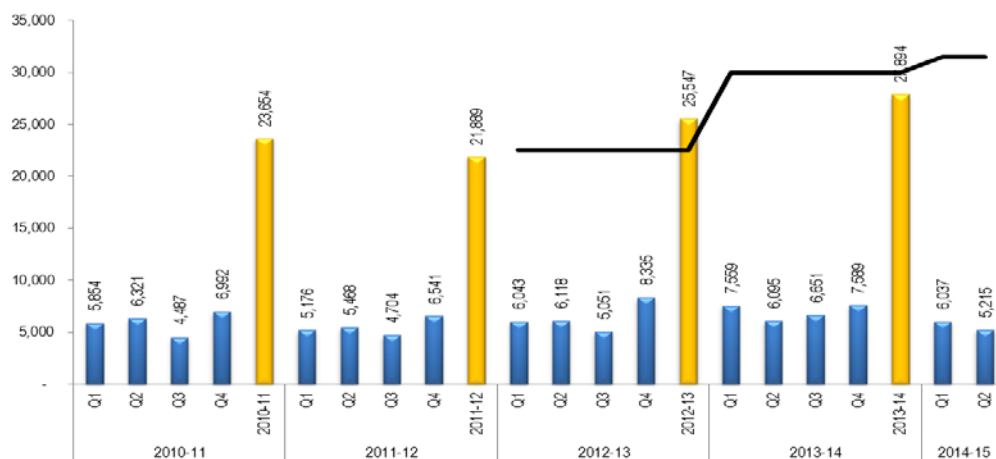
↓ 14.4%

- 880 admissions

Year-to-date 2014/15 vs 2013/14:

↓ 17.6%

- 2,402 admissions



6)



### Admissions to Grangemouth Circuit Club

Q2 2014/15 vs Q2 2013/14:

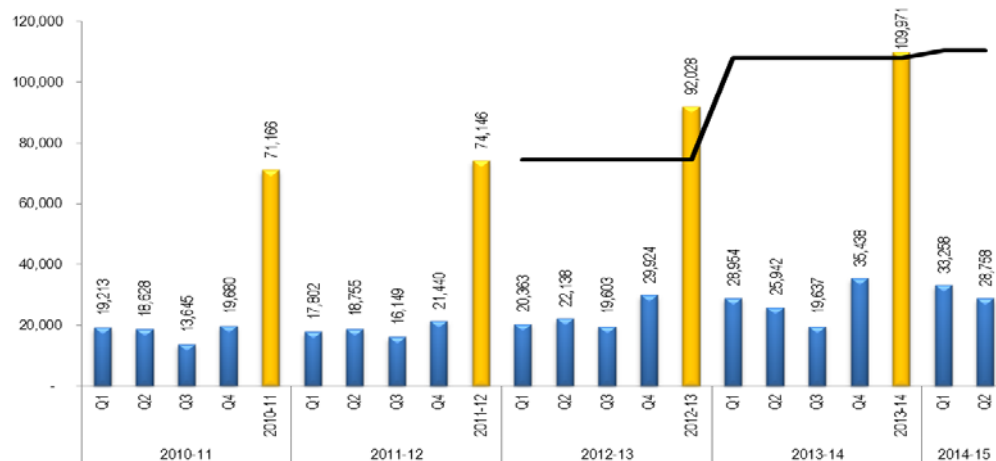
↑ 10.9%

+ 2,816 admissions

Year-to-date 2014/15 vs 2013/14:

↑ 13.0%

+ 7,120 admissions



7)



### Admissions to Mariner Circuit Club

Q2 2014/15 vs Q2 2013/14:

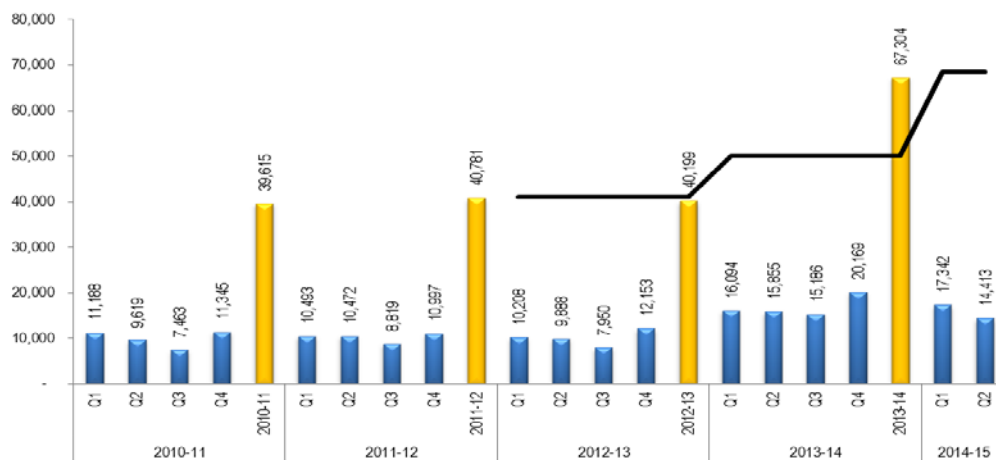
↓ 9.1%

- 1,442 admissions

Year-to-date 2014/15 vs 2013/14:

↓ 0.6%

- 194 admissions



Q2 admissions at Grangemouth Circuit Club increased by 2,800 relative to the same quarter last year, with decreases in admissions at Bo'ness and Mariner Circuit Clubs of 880 and 1,400 respectively. Despite reductions in admissions, income increased at all locations: Bo'ness +18% (+£5k), Grangemouth +15% (+£18.7k) and Mariner +8% (+£5k). Bo'ness income continues to increase despite reduced admissions with more customers now engaged via direct debit payment methods.

Q3 activity includes new music releases for our Les Mills fitness classes with launches on 6<sup>th</sup> October. Planning will commence for our January membership campaign targeting both new customers and rewarding and engaging existing customers. A reduced festive class timetable will operate across all clubs from 20<sup>th</sup> December until reopening on 3<sup>rd</sup> January.

Performance for the year to date is encouraging. Although cumulative admissions are lower at one club, income is significantly improved across all locations with a cumulative 21% increase for the 6 months of 2014-15 to date, equating to an additional c.£86k income. Total income at end-Q2 was c.£500k and, with the busiest quarters of the year still to come, income at year-end is expected to exceed our £1m annual target. Expectations for the year are for admissions at Grangemouth and Mariner Circuit Clubs to achieve or exceed target. Admissions to Bo'ness Circuit Club may achieve within 10% of target if last year's Q3 and Q4 performance is repeated, hence this indicator moves from a red to amber flagging at this time.



8)



### Admissions to the Neighbourhood Centres

Q2 2014/15 vs Q2 2013/14:

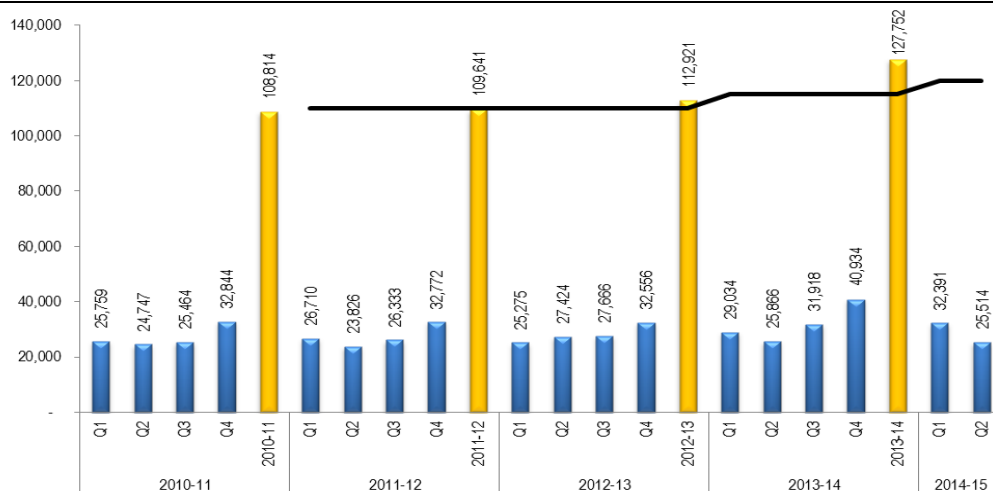
↓ 1.4%

- 352 admissions

Year-to-date 2014/15 vs 2013/14:

↑ 5.5%

+ 3,005 admissions



Q2 performance was slightly reduced compared to the same quarter last year. Hallglen, Polmont and Woodlands were closed for use as polling stations for the independence referendum in September, with a loss of admissions for one day at each. There had been a steady decline in demand from independent instructors for fitness class lets. Bankier had c.100 fewer admissions due to discontinued use by a youth club. Usage at Denny Football Centre increased by c.125 with extra bookings for the indoor pitch. Denny Sports Centre performance decreased by c.500 due to a drop in use by St Patricks Primary School, less 5-a-side bookings and badminton use. Hallglen Centre saw increased admissions for gymnastic and Slimming World classes. Stenhousemuir admissions decreased (-c.2,000) with a drop in fitness classes, roller skating and usage by Larbert High School. Decreased usage for sports classes contributed to c.500 fewer admissions at Woodlands Games Hall.

Income overall for the neighbourhood sports centres for has stayed static in comparison with the first half of 2013/14. The current poor condition of the artificial outdoor surfaces at various venues impacts on income generation opportunities.

Q3 activities include reviewing product offering for each individual business unit. Performance at year-end is expected to achieve and may exceed target.

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### Out of hours admissions to Community Use High Schools

Q2 2014/15 vs Q2 2013/14:

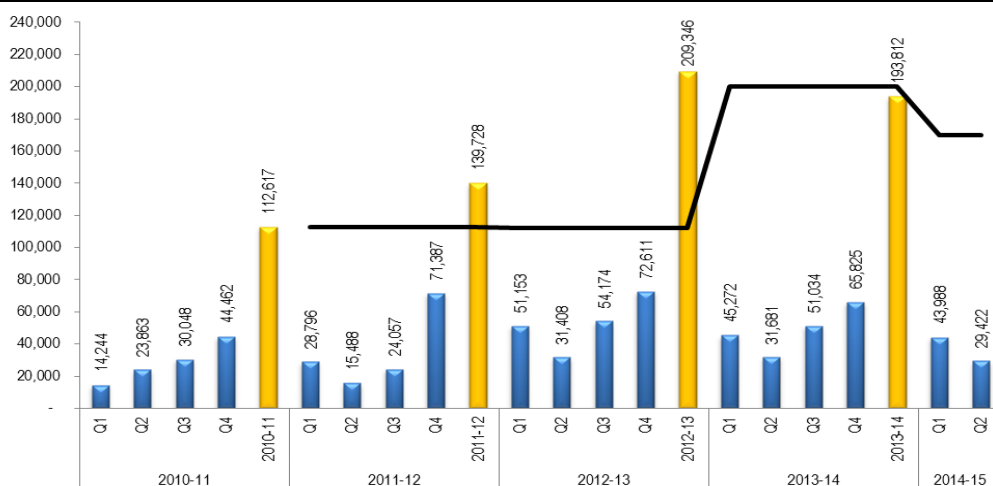
↓ 7.1%

- 2,259 admissions

Year-to-date 2014/15 vs 2013/14:

↓ 4.6%

- 3,543 admissions



Q2 admissions were slightly lower than the same period last year. There were reductions in Falkirk (-33%) and Denny (-5%) admissions attributed to cancelled bookings following the introduction of the new pricing structure for school lets which brings these venues more in line with other Trust sports facilities. Grangemouth and St Mungos attendances increased by 18% and 11% respectively with additional booking and the relocation of swimming lessons over the summer period.

In line with admission figures, income was reduced in general compared to the same period 2013-14, with the exception of Grangemouth with c.£800 of additional income mainly attributed to swimming and club lets. Income from new charges to clubs will not be realised until October/November, with many junior football clubs delaying the commencement of indoor bookings for the autumn and winter period.

Looking ahead to Q3, a review of income and attendance will continue to assess the impact from the introduction of charging for clubs which commenced in August. This review will enable a clearer prediction of year-end performance at the end of this quarter. Year-end performance may meet target hence retains a green flagged status, but is unlikely to repeat 2013-14 annual performance.

10)



### No. of participants in Healthy Lifestyle Physical Activity programme

Q2 2014/15 vs Q2 2013/14:

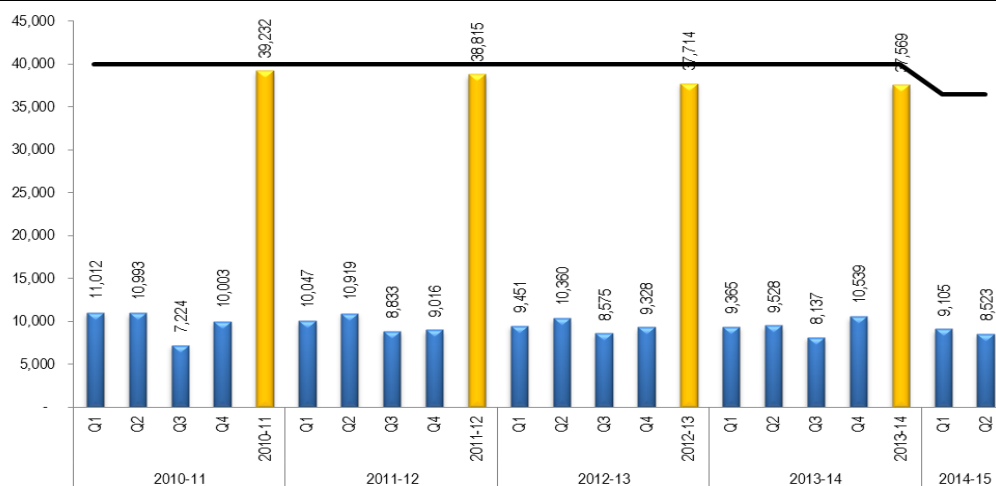
↓ 10.5%

- 1,1005 participants

Year-to-date 2014/15 vs 2013/14:

↓ 6.7%

- 1,265 participants



The number of participants was reduced compared to the same period last year with c.1,100 less participants overall. Active Forth participant numbers reduced by 11% (-97 visits) with income remaining similar to Q2 last year with c£5.5k achieved. New referrals have slowed down with a need identified to re-engage with our referring health professionals to ensure the Active Forth programme is best promoted. A review of the mental health programme is currently ongoing, through liaising with health professionals regarding the impact of suggested changes.

Postural stability training for the Active Forth team is confirmed for January and February next year and will enhance the Active Forth offering for customers. Our 'Living it Up' pilot in partnership with StormID has launched using watches to measure and analyse steps taken by users. Customers are responding well to this 12-week pilot project – evaluation and outcome will be reported following completion of the pilot during Q3.

This indicator remains flagged green at this time despite reduced admissions during Q2, with performance remaining on course to achieve close to target.

11)



### No. of rounds of golf played

Q2 2014/15 vs Q2 2013/14:

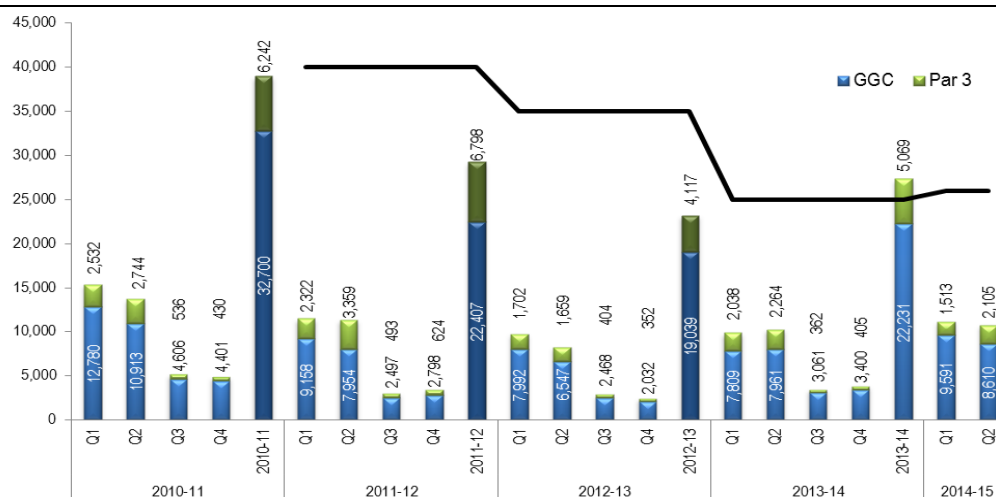
↑ 4.8%

+ 490 rounds played

Year-to-date 2014/15 vs 2013/14:

↑ 8.7%

+ 1,747 rounds played



Overall rounds played during 2014/15 Q2 totalled 10,715, approximately 500 more rounds than the same quarter last year. This increase occurred solely at Grangemouth Golf Course with Callendar Park Par 3 seeing a 7% decrease.

Grangemouth Golf Course:

Dry summer weather combined with the increased public interest in sport driven by the Commonwealth Games and Ryder Cup have helped offset the general long term decline in interest in golf. This all helped towards an 8% increase in rounds played during Q2 2014/15 compared to last year. Our recent 2 'fore' 1 offer boosted this. Future focus will continue to promote the health benefits of golf to a wider audience and making long-term improvements to the playability of the course. Increased rounds played is not fully reflected in income as many of the increased rounds played will be by golf course members rather than 'pay and play' visitors.

Callendar Park Par 3:

Q2 continued the poor performance of the Par 3 seen during the first quarter. Dry weather has had an adverse effect on the condition of the Par 3 despite continual efforts by the team with artificial watering. It is expected that the Par 3 will continue a slow decline this year.

12)



### Admissions to Falkirk Town Hall

Q2 2014/15 vs Q2 2013/14:

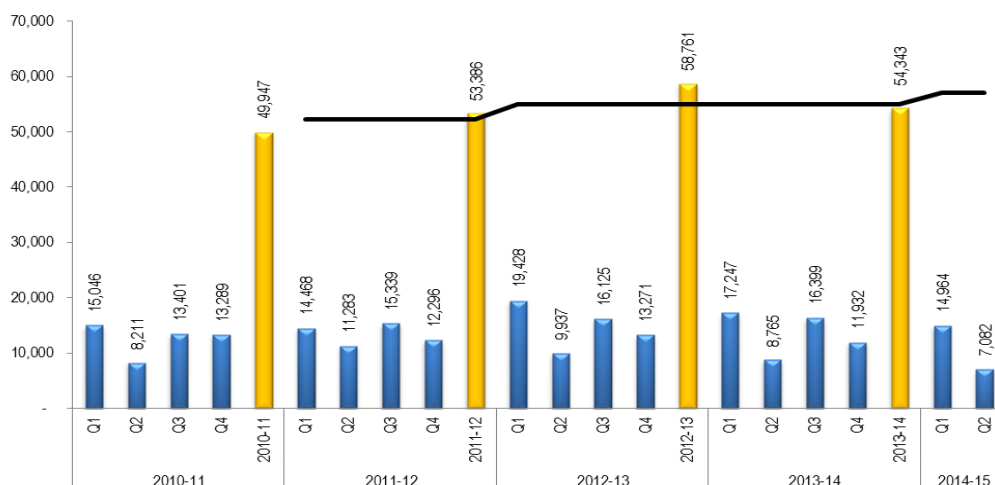
↓ 19.2%

- 1,683 admissions

Year-to-date 2014/15 vs 2013/14:

↓ 15.2%

- 3,966 admissions



Admissions during the second quarter were 19% lower compared to last year. Q2 is traditionally the quietest quarter of the year with annual maintenance taking place for most of July. A reduction in the number of lets (-25%) combined with a smaller programme in terms of number of shows/events contributed to this lower total. Decreased attendances at Funny in Falkirk (-30%) and The Singing Kettle (-25%) on last year impacted on usage and on trading company income (although not ticket income due to both events being lets).

Overall projected ticket and lets income is showing a decrease of c.19% compared to last year (c.£29.2k vs £35.9k) following the smaller programme and no wedding fayre this year.

This indicator remains flagged as amber as it may achieve close to target at year-end if similar Q3 and Q4 performance to last year is repeated. The Q3 programme includes the well-known comedian Ross Noble as part of his national tour, live music including Skerryvore and 'Classic Music Live!' concerts, and Falkirk Youth Theatre's Christmas production of Snow White. These programme strands are traditionally popular at FTH and we anticipate that they will have a positive impact on our 3rd quarter returns.

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### Admissions to the Hippodrome

Q2 2014/15 vs Q2 2013/14:

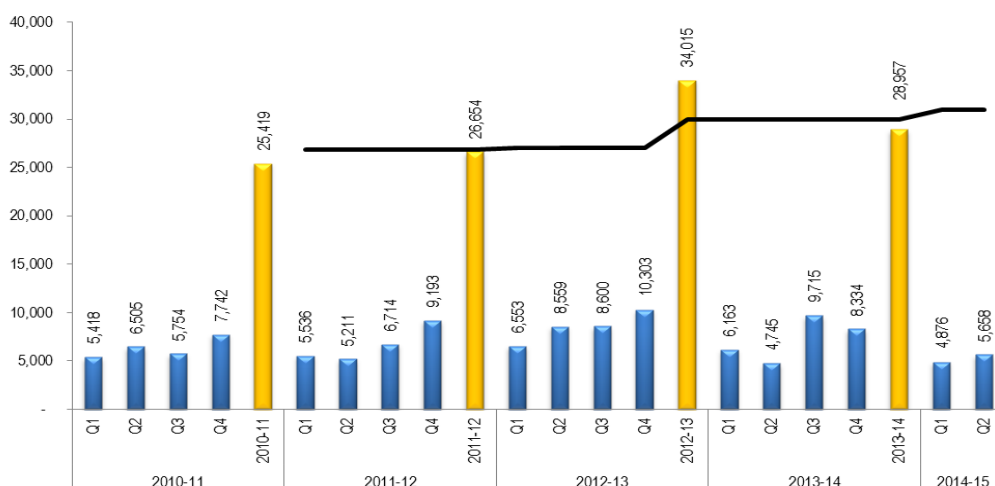
↑ 19.2%

+ 913 admissions

Year-to-date 2014/15 vs 2013/14:

↓ 3.4%

- 374 admissions



Attendances are 19% up on last year (+913 attendances) despite running five fewer screenings during the quarter.

Income for the quarter was down by c.£5.4k despite increased admissions. A lower average ticket price compared to the same quarter last year was due to higher uptake of lower priced screenings such as Reel Saturdays, Jeely Jar screenings and Hippodrome for Schools. Analysis of the data to clarify the detail is currently in progress.

The Q3 programme includes continuing our successful Live and Encore screenings including 'A Street Car Named Desire' and 'Treasure Island'. A screening of 'A Night at the Cinema in 1914' marking the centenary of the start of WW1 will have live accompaniment by Stephen Horne who attracted sell out audiences at the Hippodrome Festival of Silent Cinema in recent years. We are linking into 'Luminate 2014: Scotland's Creative Ageing Festival' with screenings of 'Advanced Style' and Oscar-winning short documentary 'The Lady on the 6th Floor'. Special events include a screening of 'Still the Enemy Within', introduced by former miner, Jim Tierney, now a teacher based locally. This indicator moves from a red to amber flagging following improved admissions in Q2. Performance at year-end may achieve closer to target with a Q3 programme benefitting from national mainstream releases as well as welcoming back highly popular 'Singalong Frozen' screenings. The Hippodrome was awarded £30k from Creative Scotland towards the Festival of Silent Cinema 2015 in Q4.

14)



### Admissions to Park Gallery

Q2 2014/15 vs Q2 2013/14:

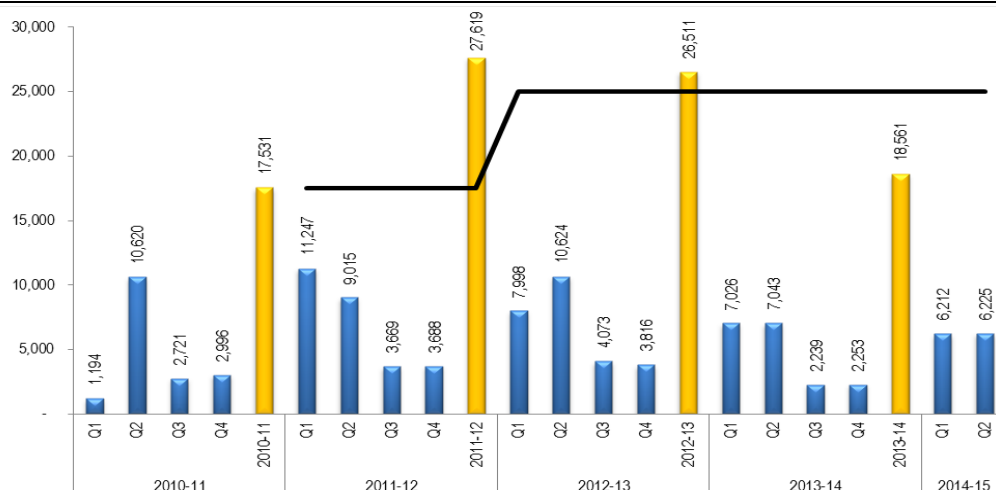
↓ 11.6%

- 814 admissions

Year-to-date 2014/15 vs 2013/14:

↓ 11.6%

- 1,632 admissions



Admissions during Q2 2014/15 were lower than the same 3-month period last year. This quarter included the end of Marion Deucher's Homecoming 2014 exhibit 'Let's Make Art' exhibition and workshop, and the start of Refractory and Refrigeration exhibition by John Shankie (as part of GENERATION – 25 Years of Contemporary Art in Scotland).

Q3 includes Strictly Botanical, an exhibition of botanical paintings and drawings curated by Fiona Strickland. Fiona's work and the work of the other artists featured in the exhibition is botanical painting of exceptional quality. The artists have wide-followings and their work is collected. We anticipate high attendances due both to the nature of the exhibition and the time of year. For information, Fiona was recently commissioned by the Royal Mail to design a stamp as part of the First World War centenary commemorations and we have worked to secure permission from the Royal mail to include the original artwork in the exhibition. This has provided an opportunity for Visitor Services to generate trading company income through licensing of one of Fiona's images, creating a range of bespoke products.

Both Strictly Botanical and the following exhibition, 'Three Rivers Meet' by landscape painter – Ruth Nicoll are expected to generate significant attendances at the Park Gallery. At this stage the indicator has moved from amber to red on the basis that it is now unlikely to achieve target at year end.

15)



### No. of participants in Cultural Services activities

Q2 2014/15 vs Q2 2013/14:

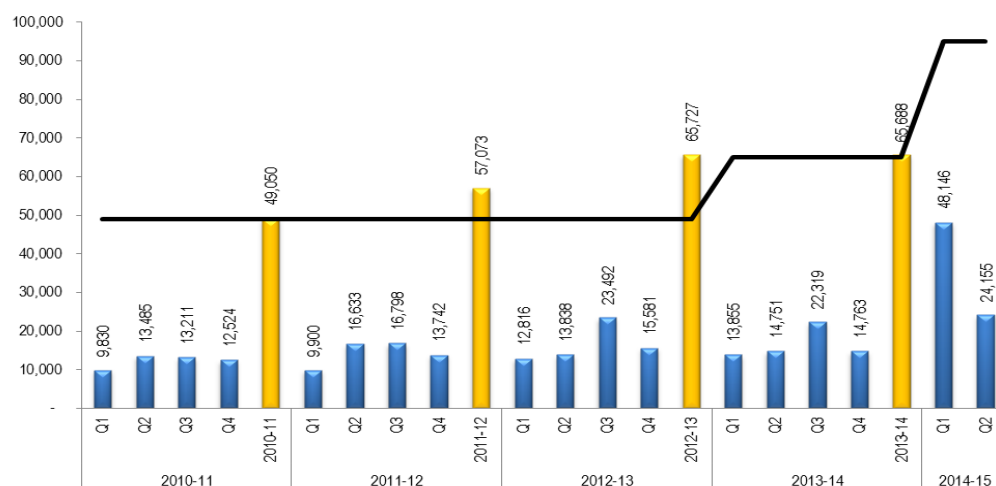
↑ 63.8%

+ 9,404 participants

Year-to-date 2014/15 vs 2013/14:

↑ 152.7%

+ 43,695 participants



The scope of this indicator has been amended and now includes Youth Music Initiative (YMI) participation within schools as well as participation out with schools. Comparisons with previous quarterly totals should be treated with caution. YMI will be mainly reported in 3 quarters only with limited participation during Q2 covering the school summer holiday period.

New initiatives as part of the Cultural Coordinator programme this quarter included 'Like', a school-based theatre project in partnership with NHS Health Promotions and a series of flashmob performances by local primary school pupils at the Steeple 200 event. Our People's Millions funding application for a pilot Integrated Dance Project at Carrongrange School has progressed to stage 2. A drama project that we are currently running for clients at Oswald Avenue Centre, with funding from the Community Schools Grants scheme, will involve a small sharing/ performance of the work produced in December 2014.

Activity planned for Q3 includes workshops on the BBC's 'Ten Pieces' project which aims to introduce primary school children to classical music. The 'GENERATION: TG' travelling gallery exhibition will visit several high schools during October, and will be previewed by a series of talks by artist, John Shankie with schools ahead of the Travelling Gallery school visits. There has been no participatory activity as part of the Creative Place projects in Q2, but planned activity for Q3 and Q4 will generate additional usages.



16)



### No. of places booked on Sport Development Courses

Q2 2014/15 vs Q2 2013/14:

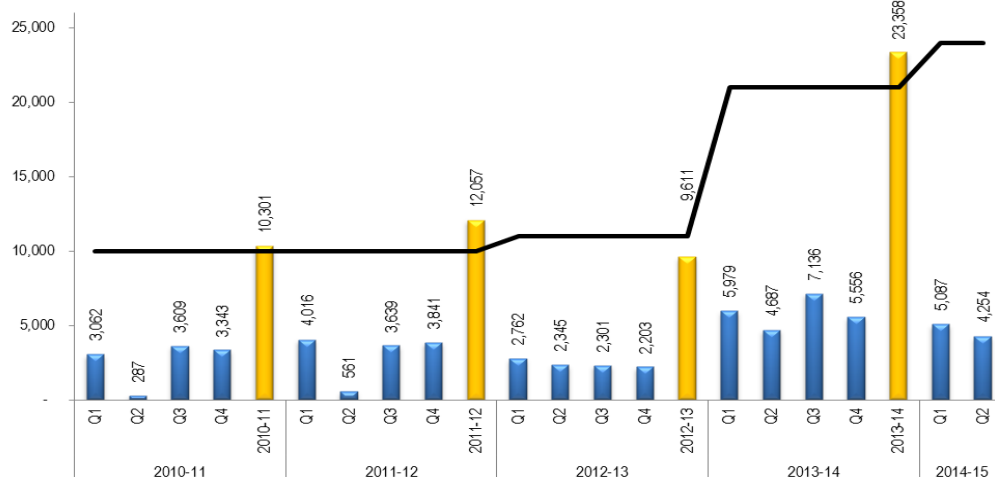
↓ 9.2%

- 433 places booked

Year-to-date 2014/15 vs 2013/14:

↓ 12.4%

- 1,325 places booked



Places booked during the second quarter of 2014/15 reduced compared to last year. Swimming increased by 9% (+158) which is encouraging ahead of the introduction of Direct Debit swimming memberships. Rugby decreased following a refocus by the development officer who was new in post last year in establishing relationships with clubs. 4 modern apprentices have been recruited in partnership with the SRU, enhancing delivery to schools and providing opportunities in sport for young people. Pre-school places booked are higher with additional classes created to meet increased demand. Badminton and golf bookings continue to drop with diminishing demand for these classes. Basketball decreased due to successful links with the local club to accommodate players from Sports Development classes within club sessions and previously externally funded free sessions finishing. There was success with FIRST (Falkirk Integrated Regional Swim Team) winning the Scottish National Team Championships (Junior) for the first time, beating established clubs in the process.

Income for the quarter increased by 52% from c.£51k in Q2 2013-14 to c.£78k this year. Significant progress was made by the admin team in pursuing non-payment of class fees, helping to maximise income from places booked. The integration of the Steeple booking team with Sports Development admin will enable this to continue while offering a better customer experience. Direct debit payment for swimming will be introduced during Q3 to increase places booked and income.

17)



### No. of Active Schools participant sessions provided

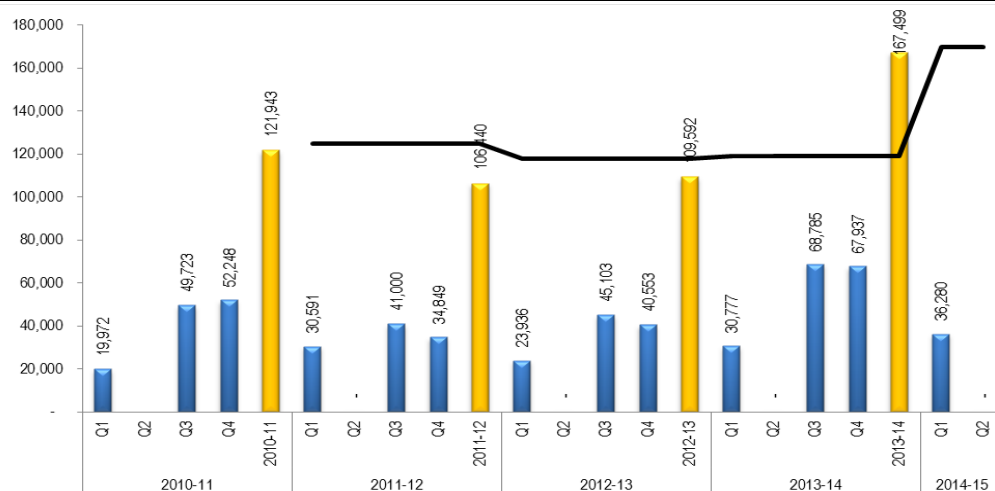
Q2 2014/15 vs Q2 2013/14:

Not applicable

Year-to-date 2014/15 vs 2013/14:

↑ 17.9%

+ 5,503 participant sessions



As per previous years, no performance figures are reported for Q2 covering the school holiday period due to the reporting cycle with **sportscotland**.

2014 has been a fantastic year for sport in Scotland with Glasgow 2014 Commonwealth Games and the 2014 Ryder Cup capturing and engaging the nation in elite level sport. In response to this, the Active Schools team have been rolling out the legacy phase of the 'Going for Glasgow' project across all clusters. Those schools engaged are being encouraged and supported to maintain a programme of sporting opportunities in school that were inspired by Glasgow 2014. Looking forward, we have now agreed another 4 years of funding for Active Schools with **sportscotland**. The Active Schools team, with a new manager in post, are now looking ahead at the long-term goals of the next funding period and setting a strategic direction for Active Schools across Falkirk.

This indicator remains on course to achieve target at year-end on the basis of Q3 and Q4 performance following previous trends.

18)



### No. of active borrowers from public libraries

Q2 2014/15 vs Q1 2014/15:

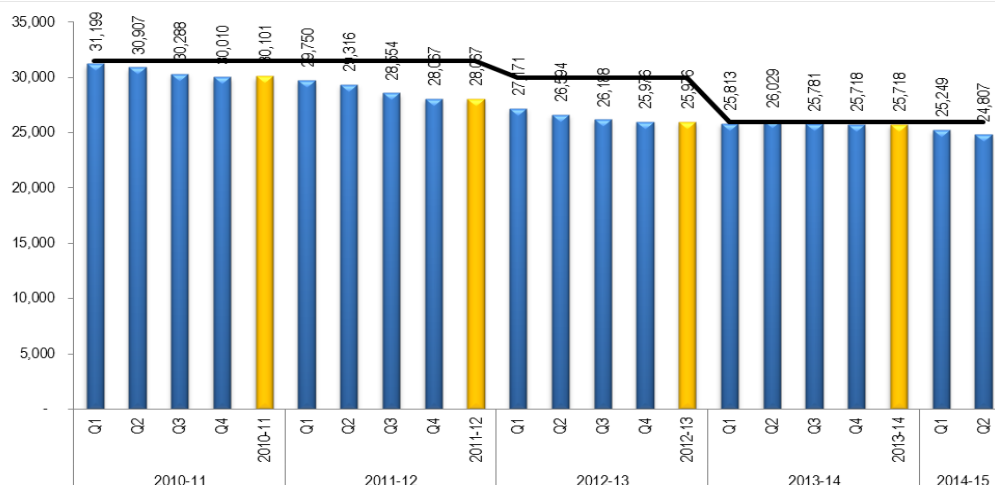
↓ 2.2%

- 564 borrowers

Q2 2014/15 vs Q2 2013/14:

↓ 4.7%

- 1,222 borrowers



This measure differs from other performance indicators as quarterly totals do not accumulate towards a yearly total. Comparisons are made with the immediately preceding quarters to provide more relevant reports on performance.

The number of active borrowers reduced compared to this time last year. The rate of decline remains significantly lower than the downward trend which has been observed previously. The number of active digital users continues to increase as the borrowing habits of customers moves towards increased digital borrowing from physical items. This indicator remains on course to achieve close to target for the year hence has been flagged green at this time, but may be adjusted to amber depending on performance for the remainder of the year.

Library services were promoted at the Forth Valley College Freshers' Day in September to encourage students to use the services and benefits offered at their local libraries.

Looking ahead, the transfer to our new Library Management System during Q3 will affect active borrower totals due to different calculation methods and eventual integration of digital borrowers. This indicator remains flagged green at this time.

19)



### No. of issues from public libraries

Q2 2014/15 vs Q2 2013/14:

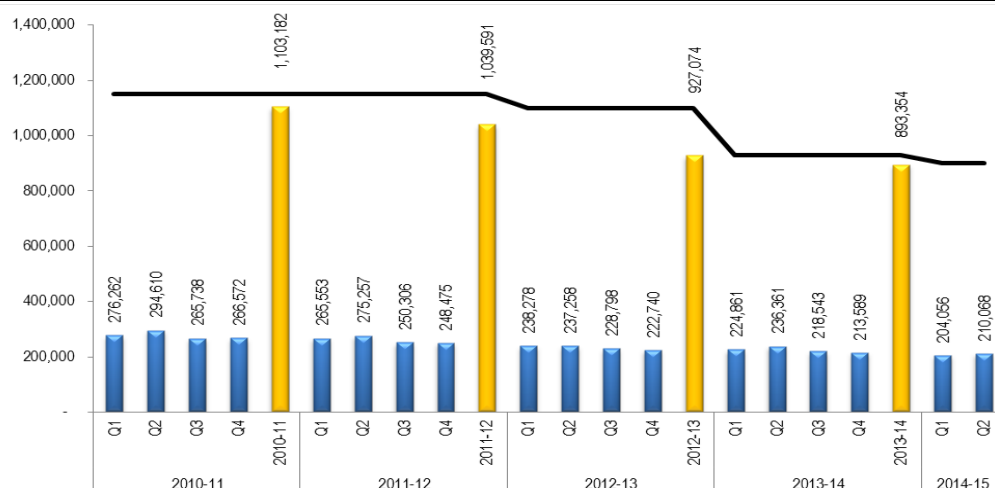
↓ 11.1%

- 26,293 issues

Year-to-date 2014/15 vs 2013/14:

↓ 10.2%

- 47,098 issues



There was an overall decline in the number of issues during Q2 2014/15 relative to the same period last year. Digital usage saw a small decline this quarter with the bigger decline in physical issues. Denny Library's temporary relocation in a smaller facility with a smaller stock of resources led to a reduction in issues and renewals at Denny.

Looking ahead to Q3, expectation is for further reductions in issue numbers due to the move to our new Library Management System in December. Customers will be given temporary longer loan periods to enable transfer of data, with experience of the Denny Library move in Q1 indicating an expectation of fewer renewals and less visits to borrow books. Bookweek Scotland takes place in November with planned activity to promote library use.

Although this indicator remains flagged amber at this time, performance may reduce further depending on performance of other libraries.

20)



### No. of visits to libraries

Q2 2014/15 vs Q2 2013/14:

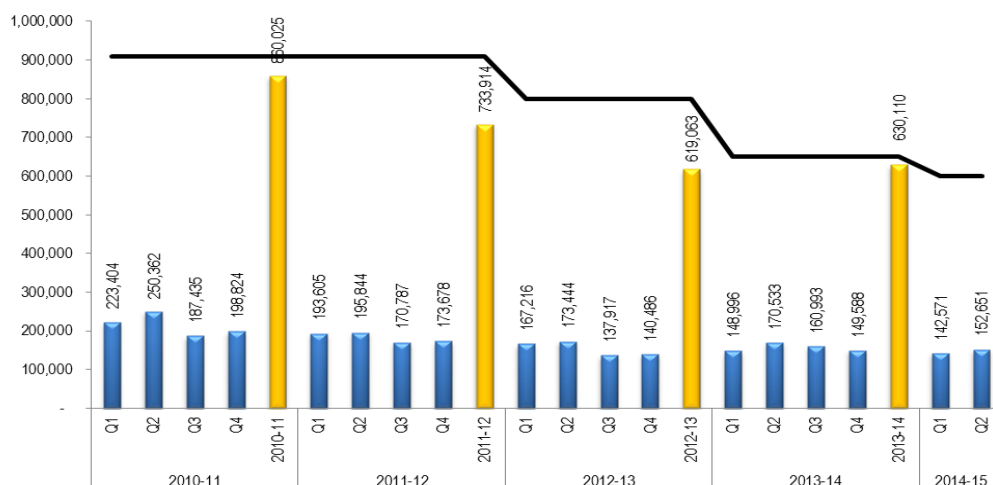
↓ 10.5%

- 17,882 visits

Year-to-date 2014/15 vs 2013/14:

↓ 7.6%

- 24,307 visits



Q2 visits to libraries were slightly reduced compared to the same quarter last year, with c.18,000 fewer overall. Several libraries had increased footfall but other libraries saw a reduction in visits. The 'Mythical Maze' summer reading challenge took place over the summer, with the addition of the Mini Maze for younger children and other craft sessions. Increased PC usage at Falkirk Library may have contributed to additional visits. Popular groups at Meadowbank, including a new highly popular Lego group for 6-12ys, are increasing visits.

Bookweek Scotland, an annual week-long celebration of books and reading, takes place in November and will have a programme of supporting events. Fewer visits to libraries are anticipated due to extension of loan periods in December to allow the transfer of information to the new Library Management System.

Performance for year to date is below target hence remaining flagged amber at this time. The annual target was adjusted to allow for the reduced service at Denny but the full effect this will have on performance remains unclear.

21)



### No. of times the public access terminals were used in libraries.

Q2 2014/15 vs Q2 2013/14:

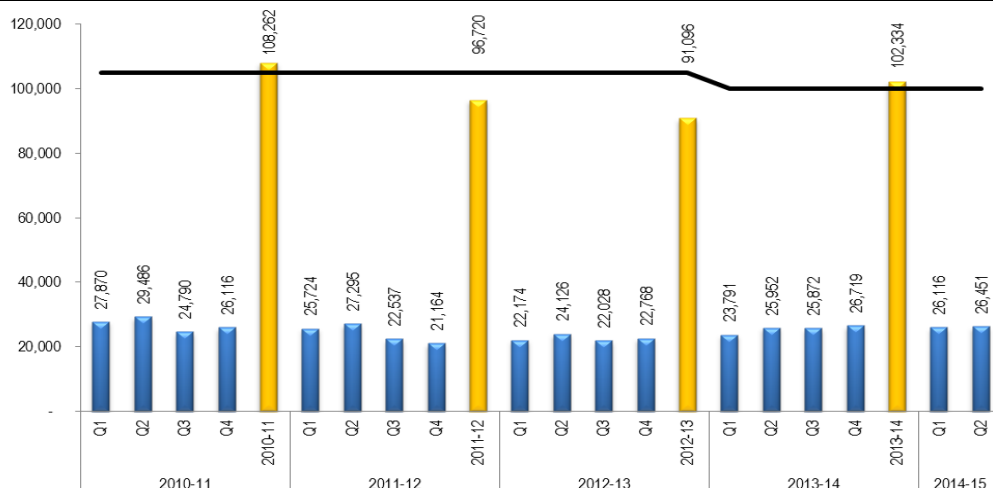
↑ 1.9%

+ 499 uses

Year-to-date 2014/15 vs 2013/14:

↑ 5.7%

+ 2,235 uses



The use of public access terminals increased during 2014/15 Q2 compared to the same quarter last year. This increased usage continues the trend seen throughout last year following the Government's policy for 'Digital by Default'. Usage was boosted by additional usage by people registering to vote online ahead of the independence referendum. Usage at Denny is performing well despite the reduction from 5 to 4 PCs.

IT education classes are planned in some libraries for quarter 3, to assist customers in digital awareness.

Looking ahead to the remainder of 2014/15, usage is expected to continue to increase and has the potential to exceed target at year-end. This indicator remains flagged green.

22)



### No. of resources added to library stock – Adults

Q2 2014/15 vs Q2 2013/14:

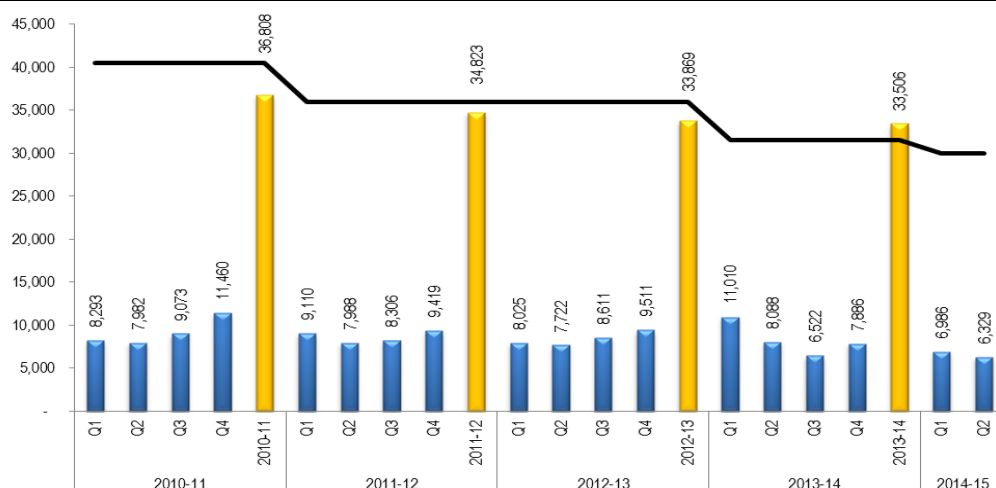
↓ 21.7%

- 1,759 resources

Year-to-date 2014/15 vs 2013/14:

↓ 30.3%

- 5,783 resources



23)



### No. of resources added to library stock – Junior

Q2 2014/15 vs Q2 2013/14:

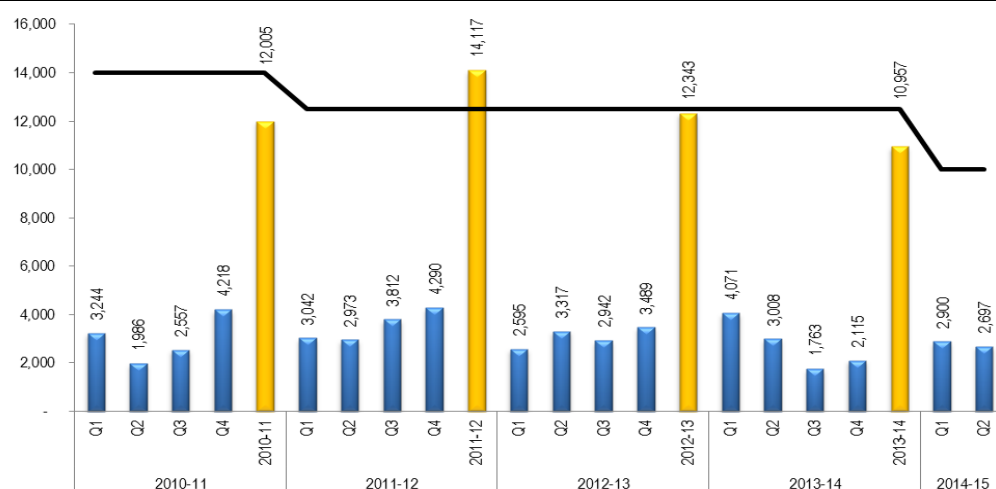
↓ 10.3%

- 311 resources

Year-to-date 2014/15 vs 2013/14:

↓ 20.9%

- 1,482 resources



Library stock budget has been held back during 2014/15 to contribute to the purchase cost of the new Library Management System (LMS), making quarters less comparable with 2013/14 performance.

Additions to stock during Q2 were reduced for adult and junior compared to the same period last year. The reduced book fund has resulted in libraries being cautious in purchasing new resources during the first part of 2014-15.

Ordering of new resources will be temporarily suspended during Q3 2014/15 to allow the transfer to the new library management system, which will impact on additions to library stock later in the year. Increased hardware costs for the new LMS are resulting in an extra £12k being required from the book fund, meaning c.2,000 fewer additions to stock expected than predicted at start of this year. Targets for both indicators have been adjusted downwards although the full effect of budget reallocation for the purchase of the LMS and temporary suspension of stock ordering is unknown. Both indicators have been flagged as red at this time with improvement before year-end unlikely.

24)



### No. of visits to Callendar House

Q2 2014/15 vs Q2 2013/14:

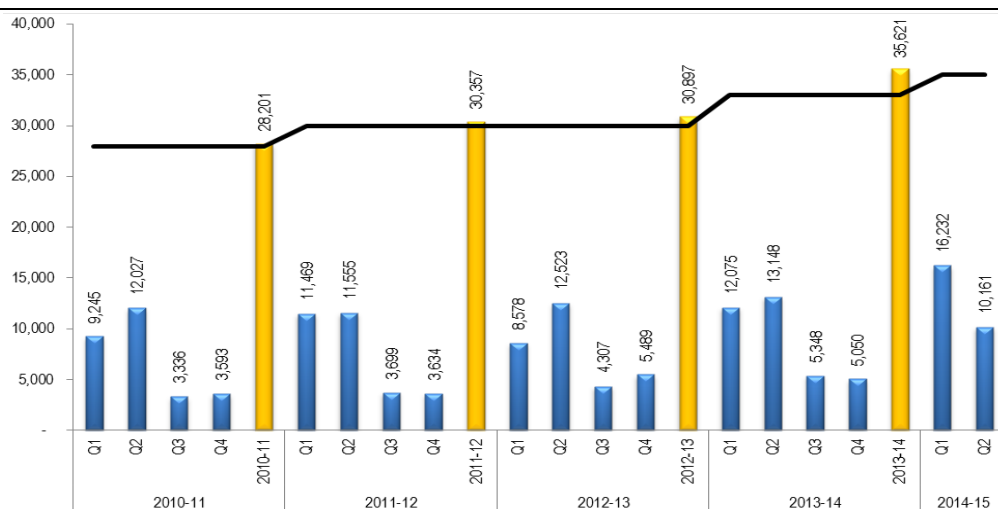
↓ 22.7%

- 2,987 visits

Year-to-date 2014/15 vs 2013/14:

↑ 4.6%

+ 1,170 visits



Comparisons to previous years should be treated with some caution due to new visitor counters installed in Callendar House from the start of Q1 2014-15 which allow better analysis of visitor movement within the venue.

Visitor numbers to Callendar House were lower than the same period last year (-2,987). August saw a 29% reduction with Callendar Park noticeably quieter. Archive usage is slightly up due to community group projects related to WW1. September visits were 47% higher than last year, with two new exhibitions on WW1 supported by activity around the House (baking workshops for children in the Kitchen, John Shankie talks in the Park Gallery), with workshops for older participants during the second part of the Heritage Lottery Fund WW1 project.

Looking ahead to Q3, 'Explore Your Archive' on 15th November will showcase some of the local stories around WW1. December events include Victorian Christmas Kitchen, Tales By the Fireside and use of the Walled Garden for partnership activity with the Forestry Commission with a Christmas Grotto and Natural Christmas Decorations. A paid brunch/tea with Santa offer is being developed. Despite reduced performance during Q2, performance at year end is still expected to achieve target and retains a green flag.

25)



### No. of Visits to Kinneil Museum

Q2 2014/15 vs Q2 2013/14:

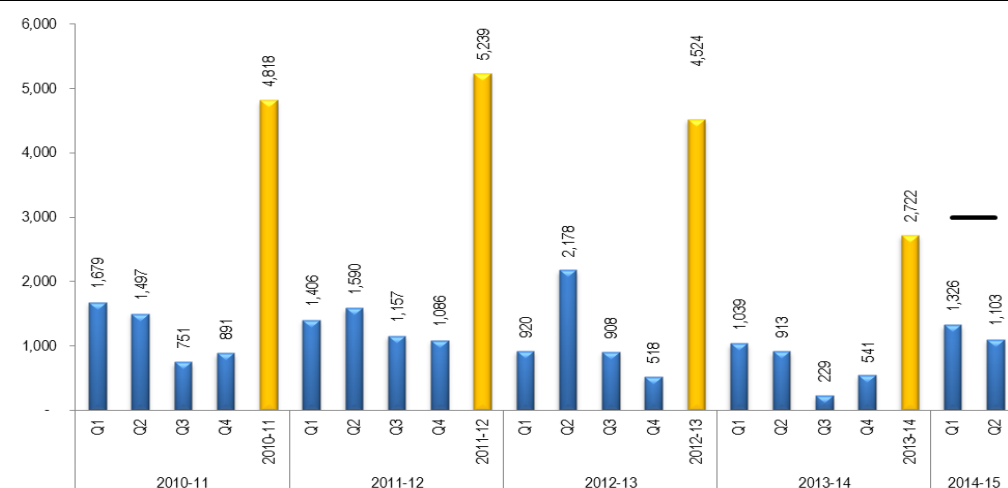
↑ 20.8%

+ 190 visits

Year-to-date 2014/15 vs 2013/14:

↑ 24.4%

+ 477 visits





The target for 2014/15 was reset following the introduction of a revised counting mechanism in Q1 last year. Comparisons of 2014/15 performance with last year are valid, but comparisons with years previous to this should be treated with caution.

Visits to Kinneil Museum increased by almost 200 compared to the second quarter of 2013/14. This increase can be attributed to raised profile during the Kinneil House consultation process, open doors event at Kinneil House on 31<sup>st</sup> August and other events such as Big Roman Week.

Looking ahead to the third quarter, an open doors event at Kinneil House on 26<sup>th</sup> October is expected to boost numbers. Public consultation on the Kinneil Estate masterplan will conclude in early October.

Predictions are for this indicator to exceed target at year end following successful performance for the 6 months in 2014-15 to date, hence remains flagged green.

26)



### Total participants in Heritage Education Workshops for Schools

Q2 2014/15 vs Q2 2013/14:

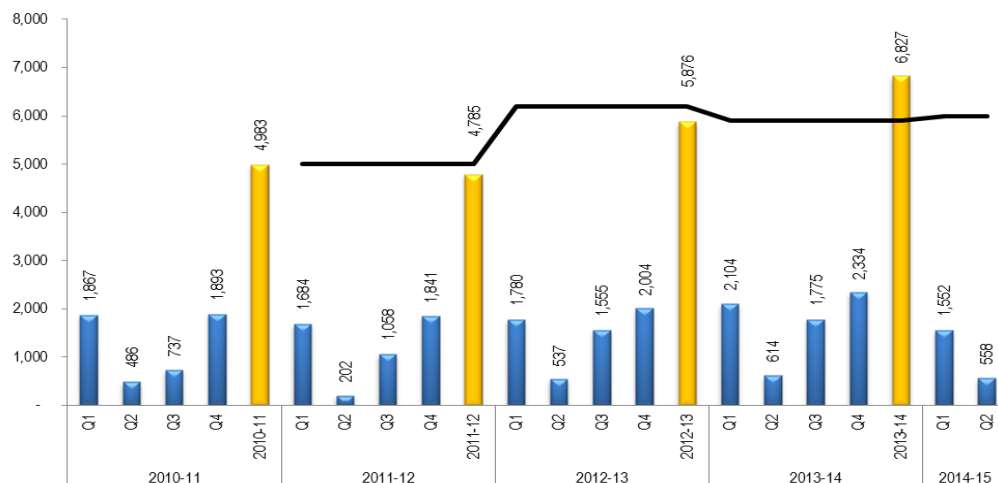
↓ 9.1%

- 56 participants

Year-to-date 2014/15 vs 2013/14:

↓ 22.4%

- 608 participants



Performance during Q2 2014/15 was very slightly lower than the same quarter last year with 56 fewer participations. Participant numbers were impacted by an asbestos issue restricting part of the programme, with a reduction in educational workshop visits (274 reduced to 71) during September. Heritage workshops also faced significant competition from other activity in the Falkirk area, namely school interest in the Kelpies. Loan box usage increased from 330 for Q2 last year to 474, with an additional c.150 uses during events at the 200<sup>th</sup> anniversary of the Steeple celebrations in September.

A full programme of school workshops are scheduled for Q3, with November workshops already being fully booked.

With asbestos issues from Q1 now resolved, and with a high level of workshop bookings for the period ahead, performance for the remainder of the year is expected to achieve close to target. This indicator flagging has been changed from amber to green on this expectation.

27)



### No. of participants in Outdoor Activities

Q2 2014/15 vs Q2 2013/14:

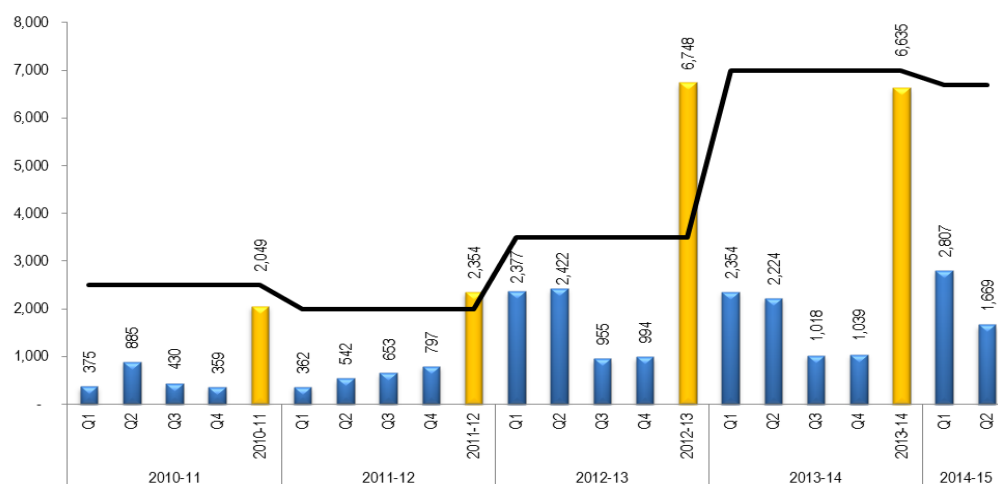
↓ 25.0%

- 555 participants

Year-to-date 2014/15 vs 2013/14:

↓ 2.2%

- 102 participants



Participant booking numbers are down compared to Q2 last year, with mixed performance across the Outdoor programme. Adult participation increased slightly due to continued support for Stirling & Falkirk Canoe Club. Over 50's bookings decreased following the programme having a summer break this year. Uptake and income (c.£9k) for the Youth Adventure Programme remained high despite a reduction in programme size to accommodate Helix activities. The Helix programme had a poor uptake of 27%; despite the Helix attracting large numbers in general, the demand for instructor-led sessions was relatively low.

Income for the quarter was c.£2k higher than Q2 last year, with c.£22k of income for the quarter. Some of this increase may be attributed to recently started Lowland Leader Award programme and Duke of Edinburgh Programme.

Q3 and Q4 programmes are well established and similar performance to last year should see performance at year-end achieve target, hence this indicator remaining flagged green. Income for the year is expected to be enhanced through provision of Lowland Leader Award training and Duke of Edinburgh Programme.

28) Not flagged

**No. of tickets sold for Kelpies tours**

Q2 2014/15:

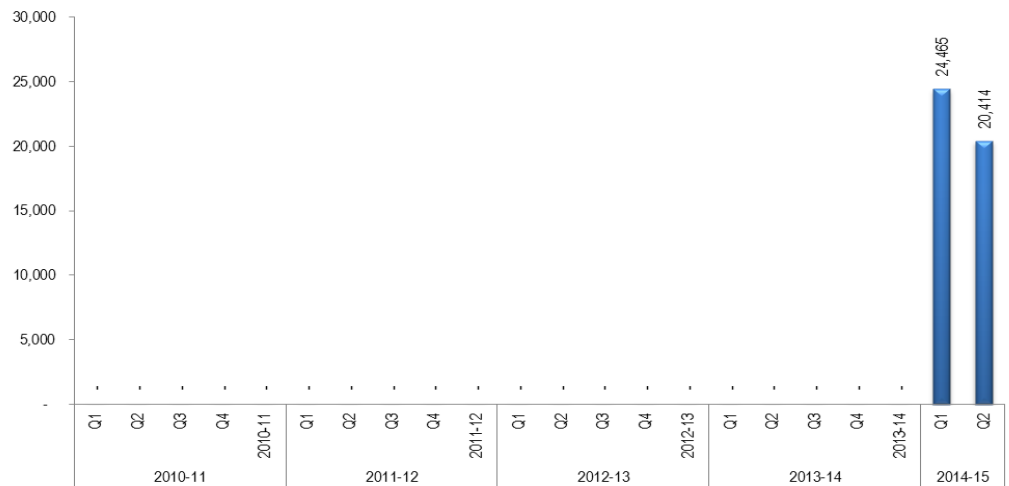
**N/A**

20,414 tickets sold

Year-to-date 2014/15:

**N/A**

44,879 tickets sold



Numbers for the Kelpies tours have consistently performed above the projections detailed in the Helix Business Plan.

July saw the busiest month of this quarter for Kelpies tours with over 7,100 visitors, with August only marginally behind following the return of schools for the new term. Tours have continued to perform well during September which was anticipated to be quieter. The profile of visitor changed during September with an older population making up a larger percentage of Tour numbers.

Q3 is expected to be quieter with a scaled back programme of Tours for the winter period. Demand for tours remains unknown being the first autumn/winter period and will be reviewed on an ongoing basis and adjusted if necessary.

29) Not flagged

**No. of visits to Helix Park**

Q2 2014/15:

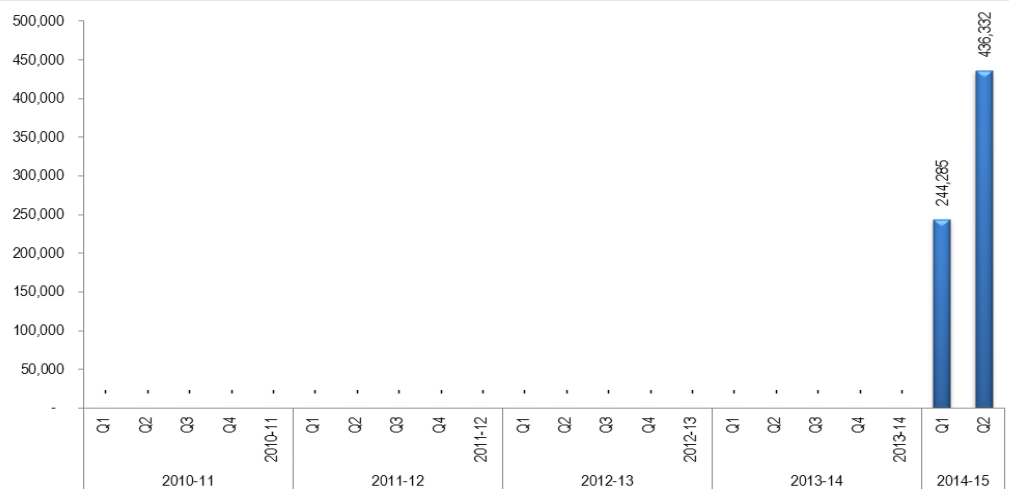
**N/A**

436,322 tickets sold

Year-to-date 2014/15:

**N/A**

680,617 tickets sold



Number of visits to Helix Park is measured by electronic people counters installed at specific locations around the Helix site. Counters were installed during Q1 and became fully functional from the start of Q2, hence visit numbers for Q1 were devised using an industry standard calculation based on the number of Kelpies tour tickets sold.

Q2 visit numbers exceeded predictions with the park being extremely busy throughout July, being boosted by the opening of the Adventure Zone at the end of June which has proved to be a very popular addition to the site. Excellent weather contributed to high visit numbers with over 8,000 visits onsite per day at the peak. August was slightly quieter and tailed off towards the end of the month following the end of the Scottish school holidays and some wetter weather. September has continued to perform well and this was again supported by some favourable weather conditions, particularly at weekends.

Visits to the Helix Park during Q3 are expected to be significantly lower than the two quarters to date. Data will continue to be collected and analysed for future planning use.

30) Not flagged

No. of participants in  
programmed activity  
at the Helix

Q2 2014/15:

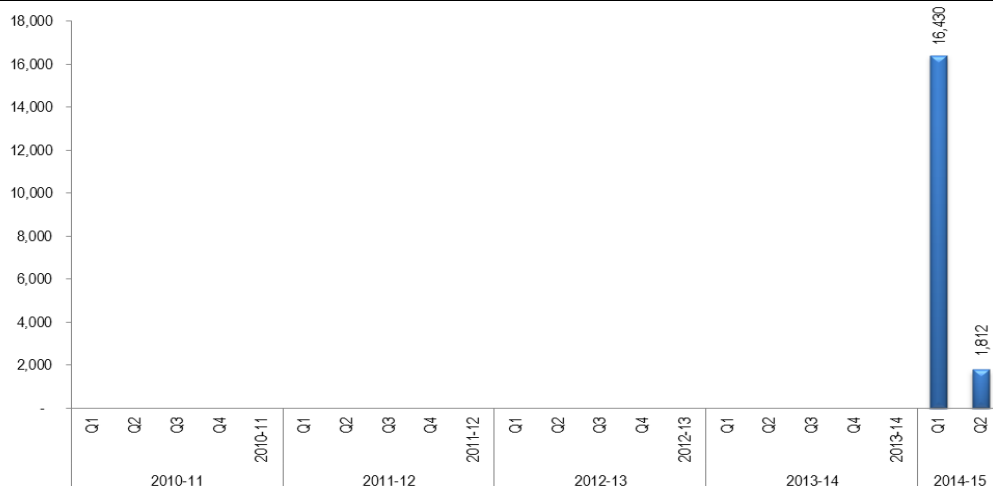
N/A

1,812 tickets sold

Year-to-date 2014/15:

N/A

18,242 tickets sold



This indicator has been introduced to describe use of the Helix site for activity programmes and planned events which take place on the site. Performance of this measure is expected to be irregular being reliant on scheduling of large events and activities.

Q1 was the first full operational period of the Helix being open and featured two large-scale events: 'Home', the international launch of the Kelpies and the Queens Baton Relay which cumulatively attracted around 13,000 visitors. Additionally a number of smaller charity-led events, including two Strathcarron Hospice walking and cycling events, attracted an additional c.3,000 participants in programmed activity during the first quarter.

The second quarter was quieter with several smaller scale events taking place including pipe bands and a duathlon. As this quarter was expected to be the peak period for visitors, no large scale events were planned for this period to avoid potential logistical problems. Helix Junior Park Run continued to attract approx 100 runners weekly and will continue on an on-going basis.

## ***A strong, sustainable and valued organisation***

Indicator	2011/12 total	2012/13 total	2013/14					2014/15	
			Q1	Q2	Q3	Q4	Year Total	Q1	Q2
Sickness Absence - % days lost	3.34%	4.03%	4.13%	3.40%	4.04% end-Oct	4.55% end-Feb	4.03%	4.20%	n/a
Staff Turnover	11.7% Jul-Mar	8.6%	3.1% equates to 15 staff	4.0% equates to 19 staff	2.0% equates to 10 staff	1.4% equates to 7staff	10.6% equates to 51 staff	3.3% equates to 16 staff	n/a
No of Health & Safety incidents and accidents	121	105	26	23	20	27	96	33	43
No. of complaints and formal enquiries received and dealt with	120	94	20	27	30	41	118	27	8
Number of hits on Trust website	n/a	407,333	136,073	146,442	135,858	162,269	580,642	169,005	158,086

Sickness absence and staffing figures for the period July – September 2014 have not yet been produced and shared by Human Resources.

There were 43 accidents and incidents reported during the first quarter, an increase of 20 on the same quarter last year.

The number of complaints and formal enquiries received and dealt with during the first quarter of 2014/15 was 8, a decrease on the same period last year although there is concern that not all complaints are being fully reported. It should be noted that a revised complaints handling procedure was introduced across the Trust on 1<sup>st</sup> May 2013, with complaints being recorded at different levels.

The number of hits recorded on the Trust website during the second quarter was higher compared to the same 3-month period last year (+8% increase), a small drop on the number of web hits during the preceding Q1 period this year. These hits were carried out by 86,739 unique public visitors to the Trust website.