

## Service Level Agreement Chichester Festival Theatre and Chichester District Council 2015/16

This agreement is shared to make clear the benefits to the District generated by the District Council's funding of Chichester festival Theatre.

Sections:

- 1 - Creating artistic product in the summer season
- 2 – Taking the Chichester name to a wider world
- 3 – Learning and Participation work that engages local communities
- 4 – Providing an autumn and winter programme of high quality that attracts local audiences
- 5 - RENEW: Capital building project
- 6 – Organisational stability and development.

Actions for CFT	Activity	Measurements	Recorded in	Target Date for review	Progress report
<b>1.1 Summer 2015 season of CFT productions – the programme</b>	1 Produce a summer season programme to include new commissions and a range of drama forms to attract a wide range of audience.	Programme to be sent to CDC Lead Officer	Annual report to CDC and twice yearly oral update	October 2015	Festival 2015 Brochure
	2 Engage world-class theatre professionals to direct, produce, perform and design and technically support the summer season to attract audience.	Peer review	As above	October 2015	Report to be with CDC. Date to be confirmed.
	3 Where appropriate co-produce new work or seek touring opportunities to stretch artistic aims and to share costs.		As above	October 2015	
	4 Review the summer season as part of Annual report to Overview & Scrutiny Committee.		Annual report to CDC	March 2016	

Actions for CFT	Activity	Measurements	Recorded in	Target Date for review	Progress report
<b>1.2 Summer 2015 season of CFT – the audience</b>	<p>1 Achieve audience target figures set out in Strategic Plan.</p> <p>2 Work with District-based partners on cross-marketing and partnership projects based around the summer programme.</p>	<p>Numbers and % of targets</p> <p>Who/what partnerships in place</p>	<p>Annual report to CDC and twice yearly oral update</p> <p>As above</p>	<p>March 2016</p> <p>March 2016</p>	
<b>2.1 Chichester to a wider world</b>	<p>1 Deliver a 5% increase on positive press comments for summer season at regional and national level.</p> <p>A summary of all 2014/15 Press coverage figures:</p> <p>National Press (print) 426 articles Local Press (print) 648 articles Online 750 articles National and regional reviews 447</p> <p>2 Through co-production and touring/transfers of summer productions ensure that the quality of Chichester productions is widely known.</p>	<p>Review (website).</p> <p>Number and location of other venues</p>	<p>Annual report to CDC and twice yearly oral update.</p> <p>As above</p>	<p>October 2015</p> <p>October 2016</p>	

Actions for CFT	Activity	Measurements	Recorded in	Target Date for review	Progress report
<b>3. 1 Learning and Participation (LEAP) – young people</b>	1 To continue to run the Chichester Festival Youth Theatre (CFYT) at a number of locations.	Locations used	Annual report to CDC and twice yearly verbal update	March 2016	
	2 To attract a diverse range of young people to take part in CFYT and to adopt fair and inclusive practices in all that is done. If CDC identifies geographical priority area to discuss how CFYT might address this, subject to funds and staff available.	Monitoring activity of learning & participation dept.	As above	March 2016	
	3 To offer young people (through schools, colleges, youth work and holiday activities) a range of high quality experiences in drama, technical theatre, dance and street theatre and other genres.	Peer review; awards where appropriate;	As above	Annual review meeting	
	4 To offer development opportunities and signposting for young people to work in the creative industries through events, internships and Assistant posts.	Number of events and participants.	As above	Annual review meeting	
	5 To work with formal education			March 2016	

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	establishments on joint learning projects as appropriate, including University of Chichester.				
<b>3.2 Learning and Participation – District community</b>	<p>1 To refresh a programme of events, courses and talks linked to the theatre programme that are available to the general public and to monitor take-up of these.</p> <p>2 To focus a strand of events on attracting a younger audience,</p>	<p>Number of events; attendances; copy of programme</p> <p>Number of new events/activities</p>	<p>Annual report to CDC and twice yearly verbal update</p> <p>As above</p>	<p>Annual review meeting</p> <p>Annual review meeting</p>	

Actions for CFT	Activity	Measurements	Recorded in	Target Date for review	Progress report
	<p>and develop the use of the Festival Theatre to celebrate the RENEWED Festival Theatre.</p> <p>3 To continue to develop the use of internet platforms to widen awareness, access and availability to LEAP events.</p> <p>4 To engage with the District Council in investigating programmes of targeted work relating to areas of need.</p> <p>5 To develop a new strand of events, workshops and activity relating to Chichester Festival Theatre's Heritage.</p>	<p>pa;</p> <p>Usage of analytics, feedback and blogs etc</p> <p>Specific to projects, to be shared with CDC</p> <p>Details and attendance at heritage events</p>	<p>As above</p> <p>As above</p> <p>As above</p>	<p>March 2016</p> <p>March 2016</p> <p>March 2016</p>	
<p><b>4.1 Winter 2015 - programme</b></p>	<p>1 Programme a Winter season from available touring product that is high quality.</p> <p>2 Within this programme to include productions which appeal to families and produce specific family-friendly marketing.</p>	<p>Programme; attendance per event; reviews in local papers etc</p> <p>Programme; attendance, copies of marketing</p>	<p>As above</p> <p>As above</p>	<p>October 2015 March 2016</p> <p>October 2015 March 2016</p>	

Actions for CFT	Activity	Measurements	Recorded in	Target Date for review	Progress report
<b>4.2 Winter 2014 programme – audience</b>	1 Achieve audience target figures set in Strategic Plan to sustain the business plan.	Attendances	As above	Annual review meeting	
<b>5.1 RENEW – refurbishment + redevelopment of the Festival Theatre</b>	<p>1 Provide regular progress reports on RENEW project.</p> <p>2. CFT is committed to being environmentally aware, reduce its energy consumption and increase its sustainable practices as determined by its Environmental Action Plan 2014:</p> <p>a) Energy consumption will be recorded during the first year of activity since the capital project and benchmark levels set in July 2015. A target for reduced energy consumption will be set in July 2015 and then annually reviewed against progress.</p> <p>b) Building on the use of energy efficient technologies installed in the Festival Theatre CFT will further develop core best practice methods and identify equipment which</p>		<p>As above</p> <p>As above</p>		

Actions for CFT	Activity	Measurements	Recorded in	Target Date for review	Progress report
	<p>can be implemented as appropriate in the Minerva Theatre.</p> <p>c) CFT will continue to investigate working with partners, including Chichester District Council, to benefit from regional initiatives such as sustainable transport and recycling.</p>				

Actions for CFT	Activity	Measurements	Recorded in	Target Date for review	Progress report
<b>6 Organizational stability &amp; development</b>	1 Meet six-monthly with CDC Lead Officer to review progress on SLA and business position of theatre.  2 To organise annual meeting with all public sector funding partners to ensure that the partnership is sustained.  3 To commission appropriate studies of audience development plans and to share appropriate information with the Council.  4 To seek additional funding from the private and charitable sector to sustain the Theatre's operations.	Diaries, meeting papers as appropriate  Meeting notes  Submission of application to ACE	Calendar, meeting notes  Annual report to CDC  Annual report to CDC  Oral reporting September 2015	October, annual review meeting.  Annual review meeting  March 2016  May 2016	

The Service Level Agreement for 2015/2016 is accepted in accordance with the Funding Agreement between Chichester District Council and Chichester Festival Theatre

**Signed:**

**Signed:**

**Print Name:**

**Print Name:**

**Position:**

**Position:**

**For and on behalf of the Council**

**For and on behalf of the Grantee**

**Date:**

**Date:**