

## Service Level Agreement Chichester Festival Theatre and Chichester District Council 2016/17

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 2016 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 2016	Festival 2016 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 2016	
	3 Where appropriate co-produce new work or seek touring opportunities to stretch artistic aims and to share costs.		As above	October 2016	
	4 Review the summer season as part of Annual report to Overview & Scrutiny Committee.		Annual report to CDC	March 2017	
<b>1.2 Summer 2016 season of CFT – the audience</b>	1 Achieve audience target figures set out in Strategic Plan.	Numbers and % of targets	Annual report to CDC and twice yearly oral update	March 2017	
	2 Work with District-based partners on cross-marketing and partnership projects based around the summer programme.	Who/what partnerships in place	As above	March 2017	
<b>2.1 Chichester to a wider world</b>	1 Deliver a 5% increase on positive press comments for summer season at regional and national level.  A summary of all 2015/16 Press coverage figures:  National Press (print) 662 articles Local Press (print) 763 articles Online 1881 articles National and regional reviews 554	Review (website).	Annual report to CDC and twice yearly oral update.	October 2016	
	2 Through co-production and touring/transfers of summer productions ensure that the quality of Chichester productions is widely known.	Number and location of other venues	As above	October 2016	

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 2017	
	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 2017	
	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 establishments on joint learning projects as appropriate, including University of Chichester.		As above	March 2017	
<b>3.2 Learning and Participation – District community</b>	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.	Number of events; attendances; copy of programme	Annual report to CDC and twice yearly verbal update	Annual review meeting	
	2 To focus a strand of events on attracting a younger audience, and develop the use of the Festival Theatre to celebrate the RENEWED Festival Theatre.	Number of new events/activities pa;	As above	Annual review meeting	
	3 To continue to develop the use of internet platforms to widen awareness, access and availability to LEAP events.	Usage of analytics, feedback and blogs etc	As above	March 2017	
	4 To engage with the District Council in investigating programmes of targeted work relating to areas of need.	Specific to projects, to be shared with CDC	As above	March 2017	
	5 To develop a new strand of events, workshops and activity relating to Chichester Festival Theatre's Heritage.	Details and attendance at heritage events	As above	March 2017	
<b>4.1 Winter 2016 - programme</b>	1 Programme a Winter season from available touring product that is high quality.	Programme; attendance per event; reviews in local papers etc	As above	October 2016 March 2017	
	2 Within this programme to include productions which appeal to families and produce specific family-friendly marketing.	Programme; attendance, copies of marketing	As above	October 2016 March 2017	

Actions for CFT	Activity	Measurements	Recorded in	Target Date for review	Progress report
<b>4.2 Winter 2016 programme – audience</b>	1 Achieve audience target figures set in Strategic Plan to sustain the business plan.	Attendances	As above	Annual review meeting	
	<p>1. 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 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>		Annual report to CDC		
<b>6 Organisational stability &amp; development</b>	<p>1 Meet six-monthly with CDC Lead Officer to review progress on SLA and business position of theatre.</p> <p>2 To organise annual meeting with all public sector funding partners to ensure that the partnership is sustained.</p> <p>3 To commission appropriate studies of audience development plans and to share appropriate information with the Council.</p> <p>4 To seek additional funding from the private and charitable sector to sustain the Theatre's operations.</p>	<p>Diaries, meeting papers as appropriate</p> <p>Meeting notes</p> <p>Submission of application to ACE</p>	<p>Calendar, meeting notes</p> <p>Annual report to CDC</p> <p>Annual report to CDC</p> <p>Oral reporting September 2016</p>	<p>October, annual review meeting.</p> <p>Annual review meeting</p> <p>March 2017</p> <p>May 2017</p>	

The Service Level Agreement for 2016/2017 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:**