

## **Service Level Agreement for the Artrix by Bromsgrove District Council**

### **1. Context**

The Artrix was opened to the community in April 2005. Bromsgrove District Council has provided annual funding of £120,000 to the Artrix in the absence of any formal funding agreement or service level agreement.

The inception of the Artrix arts centre was originally a respond to the arts community of Bromsgrove district wish to have a dedicated professional arts venue.

Bromsgrove District Council's arts strategy (2004 – 2009) identifies as a main strategic aim 'to develop new facilities for the arts and increase the use of facilities for the arts by the community'.

The Artrix was established through a partnership between Bromsgrove District Council and North East Worcestershire College (NEW College) to provide a combined arts centre for the community and a performing arts education facility. The building of the Artrix was funded by Bromsgrove District Council and the land it was built upon was provided by NEW College.

The Artrix is managed by an Operating Trust, responsible for the efficient and effective management of the arts centre and comprises of 5 Bromsgrove District Council Councillor representatives, 5 NEW College representatives and 5 representatives from the community. A Holding Trust is responsible for retaining the building property and comprises of representatives from Bromsgrove District Council, NEW College and the community.

During the period from the Artrix opening in April 2005 to the present time there has been no formal funding agreement or service level agreement between Bromsgrove District Council and the Operating Trust to direct formally the work of the Artrix and provide a clear rationale on the finite funding arrangement available to it from the council.

Bromsgrove District Council's vision is 'Working together to build a district where people are proud to live and work, through community leadership and excellent services'.

The council's values are – Leadership, Partnerships, Customer First and Equality.

The council has four objectives – Regeneration, Improvement, Sense of Community and Well Being and Environment.

Bromsgrove District Council is committed to delivering excellent services to all its customers and needs to ensure that the relationship between the council and the Artrix is formalised to contribute to the council's vision and values, delivers an excellent service to its customers, represents value for money to its customers and contributes to the council's goal of attaining excellent corporate performance assessment status.

Bromsgrove District Council now wishes to establish a formal agreement with the Artrix regarding the grant funding arrangement and the services provided to their customers and the local authority.

Therefore the service level agreement has been established to manage the grant funding arrangement, sets out the expectations and defines the relationship between Bromsgrove District Council and the Artrix.

## **2. The Service Level Agreement Overview**

This agreement represents a Service Level Agreement (SLA) between Bromsgrove District Council (BDC) and the Artrix for the provision of services meeting the requirements of the annual grant funding arrangement.

This SLA remains valid from 1.4.08 – 31.3.2011, or until superseded by a revised SLA mutually agreed between BDC and the Artrix.

Following the completion of this SLA it is the intention of Bromsgrove District Council to enter into two further SLA's with the Artrix, each for a period of two years and subsequently commencing in April 2011 and 2013, to include in the April 2013 to March 2015 SLA a two year notice period of the change of the annual grant funding arrangement.

This SLA outlines the minimum service standards that the Artrix will implement specifically to meet the expectations of BDC and does not supersede current practices, processes and procedures that the Artrix has developed and adopted.

## **3. Goals and Objectives**

The purpose of this SLA is to ensure that the proper commitment, understanding and processes are in place to provide the delivery of a consistent, effective and efficient service to the 'residents of Bromsgrove district, the wider community and BDC' (the customer) by the Artrix.

The goal of this SLA is to obtain mutual agreement between BDC and the Artrix for service provision to the customer.

*The objectives of this SLA are to –*

- Provide clear reference to service ownership, accountability, roles and responsibilities.
- Present clear, concise and measurable description of service provision to the customer.

- Match perceptions of expected service provision with actual service support and delivery.
- Operate a framework of consultation aimed at delivering continuous service improvements to the customer.

#### **4. Stakeholders**

The following service provider and funding organisation will be used as the basis of the agreement and represent the primary stakeholders associated with this SLA:-

*Service Provider: The Artrix*

*Funding Organisation: Bromsgrove District Council*

The following stakeholders are responsible for the deployment, monitoring and ongoing support of this SLA:-

*Artrix Director 01527 572739*

*Arts Development and Special Events Officer 01527 881381*

#### **5. Service Environment**

The following provides detail on the service environment supported by the SLA:-

- the Artrix will open to the community across the calendar year (Monday – Saturday, 10am - 10pm), providing an exciting and varied quality programme that is responsive to customer taste, is cultural diverse and develops new audiences through innovative or / and challenging work.
- the Artrix will proactively support, work with and seek the views of the local arts forum and its membership for Bromsgrove district – Bromsgrove Arts Alive!
- the Artrix will proactively develop a strategic programme of community and education outreach work and sustainable partnership arrangements across the district, county and region.
- the Artrix will engender an environment that places the customer at the heart of the organisations ethos and seeks to provide access and opportunity to everyone.
- the Artrix will ensure that Bromsgrove District Council is promoted at all times as the main sponsor of the Artrix organisation.
- the Artrix will deliver a marketing strategy and schedule that will raise the profile of the organisation in the district, county and region.
- the Artrix will deliver a strategy that will raise the public satisfaction of the organisation.
- the Artrix will seek to establish the eligibility of the organisation gaining regularly funded organisational status from Arts Council England West Midlands in 2011.

- the Artrix will seek to maintain the current revenue funding agreement with Worcestershire County Council and maximise all opportunities to access external revenue funding sources.
- the Artrix will manage efficiently and effectively the ongoing maintenance of the facility and the replacement of equipment and procurement of new equipment and adhere to statutory health and safety law governing the facility and its use by the public.

## **6. Periodic Review**

This SLA is valid from the effective date of the 1.4.2008 and is valid until 31.3.2011.

This SLA should be formally reviewed by the primary stakeholders at a minimum twice per fiscal year, in the absence of either review the SLA will remain in effect.

The Arts Development and Special Events Officer and the Artrix Director are responsible for facilitating regular reviews of this SLA (6 per year).

Contents of this document may be amended or / and altered as required providing mutual agreement is obtained from the primary stakeholders and communicated to all effected parties.

The Arts Development and Special Events Officer and the Artrix Director will incorporate all subsequent revisions of the SLA and will make any revised SLA available to the primary stakeholders.

## **7. Service Agreement**

The following detailed minimum service standards are the responsibility of the Artrix in the ongoing delivery of this SLA.

### **a) Service Scope**

The following services are covered by this agreement:-

- to maximise community participation
- to deliver a locally tailored, cultural diverse and innovative or /and challenging directly promoted programme
- to maximise engagement with and usage by the Bromsgrove Arts Alive! Membership and forum
- to deliver a strategic community and education outreach programme
- to develop sustainable strategic partnerships
- to deliver a strategy that places the customer's needs at the heart of the organisations ethos

- to deliver equal access and opportunity to everyone
- to maximise the promotion of Bromsgrove District Council as the main sponsor of the Artrix organisation
- to deliver a marketing strategy that will raise the profile of the Artrix
- to deliver a strategy to raise the public satisfaction of the organisation
- to seek to gain regularly funded organisational status from Arts Council England West Midlands in 2011
- to seek to maintain the revenue funding from Worcestershire County Council and maximise external funding opportunities
- to manage efficiently and effectively the ongoing maintenance of the facility and the replacement of equipment and procurement of new equipment and adhere to statutory health and safety law governing the facility and its use by the public

**b) Funding Organisation Requirements**

Bromsgrove District Council as the funding organisation responsibilities to support this SLA include:-

- payment of the annual grant funding arrangement as 4 advance instalments per fiscal year
- that BDC will request from the Artrix any under spend of the annual grant funding arrangement from the previous financial year in the first quarter of each new financial year, accepting the Artrix will operate as excellent business practice an annual reserve fund of up to £50,000 and a 3 year rolling budgeted capital facility maintenance and equipment replacement and procurement programme
- two formal reviews of the agreement by the primary stakeholders per fiscal year, the first review meeting to take place in July each year and focus on a review of the Annual Report and the second review meeting to take place in November each year and to include a 6 month (April – September) retrospective report to be produced by the Artrix
- six target lead meetings of the agreement per year between the Arts Development and Special Events Officer and the Artrix Director
- reasonable availability to council officers when resolving a related incident or request
- communication of any significant changes to the council vision or / and objectives

- access to council services, training and support to enable the delivery of this agreement

### **c) Artrix Requirements**

Artrix as the funded organisation responsibilities to support this SLA include:-

- provision of service scope as described in 7.a
- two formal reviews of the agreement by the primary stakeholders per fiscal year, the first review meeting to take place in July each year and to focus on a review of the Annual Report and the second review meeting to take place in November each year and to include a 6 month (April – September) retrospective written report
- six target lead meetings of the agreement per year between the Artrix Director and the Arts Development and Special Events Officer
- production per fiscal year of an Annual Report
- the Artrix will make available to BDC any under spend of the annual grant funding arrangement from the previous financial year in the first quarter of each new financial year, accepting the Artrix will operate as excellent business practice an annual reserve fund of up to £50,000 and a 3 year rolling budgeted capital facility maintenance and equipment replacement and procurement programme
- reasonable availability to Artrix personnel when resolving a related incident or request
- communication of any significant changes to the Artrix vision or / and objectives

### **d) Artrix Service Assumptions**

The following assumptions are made regarding the Artrix organisation to deliver this SLA:-

- the organisational staff structure, roles and capacity will remain mainly unchanged
- that current practices, processes and procedures that the Artrix operates outside of this agreement do not adversely impact on the delivery of this SLA
- that the organisation will only make major decisions concerning the operation of the facility outside of the SLA that reflect the vision and values of BDC

## **8. Service Management**

The effective delivery of the service scope is a result of maintaining consistent levels of measuring identified targets, delivering identified targets, the monitoring and reporting of the agreement.

### **a) Service Scope Targets**

The following identifies measurable targets that are specific to the service scope.

## **Target 1: To maximise community participation**

### **Requirements:**

- to increase audience attendance by 2% each year
- to open to the public a minimum of 300 days per year (not including NEW College education timetabled provision)

### **Measures:**

- to provide an annual breakdown by art form of the total community usage, including the community and education outreach work
- to record annually the actual number of days the Artrix is open to the public (not including NEW College education timetabled provision)

## **Target 2: To deliver a locally tailored, cultural diverse and innovative or / and challenging programme**

### **Requirements:**

- to provide a quality and inclusive programme of cinema, comedy, dance, exhibitions, music, theatre and workshops each year
- to development new audiences through innovative or / and challenging programming, with an emphasis on young people and 'non user groups' and through evidence based research
- to ensure that the Artrix artistic policy enables the delivery of a locally tailored, cultural diverse and innovative or / and challenging programme
- to engender a programme that contributes to the economic vitality and sustainability of the local economy

### **Measures:**

- to provide an annual percentage breakdown by art form of the entire programme delivered, including the community and education outreach work
- to facilitate an annual user questionnaire to review the content, quality and innovation of the programme
- to facilitate an annual non user questionnaire to inform future programming and marketing opportunities
- to facilitate an annual focus group with young people to inform future programming and marketing opportunities
- to produce annually as a percentage the usable space programmed
- to produce annually by art form as a percentage the actual numbers attending compared against the maximum number of places available of all workshops delivered by the Artrix organisation

### **Target 3: To maximise engagement with and usage by Bromsgrove Arts Alive! Arts Forum and membership**

#### **Requirements:**

- to maintain membership of Bromsgrove Arts Alive! Arts forum and attend quarterly meetings
- to formally seek the views and recommendations of the arts forum and it's membership as the major user group of the Artrix
- to make available to the arts forum membership 30 days per year (not including NEW College education timetabled provision)
- to make available free the Artrix for the arts forum annual showcase or a similar annual event

#### **Measures:**

- to record annually the actual number of days the Artrix is made available to the arts forum membership (not including NEW College education timetabled provision)
- to provide annually evidence of the Artrix seeking the views of and implementing the recommendations of the arts forum and it's membership, where compatible with the Artrix business model and SLA

### **Target 4: To deliver a strategic community and education outreach programme**

#### **Requirement:**

- to produce, deliver and monitor a 3 year strategy outlining the organisations community and education outreach programme with an emphasis on 'non user groups' and young people, supported by the Arts Development Service, BDC

#### **Measures:**

- to annually produce a plan detailing the organisations community and education outreach delivery programme
- to annually report on the delivery and evidence the success of the community and education outreach plan
- to deliver 5 community projects, aimed at community participation, in the first year of the SLA with an increase of one community project per year of the SLA, with an emphasis on 'non user groups' and young people



## **Target 5: To develop sustainable strategic partnerships**

### **Requirement:**

- to produce, deliver and monitor a 3 year strategy outlining the organisations commitment to developing sustainable strategic partnerships, supported by the Arts Development Service, BDC

### **Measures:**

- to annually produce a plan detailing the organisations objectives to developing sustainable strategic partnerships
- to annually report on the delivery of the plan and evidence the success of developing sustainable strategic partnerships

## **Target 6: To deliver a strategy that places the customer's needs at the heart of the organisations ethos**

### **Requirement:**

- to produce, deliver and monitor a customer focussed strategy in line with Bromsgrove District Council's 'Customer First' strategy, supported by the Customer First team, BDC

### **Measures:**

- to annually produce a customer focussed plan aimed at delivering improvements to the customer and their experience of the Artrix
- to annually report on the delivery of and evidence the success of the customer focussed plan
- to facilitate an annual user questionnaire focussed on customer care and the customer experience

## **Target 7: To deliver equal access and opportunity to everyone**

### **Requirements:**

- for the organisation to become an active member of the Equalities and Diversity Forum, informing organisational professional development, best practice and policy development
- for Artrix personnel to receive equalities and diversity training, to record the details of the training and provide this information to the Equalities and Diversity team, BDC
- to support a programme of cultural events each year reflecting local or / and national celebration and mood
- to collate equality and diversity data monitoring information regarding audience attendance / community participation to inform future programming to provide equal access and opportunity to everyone

**Measures:**

- to provide 3 monthly equality and diversity data monitoring information on audience attendance / community participation, including community and education outreach work (gender, age, disability and ethnicity) to Bromsgrove District Council 4 times per year – June, September, December and March
- to annually support, through programming, 4 local or / and national celebrated cultural events throughout the calendar year, in consultation with the Equalities and Diversity Forum
- to annually report on the equalities and diversity training Artrix personnel have received
- to annually report on organisational professional and policy development relating to equalities and diversity
- to evidence each year all new programming delivered in response to the analysis of any gaps in provision identified in the equality and diversity data monitoring information

**Target 8: To maximise the promotion of Bromsgrove District Council as the main sponsor of the Artrix organisation****Requirements:**

- to promote the sponsorship of the Artrix organisation by BDC on all promotional material, literature and media campaigns produced by the organisation
- to adhere to BDC corporate style guide detailing the application of the council's branding, supported by the Customer First team, BDC

**Measures:**

- to produce each April an annual schedule detailing the promotional material, literature and media campaigns the organisation will undertake to promote its sponsorship by BDC
- to produce each year the actual schedule of promotional materials, literature and media campaigns the organisation undertook to promote its sponsorship by BDC

**Target 9: To deliver a marketing strategy that will raise the profile of and public satisfaction of the Artrix****Requirement:**

- to produce, deliver and monitor a 3 year marketing strategy outlining the organisations commitment to raising the profile of and public satisfaction of the Artrix, supported by the Customer First team, BDC

**Measures:**

- to facilitate an annual user satisfaction survey and produce an annual user satisfaction percentage rating of the Artrix
- to produce annually a record of the total number of complaints, with an analysis of the complaints and the actions that were carried out to improve service delivery to the customer

- to produce an annual improvement plan in response to formal feedback from BDC customer panels and public consultation relating to the services received from the organisation
- to attend annually 6 community events across the calendar year managed by Bromsgrove District Council, supported by the Arts Development Service, BDC
- to produce each April an annual marketing schedule designed specifically to raise the profile of the Artrix
- to evidence annually the success of the marketing schedule specifically designed to raise the profile of the Artrix

### **Target 10: To seek to gain regularly funded organisational (RFO) status from the Arts Council England West Midlands in 2011**

**Requirement:**

- to establish regular contact with Arts Council England West Midlands to further the business case of the organisation gaining RFO status in 2011

**Measure:**

- to annually hold a formal meeting with Arts Council England West Midlands to further the business case of the Artrix gaining RFO status in 2011 and to provide evidence of the out comes of the meeting

### **Target 11: To seek to maintain the current funding arrangement with Worcestershire County Council and maximise opportunities to receive external funding**

**Requirement:**

- to maintain the funding agreement with Worcestershire County Council and seek new external funding opportunities to assist with the delivery of the SLA and the professional development of the Artrix

**Measure:**

- to identify within the Annual Report all external funding applied for and actually received (which funding organisation, for how much and for what purpose)

## **Target 12: To manage efficiently and effectively the ongoing maintenance of the facility, the replacement of equipment and the procurement of new equipment and adhere to statutory health and safety law governing the facility and its use by the public**

### **Requirements:**

- to produce, deliver and monitor a 3 year facility maintenance and equipment replacement and procurement plan, to include a rolling 3 year budgeted capital facility maintenance, equipment replacement and procurement programme
- to produce, deliver and monitor a 3 year plan outlining the organisations commitment to delivering the statutory health and safety law governing the facility and its use by the public, to include a rolling documented programme of risk assessments, safe working instruction procedures and operational procedures and to identify new health and safety issues requiring action

### **Measures:**

- to produce an annual plan detailing the facility maintenance, equipment replacement and equipment procurement with an assigned capital budget
- to produce an annual health and safety plan detailing the rolling programme of risk assessments, safe working instruction procedures and operational procedures that need completing and to identify new health and safety issues requiring action
- to annual record all first aid incidents and accidents by competent personnel
- to annual prepare a health and safety report relating to the building, its operation and its use by the public, incorporating facility maintenance, equipment replacement and equipment procurement

### **b) Service Scope / SLA Monitoring and Reporting**

The following identifies the monitoring and reporting specific to the service scope and SLA.

- two formal documented reviews per fiscal year by the primary stakeholders, the first meeting to take place in July each year and to focus on a review of the Annual Report and the second review meeting to take place in November each year and to include a 6 month (April – September) retrospective written report to be produced by the Artrix
- six target lead reviews per year by the Arts Development and Special Events Officer and Artrix Director
- Artrix Annual Report, to include declaring any under spend from the annual grant funding arrangement from BDC to be repaid to BDC in the first quarter of the following financial year, accepting the Artrix will as

excellent business practice operate an annual reserve fund of up to £50,000 and a 3 year rolling budgeted capital facility maintenance and equipment replacement and procurement programme. To include within the Annual Report a section pertaining to the outputs of the measures identified in targets 1 – 12 of the SLA.