

Vivacity

Peterborough
Culture and Leisure

Our first five years





Pupils enjoying a library event

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Our story so far and what's next?

Vivacity plays a key role in bringing life to Peterborough and bringing Peterborough to life. Since 2010, we have seen culture and sport flourish within the city and are delighted to have played a significant part in that progress.

Five years ago, Peterborough City Council had the foresight and courage, against a backdrop of decreasing funding to local authorities, to outsource its culture and sports services to Vivacity, a new local charitable trust. This was a ground-breaking approach. Vivacity, as an independent charity, had a vision to deliver improved services in a more responsive and innovative way and set out to change people's lives for the better.

Our vision

- More people enjoying activities more often
- More income to create more opportunities
- Better quality so people come back for more

We have made great progress towards our vision but there is much more left to do.

Our success would not have been possible without the commission and capital investment from Peterborough City Council, alongside support from local and national organisations, stakeholders and partners. Arts Council England, Natural History Museum, Heritage Lottery Fund, English Heritage and Sport England have been particularly loyal through their advice and financial support. It is with this backing and the dedication of our staff and volunteers that we continue to deliver high quality services that the city and its residents value.

From the outset we have kept ahead of changing demands and pressures. We continue to provide more with a lower burden on the local taxpayer and are successful at leveraging-in support from regional, national and European bodies to bring new events and experiences to the city.

Over the next five years, we will continue to develop an exciting and varied exhibition, theatre and music programme. We will provide local people with the best sports facilities and classes, offer more educational opportunities for local children and deliver a comprehensive library service promoting learning and the enjoyment of reading.

We know there are tough times ahead. However, we believe that the next five years are set to be hugely exciting for Peterborough. The role played by culture and sport will be more important than ever for a happy, healthy, and thriving city.

Thank you to our staff, volunteers, customers, partners and supporters for joining us on this journey. There is a great deal on the horizon to interest, inspire, engage and create opportunities for local people. We look forward to sharing Vivacity's next chapter with you.



Shelagh Smith
Chair of Vivacity
Culture and Leisure



Kevin Tighe
Chief Executive of Vivacity
Culture and Leisure

Vivacity from 2010 to 2014



February 2010

VIVACITY IS FOUNDED

Vivacity is set up to develop and enhance the city's culture and sports services and deliver better value for taxpayers.



May 2011

BIG PLANS FOR FLAG FEN

Vivacity takes over management of Flag Fen, the Bronze Age archaeological site in Peterborough.



July 2012

OLYMPIC TORCH FEVER

To welcome the arrival of the Olympic Torch in the city, over 6,000 people pack into Cathedral Square to see world-renowned performers, Close Act.



April 2013

FORTY YEARS ON

The culmination of the three year, award winning Forty Years On project, dramatizing and celebrating the development of Peterborough as a 'new town'.



February 2014

PREMIER FITNESS LAUNCHES

The city's best value premium gym opens with 1,900 members signed up in the first month. More than 4,000 people now enjoy use of the gym and swim facilities each month.



April 2014

SCULPTURE TRUST COLLECTION TRANSFERRED

Vivacity is entrusted with the city's £1.8 million sculpture collection, creating the opportunity for more people to see and enjoy these works.

2010

2015

February 2011

REGIONAL POOL SUCCESS

After taking over operations at the Regional Pool in November 2010, and supporting Peterborough City Council with its £1.6 million re-development scheme, a marketing drive sees memberships double.



March 2012

A NEW LEASE OF LIFE FOR PETERBOROUGH MUSEUM

A record-breaking 14,000 people visit the museum in the first month following a £3.2 million investment by Peterborough City Council and the Heritage Lottery Fund providing new galleries, refurbished exhibits and better visitor facilities.



April 2012

LONGTHORPE TOWER IN SAFE HANDS

English Heritage entrusts Vivacity with the management of Longthorpe Tower and its wonderfully well-preserved 14th century secular wall paintings.



September 2013

GENERIK VAPEUR INVADE THE CITY CENTRE

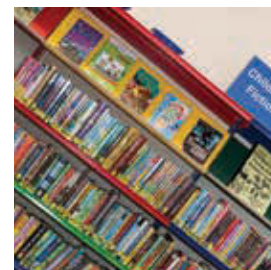
Twenty blue figures turn our city streets into a stage and our skies into a spectacular, pyrotechnic performance of jaw-dropping street theatre following a three-year funding collaboration with ZEPA (European Zone of Artistic Projects) for the Arts Festival.



October 2013

HAMPTON LIBRARY OPENS ITS DOORS

With over 450 new library members enjoying a 400% increase in opening hours, Hampton's library is an instant hit.



June 2014

RECORD BREAKING CITY FESTIVAL

Over 30,000 people attend the two day, record-breaking Heritage Festival.



More people enjoying activities more often

People are at the heart of Vivacity – our staff, our volunteers, our customers and our service users. Without this support the services we provide would not be possible.

We have achieved great success in attracting new and returning customers to our services since starting out five years ago. This includes an increase in gym and library memberships, attendances at the Key Theatre, at city events and festivals, and at the Museum and our other heritage sites.

It is the passion of our team that keeps culture and sport at the heart of our city. These services are an integral part of everyday life; whether it is our staff who teach children to swim, sit and read with youngsters in the libraries, bring history to life in the Museum, or provide a creative atmosphere to help people of all ages develop and learn new skills.

From the very beginning, we have been aware that in the face of economic uncertainty and a decline in funding opportunities, we would come to rely on volunteers who would support the work of paid staff. Since 2010 we have more than trebled our network of volunteers who provide support in our libraries and museums, and at city-wide events such as the Perkins Great Eastern Run. Our investment into a volunteer support team has made it easier for people to get involved.

For a culture and sport service provider to be a success, there needs to be a demand from the people using the facilities and attending the events. It is a credit to the creative scene here in Peterborough that we continue to bring

new ideas to fruition, support local groups and achieve fantastic attendance at our festivals and events.

We have worked hard to communicate better with local people. It is vital that residents and visitors know what is going on and how to get involved to improve their experience. The higher footfall and attendance figures speak to the success of our marketing strategy.



We're always improving the way we communicate with local people. Our partnership with The Moment Magazine helps us reach more than **30,000 people**

Over 300 volunteers support the work of Vivacity year in year out.



Our record-breaking 2014 Heritage Festival

“ I’m passionate about history and love getting people of all ages to be as enthusiastic about it as I am. I hope to help establish a sense of pride in Peterborough and its rich heritage for local people, as well as attracting visitors to the city. And if, at the end of the day, people enjoy themselves and have learnt something, then my job is done! ”

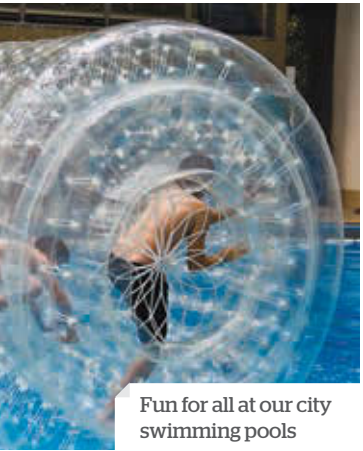
Stuart Orme, Peterborough Museum, Vivacity

“ The improvement in the city’s cultural offer over the last five years has been marked. We’ve all noticed it. Local people are benefitting from more and better events, activities and initiatives. Vivacity, working in partnership with local groups and communities, is a key part of this change. Long may it continue. ”

Keely Mills, Project Manager for Eastern Angles Theatre Company, freelance producer and poet



Real World Science with the Natural History Museum at Flag Fen



Fun for all at our city swimming pools



16 children’s books issued per hour in city libraries



30,000 visitors to the Heritage Festival, an increase of 50%



Over 1 million visits a year to our sports centres



Over 63,000 visits a year to the Key Theatre



Three times more volunteers supporting our work

Source: Figures based on 2014-2015

More income to create more opportunities

Our aim, from the very beginning, was to find new sources of income to deliver a remarkable offer for local people. This has meant operating in a business-like way, taking advantage of opportunities, and attracting additional grant funding to the city.

Our income 2010-2015



“ It’s great to see so many people attracted into the city centre and enjoying the Heritage Festival. It creates a feel good factor that is great for local businesses. ”

Iain Crighton, Chairman, Peterborough Chamber of Commerce

We have made great progress towards becoming self-sustaining and reducing reliance on the local taxpayer.

Since 2010 we have improved the way services are delivered to save £5 million. We have drawn £2.7 million arts funding to Peterborough and a further £300,000 from national and European grants. We have also supported local groups with grant applications for their own projects and initiatives totalling £120,000 of secured grant income to date. For every £1 of funding from Peterborough City Council, we have generated a further £3 of income. Peterborough City Council continues to substantially invest in bricks and mortar and some day-to-day running costs to ensure the city’s cultural and sporting assets are preserved and developed. Their capital investment to date totals over £10 million. We’re also grateful to the city’s business community for the support provided to a number of our activities.

We are proud that this foresight has allowed us to keep facilities open while doors to cultural and sporting opportunities are closing in other cities. It has also enabled us to continuously improve our services and offer them to a wider range of people:

- Over £3 million raised through sports memberships
- Over £800,000 raised through ticket sales at the Key Theatre
- £45,000 invested in adapted cycles for use by disabled people
- £75,000 set-aside each year to provide physical activity for people with a wide range of health conditions, from diabetes through to heart failure. Our expert staff work closely with local people to improve their wellbeing and keep them out of the healthcare system
- Over £730,000 invested into state-of-the-art gym equipment

“ The contribution that arts and culture make to social cohesion, health and wellbeing, education and the economy should not be underestimated. The Vivacity model in Peterborough places culture at the heart of the city, providing the opportunity for arts

and culture to thrive and contribute to the city’s development. The Arts Council is a major investor in Peterborough and we are pleased to be working with Vivacity and the local authority to develop arts and cultural opportunities and activities for the local community. ”

Hedley Swain, Area Director, South East, Arts Council England



Bringing the city’s heritage to life

Better quality so people come back for more

We strive to deliver the best quality services across culture and sport. We seek to be an intelligent organisation that questions and learns from what it does.

Our focus on continuous improvement is underpinned by benchmarking against competitors, the use of professional mystery shoppers and industry accreditations. But it is by our actions rather than our accreditations that we want to be judged.

Here are a few highlights that demonstrate our commitment to improving our offer:

- Café Clarkes opened at the Key Theatre in 2013 to provide affordable gourmet and pre-show dining to customers
- Our Premier Fitness facility launched in Hampton and after just six months more than 4,000 people now enjoy use of the gym and swim facilities each month
- Our collaboration with the Natural History Museum has given us access to their expertise and materials to enable over 12,000 children to benefit

We have made the Key Theatre a priority to ensure it continues to increase the quality and range of its productions in the Main House and Studio, including live screenings of outstanding performances. This has already resulted in an increase in audience numbers by 15,000 within a year.

We believe that culture and sport are at the heart of a city, and are essential for health, wellbeing and happiness. Over the next five years we want to continue to provide services and events that entice, amaze and delight. **We're looking forward to the challenge.**



Over 12,000 young people have benefited from the Natural History Museum collaboration



Over 1,400 people have benefitted from our health programme



20,000 people a year love our pantomime shows, an average occupancy of 94% in 2014

Industry Accreditations



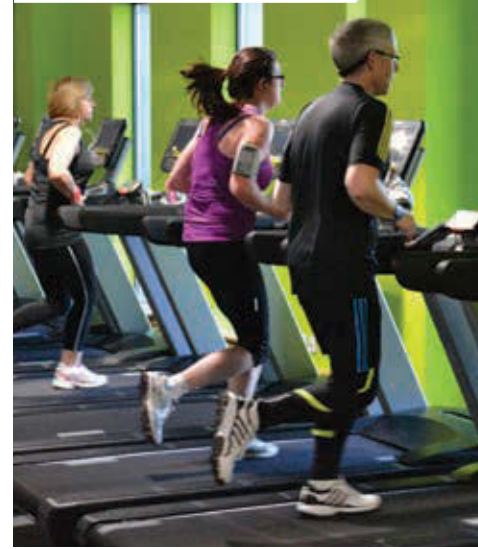
“An active lifestyle and taking part in sport is vital for health and happiness. Over the last five years it's been great to see so much progress to make activities more accessible for disabled people. This represents a huge leap forward and we now need to build on this progress.”

Bryan Tyler, Peterborough Disability Forum



Bringing vibrancy to our city centre through the Arts Festival

The city's best-value premier gym



Youngsters enjoying our partnership activities with the Natural History Museum

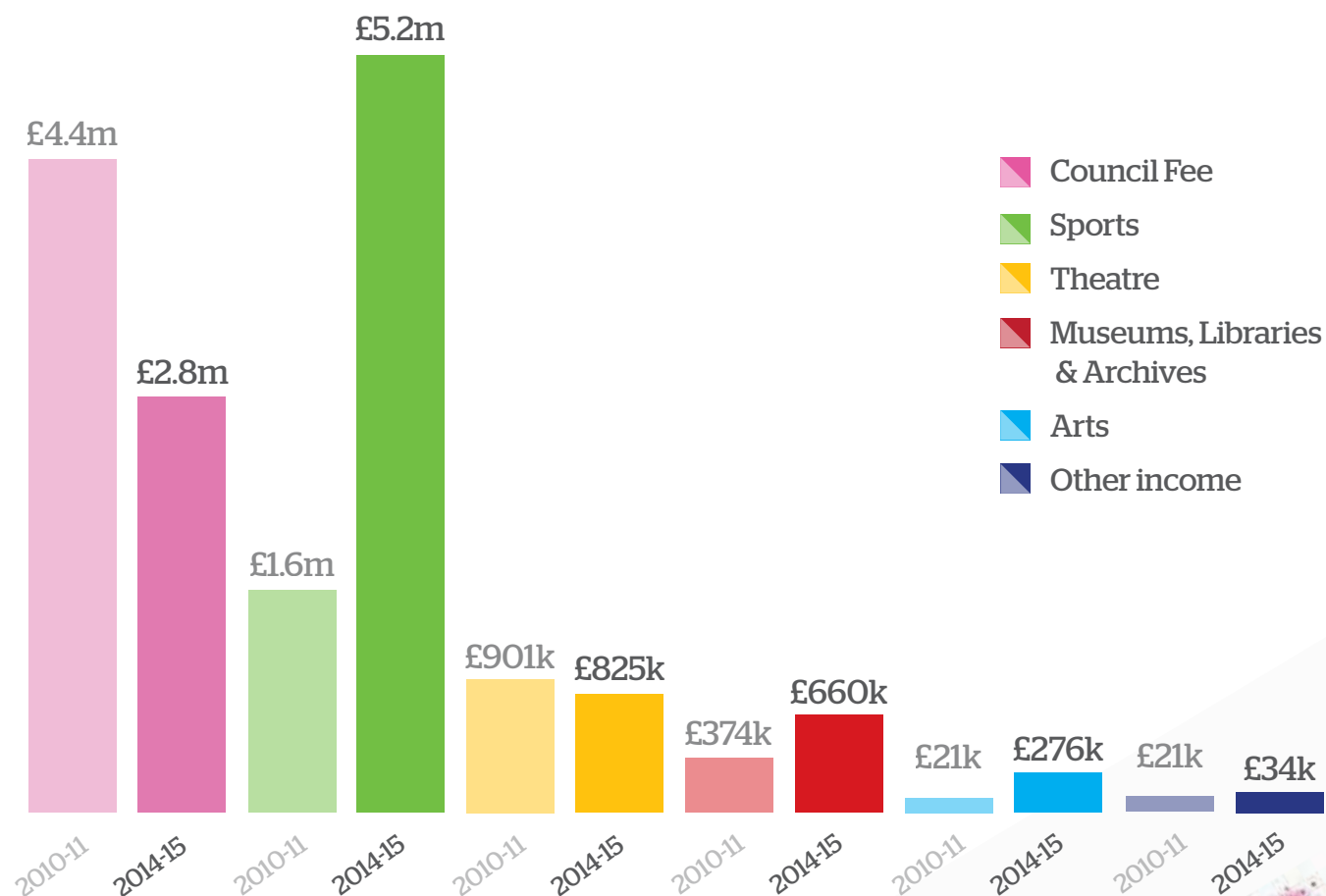


“After seven festivals on Botolph Green, I felt the need to improve our approach in some areas. I asked Vivacity and they were so helpful in advising us on how to improve our event. They shared their planning tools and showed us how they manage and organise events, I was very impressed and took up their recommendations and our festival ran so much more smoothly because of it. A big, big thank you to Vivacity.”

John Sharman, Botolph Green Festival

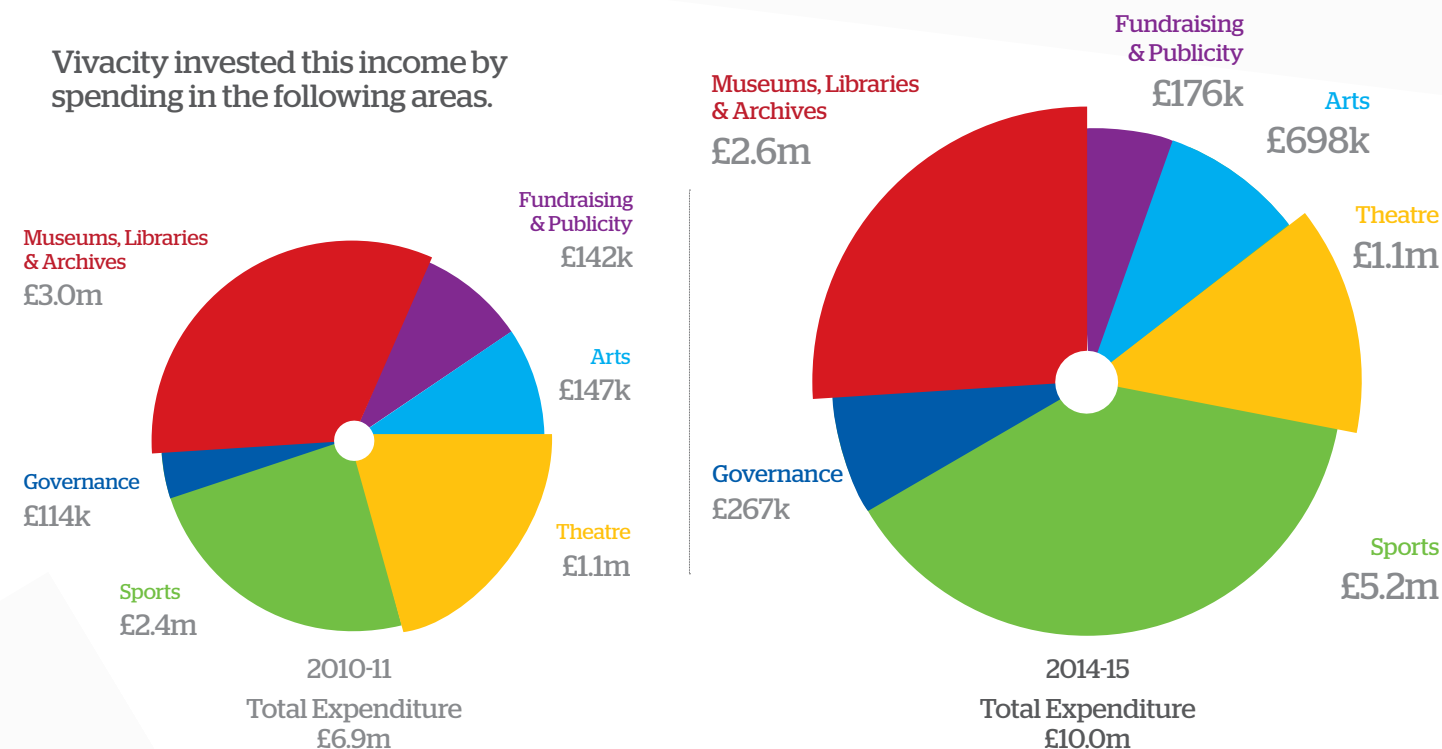
Our financial picture on income 2010-2015

Vivacity's income has grown steadily and significantly during the last five years. In year one, the turnover was £7.3 million. By 31st March 2015, this will have increased to £9.8 million.



Our financial picture on expenditure 2010-2015

Vivacity invested this income by spending in the following areas.



In addition, Vivacity received a donation of a collection of sculptures worth £1.8 million. Vivacity's careful management of its income and expenditure has, in line with the Charity Commission's best practice, allowed it to build up

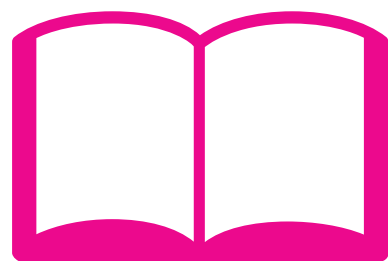
appropriate reserves of £754,000. These reserves are for contractual or legal reasons, designated for a specific purpose or are available to be spent on anything to further charitable objectives.

The last five years
in numbers...

£2.7 million!
of external arts funding attracted to the city

33,690
Gym classes

3,131
Heritage education
sessions



3,241,395
Library books
issued



754,000
children's swimming lessons

Working in partnership

Our work depends on partnership and collaboration - thank you to everyone who supports our work, we could not do it without you.

20 Stories High | 2021 Visual Arts Centre | **Abi Collins** | ADeC (Arts Development in East Cambridgeshire) | **ACE** | African Heritage Centre | **Aldeburgh Music** | Alderman Jacobs Primary | **Alzheimer's Society** | All Heritage Attractions Group members | **Anglia Ruskin University** | Amateur Swimming Association | **Anthony D'Offay** | Arts Award (Trinity College) | **Art in the Heart** | Art In The Park | **Art Pop up** | Arthur Mellows Village College | **Arts and Minds / Pink House Arts** | Arts Award | **Arts Council England** | Arts Festival 2014 | **Askews and Holts** | Atelier East | **Bangladeshi Association** | BBC | **Bangladeshi Hare Krishna** | Beat This | **Beeches Primary** | Bernards Puppet Bonanza | **Big Dance** | Blok Collective | **Bolinda Digital** | Bread and Butter Theatre | **Britten Sinfonia** | British Museum | **Buckles** | Bui Bolg | **Butler Smith Specialist Carriers** | C12 | **Camb's Museums Advisory** | Panel Cannon | **Capers** | Cardboard Citizens | **Care Homes** | Children's Centres | **Children's University** | Cie Chameleon | **Cie Du Fardeau** | Circo Rum Baba | **Cirk Isis** | City College Peterborough | **City of Peterborough Concert Band** | City of Peterborough Swimming Club | **City of Peterborough Symphony Orchestra** | Collectif Malunes | **Covent Garden Street Performers** | Creative Peterborough | **Cross Keys** | CWS Sound and Lighting | **Da Movers** | Dance No End | **Dead Poets** | Denis Trichot | **Desi Ladies** | Dhol Foundation | **Dimension 6000** | Dizzy O Dare | **Dot Comedy** | East Life | **East of England NHS APT Services** | Eastern Angles | **Emergency Exit Arts** | English Heritage | **England Roller Hockey** | Express Yourself Inclusive Dance | **Family Learning** | Figtree Art Studio | **Free Thinking Design** | Friends of Central Park | **Friends of Peterborough Museum and Art Gallery** | Frog Life | **Fullbridge Primary** | Garlic Theatre | **Generik Vapeur** | George Orange | **GeoPeterborough** | **Glass House** | Granny Turismo | **GRB Concerts** | Hampton College | **Handmade In Peterborough** | Hard Fi | **Health Visitors** | Heritage Lottery Fund | **History's Mirror** | **HMS Pinafore** | Hodgson Community Association Werrington | **Home Instead** | Hungry Arts | **Hunt and Darton** | Huntingdonshire Football Association | **Ignite Peterborough** | Insect Circus | **Inspiration Studios** | Imperial War Museum | **Jack Hunt Academy** | Jack Hunt School | **John Clare Cottage** | John Lewis | **Ken Stimpson Community School** | Kettles Yard | **Kindred Theatre** | Kings School | **Kissmet** | L'Arbre A Vache | **Le Coiffure** | Le Navet Bete | **Les 3** | Les Cubitenistes | **Living Sport** | Local History Forum Members | **Longthorpe Society** | London Art Workshop | **Lost In Translation** | Loughborough College | **Magmanus** | Maison Foo | **Marshfields School** | Mask Theatre Company | **Mat Ricardo** | Metal Culture | **Michael Craig Martin (Hayward Touring, Southbank Centre)** | Michael Shaw | **Mid Anglia Consortium** | MIND | **Momentum Arts** | Movement Street Dance | **Moxie Brawl** | Museum Association | **Museum Society** | Museums of the East of England | **Music at St Martins** | National Archives | **National Bookstart Trust** | National Space Agency | **Natural History Museum** | National Galleries of Scotland | **Nene Park Academy** | Nene Park Trust | **Nene Valley Harriers** | Nene Valley Living | **Nene Valley Primary** | New Ark Adventure Playground | **New Art Exchange** | New International Encounter | **New Wolsey Theatre Norfolk Museums & Archaeology Service** | Norfolk and Norwich Festivals Bridge | **Norman Cross Gallery** | North Lincolnshire Council | **Northamptonshire Football Association** | Nunns Yard | **One Eyed Cats** | Opportunity Peterborough | **Orchestra De Camera** | Orchestras Live | **Ormiston Bushfield Academy** | Orton Wistow Primary | **OverDrive** | Overground Arts | **Pakistani Youth Association** | Pangottic Circus | **Paper Rhino** | **Paston Ridings Primary** | Pauline Etim-Ubah | **PCVS** | PECT | **Perkins** | Pete Firman | **Pete Sweet** | Peterborough 900 project | **Peterborough Art House** | Peterborough Art Society | **Peterborough Artists Open Studios** | Peterborough Arts Cinema | **Peterborough Athletics Club** | Peterborough Cathedral | Peterborough Cathedral Music Association | **Peterborough Chamber Choir** | Peterborough Choral Society | **Peterborough City Council** | Peterborough Community Gospel Choir | **Peterborough Community Groups Forum** | Peterborough Community Radio | **Peterborough Decorative and Fine Arts Society** | Peterborough Football Liaison Committee | **Peterborough History Society** | Peterborough Learning Partnership | **Peterborough Literacy Hub** | Peterborough Local History Society | **Peterborough Music Festival** | Peterborough Music Hub | **Peterborough Music Making** | Peterborough Operatic and Dramatic Society | **Peterborough Photographic Society** | Peterborough Playwrights | **Peterborough Regional College** | Peterborough Sings! | **Peterborough Telegraph** | Peterborough Voices | **Peterborough Women's Aid** | Peterborough Young Singers | **Peterborough Youth Choir** | **Petit Monsieur** | Peut Etre Theatre | **Phil Clayton** | Philosophy in the Park | **PiffPaf** | Plunge Boom | **Points De Suspension** | Polish Community Group | **Polish Film Group** | **Polish Newspaper** | Pret A Manger | **Primary/ Secondary Schools** | Publishers | **Queensgate Shopping Centre** | Ramshackalicious | **Rannel** | Raw Material | **Rawlinsons** | **Reading Agency** | Realitas | **Red Barn Craft** | Regional Council | **Regional Learning Network** | Rifco Arts | **Robert Fogell Gallery** | Robin Simpson | **Rock Choir** | Roundhouse Street Circus Company | **Royal Horticultural Society** | Royal Philharmonic Orchestra | **RSA** | Rupert Harris Conservation LTD | **Rutland Piano Services** | Safer Peterborough | **Seachange Arts** | SHARE Museums East | **Shay Horay** | Small Nose Productions | **Society of Chief Librarians** | Society of Recorder Players | **Sound Stage One Event Services** | Southbank Centre | **Space Research Centre** | Sport England | **Squashbox Theatre** | St Boltophs CofE Primary | **St John Fisher** | St John's Church | **St Peter's Singers** | Stamford Arts Centre | **Stamford School (Boys)** | Stanground Academy | **Stanza UK LTD** | Step Up | **Stickleback Plasticus** | **Studio Cirque** | Sundays | **Tara Arts** | Tate Artist Rooms | **Teach East** | Tearaway Theatre Company | **Thabisani Moyo** | The Gallery Peterborough | **The Garage - Norwich** | **The Gildenburgh Choir** | The Green Backyard | **The Heltwate School** | The Junction | **The Lantern Company - Liverpool** | The Moment Magazine | **The Peterborough School** | The Reduced Shakespeare Company | **Thomas Deacon Academy** | Time Gentlemen Please | **Tinder Foundation** | Top Room Productions | Townfast Limited | **Transe Express** | Transported | **Travellex** | Triple SSS Security | **Tumble Circus** | U Rock Creative | **U3A** | UH Galleries - Hertfordshire | **Ulverscroft** | Unearthed Clare | **View 5** | Vikki Stone | **Visitor Information Centre** | Visual Arts | **Voluntary Arts** | Voyager Academy | **Watergall Primary** | Re-enactor groups - Black Knight Historical, The 9th Legion | **Waterstones** | Welland Valley Arts Society | **Werrington Park** | Westwood Music Society | **Wet Picnic WF Howes** | Willow Festival | **Wysing Arts Centre** | UCP | **Young Archaeologists Club** | Zepa 2 | **Zimbabwe Community**

Vivacity

Peterborough
Culture and Leisure

Vivacity Peterborough Culture and Leisure
Peterborough Central Library | Broadway | Peterborough | PE1 1RX
vivacity-peterborough.com



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