

**SOUTH AYRSHIRE COUNCIL**

**REPORT BY HEAD OF ENTERPRISE, DEVELOPMENT AND LEISURE  
TO PARTNERSHIP PANEL OF 7<sup>th</sup> FEBRUARY 2018**

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**Subject: Ayr Gaiety Partnership Performance Report**

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**1. Purpose**

- 1.1 This report invites members to scrutinise the performance of Ayr Gaiety Partnership (AGP).

**2. Recommendation**

- 2.1 It is recommended that the members of the Panel scrutinise the performance of Ayr Gaiety Partnership in delivering the activities required as part of the agreement for Council funding.**

**3. Background**

- 3.1 On 22<sup>nd</sup> March 2012 the Council agreed to support a partnership between the Council, Ayr Gaiety Partnership (AGP) and University of West of Scotland (UWS).

- 3.2 As part of this agreement a revenue funding package of £150,000 per year over a five year period was approved by the Council. In addition to providing essential core funding this investment allowed AGP to then lever in additional investment from Creative Scotland, Heritage Lottery and other various funding bodies. As a requirement of this funding, AGP were asked to deliver:

- The theatre as a community resource and a performance and display space for local arts organisations;
- A centre of excellence for education and training;
- Links with UWS to deliver an education programme and re-enforcement of Ayr as a University town; and
- Volunteering opportunities.

- 3.3 The Council also agreed to provide a loan of up to £300,000 to AGP at 0% interest which could be drawn down as required to support the theatre in the initial years of it being re-opened.

The loan was advanced as follows:

Dec 2012	£50,000
Dec 2013	£50,000
January 2015	£200,000

The balance outstanding is currently £119,791, which means AGP have repaid £180,209 of the original £300K advanced. All repayments are up to date per agreements

3.4 In December South Ayrshire Council agreed to provide further support to AGP for a period of 3 years: as follows:

- 2018/19 £125,000
- 2019/20 £115,000
- 2020/21 £100,000

In addition to this support it was also agreed that the Council would offer a further secured loan of £650,000 at a rate of 2.5% over 5 years.

## 4. Considerations

4.1 Ayr Gaiety Partnership is an important partner in delivering the Council's strategic objectives to increase access to arts and culture in South Ayrshire, to develop work with communities and to bring increased tourism and economic regeneration to the area. A summary of activity is contained in [Appendix 1](#) to this report.

Key examples of performance of AGP against the activities set out as a requirement for Council funding are as follows:

*Deliver the theatre as a community resource and a performance and display space for local arts organisations*

- By the end of March AGP expects to have sold around 64,000 tickets in the last 12 months, and put on 220 shows.
- Theatre workshops have been targeted to South Ayrshire's more isolated and lower income communities.
- AGP works with older people in care homes to deliver dementia-friendly workshops covering dance and music. UWS students assist in delivering some of these workshops, and monthly dementia friendly events now take place in the theatre studio.
- Economic impact studies show that the theatre has a direct economic impact of £1,800,000 each year including a significant uplift in turnover for many Town Centre businesses.
- AGP has been active in civic life through playing key roles at Tamfest, and a range of community events.

*Deliver a centre of excellence for education and training*

- In the last 12 months a total of 30 people have been employed through Ayr Gaiety Partnership (AGP), and a further 20 employed in the Stage Door.
- Approximately 12 people have gained employment as a direct result of experience and skills developed working at the theatre.

*Deliver links with UWS to deliver an education programme and re-enforcement of Ayr as a University town*

- Over 100 full time places are provided each year for young people to secure skills and qualifications that meet a labour market shortage in Technical Theatre Excellence, in partnership with UWS and Ayrshire College.

*Volunteering opportunities*

- AGP has established a network of volunteers who work in a range of activities from front of house services to backstage functions. Volunteers are fully trained. The network has extended year on year to the current active total of 230.

## **5. Legal and Procurement Implications**

5.1 There are no legal implications arising from this report.

5.2 There are no procurement implications arising from this report.

## **6. Financial Implications**

6.1 There are no financial implications arising from this report.

## **7. Human Resources Implications**

7.1 There are no human resource implications arising from this report.

## **8. Risk**

### ***8.1 Risk Implications of Adopting the Recommendations***

8.1.1 There are no risks associated with adopting the recommendations.

### ***8.2 Risk Implications of Rejecting the Recommendations***

8.2.1 There are no risks associated with the rejection of the recommendations.

## **9. Equalities**

9.1 The proposals in this report allow scrutiny of performance. The report does not involve proposals for policies, strategies, procedures, processes, financial decisions and activities (including service delivery), both new and at review, that affect the Council's communities and employees, therefore an equality impact assessment is not required.

## **10. Sustainable Development Implications**

- 10.1 **Considering Strategic Environmental Assessment (SEA)** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

## **11. Options Appraisal**

- 11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

## **12. Link to Council Plan**

- 12.1 The matters referred to in this report contribute to the Council strategic objective of 'Maximising the potential of our local economy' and within that to the outcomes 'More People of working age, across all communities are employed or engaged in volunteering; Businesses and social enterprises are supported to set up, thrive, and expand' and 'Tourism, culture and heritage opportunities are developed and promoted'.

## **13. Results of Consultation**

- 13.1 There has been no public consultation on the contents of this report.
- 13.2 Consultation has taken place with Councillor Brian McGinley, Portfolio Holder for Economic Development, Tourism and Leisure.

**Background Papers** Report to Partnerships Panel of 10<sup>th</sup> February, 2015 ([link here](#))

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