Vivacit Business Plan - Timeline Peterborough Culture and Leisure 2011 2012 2013 2014 2015 Better Programmes and Activities Swimming - launch SwimSchool, increase the number of Children achieving Key Stage 2 by 10% GP Referral Schemes - anticipated that in 2013 we will deliver a programme of working with at least 1000 referred clients Athletics - work with PCC to support development and increase attendance by 15% Bridging the Gap between Schools and Community-to enable young people (age 16) to stay in sport City Olympic Games - deliver City Games Art and the Olympic Games - work will youth groups to develop arts project within sport faculties Key Theatre Main Auditorium -improve quality of programming for main house - invest £50,000 Key Studio - invest £25,000 to establish a discrete profile Visual Arts -deliver an annual programme of high end art - new post dedicated within the arts team Festivals - develop Peterborough festival working with Arts Council Support from Arts Council funding £100k Musical Youth - launch three year project to increase opportunities for Young people Music in the city - develop musical activity and Bandstand Marathon Museum on Tour 2011 deliver out to the community Pop Up Museum and Mobile Museum Heritage Festival - develop Heritage Festival on the map - 2012 Heritage Festival will become separate from main festival Reading for Wellbeing - develop a reading programme as a route to wellbeing and as a therapy - pilot in 2 Care Homes Literary Festival - grow our programme to connect readers to writers leading to a year long event in 2013 Heritage on Line - establish a heritage website,2012 website will support online bookings, 2013 establish online learning platform Digital Literacy - double the number of people learning how to use computers. Family Learning - create family learning programme to enable third parties to deliver sessions using our venues Libraries and Schools - create new partnerships with primary schools and form link to local history. Job Clubs in Libraries - working with Job Centre Plus and other providers set up job clubs in libraries, linking them to our digital Better ways of Working Sports Development through others - Significant shift towards enabling and supporting others to deliver activities Library Stock - purchase stock management software, this will provide improved information on the optimum mix of books to buy. E-books and E-audio- introduction of E-book and E audio downloads Google Style Searching - create a simple Google style search

interface with the capability of searching across all resources.

Mirco - Libraries - develop at least 3 more mirco libraries

Forty Years on - working with Eastern Angles project to capture the modorn history of Peterboroush and present it to communities Re-commission of Major Contracts- all of our SLA's are subject to Notice in December review all major contracts New Staff Structures - review how all it service area steams interrelate, teams providing buding services will be re-organised Aris Development Team - creation of a dedicated aris development team - creation of a dedicated aris development team - creation of a dedicated post to support this in 2012/13 Maximising - Introduce a fundralising programme in 2011, explore a Multer programme and then dedicated post to support this in 2012/13 Maximising Hire of Venues - Increase venue hire to full capacity Volunteer Strategy - complete the Volunteers Development Strategy start to change the culture within Vivacity towards volunteers. **Better Support Systems** **Sports Forum - create a forum to champion sport Radio Frequency Identification - introduce self service in all library venues - and the strategy of the strate			
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Customer Care - work with staff to design a 'Vivacity Way and				
Customer care induction & delivered to every member of staff				
Mystery Shoppers - introduce a programme of mystery shoppers using				
volunteers to access quality of our services				
Vaqas Museum- continue to assure accreditation for the Heritage				
Service				
Vaqas Flag Fen - regain VAQAS for Flag Fen				
Museum Accreditation - accreditation for Flag Fen by 2013				
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Better Marketing				
Gym Memberships - gather market intelligence for people with				
greatest propensity to buy gym membership.				
Understanding Our Audiences - who is using our services using				
audience segmentation exercise.				
Developing our Online Profile - develop Vivacitys online presence -				
provide user- friendly experience				
Theatre Audience Development - develop specific databases to attract				
new users to the Key Theatre				
non doors to allo ridge industry				
New Library Users - use Beyond Boundaries data for promotions				
Website - increase the percentage of tickets purchase on line to an				
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average of 20%			l .	

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