

# Culture and Leisure

Culture and leisure services play an important role in the quality of life in local communities. In addition to the social and economic benefits delivered, the impact they have on promoting better health and wellbeing of the population and in reducing demand on other core services is well documented. Culture and leisure services can also connect well with communities that more traditional and regulated services often struggle to reach. This unique relationship provides real potential to achieve impact for people in the greatest need. However, given there is little in the way of statutory protection for culture and leisure spending, culture and leisure services face a particularly challenging financial context across the coming period.

For the first time, all culture and leisure cost measures are presented as Net measures. This provides a better basis to compare like by like between councils, particularly in relation to different service delivery models, e.g. in-house/arms length provision. It also recognises the increasing need for authorities to income generate across culture and leisure services, and ensures this activity is reflected accordingly.

## Sports Facilities

The data presented below illustrates the cost per attendance at sports and recreation facilities.

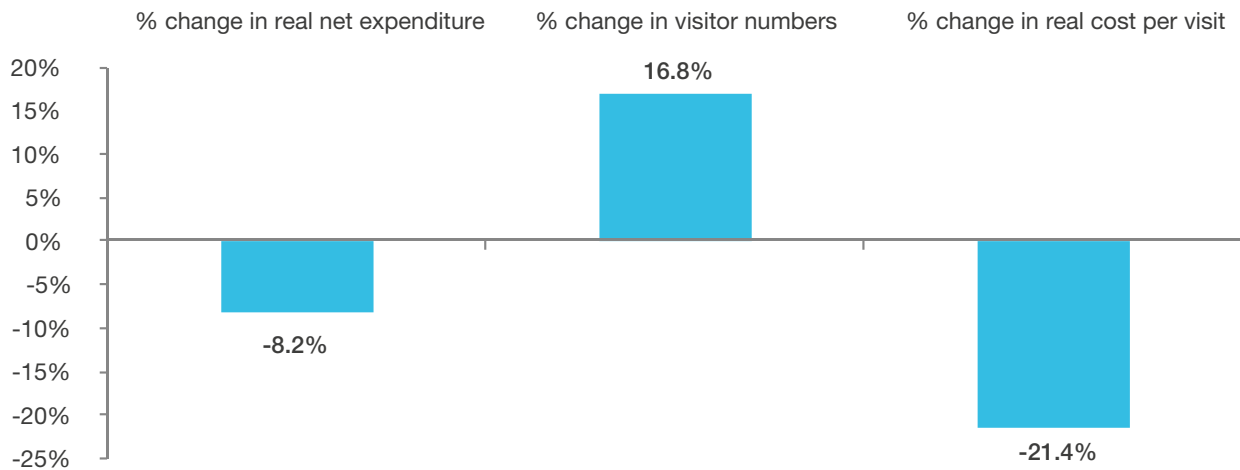
Over the six-year period from 2010/11 to 2015/16 the average unit cost has reduced from £3.81 to £2.99 in real terms. In percentage terms, this represents a 21.4% reduction. After a year-on-year unit cost reduction since 2010/11, in the past 12 months there has been a slight increase of 0.6%.

### Cost Per Attendance at Sports Facilities

| % Change          | Cash  | Real  |
|-------------------|-------|-------|
| 2010/11 - 2015/16 | -15.7 | -21.4 |
| 2010/11 - 2011/12 | -9.1  | -10.4 |
| 2011/12 - 2012/13 | -2.7  | -4.7  |
| 2012/13 - 2013/14 | 1.6   | 0.0   |
| 2013/14 - 2014/15 | -7.1  | -8.5  |
| 2014/15 - 2015/16 | 1.1   | 0.6   |

The cost per attendance figures on their own do not give a complete picture of what has been happening in sports services over the period. Significant increases in visitor numbers have been achieved against a backdrop of reductions in real net expenditure. However, the growth in service users has slowed in recent years, growing only 0.7% in the past 12 months. Counter to previous years, there was also a slight increase in expenditure in the past 12 months of 1.3%.

## Sports Facilities: Change in Total Spend, Visitor Numbers and Cost Per Visit, 2010/11 - 2015/16



Source: Council supplied expenditure and visitor figures

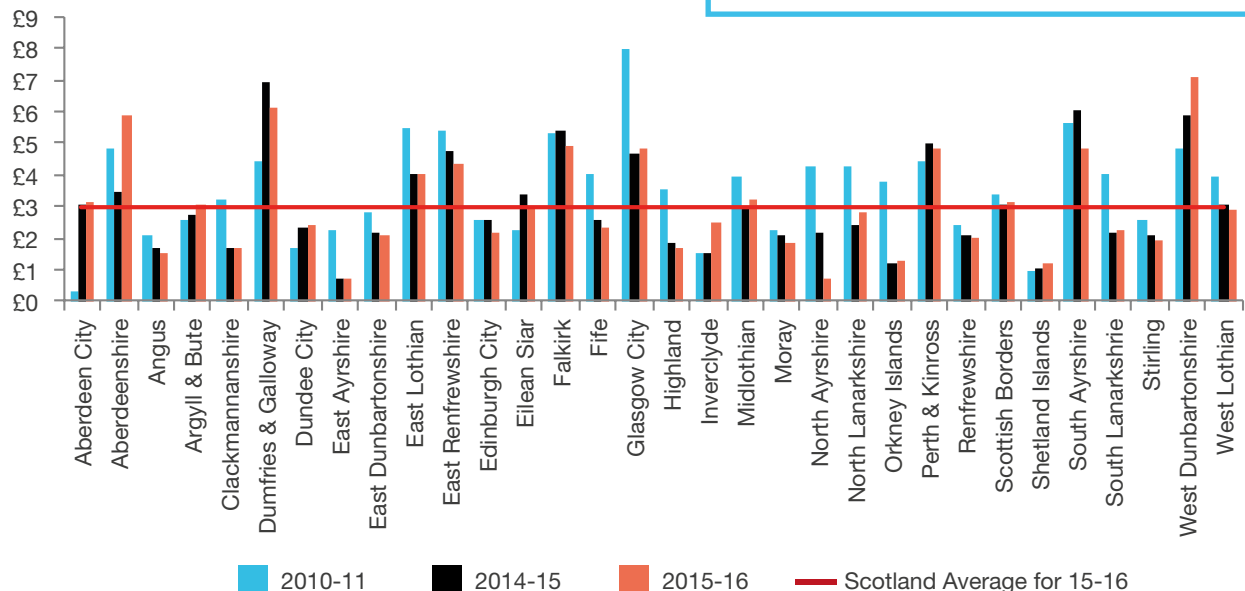
Over the six-year period, the significant increase in user numbers while the unit cost of sports attendances has fallen indicates that leisure and recreation services have managed to attract more people into using their facilities while managing significant financial pressures. A key factor here may be the significant capital investment programme in sports facilities across Scotland 10 years ago now bearing fruit. However, it may be that the additional capacity generated through this investment has now been reached, and thus the growth in user numbers is now tapering off.

However, the picture across councils with respect to the general trend is not universal. In 2015/16, costs per attendance at a sports facility ranged from £0.68 to £7.06.



**East Ayrshire Council** - have consistently low cost per sports attendance, and have reported a significant reduction in expenditure (80%) since 2015/16 and now have the lowest costs in their family group. The council are working to implement the Community Empowerment agenda by focusing on Community Asset Transfer. Several sporting facilities have been transferred to the community including a golf course and pitches and pavilions, delivering savings in running costs, staffing costs as well as a reduction in maintenance and repairs liability. The programme also delivers additional community benefits around health and wellbeing and community capacity building.

### Cost Per Attendance at Sports Facilities



Source: Council supplied expenditure and visitor figures

## Library Services

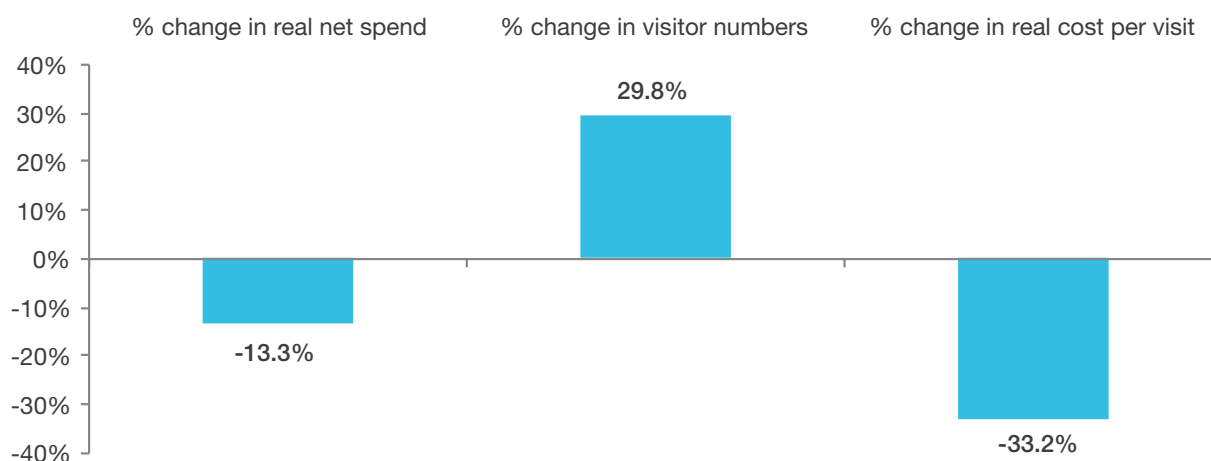
Library costs are represented as the average cost per library visit (both physical and virtual). There has been a year-on-year reduction in unit costs since 2010/11. The average cost per library visit in 2015/16 was £2.44, while in 2010/11 the cost per visit was £3.66. In real terms, this represents a reduction of 33.2% over the period. This represents significant year on year reductions of above 5%, until the past 12 months when the rate of reduction slowed to -1%.

### Cost Per Library Visit

| % Change          | Cash  | Real  |
|-------------------|-------|-------|
| 2010/11 - 2015/16 | -28.4 | -33.2 |
| 2010/11 - 2011/12 | -4.4  | -5.7  |
| 2011/12 - 2012/13 | -3.3  | -5.3  |
| 2012/13 - 2013/14 | -18.3 | -19.7 |
| 2013/14 - 2014/15 | -4.6  | -6.0  |
| 2014/15 - 2015/16 | -0.5  | -1.0  |

As with sports services, unit cost figures on their own do not tell the full story of the last six years for library services. Over the six-year period covered by the LGBF, net spending on library services across Scotland fell by 13.3%. At the same time, visitor numbers increased across the country by 29.8%. Across this period, there has been a year on year reduction in expenditure levels, and a year on year increase in visit numbers. In the past 12 months however this rate of change has slowed, with library visitor numbers growing by only 0.9%, and expenditure remaining largely unchanged from last year (-0.03%).

### Libraries: Change in Total Spend, Visitor Numbers and Cost Per Visit, 2010/11 - 2015/16



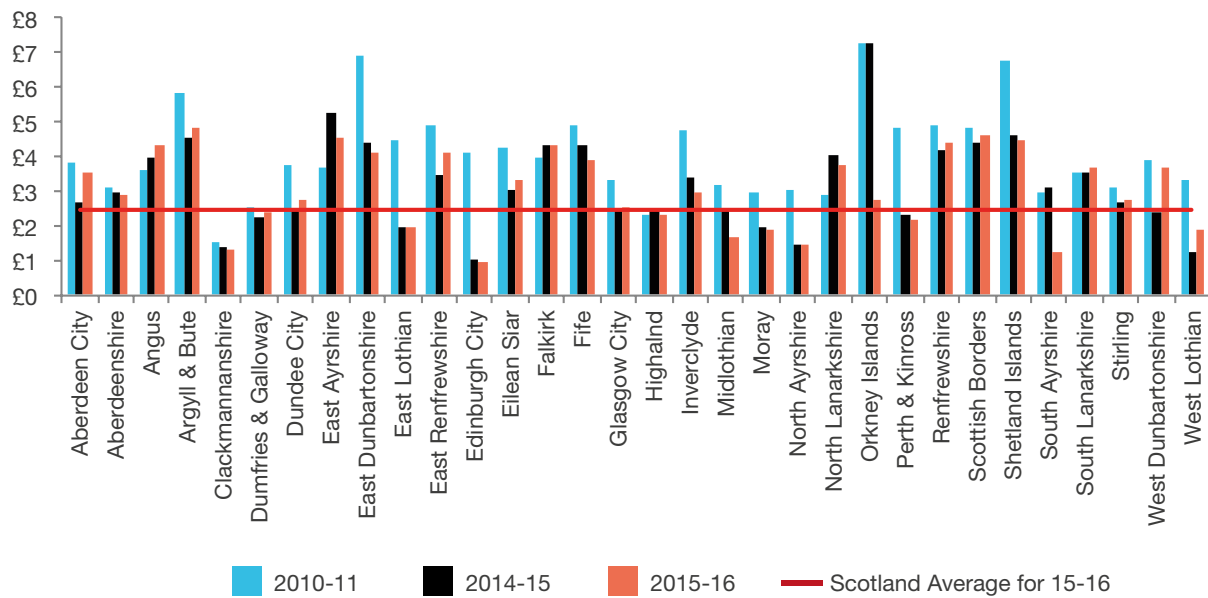
Source: Council supplied expenditure and visitor figures

Again this indicates that, against a difficult financial backdrop, council services have achieved a growth in service user volume and, as a consequence, reduced the unit cost per visit to the council by a substantial margin. This shows decisions around the rationalisation of local services have been implemented intelligently and, rather than reduce access, the sector has been successful in increasing visitor numbers over the period.

As with sports attendance, the picture across councils with respect to the general trend is not universal. In 2015/16, the range across councils in cost per visit was £0.98 to £4.85. This range has

narrowed significantly since the base year due to reductions at the higher cost end.

### Cost Per Library Visit



Source: Council supplied expenditure and visitor figures

**West Lothian** significantly restructured the library service and introduced a greater focus on channel shift and implementing the use of technology. This has seen the introduction of self-service kiosks and an eResource providing digital resources resulting in low and reducing cost per visit and an increase in visitor numbers without closing any libraries.

**North Ayrshire** is undertaking significant transformation of its Library Services based on an extensive participatory budgeting programme with 13 public workshops. This includes the reduction of pay roll costs, growing digital services, and partnership working leading to low and reduced cost per visit and increased visitor numbers.

### Museum Services

With respect to museum services, the pattern is similar to library and sports services in relation to falling unit costs accompanied by increasing visitor numbers. Over the six-year period, there has been a real terms reduction of 32.1% in cost per visit, from £4.52 to £3.07.

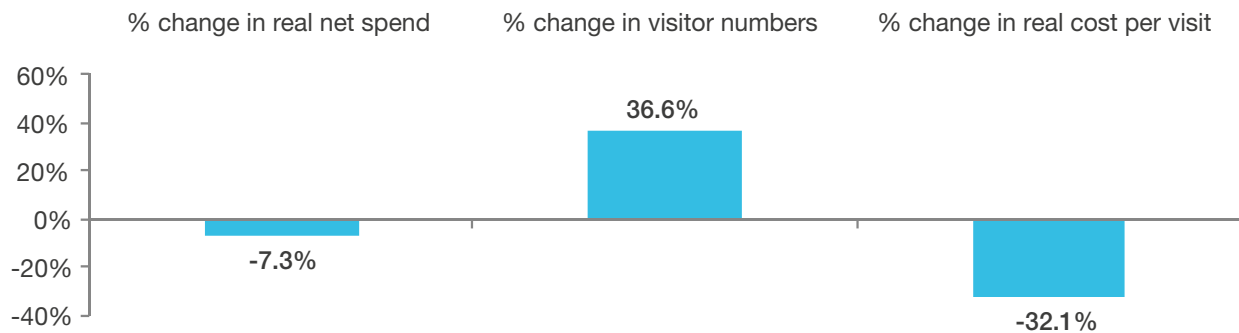
#### Cost Per Museums Visit

| % Change          | Cash  | Real  |
|-------------------|-------|-------|
| 2010/11 - 2015/16 | -27.2 | -32.1 |
| 2010/11 - 2011/12 | -17.3 | -18.5 |
| 2011/12 - 2012/13 | 3.3   | 1.2   |
| 2012/13 - 2013/14 | -6.6  | -8.1  |
| 2013/14 - 2014/15 | -4.1  | -5.5  |
| 2014/15 - 2015/16 | -4.8  | -5.2  |

As with other leisure and recreation services, the high level data only tells part of the story of what has been changing in museum services over the six-year period. Net spending on museum services across Scotland has fallen by 7.3% since 2010/11 but, in the same period, visitor numbers have increased by 36.6%. The combined effect of this increase in the productive use of the service has been to reduce significantly the unit cost as measured by the cost per visit indicator.

As with libraries and sports, in the past 12 months the growth in museum visitor numbers has slowed to 2.1%. During the same period, the reduction in spend has accelerated again after slowing the previous year (-3.3%).

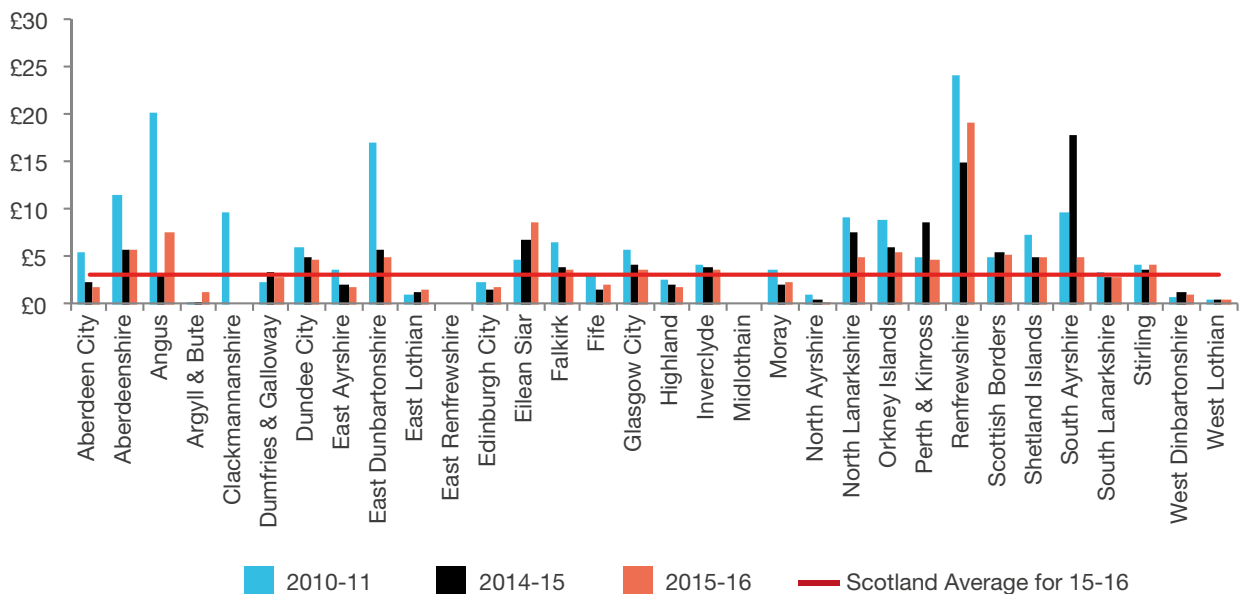
### Museums: Change in Total Spend, Visitor Numbers and Cost Per Visit, 2010/11 - 2015/16



Source: Council supplied expenditure and visitor figures

There is a significant range between councils' museums costs. In 2015/16, the range in cost per visit was £0.31 to £18.95 (£0.31 to £8.47 excluding Renfrewshire as an outlier). The range has narrowed significantly across the six-year period due to reductions at the higher cost end (again excluding Renfrewshire).

### Cost Per Museum Visit



Source: Council supplied expenditure and visitor figures

Note: Missing values for Clackmannanshire, East Renfrewshire and Midlothian reflect no council provided museum service

Work within Family Groups has identified the following factors as important in understanding the variation between authorities in Culture & Leisure services

*Local political and strategic priority given to role of culture and leisure in supporting improvement in wider outcomes e.g. health and wellbeing, tackling inequality, economic development, community empowerment etc*

*Scale of provision and level of service*

*Digital channel shift*

*Service delivery model and level of in house, arms-length/trust delivery*

*Staffing composition, level and roles*

*Level of volunteering, community involvement and asset transfer*

*Income generation capacity*

*Asset management and co-location/multi-use venues*

*Geographical nature (e.g. in parks service, urban authorities have significantly higher costs than rural £23,236 compared to £17,252)*



**North Ayrshire Council** focus on social return on investment, increasing digital skills for residents and community engagement via social media to plan and deliver customer driven services. This has resulted in increased museum visitor numbers while maintaining consistently low spend on museums.

## Parks and Open Spaces

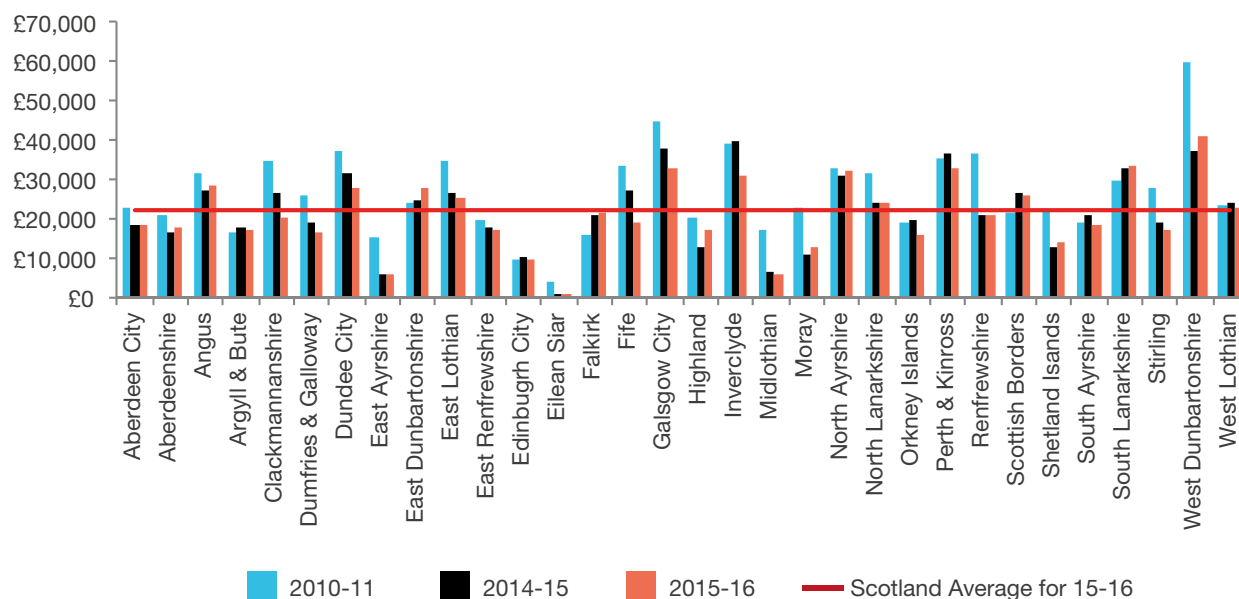
Spend on parks and open spaces is reflected as spend per 1,000 population. Over the six-year period from 2010/11 to 2015/16, this has reduced in real terms by 20.1%, from £27,814 to £22,232. There has been a year-on-year reduction across the period, with the rate of reduction accelerating in the last 12 months.

### Cost of Parks and Open Spaces per 1,000 Population

| % Change          | Cash  | Real  |
|-------------------|-------|-------|
| 2010/11 - 2015/16 | -14.3 | -20.1 |
| 2010/11 - 2011/12 | -6.4  | -7.6  |
| 2011/12 - 2012/13 | -2.5  | -4.6  |
| 2012/13 - 2013/14 | -1.5  | -3.1  |
| 2013/14 - 2014/15 | 0.5   | -1.0  |
| 2014/15 - 2015/16 | -5.0  | -5.4  |

In 2015/16 the range in costs across councils was £960 - £40,942. However, when excluding Islands councils which have significantly lower costs, the range was £5,515 - £40,942. The range across councils has narrowed since the base year due to a reduction in costs at the higher end.

## Cost of Parks and Open Spaces Per 1,000 Population



Source: Mid-year population estimates, National Records Scotland (NRO); council supplied expenditure figures

## Satisfaction with Culture and Leisure Services

Satisfaction levels for all areas of culture and leisure remain high at above 70%. However, all have decreased in the last 12 months.

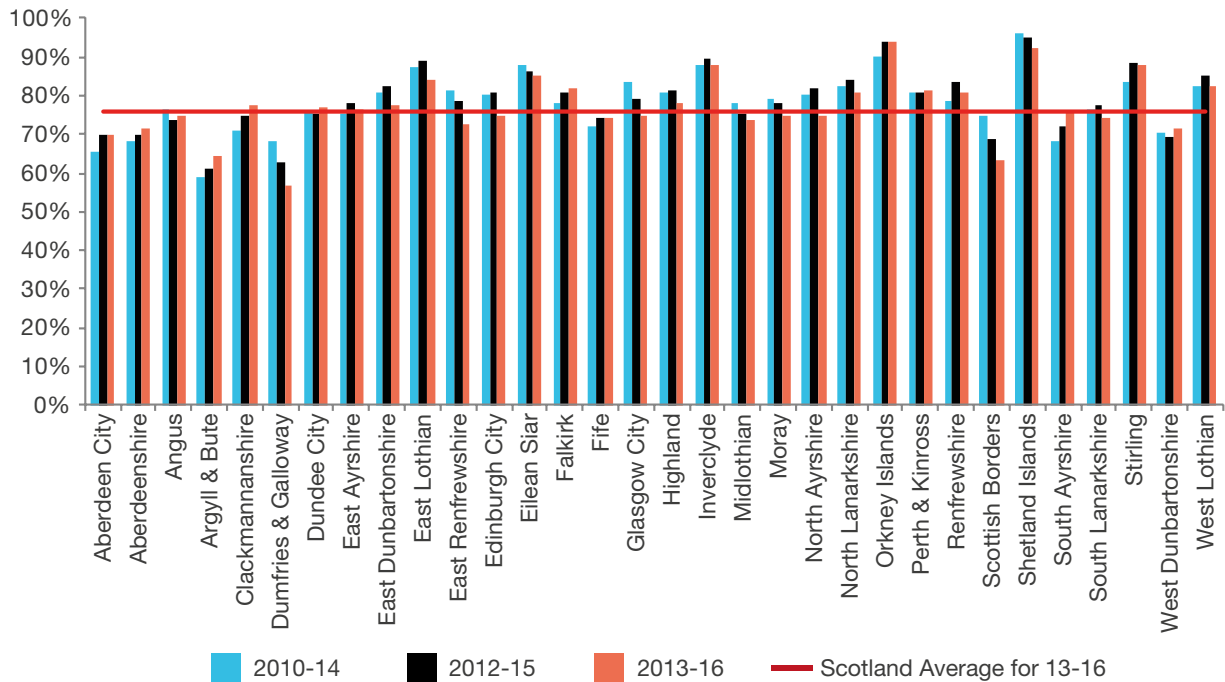
### Percentage of Adults Satisfied with Culture and Leisure Services

| Year    | Leisure % satisfied | Libraries % satisfied | Museums % satisfied | Parks % satisfied |
|---------|---------------------|-----------------------|---------------------|-------------------|
| 2010/11 | 75                  | 84                    | 76                  | 83                |
| 2012/13 | 80                  | 83                    | 78                  | 86                |
| 2013/14 | 78                  | 81                    | 76                  | 86                |
| 2014/15 | 76                  | 77                    | 75                  | 86                |
| 2015/16 | 73                  | 74                    | 71                  | 85                |

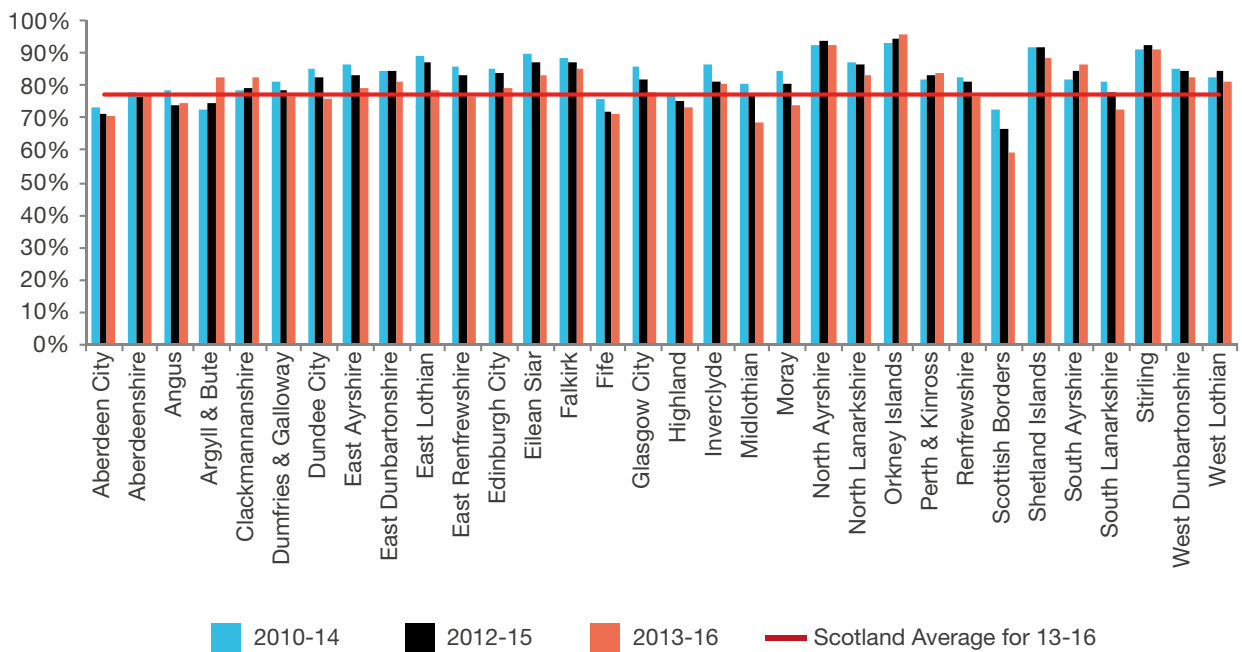
As with satisfaction with local schools, to boost sample sizes, three year rolled averages have been used to ensure the required level of precision at local levels. The data used represents satisfaction for the public at large rather than for service users. It should be noted that satisfaction rates for service users are consistently higher than those reported by the general population, but the smaller sample sizes available for service users mean it is not possible to present such data with any level of confidence.

For all culture and leisure services, satisfaction levels vary considerably across Scotland. In leisure, satisfaction rates range from 57% - 94%; In libraries, it is 59% - 96%; for museums, 46% - 94%; and, finally, for parks the range is 74% - 93%. There are no systematic effects of deprivation, sparsity or council size on satisfaction levels identified in the data analysis in relation to culture and leisure services.

## Percentage of Adults Satisfied with Leisure Facilities

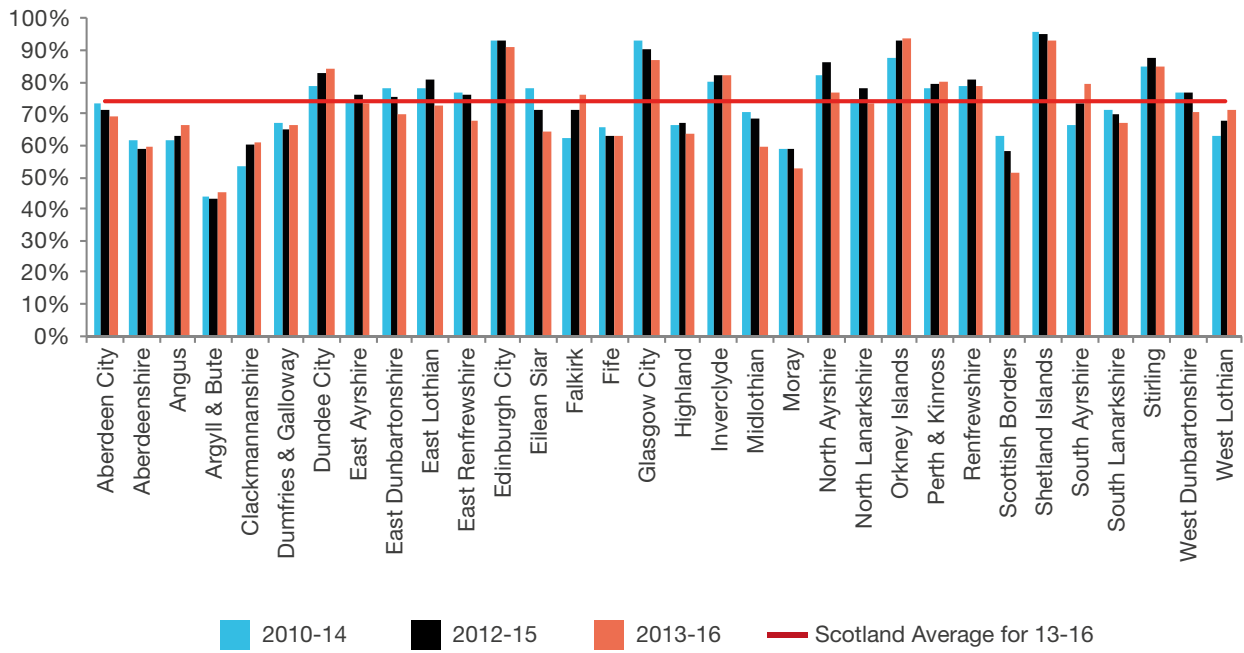


## Percentage of Adults Satisfied with Libraries

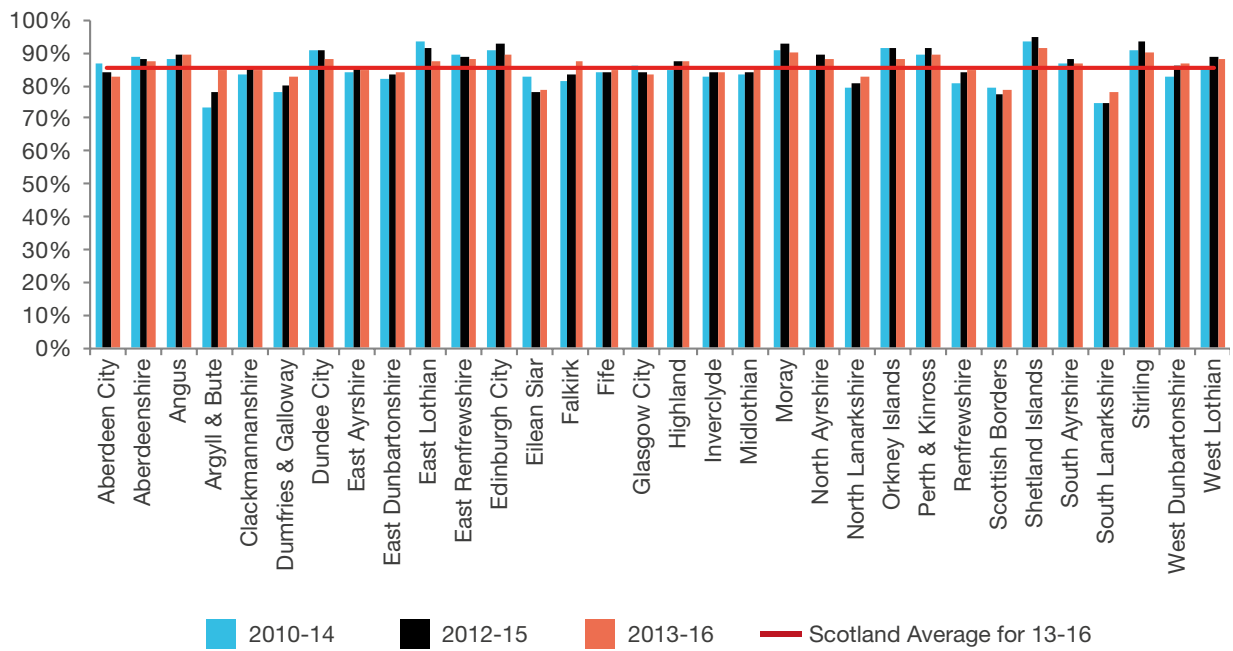




## Percentage of Adults Satisfied with Museums and Galleries



## Percentage of Adults Satisfied with Parks and Open Spaces



Source: Scottish Household Survey, Scottish Government