

# The Arts, Heritage and Culture Performance Monitoring Approach

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# How progress towards the targets is monitored

Our approach to performance recognises that there are different types of performance measures and that they need to be treated differently and used appropriately:

- **Contextual measures** – these capture high-level, real-world outcomes that reflect ECC's ambition for Essex residents and communities. Securing change in these measures may require long-term changes in local social and economic conditions – ECC has a role in influencing these changes, but no single agency can directly affect outcomes.
- **Strategic measures** – measures identified as critical to delivery in the coming year to make progress towards our ambition for Essex. Core measures are limited in number to provide clarity and focus for strategic discussions. Some core measures may be reported annually, but regular updates will be provided for most indicators, and will be chosen on the basis that ECC can influence performance improvement over the coming year.
- **Operational measures** – underpinning measures that are collected and reported at the functional level to help senior leaders to manage ECC's operational activity. These include more detailed metrics for our statutory functions and business as usual measures that support functional priorities. We would not generally expect operational measures to be used in tracking progress towards the delivery of the strategic aims set out in the *Plan for Essex*.

# The Performance and Business Intelligence 'offer'

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- Provide performance insight to keep a grip on progress of projects, services and initiatives



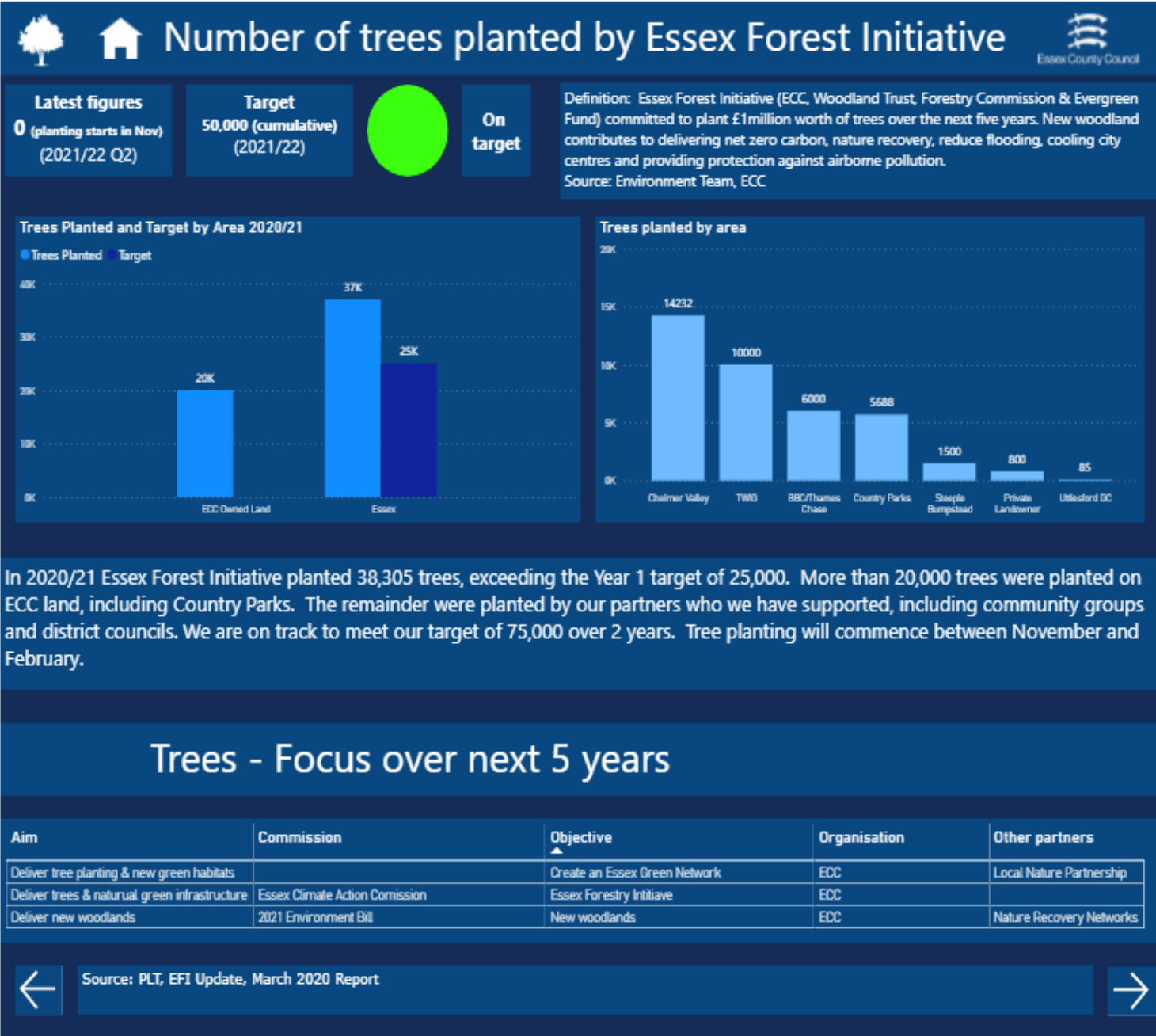
- Business intelligence and analysis to enable the use of an evidence base to make informed decisions



- To provide timely, accurate and insightful information working in partnership with service to achieve the outcomes for Essex Residents

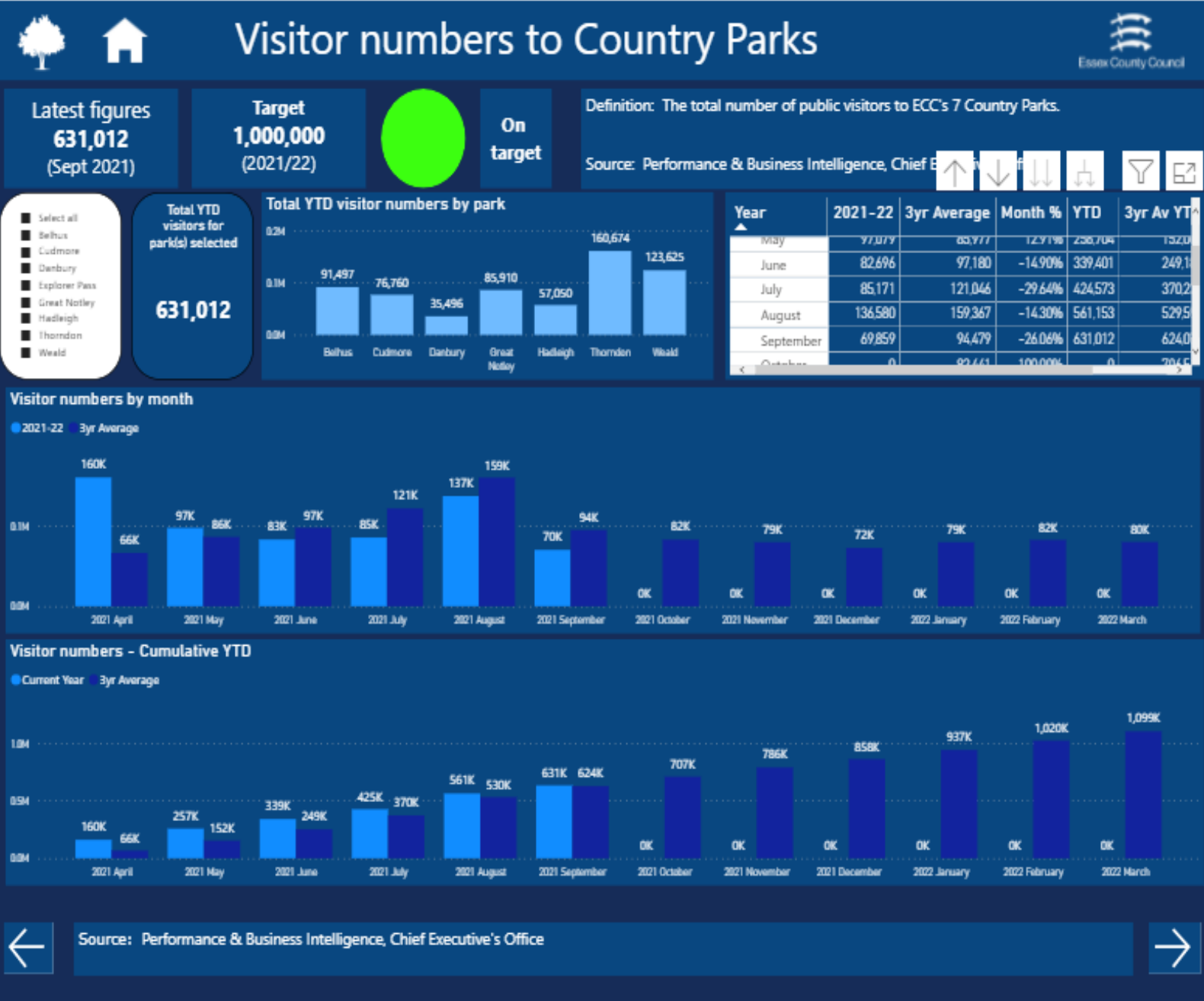
Trees planted and the development of woodland and green spaces will be monitored over the next 5 years in line with the target of 375,000 trees over that time period.

Insight is provided in the form of maps to highlight areas in the county that have trees and woodland and importantly any areas that could be improved.



Significant information is collated and monitored for country parks on a monthly basis that drives change

Note - Current view is monitored against the 3 year average that has included the exceptional year in 2020. Although shut initially due to lockdown, a record number of visitors (1.4m) still occurred



# Improvement in the Culture and Arts Offer in Essex

This Everyone's Essex strategic measure requires further development to enable tracking of the impact of the investment in Arts and Culture

This measure will reflect the collective efforts and projects supported by ECC both a) directly through funding the arts and b) indirectly through supported projects and initiatives.

**The separate measures are listed below that could be used with the particular measurement:**

- 1) Number of applications to the Arts and Cultural recovery Fund
- 2) Measurable and positive impact on social cohesion and well being, particularly amongst vulnerable groups
- 3) Match funding by external funders of Recovery Fund recipients
- 4) Participation in the Summer of Culture 2023 project
- 5) Growth of the arts in Essex sector by overall economic value
- 6) Increased visitor numbers at arts and cultural venues across the region
- 7) Arts and Culture as a driver for the visitor economy through

**Data will be collected from ECC and via third party arts and cultural organisations and regional and national funding bodies. Measurement will be against activity, investment and growth in the arts and cultural sector where ECC have had direct intervention either financially or substantively.**

This is a contextual measure within Everyone's Essex Plan however this is also monitored at a strategic level with PPH. The information is broken down further and supported by additional operational metrics for example consumer hits (Visit Essex)

Currently this is being re-baselined due to the impacts of covid

