

29 February 2024

Agenda Item No.

OnFife (Fife Cultural Trust) – Annual Performance Report

Report by: Report by: Paul Vaughan, Head of Communities & Neighbourhoods

Wards Affected: All Wards

Purpose

The purpose of this report is to review the performance of OnFife in its operation from 1st April 2022 to 31st March 2023.

Recommendation

Members are asked to note and comment on the continued development and performance of OnFife in 2022/2023.

Resource Implications

There are no specific resource implications.

Legal & Risk Implications

There are no legal and risk implications.

Impact Assessment

An equality (EqIA) Impact Assessment is not required as this is a retrospective annual update report on the performance of OnFife.

Consultation

OnFife's Annual Report was approved on 6 December 2023 by the OnFife Board and accepted by Fife Council in its capacity as the sole member.

1.0 Background

- 1.1 OnFife continues to deliver services and experiences which contribute to all four themes in the Plan for Fife 2017-2027. It also supports the revised Plan for Fife for 2021-2024 on community wealth building with a focus on recovering from the pandemic, working in partnership with communities and re-aligning policies and ways of working to deliver the ambitions of the plan.
- 1.2 In addition to regular meetings to discuss a range of issues, the Council reviews the performance of OnFife via quarterly meetings in which user figures, financial performance, investment programmes, health & safety and many other aspects of the

business are assessed against the service specification within the services agreement which underpins the management fee paid by Fife Council to OnFife.

1.3 For full Background see **Appendix 1**.

2.0 Recovering from the pandemic

- 2.1 Throughout the pandemic OnFife adapted and developed new ways of working to continue supporting communities and engaging with audiences. With the support of Fife Council, it weathered the worst of Covid-19 but, like the culture sector as a whole, it has faced continued challenges arising from the impact of the pandemic, such as changes in customer habits, and the cost-of-living crisis.
- 2.2 In 2022, OnFife adopted a two-year **Recovery and Renewal Strategy** to give it a clear focus on recovering from Covid-19 and rebuilding to thrive in the longer term. The overriding purpose of the strategy is **Bringing People Back** and working to create **long-term sustainability**.
- 2.3 Postponed twice due to Covid-19, the major **Jack Vettriano: The Early Years** exhibition was held to widespread acclaim and media coverage, raising the profile of Kirkcaldy Galleries and Fife as destinations to visit. Using the Net Promoter Score system, which categorises any score over 70 as excellent, the exhibition scored 84 and was awarded 4 stars by The Times art critic. 18,500 tickets were sold for the show, with many people attracted from outwith Fife, including international visitors.
- 2.4 **Ambitious plans to turn the Adam Smith Theatre (AST) into a creative and commercial hub at the heart of Kirkcaldy** culminated in a much-publicised grand reopening event on 23 September 2023. This has been achieved by the Trust working in partnership with Fife Council, which made a significant capital investment (£7.8m) to facilitate large-scale refurbishment works to the interior and fabric of the building. The key stakeholder targets for engagement are Community, Creatives and Commercial. OnFife aims to ensure the venue becomes a more sustainable facility for the community and in doing so is in a better position to continue to deliver much-needed cultural services to the people in the area and beyond in the long term. The major refurbishment enhances the potential to attract new business in the Meetings, Incentives, Conferences and Events (MICE) sector, in line with the Trust's commercial ambitions. OnFife has worked with other key commercial stakeholders within Kirkcaldy, ensuring a joined-up approach to planning which meets with the town's regeneration ambitions.
- 2.5 The **return of programming to OnFife theatres** has taken a huge step forward, meeting and often exceeding audience targets with sold-out shows. However, the impact of the pandemic continues, with sector-wide challenges including changes in customer behaviour and staffing, particularly for experienced technical crew. OnFife re-established its Theatre Programme with the support of a robust framework, designed to enhance deals, optimise revenue, develop customer loyalty, deliver on target and ensure a joined-up retail and catering offer. The year started slowly as audience confidence was rebuilt but it finished on a high with the much-awaited return of panto following a two-year gap. In all, there were 53 shows across three venues (Carnegie Hall, Rothes Halls and Lochgelly Centre) and OnFife achieved 113% against target for sales and income. The year also saw the return of amateur companies and OnFife supported over 60 productions, events and activities from dance and drama to musical theatre and film.

- 2.6 Support from Fife Council elected members, and the Trade Unions throughout Covid-19 has been consistently strong and very much valued, with monthly meetings in place to review financial challenges and inform strategic planning.

3.0 Achievement and Performance

- 3.1 See Appendix 2 and 3 **Infographic** for performance summary and Appendix 4 and 5 for **Key Performance Indicators**
- 3.2 The Trust's services are designed to support all in Fife's communities and as such sit and report within the wider strategic framework of The Plan for Fife, supporting it and reporting on performance against its key priority areas of: Thriving Places, Community-led Services, Inclusive Growth and Jobs and Opportunities for All.
- 3.3 Delivering within the fabric of Fife's seven areas, the Trust is well networked with Community Managers and currently reporting to Area Committees every six months to ensure a joined-up approach to wider service provision with a view to achieving a greater return on the investment of the public pound.

Thriving Places

- 3.4 Despite the ongoing challenging conditions, OnFife achieved tremendous results during 2022/23, contributing to the quality of life of those living, working and visiting Fife through imaginative creative support, events and online digital activities. Successes included exhibitions, dementia-friendly projects, the return of panto and summer holiday provision.
- 3.4.1 Exhibitions included: **Favourite Centres** and **New Flavours** (6809 visits in 2022/23, opened Feb 2023) at Kirkcaldy Galleries featuring favourites and new or rarely seen paintings from the Collection selected through visitor engagement during the Brushstrokes exhibition. There was national attention at the opening of **Unveiling the Madonna** featuring the oldest painting in the Collection; the exhibition runs until mid-2024. Family-friendly exhibitions included **Explore! Travellers and Trailblazers** at St Andrews Museum (5869 visitors) and **Art-tastic** at Dunfermline Carnegie Library & Galleries (16,334 visitors). Also, at Dunfermline Carnegie Library & Galleries, **Dunfermline and its People: 1967-68**, was a compelling photography exhibition featuring works by Joseph McKenzie, known as the father of modern Scottish photography. Finally, captivating images focused on a growing environmental crisis featured in an exhibition by an award-winning photographer and artist at Dunfermline Carnegie Library & Galleries in **Our Plastic Ocean** (5801 visitors)
- 3.4.2 The FifeSpace Community Galleries also featured eight exciting shows, including a tribute to Fife's unsung comic book heroes with **Comic Kingdom** at Dunfermline Carnegie Library & Galleries; inspirational photographs celebrating the strength, beauty and wisdom of women over 40 in **40 over 40** at Rothes Halls; and evocative images of Fife's vanished industrial landscapes in an exhibition at Lochgelly Centre that celebrated the 80th birthday of the artist **James Marshall Dickson**.
- 3.4.3 A **rare first edition** of Robert Burns poems, saved from destruction in Victorian times, was on display in Dunfermline Carnegie Library & Galleries and is part of the renowned Murison Burns Collection that is cared for by OnFife.
- 3.4.4 As a result of a first-class cast and script and the passion and commitment of the Rothes Halls team, **Cinderella** exceeded expectations, selling over 12,800 tickets. Accessibility was fully considered, with shows including both a British Sign Language and a relaxed performance.

- 3.4.5 Thanks to further investment of approximately £1.9m from Fife Council, the experience of audiences and performers in venues has been greatly enhanced following upgrades in lighting, audio and rigging across all the theatres, which allowed the switch to energy-efficient LED lighting.
- 3.4.6 Lochgelly Centre hosted **Community Campfires**, a five-day event run by the Scottish Book Trust celebrating local people, places and events at free workshops with an author, digital storyteller, filmmaker and podcaster. Stories were gathered from across the generations, from care home residents to 65 pupils from three schools. Fifty adults and children attended a second Campfire Celebration held as part of Book Week Scotland.
- 3.4.7 OnFife worked alongside partners The Leven Programme and Levenmouth Academy to deliver the *Dandelion Unexpected Garden* as part of The Unboxed Festival, which culminated in a food and film night and harvest festival.
- 3.4.8 The Customer Engagement team, as part of targeted media work to promote events and services, produced **14 features** based on items in the Collections that achieved significant national and international coverage, all showing Fife in a positive light, increasing the region's profile and enhancing the reputation of its cultural services.

Community-led Services

- 3.5 OnFife's work in providing services led by the needs of communities included tackling social isolation, extending help to refugees, community engagement, supporting Fifers through the cost-of-living crisis, collecting memories of the pandemic for an archive project and making connections with people living with dementia.
- 3.5.1 OnFife's Creative Development team continued to raise the Trust's profile locally via a series of **OnFife Experiences** designed to increase awareness of services with elected members, with a total of 32 tours and activities offered to all 75 councillors.
- 3.5.2 Building a diverse range of partnerships, OnFife worked with Fife Centre for Equalities, Fife's Third Sector Strategy Group, Fife Voluntary Action and Fife Council's Resettlement Co-ordinator. Outcomes included hosting and supporting the Fife Afro-Caribbean Network and a liaison with the National Galleries of Scotland to supply almost 400 Art Packs for refugees.
- 3.5.3 The Trust refreshed its Library Strategy to ensure it was relevant following the pandemic, with its vision remaining **Libraries are Good for Life**, which highlights the important role they play in contributing to Community well-being.
- 3.5.4 To ensure services are relevant to communities, OnFife began important post-pandemic work to reach more people as well as piloting a more robust and longer-term approach to community engagement. Three community relevance projects are focused on meaningful and extensive pilots in Levenmouth, Kirkcaldy and Lochgelly. In Kirkcaldy, **Relevant: Adam Smith** had over 4,000 online interactions by the end of March 2023; **Relevant: Levenmouth** was rolled out with the CORRA Foundation, training key community members to engage with groups about the creative and cultural offer in the area; **Relevant: Lochgelly Centre** started in January 2023 and included a 'Creating a Community Vision' day with centre users and local groups.
- 3.5.5 OnFife's commitment to community engagement and relevant service provision was also underlined with work undertaken as a result of £60,000 in funding from the Scottish Library Information Council for its *Work in Progress* project. Working with Fife Council, staff are looking at how the Trust engages with and makes services relevant to three groups – **lapsed users, teenage parents** and **older men** - in communities around libraries in Templehall (Kirkcaldy) and Cowdenbeath.

- 3.5.6 A VIP Panto Night at Rothes Halls hosted a total of **250 guests** from three charities - **Homestart, Fife Gingerbread** and **Fife Young Carers**.
- 3.5.7 Work continues with Fife Council, Fife Contemporary and Greenspace Scotland on a Covid Memorial for Fife through the Remembering Together project.

Inclusive Growth and Jobs

- 3.6 OnFife looks to both support the growth and career development of its own people and provide services that will help with job opportunities and contribute to Fife's creative economy.
- 3.6.1 The National Lottery Heritage Fund partnership project *Dunfermline Wellbeing Through Heritage* continued with the launch of a series of activities at Dunfermline Carnegie Library & Galleries aimed at those with low well-being or mental health issues. This included Reminiscence Sessions using the Local Studies Library resources; Time Out Thursdays mindfulness sessions and Art at the Start, which measured the impact participation in art can have on the wellbeing of very young children. Activities to support those living with dementia will also be rolled out as part of this project.
- 3.6.2 OnFife's casual workers returned as programming returned, contributing further to employment within the local economy. Approximately 88 casual posts across catering, front of house, technicians and box office were filled by 74 people.
- 3.6.3 Funding secured from Creative Scotland's Recovery Fund for Cultural Organisations is allowing OnFife to explore ways to diversify income with an external agency commissioned to audit its assets and create a framework for attracting sponsorship.

Opportunities for All

- 3.7 OnFife services providing opportunities for all Fifers included book events for schools, support for people living with dementia and their carers, information for people with cancer, promoting Equality, Diversity and Inclusivity and a musical instrument library.
- 3.7.1 OnFife was able to again support people affected by cancer with the return of the **Macmillan Information Points** in Lochgelly and Leven libraries (and later the launch of a new point at Duloch Library).
- 3.7.2 Funding from the **Life Changes Trust – Creating Better Lives in Fife** allowed OnFife to create intellectually stimulating activities for people with mild to moderate symptoms of dementia, from sessions exploring local history to filmed journeys shared online.
- 3.7.3 Continuing support for those who need extra care, a play with a difference came to Carnegie Hall and showed that, with imagination, the theatre can be an exciting experience for everyone. **Frozen Light 2065** was a futuristic sensory extravaganza for audiences with Profound and Multiple Learning Disabilities (PMLD).
- 3.7.4 A dog was the star in a new initiative for Fife at Leslie Library. The dog was a **TheraPet**, helping build the confidence of children who find reading challenging, in a reading initiative managed by the charity Canine Concern Scotland Trust.
- 3.7.5 After a six-year absence, **Every Child A Library Member** (ECALM) was relaunched. This time round ECALM is focusing on increasing early years library memberships with the aim of making every 0–5-year-old a member. OnFife is working with partners to promote ECALM across Fife's libraries.

- 3.7.6 **International Women's Day** was marked with an exhibition in the Community Gallery at Dunfermline Carnegie Library & Galleries; an author event; an Audience with Margaret Dean, former Lord Lieutenant of Fife; shared stories about women who volunteer, and a look back in time at the Scottish Women's Rural Institute groups in Fife.
- 3.7.7 **LGBT+ History Month** was celebrated throughout February, promoting equality and diversity within Fife's communities, including an author event and sharing online LGBT+ History content from across the UK.
- 3.7.8 Rosyth Library had a temporary transformation in December 2022 as it changed from library to music venue for a visit from **Get It Loud In Libraries**, with two performers taking to the stage in front of an audience of over 110 people of all ages.
- 3.7.9 A new **Music Instrument Library** was launched at Jennie Lee Library in Lochgelly Centre. Fifers donated around 40 instruments to an initiative that lets people take out musical instruments in the same way they would borrow books, allowing people to try out an instrument without the expense of buying.

4.0 Financial Performance

Financial Management

- 4.1 OnFife's ongoing efforts ensured continuity of Financial Management.
 - 4.1.1 OnFife entered the financial year 2022/23 positively, having once again managed to maintain services across Fife whilst operating in a difficult financial environment with rising costs alongside post-Covid trading conditions.
 - 4.1.2 Focus was placed on directing limited resources to areas of greatest priority, ensuring that it was investing in new book stock, events and product development that would enable it to re-connect in person with communities and create safe and inviting spaces.
 - 4.1.3 Alongside this, focus was also on being ready to reopen the Adam Smith Theatre, and significant internal resources were aligned to working with Fife Council on the final stages of the phase 3 renovations whilst also preparing financial forecasts, operational models and programming timetables for the new venue ahead of its scheduled opening. Where available, the Trust applied for external funding to support the vision for the new building, and during 2022/23 was successful in bringing an additional £250,000 to the overall budget that enabled the outside works to be started and completed, ensuring the amazing new venue extended to the grounds as well.

4.2 Return to trading and long-term impact

- 4.2.1 The Jack Vettriano exhibition was a huge event for OnFife organisationally, and Kirkcaldy and Fife as a visitor attraction. The exhibition saw strong footfall throughout, from both local and international visitors and this was a huge support for the Trust's return to trading. Whilst the event was ticketed, which supported OnFife with the additional staffing costs associated with such a large exhibition, it was the increased visitors to the newly refurbished Kirkcaldy Galleries Café and the associated retail offering that placed its trading outturn for the year in a very strong position, with associated retail profit for the period reaching over £40,000 all by itself.
- 4.2.2 Across the estate the Trust has found new partners in trading to ensure its customer experience is positive, with new café providers, The Granary, starting at DCLG

towards the end of the 22/23 year period and new local catering providers joining the Trust to ensure it can continue to offer space and options for large-scale events and conferences. It continues to work to grow its trading opportunities and invest in activities that will bring longer-term sustainability.

- 4.2.3 The renovation and investment in the Adam Smith Theatre is an important asset for OnFife in relation to trading aspirations and growth. It is a high-quality product that has history and connections to famous historical figures that the Trust will be seeking to use to (re)engage local customers and those from further afield who want different and interesting locations to meet, converse, create and socialise. It is developing a three-year plan for development and growth in relation to the MICE market (meetings, incentives, conferences and events) that takes into account the significant changes to this market over the past couple of years. Utilising its assets to reach this market is a core business focus for OnFife for the future.

4.3 Future Financial Challenges

- 4.3.1 OnFife is currently operating in a difficult context; the management fee that is provided for all services in the Services Agreement no longer covers the true cost of delivering those services. Whilst it continues to generate additional income through Theatre Programming and its Trading subsidiary, this is no longer sufficient to bridge this gap and as it progresses through 2023/24, despite its continued efforts to manage expenditure, it is likely therefore that it will end the financial year in a deficit position in the region of £500,000.
- 4.3.2 The future savings profile for OnFife is not yet known, and constructive discussions are currently taking place with Fife Council. The Trust has been working to prepare different financial scenarios and has presented options papers in relation to service re-design and reform that focus on protecting (and enhancing) public services for our communities whilst also identifying savings options for both OnFife and Fife Council. OnFife remains committed to working collaboratively on this important area with both Fife Council and the other Trusts in Fife.

5.0 Future Challenges and Plans

- 5.1 OnFife continues to strive to deliver the best services possible whilst facing increasing challenges in relation to costs of operation. It is also well-placed to work with Fife Council to address the challenges public services are facing to help to deliver services which genuinely meet the needs of communities. Its venues, particularly libraries, offer a significant opportunity for joint working with Fife Council and other partners to deliver on the service reform outcomes of a 'no wrong door' approach to services maximising co-location, co-production, and integrated service delivery opportunities, and a significant opportunity to improve community engagement and place-based working, and support greater digital inclusion and connectivity.
- 5.2 OnFife will conclude its review of its Cultural Heritage & Wellbeing service offer. Challenges include balancing the needs of local communities, attracting visitors and tourists and driving footfall with the cost of maintenance, repairs and upgrades involved in making these historic buildings and their displays accessible and fit for 21st-century audiences.
- 5.3 The provision of services that are relevant to our communities has never been greater and OnFife is committed to continuing this approach to service provision - '*nothing about us without us*' as informed by its three pilot areas of Lochgelly, Kirkcaldy and Levenmouth.

- 5.4 The pandemic has had a monumental impact on people's mental wellbeing. Given the correlation between culture and its positive impact on wellbeing, and in line with Fife Council's commitment to improving mental health and wellbeing across Fife, OnFife will develop and deliver its new approach to wellbeing. This is designed to build on the success and learning from the Dunfermline Wellbeing Through Heritage project while working closely with Fife's local area teams, NHS Fife and Fife Health & Social Care. As budgets for 2024/25 are clarified, the Trust will undertake a wider review of Service provision, utilising a raft of data inclusive of feedback, footfall, and intelligence from its new Library Management System, PatronBase, which is the ticketing software platform used to manage and run events, and its Relevance work in communities.
- 5.5 By 2024-25, OnFife hopes to be able to focus on increasing group size of customers attending the theatres, while planning for a loyalty/membership scheme designed to grow and maintain customers. It continues its work with data collection of visitors to museums so it can keep them abreast of upcoming exhibitions and is working on a campaign designed to repackage its library offer and to entice non-users to engage with the wide range of services available.
- 5.6 Within Theatres, OnFife will build on the success of its return post-Covid, endeavouring to work with the best in the entertainment industry to programme an offer that is both appealing and relevant to the people of Fife. Bringing a range of entertainment will allow it to grow audiences and customer loyalty through the programme and special offers. It will also continue to strengthen its relationships with local amateur societies who bring depth to the programme and showcase local talent. OnFife remains committed to exploring ways which widen accessibility for performances, including captioned films and British Sign Language interpretation of some shows. Likewise, it will continue to develop partnerships with companies producing new work by offering space and piloting shows that allow it to offer work that, whilst not financially viable, benefits niche audiences such as early years theatre provision.
- 5.7 Finally, ever mindful of the diminishing public purse, OnFife is exploring its commercial scope within its Theatre Programme, Meetings, Incentives, Conferences and Events (MICE) sector offer and via the development of a new approach to sponsorship which will see it diversify its income stream by making the most of its assets.

6.0 Conclusion

- 6.1 This report sets out an overview of the 2022/23 year for OnFife and how it responded to the ongoing impact of the pandemic on the organisation, its services, and activities. OnFife has continued to perform well in very challenging circumstances and has continued to innovate across the business in order to maximise efficiency and effectiveness. It has continued to adapt to ensure greater customer focus and long-term sustainability. Throughout this, OnFife has always kept sight of its purpose to provide inclusive and welcoming cultural services, activities and events that excite, inspire and improve the lives of those who participate and Fife's communities more generally.

List of Appendices

1. Background
2. Performance summary as infographic
3. Performance summary as text
4. KPIs and SPIs information as charts
5. KPIs and SPIs information as text

Background Papers

The following papers were relied on in the preparation of this report in terms of the Local Government (Scotland) Act, 1973:-

- [Fife Cultural Trust \(OnFife\) Annual Report and Accounts 2022/23](#)
- [Fife Cultural Services Trading Limited Annual Report and Accounts 2022/23](#)

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Background

OnFife commenced trading on 1 October 2012. Charitable status was granted by the Office of the Scottish Charity Regulator (OSCR) and Fife Council is the sole member of the Company. A Board of thirteen Directors govern the Company and give strategic guidance and support to the Chief Executive and Executive Team. The Board is made up of four Partner Directors (appointed representatives of Fife Council) and nine Independent Directors. To ensure the Company complies with its statutory obligations, a Board of Director development programme is in place which demonstrates that Directors are conscious of their responsibilities and are keen to implement industry-recognised best practice in relation to the UK Corporate Governance Code (June 2010).

OnFife is a non-profit distributing organisation (NPDO) and can retain and invest any surplus it generates to help improve the facilities and services it provides to communities across Fife. OnFife manages, operates, and delivers the following services on behalf of Fife Council:

- 29 libraries, two mobile libraries
- 7 museums, 3 heritage venues and 2 heritage sites
- Four theatre and community venues
- Collections Centre at Bankhead, Glenrothes
- Fife's historical archives
- Maintenance and development of library services within Fife Council's six integrated customer service facilities
- Stewardship and care for the objects and archives in Fife Council's collections.

OnFife's main aim is to deliver cultural activity with the purpose of enriching lives in Fife. This is intrinsically linked to the aims and objectives set out in the services agreement with Fife Council, which requires OnFife to deliver in four key strategic areas:

- To provide or assist in the provision of cultural facilities and to organise cultural activities, with such facilities and activities being made available to members of the public at large with the object of improving their quality of life.
- To provide accessible and affordable opportunities for all members of the public in Fife to participate in cultural activities and access the cultural facilities.
- To advance education and learning particularly as it relates to cultural activities.
- To advance citizenship and community development through cultural activities, via the provision of services (including those entrusted to it by the Council), which contribute to advancing well-being including:
 - a. the operation, management, and development of facilities for the delivery of cultural activities including arrangements to facilitate access to facilities by those on lower incomes or with special needs and to encourage wider participation in cultural activities.
 - b. the development and delivery of cultural activities and events directed towards wider participation in such activities.
 - c. the delivery of services focused on social renewal and the needs of young people.

Performance summary as infographic





Timeline

- Nov**
 - 5 James Marshall Dickson exhibition opens at Lochgelly Centre
 - 9 Launch of Relevant: Adam Smith project
 - 17 Launch of Music Instrument Library at Jennie Lee Library
 - 19 Opening of *Dunfermline & Its People 1967-68* exhibition at DCLG
- Dec**
 - 1 Warm Spaces launched
 - 1 *Unveiling the Madonna* exhibition opens at Kirkcaldy Galleries
 - 3 Panto opens at Rothes Halls
- Jan**
 - Creating Community sessions begin at Lochgelly Centre
- Feb**
 - 4 Therapist reading sessions at Leslie Library
 - 4 *Somewhere to Stay* exhibition opens at Kirkcaldy Galleries
 - 4 Films for a Fiver start at Carnegie Hall
 - 7 Art in Warm Spaces sessions begin
 - 8 Love Our Lochgelly Community Vision Day at Lochgelly Centre
 - 11 Favourite Centres and New Flavours exhibitions open at Kirkcaldy Galleries
 - 23 World Book Day
 - 26 Joseph McKenzie exhibition opens at DCLG
- March**
 - 5 World Book Day
 - 8 International Women's Day
 - 23 Café offering returns to DCLG
 - 24 Levenmouth Community Sessions with Corra (Relevance project work)
 - 25 Our Plastics Ocean opens at DCLG



Inclusive Growth and Jobs

3

recruitment days In Dunfermline, St Andrews and Kirkcaldy – for library and cultural assistant posts attracted hundreds of candidates.
12 team members recruited across Fife.



33

temporary positions created for the Jack Vettriano exhibition.

6 went on to be offered permanent posts with 12 joining as casual team members,

2 permanent posts recruited (Creative Instigator and Volunteer Co-ordinator) and **2 funded by Macmillan Cancer** (Project Officer and Project Co-ordinator)



Opportunities for All



Macmillan Cancer information and support points return to Lochgelly and Leven libraries



Book Week Scotland in libraries, schools and online, included a virtual event with **2,000** children



115

activities events held by Young People & Families Team with **5,495** children and adults attending



Summer Reading Challenge returned - more than 2k children registered, **50%** more than previous year. 652 completed the challenge, an increase of **39%**



679 Bookbug sessions, engaging with **21,700** children and adults



World Book Day in March 2023, engaging with nearly **1.9k children** in online and in-person author events. 15 libraries received a selection of World Book Day list books to give out for free.



Over **£21.5k** from Scottish Government Community Mental Health & Wellbeing to broaden social inclusion work for people with dementia, including the purchase of a 'magic' table that uses special sensory games to stimulate and engage.

£10,000

awarded to expand Magic Moments project with RemPods, innovative pop-up reminiscence displays for people living with dementia



SUPPORT OUR NEW MUSIC LIBRARY

New Music Instrument Library providing

40 instruments

Performance summary in text	
£381,000 for projects through external funding	
Thriving Places	Opportunities for All
Jack Vettriano: The Early Years exhibition - total tickets sold 18,400	MacMillan Cancer information and support points returned to Lochgelly and Leven libraries
Brushstrokes exhibition – 33,000 visitors, curated with works from the Fife Collection to complement the Vettriano show	115 events held by Young People& Families Team with 5,495 children and adults attending
214,000 visits across Museums & Galleries – more than double 2021/22 total	Book Week Scotland in libraries, schools and online, included a virtual event with 2,000 children
15 exhibitions across Fife	679 Bookbug sessions, engaging with 21,700 children and adults
53 shows across Carnegie Hall, Rothes Halls and Lochgelly Centre, achieving £44,000 net revenue and exceeding targets by 113 per cent	Summer Reading Challenge returned – more than 2,000 children registered, 50 per cent more than the previous year. 652 completed the challenge, an increase of 39 per cent
Panto returns with Cinderella at Rothes Halls. 12,800 tickets sold for 33 performances, including British Sign Language and relaxed performances	World Book Day in March 2023, engaging with nearly 1,900 children in online and in-person author events. 15 libraries received a selection of World Book Day list books to give out free
Amateur companies return with more than 60 productions across the three theatres	£10,000 awarded to expand Magic Moments project with RemPods, innovative pop-up reminiscence displays for people living with dementia
Upgrades in lighting, audio and rigging across all theatres, including switching to energy-efficient LED lighting, an investment of £1.9 million by Fife Council	Over £21,500 from Scottish Government Community Mental Health & Wellbeing to broaden social inclusion work for people with dementia, including the purchase of a 'magic' table that uses special sensory games to stimulate and engage
	New Music Instrument Library, providing 40 instruments
Community-led Services	Inclusive Growth and Jobs
3 long-term community engagement projects launched in Levenmouth, Lochgelly and Kirkcaldy, made possible by the award of more than £240,000 from the Creative Scotland Recovery Fund for Cultural Organisations at the end of 2021/22	3 recruitment days in Dunfermline, St Andrews and Kirkcaldy for library and cultural assistant posts and attracted hundreds of candidates. 12 new team members recruited across Fife
16 Warm Spaces in OnFife Libraries with £34k funding from Fife Council	33 temporary positions created for the Jack Vettriano exhibition. 6 went on to be offered permanent posts with 12 joining as casual team members
VIP Panto night hosted 250 guests from Homestart, Fife Gingerbread and Fife Young Carers	2 permanent posts recruited (Creative Instigator and Volunteer Co-ordinator) and 2 funded by Macmillan Cancer (Project Officer and Project Co-ordinator)

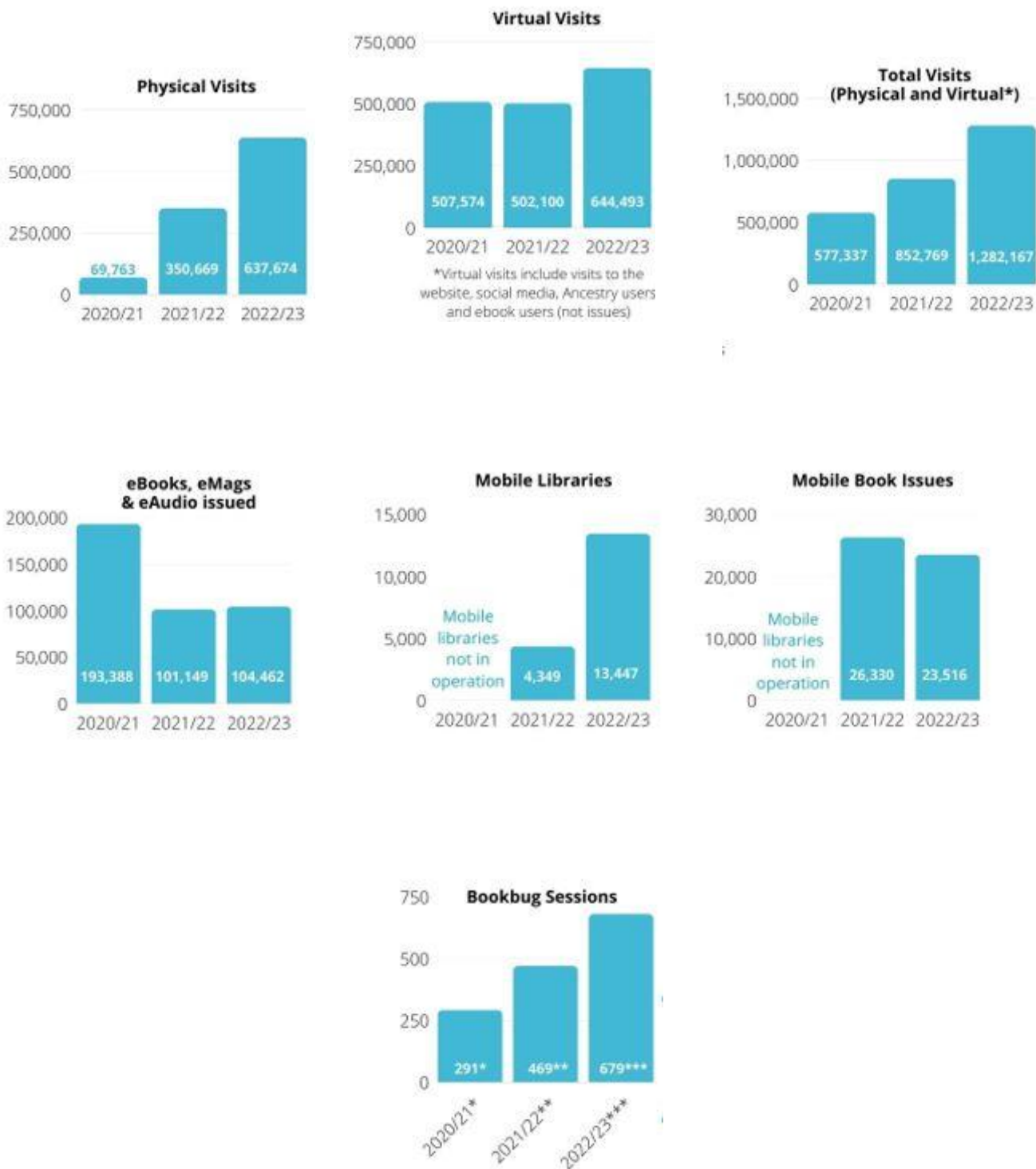
Timeline of activity highlights (1 April 2022 – 31 March 2023)

<u>April</u>
13-18 Easter Holiday craft programme
<u>May</u>
7 Exhibition by Fife Supported Programmes students at FifeSpace Gallery opens
13 Pause Not Full Stop campaign ends with Menopause Cabaret at Rothes Halls
17 Dunfermline Carnegie Library & Galleries (DCLG) celebrates fifth anniversary
23-27 Community Campfires event at Lochgelly Centre
<u>June</u>
10 Art at the Start art therapy sessions at DCLG
17 Jack Vettriano: The Early Years and Brushstrokes open at Kirkcaldy Galleries
25 Launch of Summer Reading Challenge
<u>July</u>
15 <i>From the Bird's Mouth, Bho Bheul an Eoin</i> exhibition opens at DCLG
15 Opening of Leven's Unexpected Garden (partner project)
<u>August</u>
22 Submissions for Fife in Lockdown archive project close – 52 people took part
28 Pantomime Junior Ensemble auditions
<u>September</u>
6 First linoleum tour at Collections Centre
17 St Andrews Museum closes for renovations
<u>October</u>
1 OnFife's 10th anniversary
9-14 National Libraries Week
19 OnFife Experiences launched
23 Jack Vettriano exhibition closes
23 Macmillan Cancer Information Points reopen in libraries
31 Comic Kingdom exhibition opens at DCLG
<u>November</u>

5 James Marshall Dickson exhibition opens at Lochgelly Centre
9 Launch of Relevant: Adam Smith project
17 Launch of Music Instrument Library at Jennie Lee Library
19 Opening of <i>Dunfermline & Its People 1967-68</i> exhibition at DCLG
<u>December</u>
1 Warm Spaces launched – eventually 16 in total
1 <i>Unveiling the Madonna</i> exhibition opens at Kirkcaldy Galleries
3 Panto opens at Rothes Halls
<u>January</u>
Creating Community sessions begin at Lochgelly Centre
<u>February</u>
4 Therapet reading sessions held at Leslie Library
4 <i>Somewhere to Stay</i> exhibition opens at Kirkcaldy Galleries
4 Films for a Fiver start at Carnegie Hall
7 Art in Warm Spaces sessions begin
8 Love Our Lochgelly Community Vision Day at Lochgelly Centre
11 <i>Favourite Centres</i> and <i>New Flavours</i> exhibitions open at Kirkcaldy Galleries
23 World Book Day
26 Joseph McKenzie exhibition opens at DCLG
<u>March</u>
5 World Book Day
8 International Women's Day
23 Café offering returns to DCLG
24 Levenmouth Community Sessions with Corra (Relevance project work)
25 <i>Our Plastics Ocean</i> opens at Dunfermline Carnegie Library & Galleries

Key Performance Indicators as charts

Libraries' Visitor Numbers



	Total Visits*	Issues	Mobiles	Mobile issues	PC use	Bookbugs
2020/21	577,337	193,388	0	0	4,925	291
2021/22	852,769	101,149	4,349	26,330	18,622	469
2022/23	1,282,167	104,462	13,447	23,516	32,446	679*

*Includes virtual and physical visits

Mobile Libraries

During 2021/22, the Mobile Libraries were used as part of OnFife's Covid-19 Connect and Collect scheme, through which customers could collect bags of ordered books from the vans.

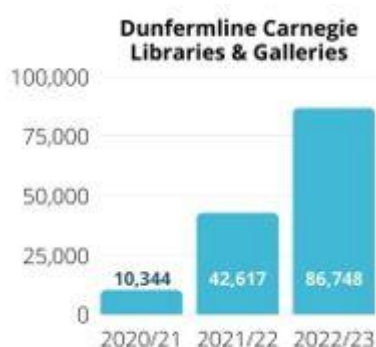
Number of visits by Library Branch



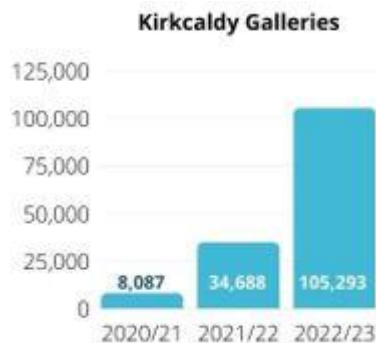
Branch	2022/23	2021/22
	Aberdour	2422
Auchtermuchty	3114	1252
Benarty	5778	2100
Buckhaven	4509	2897
Burntisland	13435	9449
Cadham	8366	6186
Cardenden	1677	1116
Cowdenbeath	16071	7684
Cupar	50727	34973
Dalgety Bay	19715	12800
Dulloch	36151	16267
Dunfermline Carnegie Library & Galleries	86748	42617
Elie	1887	831
Inverkeithing	5656	1441
Kelty	4249	1284
Kennoway	2155	1749
Kincardine	3201	1338
Kirkcaldy Galleries	105293	34688
Ladybank	3866	2348
Leslie	3964	2173
Leven	27031	19467
Lochgelly	12427	6549
Methil	74654	55627
Mobile East Fife	8459	2136
Mobile West & Central Fife	4988	2213
Newburgh	2696	2069

Newport	5627	4421
Oakley	2644	1180
Rosyth	14893	8079
Roths Halls	38713	23810
St Andrews	28707	20823
St Monans	2284	1687
Tayport	4013	2378
Templehall	12746	9408
Valleyfield	1352	672
Waid	5425	425
Windmill	12031	5375
Total	637674	350669

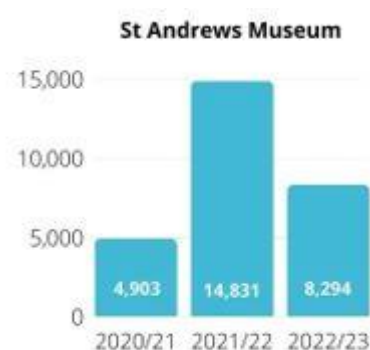
Museums and Galleries' Visitor Numbers



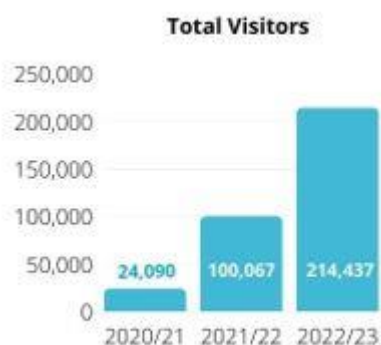
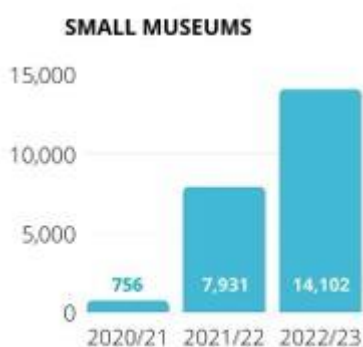
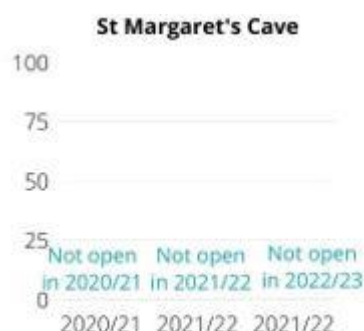
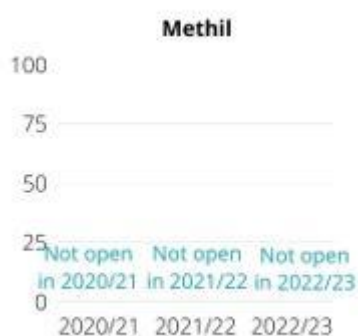
DCLG saw a rise in visitors throughout 22/23, attracting almost 50,000 for our in-house Art-tastic exhibition. This was followed by a short 4-month run of Joseph Mackenzie's 1960s photographs Dunfermline & Its People, attracting just under 30,000 visitors. We ended the year with 9,269 visitors to Our Plastic Ocean touring exhibition.



Kirkcaldy Galleries benefited from the reopening of the cafe to coincide with Jack Vettriano The Early Years, which ran for 5 months attracting just over 18,000 visitors. We combined this with our in-house Brushstrokes exhibition, so total visitor figures for that period reached almost 62,000. We also added a special exhibition exploring the conservation work on the oldest artwork in the collection, a new family-friendly Art-Space display and Somewhere To Stay art installation inspired by a Polish family's extraordinary wartime experience.



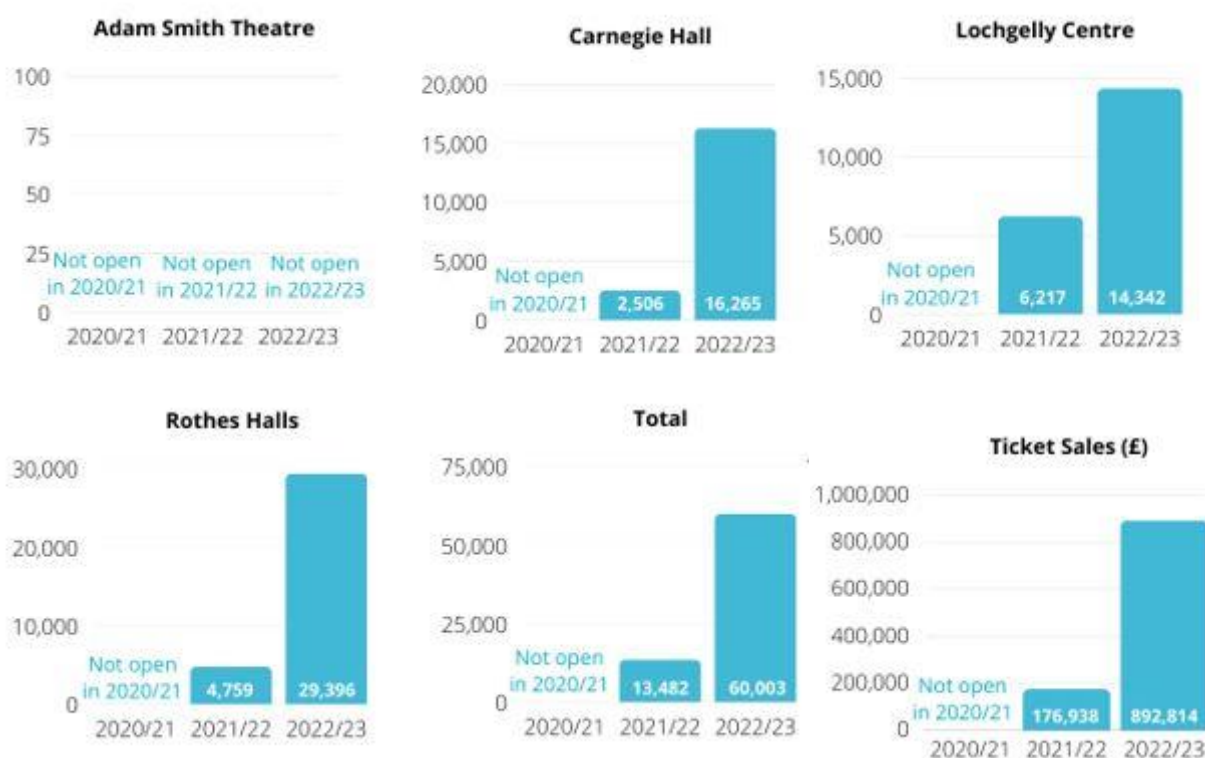
Visitor figures were much lower as the building closed Sept-May for essential repair works to the windows, cutting short the run of our inhouse exhibition Explore.



	DCL&G	KG	SAM	Methil	SMC	SMW	MAC	Small Museums	Totals
2020/21	10,344	8,087	4,903	0	0	0	0	756	24,090
2021/22	42,617	34,688	14,831	0	0	0	0	7,931	100,067
2022/23	86,748	105,293	8,294	0	0	0	0	14,102	214,437

Figures are for OnFife venues only and may vary from Pentana reporting figures, which also include Scottish Fisheries, Crail and Fife Folk Museums, which are part-funded by Fife Council but not managed by OnFife.

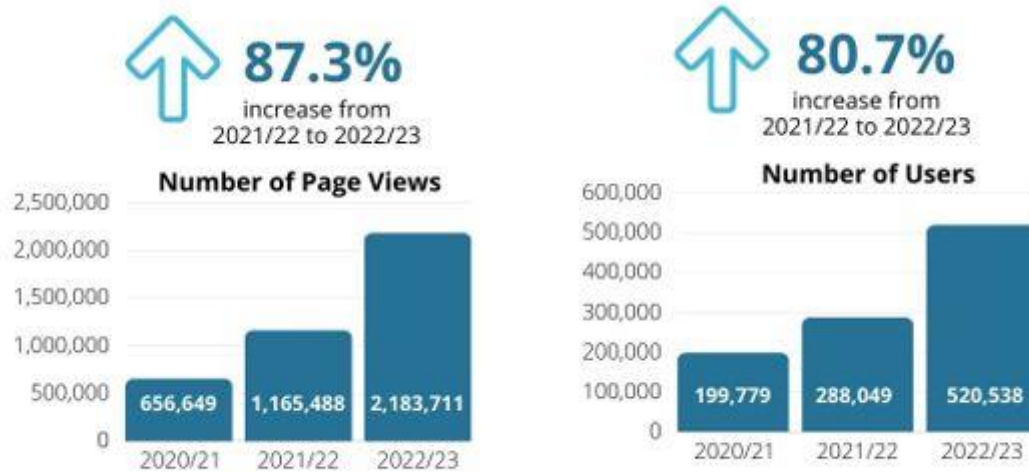
Theatre Attendances



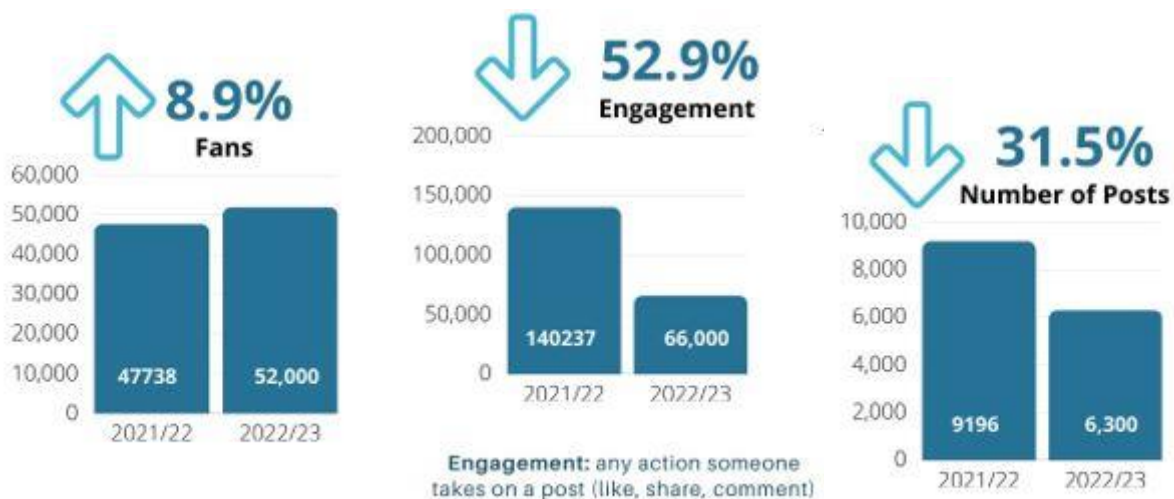
	AST	CH	LC	RH	Totals	Ticket Sales
2020/21	0	0	0	0	0	0
2021/22	0	2,506	6,217	4,759	13,482	176,938
2022/23	0	16,265	14,342	29,396	60,003	892,814

2022/23 was the first full year in theatres without any lockdowns or restrictions as a result of Covid-19. While the impact of the pandemic in terms of customer behaviour continued to be felt, along with the cost-of-living crisis hitting spending, our audiences gradually returned to enjoy the programme on offer. Ticket sales continued to increase throughout the year as we welcomed back regular customers as well as new. Amateur companies were also keen to get back on track across the board and we hosted productions in all three theatres. Adam Smith Theatre was closed during this time.

Website: OnFife.com



Social Media: Activity on OnFife's Facebook pages



With more events and activities in venues growing year on year since Covid, we have seen a healthy increase in website usage as customers are exploring what's on and booking events online.

Our number of fans across our social media pages continues to rise steadily, while the engagement and number of organic posts has decreased. This reflects our continued move to in venue engagement, in addition to an increase in paid, as opposed to organic, social media activity, as the professional theatre programme expands.

Key Performance Indicators information as text

Libraries visitor numbers

Physical visits - Figures by year for the last three years. Total for 2020/21 was 69,763, total for 2021/22 was 350,669 and total for 2022/23 was 637,674.

Virtual visits - Virtual visits by year over the last three years, including website, social media, Ancestry users and eBook users. 2020/21 total was 507,574, 2021/22 total was 502,100 and 2022/23 total was 644,493.

Total visits (physical and virtual) - Total visits to libraries, including physical and virtual, by year over the last three years. 2020/21 total was 577,337, 2021/22 total was 852,769 and 2022/23 total was 1,282,167.

eBooks, eMags and eAudio issued - Issues by year over last three years. 2020/21 total was 193,388, 2021/22 total was 101,149 and 2022/23 total was 104,462.

Mobile Libraries - Visits to Mobile Libraries by year over last three years. 2020/21 the Mobile Libraries were not in operation; 2021/22 total was 4,349 and 2022/23 total was 13,447.

Mobile book issues - Mobile Libraries book issues by year over last three years. 2020/21 the Mobile Libraries were not in operation, 2021/22 total was 26,330 and 2022/23 total was 23,516.

Mobile Libraries footnote: During 2021/22 the Mobile Libraries were used as part of OnFife's Covid-19 scheme in which customers could collect bags of pre-ordered books from the vans.

Public-access PC usage in hours - PC usage in hours by year over the last three years. 2020/21 total was 4,925, 2021/22 total was 18,622 and 2022/23 total was 32,446.

Bookbug sessions - Number of Bookbug sessions by year over the last three years. 2020/21 total was 291, 2021/22 total was 469 and 2022/23 total was 679.

Footnote to Bookbug sessions: In 2020/21 all sessions were virtual with 59,123 engagements. In 2021/22 350 were in person with 2,535 children and 2,250 adults; there were 119 virtual with 13,381 engagements. In 2022/23 there were 662 in person with 6,892 children and 6,363 adults: 17 virtual with 8,499 engagements.

Number of visits by Library Branch

Branch	2022/23	2021/22
	Aberdour	2422
Auchtermuchty	3114	1252
Benarty	5778	2100
Buckhaven	4509	2897
Burntisland	13435	9449
Cadham	8366	6186
Cardenden	1677	1116
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Valleyfield	1352	672
Waid	5425	425
Windmill	12031	5375
Total	637674	350669

Museums and Galleries' Visitor Numbers

Dunfermline Carnegie Library and Galleries - Visitor number by year for last three years. 2020/21 total was 10,344, 2021/22 total was 42,617 and 2022/23 total was 86,748.

Footnote: The venue saw a rise throughout 2022/23, with almost 50,000 to in-house created Art-tastic exhibition, almost 30,000 for Joseph Mackenzie photography exhibition and more than 9,000 to Our Plastic Ocean.

Kirkcaldy Galleries - Visitor numbers by year for last three years. 2020/21 total was 8,087, 2021/22 total was 34,688 and 2022/23 was 105,293.

Footnote: The Jack Vettriano exhibition attracted more than 18,000 visitors, which, when combined with our in-house Brushstrokes exhibition, took visitors for that five-month period to 62,000. There was a further exhibition on the restoration on the oldest artwork in the Collection, a new family-friendly Art-Space display and an installation inspired by a Polish family's wartime experience.

St Andrews Museum - Visitor numbers by year for the last three years. 2020/21 total was 4,903, 2021/22 total was 14,831 and 2022/23 total was 8,294.

Footnote: Visitor figures were much lower in 2022/23 as the building was closed from September to May for essential repair work.

Methil Heritage Centre, St Margaret's Cave and St Monans Windmill – no visitor figures as these venues were not open over the three years.

Small Museums - Visitor number by year for the last three years. 2020/21 total was 756, 2021/22 total was 7,931 and 2022/23 total was 14,102.

Total visitors - Total visitor numbers for Museums and Galleries by year for the last three years. The 2020/21 total was 24,090, 2021/22 total was 100,067 and 2022/23 total was 214,437.

Footnote: The figures are for OnFife venues only and may vary from Pentana reporting figures, which also include the Scottish Fisheries, Crail and Fife Folk Museums, which are part-funded by Fife Council but not managed by OnFife.

Theatre Attendances

Adam Smith Theatre - no attendance figures for Adam Smith Theatre for last three years as the venue was not open.

Carnegie Hall - attendances by year for last three years. Not open in 2020/21, total for 2021/22 was 2,506 and total for 2022/23 was 16,265.

Lochgelly Centre - attendance figures by year for the last three years. Not open in 2020/21, total for 2021/22 was 6,217 and total for 2022/23 was 14,342.

Roths Halls - attendance figures by year for the last three years. Not open in 2020/21, total for 2021/22 was 4,759 and total for 2022/23 was 29,396.

Totals - total theatre attendances by year for the last three years. Not open in 2020/21, total for 2021/22 was 13,482 and total for 2022/23 was 60,003.

Ticket sales in pounds – total ticket sales in pounds by year for the last three years. Not open in 2020/21, total for 2021/22 was £176,938 and total for 2022/23 was £892,814.

Footnote to theatre attendances: 2022/23 was the first full year in theatres without any lockdowns or restrictions as a result of Covid-19. While the impact of the pandemic in terms of customer behaviour continued to be felt, along with the cost-of-living crisis hitting spending, our audiences gradually returned to enjoy the programme on offer. Ticket sales continued to increase throughout the year as we welcomed back regular and new customers. Amateur companies were keen to get back on track across the board and we hosted productions in all three theatres. Adam Smith Theatre was closed during this time for refurbishment.

Website: onfife.com

Number of page views - by year over the last three years. 2020/21 total was 656,649, total in 2021/22 was 1,165,488 and total in 2022/23 was 2,183,711. An increase of 87.7 per cent from 2021/22 to 2022/23.

Number of users - by year over the last three years. Total for 2021/21 was 199,779, total for 2021/22 was 288,049 and total for 2022/23 was 520,538. An increase of 80.7 per cent from 2021/22 to 2022/23.

Social media: activity on OnFife's Facebook pages

Fans - number of Facebook fans by year over the last two years. Total for 2021/22 was 47,738 and total for 2022/23 was 52,000. An 8.9 per cent increase.

Engagement - engagement by year for the last two years. The total for 2021/22 was 140,237 and the total for 2022/23 was 66,000. A 52.9 per cent decrease. Footnote: Engagement is any action someone takes on a post (like, share, comment).

Number of posts - number of posts by year for the last two years. The total for 2021/22 was 9,196 and the total for 2022/23 was 6,300, a decrease of 31.5 per cent. A 31.3 per cent decrease.

Footnote to social media activity: With more events and activities in venues growing year-on-year since Covid, we have seen a healthy increase in website usage as customers are exploring what's on and booking events online. Our number of fans across social media pages continues to rise steadily, while the engagement and number of organised posts as decreased. This reflects our continued move to in-venue engagement, in addition to an increase in paid, as opposed to organic, social media activity, as the professional theatre programme expands.