

OUTSOURCED SERVICES SCRUTINY PANEL

12 December 2018 7.00 pm

Contact

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For information about attending meetings please visit the council's website.

Publication date: 4 December 2018

Committee Membership

Councillor S Cavinder (Chair)
Councillor M Hofman (Vice-Chair)
Councillors J Dhindsa, K Hastrick, R Martins, B Mauthoor and G Saffery

Agenda

Part A - Open to the Public

- 1. Apologies for Absence/ Committee membership
- 2. Disclosures of interest
- 3. Minutes

The minutes of the meeting held on 8 November 2018 to be submitted and signed.

4. End of Quarter 2 2018/19: Key Performance Indicator (KPI) Report (Pages 3 - 34)

A report of the Head of Corporate Strategy and Communications providing the panel with performance indicators for Q2 2018/19.

5. OSSP - HQT end of year report Dec 2018 (Pages 35 - 69)

A report of the Leisure and Environmental Services Section Head enclosing the annual report from HQ Theatres.

Agenda Item 4

Report to: Outsourced Services Scrutiny Panel

Title: End of Quarter 2 2018/19: Key Performance Indicator (KPI) Report

Date of meeting 12 December 2018

Report of: Head of Corporate Strategy and Communications

1.0 Summary

- 1.1 Watford BC's Corporate Plan sets out the council's priorities and corporate work programme to 2020. Underpinning the plan is a suite of key performance indicators. These measures support the delivery of good quality services (both internal and external) by highlighting areas of good performance and, more importantly, under performance.
- 1.2 The attached report (Appendix A) shows the results for these key performance indicators at the end of Q2 2018/19. The report, therefore, shows:
 - The result for end of Q2 (unless highlighted otherwise)
 - The results for the previous quarter (2018/19)
 - The results for the same quarter last year (Q2 2017/18)
 - The target that was set for 2018/19 and for Q2 these are often the same, particularly where a target is set as a percentage
 - Whether the indicator result is above, below or on target (shown by the green, red or orange arrows)
 - Benchmarking information, where available, against Hertfordshire authorities or all England authorities. As this collates national information, it lags behind that collected by the council and so, in most cases is Q1 2018/19

Contact Officer:

For further information please contact:

Kathryn Robson, Head of Corporate Strategy & Communications - ext: 8077 or kathryn.robson@watford.gov.uk

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2.0 Risks

2.1

Nature of Risk	Consequence	Suggested Control Measures	Response (Treat, tolerate, terminate, transfer)	Risk Rating (the combination of severity and likelihood)
Failure to scrutinise organisational performance	Potential for performance to slip with consequences for quality of service delivery	Robust scrutiny and challenge	Treat	6

3.0 Decision required

Panel is asked to note the key performance indicator results for the end of Quarter 2 2018/19.

4.0 Detailed proposal

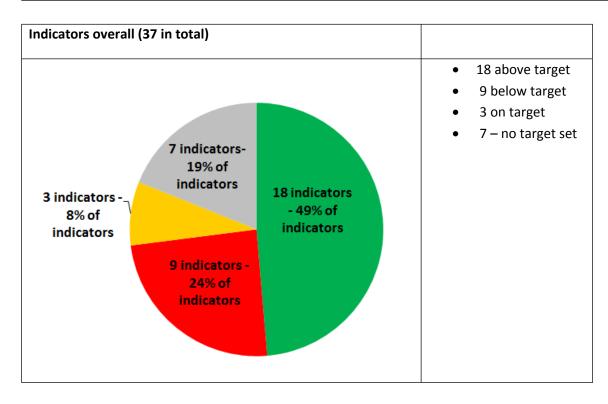
The council maintains a suite of performance indicators as one means of ensuring the council is performing to a high standard and that areas where improvement needs to be made are highlighted and appropriate action taken. These 'key' performance indicators are presented to members at Portfolio Holders meetings as well as at Overview and Scrutiny Committee (for those services still provided directly by the council) and Outsourced Services Scrutiny Panel (for those services now provided by an external organisation or through the lead authority model). The vast majority of indicators are now scrutinised by Outsourced Services Scrutiny Panel.

4.2 Benchmarking

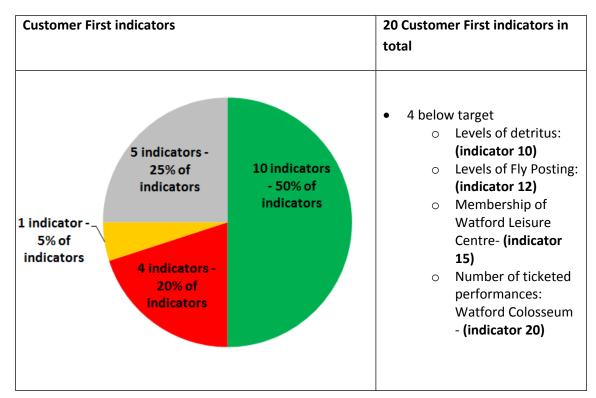
One of the significant challenges that the council faces in terms of assessing its performance is the lack of national benchmarking information in many areas. This has been the case since the ending of the national performance regime. Without the rigour of the national framework it can be difficult to both assess which indicators best measure what is important to overall organisational performance and to assess how we are doing compared to others. However, the government does publish a range of the returns that are required of local authorities (such as for planning, housing and revenues and benefits) and the council is in a local benchmarking group for waste and recycling. Where possible benchmarking is provided although there is a time lag of at least a quarter i.e. for this report Q1 2018/19 results are benchmarked in most cases

Analysis of targets for types of indicators

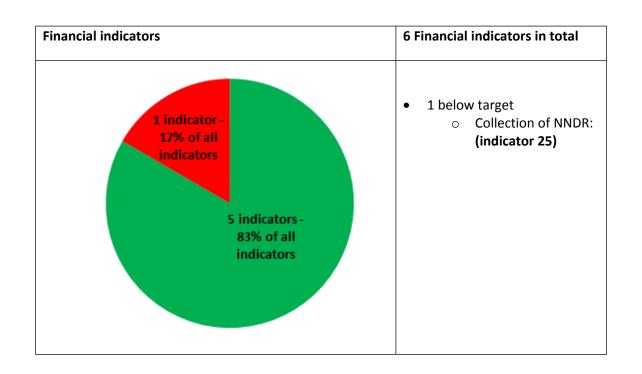




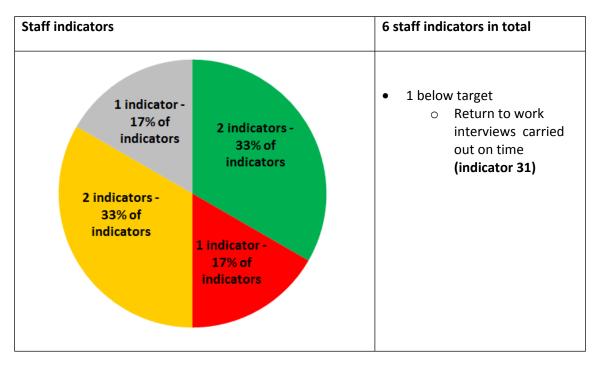




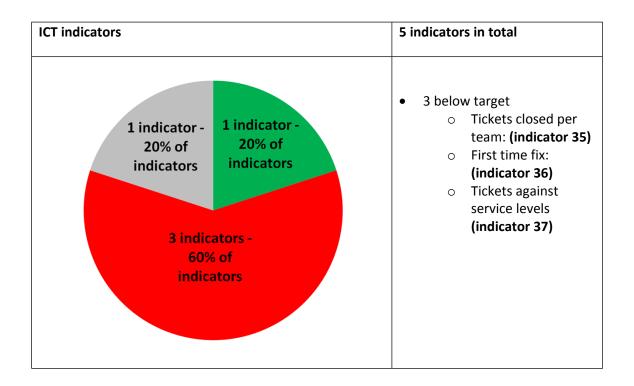
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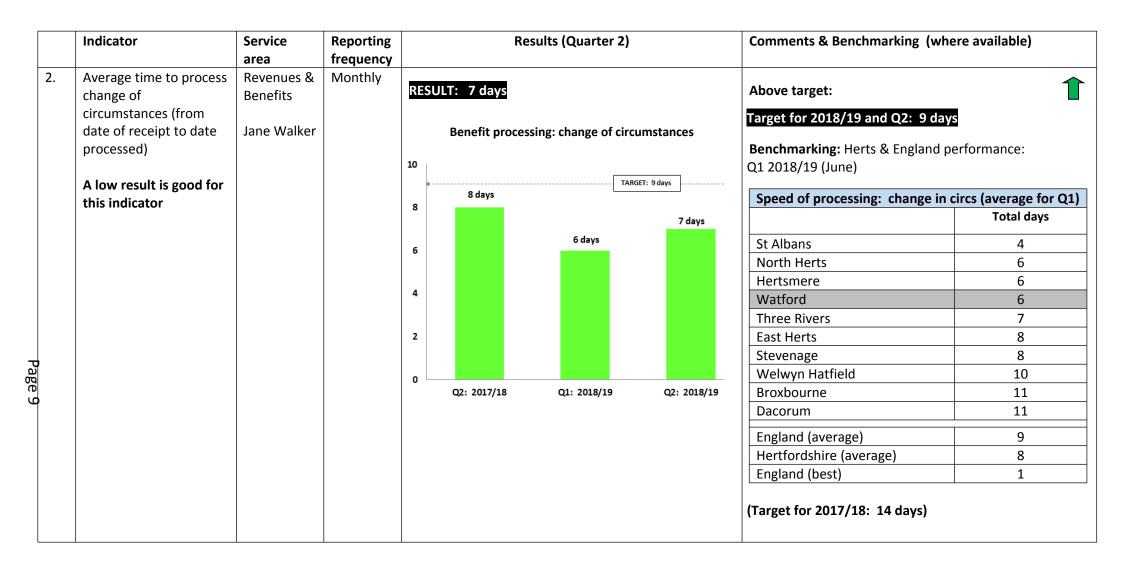
Appendices

Appendix A – Key Performance Indicators 2018/19: End of Q2- outsourced services

Appendix A: KEY PERFORMANCE INDICATORS: 2018/19: End of Quarter 2

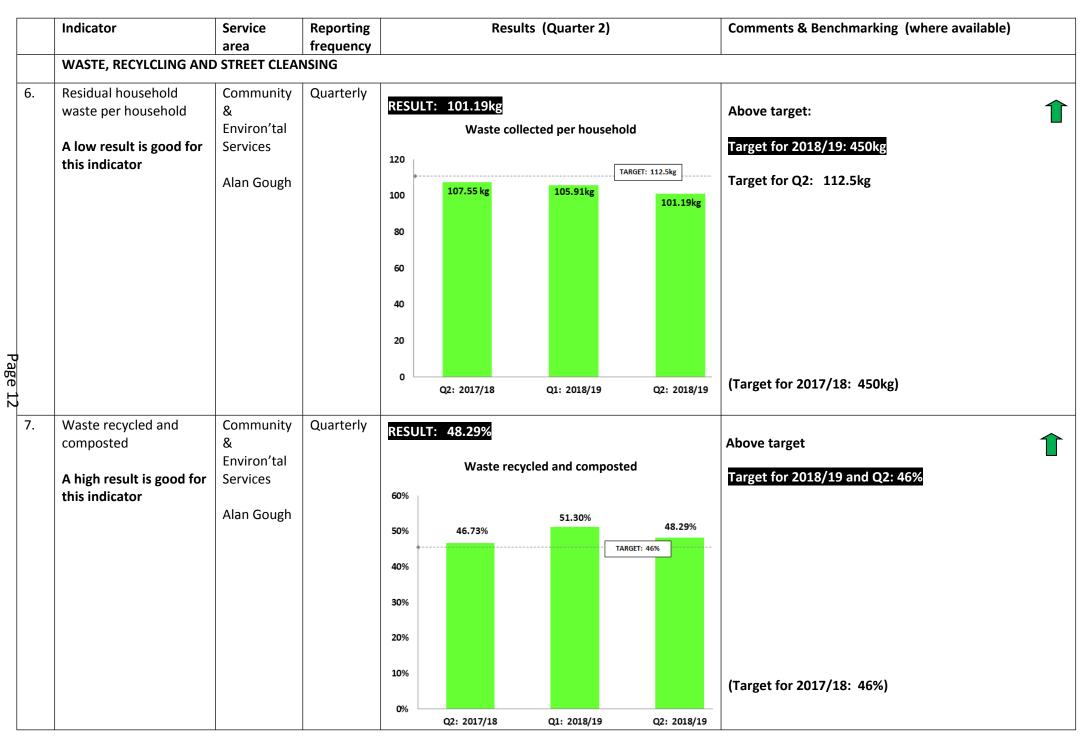
I. CUSTOMER FIRST INDICATORS

	Indicator	Service area	Reporting frequency	Results (Quarter 2)	Comments & Benchmarking (where available)		
	REVENUES AND BENEFITS	5					
1.	Average time to process new housing benefits claims (from date of receipt to date	Revenues & Benefits Jane Walker	Monthly	RESULT: 12 days Benefit processing: new claims	Above target: Target for 2018/19 and Q2: 15 days		
	processed) A low result is good for this indicator	June Walker		18	Benchmarking: Herts & England performance: Q1 2018/19 (June)		
	this indicator			12 days 12 days	Speed of processing: new claims (average for Q1) Total days		
Page 8				10 8 6 4 2	Welwyn Hatfield9Watford11Three Rivers13St Albans15Hertsmere21Broxbourne22East Herts23		
				Q2: 2017/18 Q1: 2018/19 Q2: 2018/19	Dacorum 23 Stevenage 23 North Herts 35 England (average) 23 Hertfordshire (average) 20 England (best) 4 Watford BC and Three Rivers DC are shown as performing best in Hertfordshire for new claims. (Target for 2017/18: 19 days)		



	Indicator	Service area	Reporting frequency		1	Results (Quarter 2	2)		Comments & Benchmarking (where available)
	PARKING:			•						
3.	Penalty Charge Notices issued	Place Shaping & Corp Perf	Quarterly	RESUL	Г: 7,375 Pena	ty Charg	e Notices i	ssued		No target is set for penalty charge notices in line with national guidelines.
		Nick		8,000					7,375	
		Fenwick		7,000	6,428		6,800			
				6,000						
				5,000						
				4,000						
				3,000						
P				2,000						
Page				1,000						
10				0	Q2: 2017/1	3	Q1: 2018/19)	Q2: 2018/19	

	Indicator	Service area	Reporting frequency			Results (Quarter 2)		Comments & Benchmarking (where available)
4.	Tribunal appeals (won/lost/not contested)	Place Shaping & Corp Perf Nick Fenwick	Quarterly	5 4 3 2 1	Tribunal app 3 lost 2 won	No PCNs contested Q1: 2018/19	1 lost 2 won Q2: 2018/19	No target is set for penalty charge notices in line with national guidelines.
Page 11	Reasons for appeals lost (narrative measure)	Place Shaping & Corp Perf Nick Fenwick	Quarterly					Adjudicator found appellant's claim that the vehicle was cloned to be credible.

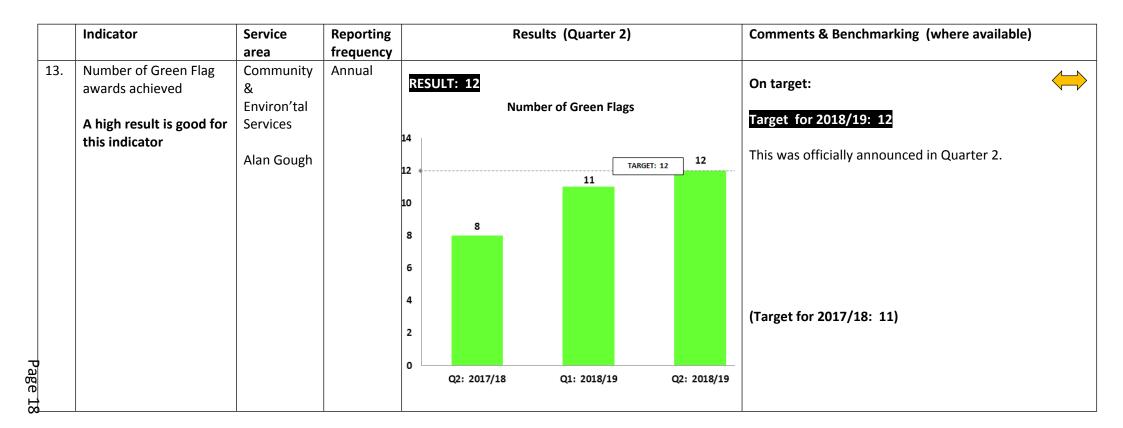


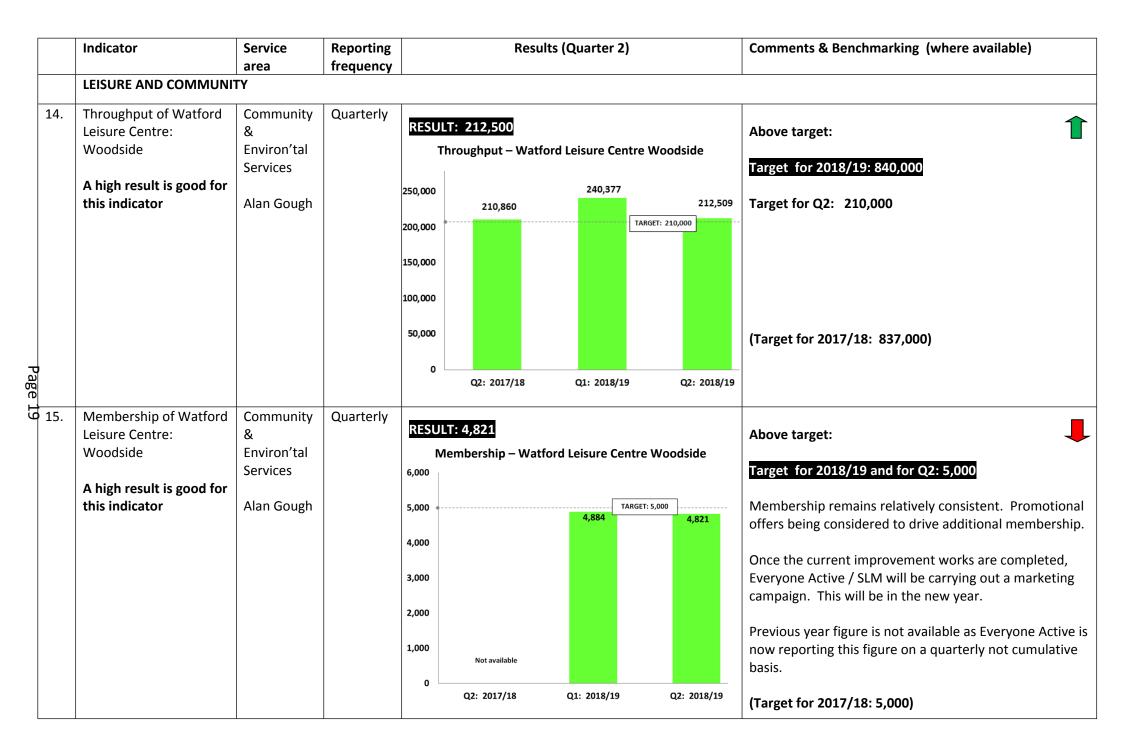
	Indicator	Service area	Reporting frequency	Results (Quarter 2)	Comments & B	enchmarking	(where availa	able)
					Benchmarking:	Herts perforn	nance 2017/18	8
					Authority	2017/18 outturn	2016/17 outturn	change from 2016/17
					Three Rivers	62.4%	61.9%	0.5%
					St Albans	59.5%	57.5%	2.0%
					North Herts	57.5%	58.9%	-1.4%
					Dacorum	52.5%	51.1%	1.5%
					East Herts	49.4%	51.5%	-2.1%
					Watford	44.3%	42.9%	1.5%
					Hertsmere	43.6%	43.4%	0.2%
					Welwyn Hatfield	43.4%	53.0%	-9.6%
9					Broxbourne	41.8%	41.1%	0.6%
)ge					Stevenage	38.3%	39.8%	-1.4%
Page 13								

	Indicator	Service area	Reporting frequency	Results (Quarter 2) Comments & Benchmarking (where available)
8.	Recycled household kerbside collection services (Veolia contract target) A high result is good for this indicator	Community & Environ'tal Services Alan Gough	Quarterly	Waste recycled and composted (contractual target) Fig. 48.46% Waste recycled and composted (contractual target) Target for 2018/19 and Q2: 47.5% The result for Q1 tends to be the highest percentage result in the year due to green waste tonnages. The result in the year due to green waste tonnages.
Page 14				Q2: 2017/18 Q1: 2018/19 Q2: 2018/19 (Target for 2017/18: 47.5% - this is a contractual target)

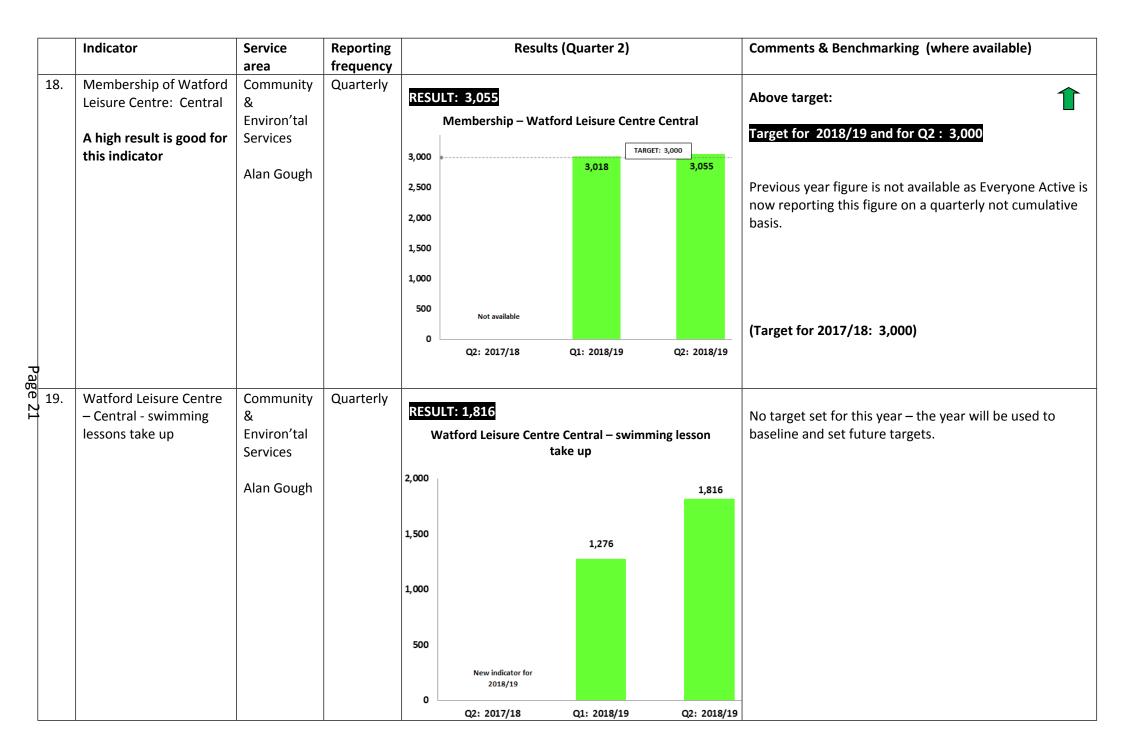


	Indicator	Service	Reporting	Results (Quarter 2)	Comments & Benchmarking (where available)
		area	frequency		
					October as it became clear that the existing mechanical sweepers were not going to be sufficient to deal with the early leaf fall. This arrangement has worked well. The Scarab fleet will ensure a recovery in performance over the coming months. Veolia is aware that the performance level needs to improve and all indicators are discussed at the monthly operations meeting. (Target for 2017/18: 5.5% - this is a contractual target)
11. Page 16	Levels of Graffiti: Improved street and environmental cleanliness A low result is good for this indicator The surveyed areas include: Callowland; Holywell Meriden; Nascot Park; Vicarage The previous quarter surveyed areas were: Tudor; Oxhey; Stanborough; Leggatts	Community & Environ'tal Services Alan Gough	Quarterly	Street cleanliness: levels of graffiti 4% 3.57% 2.78% 2.18% 2.18% 2.18%	Target for 2018/19 and Q2: 3.7% The graffiti score remains within target. Performance gains in Low Obstruction Housing, Main Roads and Recreational Areas has been offset by an increase in graffiti found in Other Highway areas. Other highways will be targeted over the next three months. (Target for 2017/18: 3.7% - this is a contractual target)
	Woodside; Central			Q2: 2017/18 Q1: 2018/19 Q2: 2018/19	(Target for 2017/16: 5.7% - this is a contractual target)





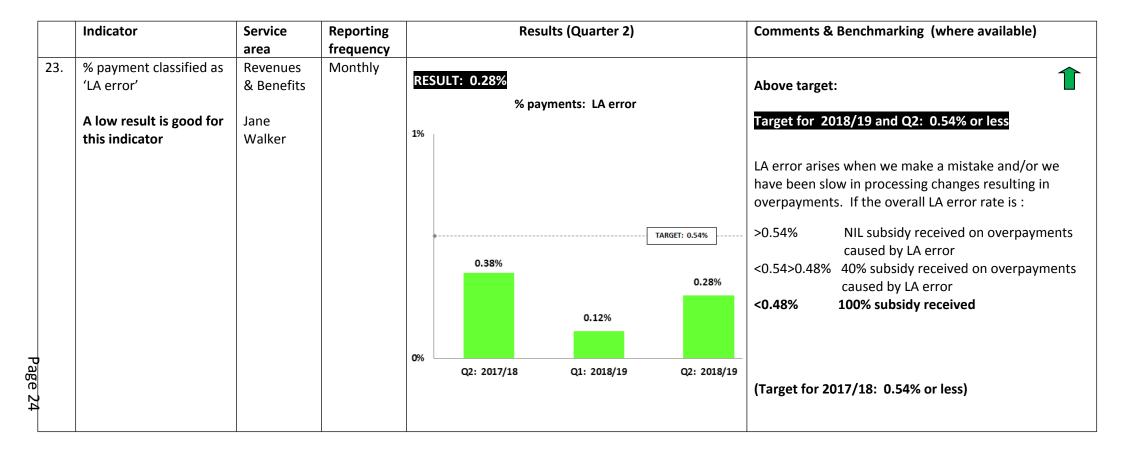


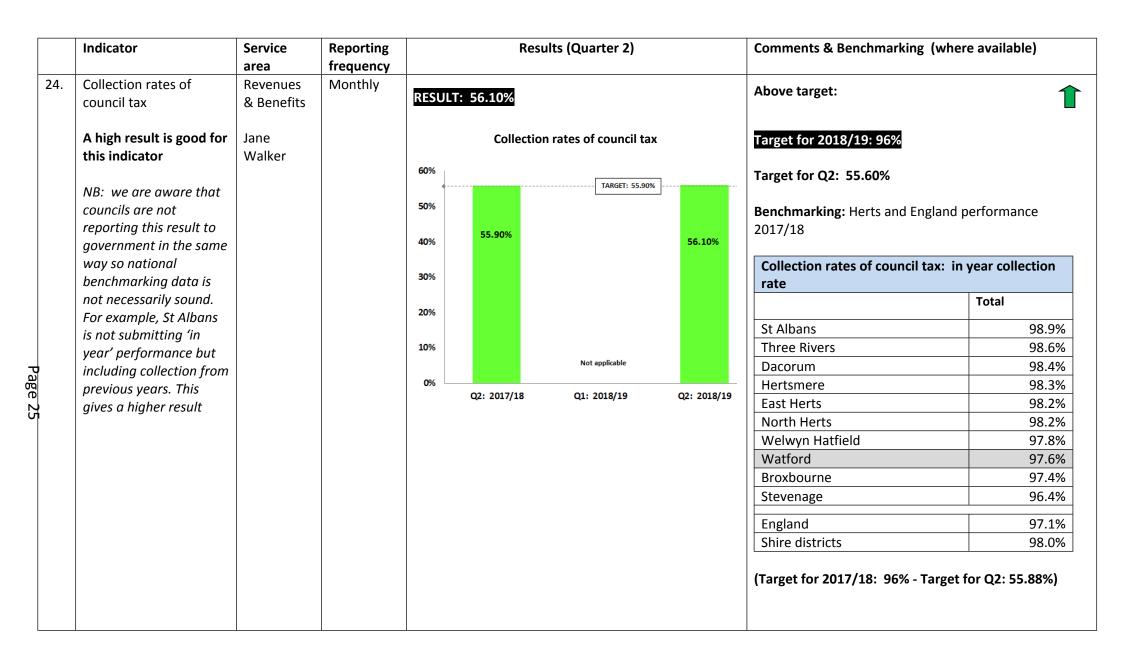


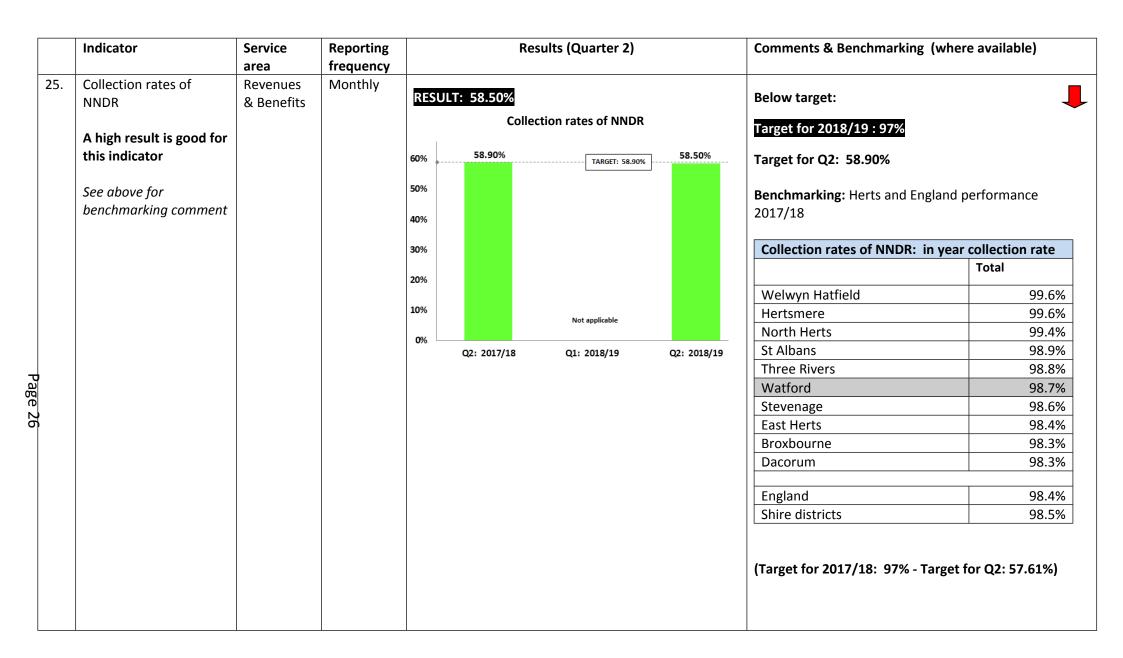
	Indicator	Service area	Reporting frequency	Resul	ts (Quarter 2)		Comments & Benchmarking (where available)
20.	Number of ticketed performances: Watford Colosseum	Community & Environ'tal Services	Quarterly	RESULT: 15	36		Above target: Target for 2018/19: 120
	A high result is good for this indicator	Alan Gough		30		TARGET: 30	Target for Q2: 30
				25			Traditionally Q2 this is the quietest quarter for many regional venues due to lack of touring product. The
				20 15		15	Colosseum, like most venues, opts to utilise this time to undertake maintenance tasks, PAT and annual
				10			inspections. This should pick back up during Q3 and again in Q4.
				Not available			
				Q2: 2017/18	Q1: 2018/19	Q2: 2018/19	

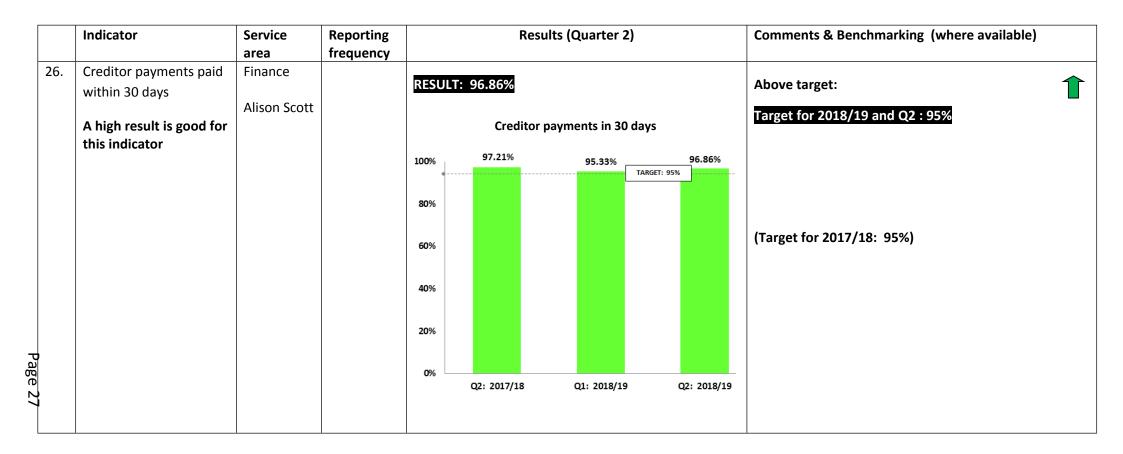
III. FINANCIAL INDICATORS





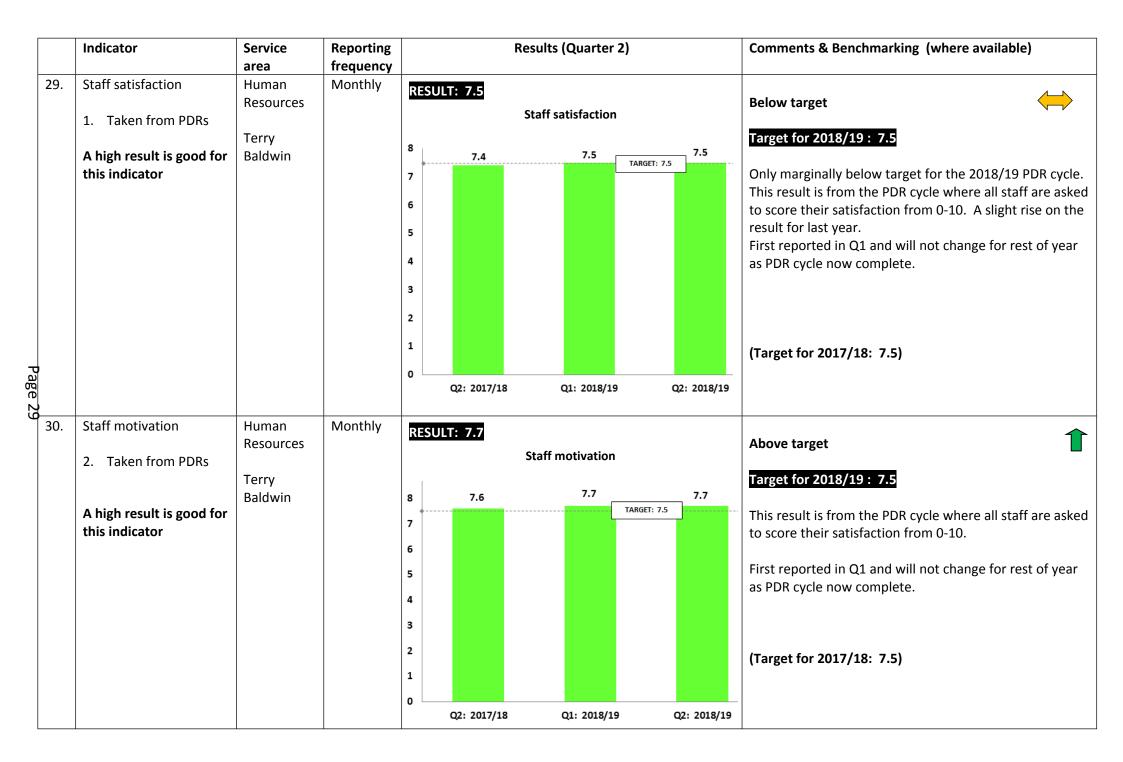






IV. STAFF INDICATORS

		Indicator	Service area	Reporting frequency	Results (Quarter 2)	Comments & Benchmarking (where available)
Page 28	27.	Sickness absence (working days lost per employee, rolling 12 month rate) A low result is good for this indicator	Human Resources Terry Baldwin	Monthly	Sickness absence 5	Target for 2018/19 and Q2:5 days Benchmarking East of England Local Authority survey 2016 Average days lost for district authorities: 6.40 days CIPD survey 2016 Average days lost – all sectors: 6.30 days Average days lost – public sector: 8.90 days (Target for 2017/18: 5 days)
	28.	Staff sickness – long term / short term Narrative indicator	Human Resources Terry Baldwin	Monthly		For Q1 Short term absences triggered - 39 Long term absences triggered - 4 .





V. ICT INDICATORS

	Indicator	Service area	Reporting frequency	Results (Quarter 2)	Comments & Benchmarking (where available)
33. Page 31	ICT service: Missed calls to the helpdesk A low result is good for this indicator	ICT Andrew Cox	Monthly	ICT: missed calls to the helpdesk 18% 16% 15.60% 14% 12% 10% 8% 4% 3% 4% 3%	Target for 2018/19 and Q2: 8% User phones the service desk and gets the welcome message, if the user hangs up at this point, then this is defined as "abandoned". If the user is then transferred to the on hold music, and hangs up this is defined as "missed". Total number of calls: 857calls. 16 missed. This is an aggregated result between Watford BC and Three Rivers DC. (Target for 2017/18: 8%)
34.	Customer satisfaction survey (The following questions are asked in the survey and a rating of below expectations / met expectations is available for users to mark against each. (1) How satisfied were you with the service you received? (2) Did our IT Support	ICT Andrew Cox	Monthly	Q2: 2017/18 Q1: 2018/19 Q2: 2018/19 .	No target set. 46 survey responses returned (June 2018): • 2% below expectations • 53% met expectations • 45% exceeded expectations • 0% blank. 98% met or exceeded expectations.

	Indicator	Service area	Reporting frequency	Results (Quarter 2)	Comments & Benchmarking (where available)
	Team member communicate effectively with you? (3) Did we resolve your issue in a timely manner? (4) How professional and courteous were the IT support team members?) Narrative indicator				
35. Page 32	First time fix (first time fix statistics are calculated by the ME system as an incident being closed 30 minutes post creation) A high result is good for this indicator	ICT Andrew Cox		ICT: first time fix (FTF) 50% 42% TARGET: 45% 37% 37% 37% 37% Q2: 2017/18 Q1: 2018/19 Q2: 2018/19	Below target Target for 2018/19 and Q2: 45% First time fixes are incidents which were closed 30 minutes after being created. Walk ups or telephone calls only. Approximately 50% of all calls are generated via email logging and cannot be used within this indicator. This indicator is now not a good measure of the performance of the service as it does not provide valuable information about what is important to customers, or fit with the service operating model. As a result it will be suggested that this indicator is removed for 2019/20. (Target for 2017/18: 45%)



Indicator	Service	Reporting	Results (Quarter 2)	Comments & Benchmarking (where available)
	area	frequency		
				Performance is below target. However, due to the
				current limitations of the call logging system a number
				of calls are measured against inappropriate service levels
				leading to an apparent below target performance.
				The call logging system is being revised and revisions
				should be in place for Q1 2019/20.
				(Target for 2017/18: 95%)

Part A

Report to: Outsourced Services Panel (OSSP)

Date of meeting: 12 December 2018

Report author: Head of Community & Environmental Services

Title: End of Year 7 Report 2017-2018: Watford Colesseum HQ Theatres

1.0 **Summary**

- 1.1 In 2010 the council invested over £5 million to refurbish and extend the facility. In 2009 HQ Theatres were awarded a 10 year contract to operate the Watford Colosseum Theatre. Elected Members of the OSSP are responsible for reviewing those services outsourced by Watford Borough Council, which includes the contract with HQ Theatres for the operation of Watford Colosseum.
- 1.2 The attached appendices set out the following information that provides Elected Members the with background information to support the scrutiny of the contract
 - 1. End of Year 7 Report by HQ Theatres (2017 2018)
 - 2. Financial information for Years 1- 7 of the Colosseum contract

2.0 Risks

2.1

Nature of risk	Consequence	Suggested Control Measures	Response (treat, tolerate, terminate or transfer)	Risk Rating (combination of severity and likelihood)
Contractors do not deliver contract and agreed service specification	The facility or services is not available for residents and customer to use the venue	Regular contract monitoring by the council to review the contract and KPI'S requirement are being met by the contractor alongside scrutiny by senior officers and Cllrs	Treat	Unlikely (2) x High (3) = rating of 6
Contractor has financial viability issues, enters into a CVA or goes into administration	As above	As above Regular review of contractors accounts	Tolerate	Unlikely (2) x High (3) = rating of 6
Contractor is taken over by another company	Could have no impact on the service	As above Option to terminate the contract early	Tolerate	Unlikely (2) x High (3) = rating of 6

	Or New company tries to alter the contract/SLA and KPI's which impacts on the programme or service delivery			
Contractor fails to achieve the forecasted/ stated levels of income in their business plan	Contractor tries to increase the level of management fee paid by the council Potential reduction in income share to the council	Regular review of contractors accounts and credit rating Regular contract monitoring by the council to review the impact of new facilities entering the local market and the potential impact on the sustainability of the venue	Treat	Unlikely (2) x High (3) = rating of 6
Death or injury to a customer/user or member of staff e.g. failure of structure or poor repair and maintenance of the building or equipment/plant	Distress to injured parties Reputational risk to council and contractor in failings in health and safety compliance is identified Closure of the facility due to incident or injury	Regular contract monitoring by the council to review the health and safety and contract requirements are being met and reviewed by the contractor Update stock condition survey on property and annual landlord compliance inspection	Treat	Unlikely (2) x High (3) = rating of 6

3.0 **Recommendations**

3.1 To review the End of Year 7 report (Appendix 1) of the Watford Colosseum contract, delivered in partnership with HQ Theatres and consider whether any further action is required.

Further information: Chris Fennell – Leisure & Environmental Services Section Head Chris.fennell@watford.gov.uk, 01923 - 278317

Report approved by: Alan Gough Head of Community & Environmental Services

4.0 **Detailed proposal**

- 4.1 The Colosseum are a high profile front facing public service which helps to deliver the council corporate objectives and links to the authority's wider social and evening economy agenda.
- 4.2 In 2009 HQ Theatres were awarded a 10 year contract to operate the Watford Colosseum Theatre. The current contract expires in August 2021. HQ Theatres currently operate 11 venues across England including G-Live in Guildford, Wycombe Swan and Wyvern Theatre in Swindon.
- 4.3 The council pays HQ Theatres a management fee, which is subject to annual changes in line with inflation. The management fee for 2018-2019 is £169,937.
- 4.4 There is also a profit share arrangement where any surplus will be apportioned between the parties. Following a review of the business rates HQ Theatres have now paid WBC a profit share of £5,062 (plus VAT) for the operating years 5 & 6 of the contract.
- 4.5 Each of the major contracts (SLM for the Leisure Centres, Veolia for the Waste, Streets and Parks and HQ Theatres for Watford Colesseum) has a bespoke service specification which details the KPIs required by the council. The current KPIs are much based upon a first generation contract and service specification. Council officers will continue to work with HQ Theatres to promote the venue in the town and surrounding area, alongside monitoring performance against the contract service specification, impacts of changes in key personnel and their long term management of the asset.

5.0 **Implications**

5.1 Financial

5.1.1 There are no financial implications or issues identified in this report.

5.2 **Legal Issues**

5.2.1 There are no legal implications or issues identified in this report.

5.3 Equalities, Human Rights and Data Protection

5.3.1 There are no Equalities, Human Rights and Data Protection implications or issues identified in this report.

5.4 **Staffing**

5.4.1 There are no changes to WBC staffing arrangements identified in this report.

5.5 **Accommodation**

5.5.1 There are no changes identified in this report relating to WBC office/town hall accommodation.

5.6 **Community Safety/Crime and Disorder**

5.6.1 There are no Community Safety/Crime and Disorder implications identified in this report.

Appendices

- 1. End of Year 7 Report by HQ Theatres (2017 2018)
- 2. Financial information for Years 1- 7 of the Colosseum contract (Part B not for publication)
- 3. Presentation by HQ Theatres (to follow)



WATFORD COLOSSEUM

WATFORD COLOSSEUM ANNUAL REPORT 2017/18 CONTRACT YEAR 7



















CONTENTS

- 1. Purpose of Report
- 2. Introduction & Executive Summary
- 3. Programme Balance and Range
- 4. Community Use
- 5. Key Performance Indicators
- 6. People and Structure
- 7. Customer Satisfaction Information
- 8. Buildings and Health & Safety

1. PURPOSE OF REPORT

This report is a summary of Watford Colosseum's seventh full year of activity and sets out the Venue's performance against the indicative performance indicators in the agreement between HQ Theatres & Hospitality (HQT&H) and Watford Borough Council (WBC).

The reporting period is 1st September 2017 to 31st August 2018, inclusive.

The basis of the report is the performance, community and corporate events activity as reported to WBC at the monthly meetings held since the commencement of the contract.

The Venue Director for the Watford Colosseum has presented quarterly summary reports as follows;

- The live programme, including final ticket sales
- Financial Summary for the wider business
- Creative Learning / Community activity
- Marketing activity
- A summary of future programme challenges and opportunities
- Building related issues and health & safety

In addition, the 'live' programme, broken down by genre against the Operator Agreement KPI has been reported at the quarterly review meetings between HQT&H and WBC. This process is concluded each year with the Annual Review Meeting and the presentation of this Annual Report to WBC's Executive and Scrutiny Committees.



2. INTRODUCTION & EXECUTIVE SUMMARY

An encouraging year for many areas of the business; team/fiscal growth, development of business plan/forward planning and achieving targets

Undertaking an annual competitor and SWOT analysis of the venue and surrounding area, we were able to construct a business plan reflective of the venues strengths/ weakness and work within these parameters.

Watford Colosseum's 7th year of operation has seen a continued increase in performance of the majority of areas monitored within the contract, including areas that are not contractual. From programming to financial, KPI's to positive feedback; pleasing results have been achieved.

The venue strategy of concentrating on **Live Comedy** and **Music** continued to achieve great success. This, along with another great year for **Family** product including our Santa show reaching great heights in sales, Peppa Pig did selling over 4,000 tickets over two days and the introduction of the Christmas Ballet showing potential, will form part of our core offering.

The Venue's headline strategic marketing activity has been reported within the monthly meetings with Watford Borough Council and the within the Marketing Annual Report. Significant changes had been made to the marketing strategy of the venue in which the first phase of 'product led digital' programming has achieved great success. Further work is needed on cementing this digital strategy which will allow us to communicate quickly and accurately with our customers.

Watford Colosseum continues to work closely with producers in order to circumnavigate potential challenges concerning programming in Watford. Great strides have been achieved with connecting with new producers and similarly in reconnecting with reluctant returning producers. Key relationships that are of enormous benefit to the Colosseum and Watford include that of Radio X. In May we worked collaboratively with the radio station to present Noel Gallagher. The gig received much positive press and opened the doors to a new audience.

3. PROGRAMME BALANCE AND RANGE – MAIN HALL - Highlights

- 40 **hospitality events** were held across the year including our popular *Tropicana Nights, Tea Dances* and *Only Fools & Three Courses* dining experiences and introducing Rudolph Rave and increased auditorium Christmas party capacity and attendance.
- **Community hires** have remained a strong arm for the venue. The Colosseum has continued to reach out to new groups and schools whilst continuing the relationship with existing bookers.
- The return of ITV's Coral Snooker Shoot Out was a huge achievement for the venue team and a great support whilst cementing Live Sporting Events into our programme. The venue was transformed into a fully-fledged sporting arena, which included Practice Rooms, Players' Lounge, VIP Areas, Main Arena and TV Centre along with Live Streaming.
- Orchestral Rehearsal Hire continued to be a strong programming strand for the venue. Alongside the 90 days that the Colosseum is utilised by the BBC Concert Orchestra, we were also hired for an additional 23 days by other world famous Orchestras.
- The **Live Music** programme has sustained growth, building on successful 2016/17. Heavily sold or sell out named acts include Jools Holland, Dr Hook, Noel Gallagher, Lower Than Atlantis and Paul Heaton and Jacqui Abbot.
- **Comedy** continues to be exceptionally popular for both performer and customer alike with healthy sales and sold out shows including Henning Wehn, Jimmy Carr, Paul Chowdhry, Katherine Ryan and Rob Brydon.
- Another great year for Family product saw the Christmas Santa show reaching great heights in sales. In addition, Peppa Pig did fantastic business selling over 4,000 tickets over two days. The introduction of a Christmas Ballet showed potential and will form part of our seasonal offering in the future.



4. COMMUNITY USE

% OF COMMUNITY HIRES 22%

This year the Colosseum hosted a variety of Community initiatives. 22% have formed 'hires' but additional ticketed events and religious events have been presented including High Holy Days, Birthday Parties, Weddings, Church Fundraisers, Family Fun days and Community award ceremonies.

The venue has continued to push to be involved in local community events and to welcome community projects and initiatives into the building. Some of the internal and external outreach programmes with have been involved with include:

- Croxfest
- #Lobbylive
- Family Fun Open Day
- Watford BID Food & Drink Festival
- Winter In Watford 2017
- Hemel Hempstead Light Switch On
- Love Theatre Day
- Christmas Tree Festival
- Watford Wellness Week July 2018
- Watford Short Film Festival August 2018 and,
- Watford Big Screen August 2018











5. KEY PERFORMANCE INDICATORS



Increase the percentage of total orders transacted online to an average of 75%

- •2015/16 69%
- •2016/17-76%
- •2017/18 -76.4%



Achieve a Hospitality spend per head of £4.14

- •2015/16 average achieved £4.50
- •2016/17 average achieved £4.59
- •2017/18 average chieved £4.10



Increase the number of database records by a minimum of 5%

•2015/16 - database 77,764

- •2016/17 database 85,349 [9.75% increase]
- •2017/2018 database 90,254 [5.75 % increase]



Community events to make up 20% of total events

2015/16 - 26%

2016/17 - 24%

2017/18 - 22%



Number of Dark Days not to exceed 84 per year

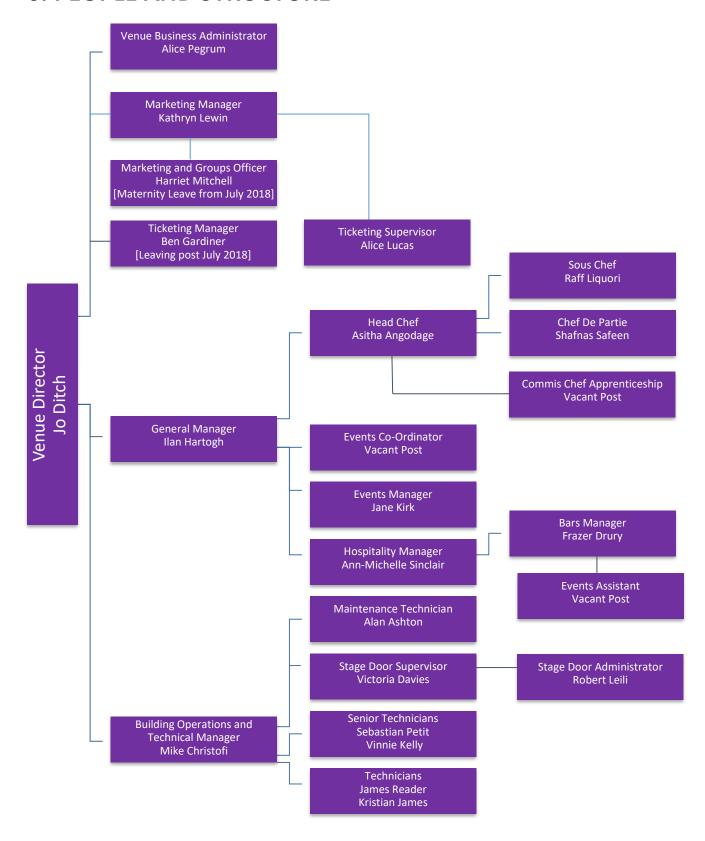
2015/16 - 81

2016/17 - 67

2017/18 - 72



6. PEOPLE AND STRUCTURE





6. PEOPLE AND STRUCTURE CONT.

This year we welcomed the following to our team:

Alison Humphrey as Marketing and Groups Officer
[Maternity Cover]

This year we congratulated the following promotions and role changes:

Kathryn Lewin from Venue Marketing Officer to Marketing Manager

Victoria Davies from Stage Door Administrator to Stage Door Supervisor

Employee Highlights

GREAT ORMOND STREET HOSPITAL

For 9 years HQ Theatres, alongside sister company Qdos Enterainment, have been avid fundraisers supporting the GOSH

Last year this level of fundraising led to HQT&H being awarded the highest form of recognition that GOSH can bestow on its supporters; The Friends of Adeona.

This year the Colosseum team continued their support including bake sale competition and various sponsored walks and runs.

WINNERS!

Watford BID
Service Excellence Awards 2018
Live Music Venue Catagory



7. CUSTOMER SATISFACTION INFORMATION

HQ Theatres & Hospitality is unique amongst UK theatre operators in specialising in Hospitality management alongside Theatre and Venue management.

The Colosseum manages the Hospitality services directly, and its chefs and hospitality team excel in providing the best in first-class food and drink for special events, parties and conferences from the intimate to the large-scale.

Combining venue management with food and drink service on site ensures a seamlessly excellent experience for audiences, guests and delegates

Examples of compliments

"Act was fantastic. What we didn't expect was the friendly and personal attention we received from the staff. From the moment we walked in to the building we were so well treated by the staff so that both of us were able to really enjoy the whole show. A lovely venue, great act and brilliant staff. Thank you."

"I was quite amazed at how sweet and helpful all the people working at the Colosseum that we came into contact with were! Venues in London could learn a lot from the Watford Colosseum! Thank you for a great night!"

"Excellent venue...courteous staff, great atmosphere".

"Good hall and would recommend it to any band I work for - good, very impressed, staff well trained and extremely pleasant, wonderful management down to the ushers"

"Fantastic sounds and the elevated seats are the perfect seats if you want to enjoy the sounds. Very clean and well maintained".

Examples of complaints

"Too hot" or "Too cold"

"Drinks prices too expensive"

"High presence of security"

WATFORD COLOSSEUM Annual Report 2017/2018

Contract Year 7

Categories:	Description:	Performance Measures:	Jul-Sept Oct-Dec		Jan-Mar	Apr-Jun	Jul-Sep	Total
Policy	All months are relative to Delian insure in alluding Decomposition	No of compliments	15	1	6	9	2	33
	All matters relating to Policy issues including Programming	No of complaints	2	2	2	0	0	6
Service Delivery		No of compliments	16	4	13	17	4	54
	Including: Failure to deliver services Poor quality of service Delay in the delivery of service	No of complaints	9	6	10	8	5	38
Customer Services	Including: Incorrect information given No response to customer enquiry Unfair treatment of customer Staff attitude Car park	No of compliments	13	2	6	14	5	40
		No of complaints	2	0	0	4	0	6
		Total no of compliments	44	9	25	40	11	129
		Total no of complaints	13	8	12	12	5	48

^{*}Only compliments with an explanation were included in overall results. Additional 33 compliments Jul-Sep, 16 compliments Oct-Dec, 25 compliments Jan – March, 59 compliments April – June and 25 compliments July - August

Contract Year 7

HGEM (Hospitality Great Experience Management) is a mystery shopper report that is a monthly audit of a customer journey. It covers two areas; one being the customer journey from liaising with the box office and booking tickets to their arrival, greeting, venue signage, cleanliness, the show itself and exit flyering. Alongside that is a restaurant report going into further detail of the customer experience when dining with us. From entrance, table set up, ordering, upselling, staff knowledge and food quality and presentation as well as billing and overall experience. HQT&H target score is 95%. HQT&H average score is 88%. The Colosseum score is averaging 90%.

September 2017	91%
October 2017	95%
November 2017	90%
December 2017	92%
January 2018	89%
February 2018	70%
March 2018	86%
April 2018	91%
May 2018	96%
June 2018	92%
July 2018	96%
August 2018	%

The foundation to the Colosseums customer experience strategy is formed from a central HQT&H initiative called the 'Four Pillars programme'. This encourages and empowers our teams to have confidence in the key skills in order to deliver an exceptional experience every time. Alongside this programme runs a 'Reward and Recognition' initiative. This recognition programme is designed to inspire and encourage our leaders and team members to consistently deliver outstanding customer service to our guests.

Always wanting to seek out opportunities to improve, we proactively contact our customers with a post event questionnaire in which they are invited to share their views.

In our most recent annual survey the majority of our customers rated their overall experience of the venue as 'Excellent' or 'Very Good'.

8. BUILDINGS AND HEALTH & SAFETY

Watford Colosseums Building Operations and Technical Manager leads on Health and Safety of the Venue. RB H&S Ltd are our retained external H&S consultants who provide an annual audit, alongside quarterly inspections. Subsequent delivery of a prioritised action plan is then managed and actioned by the local on site.

Within the annual and quarterly inspections, a thorough review is undertaken of all operational areas from staff training records; for example, Manual Handling and First Aid, to documentation held within the HQT&H group H&S portal pertaining to risk assessments and compliance with legislation for Legionella, COSHH, LOLER, Statutory inspections, Accident and Incident reporting and electrical testing etc.

"Good Progress has been made over the past year resulting in an improved audit score of 92%" and "Staff 1-1's again demonstrated a positive safety culture within the venue

RB H&S Ltd

Building and Plant Machinery updates are provided at the monthly and quarterly meetings. Below is an overview from RB H&S Ltd audits. Column A is the priority order; Column B is the number of actions required; Column C is the number completed; Column D is the number outstanding

Priority Order	Number of Actions Required	Number Completed	Number Outstanding
High – 1 Month	8	7	1 -Ongoing work to external bollards.
Medium – 3 Months	85	85	0
Low – 6 Months	2	2	0

Brief overview of year

September-December 2017 Venue H+S recommendations complete now working on new Audit finding and then first quarter inspection. Venue H+S recommendations complete now working on new Audit finding and then first quarter inspection. Pew incidents reported as accidents in error. Staff refresher training has taken place. No RIDDORS Group wide H+S meeting attended - some new training processes in place in place in spection.



Contract Year 7

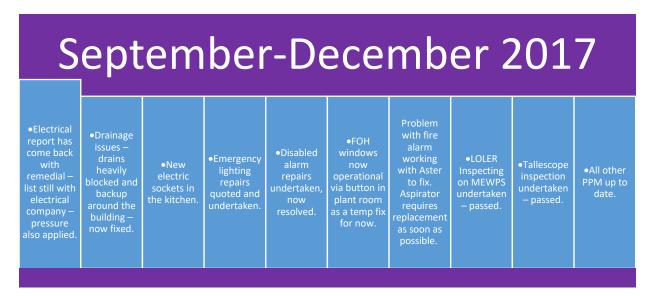
Appril—August 2018 Appril—August 2018 **Pyro investigation americal discovery of the due to due to drain files is accessible toller, more illay due to rool leak. **Stage Lift issue—complete with uncorded unclosed and unclos

Plant & Machinery Maintenance

Ongoing works with WBC regarding BMS, pumps, heaters and roof works. Project has been launched and contractor appointed. Now waiting on a specification and start date. HQ Theatres have now expressed interest in undertaking the works on Watford Borough Councils behalf so works can streamline with our program and cause minimal disruption to the venue.

New online maintenance request portal launched for ongoing management of reactive maintenance.

Brief overview of year:





Contract Year 7

April-August 2018								
•Emergency lighting reported some defects - now complete.	•AHU filter and bag change across venue.	•Loading bay floor failling concrete lifted and relayed in steel.	•Roofspace scaffolding issues - working with WBC.	•Serious flooding ongoing in accessibilty toilet.	 Stage Door corridoor roof repaired. 	•Emergency lighting remedial's now 100% complete.	•Pump bellow failure causing water leak – this has now been resolved.	All other PPM up to date.





Thursday 12th December 2018 7pm





FINANCIAL OVERVIEW

CONTRACT YEARS 1-7

- Change of Programming & Marketing Strategy to provide a more sustainable venue
- Programming Focus growth in lower risk hires of the venue
- Growth of the hospitality and events business
- Clear brand identity and positioning







SOCIAL VALUE & COMMUNITY IMPACT

- Apprenticeships
- Employees living locally
- Page Local suppliers
 - Workforce Analysis
 - Access Task Force
 - Community: Older Adults, Creative Learning







SOCIAL VALUE & COMMUNITY IMPACT INITIATIVES

- #LobbyLive
- Family Open Days
- Sponsorship of local events

 Work Experience placement
 - Work Experience placements and apprenticeships (Springboard UK)
 - Charity & Community Groups
 - Workforce Data & Volunteers
 - Access initiative working alongside Michèle Taylor of Ramps on the Moon







ENVIRONMENTAL & SUSTAINABILITY INITIATIVES

- 'Closed loop' Coffee Cup Recycling
- Life-Water
- War on Straws all single-use plastic straws removed in early 2018
- Food-waste Reduction Strategy
 - Food Sustainability (SRA Membership, Red Tractor, Seafood)
 - PIR sensors on urinals, reduced water flush on toilets, energy efficient hand driers
 - Recycling of cardboard, paper, lamp tubes, batteries, electrical appliances
 - 70% of foyer lighting LED. Transitioning to LED theatrical lighting.







FUTURE PLANS & INITIATIVES

- Community Engagement vision Contract Years 8-10
- Creative Learning Groupwide Development
 - Ben Benson Review
 - Shared best practice
 - Grant raising training with Sarah Gee of Indigo
- Colosseum Years 8 -10
 - Expanded Offering
 - Focus on Young People & Older Adults
 - Recruitment of Creative Learning Specialist







FUTURE PLANS & INITIATIVES

- Forthcoming launch of Showstopping Food & Drink brand identity
- Revised and improved positioning of Hospitality offer across:
 - Pre-show dining
 - Food & Drink to Share (Packages and Platters)
 - Pre-Order Drinks
- Aim to simplify and de-clutter food and drink collateral;
 encouraging greater uptake amongst customer base.
- Improved online purchase flow to be rolled out as part of rebrand.







BENCHMARKING & IMPROVEMENT

- Annual Survey Results & Actions
- HQT&H Engages Expert Group Strategic Partners, including:
 - Coverpoint Consultants
 - Apex Training
 - Blake Morgan
 - Aedas Arts Team







BENCHMARKING – VENUE COMPARISON



CLIFFS PAVILION SOUTHEND-ON-SEA



G LIVE **GUILDFORD**



CHURCHILL THEATRE **BROMLEY**



WYVERN THEATRE **SWINDON**



LYCEUM THEATRE CREWE



BECK THEATRE HAYES



ORCHARD THEATRE DARTFORD

HASTINGS



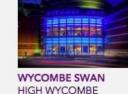


WATFORD COLOSSEUM WATFORD





WHITE ROCK THEATRE PALACE THEATRE WESTCLIFF-ON-SEA





SWINDON ARTS CENTRE SWINDON

- Results, activity levels and programme benchmarked with HQ venues
- Theatre Directors network and communication
- Industry Networks Eg. UK Theatre, Theatres Trust
- Programming benchmarked with other non-HQ local venues and local authorities including:
 - Alban Arena
 - Troxy
 - O2 Academy





DETERMINATION OF PROGRAMME



How is the entertainment offer determined?

- Industry Knowledge
- Previous event footfall
- Availability of Artistes
- Understanding of venue's strengths
- Customer feedback from Annual Surveys
- HQ Theatre Director network share of information on shows





PRICING CONSIDERATIONS

How are ticket prices and other fees determined and set?

- Pricing set in conjunction with visiting producers, promoters and hirers
- In depth Industry Knowledge and Oversight of Trends
- HQT&H guidelines on fees and charges with TD flexibility by event and venue
- Hospitality and event pricing is determined by HQ and designed to ensure value for money

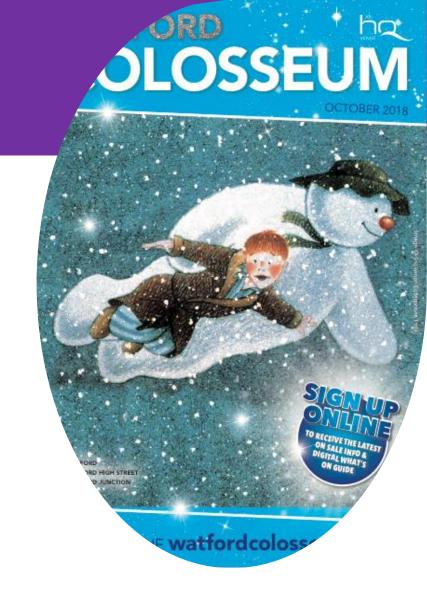






MARKETING STRATEGY & EFFECTIVENESS

- Two strands to Marketing Strategy
 - Venue
 - Events
- Work alongside producers and promoters to market upcoming ticketed events;
- Support function for visiting companies and the Hospitality & Events Team
- High impact, but low cost digital strategy to maximise sales and return on investment
- Social Media Focus; Facebook, Twitter
- Print and traditional media still has it's place!







MEETING THE NEEDS OF AUDIENCES & THE LOCAL COMMUNITY

- Research Undertaken as part of Venue Business Plan
 - Population
 - Demography
 - Propensity to attend
 - Competitor Analysis
- Broad range of events programmed to encourage all members of the community to engage with the Colosseum
- Jewish Festival, Indian singers, Bollywood Celebrations, Irish Dance Championship







Thanks for listening

