



Performance Report

1 April - 30 September 2024

A photograph of two children, a boy and a girl, playing in a forest. The boy is on the left, wearing a white sweater and a red beanie, and the girl is on the right, wearing a blue denim shirt and jeans. They are both smiling and holding hands, standing on a log. A large, vibrant rainbow is superimposed over the left side of the image, arching from the bottom left towards the top right. The background shows tall trees and autumn foliage.

HEALTHY | ACTIVE | CREATIVE

Introduction



ANGUSalive Performance Report 1 April to 30 September 2024

In accordance with our Performance Reporting Framework, this is the six monthly performance report for ANGUSalive Board.

Key Performance Indicators (KPIs) have been identified and this data is used provide high level information on how priorities and actions are being achieved.

This report is for the six month period 1 April to 30 September 2024 and covers all aspects of ANGUSalive. Key highlights of service activity are also included in the report.

Countryside Adventure

Countryside Adventure Summary/Highlights

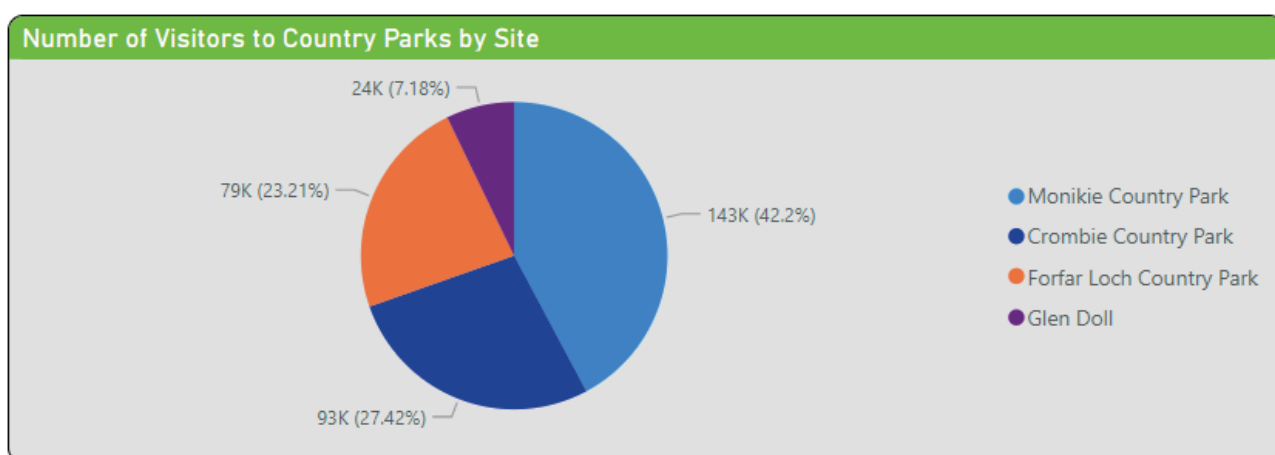
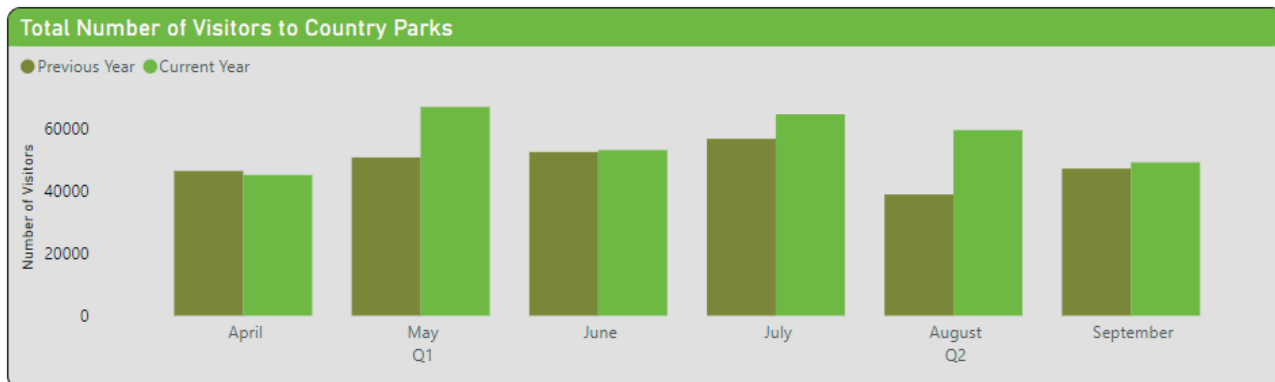
Introduced a strategy to increase the Countryside Adventure presence on social media through Instagram/Facebook in particular.

Developed partnership links with Cairngorms National Park Authority through volunteer ranger opportunities in Glen Doll and monthly conservation events continue to increase our public facing profile in this area.

A new part time Health Walk Coordinator Assistant to further support the Paths for All Health Walk programme started in May 2024.

In July 2024 a British Cycling Mountain Bike Event was hosted at Crombie Country Park following the development of the new cycling trail in conjunction with Dundee Thistle Cycling Club.

	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
Key Performance Indicator	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Total number of visitors	153,010	165,362	142,996	173,515	88,411		109,652		494,069	
Number of activities	228	338	213	295	374		167		982	
Number of activity attendances	2,529	1,991	1,157	1,664	1,726		404		5,816	
Health walks delivered	11	31	8	71	8		20		47	
Health walk participants	74	208	56	580	47		114		291	



Steady increase of 15% in footfall shown across the sites from 2023 to 2024.

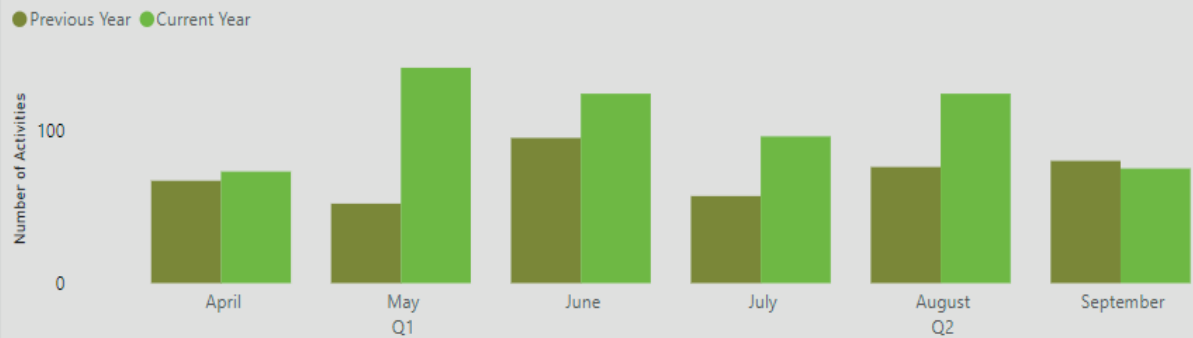
There are several factors that have influenced this:

- Continued forestry clearance of key sites in Monikie and Crombie Country Parks
- Events including the British Cycling Mountain Bike Event at Crombie Country Park and events at Monikie Country Park
- Increased engagement with key partners such as Angus Tourism Co-operative Partnership
- The inclusion of mobile catering at Crombie and Forfar Loch Country Parks

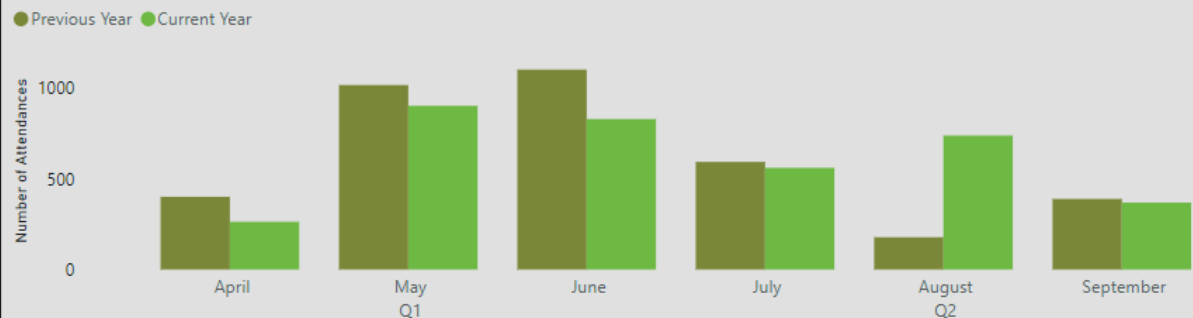
Visitor numbers comparison for Q1/2 from 2023 to 2024:

- Monikie Country Park - 133,000 to 143,000 (+7.5%)
- Crombie Country Park - 61,000 to 93,000 (+52.5%)
- Forfar Loch Country Park - 74,000 to 79,000 (+6.8%)
- Glen Doll - 25,000 to 24,000 (online car parking transactions directly with Forestry Land Scotland may increase this figure slightly) (-1%)

Number of Countryside Adventure Activities

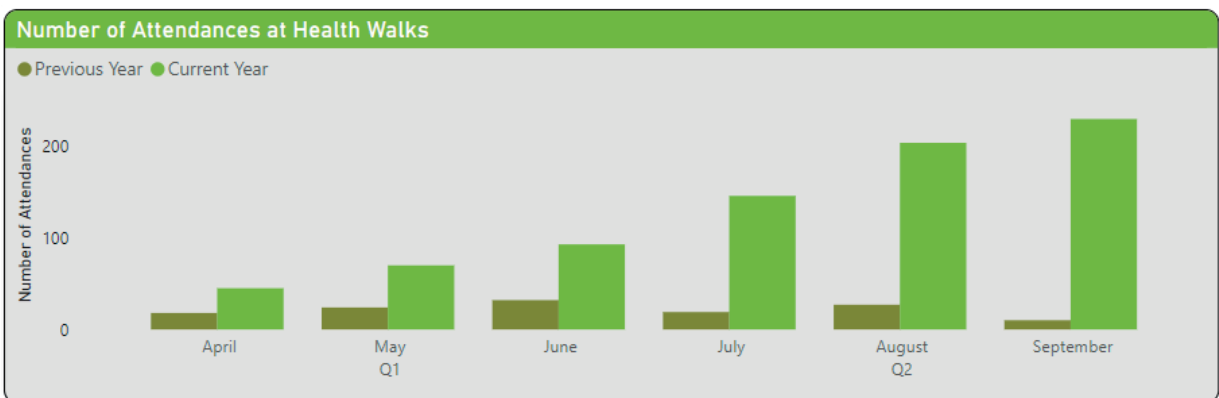
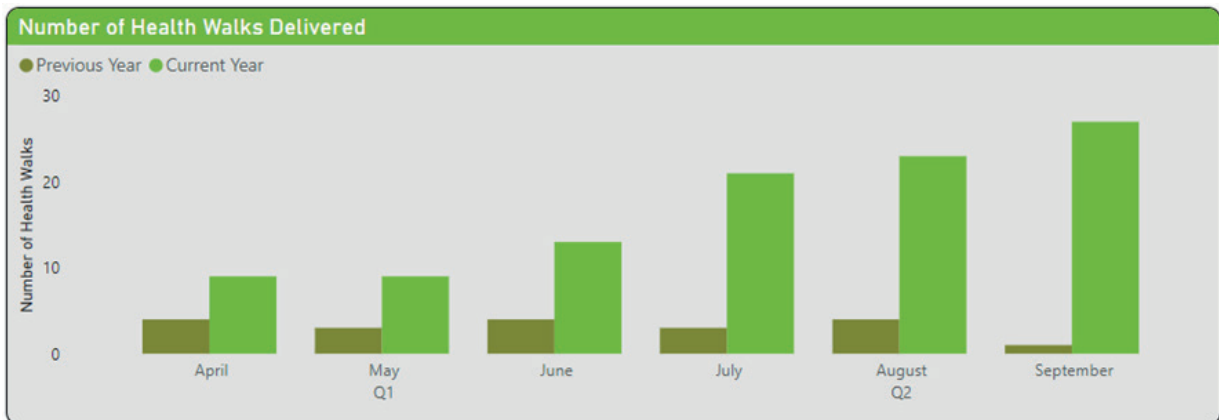


Number of Attendances at Countryside Adventure Activities



The number of activities in both the outdoor activity and environmental programmes have increased to provide a broad offering in public courses, holiday camps and forest schools. We reflected on Q1 data which showed a drop in public course attendances and provided a more targeted activities campaign in Q2 which resulted in higher attendances.

We have increased activities and attendances across our summer provision compared to 2023. In 2023, we delivered 27 activities with 241 attendances, and this increased to offering 104 activities with 1,348 attendances in both conservation and outdoor activity in summer 2024.



There is ongoing growth in the numbers of health walks provided for a broad range of ages, long term conditions with the new addition of Buggy Walks enhancing the offer further.

Comparison for Q1/2 from 2023 to 2024:

- Number of Health Walks - 19 walks to 102 walks (+437%)
- Number of Attendees - 130 to 788 (+506%)

A recent survey of participants showed the programme is resulting in improved health and wellbeing of participants and increased levels of physical activity. Some walkers have progressed to volunteer as Health Walk Leaders, providing valuable support to new walkers and increasing our capacity to deliver.

Libraries

Libraries Summary/Highlights

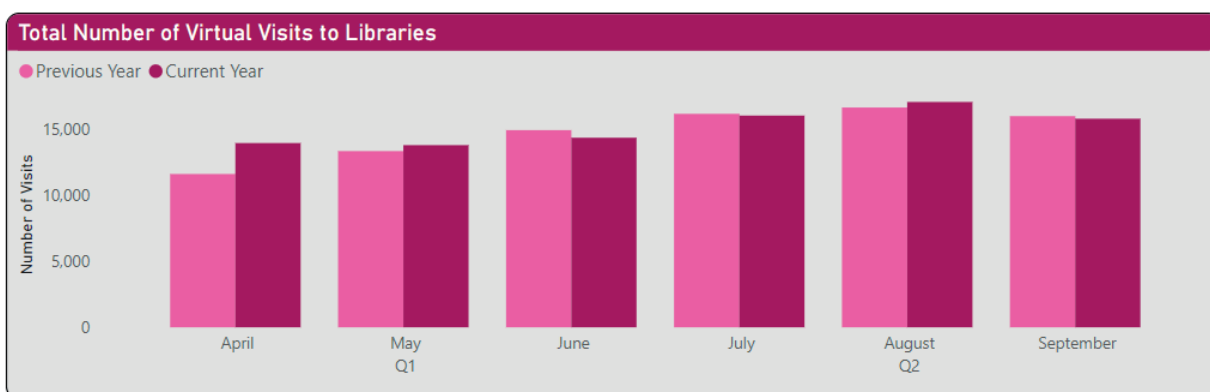
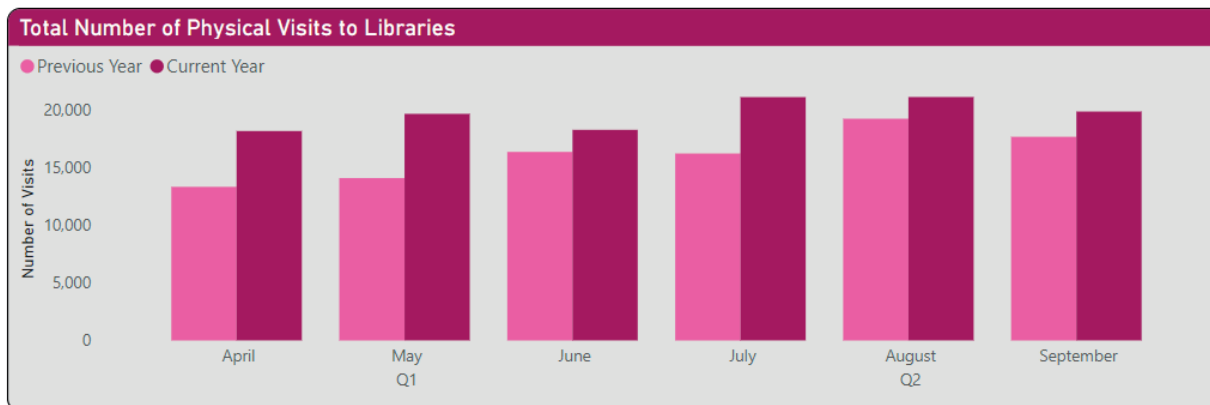
The 2024 Summer Reading Challenge, Read, Enjoy and Discover ran for 8 weeks from 1 July to 24 August and saw a total of 1,136 (270 Adult and 866 Junior) participants sign up to take part, an increase of 128 participants compared to the previous year. Across all seven libraries, two mobile libraries and the Home Library Delivery service, a total of 12,652 reading challenge books were issued.

May 2024 saw the launch of the Macmillan Green Room in Forfar Library, as part of the larger Macmillan Cancer Information and Support Service offered throughout Angus Libraries. The Green Room project saw a small, underused room at the rear of Forfar Library refurbished into a relaxing space for users of the Macmillan service. The room is used for such services as wig fitting and private consultations. The Macmillan Project Co-ordinator continues to seek out new clients for the space to ensure a full programme of use.

Libraries were successful in a recent application to the Public Library Improvement Fund to develop services for Angus residents with additional needs. The project, to commence Spring 2025, will seek to establish packs of specific sensory equipment which can be loaned via the library catalogue and even delivered via the Home Library Service. The funds also provide for some staff training on Additional Support Needs (ASN) and the delivery of some public sessions to support ASN users in the community and encourage them to explore the wider library offer.

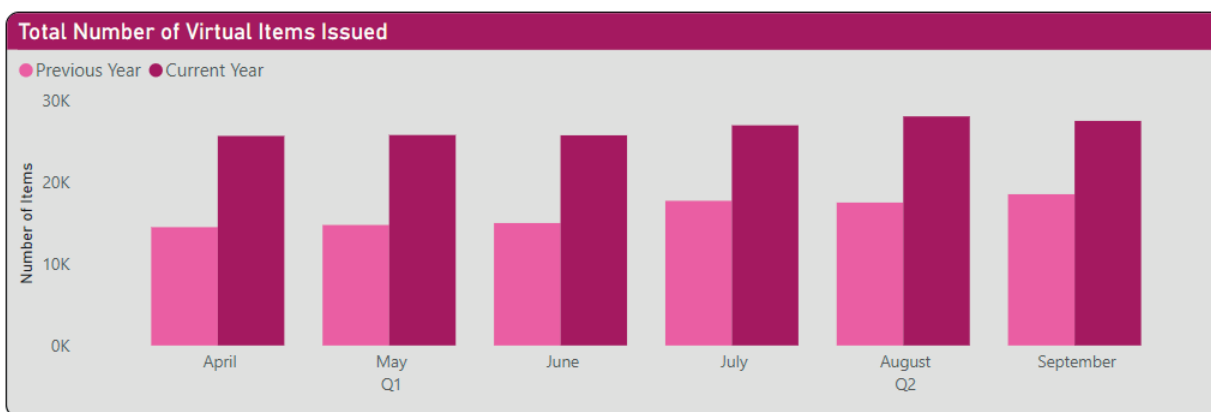
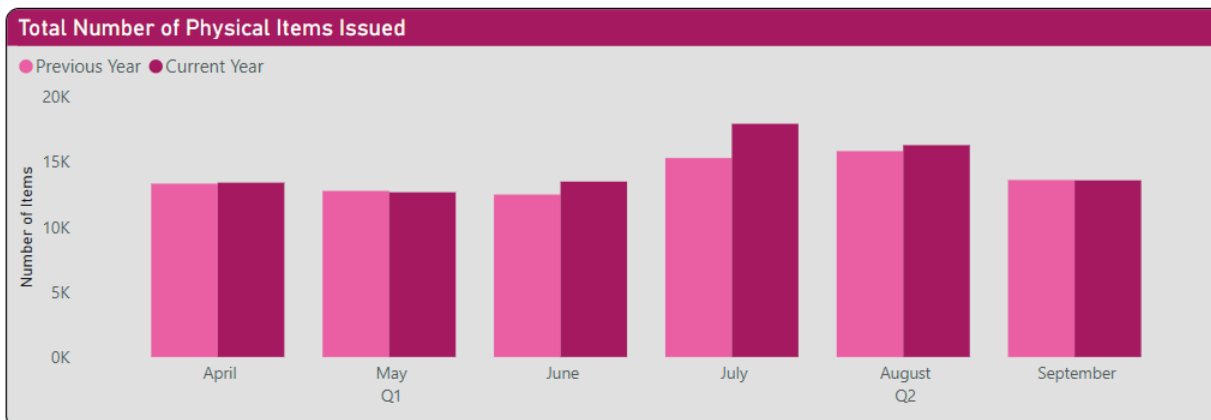
Key Performance Indicator	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Total number of physical visits	43,824	56,180	53,186	62,182	45,927		55,125		198,062	
Total number of virtual visits*	39,943	42,179	48,880	48,982	50,972		45,367		185,162	
Total number of physical item loans*	38,610	39,590	44,769	47,848	34,995		40,843		159,217	
Total number of virtual item loans*	44,321	77,335	53,848	82,697	78,479		82,428		259,076	
Number of new library members*	856	1,231	1,207	1,485	801		1,197		4,061	
Number of activities	295	560	324	471	431		546		1,596	
Number of activity attendances	5,279	10,091	7,953	8,422	9,574		12,077		34,883	
Number of ACCESS enquiries	4,941	6,103	5,903	6,473	4,076		5,593		20,513	

* These are new measures of Library performance and will be reported in 24/25 onwards



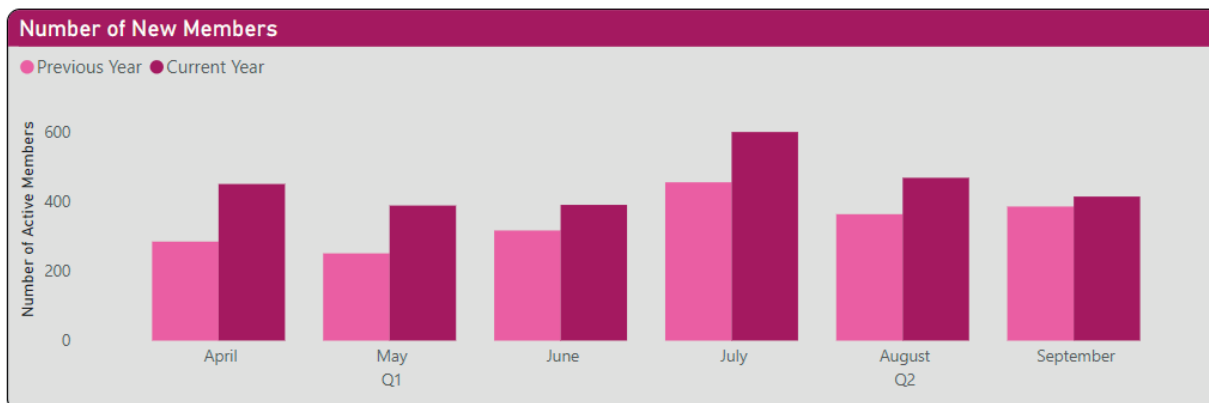
Physical visits show a steady rise on the previous year, with an increase of 22% in the first two quarters. While the exact cause of this is uncertain, the national trend of steadily improving visitor numbers is supported locally by an increased number of scheduled activities in 2024/25 along with a steady growth in ACCESS enquiries. The small increase in user figures appears uniform across all seven library branches and the mobile service.

Virtual visits have remained relatively static, with the first half of 2024/25 showing a small 3% rise since the same period in 2023/24. This suggests a loyal userbase who return to the virtual collections regularly. Libraries aim to continue promoting the digital offering to new members and at activities to encourage growth in digital borrowing.

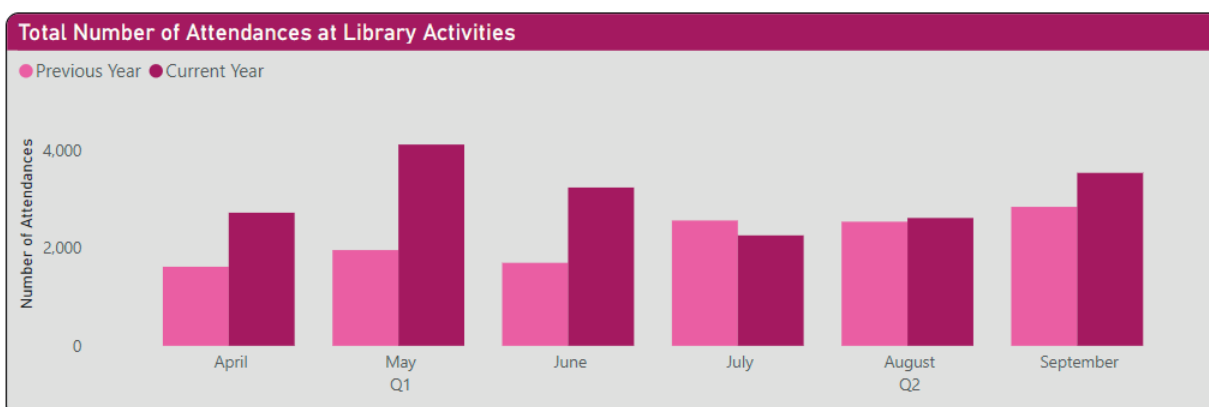
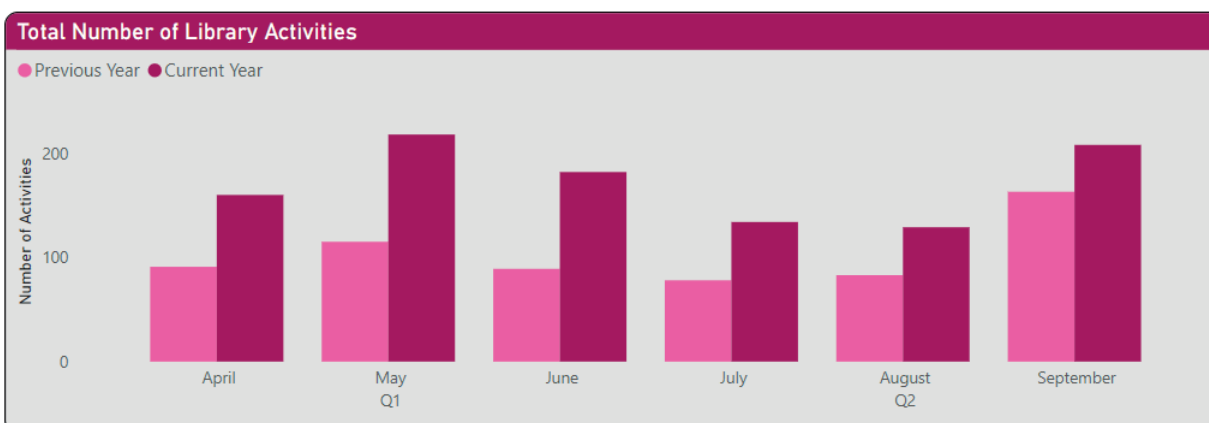


Library loans of physical items in the first half of 2024/25 show a modest 5% increase on the same period in 2023/24. With a number of Scottish authorities reporting a decrease in book lending, this small increase is encouraging. Libraries will aim to continue the trend of increased loans through best practice in stock selection.

Loans of virtual items continue to show significant growth over the previous period, with a 63% rise in loans in the first half of 2024/25 compared to the same period in 2023/24. Given the relatively static number of visits to the virtual library resources in the same period, this implies that users are finding more items of interest per visit. This supports stock acquisition decision making and demonstrates quality in the virtual collections.

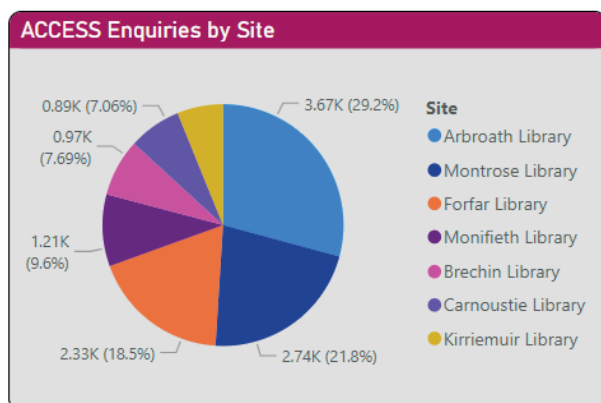
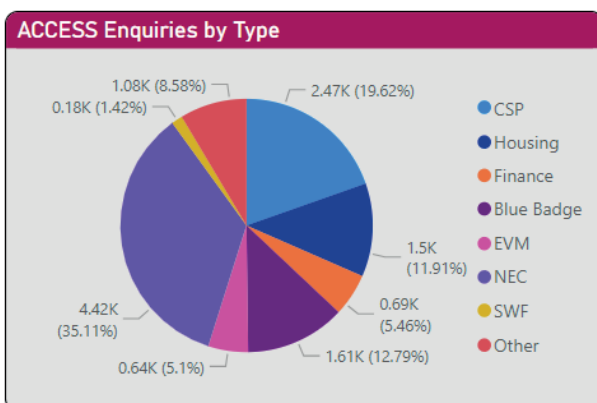
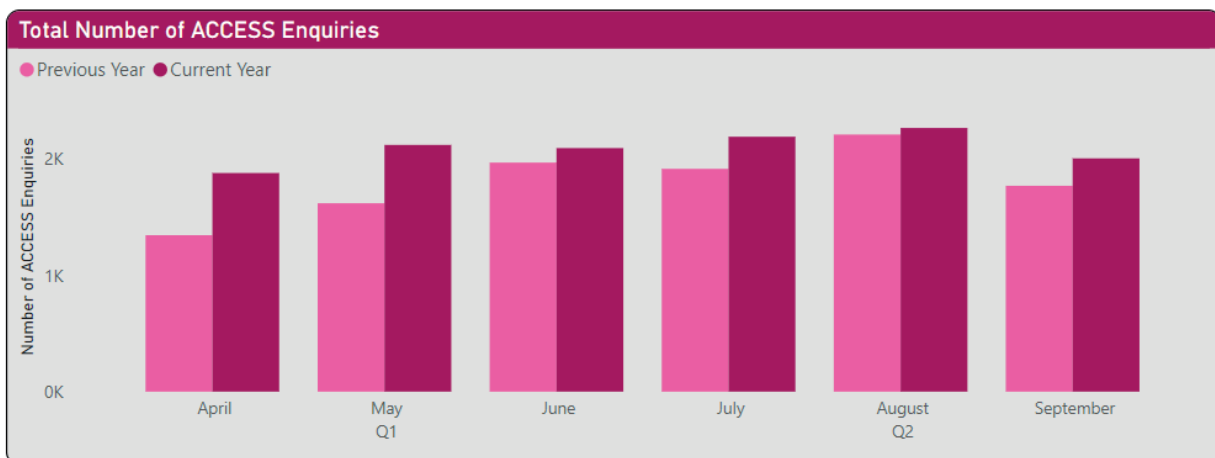


The number of new members shows steady growth, with 653 more people joining the library service in the first half of 2024/25 than in the same period in 2023/24. Successful campaigns such as the Summer Reading Challenge, along with a broad programme of scheduled activities and events can help grow library membership. This remains the focus for the future and new member numbers will be monitored accordingly.



The number of activities delivered in the first half of 2024/25 was significantly higher than in the same period in 2023/24 with an associated increase in attendance figures. The increased offer has been driven by demand, with many of the sessions oversubscribed. Activities targeted at Children and Families dominate the library offer, with the Creative Learning Team leading delivery of these. A new programme of Children's activities was devised ahead of 2024/25, and this will be monitored to understand both its success and sustainability.

Going forward, Libraries are developing a broader programme of activities targeted at adult audiences to attract new members from a wider audience. These will be key in targeting increased income from activities.



The number of ACCESS enquiries dealt with by Angus Libraries has increased in 2024/25 compared to the same period in 2023/24. An additional 900 enquiries were received in the first half of 2024/25 compared with 2023/24, representing an increase of 16%.

The proportion of enquiries by type has remained relatively constant with no specific category of enquiry need demonstrating extraordinary growth. The numbers instead show an overall increase in the total volume of enquiries across all types.

There is no significant change in the distribution of enquiries across the county's seven libraries, meaning the 16% growth in enquiries seen in the first half of 2024/25 is uniform across Angus and not focused in any specific locality.

Museums, Galleries & Archives

Museums, Galleries & Archives Summary/Highlights

On 1 August 2024, the Signal Tower Museum marked its 50th anniversary with a community-focused event that highlighted its legacy as Arbroath's maritime museum. Highlights included the Archives on the Move: Memories of Arbroath exhibit, living history performances, and storytelling sessions for children. The event drew strong attendance, celebrating the museum's role in preserving the history of the Bell Rock Lighthouse and maritime heritage. Quarter 2 featured vibrant programming, including the launch of the Art Club at the Meffan, which provided creative activities for children. The Signal Tower Museum's Courtyard also hosted notable events such as Feis Rois and the Scottish Geology Festival launch. These initiatives engaged the local community and strengthened the museums as cultural hubs.

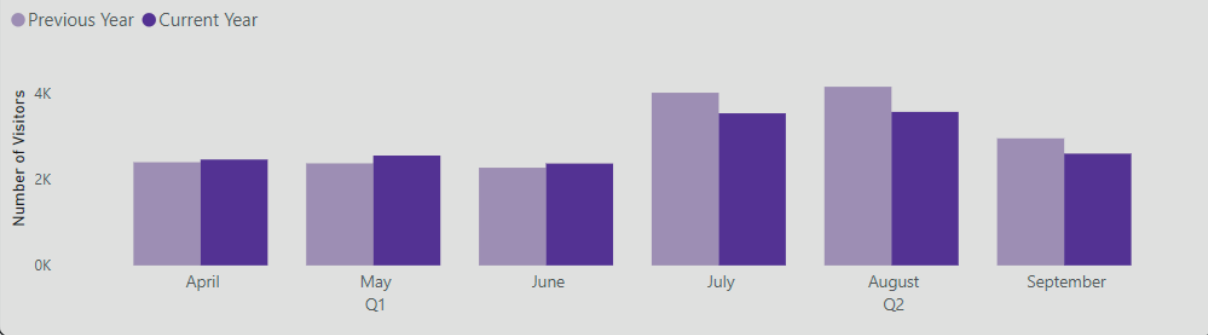
In April 2024 we launched the Archives and Museums online catalogue, Axiell Collections. For the first time ever, users of our services are able to search across the collections, and discover more about the wealth of unique objects we hold. This new system, which is available through the ANGUSalive website has facilitated local and family history research, and increased public engagement.

Significant progress was made in our collections, including new acquisitions from the Angus Folk Collection and advancements in our Natural History project. Collaboration with the University of Edinburgh on Renaissance Scotland research has positioned three rare books from our collection at the forefront of an upcoming AHRC bid, with plans for public engagement through exhibitions or talks.

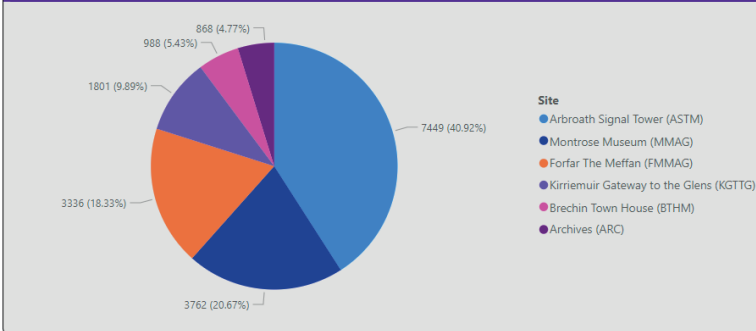
We supported public education by loaning Sunnyside Hospital items to Aberdeen City Library for a mental health festival. A successful training day with National Museums Scotland curators furthered knowledge exchange, showcasing our commitment to partnerships that enhance research and public engagement.

	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
Key Performance Indicator	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Total number of visitors	6,972	7,400	11,103	9,726	3,833		4,212		26,120	
Number of activities	97	34	32	48	15		34		178	
Number of activity attendances	772	514	270	702	193		476		1,711	
Number of collections items accessioned	258	8	68	58	40		20		386	
Number of hours paid for local and family research	49	40	52	38	27		16		144	

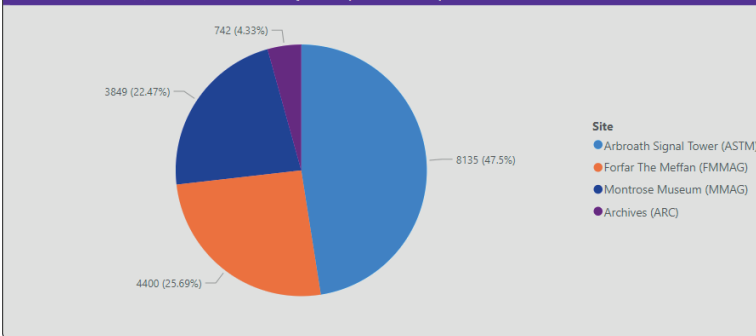
Total Number of Visitors to Museums, Galleries & Archives



Visitors to Museums, Galleries & Archives by Site: April 2023 - September 2023



Visitors to Museums, Galleries & Archives by Site: April 2024 - September 2024

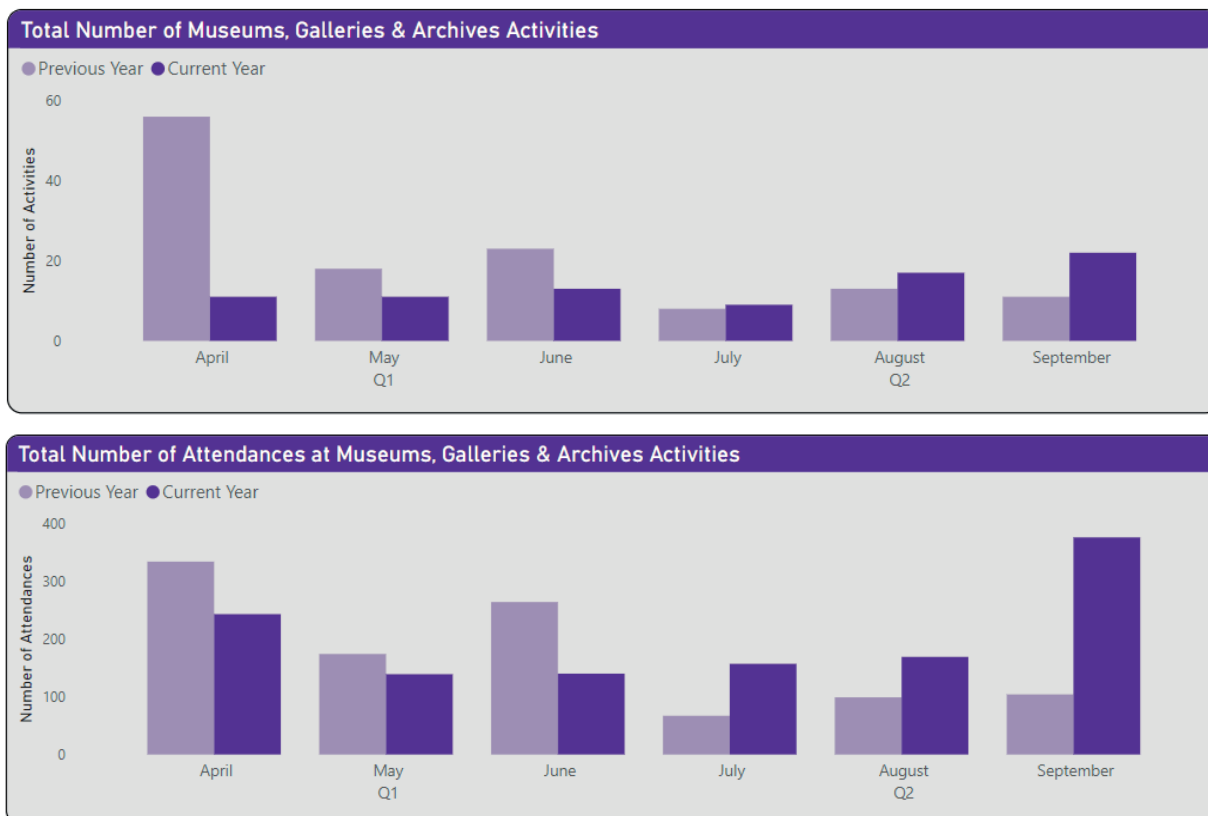


Visitor numbers for Q1 and Q2 in 2024/25 totalled 17,126, a decline of 5.5% compared to 18,204 during the same period in 2023/24. This reduction reflects the return of two museums to Angus Council (Kirriemuir Gateway to the Glens and Brechin Town House Museum) at the end of the previous financial year. Total visitor numbers in Q1 increased by 6.1% however decreased in Q2 by 14.1%.

The three operational museums (Arbroath, Forfar, and Montrose) collectively achieved a 12.1% increase in Q1 and a 2.4% increase in Q2 compared to their own performance in 2023/24. This demonstrates effective programming and visitor engagement strategies at these locations.

Continued focus on enhancing the visitor experience and targeted marketing at the operational sites will be key to sustaining and building on this momentum in subsequent quarters.

Visits to Angus Archives decreased by 2.3% in Q1 and 4% in Q2 compared to the previous year. The first quarter decrease was due to large group bookings the previous year.



Numbers show a decrease in the six month period compared to the previous year, with activities dropping from 129 to 82. This shift is primarily due to adjustments in how we record data for the TimeTrek program which launched in April 2023.

Total attendance at activities stands at 1,216 which is almost 200 attendees ahead of last year. This approach aligns with our goals of providing meaningful experiences while maximising engagement per activity.

Number of Items Accessioned

In Q1 and Q2, the number of items accessioned decreased year-over-year due to fewer acquisitions and stricter adherence to our collection development policy, which prioritises rare, well-preserved items with strong provenance.

Storage and display limitations remain a priority, with a formal disposal procedure in development to remove low-significance or poor-condition items.

Paid for Local & Family Research

The number of commissioned research hours for the first and second quarter of 2024/25 shows a slightly decrease compared to the same time the previous year. This is reflected somewhat by normal fluctuations in patterns of requests, but also by the completion of some larger commissioned research projects from the previous year.

Sport & Leisure

Sport & Leisure Summary/ Highlights

The Adult & Membership team reported over 10,000 members in August, but with cancellations this number fell slightly below. At the end of Q2 we confirmed 10,011 members. The recruitment of a new Adult & Membership Advisor into the team (from October 2024) will allow for a greater focus to be applied to retention of our members.

We delivered new Community Sport Hub camps this summer in partnership with local clubs and Angus Council. There were 31 attendees of which 8 young people were supported to attend through Holiday Food & Fun funding.

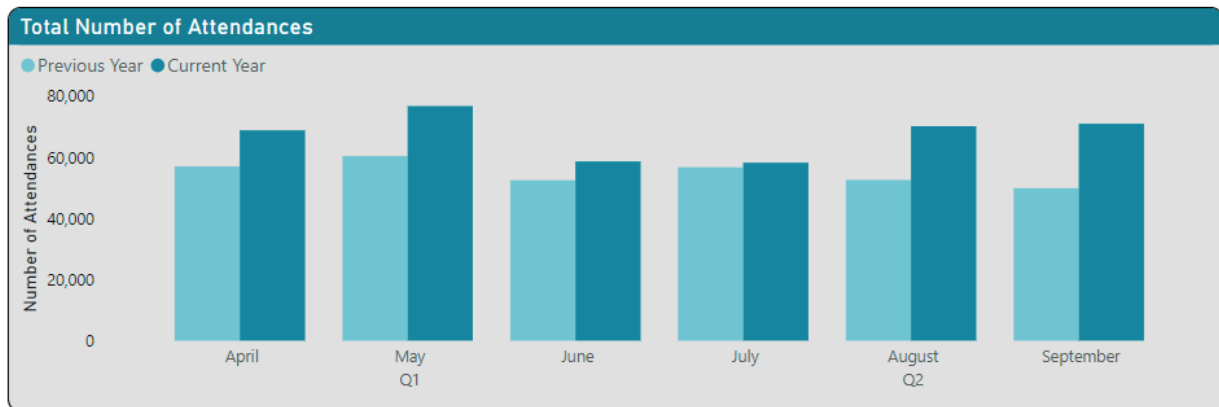
1,068 boys and girls enjoyed our four football festivals in August. This is our highest monthly average attendance this year.

Our Disability & Inclusion programme included an outdoor summer camp at Monikie Country Park, pool inflatable sessions at Forfar Community Campus and sensory sessions at Forfar and Brechin Libraries which were fully booked. A 5-week block of 1-2-1 Additional Support Needs swimming lessons were also delivered for the first time and proved very successful with 9 children/families supported.

Referrals to our Be Active...Live Well programme continue at a steady rate with approximately 75 per month received.

Our Learn to Swim programme has expanded, with 200 additional swimmers now in lessons.

	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
Key Performance Indicator	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Number of attendances - total	169,787	204,161	159,108	199,323	160,266		229,809		718,970	
bACTIVE memberships - total (as at end of period)	8,423	9,703	9,071	10,011	9,066		9,765		9,629	
Number enrolled - Learn to Swim	2,540	2,704	2,678	2,895	2,678		2,401		2,644	
Group Fitness - total number of sessions	2,335	2,686	2,515	2,977	2,316		2,596		9,762	
Group Fitness - total number of attendance	26,559	33,041	28,264	33,152	24,110		44,763		123,612	



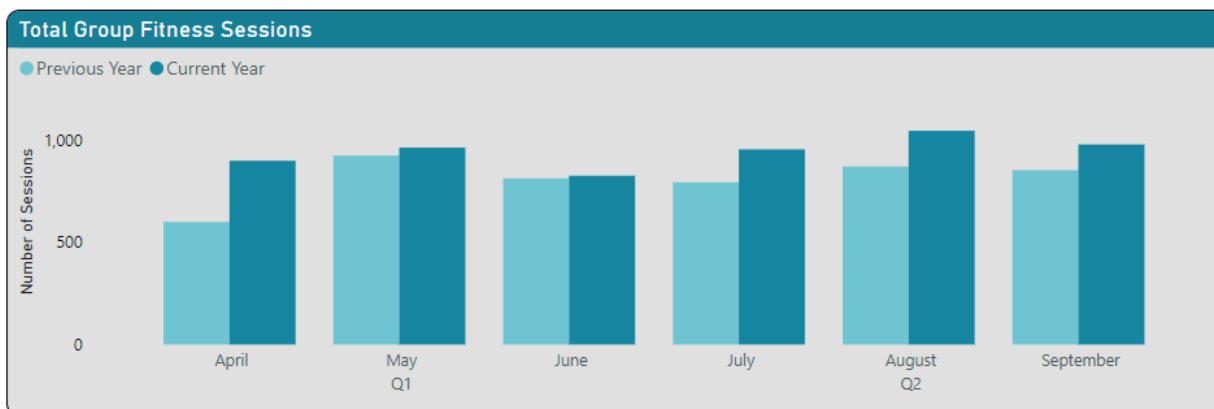
Attendance numbers comparison for Q1/2 from 2023 to 2024:

- Public Swimming - 72,594 to 56,181 (-22%). A contributing factor to the decrease of attendances is the re-opening of Olympia, Dundee.
- Fitness Suite - 64,829 to 85,226 (+31%). Our team have worked very hard to maintain high standards set following the fitness refurbishments.

In Q1/2 2023/24 there were 9,143 sessions with an attendance of 68,466 compared to 9,528 sessions with an attendance of 72,473 in the same period for 2024/25. An increase of 385 sessions (+4.2%) with an increase in 4,007 attendances (+5.85%). We have maximised pool time available for Learn to Swim, whilst not impacting peak public swim times and local club use. New learn to swim teachers' courses have taken place for ANGUSalive to deliver more lessons and help sustain the coaches required.

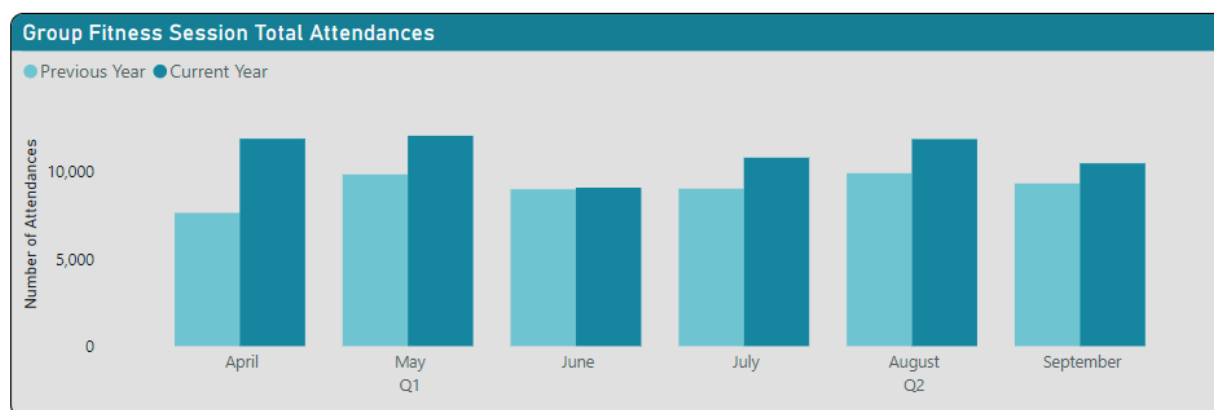
Other significant increases in attendance for Q1/2 from 2023 to 2024 include:

- Badminton up by 3,354 players - 4,794 up to 8,148 (+42%)
- 1,902 more people using the health suites - 9,528 up to 11,430 (+19%)
- 5,734 more school use attendances - 11,679 up to 17,413 (+49%)



Session numbers comparison for Q1/2 from 2023 to 2024:

- Indoor Group Fitness (not including Be Active...Live Well) - 4,743 to 5,147 sessions (+8.5%). Sessions were increased to meet the demand of members; this will be closely monitored.
- Be Active...Live Well - 705 sessions to 735 sessions (+4.2%). Whilst the number of sessions has not grown significantly, the attendances per class has risen following the relaunch of Be Active...Live Well April 2024 as shown below.
- Aqua Classes - 439 to 516 sessions (+17.5%). Sessions increased to meet the demand of members; this will be closely monitored.



Attendance numbers comparison for Q1/2 from 2023 to 2024:

- Indoor Group Fitness (not including Be Active...Live Well and Aqua) - 45,403 to 55,024 attendances (+21.1%). We have added to the indoor group fitness programme, including the Elevate launch, to meet member demand and increase membership sales.
- Be Active...Live Well - 8,392 to 9,871 attendances (+17.6%).
- Aqua Classes - 9,420 to 11,169 attendances (+18.5%).



The membership sales target for Q1/2 2024/25 was 1,650; actual sales were 1,924, 274 (+16.6%) sales over target. For the same period last year we achieved 16.9% over target. This was mainly attributed to the opening of the new fitness suites at Saltire and Carnoustie Sports Centres in September 2023.

As at 30 September 2024 there were 9,889 members plus an additional 122 Elevate members. This total of 10,011 was an increase of 940 compared to the same point in time in 2023 (9,071). The increase is related to the launch of 'Elevate' in August 2024, a new brand functional fitness studios and classes, as well as other promotions and campaigns, including the European Championship 2024 bACTIVE membership offer which resulted in 110 sales in 10 days. This was an innovative promotion which operated for the period that Scotland remained in the tournament.

Current membership is 8.5% overall of the Angus population, the national average is 7%.

Theatre & Venues

Theatre & Venues Summary/Highlights

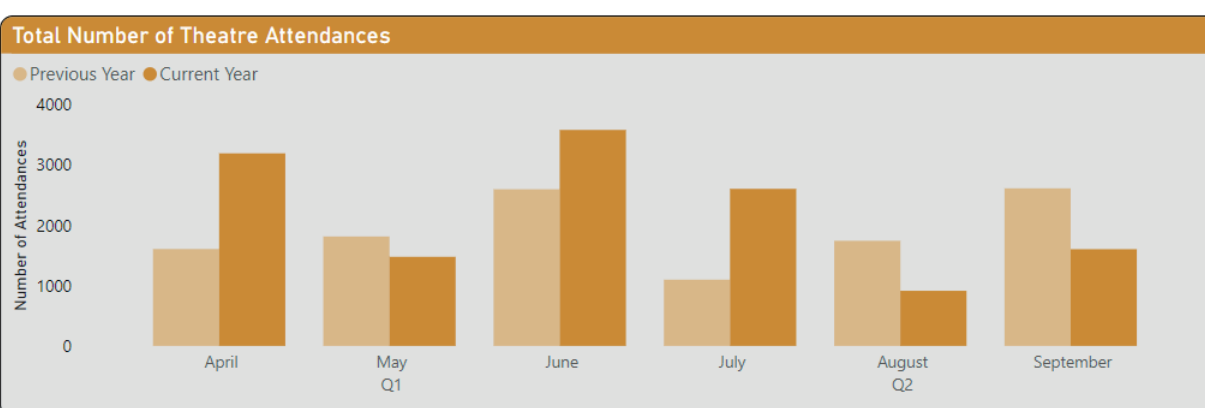
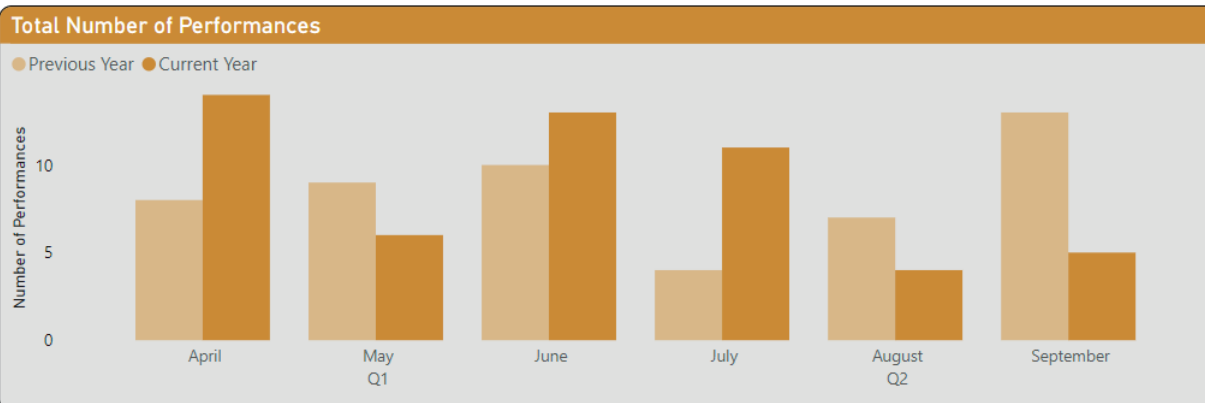
We continued to strengthen our relationship with Charming Entertainments, our pantomime partners, through the inaugural Summer Pantomime in July. This event builds familiarity with the cast who will appear in our Christmas Panto. Tickets were offered at a low price to maximise accessibility and to promote our upcoming Christmas show.

We piloted a selection of alcoholic beverages from the 'Angus Spirit Trail'. These proved popular with our customers, and we're working towards incorporating these drinks into our offerings on a more formal basis to support local suppliers.

We completed the refurbishment of the foyer at the Webster Memorial Theatre, funded by Creative Scotland. The result is a more modern, warm, and welcoming aesthetic for visitors.

Theatre Stars School continues to be popular, welcoming new and existing children to take part in weekly dance, drama and singing classes. The group are currently working on a production of Annie Jr which will take place at The Webster Memorial Theatre in 2025.

Key Performance Indicator	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Total number of performances	27	33	24	20	47		35		133	
Total number of attendees	6,021	8,257	5,456	5,124	12,971		8,339		32,787	
Total attendees as % of available seats	51.5%	50.0%	50.1%	52.7%	55.7%		47.1%		51.0%	
Total number of venue hires	121	129	106	107	140		106		473	

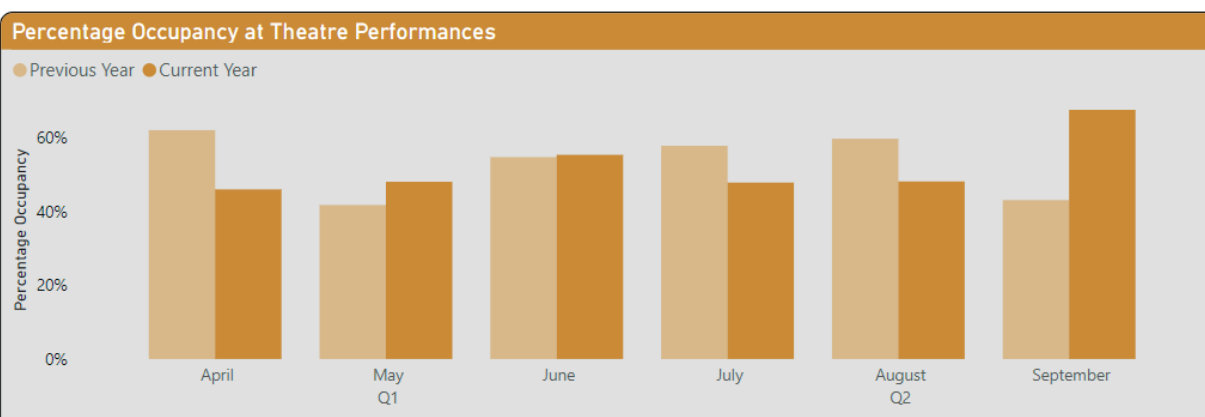


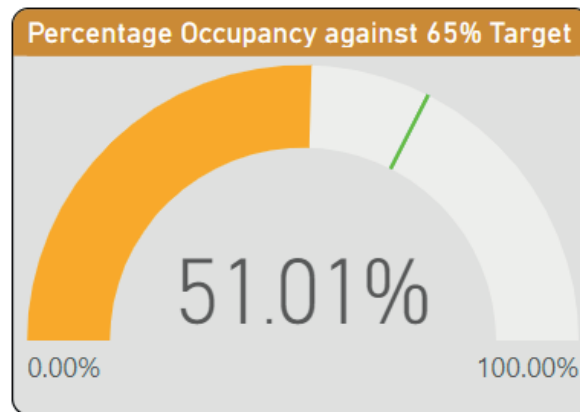
Our programme was packed with some fantastic shows and big names including “An Evening With Neil Lennon” which attracted a non-theatre going audience into Montrose Town Hall. Artie and his Singing Kettle joined the party at Montrose with his ever popular family show.

The Reid Hall hosted The Scottish Fiddle Orchestra which proved very popular with the classical audience we are trying to grow in Forfar. Forfar audiences were also “dancing on the ceiling” “all night long” at The Entertainers Group “Magic of Motown” show in the Reid Hall. Comedian Carl Hutchinson returned with his comedy show performing for the first time at the Reid Hall. The Jersey Boys had our audiences taking to social media to tell the world “Oh What A Night” we had at the Reid Hall.

The Webster Memorial Theatre Teed Off a packed programme with Legendary Golfer John Daly who drew a packed house for his Evening With event. Comedian Bruce Fummey had audiences rolling in the isles with his comedy shows “Stories of Scotland”. Other shows that proved popular were Beyond The Barricade, UK Pink Floyd, Ally Bain and Phil Cunningham, Dean Friedman and many many more.

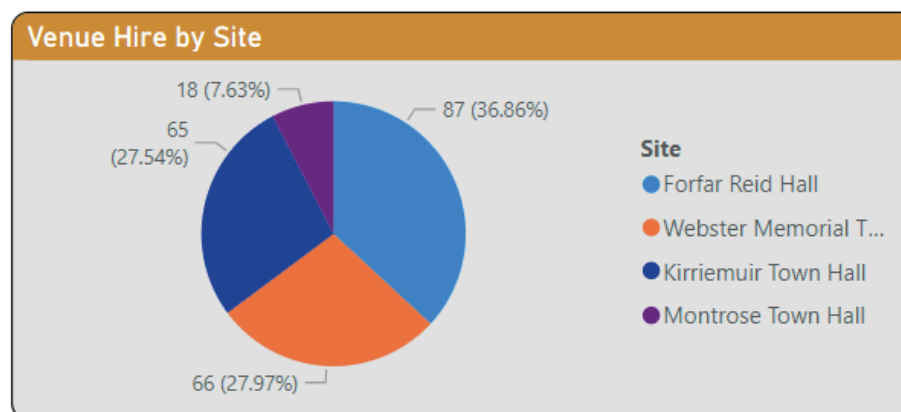
Using a new distributor, our new ‘On Stage’ brochure hit more doorsteps in September 2024 and the results have been very positive.





8,257 patrons attended 33 performances in Q1 of 2024/25, achieving an average capacity of 50.0%. This represents a significant increase in audience numbers (+37.2%) compared to the 6,021 patrons across 27 performances in the same period of 2023/24. The higher number of performances reflects efforts to expand programming and increase accessibility, though capacity utilisation showed a slight decline from 51.5% to 50.0%.

5,124 patrons attended 20 performances in Q2 of 2024/25, with an average capacity of 52.7%. This shows a slight drop in total attendance (-6.1%) compared to the 5,456 patrons across 24 performances in 2023/24. However, capacity utilisation increased from 50.1% to 52.7%, showing higher demand for the reduced number of performances.



Venue hires increased to 129 in Q1 of 2024/25, compared to 121 in the same period of 2023/24, an increase of 6.6%. This growth reflects the continued demand for venue space and the success of our efforts to enhance the appeal of the venue for external users.

Venue hires remained stable, increasing marginally from 106 in Q2 of 2023/24 to 107 in 2024/25. This consistency is notable given the quieter summer months and demonstrates the resilience of the venue hire business.

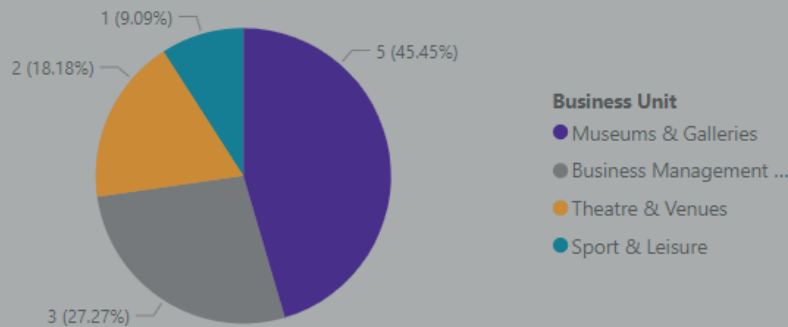
Service Wide

Information Governance

Key Performance Indicator	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Number of information requests	5	7	8	7	5		10		28*	
Number of information requests issued	5	7	8	6	5		10		28*	
Number of information requests issued late	1	0	0	0	0		0		1	
Number of information request reviews	0	0	0	0	0		3		3	
Number of information request appeals	0	0	0	0	0		0		0	
Number of data breaches	1	4	5	0	2		2		10	
Number of data breaches reported to ICO	0	0	0	0	0		0		0	

**Annual report 2023/24 total was shown as 27. Now recording requests relating to each service area and one FOI covered both sports and libraries which is why the total now shows 28.*

Freedom of Information Requests by Business Unit

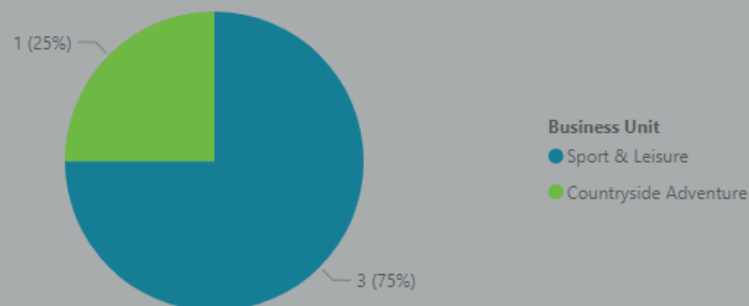


Information requests include Freedom of Information Requests, Environmental Information Requests, Subject Access Requests and Disclosure Requests for Prevention & Detection of Crime.

There was a total of 14 requests and 12 requesters for Q1 & Q2 for 2024/25; a very slight increase in the number of requests in this six month period compared to the same period in 2023/24.

Of the 14 requests, three were Subject Access Requests and the remaining were Freedom of Information requests. Except for one, all were responded to and within the 20 day response time. For one SAR we requested further information and proof of identity. This was not received and so the request has not been responded to and is now closed. There were no reviews or appeals.

Data Breaches by Business Unit



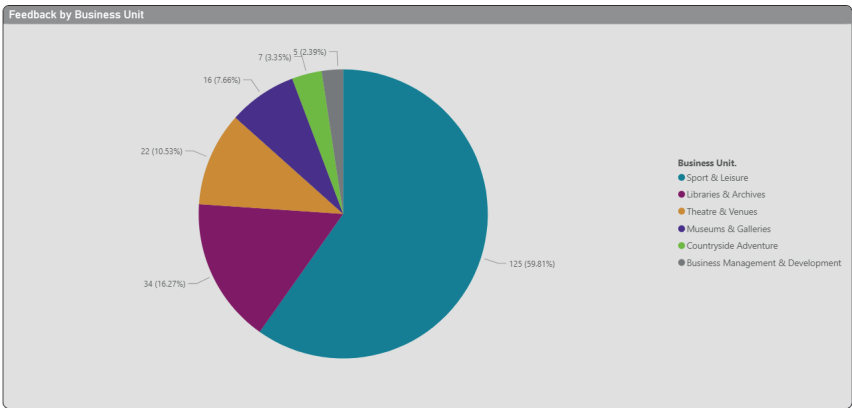
There were four data breaches Q1 2024/25 and none in Q2. Overall there is a slight decrease in this six month period compared to the same period in 2023/24. No breaches were reported to the Information Commissioner's Officer. The main reason for breaches relates to emails.

The annual refresher data protection training is carried out July-September each year. For 2024, 88% of employees completed and 12% not completed. There was an issue with courses not showing as completed on the e-learning system and so the number completed may be higher.

Customer Feedback

	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
Feedback Type	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Total number of complaints	30	42	38	61	21		16		105	
Total number of comments	22	32	44	26	19		18		103	
Total number of compliments	71	19	101	28	36		14		222	

In total ANGUSalive received 208 pieces of feedback from our customers in Q1&2 2024/25. This was submitted as responses through our digital feedback systems either directly by the customers themselves or by our employees on behalf of the customer.



Complaints

As an Arms-Length Organisation of Angus Council, ANGUSalive must apply the Scottish Public Services Ombudsman (SPSO) Model Complaints Handling Procedures which includes reporting on four key performance indicators as outlined below.

- 1 **The total number of complaints received:**
There were 104 complaints received between 01 April 2024 and 30 September 2024. 103 were received as Stage 1 complaints with the final received as a Stage 2. Three of the Stage 1 complaints were escalated to Stage 2 following frontline response.
- 2 **The number and percentage of Stage 1 complaints closed in full within the set timescale of five working days by Business Unit:**

	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Libraries & Archives	N/A	1 (100%)	12 (85.7%)	5 (83%)	1 (50%)		N/A		13 (81%)	
Sport & Leisure	19 (86.4%)	24 (77.4%)	4 (33.3%)	25 (66%)	14 (93.3%)		13 (92.9%)		50 (79%)	
Business Management & Development	1 (100%)	2 (66.7%)	1 (100%)	2 (100%)	0 (N/A)		1 (100%)		3 (75%)	
Museums & Galleries	0 (N/A)	1 (50%)	2 (50%)	0 (N/A)	0 (N/A)		0 (N/A)		2 (50%)	
Countryside Adventure	1 (16.7%)	1 (100%)	2 (40%)	2 (50%)	1 (100%)		0 (N/A)		4 (31%)	
Theatre & Venues	1 (100%)	1 (25%)	0 (N/A)	7 (64%)	0 (N/A)		0 (N/A)		1 (20%)	

Of the 103 cases closed at Stage 1:

- 70 (68%) were closed within the five working days target.
- The longest time taken to deal with a Stage 1 complaint was in Theatre & Venues at 64 working days.

There were three complaints escalated to Stage 2 all of which were closed within the 20-day timeframe with an average response time of 7 working days.

There was one complaint which was received directly as a Stage 2, and this was closed in 16 days.

- 3 **The average time in working days for a full response to complaints at each stage:**

Average time for full response to complaints at Stage 1 was 7 working days. Average time for full response to complaints at Stage 2 was 9 working days

4 Outcome of Complaints – Frontline (Stage 1)

	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
Frontline Outcome	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Upheld	8	13	10	29	2		8		28	
Partially upheld	12	15	12	6	7		3		34	
Not upheld	6	7	7	11	6		3		22	
Resolved	4	7	9	15	6		2		21	

Stage 1 complaints outcomes are shown in the table above and match the SPSO categories of Upheld, Partially Upheld, Not Upheld, and Resolved.

Of the three escalated complaints, two were not upheld, and the third was partially upheld.

The Stage 2 complaint was partially upheld.

Comments & Compliments

There were 55 responses left as feedback which were not complaints in Q1&2 of 2024/25 although within these responses, customers reported both positive and negative experiences. Customers categorised 26 of responses as comments and 28 as compliments.

	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
Customer Rating	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Average customer rating (out of 5)	4.1	3.5	4.2	3.8	4.3		3.8		4.1	
% Satisfied or very satisfied	73%	55%	76%	63%	82%		60%		74%	

Workforce

Safety, Health & Wellbeing

	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
Incidents	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Number of incidents	16	21	32	27	32		31		111	
Number of incidents reportable under RIDDOR	1	0	0	0	0		1		2	

In Q1&2 2024/25, 60.4% of incidents were accidents, 14.6% were first aid, 4.2% were near miss and 20.8% were violence & aggression. The majority (75%) of incidents occurred in Sport & Leisure. Whilst the risk of minor accidents is an inherent part of sport and physical activity, extensive measures are implemented to minimise these risks and ensure participant safety.

	Accidents		First Aid		Near Miss		Violence & Aggression	
Business Unit	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Countryside Adventure	3	0	0	1	0	0	0	0
Libraries	2	0	0	1	0	1	0	7
Museums, Galleries & Archives	1	1	0	0	1	0	0	1
Sport & Leisure	25	28	6	5	2	1	7	2
Theatre & Venues	0	0	0	0	0	0	0	0
Total	31	29	6	7	3	2	7	10

Marketing & Communications

	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Social Media										
ANGUSalve Facebook reach	45,200	67,800	51,400	71,184						
Libraries total Facebook reach	55,770	125,600	86,800	106,700						
Museums & Galleries total Facebook reach	33,300	151,200	80,700	262,175						
Archives total Facebook reach	105,100	145,400	106,900	215,483						
Sport & Leisure total Facebook reach	112,500	107,600	152,600	116,423						
Countryside Adventure total Facebook reach	89,400	56,500	87,700	39,835						
Theatre & Venues total Facebook reach	129,200	438,400	328,400	338,364						
ANGUSalve Instagram reach	5,478	4,383	21,400	5,987						
ANGUSalve X (formerly Twitter) followers	3,253	3,253	3,253	3,242						
ANGUSalve LinkedIn followers	537	537	537	557						

Social Media Reach – reach is defined by total number of people who have seen content published.

Social media and content creation continue to be a key engagement tool for ANGUSalve and as the numbers indicate continue to increase. Successful and regular content creation of its products, staff and service users will culminate in increased visibility and increased levels of trust which both will support conversion activity to use of these services.

Facebook is still the most dominant platform for ANGUSalve and the increase in engagement is evidence of that. Notable increases for Museums & Galleries (224.9% increase) and Archives (101.6% increase)

Theatre & Venues continue to have the most visibility on social channels, with the explanation being due to increased expenditure in digital advertising spent in this service to promote performances.

	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
Website Activity										
Total page views	214,310	173,539	273,512	254,323						
Total users	64,870	83,268	81,544	123,605						
Total sessions	101,778	114,833	132,185	176,010						

The performance of the website continues to be strong and due to an increased level of content marketing through social media and other advertising methods to drive an audience to the website.

Although “Total Page Views” has decreased, this is due to the Marketing & Communications team regularly reviewing the website to ensure the user journey is as efficient as possible, helping users to get the answers they need in as few clicks as possible. This data can suggest that users are finding the information they need more quickly and efficiently and support improved navigation or better search functionality.

The data indicates strong performance from the website, showcasing an improved user experience supported by high-quality content. The increased number of visitors and their frequent return to the site confirm that it is effectively attracting and retaining attention. This success can be attributed to the consistent stream of positive news stories, and successful advertising which has clearly resonated with and sustained the audience’s engagement.

	Quarter One		Quarter Two		Quarter Three		Quarter Four		Full Year	
	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25	2023/24	2024/25
ANGUSalive App										
Total downloads	53,742	72,819	59,692	79,072						
Online class bookings	26,269	33,071	27,976	37,741						
Sports Centre App Users:										
Arbroath Sports Centre	15,684	21,532	17,643	21,512						
Brechin Community Campus	8,601	11,874	9,689	11,861						
Carnoustie Sports Centre	6,208	8,669	6,957	8,686						
Forfar Community Campus	13,440	18,154	15,198	18,107						
Montrose Sports Centre	19,851	25,209	21,700	25,021						
Saltire Sports Centre	7,260	10,323	8,157	10,320						
Websters Sports Centre	4,401	6,477	5,049	6,112						
ANGUSalive Culture	3,303	4,482	3,740	4,479						

The significant increase in downloads shows that the app is gaining popularity (up 32%) from previous years' figure and is most likely due to an increase in membership. It must be noted that these are all time figures, but this is still a marked improvement.

The increase is concurrent with the number of bookings which also sees an increase (up 35%) and by nearly 10,000 which is a significant figure. It also conveys the increase in people using the app over the traditional over-the-counter booking method and indeed the popularity of group fitness classes.

Active users on the ANGUSalive app shows consistent growth across all locations, notably at Carnoustie and Saltire which are two venues which have recently been refurbished.

Marketing & Communications Summary/Highlights

Marketing & Communications has contributed to a wide range of activity, most notably the launch of Elevate, a brand-new boutique fitness studio in the Saltire and Carnoustie Sports Centres; the celebration of 50 years of Signal Tower Museum in Arbroath; the launch of the "On Stage" theatre brochure which was subsequently delivered to 71,000 homes in Angus and has resulted in increased ticket sales.