

STRATEGY AREA 5

CULTURAL WELLBEING



SHAPING WELLINGTON'S UNIQUE IDENTITY

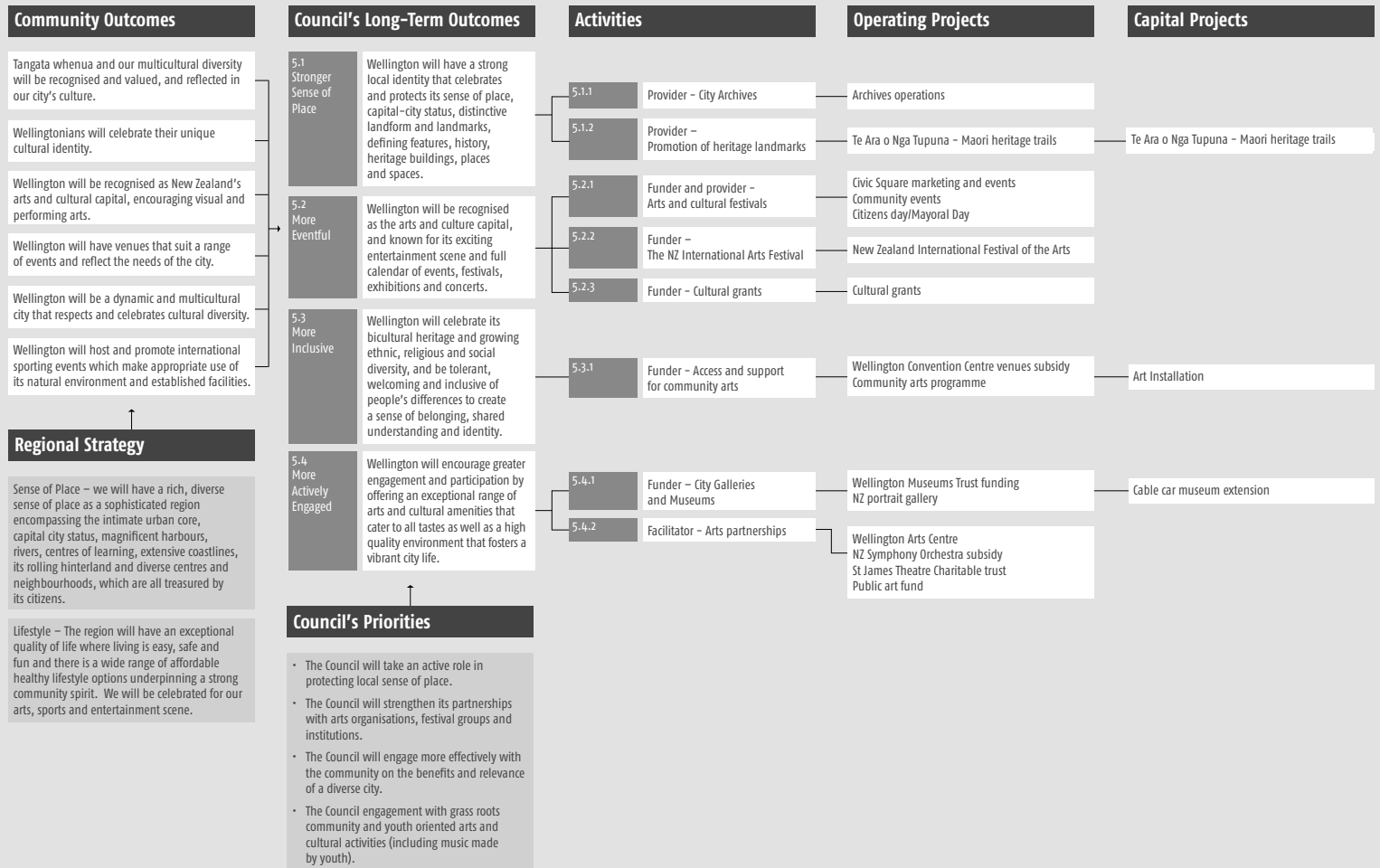
We aim to ensure Wellington continues to be New Zealand's arts and culture capital, offering a huge range of opportunities for entertainment and expression. We also want the city to reflect and nurture the heritage and identities of Wellington people.



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STRATEGY TREE – CULTURAL WELLBEING



Introduction

'Culture' means a lot of things. It's about how we embrace and reflect our shared identity as Wellingtonians. It's about opportunities to express yourself and be challenged by art, music, theatre, dance and other media. It's about understanding and celebrating your identity and heritage. It's about language and diversity. And it's about taking part in recreation and creative activities.

A thriving arts and events scene is important in many ways. It ensures the city is always buzzing with things to see and do, that its atmosphere is lively and vibrant. And it also provides other benefits such as jobs. A city that understands its heritage and celebrates its many cultures will have strong communities and be cohesive.

By any standards, Wellington's cultural life is strong. It is rightly regarded as New Zealand's arts and culture capital – a city offering a wide range of events from fantastic street festivals and sports events to international-standard arts performances, a city that is home to the country's leading orchestras, dance companies and theatre groups.

Wellingtonians have a strong sense of local identity. We relate to the city's dramatic landscape, its café culture, its status as the capital city. We enjoy the city's diversity and celebrate its wide range of cultures. Our unique local identity is appealing to an increasing number of visitors.

An important challenge for Wellington in future is to hold on to the buzz that surrounds the city's cultural life. This can't be taken for granted. The arts scene needs people with talent and the right support. It also needs venues.

Another challenge is to ensure Wellingtonians retain a sense of shared identity and continue to celebrate diversity as the population ages and becomes more multicultural.

KEY FACTS

- estimated Wellington city population at 30 June 2005: 185,100.
Forecast population 2016: 197,200
- estimated percentage of Wellingtonians born outside New Zealand: 24.
- percentage of Wellingtonians who believe the city has a rich and diverse arts scene: 90.



OUR LONG-TERM OUTCOMES

Over the next 10 years, we want to enhance Wellington's cultural life, building on its strength as a city that offers a wide range of arts and entertainment events. We want to make the city more inclusive – a place that welcomes and embraces people from all cultures. We also want to foster even greater involvement in artistic and cultural expression. And we want to foster the city's distinctive 'sense of place'.

Over the next 10 years we aspire to the following outcomes:

5.1 STRONGER SENSE OF PLACE:

WELLINGTON WILL HAVE A STRONG LOCAL IDENTITY THAT CELEBRATES AND PROTECTS ITS SENSE OF PLACE, CAPITAL-CITY STATUS, DISTINCTIVE LANDFORM AND LANDMARKS, DEFINING FEATURES, HISTORY, HERITAGE BUILDINGS, PLACES AND SPACES.

Wellington's success as a city is related closely to its rich sense of place. Wellington has a dramatic setting, is compact, well integrated and offers a variety of urban living experiences. This outcome recognises the legacy of the past through the protection and conservation of its natural and cultural heritage. Building on Wellington's sense of place will mean:

- enhancing elements of the city's sense of place, including asset design, symbols, signage, images, natural landform, local native local flora and fauna, places and buildings that tell the city's and people's history and stories
- improving statutory protection for our built heritage
- recognising more heritage areas and places in the city and suburbs
- increasing the quality of urban spaces that people are drawn to and enjoy using, such as the Stadium, waterfront, parks, squares, Town Belt and other areas that collectively make Wellington unique and reflect our urban village dynamic
- maintaining the diverse and vibrant character of the central city while protecting the coastline and significant ridgelines and hilltops
- providing more interpretation of sites of significance for Maori
- developing more high quality public art in the city.

Some of these areas are being addressed in the Urban Development strategy.

5.2 MORE EVENTFUL:

Wellington will be recognised as the arts and culture capital, and known for its exciting entertainment scene and full calendar of events, festivals, exhibitions and concerts.

Wellington is home to many national cultural assets, such as Te Papa, NZSO, Royal NZ Ballet and the International Festival of the Arts. It is also home to the Lions and Hurricanes rugby teams, Shakers netball and St Lawrence Saints basketball teams, as well as host to the international Sevens, Beach Volleyball and X*Air Games. The city supports several professional theatre companies, an opera house, the national dance and drama schools, plus many other cultural bodies and events, such as Jazz and Fringe Festivals.

Wellington is also known for its vibrant contemporary music scene, innovative art, architecture, literary, film and design communities. It is also known for its excellent facilities for mountain bikers, runners, and windsurfers. Wellington will attract and create new national cultural events, and promote arts and culture as a key part of the economy. Making Wellington a more eventful city will mean:

- continuing to support high-end cultural activities while shifting support to the grass-roots level to encourage emerging talent
- continuing to support and attract local, national and international sporting events
- celebrating events that reflect the diversity of the people in the city
- finding new ways to support and promote youth-oriented arts, design and music
- seeking new ways to increase the profile and professionalism of Maori art, craft and culture.

5.3 MORE INCLUSIVE:

WELLINGTON WILL CELEBRATE ITS BICULTURAL HERITAGE AND GROWING ETHNIC, RELIGIOUS AND SOCIAL DIVERSITY, AND BE TOLERANT, WELCOMING AND INCLUSIVE OF PEOPLE'S DIFFERENCES TO CREATE A SENSE OF BELONGING, SHARED UNDERSTANDING AND IDENTITY.

It is estimated that 25 percent of the local population were born outside New Zealand, and an estimated 20 percent of people are bilingual. Approximately 10.8 percent of Wellington city's population are Asian, 7.6 percent are of Maori descent and 5.3 percent are Pacific peoples, according to the 2001 Census. Wellington will embrace its multicultural society through a wide range of measures. It will ensure that the cultural values, needs and creative expression of the city's minority ethnic, religious and social groups are catered for and celebrated.

Making Wellington a more inclusive city will mean:

- developing closer partnerships with ethnic, religious and social communities, supporting their events, festivals, and visual and performing arts that reflect their traditions and diversity
- encouraging greater tolerance and acceptance of difference and diversity
- recording the history of the city and community groups and sharing their stories
- providing Wellingtonians with the opportunity to experience local Maori culture as an intrinsic part of the city and ensuring the arts of mana whenua and nga iwi o nga hau e wha are valued, promoted and enhanced.

5.4 MORE ACTIVELY ENGAGED:

WELLINGTON WILL ENCOURAGE GREATER ENGAGEMENT AND PARTICIPATION BY OFFERING AN EXCEPTIONAL RANGE OF ARTS AND CULTURAL AMENITIES THAT CATER TO ALL TASTES AS WELL AS A HIGH-QUALITY ENVIRONMENT THAT FOSTERS A VIBRANT CITY LIFE.

Maintaining an excellent standard of infrastructure and facilities – from city beaches to libraries, Town Belt and museums – for Wellington residents to enjoy and engage in a range of recreation, creative and cultural activities such as exhibitions, festivals, sports and cultural events and celebrations. The city's well-designed public spaces will become more important as venues for recreation and public gatherings. Making the city more actively engaged will mean:

- creating opportunities to increase participation in arts, recreation, sport and cultural activities
- providing access to historical and heritage information
- investing in and maintaining a range of high quality cultural and cultural tourism facilities
- seeking new forms of cultural tourism – for example, Maori arts
- investing in the city's public environment, including the waterfront, walkways and city parks.

HOW WE'LL MEASURE OUR PROGRESS TOWARDS THESE OUTCOMES

To assess whether Wellingtonians are developing a **stronger sense of place**, we will survey residents to find out what percentage think the city's local identity is appropriately managed and protected.

To assess whether the city is becoming **more eventful**, we will measure:

- the number of events attended by more than 300 people at the following venues: Westpac Stadium, Westpac St James Theatre, Opera House, Wellington Convention Centre, City Gallery, Queen's Wharf Events Centre, Te Papa and Capital E
- the number of weekends on which at least one "cornerstone" cultural or arts event is held in the city
- the percentage of Wellingtonians and New Zealanders who say that Wellington is the events capital of New Zealand
- the percentage of Wellingtonians and New Zealanders who say that Wellington is the arts capital of New Zealand, and
- the number of national arts organisations, professional and amateur theatre groups in the city.

To assess whether the city is becoming **more inclusive**, we will survey residents to find out what percentage thinks the city has a diverse arts scene.

To assess whether Wellingtonians are becoming **more actively engaged** in arts and culture, we will survey residents to find out what percentage has attended an arts or cultural event over the previous 12 months (this information will be analysed by age and demographic group). We will also monitor the number of businesses and employees engaged in the arts and cultural sector.

OUR THREE-YEAR PRIORITIES

For the period 2006–09, we've identified the following four priorities for our contribution to the city's cultural wellbeing. These priorities are important stepping stones towards our long-term goals.

- we will take a more pro-active role in protecting and enhancing local sense of place
- we will strengthen our partnerships with arts organisations, festival groups and institutions
- we will engage more effectively with the community on the benefits and relevance of a diverse city
- we will engage more effectively with grassroots community and youth-oriented arts and cultural activities (including music made by youth).

HOW WE PLAN TO ACHIEVE THESE PRIORITIES

We already support Wellington's cultural wellbeing in many ways – for example, by providing and supporting events and venues, through partnerships with arts and heritage organisations, by celebrating the city's heritage and enhancing its sense of place by integrating murals and other public artworks into our urban design projects, and by funding the city's museums, art gallery, the archives and other culture and heritage organisations.

Over the next three years, we're planning several new initiatives to enhance Wellington's cultural wellbeing. These include expanding Te Ara o Nga Tupuna (the Maori Heritage Trail) by adding additional sites of cultural and historical significance, revitalising and expanding the city's Waitangi Day celebrations, supporting a project to establish a permanent home for the New Zealand Portrait Gallery, and taking steps to increase the presence and profile of public artworks in the city. We also plan to consider the future governance arrangements for the Wellington Arts Centre (see 5.4.2 Arts Partnerships) and review our approach to public artworks to ensure they continue to support our strategic priorities.

Detailed information about our proposed activities is provided on the following pages.

SIGNIFICANT NEGATIVE EFFECTS

We do not anticipate any significant negative effects to arise from our cultural wellbeing activities.

Our Culture Activities

Over the next few pages, we provide detailed information about our culture activities, what they cost, who we think should pay, and how we'll measure our performance.

5.1.1 CITY ARCHIVES

WHAT WE DO

Wellington has a rich history. It was one of New Zealand's first colonial settlements, an early site of conflict between Maori and Pakeha. It's been battered by the forces of nature. It's been the capital city, site of every major decision affecting our nation's fortunes, since 1865.

Wellington City Archives is a guardian of the city's memory. It holds a vast amount of information about the city's history and development, from the 1840s, when Wellington became the first site of local government in New Zealand, to the present. As well as records from the Council and its predecessors, the Archives holds records relating to some of the city's earliest European settlers, from the 1940 New Zealand Centennial Exhibition, and from many companies and organisations that have shaped the district.

In addition to documents, the collection contains historic Wellington maps, photographs and building plans dating back to 1892 – just in case you want to know where the servants slept in your century-old villa. The archives are accessible to members of the public and archivists are available to help with enquiries.

During the next three years, we plan to make key holdings from the Archives available online. This includes photographs and historic rates books, which are very fragile and of great interest to genealogists and other researchers.

WHY IT'S IMPORTANT

The Archives is important for many reasons, the most obvious of which is that it preserves and makes available a huge range of primary source information about the city's history. This is valuable for historians, genealogists, students and other members of the public. It contributes to people's sense of shared history and identity as Wellingtonians or as members of a particular group or family. It also helps people conduct their business better informed; for instance, building records held at Archives are important for anyone planning or carrying out building work.

This activity contributes to the following community outcome: 'Wellingtonians will celebrate their unique cultural identity.'

WHO SHOULD PAY

User charges	10%
Other revenue	0%
Targeted rate	0%
General rate	90%

Total	100%
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The Archives are free to view but there are modest charges for photocopying and research requests.

HOW WE WILL MEASURE OUR PERFORMANCE

Performance measures	Performance targets	
1. The percentage of archives information requests that are completed within agreed (with the client) time-frames.	2006/07	98%
	2007/08	98%
	2008/09	98%
	2016/17	98%
2. The number of items added to the Archives database each year (and are therefore accessible on-line to the public).	2006/07	At least 33,000 additional items
	2007/08	At least 33,000 additional items
	2008/09	At least 33,000 additional items
	2016/17	At least 33,000 additional items

WHAT IT WILL COST

Operational Spending 2006/07 – 08/09		Expenditure 2006/07	User charges and other revenue	Net expenditure/ rates funding requirement
Project description		(\$000)	(\$000)	(\$000)
C373	Archives operations	1,571	(140)	1,431
Total for 2006/07		1,571	(140)	1,431
Total for 2007/08		1,612	(144)	1,468
Total for 2008/09		1,670	(149)	1,521

5.1.2 HERITAGE LANDMARKS

WHAT WE DO

Under this activity we manage Te Ara o Nga Tupuna – the Maori Heritage Trail. The trail begins at Pipitea Marae in Thorndon and ends at Owhiro bay. The sites included in the trail have been selected for their importance to Wellington's history and Maori culture, their accessibility to the public, and their viewing interest. Over the next two years, we plan to extend the trail by adding seven additional sites of cultural and historical significance. The additional sites will incorporate ornately carved pouwhenua and accompanying information panels. Once the changes have been completed, we plan to revise and reprint a brochure about the heritage trail.

WHY IT'S IMPORTANT

Wellington has a long history of settlement by Maori. Te Ara o Nga Tupuna provides public acknowledgement of this history. In doing so, it contributes to Wellingtonians' understanding of the city's heritage and recognises the identity of a significant part of the community. It also encourages tolerance and social cohesion. This activity contributes to the following community outcomes: 'Tangata whenua and our multicultural diversity will be recognised and valued, and reflected in our city's culture,' 'Wellingtonians will celebrate their unique cultural identity', and 'Wellington will be a dynamic and multicultural city that respects and celebrates cultural diversity'.

HOW WE WILL MANAGE OUR ASSETS

Te Ara o Nga Tupuna is managed according to our Park and Garden Open Space Assets management plan. See Walkways in the Environment chapter for more detail.

WHO SHOULD PAY	
User charges	0%
Other revenue	0%
Targeted rate	0%
General rate	100%
Total	100%

HOW WE WILL MEASURE OUR PERFORMANCE

Performance measures	Performance targets	
The number of cultural heritage sites added to the Maori Heritage Trail – Te Ara o Nga Tupuna	2006/07	3 additional sites
	2007/08	4 additional sites (Note – This project will be completed in 2007/08, further measures will be developed following this work.)

WHAT IT WILL COST

Operational Spending 2006/07 – 08/09		Expenditure 2006/07	User charges and other revenue	Net expenditure/ rates funding requirement
Project description		(\$000)	(\$000)	(\$000)
C665	Te Ara o Nga Tupuna – Maori heritage trails	4	-	4
Total for 2006/07		4	-	4
Total for 2007/08		4	-	4
Total for 2008/09		-	-	-

Capital Spending 2006/07 – 08/09		Expenditure 2006/07
Project description		(\$000)
CX497	Te Ara o Nga Tupuna – Maori heritage trails	68
Total for 2006/07		68
Total for 2007/08		70
Total for 2008/09		-

5.2.1 ARTS AND CULTURAL FESTIVALS

WHAT WE DO

From cultural celebrations to arts festivals to shows to sporting events, there's always something to do and see in Wellington. The city centre's compact nature means it is made for events. We're committed to helping Wellington's communities celebrate and express themselves.

Each year, through this activity, we support well over 100 events: the Diwali Festival of Lights, Chinese New Year celebrations, Cuba Carnival, Summer City, Christmas Carols at the Stadium, the Folklore Festival, the Round the Bays Fun Run, and dozens of other suburban fairs, cultural events, parades and community and charity events.

For 2006/07 and beyond, a key aim is to revitalise and expand Wellington's Waitangi Day celebrations by increasing the range of entertainment on offer. We're working with the Wellington Tenth Trust on this proposal, which will attract a wider audience while retaining a distinctly Maori 'flavour'.

We are also working on plans for a Matariki (Maori New Year) festival. Overall, during the next three years our aim is to develop two new high-profile cultural festivals.

WHY IT'S IMPORTANT

Community festivals and events help people get out and enjoy themselves, build a sense of community, and reinforce the city's reputation for vibrancy, energy and culture. These events also contribute to Wellingtonians' sense of identity. Expanding Waitangi Day celebrations will make a positive contribution to the city by bringing people together and enhancing our sense of shared identity. This activity contributes to the following community outcomes: 'Wellingtonians will celebrate their unique cultural identity', 'Wellington will be recognised as New Zealand's arts and culture capital, encouraging visual and performing arts', 'Wellington will be a dynamic and multicultural city that respects and celebrates cultural diversity'.

WHO SHOULD PAY

User charges	0%
Other revenue	35%
Targeted rate	0%
General rate	65%

Total	100%
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HOW WE WILL MEASURE OUR PERFORMANCE

Performance measures	Performance targets	
1. Civic Square events – the number of free events held at the Civic Square and the estimated attendance.	2006/07	110 events / 130,000 estimated attendance
	2007/08	110 events / 135,000 estimated attendance
	2008/09	110 events / 140,000 estimated attendance
	2016/17	120 events / 150,000 estimated attendance
2. Community festivals and events – the number of community festivals and events supported by WCC and the estimated attendance.	2006/07	80 events / 600,000 estimated attendance
	2007/08	80 events / 600,000 estimated attendance
	2008/09	80 events / 600,000 estimated attendance
	2016/17	80 events / 600,000 estimated attendance
3. Resident satisfaction with WCC associated events and festivals.	2006/07	90%
	2007/08	90%
	2008/09	90%
	2016/17	90%

WHAT IT WILL COST

Operational Spending 2006/07 – 08/09		Expenditure 2006/07	User charges and other revenue	Net expenditure/ rates funding requirement
Project description		(\$000)	(\$000)	(\$000)
C020	Civic Square marketing and events contract	112	(2)	110
C130E	Community events programme	1,216	(350)	866
C587	Citizens Day/Mayoral Day	20	-	20
Total for 2006/07		1,348	(352)	996
Total for 2007/08		1,368	(363)	1,005
Total for 2008/09		1,418	(374)	1,044

5.2.2 NEW ZEALAND INTERNATIONAL ARTS FESTIVAL

WHAT WE DO

The New Zealand International Arts Festival is New Zealand's premier arts and culture event, and Wellington is its ideal home. Held every two years, the festival celebrates the very best of international and New Zealand theatre, dance, music, opera, writing, and visual arts, providing entertainment to city residents and attracting thousands of visitors to the city. With so many high-quality venues close together in the city centre and around the waterfront, Wellington is a perfect home for the festival. The festival brings thousands of residents and visitors into the city every evening for three weeks, creating an unrivalled atmosphere.

Running the festival is a major undertaking. By world standards, Wellington's festival meets a high proportion of its costs through ticket sales, but it also relies on corporate and civic sponsorship. We have made a commitment to provide ongoing support.

WHY IT'S IMPORTANT

The festival enhances the city's reputation as New Zealand's arts and culture capital, and as a city offering a full range of events.

The festival programme entertains and challenges residents and visitors alike, and includes many local productions which contribute to our sense of identity. This activity contributes to the following community outcomes: 'Wellingtonians will celebrate their unique cultural identity', and 'Wellington will be recognised as New Zealand's arts and culture capital, encouraging visual and performing arts'.

WHO SHOULD PAY

User charges	0%
Other revenue	0%
Targeted rate (Downtown)	100%
General rate	0%

Total	100%
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HOW WE WILL MEASURE OUR PERFORMANCE

Performance measures	Performance targets	
1. The total number of tickets sold for the Festival and total number sold to people outside the Wellington region.	2006/07	There is no NZ International Arts Festival in 2007.
	2007/08	30% of festival tickets are sold to outside the Wellington region (a target for total tickets sold is not appropriate given the unpredictable nature of ticket sales).
	2008/09	There is no NZ International Arts Festival in 2009.
	2016/17	30% of festival tickets are sold to outside the Wellington region (a target for total tickets sold is not appropriate given the unpredictable nature of ticket sales).
2. The estimated economic contribution the Festival brings to the Wellington city.	2006/07	There is no NZ International Arts Festival in 2007.
	2007/08	At least \$12 million.
	2008/09	There is no NZ International Arts Festival in 2009.
	2016/17	At least \$12 million.

WHAT IT WILL COST

Operational Spending 2006/07 – 08/09		Expenditure 2006/07	User charges and other revenue	Net expenditure/ rates funding requirement
Project description		(\$000)	(\$000)	(\$000)
C423	New Zealand International Festival of the Arts	750	-	750
Total for 2006/07		750	-	750
Total for 2007/08		774	-	774
Total for 2008/09		798	-	798

5.2.3 CULTURAL GRANTS

We provide cultural grants to support community festivals and events, arts and culture exhibitions, and other arts projects and organisations. All projects must be community-based and aimed at involving at least 1000 people. When considering grant applications, we consider the project's contribution to Council strategic objectives, its contribution to Wellington's role as New Zealand's arts and cultural capital, whether it attracts youth involvement, whether it attracts visitors to the city, and a range of other criteria.

Grants are provided in two ways:

- longer-term funding is provided for organisations that contribute to our strategic objectives for cultural wellbeing. These organisations are contracted to meet specific outcomes and objectives. We propose to fund Arts Access Aotearoa, Pablo's Art Studios and Vincent's Art Workshop on three-year contracts, and the Christmas Parade Trust, Fringe Festival, Fireworks, Katherine Mansfield House, and the Wellington International Jazz Festival with decisions on ongoing funding reviewed at the end of each contract
- in addition, our grants subcommittee meets several times a year to consider applications for grants covering specific, one-off events and projects.

Note: funding is also provided to arts organisations through arts partnerships (see activity 5.4.2 Arts Partnerships).

WHY IT'S IMPORTANT

These grants support events that reinforce the city's reputation for vibrancy and energy. This contributes to our aim of making the city "more eventful", with a full calendar of events, festivals, exhibitions and concerts. Our cultural grants also support projects that enhance people's sense of identity and understanding of the city's cultural heritage, and they ensure that the city's arts and culture scene has the support and infrastructure it needs to grow. This activity contributes to the following community outcomes: 'Tangata whenua and our multicultural diversity will be recognised and valued, and reflected in our city's culture', 'Wellingtonians will celebrate their unique cultural identity', 'Wellington will be recognised as New Zealand's arts and culture capital, encouraging visual and performing arts', and 'Wellington will be a dynamic and multicultural city that respects and celebrates cultural diversity'.

WHO SHOULD PAY

User charges	0%
Other revenue	0%
Targeted rate (Residential)	100%
General rate	0%

Total	100%
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HOW WE WILL MEASURE OUR PERFORMANCE

Performance measures	Performance targets	
Total number of grant applicants	2006/07	To distribute cultural grants pool budget in accordance with eligibility criteria
Total number of applicants receiving grants	2007/08	
Total budget allocated to grants	2008/09	
(Note: The above measures reflect monitoring capacity and therefore do not have detailed performance targets.)	2016/17	

WHAT IT WILL COST

Operational Spending 2006/07 – 08/09		Expenditure 2006/07	User charges and other revenue	Net expenditure/ rates funding requirement
Project description		(\$000)	(\$000)	(\$000)
C661	Cultural grants pool	667	-	667
Total for 2006/07		667	-	667
Total for 2007/08		688	-	688
Total for 2008/09		710	-	710

5.3.1 ACCESS AND SUPPORT FOR COMMUNITY ARTS

WHAT WE DO

Our community arts programme encourages public involvement in the arts, supports arts organisations, and enhances the urban environment by co-ordinating the creation of murals and other public artworks. Under this activity, we plan, promote and co-ordinate events such as Artsplash, Secondary Schools Arts Exhibition, Schools Jazz Festival, Children's Film Festival, and initiatives such as Drive by Art. During the next three years, we plan to review our approach to public artworks to ensure the programme is meeting our strategic objectives of engagement with grass roots arts, enhancing the city's 'sense of place', and celebrating diversity.

Also under this activity, we support a wide range of community arts organisations, both by providing advice and by providing subsidised access to the top-class venues at the Wellington Convention Centre.

WHY IT'S IMPORTANT

Supporting the arts at a grass-roots level is crucial if we are to retain our status as New Zealand's arts and culture capital. By supporting arts organisations, we help to ensure that artists and entertainers have the support they need. The events we support provide entertainment for residents and visitors, and encourage young people to enjoy and get involved in arts and culture activities. By providing public artworks, we contribute to the city's vibrancy and sense of place. This activity contributes to the following community outcomes: 'Wellingtonians

will celebrate their unique cultural identity', 'Wellington will be recognised as New Zealand's arts and cultural capital, encouraging visual and performing arts', 'Wellington will have venues that suit a wide range of events and reflect the needs of the city', and 'Wellington will be a dynamic and multicultural city that respects and celebrates cultural diversity'.

WHO SHOULD PAY	
User charges	0%
Other revenue	0%
Targeted rate	0%
General rate	100%
Total	100%

HOW WE WILL MEASURE OUR PERFORMANCE

Performance measures	Performance targets	
1. The number of community groups that access the Wellington Convention Centre with assistance from the venues subsidy, and the number of events held.	2006/07 34 groups / 38 events 2007/08 34 groups / 38 events 2008/09 34 groups / 38 events 2016/17 35 groups / 40 events	
2. The proportion of budget spent to provide groups with subsidised access to the Wellington Convention Centre (Wellington Convention Centre venues subsidy budget).	2006/07 Total budget is spent 2007/08 Total budget is spent 2008/09 Total budget is spent 2016/17 Total budget is spent	
3. The number of new Council supported artworks installed in public spaces. The key categories of public art are defined as: major stand-alone public art (e.g. sculptures or monuments); the integration of public art design into our urban and suburban environment; community public art, (e.g. public murals and aerosol art); temporary public art works.	2006/07 2007/08 2008/09 2016/17	The type and number of artworks supported can vary from year to year, therefore a target is not appropriate. Our target is to support as many worthwhile projects as possible throughout the stated categories making best use of the allocated budget.

WHAT IT WILL COST

Operational Spending 2006/07 – 08/09		Expenditure 2006/07	User charges and other revenue	Net expenditure/ rates funding requirement
Project description		(\$000)	(\$000)	(\$000)
C101A	Wellington Convention Centre venues subsidy	200	-	200
C130K	Community arts programme	148	(10)	138
Total for 2006/07		348	(10)	338
Total for 2007/08		359	(10)	349
Total for 2008/09		374	(11)	363

WHAT IT WILL COST CONTINUED...

Capital Spending 2006/07 – 08/09		Expenditure 2006/07 (\$000)
CX458	Art installation	25
Total for 2006/07		25
Total for 2007/08		26
Total for 2008/09		27

5.4.1 GALLERIES AND MUSEUMS

WHAT WE DO

We support the Wellington Museums Trust, which operates the Museum of Wellington – City and Sea, the City Gallery, Capital E, the Wellington Cable Car Museum, the Colonial Cottage Museum, and the Plimmer's Ark conservation project. These facilities stage displays and events that showcase our culture and arts to residents and visitors. The City Gallery also hosts touring shows. The trust also manages the New Zealand Cricket Museum jointly with the New Zealand Cricket Museum Trust. This is funded through NZ Cricket.

We are providing a one off grant of \$60,000 to support the Trust deliver its popular *Capital E National Arts Festival for Children*. The festival is scheduled for March 2007. It is the country's largest arts festival for kids. This will be the third. It attracts an audience of around 25,000.

In the coming year we plan to convert the cinema in the City Gallery into an exhibition space to display work from the city's art collection. We'll name the new space the "Hancock Gallery". This reflects the city's gratitude to Russell Hancock, a long standing participant and supporter of Wellington's literary and arts community, for his wonderful bequest that included \$1.5 million and his art collection. We intend to relocate the cinema as part of an extension to the complex.

During the next three years, we will be considering the future of the Plimmer's Ark project, as its gallery site between Shed 6 and the Events Centre may be required for other purposes. We will also be considering whether to shift responsibility for Capital E into a new Arts Wellington unit within the Council (see 5.4.2 Arts Partnerships).

We also provide support for other museum and gallery organisations on a case-by-case basis. During the next three years, we plan to support a joint venture between the NZ Portrait Gallery and the NZ Centre for Photography to set up a permanent gallery and exhibition facility in Shed 11. The gallery is forecast to attract more than 50,000 visitors a year. The project is also expected to receive government and corporate funding.

We also provide funding to Te Papa (see 3.1.2 Visitor attractions).

WHY IT'S IMPORTANT

High-quality galleries and museums contribute to Wellington's reputation as New Zealand's arts and culture capital. They are significant visitor attractions, benefiting the city's economy. They entertain and challenge residents and visitors alike, encouraging engagement and participation in the arts. And they play critical roles in protecting the city's heritage and enhancing our sense of shared identity. In addition, several of the museums and galleries are housed in listed historic buildings which contribute to the city's heritage and sense of place. This activity contributes to the following community outcomes: 'Wellingtonians will celebrate their unique cultural identity', 'Wellington will be recognised as New Zealand's arts and cultural capital, encouraging visual and performing arts', 'Wellington will have venues that suit a wide range of events and reflect the needs of the city', and 'Wellington will be a dynamic and multicultural city that respects and celebrates cultural diversity'.

HOW WE WILL MANAGE OUR ASSETS

The City Gallery, Capital E, Bond Store (Museum of Wellington – City and Sea), the Cable Car Museum and the Colonial Cottage Museum are all managed in line with our Commercial Property Asset Management Plan 2005. The plan sets out performance, condition and customer service requirements for each. The properties are managed with the aim of complying with all relevant legislative requirements at all times. We aim to maintain City Gallery and Bond Store assets in excellent condition sufficient to protect our investment and maintain existing levels of service, while achieving reasonable return on expenditure. We aim to maintain the Cable Car Museum and Colonial Cottage Museum to a standard that sees any assets in poor or very poor condition put right within 12 months. Regular audits are carried out to assess condition and performance on all buildings. Tenant surveys are also used.

The City Gallery, Bond Store, Cable Car Museum and Colonial Cottage Museum are all listed heritage buildings in our District Plan. All are also registered with the Historic Places Trust. We manage them in line with our Built Heritage Policy and in compliance with district plan requirements which aim to protect heritage features.

WHAT IT WILL COST

Operational Spending 2006/07 – 08/09		Expenditure 2006/07	User charges and other revenue	Net expenditure/ rates funding requirement
Project description		(\$000)	(\$000)	(\$000)
C102	Wellington Museums Trust funding	5,684	-	5,684
C666	NZ Portrait Gallery	75	-	75
Total for 2006/07		5,759	-	5,759
Total for 2007/08		6,128	-	6,128
Total for 2008/09		6,329	-	6,329

HOW WE WILL MEASURE OUR PERFORMANCE

Performance measures for The Wellington Museums Trust are detailed within the Council Controlled Organisations section of this plan.

WHO SHOULD PAY	
User charges	0%
Other revenue	0%
Targeted rate (Downtown)	25%
General rate	75%
Total	100%

WHAT IT WILL COST CONTINUED...

Capital Spending 2006/07 – 08/09		Expenditure 2006/07 (\$000)
Project description		
CX500	Art Gallery	1,332
Total for 2006/07		1,332
Total for 2007/08		-
Total for 2008/09		-

5.4.2 ARTS PARTNERSHIPS

WHAT WE DO

The Wellington Arts Centre is unique, it brings together theatre groups, TV producers, fashion designers, the Wellington Fringe Festival, arts consultants, dance organisations, community classes, and dozens of the city's hottest emerging artists, in one location that fosters artistic exploration and collaboration. After only a year of operation, it's already become the nucleus of Wellington's creative life. We worked closely with Wellington's arts communities during the establishment of the Arts Centre, and we're providing ongoing support. We had planned to separate it off from other Council activities, handing it over to a community trust to fund and manage. But we've reconsidered: creativity is so integral to Wellington's way of life, and to our role in the city, that we're considering the establishment of a new Arts Wellington unit within the Council, to foster the Arts Centre's future development and manage other community arts initiatives.

Under this activity we also provide funding and support for other iconic arts organisations and events that contribute to the city's cultural life. The New Zealand Symphony Orchestra has a permanent home within the Wellington Convention Centre, giving it ready access to the centre's auditoriums as rehearsal and concert venues. We provide funding

(see 5.2.3) to the the Chapman Tripp Theatre Awards, the NGC Wellington Sinfonia, the NBR New Zealand Opera, Downstage Theatre, Circa Theatre, Bats Theatre, Taki Rua Theatre, and the Wellington Sculpture Trust. Over the next three years, the sculpture trust is working on several significant new additions to the city's public artworks, including a major new sculpture for the Kaiwharawhara/city gateway area.

Strengthening our partnerships with arts organisations is a key priority for the next three years.

WHY IT'S IMPORTANT

Our arts partnerships ensure Wellington retains its reputation as New Zealand's arts and culture capital by continuing to be home to top-class orchestras and dance, theatre and opera companies. This contributes to our goal of ensuring the city has an exceptional range of arts and cultural amenities and offers a full range of arts and entertainment events. The major arts organisations we support provide entertainment for residents and visitors alike, and contribute to the economy by bringing people to the city. The Arts Centre plays a key role in fostering the development of the city's emerging artists and entertainers. This activity contributes to the following community outcome: 'Wellington will be recognised as New Zealand's arts and cultural capital, encouraging visual and performing arts'.

HOW WE WILL MANAGE OUR ASSETS

The Wellington Arts Centre buildings are leased. A major upgrade was completed during 2004/05 to make the buildings suitable for occupation by artists and commercial tenants from the creative sector. No significant upgrades or renewals are planned in the foreseeable future.

The Wellington Convention Centre is managed under our Economic Development Strategy. There are no other assets associated with this activity.

Public artworks are managed under our Monuments and Sculptures Asset Management Plan 2005. See activity 1.5.2 Public Space and Centre Developments under our Urban Development strategy.

WHO SHOULD PAY	
User charges	0%
Other revenue	30%
Targeted rate	0%
General rate	70%
Total	100%

HOW WE WILL MEASURE OUR PERFORMANCE

Performance measures	Performance targets	
The occupancy of the Wellington Arts Centre (by art studios, tenancies and room hire).	2006/07	Art studios = 95%; tenancies = 95%; room hire = 60%
	2007/08	Art studios = 96%; tenancies = 96%; room hire = 63%
	2008/09	Art studios = 97%; tenancies = 97%; room hire = 66%
	2016/17	Art studios = 98%; tenancies = 98%; room hire = 70%

WHAT IT WILL COST

Operational Spending 2006/07 – 08/09		Expenditure 2006/07	User charges and other revenue	Net expenditure/ rates funding requirement
Project description		(\$000)	(\$000)	(\$000)
C422	New Zealand Symphony Orchestra subsidy	216	-	216
C580	St James Theatre Charitable Trust	155	-	155
C605	Wellington Arts Centre	974	(431)	543
C670	Public Art Fund	300	-	300
Total for 2006/07		1,645	(431)	1,214
Total for 2007/08		1,695	(450)	1,245
Total for 2008/09		1,764	(485)	1,279

Note: The St James Theatre Charitable Trust project covers interest costs on a grant which we provided in 2003/04 to support the costs of an upgrade to the Opera House flying system.

10-Year Financial Projections

Net operating expenditure (by strategy area, activity and project for 10 years)

Annual Plan Project		Forecast 2006/07 \$000	Forecast 2007/08 \$000	Forecast 2008/09 \$000	Proposed 2009/10 \$000	Proposed 2010/11 \$000	Proposed 2011/12 \$000	Proposed 2012/13 \$000	Proposed 2013/14 \$000	Proposed 2014/15 \$000	Proposed 2015/16 \$000
Cultural Wellbeing											
C373	Archives operations	1,431	1,468	1,521	1,566	1,604	1,640	1,672	1,675	1,668	1,701
5.1.1	Provider – City Archives	1,431	1,468	1,521	1,566	1,604	1,640	1,672	1,675	1,668	1,701
C665	Te Ara o Nga Tupuna – Maori heritage trails	4	4	-	-	-	-	-	-	-	-
5.1.2	Provider – Promotion of heritage landmarks	4	4	-	-	-	-	-	-	-	-
C020	Civic Square marketing and events contract	110	113	117	121	124	127	130	132	135	138
C130E	Community events programme	866	871	906	930	954	979	999	1,013	1,028	1,051
C587	Citizens Day/Mayoral Day	20	21	21	22	22	23	23	24	24	25
5.2.1	Funder and provider – Arts and cultural festivals	996	1,005	1,044	1,073	1,100	1,129	1,152	1,169	1,187	1,214
C423	New Zealand International Festival of the Arts	750	774	798	821	842	862	881	898	914	929
5.2.2	Funder – The NZ International Arts Festival	750	774	798	821	842	862	881	898	914	929
C661	Cultural grants pool	667	688	710	730	748	766	783	798	812	826
5.2.3	Funder – Cultural grants	667	688	710	730	748	766	783	798	812	826
C101A	Wellington Convention Centre venues subsidy	200	206	213	219	224	230	235	239	244	248
C130K	Community arts programme	138	143	150	155	159	163	167	170	173	178
5.3.1	Funder – Access and support for community arts	338	349	363	374	383	393	402	409	417	426

Annual Plan Project		Forecast 2006/07 \$000	Forecast 2007/08 \$000	Forecast 2008/09 \$000	Proposed 2009/10 \$000	Proposed 2010/11 \$000	Proposed 2011/12 \$000	Proposed 2012/13 \$000	Proposed 2013/14 \$000	Proposed 2014/15 \$000	Proposed 2015/16 \$000
C102	Wellington Museums Trust funding	5,684	6,037	6,235	6,418	6,590	6,767	6,924	7,069	7,211	7,346
C666	NZ Portrait Gallery	75	91	94	96	99	101	103	105	107	109
5.4.1	Funder – City galleries and museums	5,759	6,128	6,329	6,514	6,689	6,868	7,027	7,174	7,318	7,455
C422	New Zealand Symphony Orchestra subsidy	216	223	230	236	242	248	254	259	263	268
C580	St James Theatre Charitable Trust	155	160	165	170	174	178	182	186	-	-
C605	Wellington Arts Centre	543	552	565	534	545	563	575	584	598	610
C670	Public Art Fund	300	310	319	328	337	345	352	359	365	372
5.4.2	Facilitator – Arts partnerships	1,214	1,245	1,279	1,268	1,298	1,334	1,363	1,388	1,226	1,250
	Total Cultural Wellbeing	11,159	11,661	12,044	12,346	12,664	12,992	13,280	13,511	13,542	13,801

Net capital expenditure (by strategy area, activity and project for 10 years)

Annual Plan Project	Forecast 2006/07 \$000	Forecast 2007/08 \$000	Forecast 2008/09 \$000	Proposed 2009/10 \$000	Proposed 2010/11 \$000	Proposed 2011/12 \$000	Proposed 2012/13 \$000	Proposed 2013/14 \$000	Proposed 2014/15 \$000	Proposed 2015/16 \$000
Cultural Wellbeing										
CX497 Maori Heritage Trail	68	70	-	-	-	-	-	-	-	-
5.1.2 Provider – Promotion of heritage landmarks	68	70	-	-	-	-	-	-	-	-
CX458 Art installation	25	26	27	27	28	29	29	30	30	31
5.3.1 Funder – Access and support for community arts	25	26	27	27	28	29	29	30	30	31
CX500 City Gallery Extension	1,332	-	-	-	-	-	-	-	-	-
5.4.1 Funder – City galleries and museums	1,332	-	-	-	-	-	-	-	-	-
Total Cultural Wellbeing	1,425	96	27	27	28	29	29	30	30	31

Summary Table

CULTURAL DEVELOPMENT – LEVELS OF SERVICE AND MEASUREMENT FRAMEWORK

5.1 COUNCIL OUTCOMES

Stronger Sense of Place – Wellington will have a strong local identity that celebrates and protects its sense of place, capital-city status, distinctive landform and landmarks, defining features, history, heritage buildings, places and spaces.

COUNCIL OUTCOME INDICATOR

- resident perceptions that Wellington's local identity (sense of place) is appropriately valued and protected.

5.1.1 CITY ARCHIVES

LEVEL OF SERVICE	PERFORMANCE MEASURE	PERFORMANCE TARGETS	
<ul style="list-style-type: none"> we operate the Wellington City Archives, which holds information about the city's history and development, including documents, maps, photographs and building plans. The collection includes records from the Council and its predecessors, and from other companies and organisations that have shaped the district. 	1. The percentage of archives information requests that are completed within agreed (with the client) time-frames.	2006/07	98%
		2007/08	98%
		2008/09	98%
		2016/17	98%
	2. The number of items added to the Archives database each year (and are therefore accessible on-line to the public).	2006/07	at least 33,000 additional items
		2007/08	at least 33,000 additional items
		2008/09	at least 33,000 additional items
		2016/17	at least 33,000 additional items.

5.1.2 HERITAGE LANDMARKS

LEVEL OF SERVICE	PERFORMANCE MEASURE	PERFORMANCE TARGETS	
<ul style="list-style-type: none"> we manage Te Ara o Nga Tupuna – the Maori Heritage Trail, which signposts sites of importance to Wellington's history and Maori culture. 	The number of cultural heritage sites added to the Maori Heritage Trail – Te Ara o Nga Tupuna.	2006/07	3 additional sites
		2007/08	4 additional sites (Note – This project will be completed in 2007/08, further measures will be developed following this work).

5.2 COUNCIL OUTCOMES

More Eventful – Wellington will be recognised as the arts and culture capital, and known for its exciting entertainment scene and full calendar of events, festivals, exhibitions and concerts.

COUNCIL OUTCOME INDICATOR

- number of events held (venues include: the Westpac Stadium, the Westpac St James Theatre, the Opera House, Wellington Convention Centre, the City Gallery, the Queens Wharf Events Centre, Te Papa and Capital E.) Note: an “event” is defined as more than 300 people, and each event is counted once regardless of the number of days/nights held
- number of weekends when at least one “cornerstone” cultural or arts event is held in the city (see – Events Strategy for definition).
- new Zealander and Wellingtonian perceptions that ‘Wellington is the arts capital of New Zealand’
- new Zealander and Wellingtonian perceptions that ‘Wellington is the events capital of New Zealand’
- number of national arts organisations, professional and amateur theatre groups based Wellington.

5.2.1. ARTS AND CULTURAL FESTIVALS

LEVEL OF SERVICE	PERFORMANCE MEASURE	PERFORMANCE TARGETS	
<ul style="list-style-type: none"> • each year, under this activity, we support well over 100 events, including cultural celebrations, arts festivals, shows and sporting events. 	1. Civic Square events – the number of free events held at the Civic Square and the estimated attendance.	2006/07	110 events / 130,000 estimated attendance
		2007/08	110 events / 135,000 estimated attendance
		2008/09	110 events / 140,000 estimated attendance
		2016/17	120 events / 150,000 estimated attendance.
	2. Community festivals and events – the number of community festivals and events supported by WCC and the estimated attendance.	2006/07	80 events / 600,000 estimated attendance
		2007/08	80 events / 600,000 estimated attendance
		2008/09	80 events / 600,000 estimated attendance
		2016/17	80 events / 600,000 estimated attendance.
	3. Resident satisfaction with WCC associated events and festivals.	2006/07	90%
2007/08		90%	
2008/09		90%	
2016/17		90%	

5.2.2 THE NEW ZEALAND INTERNATIONAL ARTS FESTIVAL

LEVEL OF SERVICE	PERFORMANCE MEASURE	PERFORMANCE TARGETS	
<ul style="list-style-type: none"> we provide funding to the New Zealand International Arts Festival. 	1. The total number of tickets sold for the Festival and total number sold to people outside the Wellington region.	2006/07	there is no NZ International Arts Festival in 2007
		2007/08	30% of festival tickets are sold to outside the Wellington region (a target for total tickets sold is not appropriate given the unpredictable nature of ticket sales)
		2008/09	there is no NZ International Arts Festival in 2009
		2016/17	30% of festival tickets are sold to outside the Wellington region (a target for total tickets sold is not appropriate given the unpredictable nature of ticket sales).
	2. The estimated economic contribution the Festival brings to the Wellington city.	2006/07	there is no NZ International Arts Festival in 2007
		2007/08	at least \$12 million
		2008/09	there is no NZ International Arts Festival in 2009
		2016/17	at least \$12 million.

5.2.3 CULTURAL GRANTS

LEVEL OF SERVICE	PERFORMANCE MEASURE	PERFORMANCE TARGETS	
<ul style="list-style-type: none"> we provide cultural grants to support community festivals and events, arts and culture exhibitions, and other arts projects and organisations. All projects must be community-based, aimed at involving at least 1000 people, and meet other criteria. 	Total number of grant applicants	2006/07	to distribute cultural grants pool budget in accordance with eligibility criteria.
	Total number of applicants receiving grants	2007/08	
	Total budget allocated to grants	2008/09	
	(Note – the above measures reflect monitoring capacity and therefore do not have detailed performance targets).	2016/17	

5.3 COUNCIL OUTCOMES

More Inclusive – Wellington will celebrate its bicultural heritage and growing ethnic, religious and social diversity, and be tolerant, welcoming and inclusive of people's differences to create a sense of belonging, shared understanding and identity.

COUNCIL OUTCOME INDICATOR

- New Zealander and Wellingtonian perceptions that 'Wellington has a culturally rich and diverse arts scene'.

5.3.1. ACCESS AND SUPPORT FOR COMMUNITY ARTS

LEVEL OF SERVICE	PERFORMANCE MEASURE	PERFORMANCE TARGETS	
<ul style="list-style-type: none"> • we support a wide range of community arts organisations, both by providing advice and subsidised access to the top-class venues at the Wellington Convention Centre • also under this activity, our community arts programme encourages public involvement in the arts (by co-ordinating events such as Artsplash, the Secondary Schools Arts Exhibition, and the Children's Film Festival) and enhances the urban environment by co-ordinating the creation of murals and other public artworks (for example, through the Drive by Art initiative). 	1. The number of community groups that access the Wellington Convention Centre with assistance from the venues subsidy, and the number of events held.	2006/07 2007/08 2008/09 2016/17	34 groups / 38 events 34 groups / 38 events 34 groups / 38 events 35 groups / 40 events
	2. The proportion of budget spent to provide groups with subsidised access to the Wellington Convention Centre (Wellington Convention Centre venues subsidy budget).	2006/07 2007/08 2008/09 2016/17	Total budget is spent Total budget is spent Total budget is spent Total budget is spent
	3. The number of new Council supported artworks installed in public spaces. The key categories of public art are defined as: major stand-alone public art (e.g. sculptures or monuments); the integration of public art design into our urban and suburban environment; community public art, (e.g. public murals and aerosol art); temporary public art works.	2006/07 2007/08 2008/09 2016/17	The type and number of artworks supported can vary from year to year, therefore a target is not appropriate. Our target is to support as many worthwhile projects as possible throughout the stated categories making best use of the allocated budget.

5.4 COUNCIL OUTCOMES

More Actively Engaged – Wellington will encourage greater engagement and participation by offering an exceptional range of arts and cultural amenities that cater to all tastes as well as a high quality environment that fosters a vibrant city life.

COUNCIL OUTCOME INDICATOR

- number of businesses and employees engaged in the arts and cultural sector (sector defined by Statistics NZ)
- resident frequency of engagement in cultural and arts activities (activities defined by Statistics NZ).

5.4.1 CITY GALLERIES AND MUSEUMS

LEVEL OF SERVICE	PERFORMANCE MEASURE
<ul style="list-style-type: none"> • we support the Wellington Museums Trust, which operates the Museum of Wellington – City and Sea, the City Gallery, Capital E, the Wellington Cable Car Museum, the Colonial Cottage Museum, and the Plimmer’s Ark conservation project. 	<p>Performance measures for The Wellington Museums Trust are detailed within the Council Controlled Organisations section in volume one.</p>

5.4.2 ARTS PARTNERSHIPS

LEVEL OF SERVICE	PERFORMANCE MEASURE	PERFORMANCE TARGETS	
<ul style="list-style-type: none"> • we provide the Wellington Arts Centre, which accommodates emerging artists and creative sector organisations in one location that fosters artistic exploration and collaboration • we also provide funding and support for other iconic arts organisations and events that contribute to the city’s cultural life, including The New Zealand Symphony Orchestra, the Chapman Tripp Theatre Awards, the NGC Wellington Sinfonia, the NBR New Zealand Opera, Downstage Theatre, Circa Theatre, Bats Theatre, Taki Rua Theatre, and the Wellington Sculpture Trust. 	<p>The occupancy of the Wellington Arts Centre (by art studios, tenancies and room hire).</p>	<p>2006/07</p> <p>2007/08</p> <p>2008/09</p> <p>2016/17</p>	<p>Art studios = 95%; tenancies = 95%; room hire = 60%</p> <p>Art studios = 96%; tenancies = 96%; room hire = 63%</p> <p>Art studios = 97%; tenancies = 97%; room hire = 66%</p> <p>Art studios = 98%; tenancies = 98%; room hire = 70%</p>