

DUNDEE CITY COUNCIL

REPORT TO: Leisure, Arts and Communities Committee - 25 April 2011

REPORT ON: Sensation (Dundee Science Centre) - Revenue Support 2011-2012

REPORT BY: Director of Leisure and Communities

REPORT NO: 101-2011

1.0 PURPOSE OF REPORT

- 1.1 To seek Committee approval for a Service Level Agreement to be extended between Dundee City Council and Sensation (Dundee Science Centre) for the period 1 April 2011 to 31 March 2012

2.0 RECOMMENDATIONS

It is recommended that the Committee:

- 2.1 remits the Director of Leisure & Communities, on behalf of Dundee City Council, to enter into a one year Service Level Agreement with Sensation, subject to on-going monitoring and evaluation as to this efficiency, economy and effectiveness.
- 2.2 remits the Director of Leisure and Communities to keep these arrangements under review and amend as appropriate.
- 2.3 approves the Grant funding amounting to £46,092 per the period 1 April 2011 - 31 March 2012.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The funding recommended is £31,092 which sum is provided for in the Leisure and Communities Department's Revenue Budget for 2011-2012. See Appendix 1.
- 3.2 A separate annual Grant of £15,000 was approved at the Policy and Resources Committee on 14 December 1998 to replace a proposed endowment fund, which will be met from the Leisure and Communities Department's Revenue budget 2011-2012.
- 3.3 The terms and conditions of the grant will be contained within a Service Level Agreement 2011-2012, between Dundee City Council and Sensation (Dundee Science Centre).

4.0 MAIN TEXT

- 4.1 Dundee Science Centre's mission is to be a community resource, which:
- provides a high quality, inspiring social venue for learning for the whole community.
 - contributes to the development of a culture of engagement with science, and promotes science as an aspect of local culture.
 - engages the wider community with Dundee's science research community, raising local pride in local discovery.
 - raises the profile of Dundee as a city of science and scientific discovery
 - supports the formal 3-18 curriculum.

- is an efficient, responsible and trusted organisation.

It aims to embed its values in everything it does and strives to be a community resource recognised for excellence in science learning and provision of public engagement opportunities, rather than simply a tourist attraction appealing to families with young children.

4.2 Review of 2010-2011

Science Festival - 2010 was DSC's most important year to date. The mission was driven forward and they had major impact on the City of Dundee, delivering Dundee's first Science Festival which spanned two weeks and saw science celebrated across the city in many venues with activities that appealed to diverse audiences including adults and teenage. Over 8,800 people attended 40 festival events at 20 separate locations across the city. Completed surveys and feedback demonstrated high levels of satisfaction.

The Science Learning Institute (SLI) was launched in September. An innovative partnership and collaborative venture between the University of Dundee, Dundee College and Dundee Science Centre. Through the SLI, DSC will work with its partners to provide high quality, interprofessional training for practicing professionals and those in further and higher education enhancing learning for the Tayside region. In 2010, 20 separate learning opportunities were taken up by teachers, research scientists, community workers, museum curators and others. Funding was secured from Dundee City Council, Perth and Kinross Council and The Matthew Trust. Additionally, DSC hosted two Teachers in Residence, each completing six month placements and developing school loan resources to support Curriculum for Excellence and enable pupils across the region to experience rich, exciting interdisciplinary projects.

The Early Explorers programme for early years children was successful, so much so that the one day per month reserved for little scientists increased to two.

Funding - More funding was secured to support projects than in any other year – in excess of £100,000 was secured through scientific research councils, trust funds and local trusts. A number of smaller European grants added events to the calendar, including 'Time for Nano' and 'PlayDECIDE', and a larger grant will see an extensive secondary schools outreach programme, 'Scientists on Tour', continue into 2011.

A planetarium was purchased with assistance from the Dundee Science Centre Endowment Trust, allowing a space themed summer of activities including an exhibition celebrating man's landing on the moon, a visit from a NASA astronaut and loan of lunar and meteorite samples from the Science and Technology Facilities Council.

New commercial opportunities were explored, which also supported the mission to become a more widely used social venue. These included 'Awake' – the early morning breakfast service in the Infusion coffee shop and a new revised Children's Parties offering.

Staff Development - DSC's record in staff development was once again recognised nationally with, for the third consecutive year, a DSC team member was shortlisted for the Association of Scottish Visitor Attractions' 'Rising Star' award. The 2010 award was won by the DSC's Infusion coffee shop supervisor.

Visitor Numbers - 60,000 visits were achieved, which was lower than anticipated. The summer exhibition did not have the impact of that of previous years and visitor numbers in July and August were particularly low. A strong performance throughout the remainder of 2010 saw DSC achieve 60,000 visits. This figure would have been higher were it not for the severe winter weather in December with several days of closure resulting in a very poor month for visitor numbers.

4.3 **Major Plans for 2011-2012**

Science Learning Initiatives - 2011 will be a year of embedding and evaluating the several science learning initiatives launched in the last year (Early Explorers, Reclaim, Create and Inspire, DSC Science Learning Institute and Dundee Science Festival). Through scheduled internal and external training and evaluation, the richness and experience of the Science Learning Team will be enhanced, also resulting in increased quality of delivery and inspiration to visitors.

Exhibition and Public Science Shows - In order to maintain repeat visits and continue to be an innovative science centre, there will also be a focus on the exhibition and public science shows, updating specific areas throughout the year at DSC. Group visits will receive focus in terms of both awareness raising and creation of bespoke packages for each sub-segment (including community groups, out of school clubs, uniformed groups, Senior Citizens and corporate groups). There will also be focus on commercialisation and extension of audience engagement of Science Learning programmes and services, including Early Explorers and outreach.

Routes to Science Engagement - Science provides a source of lifelong learning and a topic with which the community can engage as a social and cultural pursuit. It also reflects the major discoveries of the city. DSC continues to integrate science into local culture, building on the progress of 2010. They will work with local and national partners to provide the local community with accessible routes to science engagement.

Specific strategic aims for DSC in 2011 are the delivery of the City's Science Festival and the creation of Dundee Curiosity Partnership with DCA and The Rep.

Public Engagement - DSC will work closely with local Tayside universities and research institutes to facilitate their engagement with the community. They will support the research sector's own public engagement aims, and actively seek to promote a culture of public engagement amongst the research community. They will provide accessible and relevant routes for researchers to train in science communication and reach the public with their research. They will provide opportunities for researchers to build skills, confidence and professionalism in public engagement. As a high quality, inspiring venue, they will facilitate the meeting of public and researchers by creating enjoyable events at which the people of Tayside can discover local scientific excellence, debate with scientists, and develop interest and curiosity for the city's science. DSC will further embed its role within the scientific community and will build on the success of 2010's Create and Inspire programmes.

City of Science - Although widely known for scientific excellence amongst the international academic community, the City deserves recognition from its own citizens. DSC will work to raise the profile of Dundee as a city of science, promoting civic pride. They will seek to create visibility for Dundee's scientific discovery via awareness campaigns delivered in partnership with the Dundee Science Festival Partnership. Following the success of the 2010 Dundee Science Festival, DSC will lead the Dundee Science Festival Partnership towards the development and delivery of the 2011 festival.

Learning Activities - By providing inspiring, engaging and relevant experiences for teachers and students, DSC aim to promote scientific careers, science literacy and learning for life. DSC's innovative and collaborative approach and unique resource and position will support the region's schools, teachers and pupils to experience inspiring learning activities. Early Explorers, primary and secondary school programmes, and continuous professional development (CPD) via DSC Science Learning Institute will provide inspiration to learners and professionals across the region. Classroom resource loan boxes and online material will continue to be developed and utilised by teachers from early years to secondary. Training and classroom experience for the Science Learning Team will enhance quality and richness of their provisions.

- 4.4 Sensation sustained 32 full time equivalent jobs in Dundee in 2010-2011 and they are projected to achieve 95% of their income from non city council sources in 2011-2012

5.0 POLICY IMPLICATIONS

This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management.

There are no major issues.

6.0 CONSULTATION

- 6.1 The Chief Executive, Depute Chief Executive (Support Services), Assistant Chief Executive and Director of Finance have been consulted on this report and are in agreement with its contents.

7.0 BACKGROUND PAPERS

- 7.1 None.

STEWART MURDOCH
DIRECTOR OF LEISURE AND COMMUNITIES
11 APRIL 2011

SENSATION (DUNDEE SCIENCE CENTRE)

	Projected Out-turn 2010-2011	Projected Budget 2011-2012
Expenditure		
Staff cost	569,079	642,232
Operations	271,568	258,311
Rent, rates, fees	46,244	50,961
Total expenditure	886,891	951,504
Income		
Tickets inc. Gift Aid	171,150	205,523
Gift Shop	18,084	19,438
Coffee Shop	45,938	50,965
Car parks (ex Seabraes Contract)	69,869	72,131
Sponsorship	25,500	22,000
Other Commercial	20,991	27,200
Projects	48,305	54,000
Satrosphere contract	72,000	64,000
Science Learning Outreach	11,876	15,000
Sub-total income	483,713	530,257
Grants and Sponsorship Income		
DCC Annual Revenue Support Grant	31,092	31,092
DCC Endowment	15,000	15,000
DCC Seabraes Car Park Contract	76,000	76,000
Scottish Government	252,003	301,251
Sub-total grant income	374,095	423,343
Total Income	857,808	953,600
Surplus / Deficit	(29,083)	2,096