

EXECUTIVE SUMMARY

WINCHESTER

DISTRICT

CULTURAL

STRATEGY



INTRODUCTION

This document has been developed jointly with partners which represent a broad cross-section of cultural and creative providers, as well as linked sectors, and is a shared vision for cultural development in Winchester district, what we want to achieve and what our priorities are until 2030.

Our strategy aims to articulate Winchester district's cultural offer and the benefits it provides, embolden the sector to work collaboratively and act as a lever to attract investment. It aims to create the conditions for partnership within the cultural sector and with other sectors. The values, vision, aims and objectives have been developed jointly with partners who have a strategic overview of activity across the district. A 'live' and agile approach will be adopted throughout the delivery of the strategy which will allow findings to be included as they become apparent.

This is a headline document which summarises the key elements of the strategy, for more information about our approach, Winchester district and its cultural assets, financial resilience and interdependencies please refer to the full strategy document.



VISION & VALUES

Winchester district's **creative dynamism** enriches lives and makes **amazing things happen.**

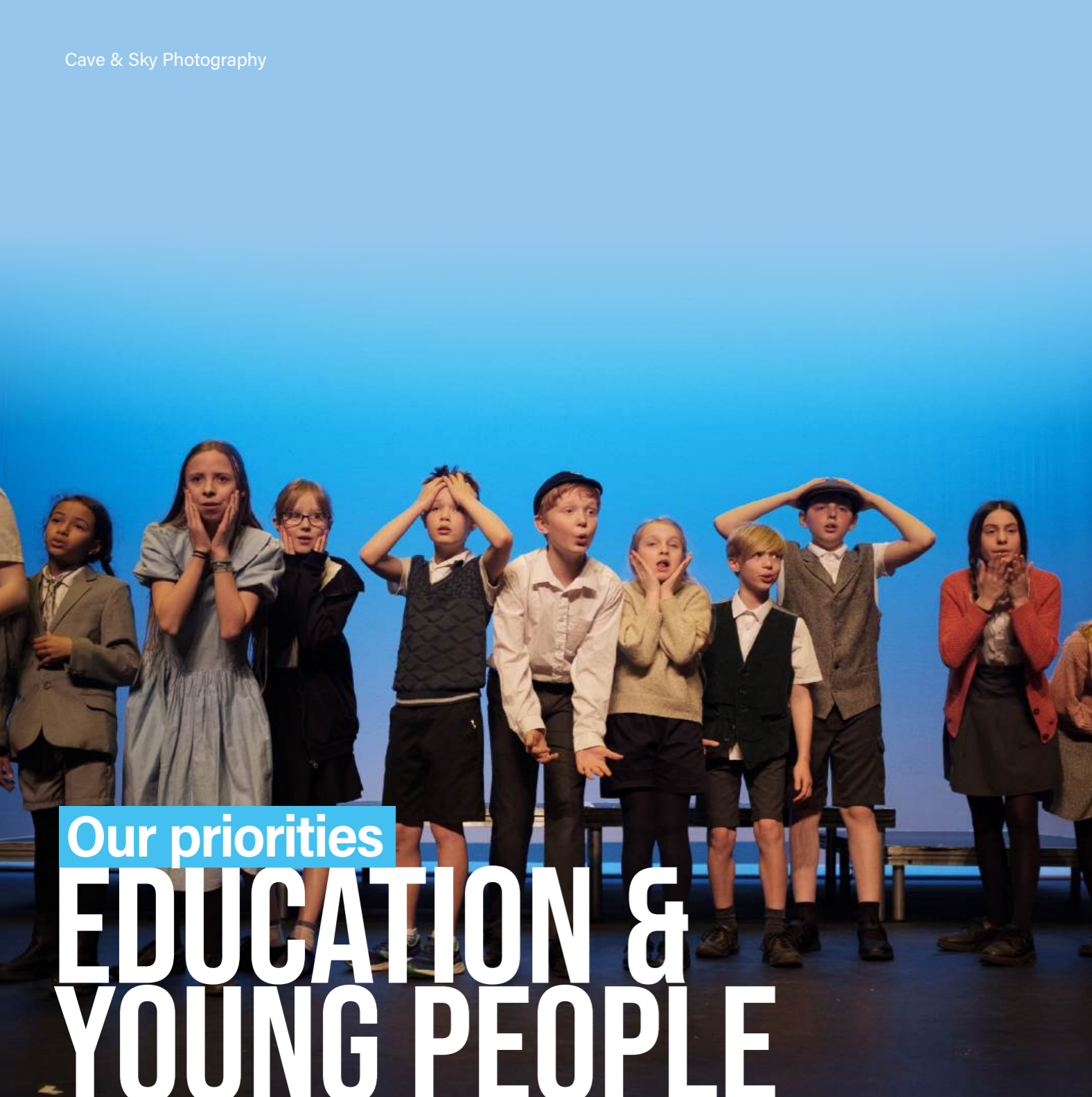
INCLUSIVE
COLLABORATIVE
AMBITIOUS
RESILIENT
DISTINCTIVE

THEMES & PRIORITIES

Together, we have identified themes and priorities which will focus our energies, building on successes and addressing weaknesses to ensure we can move closer to our vision.

We recognise our role in leading change and have identified three areas we would like to focus upon throughout the course of delivering and implementing this strategy. Threads weaving through everything we do.





Our priorities

EDUCATION & YOUNG PEOPLE

Why is this a priority?

Some young people will not have the opportunity to engage with culture through their everyday lives or, increasingly, mainstream education. 30% of Winchester residents are under 25 and therefore represent a large proportion of our population. We recognise that cultural education is enriching beyond the activity itself, improving confidence, coordination, organisation, teamwork and wellbeing. This is equally true of adults as well as children but believe engaging children at a young age will lead to more culturally engaged adults.

What is the change we'd like to see?

By 2030, we will have established a youth-led movement designed to encourage a growing number of young people who are discovering and engaging in a wide range of cultural activities. The movement, supported by multiple partners, will be an accessible, inclusive, diverse and safe space which celebrates young people and embraces their creative talent.



Our priorities

PLACEMAKING

Why is this a priority?

Culture and heritage can be transformational for a place, offering spaces and opportunities for communities to come together. There is an opportunity to use the place as a canvas and allow culture to grow from the community. The opportunity to celebrate and bring to the fore the uniqueness of Winchester, "where the past and present collide". 88% of residents surveyed thought creative and cultural activities help make the Winchester district a better place in which to live, work, visit and play.

What is the change we'd like to see?

By 2030, Winchester will have harnessed its collective power and influence to bring about change, showcasing and connecting communities to our diverse cultural and creative offer. The sector will be attracting external investment and culture will be considered central to Winchester's identity. This will begin the process of putting culture on the growth and regeneration map.



Our priorities

ECONOMY & CREATIVE INDUSTRIES

Why is this a priority?

The creative industries play a crucial role in the economy of Winchester, contributing £283m (GVA) in 2019 and employing almost 5,000 people in 2021. The creative industries harness imagination, entrepreneurship and innovation, generating growth even in difficult times. The workforce is bolstered by both universities and our proximity to London. The workforce is projected to grow by a further 7.5% between 2021 and 2032. 92% of residents surveyed thought we should support and encourage the creative industries.

What is the change we'd like to see?

By 2030, Winchester district will celebrate its vibrant, accessible creative sector. Through collaboration, we are devising creative and innovative solutions to challenges and maximising opportunities. We have created a network of spaces and skills to support sustainable career opportunities and demonstrate economic benefit.



Our priorities

EVENTS & FESTIVALS

Why is this a priority?

Events and Festivals are a platform to explore culture and community in a diverse and inclusive way. Winchester district hosts approximately 30 mid to large scale events and festivals each year celebrating a wide range of genres such as: outdoor arts, heritage, theatre, food and drink, poetry, books, fashion, and sports. Opportunities for people to come together and share experiences help build a sense of community and civic pride. 87% of residents surveyed thought we should use creative and cultural activity to bring people together.

What is the change we'd like to see?

By 2030, through working in collaboration and partnership, Winchester district will have a growing number of festivals and events, covering a wide range of themes and topics, attracting new and existing audiences, prioritising inclusion and accessibility. Maintaining the quality Winchester district is known for, experiences which are inspiring, experimental, risk-taking and fun, which attract funding and deliver strategic creative aims, will be happening.



Our priorities

PARTNERSHIP WORKING

Why is this a priority?

Working in partnership ensures the best possible chance of success and increases the overall return on investment. It also reduces the likelihood of a single point of failure and decreases the burden on individual organisations. It offers the opportunity to share skills, knowledge, resources and networks to provide the greatest chance of success.

What is the change we'd like to see?

By 2030, we will have the mechanisms and structures to collaborate effectively. Together we will have demonstrated influence and power through increased sustainability, additional funding and support and will be allowing space for creative risk-taking and innovative thinking. Alongside our existing audiences will see new, more diverse audiences and workforce and will be supporting additional outcomes in areas such as health, wellbeing and environment.



Our themes

HEALTH & WELLBEING

Why is this a theme?

The positive role culture and creativity can play in an individual's health and wellbeing is undeniable. This was never more evident than during the Covid-19 pandemic, people turned to creativity to maintain and improve their mental wellbeing.

We believe access to cultural and creative activity will lead to happier and healthier people. 87% of residents surveyed thought cultural and creative activities contribute to Winchester district residents' wellbeing.

What is the change we'd like to see?

By 2030, culture and creativity will have made a demonstrable difference to the health and wellbeing of Winchester district's residents. We seek to champion and explore the fundamental role that culture plays in health and wellbeing throughout the delivery and implementation of this strategy.



Our themes

INCLUSION & DIVERSITY

Why is this a theme?

Increased diversity and inclusion broadens perspectives, introduces new ideas, bolsters creativity and supports people who may otherwise be under-represented. Winchester is predominantly white (88%), in very good health (53%), physically able (84%) and heterosexual (90%). The cultural workforce and programming generally reflect this traditional demographic and sustained effort to review hiring and programming practices is required to bring about change.

77% of residents surveyed said cultural and creative activities help them feel part of the community.

What is the change we'd like to see?

By 2030, a greater proportion of the cultural and creative workforce and audiences will be from a diverse background and programming will more accurately reflect the local population.

We must actively pursue opportunities to engage people from all backgrounds to consume, engage, participate, lead, produce and have careers in culture. We should aim to empower communities to express, share and celebrate their cultural identity and heritage.



Our themes

ENVIRONMENTAL RESPONSIBILITY

Why is this a theme?

Climate change is one of the most urgent and pressing challenges we face today. A thriving natural environment underpins a healthy, prosperous society but nature is in long term decline. The cultural sector inspires people to explore the great outdoors and uses nature to inspire great works of art. We believe in safeguarding our environment. We will review our practices and policies and ensure we are taking the measures needed to reduce our impact.

What is the change we'd like to see?

By 2030, environmental responsibility will automatically be considered by partners when developing projects, it will be a first thought opposed to an afterthought. We will communicate to our audiences our stance on environmental responsibility, explaining what we are doing and why. Culture will be used as tool to engage audiences in conversations about sustainable action and to develop innovative solutions.



WINCHESTER DISTRICT

CULTURAL STRATEGY

For the latest information and to download a copy of this report and supporting documents please visit www.winchester.gov.uk/arts