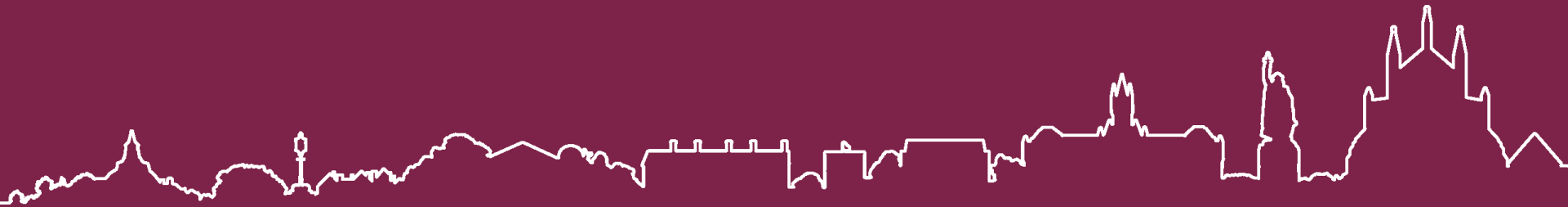


WINCHESTER DISTRICT CULTURAL STRATGEY

2024-2029

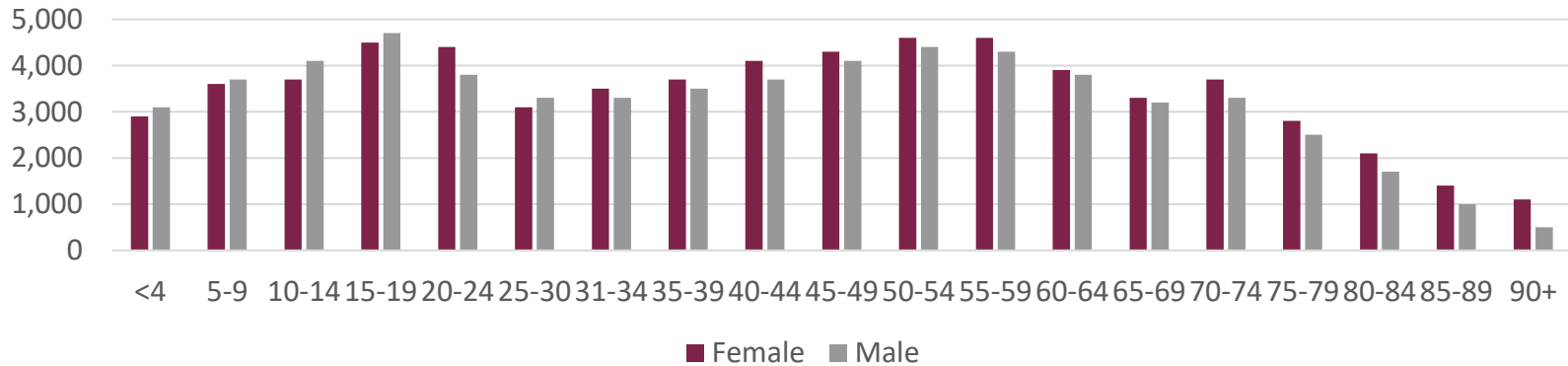
EVIDENCE BASE



WINCHESTER DISTRICT POPULATION

Winchester district has 127,500 residents

65,400 Female / 62,100 Male



Winchester district has 51,700 occupied households

Average 2.47 occupants per household

193 Residents per KM² (Lowest in the area – Southampton = 4,992!)



WINCHESTER DISTRICT POPULATION CHANGES

Between 2011 and 2021

Religion

Those identifying as Hindu now represent 0.7% of Winchester but that equates to 106% more Hindu people (+488)

- Christian population decreased by 15% (-11,781)
- 'No Religion' population grown by 69% (+21,944)
- Buddhist population grown by 40% (+223)
- Jewish population grown by 25% (+44)
- Muslim population grown by 62% (+346)
- Sikh population grown by 52% (+65)

Ethnicity

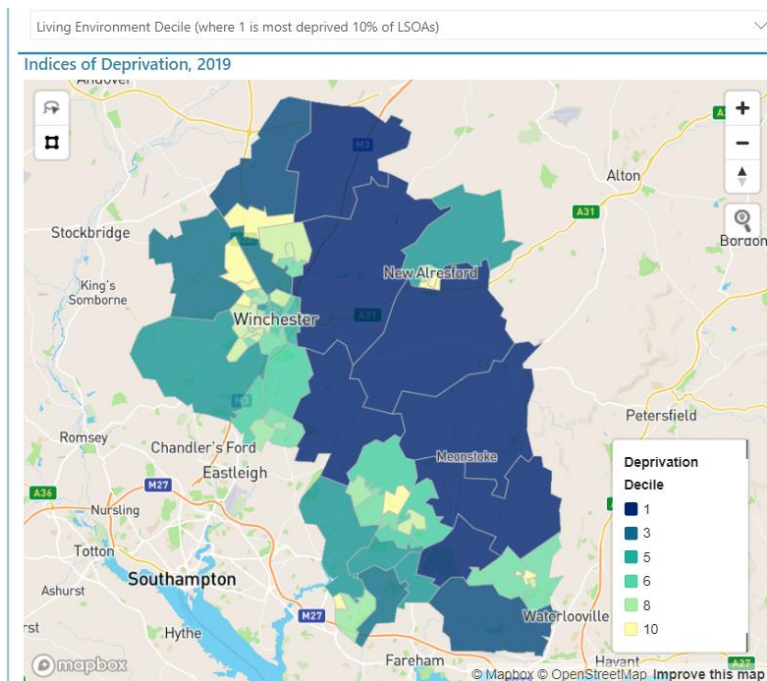
Those identifying as Black represent 0.6% of Winchester (up from 0.4%) but that equates to 50% more Black people (+255)

- Asian population grown by 34% (+1,019)
- Mixed population grown by 42% (+764)
- 'other' population grown by 133% (+510)
- White population decreased by 2% (-2,677)



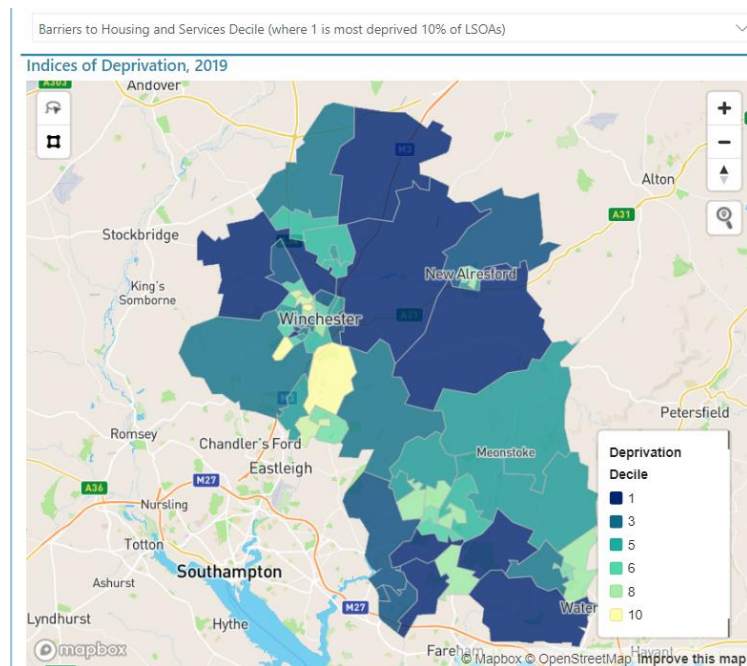
WINCHESTER DISTRICT DEPRIVATION

Winchester district does not feature in the top 10% of the Index of Multiple Deprivation. However:



7 wards are among the top 10% most deprived for 'Living Environment'

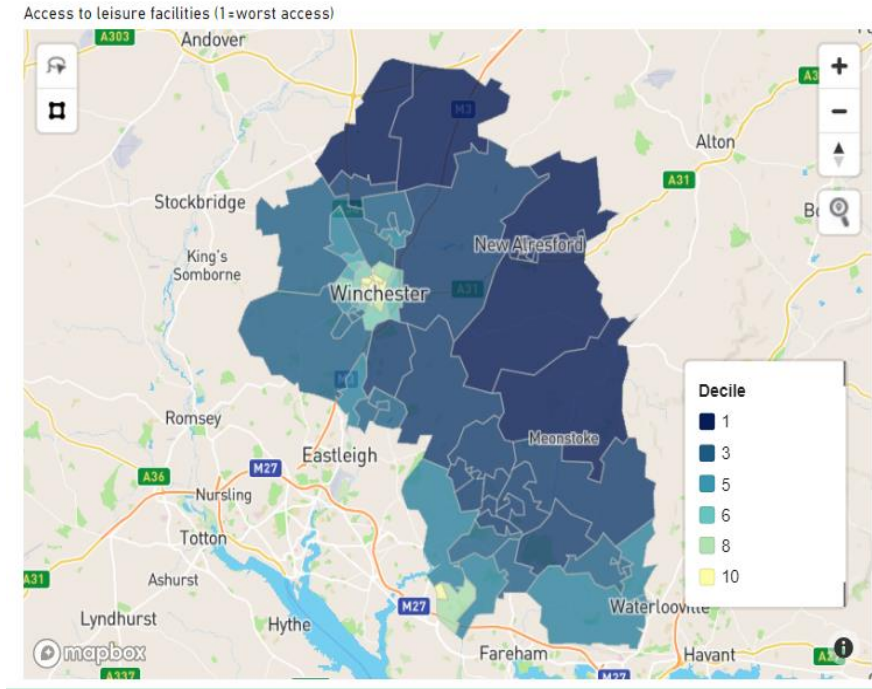
The quality of the local environment. The indoors living environment measures the quality of housing; while the outdoors living environment contains measures of air quality and road traffic accidents.



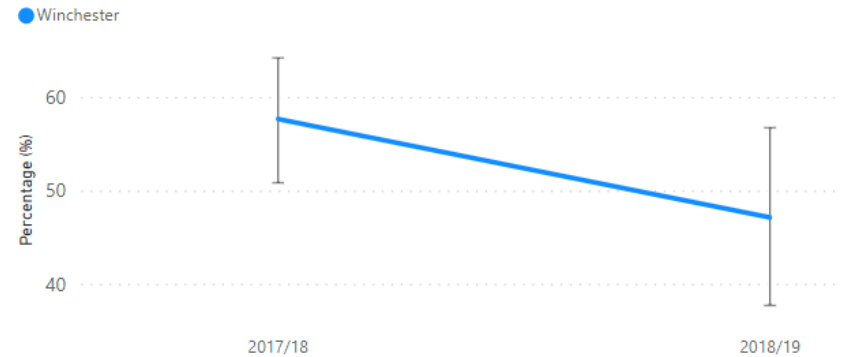
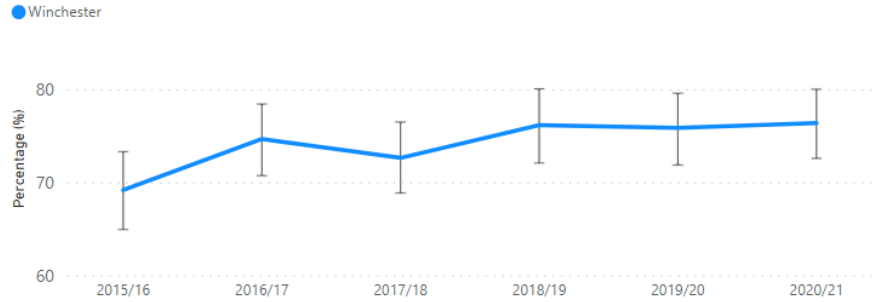
9 wards are among the top 10% most deprived for 'Barriers to Housing and Services'

The physical and financial accessibility of housing and local services. Geographical barriers, which relate to the physical proximity of local services, and wider barriers which includes affordability.

WINCHESTER DISTRICT DEPRIVATION

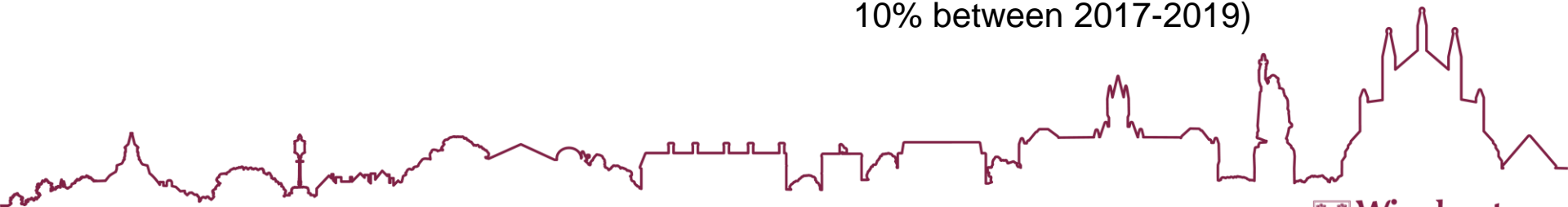


Percentage of physically active adults in Winchester



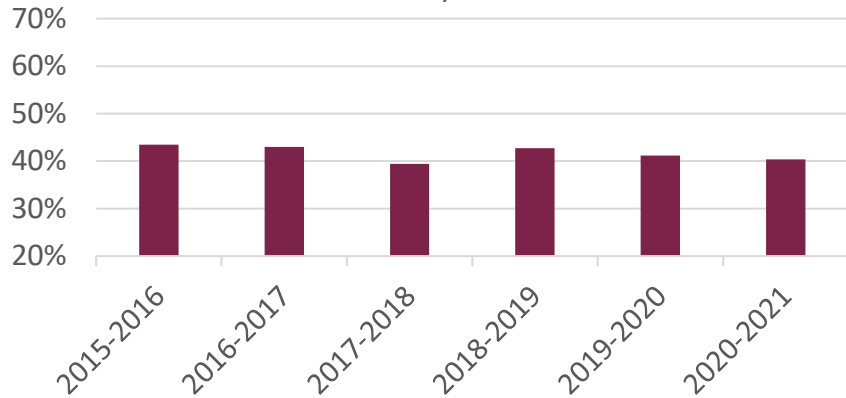
4 Wards fall into the top 10% most deprived for 'access to leisure facilities' with many more falling within the top 50%.

Whilst around 73% of adults in Winchester district are physically active, approximately 17% are inactive and only 48% of Young People are physically active (a decline of 10% between 2017-2019)

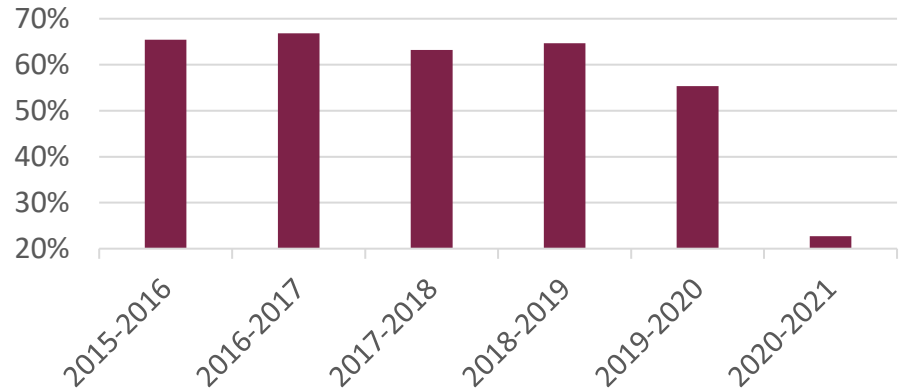


WINCHESTER DISTRICT AUDIENCES

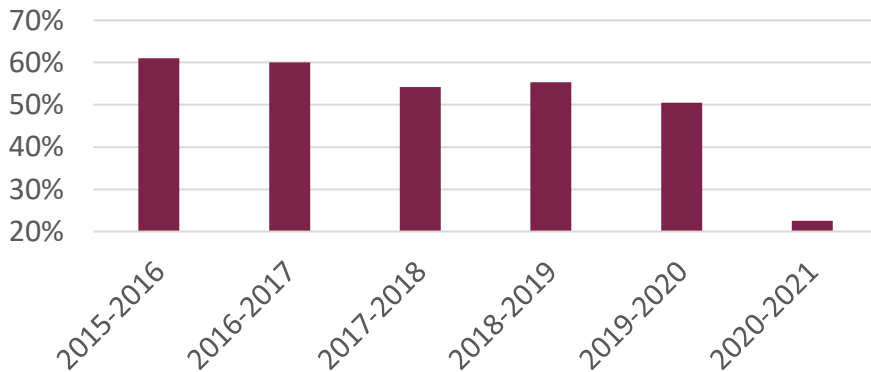
Spent time doing a creative, artistic, theatrical or music activity or a craft



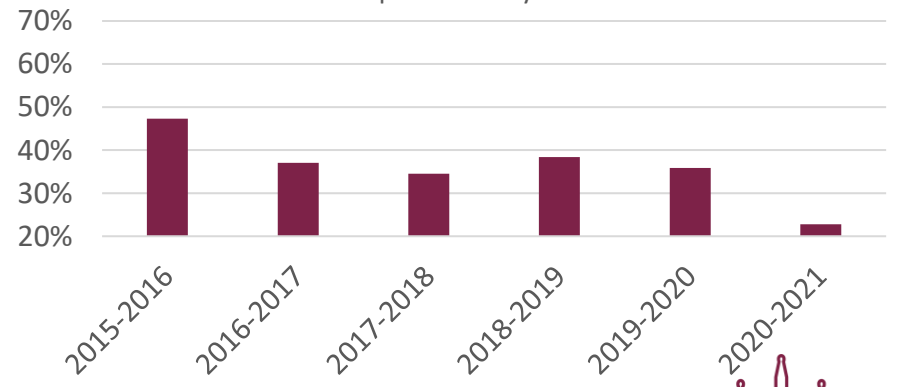
Attended an event, performance or festival involving creative, artistic, dance, theatrical or music activity



Attended a museum or gallery



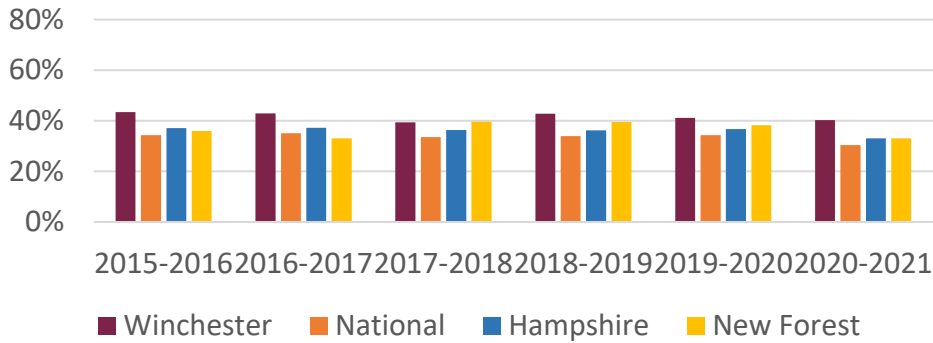
Used a public library service



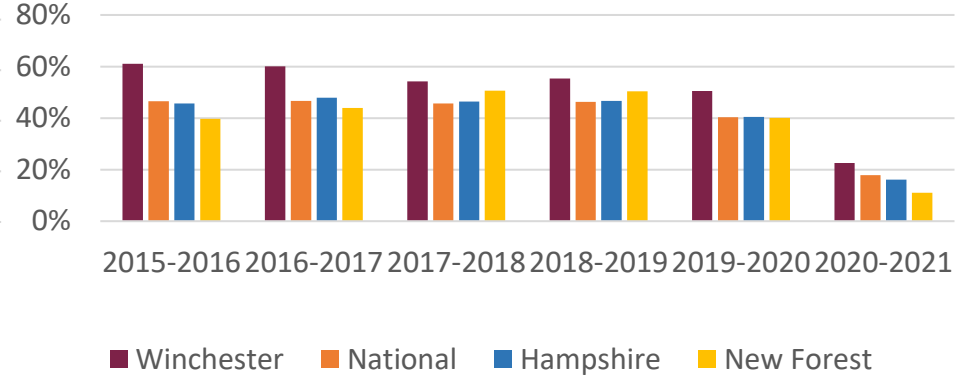
WINCHESTER DISTRICT AUDIENCES

Winchester district in comparison to **national and local averages** (November to November inclusive)

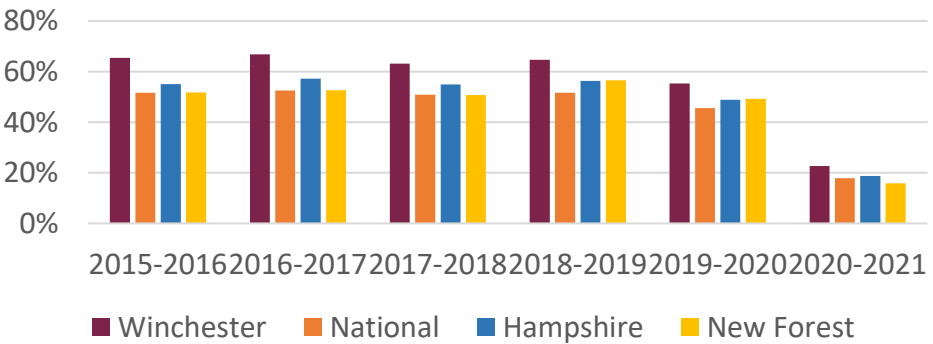
Creative Activity



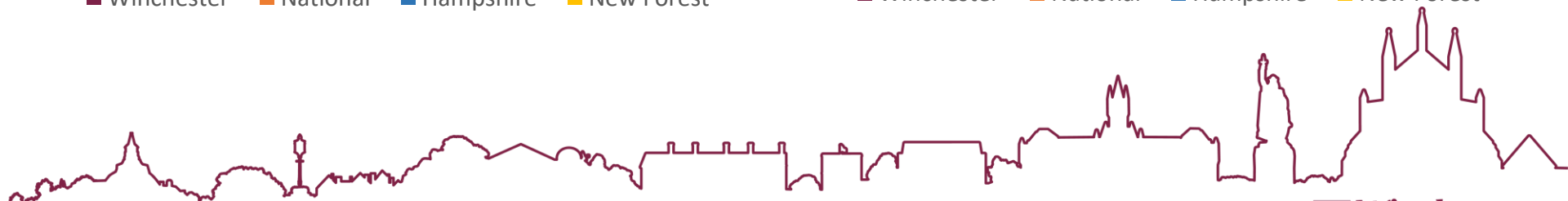
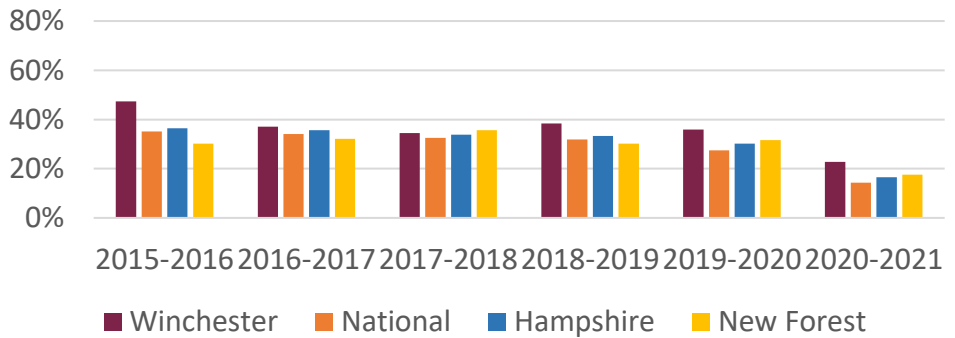
Attend Museum or Gallery



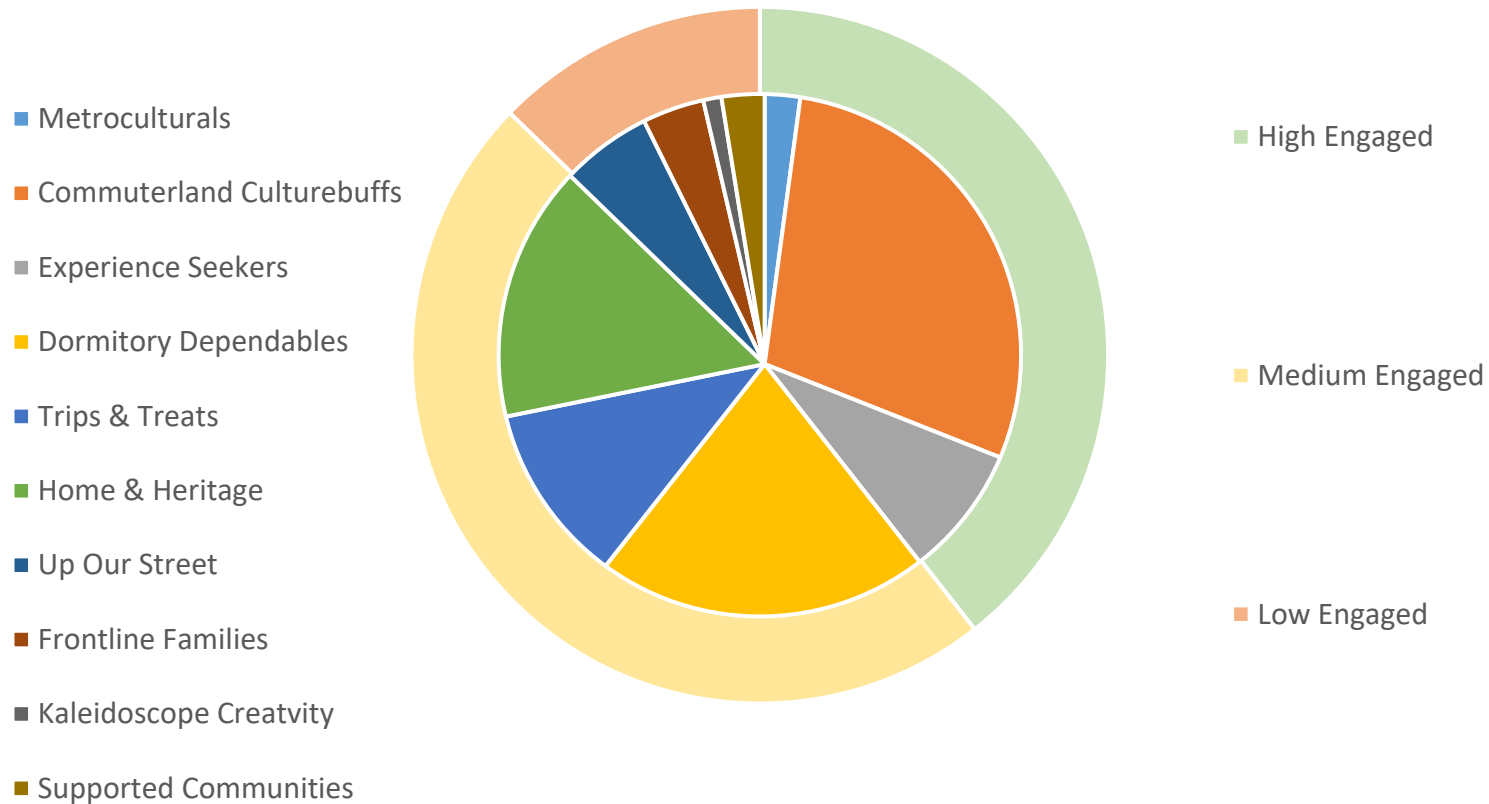
Attend Events



Used Public Library



WINCHESTER DISTRICT AUDIENCES



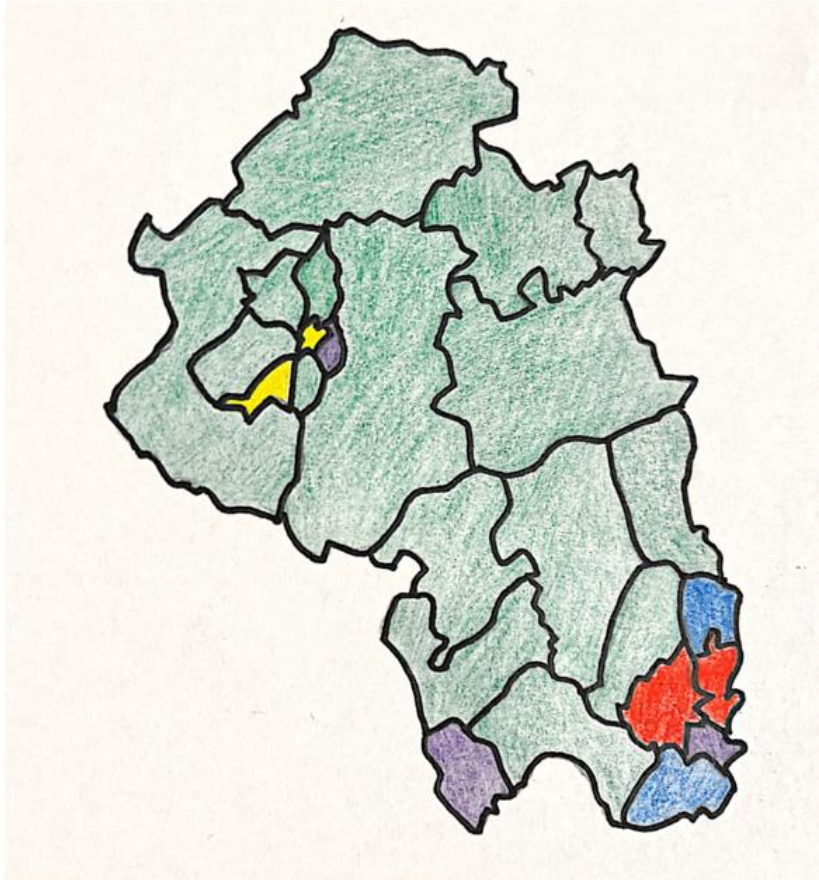
AUDIENCE PROFILE SEGMENTS

- **Metroculturals** Prosperous, liberal urbanites, interested in a very wide cultural spectrum.
- **Commuterland Culturebuffs** Affluent, professional and suburbanite keen consumers of traditional culture.
- **Experience Seekers** Highly active, diverse, social and ambitious regular and eclectic arts engagers.
- **Dormitory Dependables** Suburbanites and small towners interested in heritage activities and mainstream arts.
- **Trips & Treats** Mainstream arts and popular culture fans influenced by children, family and friends.
- **Home & Heritage** Rural and small-town pensioners attracted to daytime activities and historical content.
- **Up Our Street** Sociable retirees looking for inexpensive, mainstream, local leisure opportunities
- **Frontline Families** Frugal, semi-urban renting families, light on arts and culture but heavy on community.
- **Kaleidoscope Creativity** Mixed age, low level engagement, free local events, outdoor arts and festivals
- **Supported Communities** Culturally low engaged, health poor, craft circle and church group seniors and youths.

Read more about the segments / characteristics here: [Audience Spectrum](#) | [Audience Answers](#)

WINCHESTER DISTRICT AUDIENCES

Dominant Audience Agency Segment, by postcode.



■ Commuterland
Culturebuffs

Affluent, professional and suburbanite
keen consumers of traditional culture.

■ Experience Seekers

Highly active, diverse, social and
ambitious regular and eclectic arts
engagers.

■ Trips & Treats

Mainstream arts and popular culture fans
influenced by children, family and friends.

■ Dormitory Dependables

Suburbanites and small towners
interested in heritage activities and
mainstream arts.

■ Home & Heritage

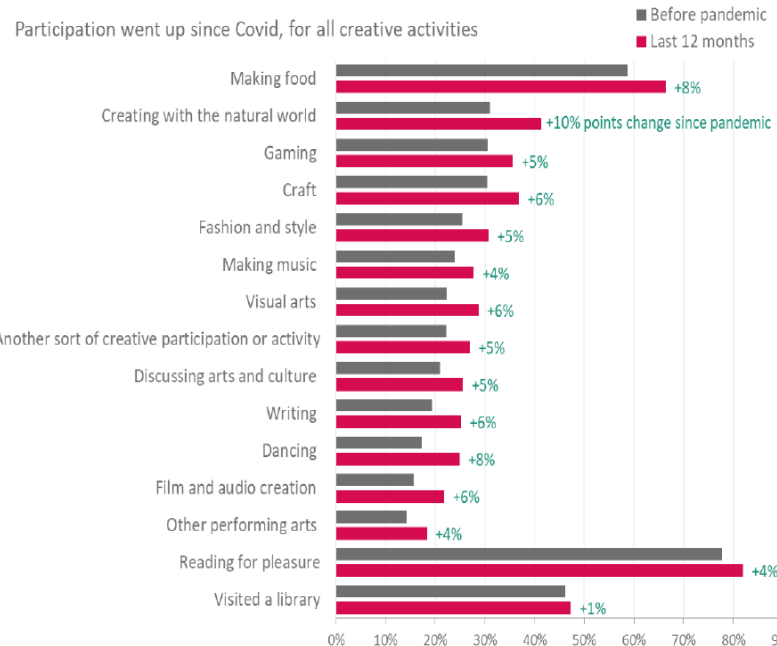
Rural and small town pensioners attracted
to daytime activities and historical
content.



AUDIENCE TRENDS

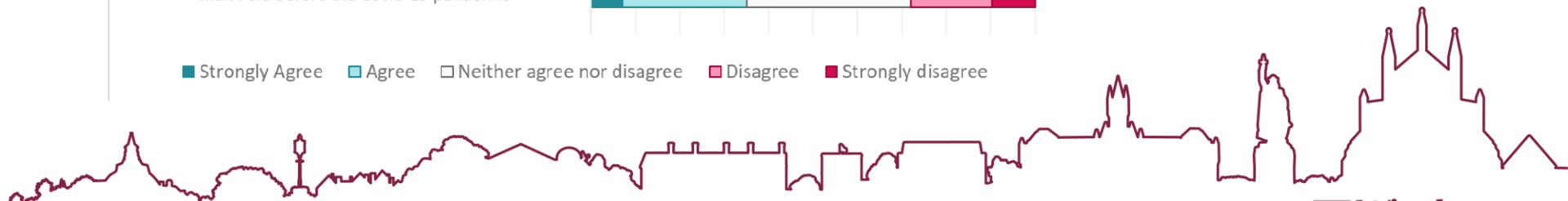
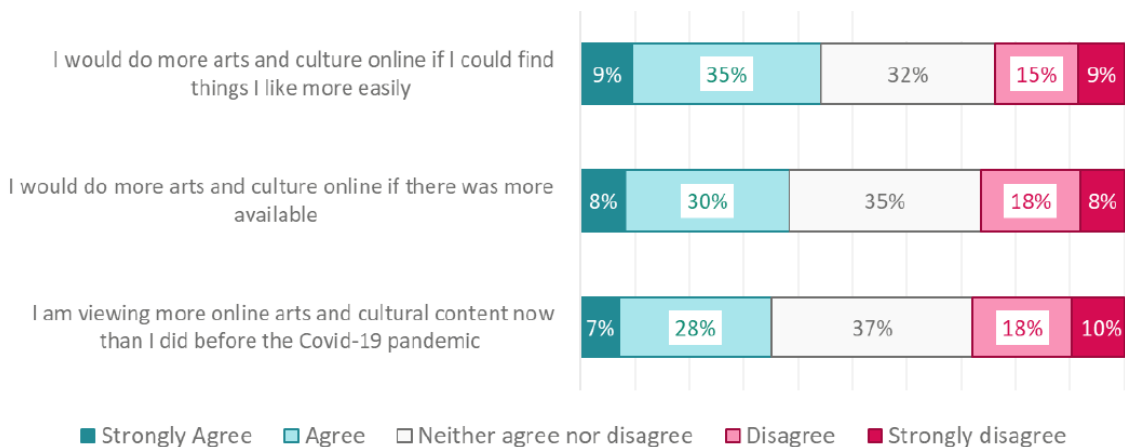
National trends in audience behaviours since the pandemic:-

- Increase in Online engagement and appetite for digital content
- Increase in 'everyday creativity' – more likely to be done at home
- Broadening 'everyday creativity' to include things such as: creative gaming, cooking, fashion and gardening saw an increase in positive response from 45% (in wave 6) to 86% (in wave 7) of the survey



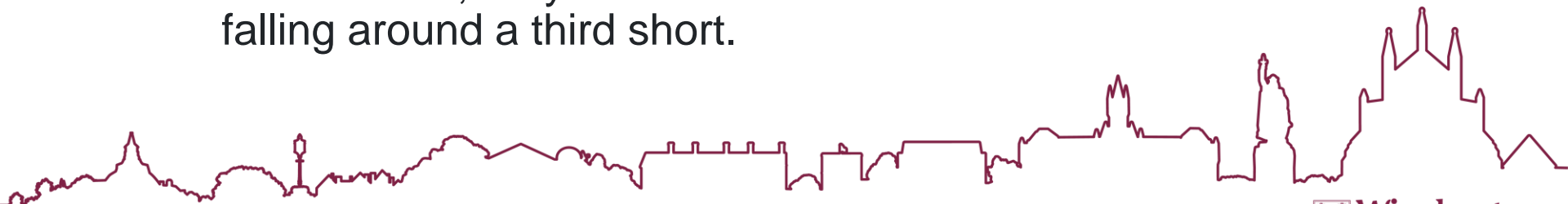
Online Engagement

There is appetite for more online cultural engagement



AUDIENCE TRENDS

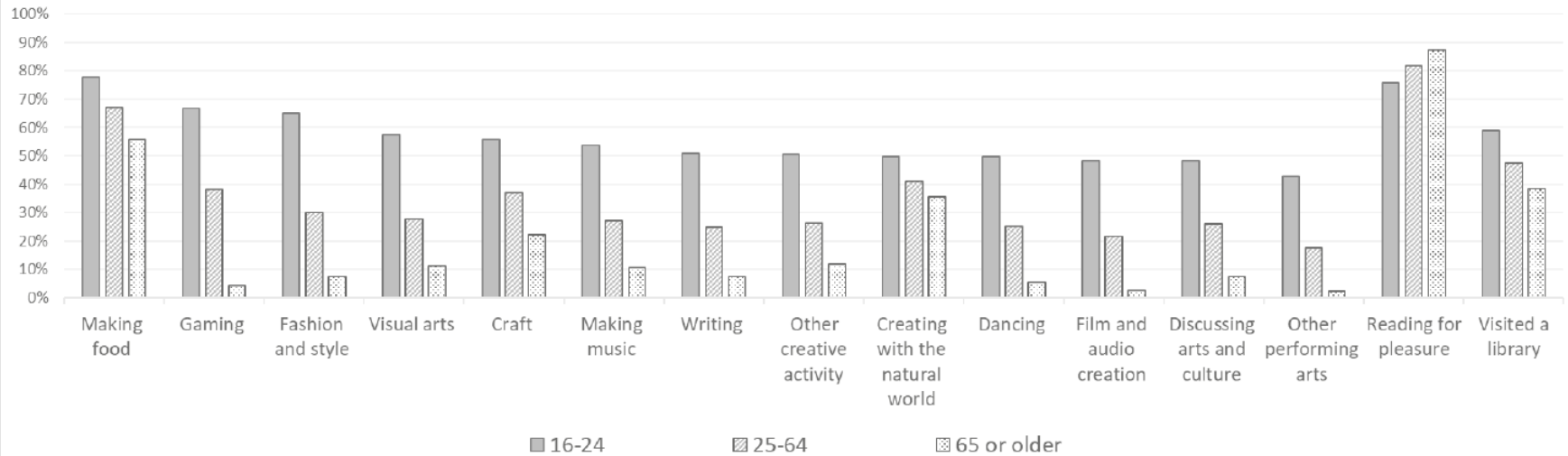
- Overall, a **decrease in ticket sales of 12%** (i.e. 2022 sales were at 88% of the average of 2017-2019 sales.)
 - more than 1/3 venues have seen their sales change by more than a third.
 - 1 in 4 venues dropped between 10% and 33%
- There was substantial **variation by month**, with the **second half of the year** being **better than the first**
 - There were also greater sales reductions for evening than matinee performances
- Some of the more **commercial types** and those **aimed at families** are **doing better than** those aimed at **older and more traditional** audiences.
 - In particular, Musicals and Christmas Shows are back at pre-Covid levels; Play/Drama and Classical Orchestral music are falling around a third short.



CULTURAL AUDIENCE TRENDS

Young people were more likely to take part in creative activities - except for reading for pleasure

% done in the last 12 months



WINCHESTER DISTRICT RESIDENT SENTIMENT

“The city is good at talking about collaboration but less so at doing it”

we're struggling to counter older voices

The younger generation don't tend to engage

Winchester district is not lacking resources. The city is full of engaged people wanting to shape where they live. The problem that has been identified is how to get existing ideas and initiatives to align to create action plans that deliver change.

“People in Winchester find it hard to work together and achieving this is key to moving forward”

“We don't hear enough from new residents or from outlying neighbourhoods”

The risk of creating another open-ended talking shop for Winchester is very real and we would collectively fail to make a difference.

“Collecting views is all that seems to happen in Winchester.”

“People get locked into talking about development but what about looking at what is already there and how that can be re-used”

“Winchester's number one issue is to catch up with its own demography.”

“THERE ARE SOME BIG PERSONALITIES WHOSE VIEWS MAY NOT BE WIDELY SHARED”

“All the pieces of the puzzle are there, if you could pull them together.”

“Winchester could be something really special, but...”

“We need more forums like this that are about sharing ideas and problem solving”

“The links between projects aren't clear which undermines the logic”

“Some interest groups are not as broad or coherent as they might seem”

“There's no strong and clear governance for the town itself”



ONE GREAT WIN – CULTURE GROUP

Topics Discussed included:

- 🏰 Affordable creative spaces - for events, workshops, studios
- 🏰 Appetites for live entertainment - opportunities
- 🏰 What the younger generation do 'for fun'
- 🏰 Location (on a national level) - 'the cultural and social centre of England'
- 🏰 Location (on a local level) - provisions in the city vs. outlying areas
- 🏰 Diverse communities and diverse cultural celebrations
- 🏰 Collaborative working across sectors - local businesses = local arts scene = tourism
- 🏰 Making the city's cultural history fit for 21st Century – destination location
- 🏰 Wet weather provisions for local residents and tourists alike
- 🏰 Nurturing existing events, festivals, spaces and grass roots creative enterprises
- 🏰 An arts centre - does the city really need one?

There are over 5,000 creative practitioners working in Winchester district across a range of forms from web design to furniture making. The culture working group stated that this is one of Winchester's most enterprising sectors of activity and that culture offers a significant boost to the local economy. Yet this sector feel largely unseen. They suggest that an audit of cultural activity in Winchester would be extremely fruitful in terms of identifying the value that the arts bring to the city both economically and by way of social contribution to the city.



ONE GREAT WIN – FINDINGS

Culture in all its forms is not something that can be imposed from the top down; we must encourage the climate from which it can reveal itself and grow; a climate in which the default position of those with the power is “yes”, rather than “no”. Having the right psychological space for culture to manifest itself is no less important than having the physical spaces available to allow it to thrive across the city.

1 The Big Picture

These are long term projects that will impact everything below them and will need most support and buy in from WCC/WTF and other associates.

2 Research and Data Gathering

These are ongoing research projects that can support the Big Picture initiatives to develop their case and attract funding.

3 Community Build – People and Place

These are the ideas that concern developing and creating spaces as well as developing people.

4 Projects

These are the smaller ongoing or one off projects that can thrive once parts 1-3 are in place.

Suggested ‘Big Picture’ projects:

- Develop a Culture Collaborative Network
- Create a Culture Strategy supported by the creative sector
- Build a Youth and Culture ‘Corridor’
- Map out creative enterprise hubs to support emerging talent and youth retention

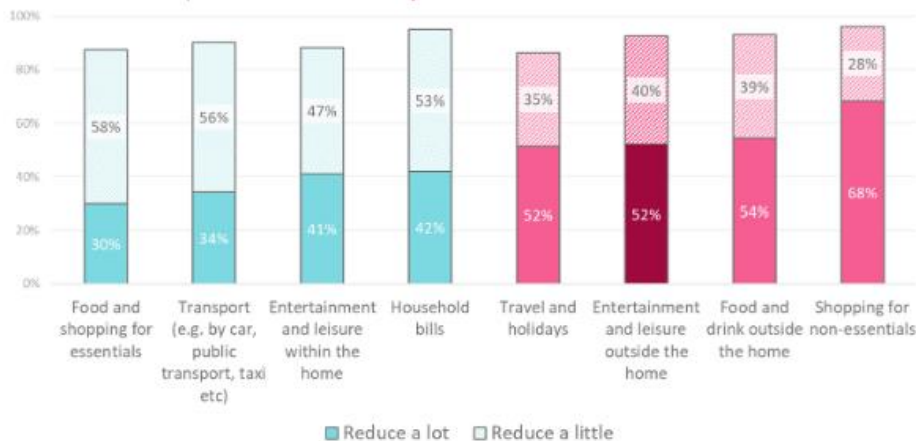


OTHER FACTORS

With one of the highest inflation rate on record (11.1% October 2022) and the current 'cost-of-living' crisis, many households will have considerably less disposable income to spend on cultural endeavours.

92% have indicated that they expect to decrease spend on entertainment and leisure

Non-essential expenses were most likely to be reduced 'a lot'

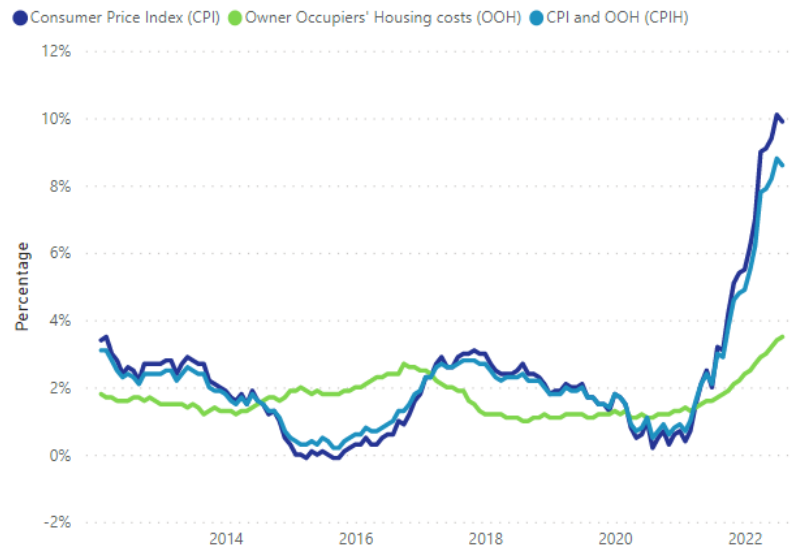


Energy crisis increasing venue costs exponentially

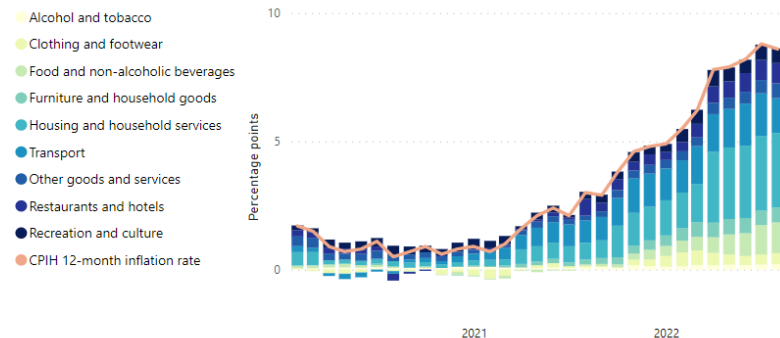
Sector still recovering from the Pandemic

Brexit making it more complicated and expensive to bring international artists to the UK

Inflation rates - 2012 to 2022



Factors contributing to CPIH



This chart shows the extent to which the different categories of goods and services have contributed to the overall inflation including owner occupiers' housing costs (CPIH) 12-month inflation rate over the last two years.

WINCHESTER DISTRICT FESTIVALS

Festival Organisers:

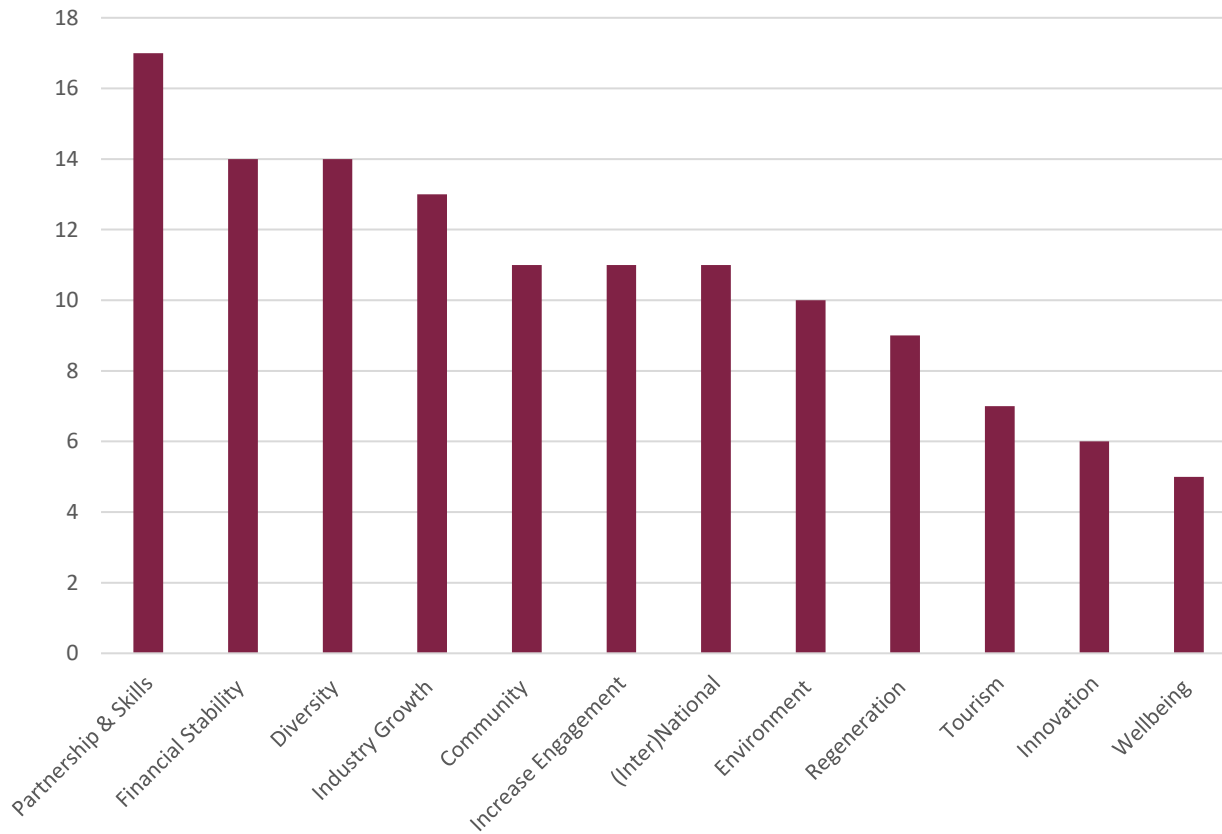
- There were 44 paid staff in total averaging 8.8 paid staff per festival. The total number of hours paid staff worked ranged from 120 hours to 440 hours giving an average of 300 hours.
- The number of volunteers for festivals ranged from 8 to 300, providing an average of 91 people. The total number of hours worked by volunteers ranged from 10 hours to 1,200 hours giving an average of 440 hours.
- Half of all visitors (51%) were thought to be day visitors to the area. Just over a third (37%) were residents and a further 12% were staying visitors.
- The events ran from 1 day to 14 days with an average of 5.5 days.
- A mix of family-friendly, music and arts and culture festivals, appealing to a range of visitors.

Businesses:

- 5% of all businesses always increase staffing levels during festivals, and a further 11% sometimes do. 84% did not increase their staffing levels at these times.
- 91% of businesses are missing the opportunity during festivals and events to increase trade through additional advertising.
- 30% felt that festivals were responsible to some degree for an increase in turnover
 - 32% of food and drink businesses and 35% of accommodation businesses felt some form of increase in turnover, compared with 15% of other types of business.

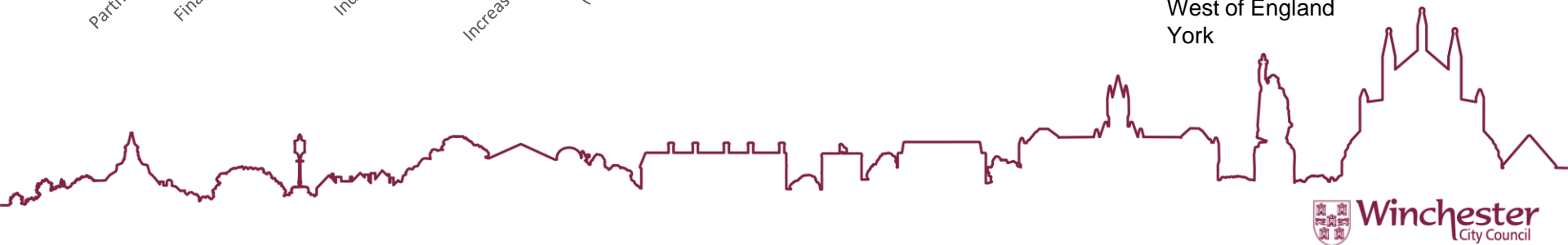
REVIEW OF COMPETITOR CULTURAL STRATEGIES

A review of 26 Local / Combined Authority Cultural Strategies has been undertaken, several common themes emerged



Those Reviewed:

Basingstoke
Bath
Bournemouth Christchurch & Poole
Bradford
Cambridge
City of London
County Durham
Coventry
Dorset
East Devon
Exeter
Gosport
Greater Manchester
Hull
Kent
Leeds
Liverpool
Medway
New Forest
North Devon
Oxford
Rushmoor
Southampton
Westminster
West of England
York



THE LOCAL PLAN

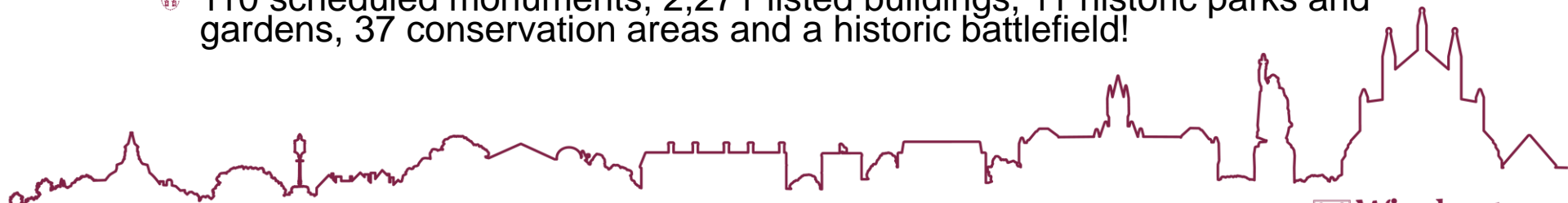
LOCAL PLAN 2036
WINCHESTER
CITY COUNCIL

**YOUR PLACE
YOUR PLAN.**
Winchester District Local Plan

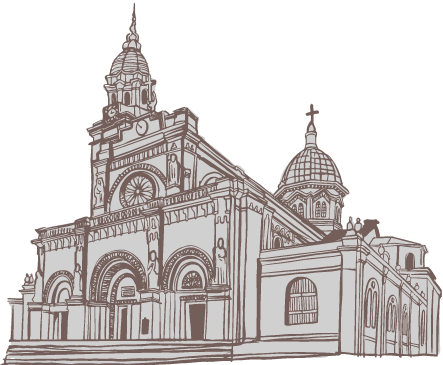
- Officers in both Strategic Planning and Tourism & Culture team will continue to work together to ensure synergies are exploited

- Cultural and Creative Sectors recognised
 - Adoption of a more flexible approach to temporary uses, pop-ups and meanwhile uses
 - Supportive of increased availability of accessible/flexible studio and workspace
 - Supportive of evening and night-time economy

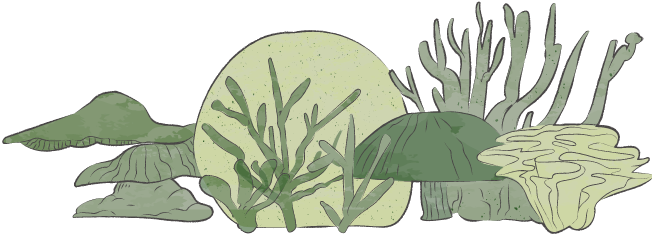
- Historic environment recognised
 - An irreplaceable resource adding to the vibrancy of the district's cultural offer
 - 110 scheduled monuments, 2,271 listed buildings, 11 historic parks and gardens, 37 conservation areas and a historic battlefield!



WINCHESTER DISTRICT HERITAGE



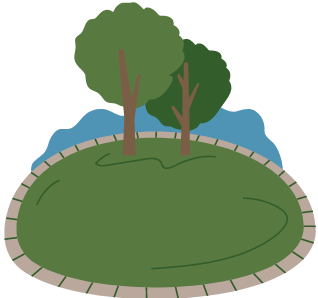
2,271 listed buildings



37 Conservation Areas



110
Scheduled
Monuments



11 historic
parks
& gardens



one historic battlefield



CULTURAL PARTICIPATION MONITOR

SPRING 2023

- 1/3 still report [attending arts and culture less](#) than pre-pandemic, though under 35-year-olds are returning more than others.
- [Trend towards later booking](#), with over 40% saying that they now tend to book more last minute than they used to.
- More than half of people now consider the [risk of day-to-day Covid infection](#) to be minimal, (though c. 1/4 still say that concerns about transmission put them off attending arts and culture).
- Over 60% say that the [cost-of-living](#) is already slashing their ability to attend culture events (more than twice than because of Covid concerns), with even higher numbers expecting this to still be the case in 6-24 months' time.
- Half of those who previously did so intend to [donate less](#) over the next couple of years, but most who have [cancelled memberships](#) do intend to restart them, and c.80% of [lapsed volunteers](#) expect to return to their activities.
- More than 1/3 people say they follow an 'arts and culture' organisation on [social media](#), though report being more inclined to do so out of interest in the broad topic or artform, than in that specific organisation and its events.



ECONOMIC IMPACT - EMPLOYMENT

DCMS figures for employment in the creative industries sector show:

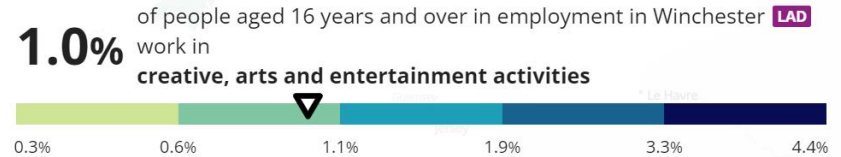
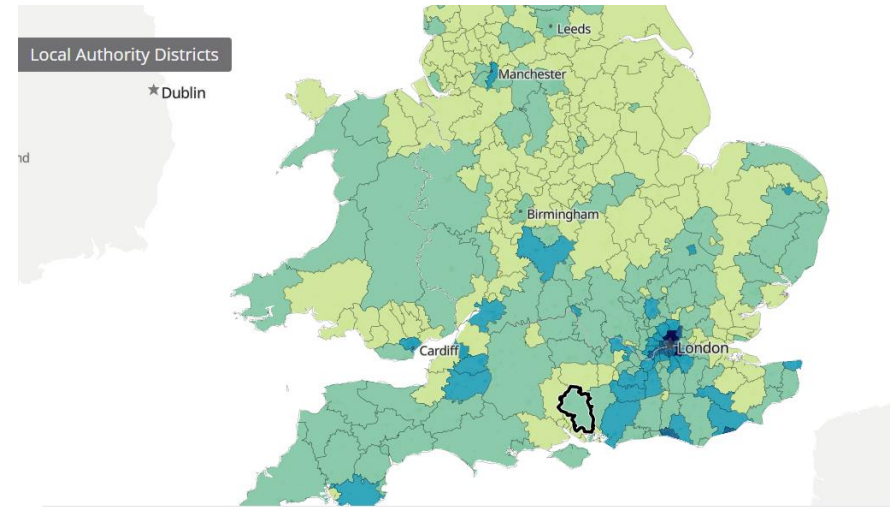
- The creative industries sector saw a faster recovery in employment after the pandemic when compared with the rest of the UK economy. In 2021, there were [3mn filled jobs in the creative industries](#).
- Most of these jobs (0.96mn) were in the IT, software and computer services subsector. Jobs in the creative industries represented 7% of all filled jobs in the UK economy.
- Over the course of 2021, jobs in this sector increased by 5.1% compared with the previous year. During the same period, overall employment in the UK fell by 0.6%.



ECONOMIC IMPACT - EMPLOYMENT

% of people aged 16 and over work in creative, arts and entertainment:

- Winchester 1%
- Closest local competitors: East Hants (0.9%) and Portsmouth (0.7%)
- Dense Wards: Swanmore, Hambledon & West Meon (1.3%)
Winchester Central & South (1.8%)
Winchester East (1.4%)



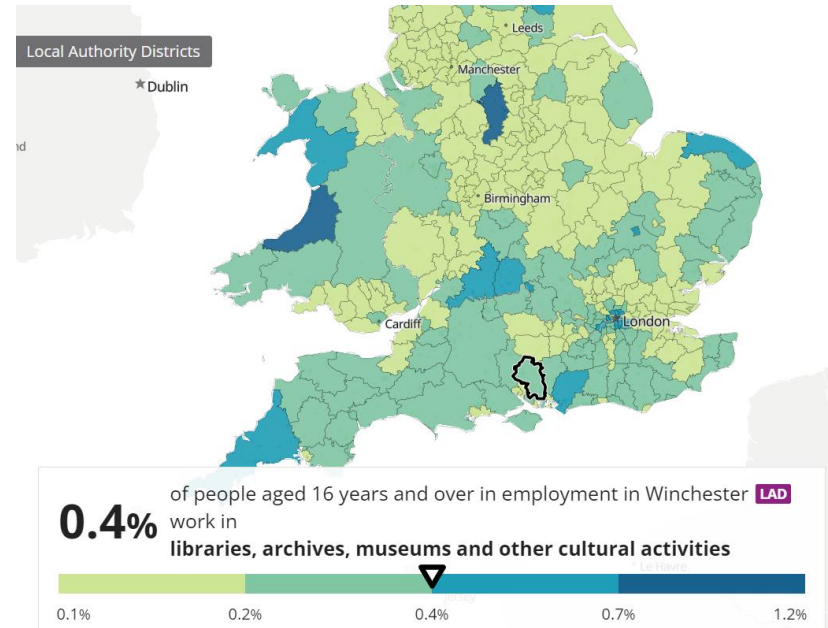
London (2-4%) Brighton & Hove (2.8%)
Chichester (1.3%) Bath (1.4%) Manchester (1.2%) Stratford on Avon (1.3%)



ECONOMIC IMPACT - EMPLOYMENT

% of people aged 16 and over work in libraries, archives, museums and other cultural activities:

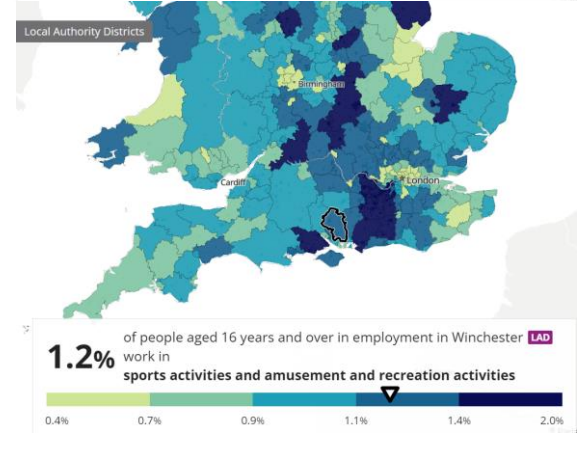
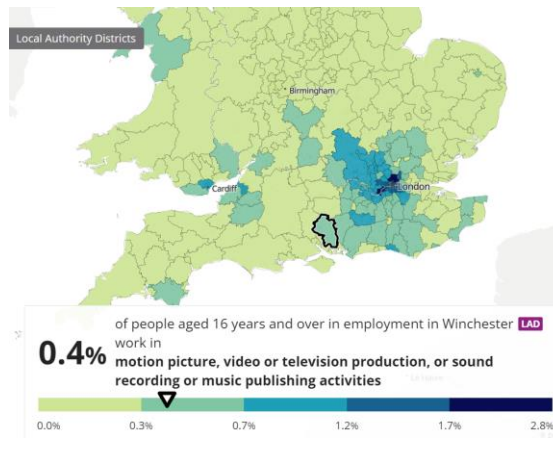
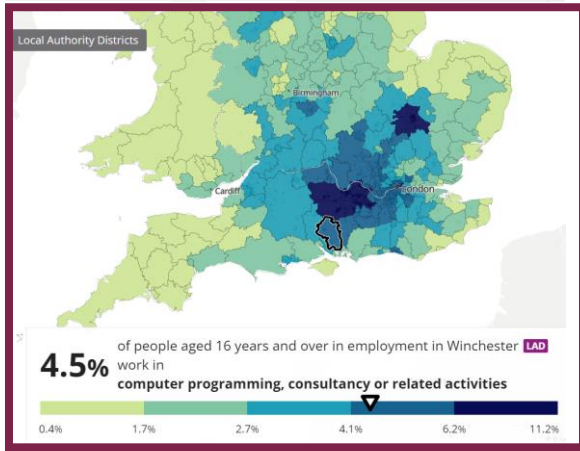
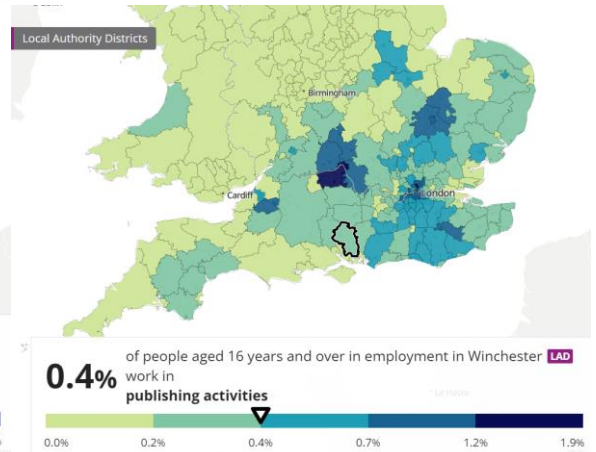
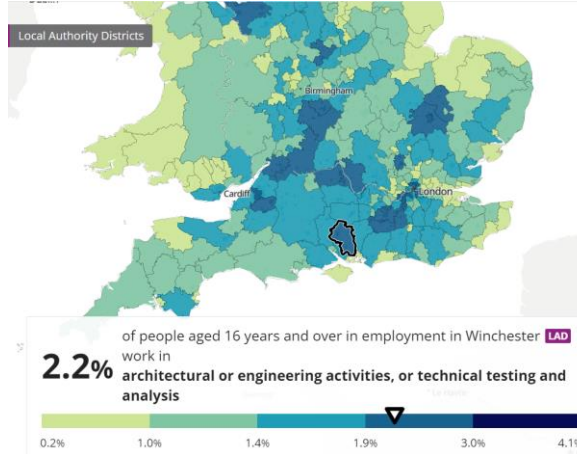
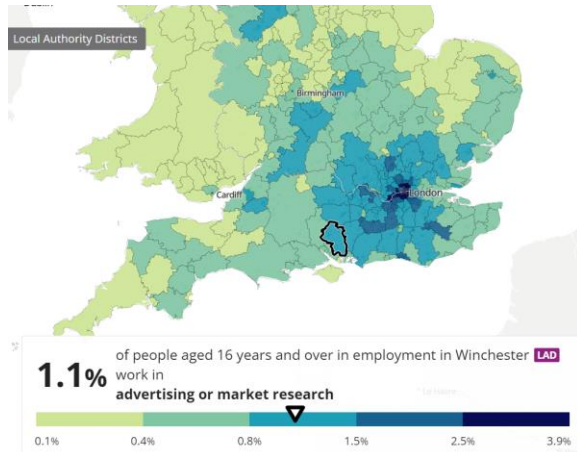
- Winchester 0.4%
- Closest local competitors: New Forest (0.4%) Test Valley (0.3%) Fareham (0.3%) East Hants (0.3%)
- Dense Wards: Bishop's Waltham & Waltham Chase (0.7%) New Alresford (0.6%) Winchester Central & South (0.6%)



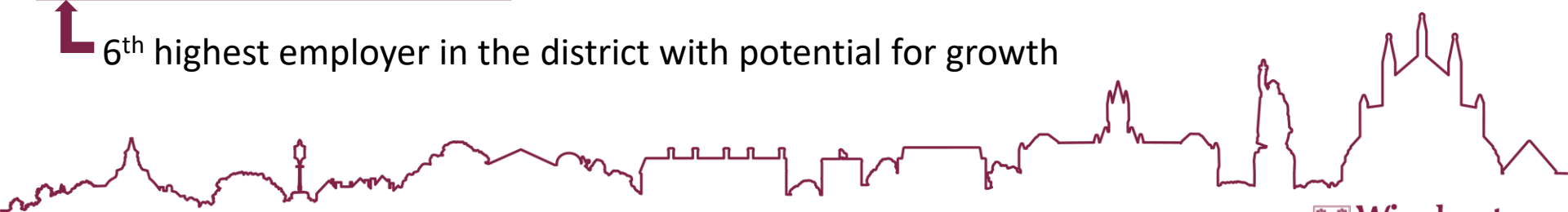
London (0.4-0.7%) Brighton & Hove (0.3%)
Chichester (0.5%)
Derbyshire Dales (0.8%) Ceredigion (1.1%)
Cornwall (0.5%)



ECONOMIC IMPACT - EMPLOYMENT



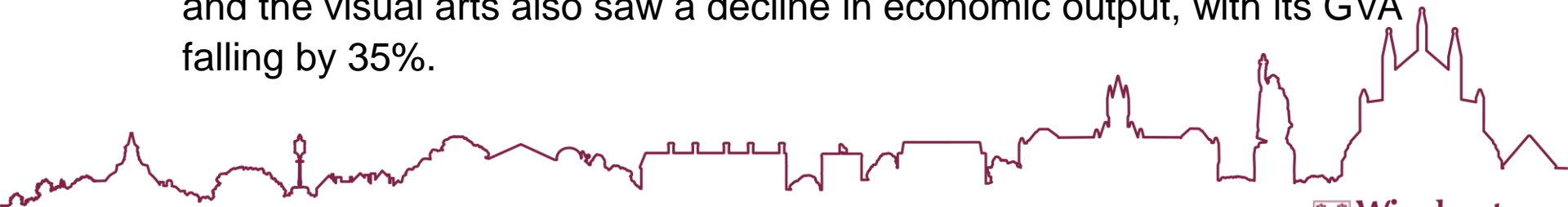
6th highest employer in the district with potential for growth



ECONOMIC IMPACT – GVA

Recent data from the Department for Digital, Culture, Media and Sport (DCMS) shows that:

- The [creative industries sector contributed £109bn to the UK economy in 2021](#). This is equivalent to 5.6% of the UK economy that year.
- While the economic output of the creative industries fell during the Covid-19 pandemic, it was less adversely affected than the UK economy as a whole. Monthly GVA in the creative industries fell by 6.6% between January 2020 and January 2021, compared with the 11% decline for the UK economy as a whole.
- However, certain subsectors within the creative industries were more adversely affected. For example, over the same period, the monthly GVA for museums, galleries and libraries fell by 37%. Music, performing arts and the visual arts also saw a decline in economic output, with its GVA falling by 35%.



ECONOMIC IMPACT – GVA

Growth in both the creative industries sector and the economy as a whole declined in September 2022 compared with the previous month.

However, overall, the creative industries sector grew by 6.9% in September 2022 compared with the same month in 2021. Growth across the UK economy as a whole was 1.2% over the same period. Indeed, as demonstrated by the graph below, growth in the creative industries has been higher than across the whole of the economy since the outbreak of the Covid-19 pandemic.

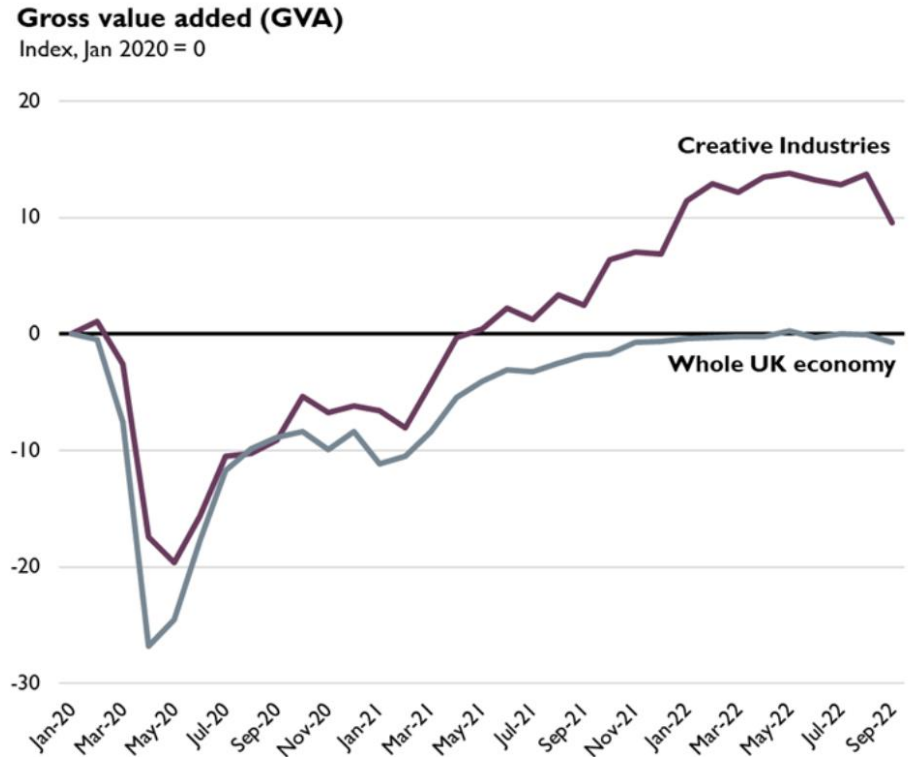
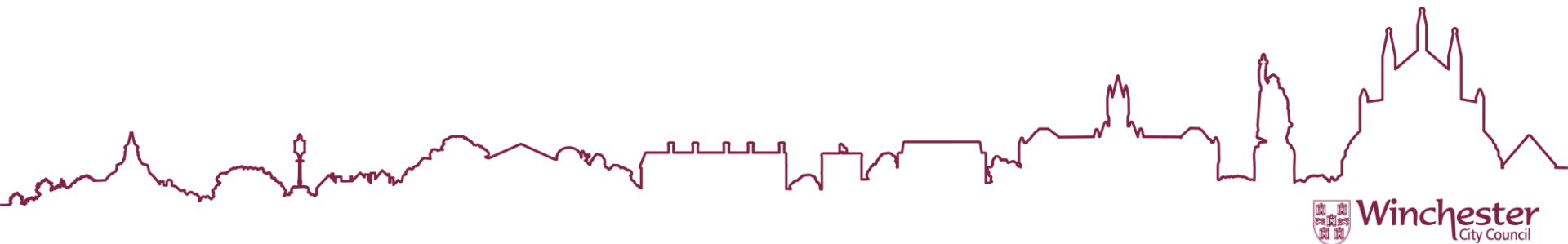


Figure 1. Changes to UK economy and the creative industries sector, January 2020–September 2022



ECONOMIC IMPACT – CREATIVE EXPORT

Figures published by the UN Conference on Trade and Development show:

- The [UK was the fifth largest exporter of creative services in 2020](#), after the United States, Ireland, Germany and China. It said the UK's creative services were worth \$57bn (US dollars), equivalent to 5.4% of all creative services exports that year.
- The UK was the seventh largest exporter of creative goods, after China, the United States, Italy, Germany, Hong Kong and France. The total value of UK creative goods exports that year was \$15bn, 2.9% of all creative goods exports.



ECONOMIC IMPACT – WINCHESTER

Industry Summary for 25 Industries

4,969 Jobs (2021) 80% above National average	+7.5% % Change (2021-2032) Nation: +16.8%	£39,070 Avg. Wages Per Job (2022) Nation: £37,526
--	---	---

Gross Value Added (GVA)

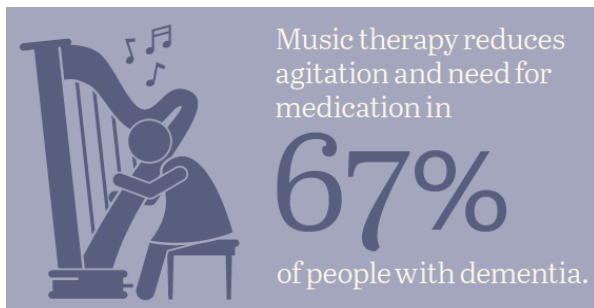
£179.6m Earnings (2019)	£101.0m Capital Income (2019)	£2.6m Taxes on Production less Subsidies (2019)	£283.3m Total GVA (2019)
----------------------------	----------------------------------	---	-----------------------------



HEALTH & WELLBEING IMPACTS

The arts can help keep us well, aid our recovery and support longer lives better lived. The arts can help meet major challenges facing health and social care: ageing, long-term conditions, loneliness and mental health.

The arts can help save money in the health service and social care.



An arts-on-prescription project has shown a 37% drop in GP consultation rates and a 27% reduction in hospital admissions. This represents a saving of

£216

per patient.

Of **2,500** museums and galleries in the UK, some **600** have programmes targeting health and wellbeing.



A social return on investment of between £4 and £11 has been calculated for every £1 invested in arts on prescription.



Arts therapies help people to recover from brain injury and diminish the physical and emotional suffering of cancer patients and the side effects of their treatment.



Arts therapies have been found to alleviate anxiety, depression and stress while increasing resilience and wellbeing.



HEALTH & WELLBEING IMPACTS

How the relationship between ‘arts, culture and heritage’, and ‘health and wellbeing works’ is unclear. However, taking part in these types of activities can involve us being moved emotionally by art, using our imagination, stimulating our brain and senses, having social interaction, and being physically active. In turn, these can lead to improved psychological wellbeing (e.g., coping and emotional strategies,) decreased stress, and a reduction in social isolation and loneliness. Evidence also suggests that these can also lead to adopting healthy behaviour and developing skills.

The UK is considered to be a leader in arts-based social prescribing, having been implementing community referrals since the mid-90s.

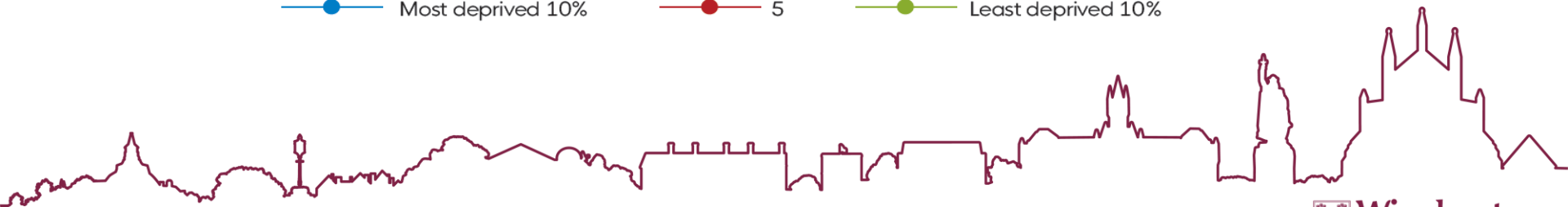
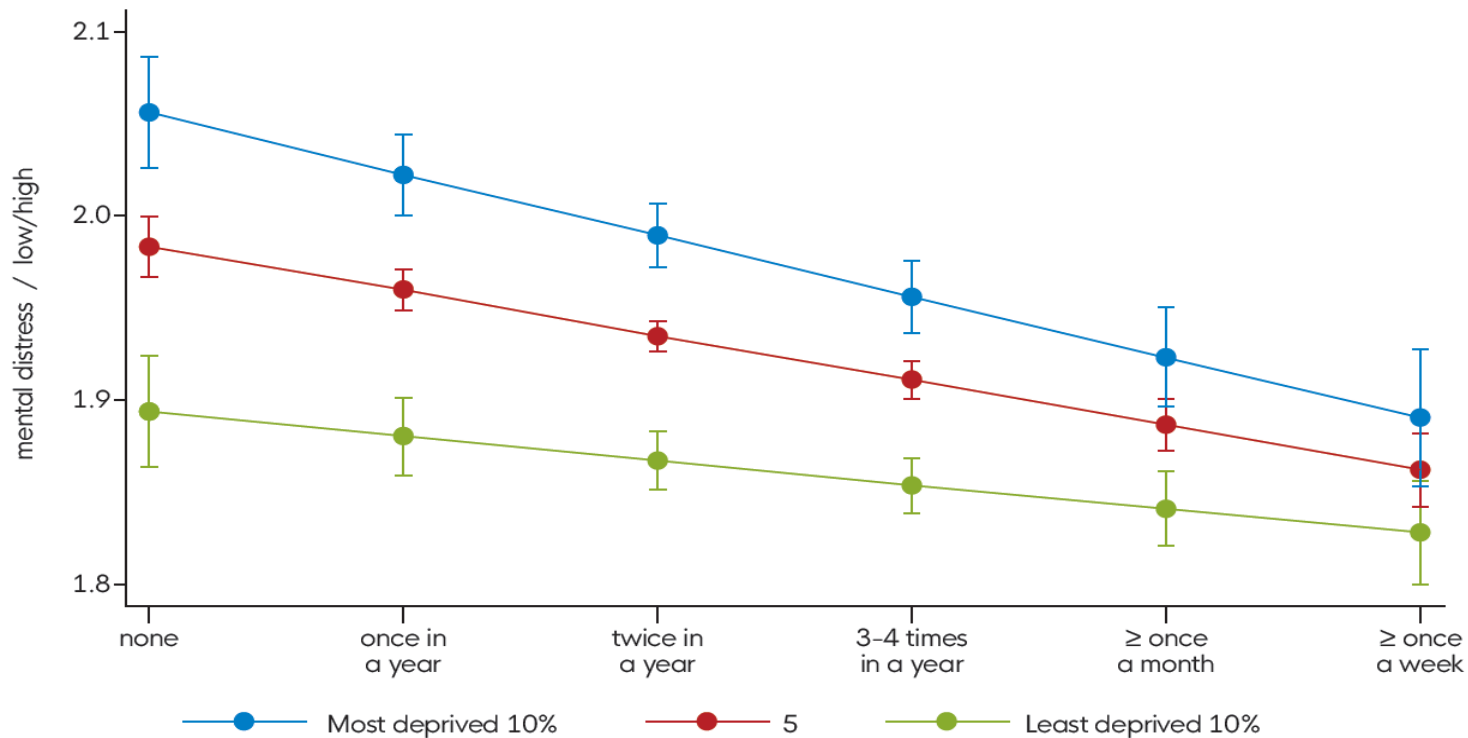
Collaboration with the wider local community infrastructure is important for the success of social prescribing models.

97% of GPs now see social prescribing positively, but only 17% of the public know what social prescribing is



HEALTH & WELLBEING IMPACTS

The wellbeing benefits of cultural engagement may be greater for those living in deprived areas. As people engage more frequently, mental distress decreases and mental health functioning increases more notably for those living in the most deprived areas. Moreover, as the frequency of engagement increases, the mental health gap between least and most deprived



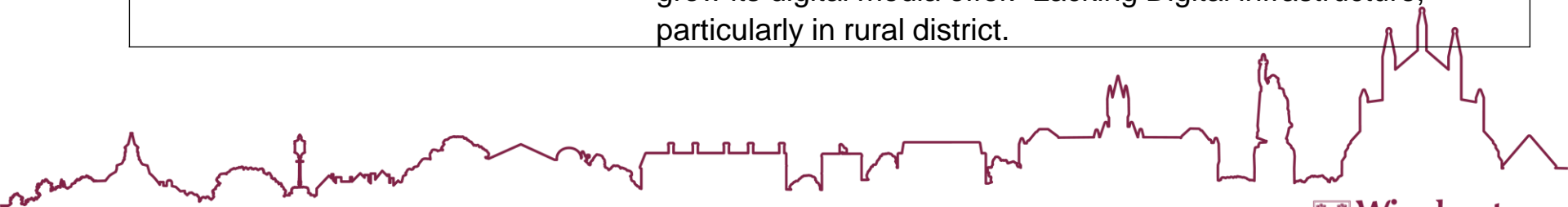
ASSET MAPPING – DESIGN

Definition	Level	Notes
Graphic design, architecture, designer-makers	Good	Over 100 architecture firms call Winchester home with almost as many offering ‘specialist design activities’. 2.2% of Winchester’s population work in architecture, compared to the national average of 1.6%. There are many graphic designers in Winchester, some focus on web design whilst others focus on branding. There are a number of designer-makers with bespoke jewellery, hats, glassware and furniture available locally. Winchester School of art offer courses in Fashion, Fine Art, Graphic Design and Textiles.



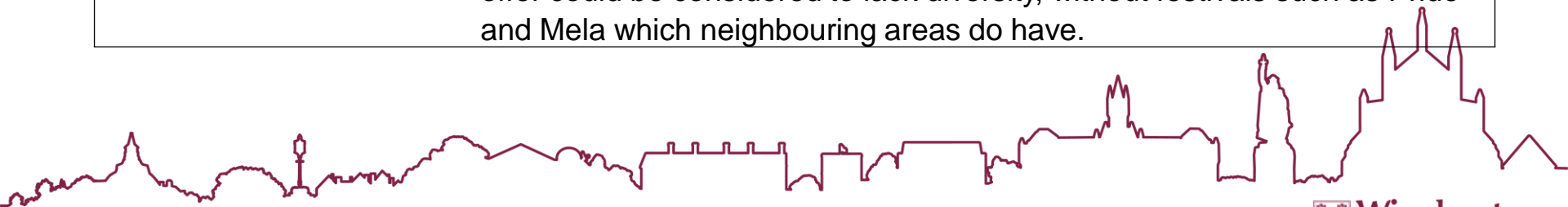
ASSET MAPPING – DIGITAL MEDIA & TECH

Definition	Level	Notes
Creative agencies, production companies, broadcasters, photography and film studios	Average	There are over 300 organisations providing services in film, TV, photography and radio production and distribution in Winchester. The district regularly hosts film crews with the Cathedral and College being popular choices as well as the scenic South Downs National Park. The University of Winchester offer courses in media and film. However only 0.4% of the population currently work in this area, compared to the 1% national average. The University of Winchester has a new department of Digital Technologies blending Computer Science, Cyber Security, Data Analytics, and Artificial Intelligence with Digital Media Design and Development, Computer Aided Design, 3D Printing, Augmented Reality and Virtual Reality – a huge asset for the district. IBM have a large Research and Development in the district which also presents significant opportunity for growth and innovation. Winchester can capitalise on its proximity to London and choice of locations to further grow its digital media offer. Lacking Digital infrastructure, particularly in rural district.



ASSET MAPPING – EVENTS & FESTIVALS

Definition	Level	Notes
Annual events, arts festivals, pop-up events, markets	Good	Winchester has a strong festival offer, hosting around 30 events every year. This notably includes Hat Fair, the UK's longest continually running Outdoor Arts festival and Boomtown, the UK's largest theatrically led festival. Other Festivals include Winchester Poetry Festival, Heritage Open Days, Taste of Wickham and Children of Winchester Festival. The events calendar is hugely bolstered by The Arc, Theatre Royal Winchester, Winchester Guildhall, Winchester College and Winchester Cathedral who all support, host and run events ranging from Flower shows to lectures series, performances to craft markets. Many community events often take place in towns and villages across the district too. There is a weekly market on Winchester high street and each month we host the Hampshire Farmers Market. The 'original' Flower stall is often seen on the high street, having sold from the same spot for over 10 years. The Events and Festivals programme is supported and supplemented by Winchester BID who provide networking opportunities for festival organisers, run events themselves and have a small funding pot to support events. The offer could be considered to lack diversity, without festivals such as Pride and Mela which neighbouring areas do have.



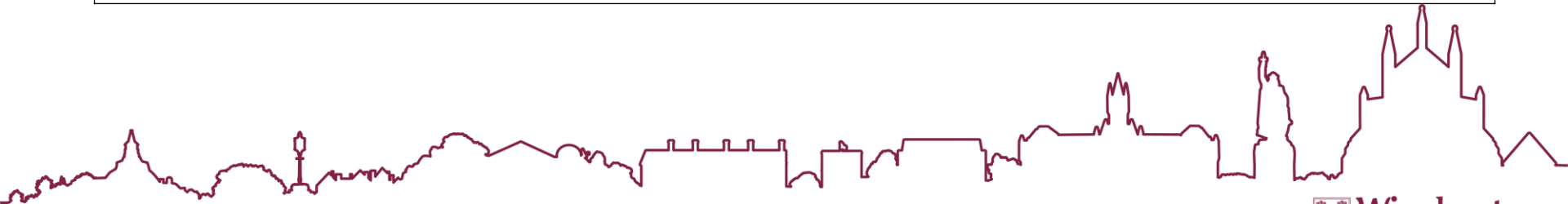
ASSET MAPPING – HERITAGE

Definition	Level	Notes
Museums, archaeology, archives, historic houses and landmarks	Very Good	Winchester has a strong and unique built heritage with 2,271 listed buildings, 110 scheduled monuments, 37 conservation areas, 11 historic parks and gardens and one historic battlefield. Sites such as Winchester Cathedral and the Watercress Line welcome c100,000 visitors a year. Other notable sites and museums include: Winchester City Mill, Winchester City Museum, Westgate, Winchester Military Museums and Fort Nelson. The newly opened 878AD is considered a pioneering collaboration between the heritage sector, the gaming industry and technology innovators was recently Shortlisted for Best Partnership in the Museum and Heritage Awards 2023. The Hampshire History Trust lead on Heritage Open Days which featured over 100 events and 10,000 visitors in 2022. Heritage Open Days also work in partnership with the Friends of King Alfred Buses. Winchester is home to Hampshire Records Office and Wessex Sound and Film Archives. Hyde 900 community group regularly conduct archaeological digs at Hyde Abbey and run events to explore the findings.



ASSET MAPPING – MUSIC

Definition	Level	Notes
Live venues, rehearsal and recording studios, amateur music groups, tuition, orchestras	Poor	Winchester lacks a dedicated concert venue which limits the scale of music performances able to come to the district. However, the Grange host notable Operatic and Classical acts, particularly during their festival season. The Railway Inn host music events most evenings, with other pubs also having live music a few times a month. There are many opportunities for music education in Winchester with choirs, orchestras, rock school and even a handbell team. Hampshire Music Service also operate in most schools across the district. The colleges and university also offer courses in music, although these are mostly geared to specific areas such as production. Open Access Music Studio offers studio recording and mixing services. There is a lack of rehearsal and performance space and opportunities for large capacity events, those that do exist are prohibitively expensive. The district (outside the city) has no notable venues offering regular music performances. There are minimal career support and development schemes.



ASSET MAPPING – PERFORMING ARTS

Definition	Level	Notes
Drama, theatre, dance, live performance venues, rehearsal space, tuition, amateur groups	Good	Winchester is home to numerous performing arts venues such as Theatre Royal Winchester, the Nutshell Arts Centre and the Chesil theatre. These venues host performances from touring groups, in house theatre groups and young performers. There are numerous am-dram groups and youth theatres across the district who also often perform in village halls. The colleges and Universities offer more formal education in performing arts, including drama and acting courses. There are over 25 groups offering dance tuition, in multiple styles, across the district. Hat Fair supports the development and profile of outdoor arts and the Playmakers take workshops out into the district, widening access and participation. Although the district lacks formal rehearsal venues there are good examples of community led spaces such as Unit 12 and the Carroll Centre which supply spaces for art.

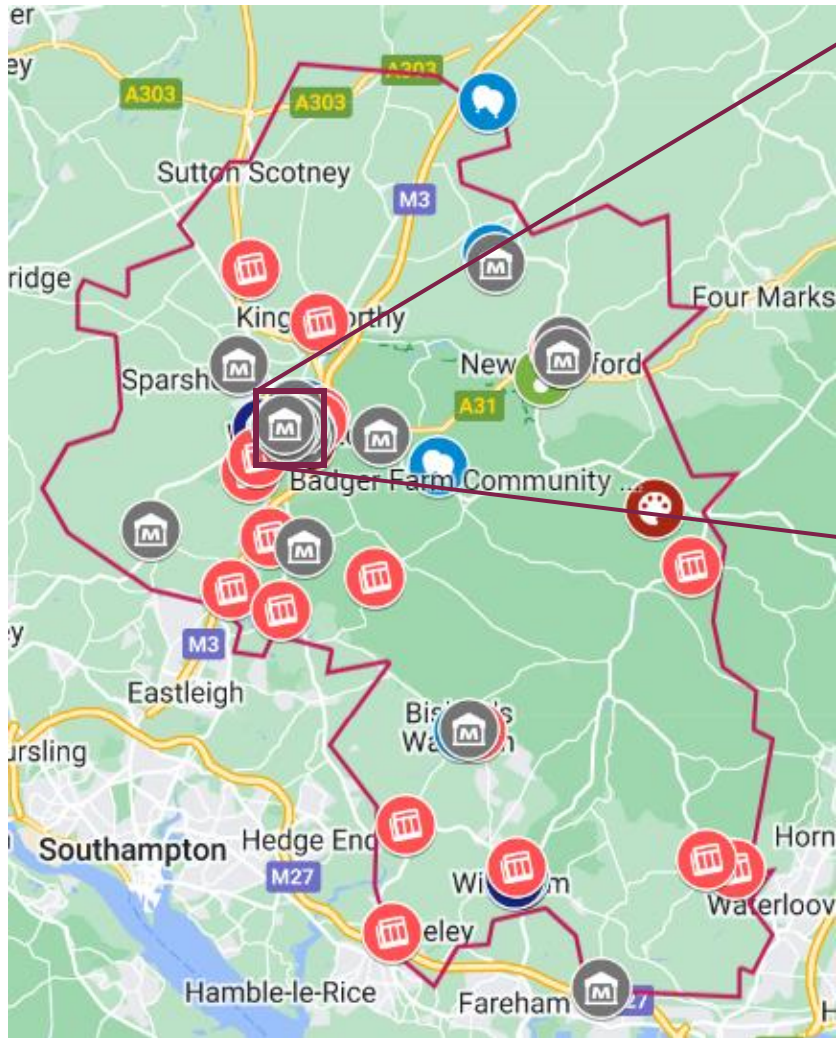


ASSET MAPPING – VISUAL ARTS

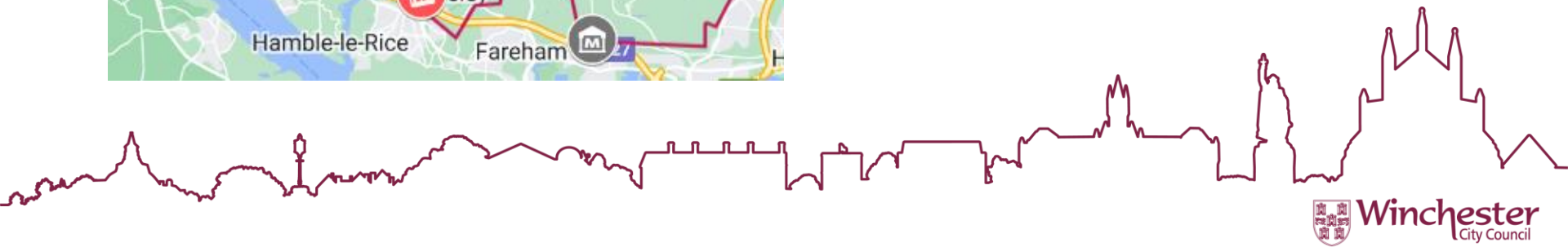
Definition	Level	Notes
Artists, galleries, exhibitions, studios, crafts	Very Good	Winchester boasts multiple shared studio spaces, The Yard, The Colour Factory and Handmade Studios, these studios currently support 26 visual artists and have waiting lists. There are multiple groups, clubs and societies also dedicated to learning or enjoying visual arts. There are more than 10 formal art galleries in Winchester with another 45 opening up home studios as part of Hampshire Open Studios each year. Winchester's rural landscape inspires many artists to make the district their home with over 75 proudly stating this on their website. The rural landscape also offers opportunities such as The Granary arts centre which offers workshops in coppering and stone carving. Craft activities can be undertaken at a large number of community and church halls and at places such as Bella Crafts, these activities are also common at U3A and WI meetings, of which Winchester hosts approximately 15 groups. Arts and crafts activities are also starting to gain popularity in local pubs with 'paint and sip' evenings happening regularly. Lacks support opportunities for individual artists.



ASSET MAPPING



It is important to note that there is a distinct difference in level of infrastructure in the City vs the district.

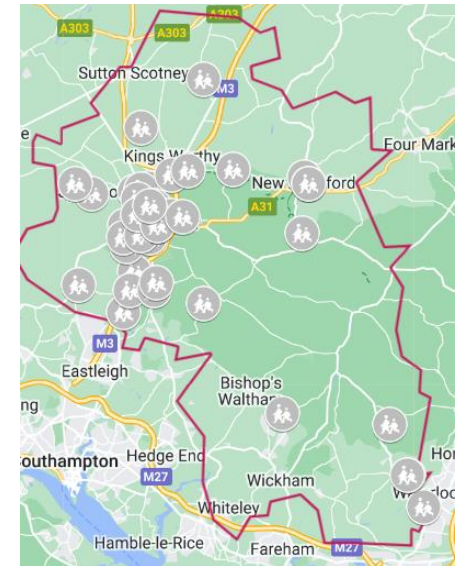
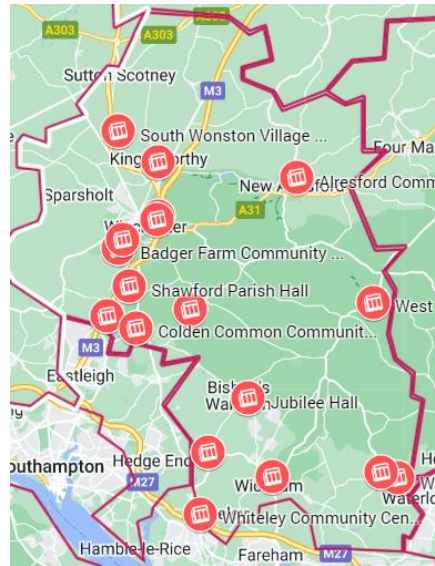
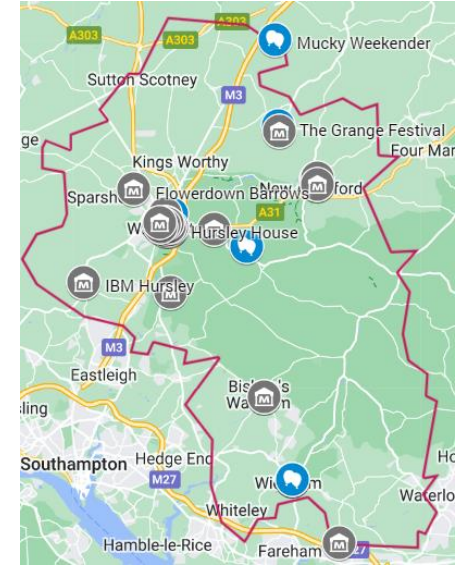


ASSET MAPPING

If we remove Winchester City centre from this analysis, galleries, theatres and makers spaces are reduced to almost none. Heritage and festivals have a wider footprint but arguably feel less 'Winchester'.

It is important to consider the value placed on community buildings – in rural areas, much of the cultural activity (classes, workshops, performances) happen there.

Schools are another asset which have a (slightly) wider geographic spread that should be considered.



BENCHMARKING – EXETER

Population: 130,000
Geography: 18miles²
Cathedral City

UNESCO City of Literature
Status
Garden City Status

Independent Culture Trust – **Exeter Culture**
funded by the Council & University
(also by ACE as a Cultural Compact)

Liveable Exeter – embed arts
and culture in all aspects of
life, by ensuring they are
integrated within the city's
broader strategic planning.
(Linked to major development)

5 NPOs (including the City Council) – representing an
annual investment of £1.2m from Arts Council
England. Multiple live performance venues and a
large showground and arena. Unique built heritage
and Festivals offer. Makers / Artist spaces. Strong
partnership working with the University / College.

Exeter Interchange - a series of
international visits to European cities of a
similar scale to Exeter for knowledge
exchange.

Positive Light Projects – turning a high
street unit into a community arts space.

City of Culture for the Environment
City of Cultural Wellbeing
City of Heritage Innovation
City of Cultural Literacy and Learning
City of Creative Making



BENCHMARKING – YORK

Population: 202,000
Geography: 105miles²
Cathedral City

UNESCO Creative City of
Media Arts
Applying to be a World
Heritage Site in 2025

Make it York – an independent DMO lead on culture, visitor economy, events and markets with approx. £4.5m turnover a year.

York Central Co-owned (YoCo) sets out a community plan for central York development and how a new economic model can support local first.

6 NPOs – representing an annual investment of £2.7m from Arts Council England. The city boasts the most complete roman walls in the country. Multiple performance venues of varying sizes. Multiple museums including JORVIK. Cultural Education Partnership. York Open Studios.

York Pass - valid for a specified number of days and allows entrance in to 31 attractions. Culture Executive Group – a group democratically elected by the York Culture Forum, to lead on the Cultural Strategy priorities.

Placemaking, Wellbeing
Engagement, participation & relevance
Talent development and retention
National & International profile
Children & young people



BENCHMARKING – BATH

Population: 109,000
Geography: 218miles²
Cathedral City, 2 Unis

UNESCO World Heritage Site and 'Great Spa Town'

Bath and North East Somerset council have responsibility for *Bath's Historic Venues*, records and film office and UNESCO Statuses.

West of England Cultural Compact. Creative Bath. Bath Bridge.

Milsom Quarter Masterplan aims to create a fashion destination for the South-West, attracting creative industries to the area, relocating the Fashion Museum and providing 180 new homes.

One NPO – representing an annual investment of £200k from Arts Council England. Multiple unique museums: immersive Frankenstein experience, museum of East Asian Art, Fashion museum, Roman Baths. Exploits connections to Jane Austen & Bridgerton. Bath Festivals.

West of England Cultural Compact a clear strategic cultural plan and the partnerships in place to make a difference.

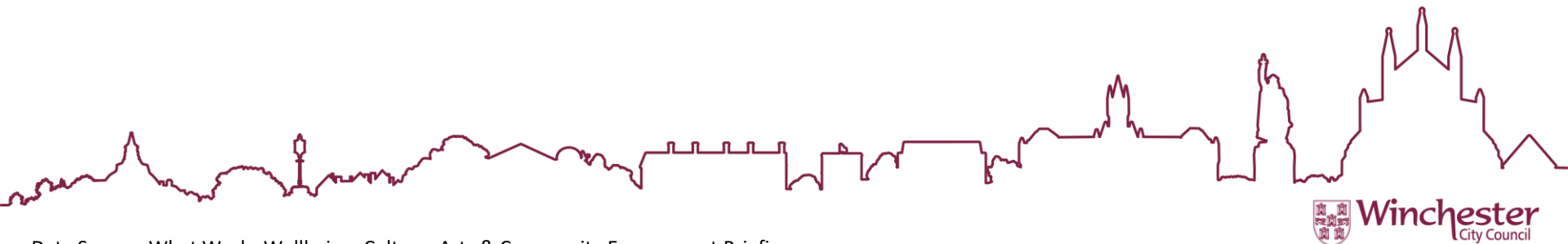
Komedia Bath a community owned performance venue, with two spaces, focusing on comedy & music

Growth of the creative industries, festivals & events / Growth & promotion of tourism / Knowledge transfer / Financially sustainable attractions / Healthy & active residents / Enabling activities (commercial, social & voluntary)






GEOGRAPHICAL DIFFERENCES TO ENGAGEMENT

- People living in the country are more likely to participate in the arts compared to those in urban communities.
- Those in multicultural areas are less likely to engage in cultural activities.
- Those in wealthier countryside and cosmopolitan areas are more likely to engage in cultural activities.
- Those in the 10% most deprived areas are also less likely to engage in cultural activities.








HAMPSHIRE COUNTY COUNCIL CULTURAL STRATEGY

The (emerging) HCC strategy will be delivered through:

-  Direct delivery (e.g., library service, schools' music)
-  HCC's extended organisation (principally Hampshire Cultural Trust)
-  Partnerships, particularly with district and boroughs, and Arts Council England

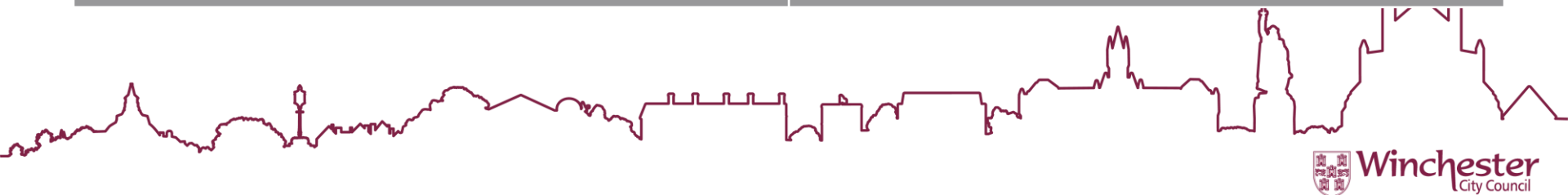
The key priorities across these different mechanisms will be the role of culture in placemaking, particularly shown in:

-  Tackling disadvantage and social isolation
-  Raising levels of aspiration and educational attainment
-  Creating stronger, more cohesive communities
-  Improving health and wellbeing
-  As the operator of Winchester's libraries, HCC can be a strategic partner in delivering many key community cultural activities and catalysing new audiences.



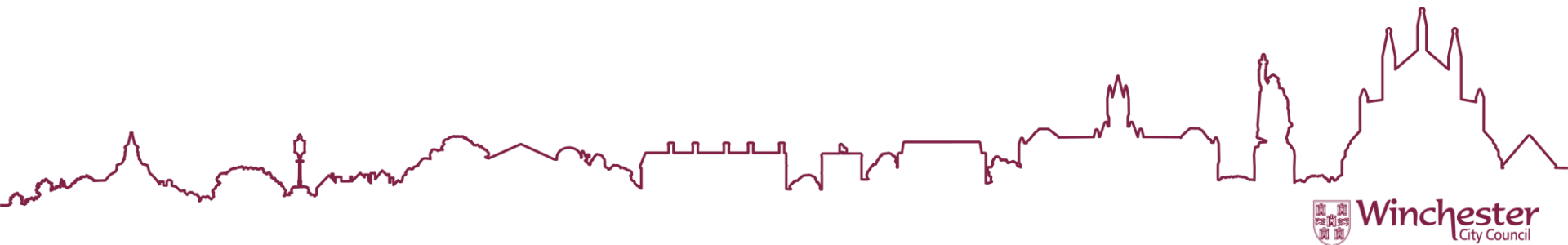
SWOT FROM 2014

Strengths	Weaknesses
<ul style="list-style-type: none">Iconic cultural heritage, from Winchester Cathedral to Jane AustenQuality of built environment and sense of placeA strong cultural offer which supports the visitor economyCritical mass of cultural organisations and eventsReputation of academic institutionsAn emerging sense of ambition for culture	<ul style="list-style-type: none">Lack of strategic coordination of the cultural offerNarrow offer with low profile for contemporary workLots of small-scale festivals: cultural offer appears disparate and unfocusedCultural infrastructure is too focused on Winchester townTown and district divide
Opportunities	Threats
<ul style="list-style-type: none">Boost collaboration between our cultural and creative industriesNew communities bring new opportunitiesA major new attractionSouth Downs National ParkWorking together to build our national and international reputation for innovationRestructuring of cultural services in HampshireNew cultural opportunities acting as a magnet for creative peopleNew digital infrastructure	<ul style="list-style-type: none">Being left behind as other places invest in culture to gain competitive advantageLack of a single point of leadershipDiminishing public sector resourcesDisengaged and alienated new communitiesLack of opportunities for young people, potential is not fulfilled and talent leaves the areaDanger of complacency and low level of ambition



SWOT FROM 2023

Strengths	Weaknesses
History/ Heritage Breadth of offer Connectivity Skills International offer Willingness to collaborate	Perception of affluence Lack of awareness/visibility Limited youth/night-time economy offer Transport connectivity within the district
Opportunities	Threats
Stronger joint collaboration through clusters Wider audience engagement Curated events programming	Proximity to London and Southampton Cost of living Accessibility Strategic leadership (capacity/structure)



FEEDBACK

WINCHESTER'S CURRENT CULTURAL OFFER IS...



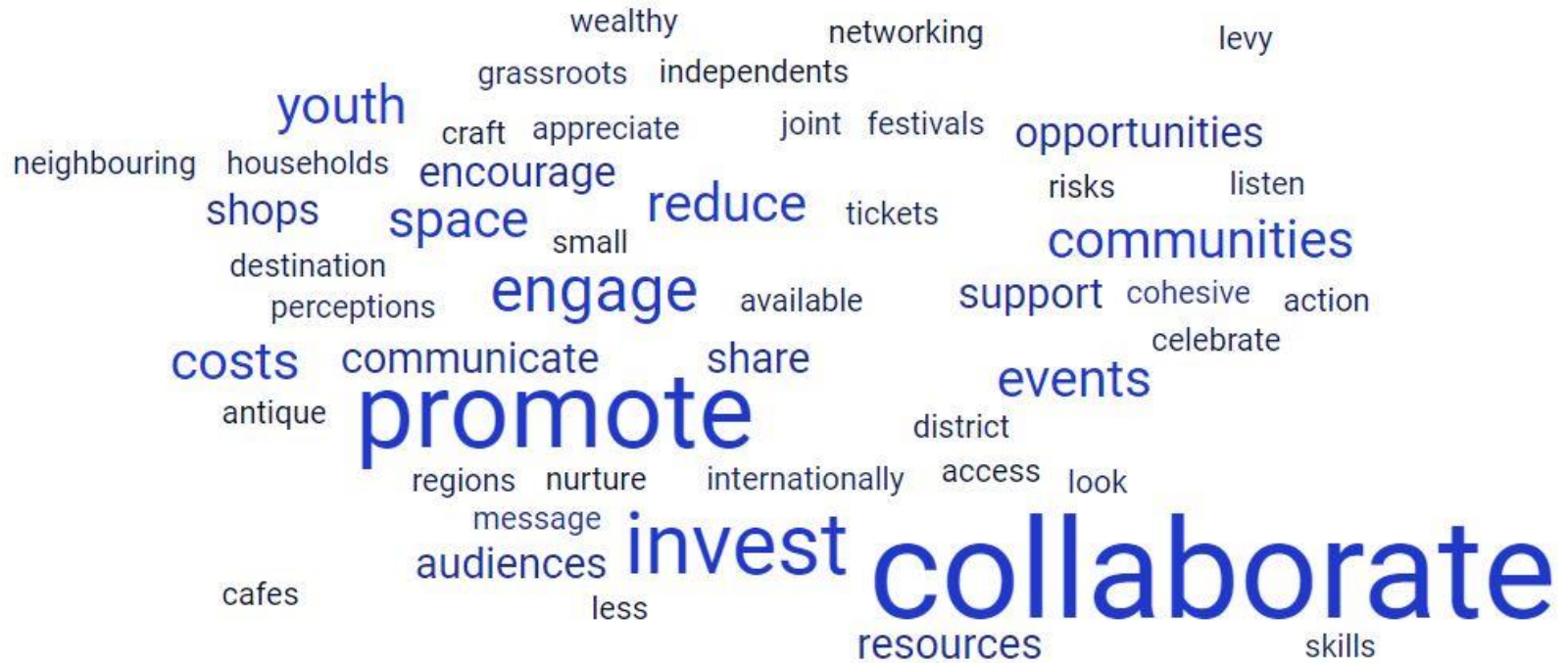
FEEDBACK

WINCHESTER'S CULTURAL OFFER COULD BE...



FEEDBACK

WE WOULD NEED TO:



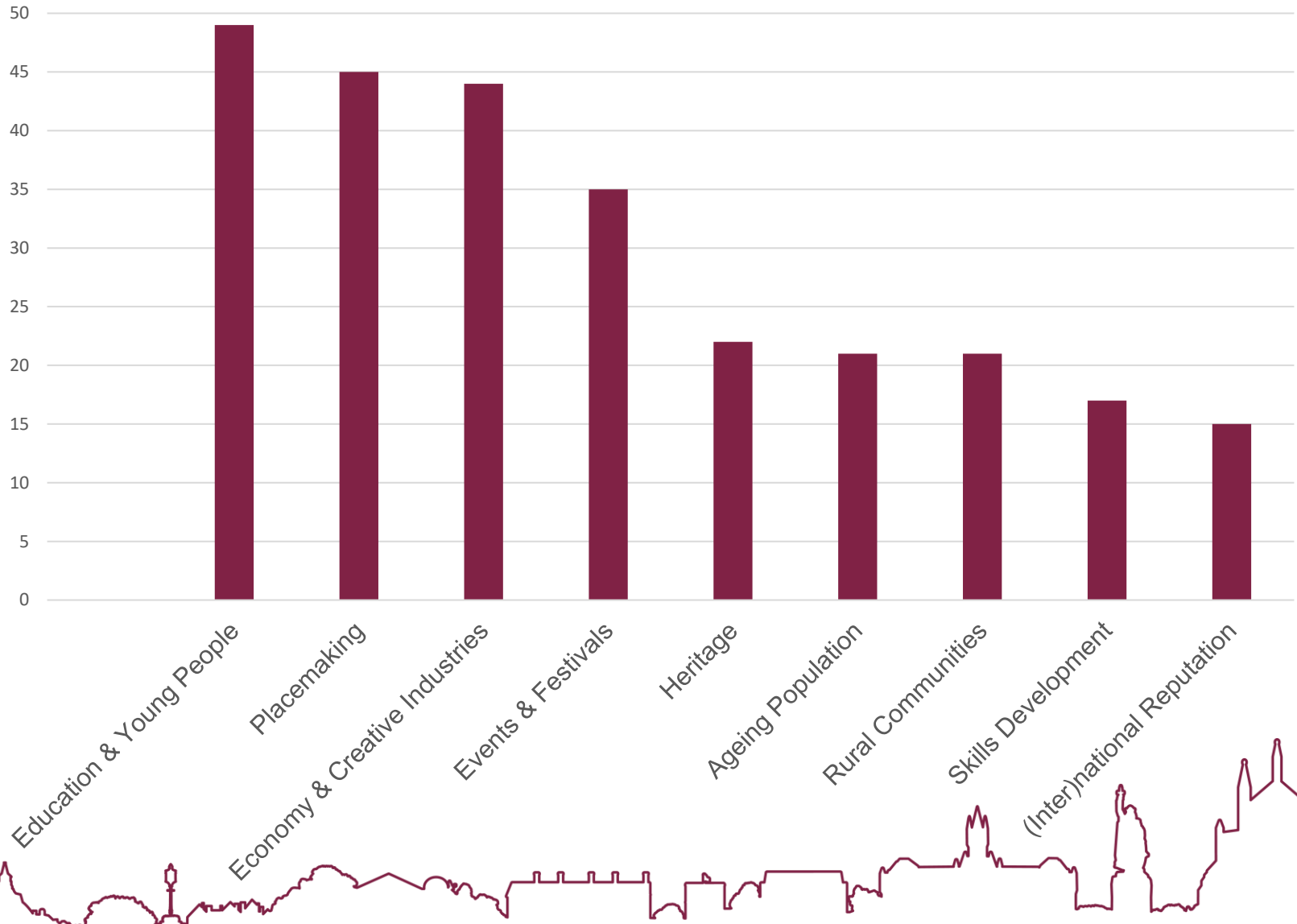
FEEDBACK

WHAT DO YOU LOVE / WANT / HATE ABOUT WINCHESTER'S CULTURAL OFFER? RECURRING THEMES...

Love	Hate	Want
History and Heritage (11 mentions)	Lack of diversity (inc wealth) (x6)	Better collaboration / shared action
Visitor Offer / Tourism (10 mentions)	Decision making (x4)	Better range of (independent) shops
Green Spaces (9 mentions)	Lack of footfall at certain times	More (affordable / free) events
Independent offer	Seen as a city rather than a district	
Events		
Community		



SECTOR WORKSHOPS – PRIORITY VOTING




104 respondents

EDUCATION & YOUNG PEOPLE – SENTIMENT

 Create access (physical, cost)

 Networks

 Role of schools, colleges, parents

 Youth Led

 Empower young people

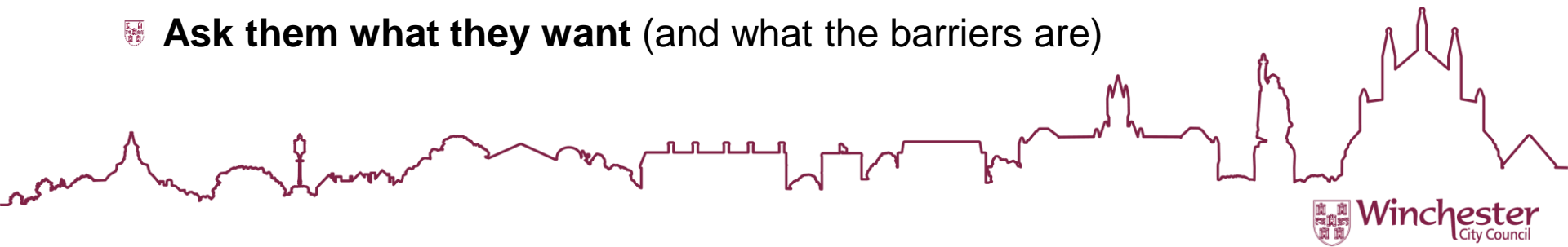
 Embed young people

 Increase ambition

 Youth friendly infrastructure

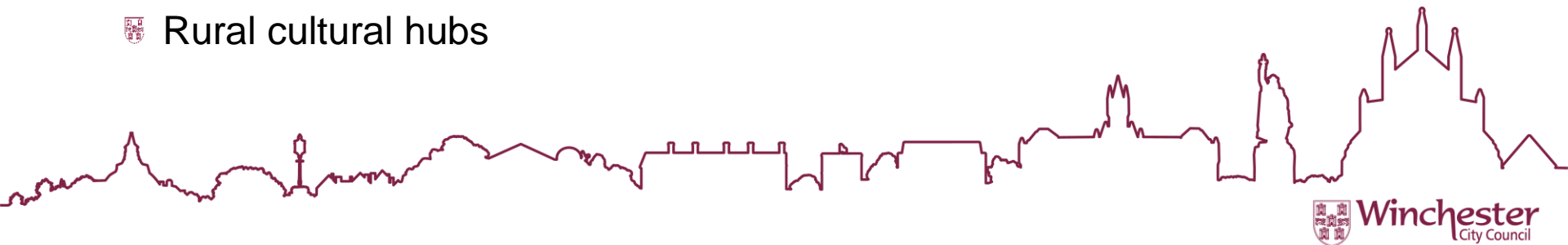
 Pathways to creative careers – education, support, exposure, representation

 **Ask them what they want** (and what the barriers are)



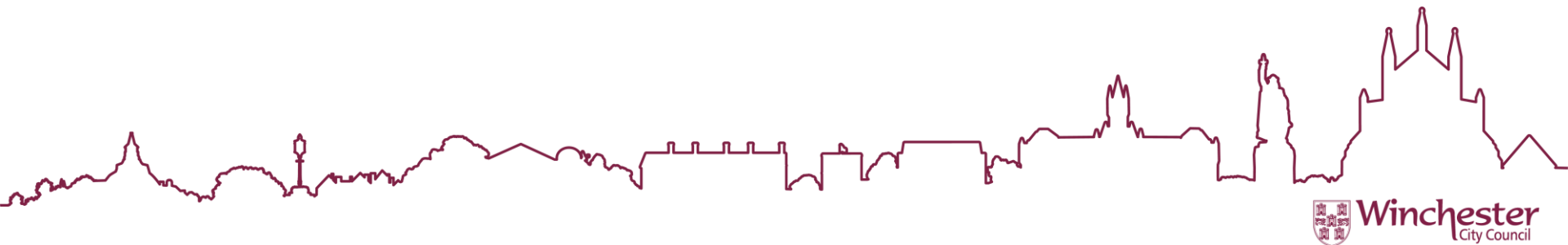
PLACEMAKING – SENTIMENT

- 🏰 Winchester is already known for (world-class) culture and heritage – how do we capitalise on this better?
- 🏰 The city & district has distinct zones / regions – is there a way to formalise this?
- 🏰 Variety of (expensive) bars and restaurants, lacks other evening entertainment.
- 🏰 Limited offer for 15-18 year olds. Also missing – the entrepreneurs 20-40 year olds
- 🏰 Accessibility - Transport a huge barrier for place
- 🏰 Lack of space for emerging artists - need space to take a risk
- 🏰 Too many chain stores - more scope for independents
- 🏰 Information - How do we share?
- 🏰 Rural cultural hubs



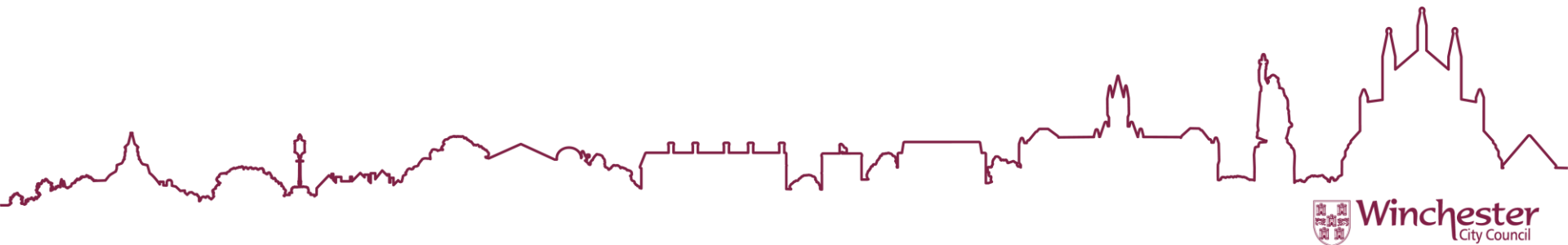
ECONOMY & CREATIVE INDUSTRIES – SENTIMENT

- 🏰 Access to affordable spaces
- 🏰 Entry routes – apprenticeships (shared?), entry level jobs with fair expectations and salary
- 🏰 Does Winchester support start-ups or is it too expensive? Move back once established?
- 🏰 Sector / Place specific networking
- 🏰 Does graduate support / incubation space exist – If so, is it well known?
- 🏰 University courses 'known' for entrepreneurship create the industry opportunities. Do the opportunities exist in Winchester?
- 🏰 Training & Mentoring



EVENTS AND FESTIVALS – SENTIMENT

- 🏰 Diversity of offer better with events than other sectors, but could be improved further
- 🏰 Offers a platform and visibility for micro-communities
- 🏰 Rural communities good at doing (but closed off)
- 🏰 Toolkit(s) to support organisers
- 🏰 Listing of venues for events
- 🏰 Promotion (amalgamation of Festivals in Winchester & WCC events pages)



THEMES

Inclusion and Diversity

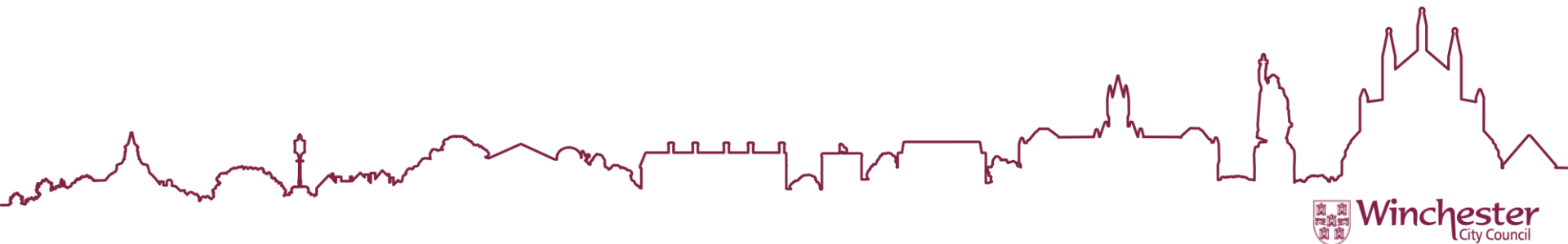
We must actively pursue opportunities to engage people from all backgrounds to consume, engage, participate, lead, produce and have careers in cultural activity.

Environmental Responsibility

Climate change is one of the most urgent and pressing challenges we face today, as such, all initiatives we create should have an awareness of the environment and actively encourage sustainable action.

Health and Wellbeing

We recognise that culture (in all its forms) is fundamental to health and wellbeing and seek to champion and explore that role throughout the strategy.



RESIDENT SURVEY

Please specify your age

Please specify your ward

To me, 'Culture' is

- Architecture
- Arts (theatre, music, dance, visual art, literature)
- Beliefs
- Crafts
- Creative making
- Community
- Customs
- Design
- Ethnicity
- Family
- Fashion
- Food and drink
- Gaming
- Gardening
- Heritage (buildings)
- Language
- Personal heritage (stories)
- Sport
- Skills
- Traditions and rituals
- Values
- Other (please specify)



RESIDENT SURVEY

At what places have you taken part in cultural or creative activities (identified above) within the last year?

- Art gallery
- A family gathering
- At home
- A friend's house
- Community venue
- Church hall / Faith building
- Festival or event
- Green spaces (parks, playing fields etc)
- Library
- Museum
- Online
- Pub
- Restaurant
- School
- Shop
- Sports centre
- Theatre
- Other (please specify)



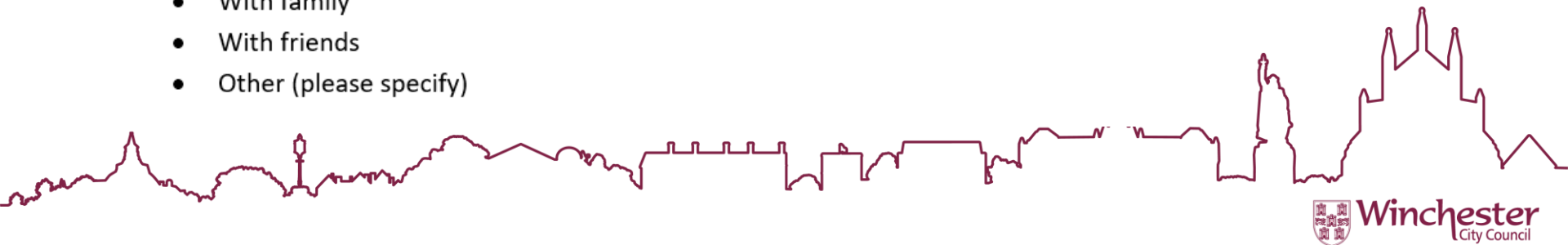
RESIDENT SURVEY

What locations have you taken part in cultural or creative activity in the last year?

- Winchester district
- Basingstoke
- Chichester
- Dorset
- Eastleigh
- London
- New Forest
- Portsmouth
- Southampton
- Test Valley
- Other (please specify)

I usually attend or participate in cultural and creative activity (select all that apply)

- Alone
- As a couple
- With colleagues
- With family
- With friends
- Other (please specify)



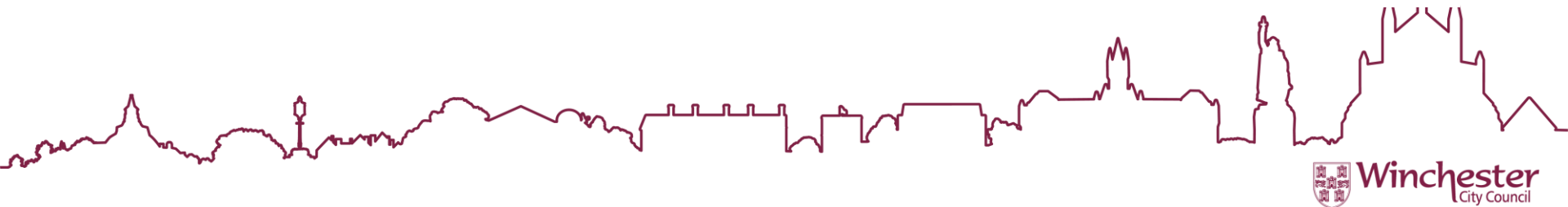
RESIDENT SURVEY

I usually find out about culture and creative activities through

- Arts News newsletter
- Emails from venues / attractions
- Community newsletters
- Facebook groups
- Leaflets / posters
- Parish Council newsletters
- Visit Winchester webpages
- Visit Winchester social media
- Winchester City Council webpages
- Winchester City Council social media
- Word of mouth
- Other (please specify)

When you think about the cultural and creative places and things to do in Winchester district – do you think the offer is:

- Varied
- Just Right
- Limited
- Poor / not accessible for all
- *Please explain your answer:*



RESIDENT SURVEY

How far do you agree with the following statements? (Strongly agree, agree, neither agree or disagree, disagree, strongly disagree)

- Cultural and creative activities contribute positively to the quality of my life
- There is a good range of arts, culture and heritage venues and activities near where I live
- I feel well informed about what's on offer locally
- Creative and cultural activities help make the Winchester district a better place to live, work, visit and play
- Cultural and creative activities help me feel part of the community
- Cultural and creative activities contribute to Winchester district residents' wellbeing
- Cultural and creative activities are good for young people
- I would like cultural and creative activity beyond the city centre
- I would enjoy 'popup' creative activity in Winchester district (for example temporary exhibitions in empty shops, or mini festivals in town squares)
- I would enjoy public art in Winchester district (for example murals, sculptures and decorative benches)
- Winchester district should use creative and cultural activity to bring people together
- Winchester district should support and encourage the creative industries
- Winchester district should offer spaces for local makers to sell their products
- I enjoy attending festivals in Winchester district
- Winchester district should support and encourage new festivals

What cultural and creative activity would you enjoy seeing / doing in Winchester district? How could the local cultural and creative offer be different?

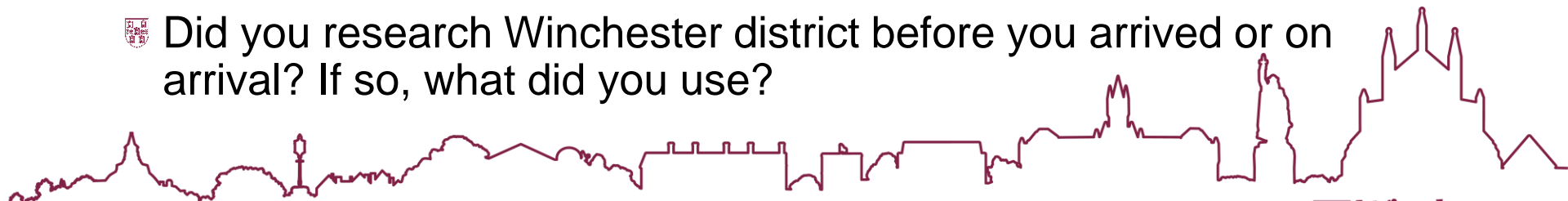
Is there anything that might stop you engaging in cultural and creative activity?

Is there anything else you would like to tell us?



VISITOR SURVEY

- Have you visited Winchester (UK)?
- When was your visit?
- Where did you travel from?
- How did you travel to Winchester district? (please select all that apply)
- Who did you travel with?
- What was the purpose of your visit?
- What inspired your visit?
- How long was your trip?
- Where did you stay overnight?
- Did you visit any of the local towns and villages?
- Did you research Winchester district before you arrived or on arrival? If so, what did you use?



VISITOR SURVEY

- Have you visited Winchester district before this trip?
- Would you visit again? Please add comments in 'other' box.
- What would inspire you to visit Winchester? 2
- If you were planning a visit, which resources would you use?
- How have you heard about Winchester district? Please add more detail, such as location seen, if appropriate to the 'other' box.
- Winchester district has a good selection of Arts & Culture
- Winchester district has a good selection of History & Heritage
- I am able to find the information I need about what is on offer in Winchester district
- Winchester district has a distinctive offer for visitors
- How could Winchester district's visitor offer be improved?
- What else would you like to see available in Winchester district?
- Is there anything else you'd like to tell us?

