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**CULTURE**  
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LIFETIMES

# CULTURE

Winchester Vision 2020–2030  
handbook **part 2: Target recommendations,**  
**following the four week working group**  
**period, September and October 2020.**

“There is an awareness that the process ahead needs to include the space to catch emerging ideas. It cannot be fixed or rigid. It needs to flex with changing times, changing attitudes, and changing technologies. But at its heart it needs a strong set of principles”

# Exploring arts, creativity and sense of place.

Beginning in March 2020, the Winchester Vision project ran a series of listening initiatives, such as interviews, street audio recordings, social media interactions, digital walks. From this research, a series of five key targets emerged. These targets were described in Handbook Pt. 1 as starting points for working group activities.

This is Handbook Pt. 2 and is a record of the process of each working group. It explains how each group arrived at its key recommendations. These five working group reports will directly inform the final Winchester Vision 2020 - 2030

- 04 What is Culture?**
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Photo by Winchester School of Art

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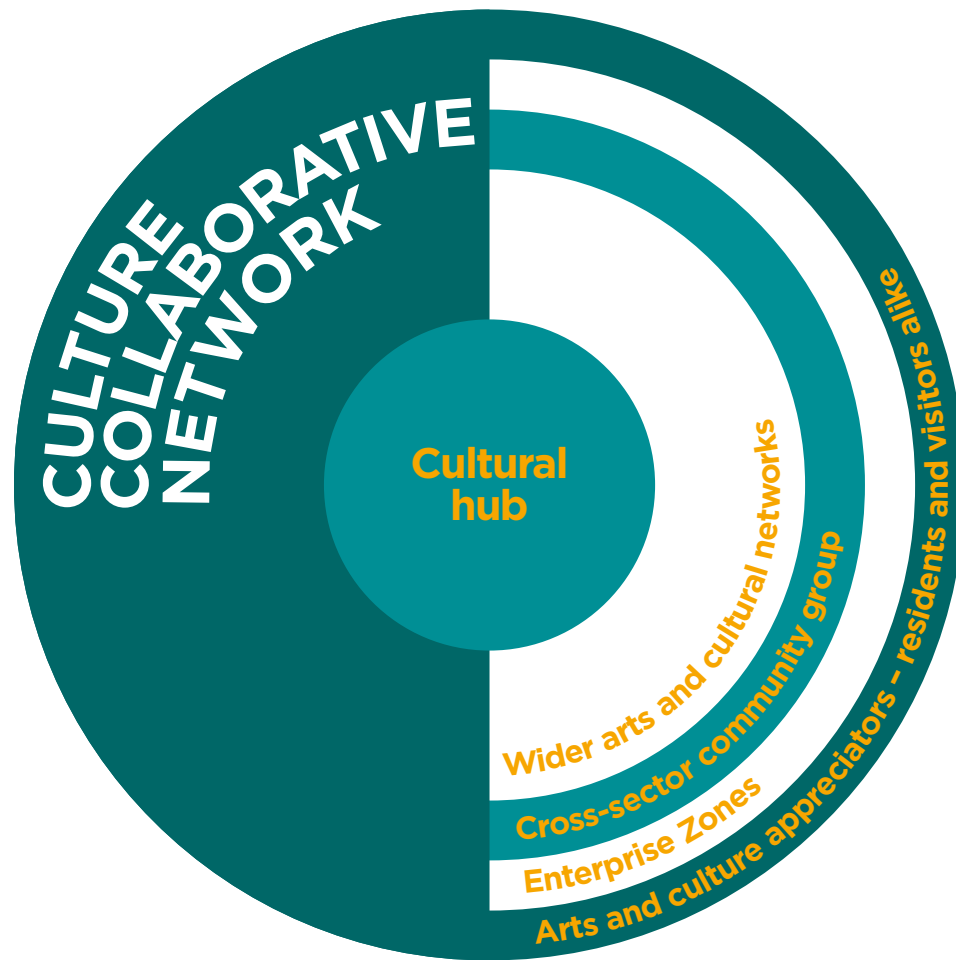
# What is Culture?

Clearly we can define this as 'the arts' but it's also how we as a society form ideas, customs, and social behaviour.

The cultural offer in Winchester in its broad sense is evident, from the historically rich Cathedral to the yearly much loved festivals such as the Hat Fair or Winchester Poetry Festival. But if you scratch the surface there is more - much more. So why should we need to know where to look before we can discover just how much is hidden below the surface?







This is an engagement “onion” model showing layers of participants with a central sector-led hub made up of providers, practitioners, enablers and showcasers

## Group facilitator’s summary.

The Culture group looked at a mix of subjects related to how we live, connect and create. They sought out the opportunities for all ages to be entertained, informed and inspired across the city. Together we explored the potential for the city to become more aware of its deep rooted culture and how it can grow and explore new avenues to connect the community for the future.

**“The creative scene and local talent is here – but only if you know where to look for it.”**

Why do we not know about it? How can we make this more visible?

How can we encourage the younger generation who want to work in the creative industries to stay in the area? What is there ‘to do’ for the young people across the city? What authentic ‘home-grown’ cultural offers are there to attract visitors from outside the area? And what about the support for local businesses, micro start-ups and freelancers? How can the creative industry in the city get a seat at the table to really affect change for the city? How do we collectively produce a diverse mix of innovative and engaging cultural offers for everyone to enjoy and be inspired by throughout the year?

These were some of the many questions posed by the Culture Working Group, and over the course of a month we tackled the macro to the micro, from the grass roots looking up to the Big Picture to understanding that a co-creation approach was the way forward. We knew that culture is more than ‘things’ and ‘spaces’ but a mindset. And by creating the perfect environments both physically and psychologically, culture, in all its unique forms will thrive organically, from the ground up.



# Culture recommendations

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.



## Showcase of ideas



### 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.**



# Culture warm and hot spots across Winchester

Cultural Hot Spots are areas that have a great detail of cultural activity currently but also have room for further development

Cultural Warm Spots are where some cultural activity is happening but there is scope for a wider offering and greater use of available spaces.

## Hotspots:

- 1:** Jewry Street around Theatre Royal, the Discovery Centre, St Peter's Church.
- 2:** Winchester School of Art and into River Park.
- 3:** Guildhall, The Nutshell, Cathedral area (and soon Kings Walk).

## Warm spots:

- 4:** Weeke Community Centre, and
- 5:** The Adult and Higher Education centre, St Barnabas Church in Weeke.
- 6:** Hyde Tavern, Church Hall, St Bartholomew's Church in Hyde.
- 7:** Unit 12 and Winnall Community Centre.
- 8:** Kings School Community Centre and Tower Arts.
- 9:** Carroll Centre in Stanmore.
- 10:** Community Centre in Badger Farm.
- 11:** The Railway Inn, St Paul's Church in Fullood.

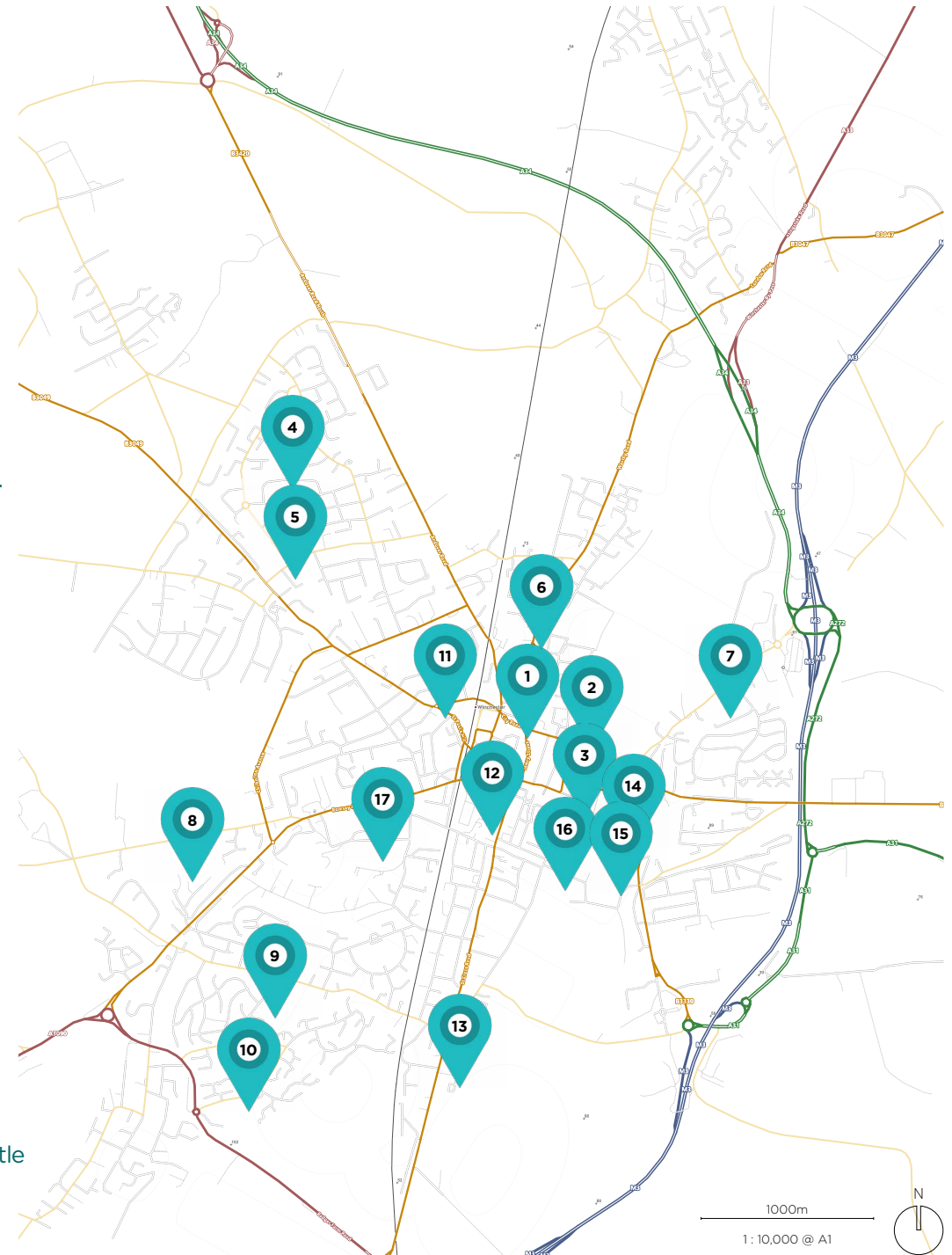
## Standalone venues:

- 12:** Everyman Cinema.
- 13:** St Cross Hospital.
- 14:** Chesil Theatre.
- 15:** Yard Studios, Matley's Yard, Wharf Hill.

## Zone of missed potential:

- 16:** Around Winchester College.
- 17:** Around the University of Winchester.

These Zones are areas with an abundance of fantastic spaces but relatively little community use and a limited cultural offer.



# SECTION

# 1.

## The big picture.

The city's strength lies in its community. We see time and time again smaller grass roots projects in Winchester leading the way to long term successes. From the Skatepark at North Walls to the music community supporting the Railway Inn and many more, we see that the sustainable model for a vibrant arts and culture scene is community-led.

Equal to this, the creative industry itself across Winchester is a community that can support itself. It generates money and enriches lives, but its lack of visibility across the city heralds a view that either it doesn't exist or cannot be a viable option to support.

The lack of a visible cultural strategy from the city has also been a stumbling block in allowing the creative industry to integrate more within the future vision of Winchester, as well as retaining local talent, developing skills in the younger generation and offering a more robust year-round cultural offer for residents and visitors alike.

How do we tackle these key areas? We start with developing top line strategic approaches to support the community, the culture and the people of the city.

- 1. Develop a Culture Collaborative Network.**
- 2. Create a Culture Strategy supported by the creative sector.**
- 3. Build a Youth and Culture 'Corridor'.**
- 4. Map out creative enterprise hubs to support emerging talent and youth retention.**



### Culture collaborative network

A Big Tent approach to networking across sectors with a central hub facilitating actionable projects and initiatives.

#### HOW

Focus group facilitated by a formalised body that meets three times over three months with an endpoint to form cultural collaborative network by Feb 2021.

#### WHERE

Virtually initially, then at a venue for meetings facilitated by a formal body.

#### WHO

Facilitated by a formalised body or organisation. Project leads will develop organically. Sector led group/open network. Providers, Practitioners, Enablers, Showcasers.



### Cultural Strategy for the City

Three-year vision and workplan for arts, culture and creative industries. Formal body to facilitate.

#### HOW

Culture collaborative network meets with WCC 1-2 times in early 2021 to map out aims for Cultural Strategy for 2021-2023.

#### WHERE and WHO

Virtually and culture collaborative network with WCC.





## Youth & Culture ‘Corridor’ in City Centre

The beginnings of a ‘youth and cultural quarter’ that encourages and enables a creative environment to thrive. Co-created ‘walk’ then extended to a ‘loop’ through the Central Winchester Regeneration (CWR) area; depicted with street art (bollards, lampposts, bins, painted paving etc) and raised road surface emphasising pedestrian and other non-vehicular uses.

### HOW

Community Infrastructure Levy Fund – cc allocation and community bids. EM3 LEP funding /WCC support. Kings Walk Culture project link.

### WHERE

Initially along Middle Brook Street and Park Avenue from Kings Walk to the Colour Factory. In longer-term, extend to loop to and from Guildhall and the new North Walls Pavilion.

### WHO

Culture collab network with WCC, WSA, local artists.

**“There’s an appetite for live (pop) music but few gigs put on”**

**Does Winchester need better music venues?**

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Liked by jennie.savage and 2 others

**onegreatwin** Do you agree? As many of you will be missing out on attending #glastonbury2020, or even finding ways to celebrate its 50TH anniversary from home. We want to... more  
**winnallrockschool** Maybe... but it also has a fantastic range of existing venues that are under-utilised. There is much potential to unearth!

26 June



## Mapping the cultural landscape

Clear picture of hot and warm spots for cultural activity in the city; enabling targeted support and investment by WCC and others.

### HOW

Culture collaborative network spatially maps zones for areas of development linking with WCC Vision and CWR.

### WHERE and WHO

Virtually and culture collaborative network.

## Week 1 Blog extract:



### Visibility and voice

There was a lack of an overall Cultural Strategy and inadequate systems for access. Perhaps most significantly, it was felt that the voice of the city’s youth was poorly-represented, especially its large and economically active student population

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**“This approach will nurture talent, create jobs, enhance well-being and boost business without bias to allow Winchester fulfil its creative and cultural potential”**

## SECTION

# 2

## Research, development and data gathering.

The lack of visibility of the creative sector is largely down to lack of data. Identifying its socio-economic impact can leverage funding support within and outside the city.

This data gap is also true on the issue of finding and utilising creative spaces for the community to use. With small tweaks to larger venues, and by encouraging the use of smaller local spaces that may not be culture-oriented currently, we can generate a variety of multi-functional spaces for the whole community to use. This can therefore guide fundraising and investment (both big and small) thereby feeding into the Cultural Strategy.

Building a robust database of venues collated for the public to access would benefit the creative practitioners, local businesses and creative output overall. A Cultural Spaces database has been started and it now needs to be maintained and shared with stakeholders across the city.

Further to this it is felt that the voice of the city's youth is poorly-represented, especially its large and economically active student population. By gathering and analysing data in the area we can support specific needs across the city. For example, according to the latest population forecast data the "youngest" areas of the city are St Michael (highest proportion of population aged 0-18) and St Paul and St Luke (highest proportion Under 30). How can we develop these areas to ensure the young people and student populations are engaging with culture without having to travel into the city centre?



### Local economic impact of creative sector analysis

Up to date information about the economic contribution of arts/culture/creative industries.

#### HOW

Focus group researches VAT returns for 2020 in creative industry jobs/research census in 2021

#### WHERE and WHO

Virtually. Culture collaborative network.



### Building Relationships...

With national organisations and cultural bodies – to feed into and support the culture collaborative network. Winchester is networked across county, region and nationally to facilitate exchange of ideas, resources, installations, performances.

#### HOW

Build connections with national organisations and cultural bodies through collaborative network meetings once a month in Winchester and/or online.

#### WHERE and WHO

Virtually, initially. Culture collaborative network.



## Cultural Spaces Audit

Assessment of all current and potential spaces that can be used for cultural activity. The team have started to build a cultural spaces database detailing the facilities and highlighting some that can be rejuvenated with small tweaks to create more affordable offers for the whole community to use throughout the year.

### HOW

Focus group building a open source database of spaces city wide, which can feed into the culture collaborative network. Website and map etc.

### WHERE and WHO

Virtually. Culture collaborative network.

**“Winchester has plenty of existing cultural venues and does not need another”**

Do you agree?

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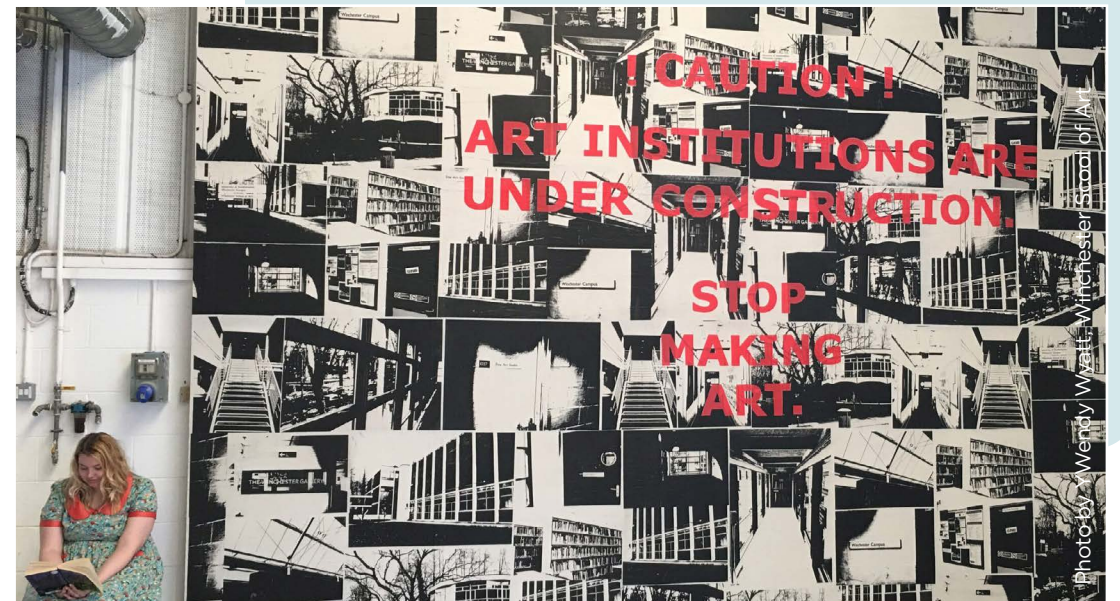
## Week 2 Blog extract:



### Cultural Corridor

The answer to this stasis lies in enhancing grass roots energy. Winchester should position itself so that it attracts more artists and young people, who see Brighton and Bristol as more attractive. They want to live in creative places. Could there also be a Cultural Corridor, from River Park to Kings Walk?

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**“There is plenty of traditional culture in the city, how do we encourage contemporary culture to sit alongside this and thrive?”**



## SECTION

# 3.

## Community build – people and place.

New spaces don't have to be built, but utilising existing spaces in a smarter way is key to the success of a thriving culture across the city. As well as identifying affordable creative workshops and rehearsal spaces through the Cultural Spaces database, the City and known associates such as Winchester College, University of Winchester and others could support this spaces network.

Temporary pop up sites are also vital to a sustainable creative community. Curated pop-up markets and shops will encourage a platform for independent business owners to test new products, it retain local talent in the area and broadens the cultural offer from outside the city to visit at regular times across the year.

However, revitalising physical spaces across the city doesn't always equate to a thriving cultural scene. Developing the people who interact with those spaces is just as important.

The culture collaborative network can identify creative enterprise hubs across the city that could deliver funded workshops for emerging and recently graduated creatives in business development, funding application support, network building. A city wide initiative could also be explored to support adults in education to develop skills and networks within the community.



### Affordable creative workshops and rehearsal spaces

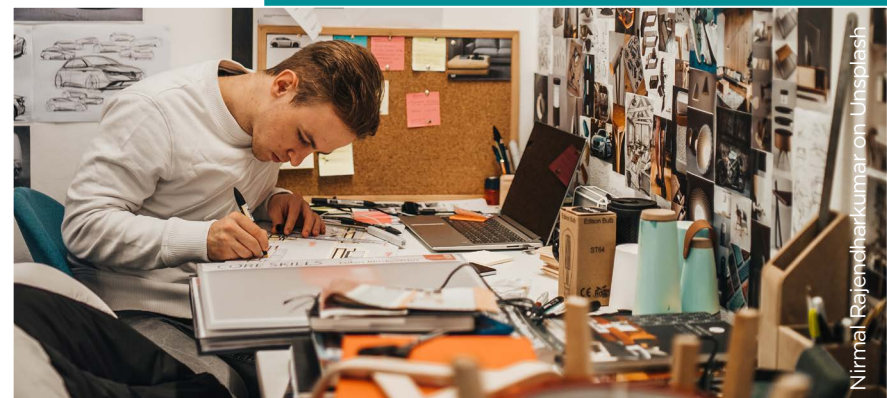
Artists, Musicians, Creatives and Community Groups have access to use space for creative activity city wide. This will encourage grass roots talent development, creative output increases for Winchester to enjoy, makes use of disused or under utilised spaces and encourages talent retention across the city eg.: Students.

#### HOW

Culture collaborative network, and WCC (and possibly Winchester College) to identify existing space that can be reinstated (see Cultural Spaces Audit) initially – Kings Walk redevelopment in CWR is an opportunity too. If further spaces is still required then a long term project plan to create new spaces city wide for this activity.

#### WHERE and WHO

Cultural Corridor in City Centre. Culture collab network.



Nirmal Rajendharkumar on Unsplash

# Week 3 Blog extract:



**Co-exist and co-create - the creative sector as a viable industry.**

The city's cultural activity has to co-exist with commerce, and can exploit and re-purpose vacated spaces. Efforts had been made to establish a pop-up shop agency, or broker, and this was felt to be very positive and desirable, given that rents here were said to be as high as London's Oxford Street, and a number of units were empty. Enabling short-term occupancy would provide flexible spaces for creatives, and have a rejuvenating effect.

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## Skills development and training for creatives and enterprises

Through identifying the creative enterprise hubs and culture collaborative network supported by funding to deliver workshops for emerging and recently graduated creatives in business development, funding application support, network building

### HOW

Culture collaborative network to manage with creative enterprise support funding.

### WHERE and WHO

Workshops held city wide in various spaces and online. For example, culture collaborative network with WCC, Community First, Action Hampshire, IncuHive etc.



## Community music education and networks for adults

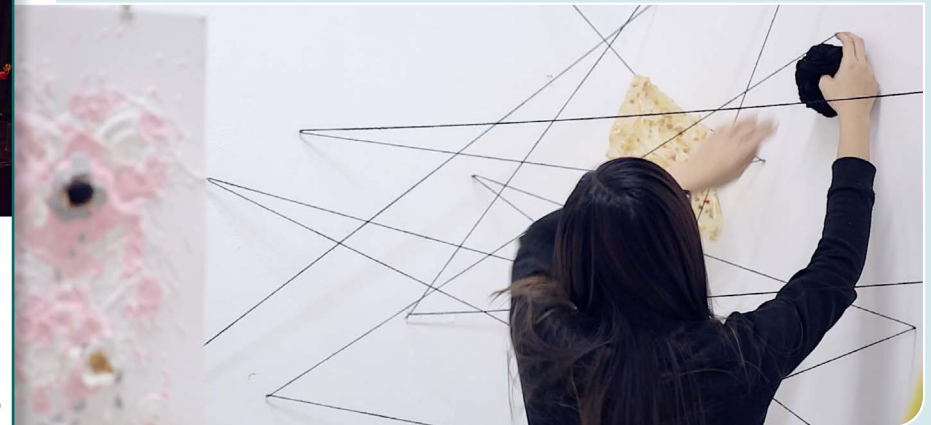
A city wide initiative to support adults to develop skills and networks within the community

### HOW

Culture collaborative network to link community groups and musicians. Start-up funding through Town Forum, then Arts Council England.

### WHERE and WHO

City wide - all wards. Culture collaborative network, local musicians and community groups/venues



**“Winchester’s main asset is its community support, which is evident through active community groups and informal networks across the city.”**



## SECTION

# 4.

## Projects.

Developing these first three areas could foster the perfect conditions to thrive and be a successful showcase of the wealth of talent Winchester has to offer. Starting with the Big Picture – ie: strategy and sector collaboration – continuing to develop and hone the data gaps across the city and finally pushing this through to building a cultural community of people and place, which could lead into smaller projects, medium and long term cultural initiatives that anyone wishes to pursue. With this methodology, there is potential for Winchester to become a beacon of creativity that nurtures its local talent, supports local business, revitalises its spaces and becomes the enviable destination location for visitors from across the UK.

**The four examples shown here are just a sample of the ideas under development or that could be considered.**



### Skatepark litter free/bin art

Young people involved in painting bins and signage inside (and potentially just outside) the North Walls Skatepark (part of youth/culture corridor)

#### HOW

The Colour Factory and Skatepark (or culture collaborative network on their behalf) apply for ACE or other project funding and get WCC support in kind

#### WHERE and WHO

Skatepark at North Walls. Culture collaborative network, Sk8 Winchester, Beans n Boards, The Colour Factory / other local artists.



### Showcasing cultural activity in existing venues outside the city centre

Such as The Handlebar Cafe. Examples include Portsmouth Creates 'We Create Market' (old Debenhams space). Aim is to facilitate wider visibility and engagement with the sector.

#### HOW

Culture collaborative network to set up a project group for this purpose.

#### WHERE and WHO

Various venues , working with Culture collab network..



## Cultural advisory network website build

Online 'one stop shop' for arts/culture/creative venues and activities in Winchester city area; examples include Portsmouth Creates website and Sheffield 'Our Favourite Places' site.

### HOW

Focus group create a website and a visual branding campaign .

### WHERE and WHO

Virtual. culture collaborative network.



## Develop Winchester Jazz Club

Three-way partnership - Joined-up Jazz, Winchester School of Art and Southampton University Music School - aiming to start a club on the School of Art campus offering regular performances of the best of British jazz.

### HOW

Applying to ACE project grant , £500 Town Forum grant and £500 grant from Dean of Arts and Humanities, Southampton University, already received.

### WHERE and WHO

Winchester School of Art (on the youth/culture corridor). WSA, Joined Up Jazz, UoS music school.



# Week 4 Blog extract:



## CULTURE COLLABORATIVE

"Perhaps most importantly, the collaborative message was underscored. Too much focus was given to physical outcomes, whereas the actual mechanism for progress lay in human networks. "

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## "We should have a greater visibility of Winchester's artists, creators and events promoted across the city."

Commissioned by Winchester City Council  
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