

IMPACT REPORT
2021-22



FROM OUR CHAIRMAN



At the beginning of April 2021, we found ourselves in a similar position to much of the previous year: with our museums, galleries and arts centres closed during another lockdown.

At the first possible opportunity, however, we opened our doors and welcomed visitors back to our venues. And what a welcome it was. We were thrilled that Minister of State for Digital and Culture, Caroline Dinenage, visited Milestones Museum to officially open Mr Simpson's Teddy Bear Museum and the newly rejuvenated Victorian pier. The conservation work on the 250 bears that now reside in the museum attracted a much-deserved nomination in the *Restoration or Conservation Project of the Year* category in the Museum + Heritage Awards, while the incredible transformation of the retail offer at Milestones saw it named as *Best Museum or Visitor Attraction Gift Shop* in *The Greats Gift Retailer Awards*.

We were soon able to restart our programme of events, exhibitions and activities. Exhibitions included a retrospective of the works of author-illustrator Raymond Briggs and a tribute to Tolkien, *The Magic of Middle-Earth*, while our *Extraordinary Everyday* exhibition, celebrating the art and design of Eric Ravilious, gained plaudits and praise from visitors and press alike. At our three arts

centres, customers embraced returning to classes and workshops, but were more cautious returning to live performance: in response, our programme was adapted to include outdoor performance while restrictions remained in place over the summer.

Our social impact projects continued to reach those most in need in our communities. Our sector-leading Horizon 20:20 project completed its fifth year. During this time, the programme has improved 1200 young people's experience of arts and culture, helping them to build positive relationships and find inspiration for future career opportunities. The two-year ICE Heritage Project to promote positive mental health in young people started in September, continuing our successful partnership with Hampshire Child and Adolescent Mental Health Service. As Wessex Dance Academy approaches its 10th anniversary, I'm proud to report that a commissioned study has demonstrated that of those who complete the programme, 85% return to school or college or find employment.

Despite the shadow of the pandemic, we made significant progress on three major capital projects. Gosport Gallery closed its doors in preparation for refurbishment work to start its transformation into Gosport Museum and Art Gallery. Our plans to create an Anglo-

Below: The Arc, Winchester

Saxon experience in a unique partnership with Ubisoft, creators of *Assassin's Creed*, also moved forward at pace. Our crowning achievement of the year was taking on operational responsibility for Winchester Discovery Centre, renamed The Arc: a place for the community to come together to enjoy arts, culture and reading under one roof in the heart of Winchester. The completion of this project was an outstanding achievement by all those involved, and we were honoured to welcome HRH The Prince of Wales to declare the building officially open on 3 March.

During the year we secured more than £2 million in fundraised income. This included £480,000 from the second and third rounds of the government's Culture Recovery Fund and, in addition, we were one of just 11 organisations nationwide to receive an Arts Council England Sustainability grant which is enabling us to invest in organisational development to support recovery and ensure a more resilient future.

We made great strides in our commitment to environmental sustainability during the year. Energy audits were undertaken at each of our venues, photovoltaic solar panels were installed at four, and we launched our environmental policy and action plan, with our target of becoming carbon neutral by 2030 at

its heart. We undertook the Best Companies b-Heard employee engagement survey for the second time and were delighted to achieve both One to Watch status and the position of 12th best charity to work for in the quarterly 2021-22 league table.

2021-22 was undoubtedly a year that once again challenged us all as we put the pandemic behind us and looked ahead to some form of normality. Our achievements in the face of these challenges have been astounding. I would like to thank our funders, partners, visitors and donors for their support during the year and I remain immensely proud of the dedication, creativity and passion that the team of staff and volunteers has demonstrated. Having put the pandemic behind us, the current economic climate presents us with yet another challenge as we look to the year ahead. Despite this, we are determined to remain resilient, provide exceptional experiences and deliver social and economic change through inspirational cultural activity.

A handwritten signature in black ink that reads "Alan Lovell".

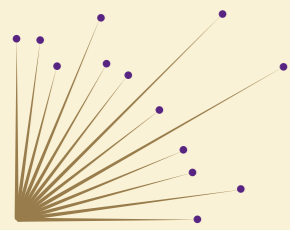
Alan Lovell
Chairman



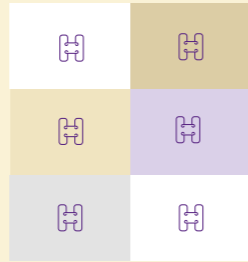
OUR IMPACT

OUR ENGAGEMENT

We welcomed **236,384** visitors through our doors. The impact of the pandemic was still evident, with visitors reaching approximately **52%** of 2019-20 levels



Our total digital engagement, which includes a combination of website sessions and social media impressions, was **11 million**, an increase of **2.5 million** on the previous year



We wrote and published **200** articles on **Culture on Call**, our digital publication, showcasing the scope and diversity of our physical offer



Our PR programme secured **750** pieces of positive publicity. Media coverage included BBC South, *The Times*, *The Guardian*, *The Spectator* and *The Artist*, as well as the front cover of and a five-page feature in *Country Life* for *Extraordinary Everyday: The Art & Design of Eric Ravilious*



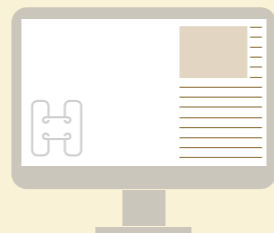
Milestones Museum welcomed **5,949** school students, accompanied by over **1,000** teachers and helpers

OUR COLLECTIONS

Our collections are available online on a dedicated website which received over **120,000** views last year. We responded to **675** public enquiries



Our team of staff and volunteers made structural improvements to our collections database, adding **4,000** new images, **4,600** new records and updating **2,500** existing object files



OUR SOCIAL IMPACT

During the year we ran **12 social impact** programmes, working with **34 partners** and **688 participants**



Horizon 20:20, our ambitious arts intervention programme completed its fifth year. It has supported **1,200 young people** to build positive relationships, improve communication, increase creativity and find inspiration for future career opportunities. The programme has taken place at **30 cultural venues** working with **100 artists and organisations** across seven education centres (pupil referral units) in Hampshire

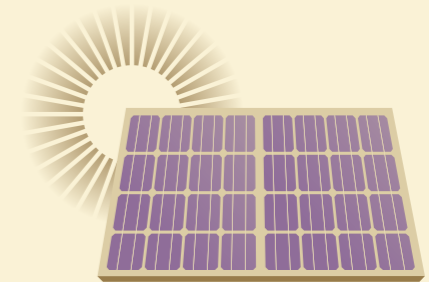
Of those who complete the **Wessex Dance** contemporary dance programme, **85%** return to school or college or find employment



We sent out **100 Creative Boxes** to young people who are disadvantaged or have experienced worsening mental health and are unable to return to school

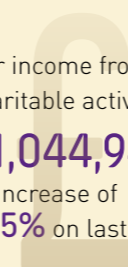
OUR SUSTAINABILITY

We set a target to reach carbon neutral status by **2030**. We completed energy audits for 12 of our venues and installed **654 solar photovoltaic panels** at four, including **433** on the roof of Milestones Museum. During the summer, on average **70%** of the electricity supplied to Milestones is generated by the PV panels on its roof



OUR INCOME

Our income from charitable activities was **£1,044,944** an increase of **225%** on last year



We secured **£2,107,112** in grants and donations including **£480,000** from the second and third rounds of the Culture Recovery Fund

We were one of only **11** organisations in the country to receive an Arts Council England Sustainability grant. We received **£355,000**

With the addition of Gift Aid, a total of **£2,246,927** in fundraised income was secured

OUR IMPACT

1

To provide high-quality programmes and venues that engage diverse audiences and inspire local pride

Highlights of our achievements and performance are explained in relation to our strategic goals in this impact report.

Our museums, galleries and arts centres re-opened at the first available opportunity from mid-May, having been closed since Christmas, and we did all we could to encourage audiences back and to keep visitors, volunteers and staff safe. We also continued to stay connected with our audiences through our online magazine, *Culture on Call*, publishing 200 articles showcasing the scope and diversity of our offer: from features about our collections and exhibitions, to initiatives aimed at the most vulnerable people in our communities.

- Our exhibition programme at Winchester Discovery Centre (now The Arc) featured *Raymond Briggs: A Retrospective*, followed by *Paul Joyce: A Life Behind the Lens*. Exhibitions in City Space included Jonny Hannah's *Darktown Dinner and Dance* and *In the Making*, showcasing artwork created by young people participating in the *Horizon 20:20 More and Better* programme which applies creativity to re-engage young people in learning.
- The *Extraordinary Everyday: The Art & Design of Eric Ravilious* exhibition, which launched our new offer at The Arc in February, was hugely popular with visitors travelling from far and wide to see a diverse selection of key watercolours, prints, books and ceramics. Outside The Arc is a bronze, life-size statue of Licoricia of Winchester. Jewry Street was the historic centre of the city's Jewish community and where prominent medieval Jewish woman Licoricia was known to have lived. The statue, designed by award-winning sculptor Ian Rank-Broadley, is a symbol of tolerance, diversity and sanctuary. We worked closely with the Licoricia of Winchester Appeal and Hampshire County Council and were thrilled to welcome HRH The Prince of Wales to visit the statue and officially open The Arc in March 2022.
- At the Willis Museum and Sainsbury Gallery, the flexibility of our lenders and partners meant that we were able to reschedule the full 2020 exhibition programme: *Matisse: Drawing with Scissors*, *The Magic of Middle-Earth* and *The Art of W. Heath Robinson*. We also partnered with Basingstoke Unites Against Racism for an inaugural photography exhibition, *21 Portraits*, to mark Black History Month. The photographs, taken by community members, feature key achievements of those working for more diverse and inclusive communities in Basingstoke. The project was launched with a full-scale projection on the façade of the Willis Museum, supported by Basingstoke and Deane Borough Council.

Opposite, top: *Raymond Briggs: A Retrospective* exhibition at The Gallery

Opposite, bottom: *21 Portraits* at the Willis Museum

Left: Licoricia of Winchester statue, outside The Arc, Winchester

Right: *Extraordinary Everyday: The Art & Design of Eric Ravilious* exhibition at The Gallery

Bottom: *Brick by Brick* at the Willis Museum and Sainsbury Gallery



Left: Maria Miller MP officially opens Mr Simpson's Teddy Bear Museum

Right: Geology outreach session, SEARCH, Gosport

Bottom: Youth Theatre at West End Centre, Aldershot



- Milestones Museum of Living History saw the official opening by Minister of State for Digital and Culture, Caroline Dinenage, and MP for Basingstoke, Maria Miller, of two new permanent attractions: a Victorian seaside pier with an interactive penny arcade and Mr Simpson's Teddy Bear Museum, featuring 250 teddy bears bequeathed by the late Bill Simpson. Over the year, the museum welcomed almost 6,000 school students, accompanied by over 1,000 teachers and helpers. We were also able to offer curriculum-themed loans boxes for the first time, allowing teachers to extend their hands-on learning experiences into the classroom before and after visits.
- At our gallery in Gosport, we re-opened in May with *Gosport Past and Present*, an exhibition featuring the work of local artists and school students inspired by the Stokes Bay area. With Gosport Gallery closed for building works, the team moved the delivery of school workshops to the Submarine Museum and sourced alternative venues for activities and events. With support from Gosport Borough Council and Historic England, through its High Street Heritage Action Zone scheme, we opened a pop-up shop in the High Street. This will remain open until the refurbishment of the Old Grammar School is complete in autumn 2022.
- Our three arts centres used outdoor programming over the summer to welcome back audiences, hosted at Rockbourne Roman Villa and Wellesley Woodlands. By the end of the autumn, the live performance programme had gathered momentum, with sold-out shows from local artists such as Black Box Theatre, alongside popular music acts including St Agnes Fountain and comedy shows from Gary Delaney and Andy Zaltzman.

Top: *The real faces of Modern Slavery: unmasking the truth*, a touring exhibition

Bottom: Mosaic created by staff and volunteers to commemorate 70 years of the Red House Museum and Gardens, Christchurch

Middle: Bursledon Windmill after removal of stocks and sail



- In our community museums, we opened four new collections-based exhibitions; an exploration of Anglo-Saxons in *Monsters, Myth and Magic* at the Red House Museum in Christchurch; the history of policing, crime and punishment in Hampshire in *It's a Fair Cop* at Andover Museum; a look at how women adopted men's clothing in *Function, Fashion and Freedom* at Westbury Manor Museum in Fareham, while *Dawn to Dusk* at the Allen Gallery in Alton explored the work of artist, W.H. Allen.
- Together with the Friends of the Red House Museum, we marked the museum's 70th anniversary with a community consultation for the design of a new mosaic mural for the museum foyer and a series of daily, free community mosaics workshops over one week in July. 117 people participated in the workshops, including a group from Dorset Mental Health Forum who now meet weekly at the museum for craft sessions. The new artwork was unveiled by the town's mayor during the Friends of the Red House Museum's garden party.
- *Modern Slavery*, an exhibition designed to be an emotive and thought-provoking journey through the compelling stories of modern slavery survivors from the local area, was created together with the Hampshire and Isle of Wight Modern Slavery Partnership and opened at Eastleigh Museum. It will tour to further community museums in 2022-23.
- At Bursledon Windmill, the stocks and sails were removed due to the wear and tear of daily operation. A community fundraising campaign raised nearly £10,000 to support the work of assessing and repairing them prior to reinstating them and helping the mill get back to full working order.

Top: Conservation work at Chilcomb House

Bottom: Mr Simpson's Teddy Bear Museum, Milestones Museum, Basingstoke

COLLECTIONS



Collections management is a critical part of enabling our high-quality public engagement programme; managing information about the collections we care for is key to making them widely accessible. During the year, our team of staff and volunteers made structural improvements to our database, while also including over 4,000 new images, adding 4,600 new records and updating 2,500 existing object files. Our work behind the scenes for Mr Simpson's Teddy Bear Museum at Milestones Museum received national recognition with a nomination in the Museums + Heritage Awards *Restoration or Conservation Project of the Year* category.

Direct public access to our collections continued to be high given the practical limitations. Our collections are available online on a dedicated website which received over 120,000 views last year. In addition, we responded to 675 public enquiries, which ranged in scope from checking local history details to arranging in-person access to our stores and archives. We also helped to protect the archaeology of Hampshire, recording over 694 metal detecting finds and declaring 56 treasure cases.

A review by the publication *Museums Journal* placed Hampshire Cultural Trust in the top 10 heritage organisations nationally for acquiring treasure finds – important archaeological objects that would otherwise be lost to the public. We have also started a contemporary collection to commemorate the pandemic, keeping objects that will help us understand how people in Hampshire battled with COVID.



Top: Mandala Project, West End Centre, Aldershot

Bottom: Family activities, Red House Museum and Gardens, Christchurch

CO-CREATION



Funding from Arts Council England enabled us to test models of co-creation across our three arts centres, catalysing new relationships between communities and artists. Joint planning and evaluation, a final symposium and a free inspiration session enabled artists and community representatives to share ideas and best practice.

In Rushmoor, artists Barbara Touati-Evans and Gemma McLennan installed a crocheted mandala in Aldershot's bandstand, made in collaboration with the local community, including Nepali residents. In Fareham, we worked with internationally renowned interactive theatre makers, Coney, to deliver *We the People of Fareham*, celebrating community in a playful way and uncovering hidden parts of the town that mean something special to locals. This included 'secret agent' workshops, a quiz night and an adventure trail.

“ I feel that sessions where artists can come together and 'join up' on projects are really important. As an artist who often leads projects alone...it can be very lonely work with huge responsibilities on one set of shoulders.

PARTICIPANT



OUR IMPACT

Top: Community groups working together to create the Red House Museum mosaic

Bottom left: ICE Heritage exhibition, *Leather Making: Crafting Personal Pieces*, Andover Museum

Bottom right: ICE Heritage exhibition, *Leather Making: Crafting Personal Pieces*, Andover Museum

Opposite: Artwork created by a participant of Brighter Futures

2

To improve wellbeing, health and happiness through cultural experiences

The work we do with the most vulnerable in our community is at the core of our purpose, changing lives through culture. We continue to work with key partners such as Hampshire CAMHS (Child and Adolescent Mental Health Services), the National Probation Service and support organisations like Combat Stress and local Recovery Colleges. We offer cultural engagement for a range of communities that includes veterans, older people living with dementia, adults and young people with mental health issues and people either in prison or on probation. During the year, we ran 12 social impact programmes, working with 34 partners and 688 participants.



ICE HERITAGE



ICE Heritage (Inspire, Create and Exchange) addresses and explores mental health issues in young people by working with artists to explore themes such as identity and self-care. Westbury Manor Museum in Fareham, Andover Museum and Aldershot Military Museum hosted creative activities for engagement with local heritage, with participants creating exhibitions to share with local communities. This project is funded by the National Lottery Heritage Fund and Sussex NHS Partnership Foundation Trust, and was developed in partnership with Hampshire Child and Adolescent Mental Health Services (CAMHS).



BRIGHTER FUTURES

Case Study

Learner A was referred to a social prescribing team by her doctor. She did not feel able to attend courses in person due to high anxiety and COVID restrictions. Since her husband passed away earlier in the year, she had found socialising and going out very difficult. The learner signed up to one course per term and worked her way through three different crafts, developing her skills and increasing her confidence and socialisation. She fed back that the courses have really made an impact on her life, they gave her something to focus on and to continue at home when the courses came to an end. At the end of Summer 2021 she said: *'The courses have helped lift my mood and helped me to enjoy a bit of my time. I find it difficult interacting with strangers in person, without them being on Zoom I would be unable to attend.'*

Eventually Learner A was able to attend a local course in person, her Social Prescribing Link Worker, who referred her onto these courses, said: *'I spoke with the learner this week and have discharged her from the case load. She has grown massively in her confidence and has now started attending face-to-face arts and craft groups at her local Wellbeing Centre.'*

Brighter Futures is a social prescribing programme with local health and community providers which supports adults with mental health needs, funded by Hampshire County Council's Adult Community Learning. In 2021-22, the programme was delivered in Rushmoor and Fareham, offering both in-person and online opportunities for adults to access a variety of courses such as poetry for wellbeing, needle felting and jewellery making. For the first time, the programme offered courses suitable for adults with learning difficulties, delivering mixed media collage and dancing fitness courses. These courses aim to build confidence, develop emotional resilience and provide opportunities for people to connect with other people in their local community.

“ I have just completed the Poetry for Wellbeing course run by Hampshire Cultural Trust, which was absolutely fantastic! Working long hours in healthcare during the early Covid months took its toll on me, and I had had to abruptly leave the job I loved due to a mental health crisis. Although I didn't realise it at the time, this poetry course was to become a wonderful haven of creative distraction at the beginning of each week.

PARTICIPANT

CREATING CHANGE

After over a year of not being able to deliver our criminal justice programmes, we were finally able to start work again with the probation service. We started a five-week programme with one women's group and, for the first time; one men's group.

“ This programme has helped my service users see me as a human – as a real person and not just someone who sits behind a desk and asks them questions about taking their medication and getting work. I think it's really helpful that they see me as equal to them and that's really important because authority is a massive issue for many of my service users – they don't like the police, they don't like courts – so when they get faced with another professional that tells them things they can and can't do that puts a barrier up naturally and they're less likely to be open with you and share than if they feel that you are equal to them. In that room, no one is ahead of anyone else, no one is lower than anyone else or higher than anyone else. I think that is such a good environment to get out concerns and worries and develop confidence. Thank you – it has been amazing! I've been doing this job for two years and this is by far the best thing I've ever done.

PROBATION OFFICER

Left and right: Creating the Resilience Garden at Aldershot Military Museum

VETERANS HUB AND RESILIENCE GARDEN AT ALDERSHOT MILITARY MUSEUM

“ The garden project is one of the best projects I have been asked to help with, it has helped me so much with my PTSD and for me it's about giving something back into the community.

PARTICIPANT

Aldershot Military Museum was able to continue its work with veterans, delivering online, weekly sessions in which participants have researched and interpreted a wide range of museum objects, creating their own responses through artwork and poetry. Funded by the Armed Forces Covenant Fund, the Resilience Garden project worked with men and women from both the military and civilian communities in the Rushmoor area, to design and build a community garden at the museum.

“ I found old memories rising about a number of places I served while in the forces: some good, and some bad, but all interesting. I found this session interesting, enjoyable and reflective - and I finished it with a smile!

PARTICIPANT



HORIZON 20:20

“It was an absolute delight to moderate the young people’s portfolios - they are full of creativity, conviction and reflection on personal achievement. I was particularly impressed by the range of activities, and unique learning paths, that they undertook, and throughout which you (teachers) expertly guided them – well done all round!

FEEDBACK FROM ARTS AWARD MODERATOR

Horizon 20:20 uses regular, engaging arts and cultural activity to achieve positive social outcomes for vulnerable young people who have been excluded from mainstream school or cannot cope in a mainstream learning environment. The programme has supported 1,200 young people to build positive relationships, improve communication, increase creativity and find inspiration for future career opportunities. Activities have taken place at 30 cultural venues working with 100 artists and organisations across seven Education Centres in Hampshire.

With thanks to emergency funding from Paul Hamlyn Foundation and additional support from Garfield Weston Foundation, Horizon 20:20 continued into its sixth year and was able to support young people through the ongoing challenges of the pandemic.

“The workshops I curated for alternative education settings have helped me enormously with my teaching ideas and confidence. This year I felt prepared to launch a new workshop at music festivals which has been really positive. So, thank you Hampshire Cultural Trust!

ARTIST



WESSEX DANCE ACADEMY

As Wessex Dance Academy approaches its 10-year anniversary, a study was commissioned to understand the impact the contemporary dance programme has had on its participants. The evaluation demonstrated the academy’s effectiveness in positively influencing participants’ self-esteem, physical fitness and self-care, learning, achievement of goals, relationships, communication, empathy and resilience. Of those who complete the programme, 85% return to school or college or find employment.



PARKINSON'S DANCE



“It’s a really good opportunity to socialise with people like me with no pressure.

PARTICIPANT

Forest Arts Centre’s weekly Parkinson’s Dance sessions, following the Parkinson’s Dance Science Model, support people living with Parkinson’s and their carers to develop confidence and strength and give the opportunity for creativity and self-expression, while temporarily relieving some symptoms in everyday life.

“Carers get as much out of it as those with Parkinson’s.

PARTICIPANT

3

To deliver a sustainable future for culture in Hampshire, contributing to the local economy and building stronger communities



Left: The Arc, Winchester

Right: Winchester City Museum

The pandemic was an unexpected test for our business model and for a young trust only founded in 2014. However, we are confident that our prudent and proactive response has further established our position as a resilient and sustainable organisation which can ensure a bright future for culture in our region.

- We continue to work closely with local authority partners and are building strong relationships with key national funders such as Arts Council England and the National Lottery Heritage Fund. We successfully diversified our fundraising activity through community campaigns and philanthropy and prioritised investment in our capability to generate earned income at our venues. The refurbished Milestones shop was declared *Best Museum or Visitor Attraction Gift Shop* in *The Greats* Gift Retailer Awards.
- With many funders only gradually re-opening their funding streams following the pandemic, it was essential to take every opportunity to help support recovery as well as fund upcoming programmes. During the year, we secured £2,107,112 in grants and donations including £480,000 from the second and third rounds of the Culture Recovery Fund to cover core operating costs in the absence of earned income. In addition we received £355,000 as one of only 11 organisations in the country to receive an Arts Council England Sustainability grant. With the addition of Gift Aid, a total of £2,246,927 in fundraised income was secured.
- Our role in supporting the wider development of arts, culture and heritage on a local level has never been more crucial as we emerge from the pandemic. The trust is an active member of Gosport's Place Board and is working with the Borough Council and Arts Council



Top: Milestones Museum Gift Shop

Bottom: Solar photovoltaic panels at Milestones Museum, Basingstoke



England on a new cultural strategy for the town. As the lead partner for the Gosport Cultural Consortium, the trust secured £100,000 from Historic England to enable the delivery of the Gosport Cultural Programme, in association with the High Street Heritage Action Zone. This saw the establishment of a retail offer for local artists and makers and the start of a new, annual creative grants programme.

- We are also collaborating with other local authorities, including Basingstoke and Deane and Rushmoor, on consultation for their respective cultural strategies. The trust was a supporting partner in the New Forest Creative People and Places bid to Arts Council England, securing £1m over three years for community-led programming in the region.
- Behind the scenes, we invested in a robust IT infrastructure for the long term and successfully migrated our systems to a cloud-based environment, creating an efficient, resilient and cost-effective business system platform. In addition, we increased the flexibility of our workforce by fully embracing hybrid working with greater use of video conferencing technology, underpinned by a trust-wide network upgrade. To consolidate our ticketing platforms and customer data sources, we implemented Spektrix, a sector-leading ticketing and CRM platform. This has streamlined our disparate customer and donor management systems, improved our customer booking experience and reduced processing and payment costs. With the implementation of Spektrix, we also made significant changes to five of our seven websites, improving online functionality and enabling cross-promotional opportunities for tickets, donations and merchandise.
- Climate change is one of the biggest issues facing our planet and Hampshire Cultural Trust is committed to protecting the environment by continually seeking ways of improving the environmental performance of our activities in order to achieve carbon neutrality by 2030. We promote climate action by engaging our stakeholders, staff, volunteers, visitors, audiences and communities.
- Recommendations from energy audits conducted at 12 of our venues resulted in 433 solar photovoltaic panels being installed on the roof of Milestones Museum, with the equivalent of half of the annual electricity use for this site now coming from a renewable, zero-carbon energy source. We introduced the role of Environmental Sustainability Manager to support the embedding of our environmental strategy into our organisational culture and commissioned a biodiversity study of our venues with green spaces.

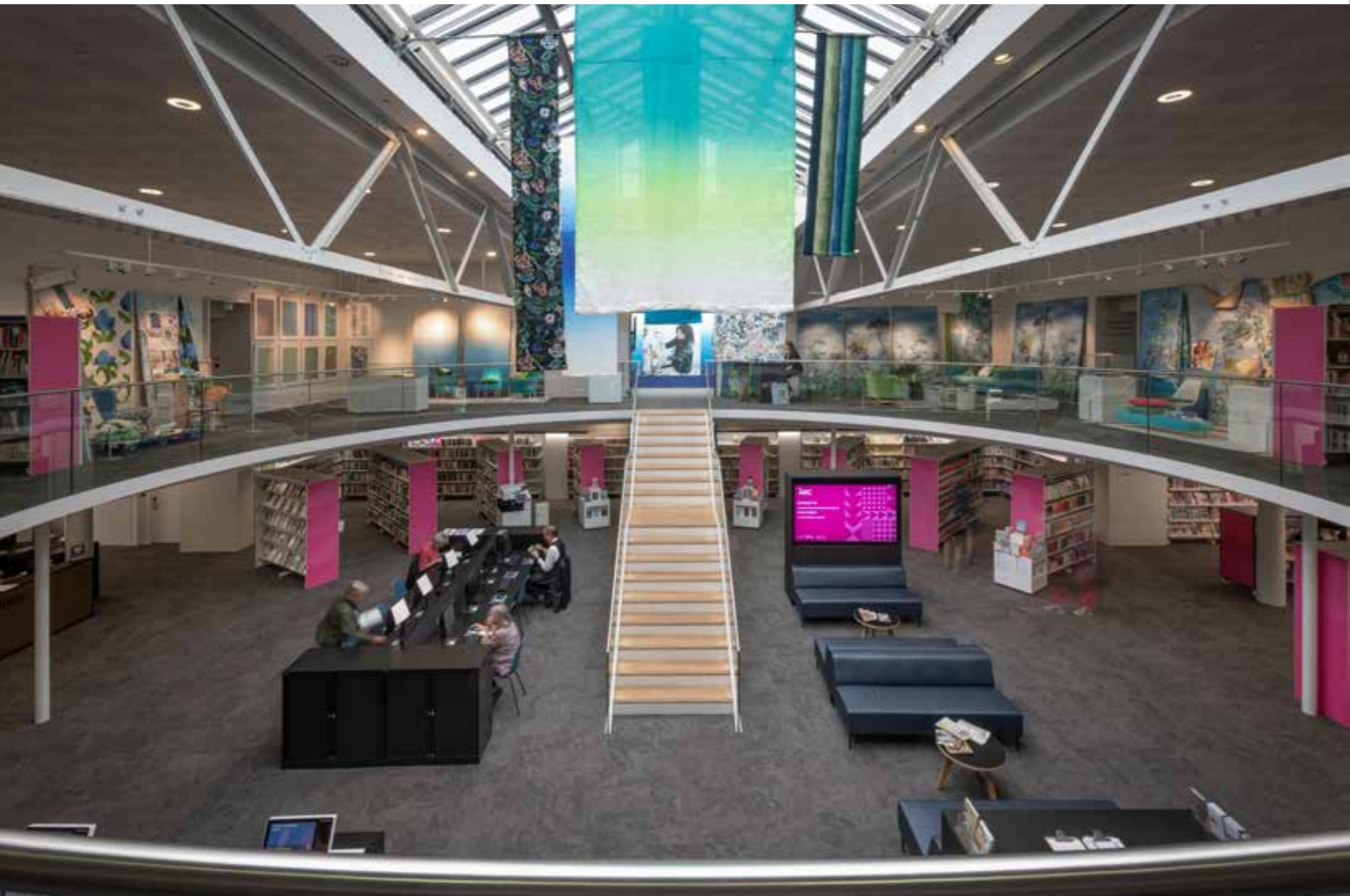
Top and bottom:
The Arc, Winchester

Opposite: HRH The Prince of Wales
officially opens The Arc, Winchester



THE ARC

- In February 2022, we took on responsibility for the management of Winchester Discovery Centre, renamed The Arc. Working in partnership with Hampshire County Council, a joint vision was created for the venue as a place for people to come together to experience arts, reading and community under one roof, in the heart of Winchester. Following a period of internal refurbishment, a welcoming environment was created for visitors, encouraging participation and exploration. A new brand identity, website and cultural programme were launched, maximising income generation potential and continues to be home to one of Hampshire's most popular libraries, Winchester Library.



“ My wife and I are visiting Winchester for two days. We hadn't reckoned on Storm Eunice. With the city's visitor attractions largely shut, we chanced upon The Arc. How glad we are that we did.

The whole experience was quite magical. The hospitality of your staff was just wonderful and we felt immediately welcome. The space is beautifully laid out and whoever made the library selection deserves a medal. The gallery, shop and exhibition are a real bonus. The facilities generally are top notch, with spotlessly clean toilets, a great café area and plenty of places to sit and relax.

Thank you. You made our very brief and unfortunately timed visit to your beautiful city a really great experience.

VISITOR TO THE ARC, FEBRUARY 2022

4

To create fulfilling employment and volunteering opportunities through culture



Top: Retail space at The Arc, Winchester

Bottom: Winchester City Museum

Opposite: On the Move project, volunteers and staff

SUPPORTING WELLBEING

- Our people are our most valuable asset, and this was demonstrated in the support we provided throughout the pandemic to our team of over 200 staff and 400 volunteers. Throughout the uncertainty, we continued to top up employee salaries to 100%. We also maintained regular and frequent communication, supported remote and flexible working and provided guidance and training about returning to the workplace.
- We invested in Mental Health First Aid training for 16 employees to become qualified Mental Health First Aiders in support of staff, volunteers and visitors. They will also become mental health champions to drive initiatives and awareness of mental health throughout the organisation.

EMPLOYEE ENGAGEMENT

- We launched our first 'welcome to Hampshire Cultural Trust' induction day to support new colleagues to learn about the broader organisation, our strategic goals and the role they play in delivering them. Our induction days now run four times per year, providing a great opportunity to build relationships and meet with key members of our Board and Leadership Team.
- We undertook the Best Companies bHeard employee engagement survey for the second time. We were delighted with our 86% response rate and achievement of One to Watch status, which means the trust has 'good' levels of employee engagement. We also achieved 12th Best Charity to work for and a top 50 position for Best Mid-Sized Organisations in the UK. Our key areas of strength were: My Team, where it is clear that our people really care about each other and have a sense of fun and family, and My Manager, which demonstrates that managers at the trust are approachable, caring, supportive, open and honest.

DEVELOPING OUR PEOPLE

- We developed our first management development programme in partnership with Cegos, an international leader in professional and continuing education, which will be launched in April 2022. Sixteen of our managers will develop their capability in the areas of self-awareness, resilience, prioritisation, leadership, building trust and high performance, dealing with challenges and presentation skills. We are also introducing the Insights Discovery© framework to a number of our teams to improve self-awareness and support stronger relationship building.



VOLUNTEERING

- Volunteers are at the heart of our work and many of our venues simply couldn't operate without their skill, dedication and time. We also know that the experience and support we offer volunteers can help people connect – not through a screen, but face to face – with others from their community. Now more than ever, we have a real need and opportunity to build a culture of social health, one interaction at a time.
- Last year, the Milestones and Basing House team welcomed a new Volunteer Manager, whose focus is growing volunteer opportunities and experiences across the two venues. As a result, we welcomed some new, specialist volunteer roles including for Mr Simpson's Teddy Bear Museum, the Milestones Pier and a new volunteer beekeeper at Basing House. Another example is a new opportunity for research into and digitisation of our historic vehicle collections, which brought together 20 volunteers from across the country, providing focus during the challenge of changing COVID restrictions.

FUTURE PLANS

As we start to put the pandemic behind us, we look forward to an exciting and challenging year with major projects coming to fruition. Although still in a period of recovery, we remain committed to our ambition to place culture at the heart of social and economic change and aim to demonstrate the positive impact that our programmes, projects and partnerships have on people's wellbeing, health and happiness.



Top: Children's activities, Red House Museum and Gardens, Christchurch

Bottom: *Out of the Blue* exhibition, The Gallery and City Space

A RESILIENT ORGANISATION INTO THE FUTURE

- Our Arts Council England Culture Recovery Fund Sustainability programme continues into 2022-23, with investment in upgrading our IT infrastructure for improved hybrid working; training and wellbeing initiatives; establishing a strategy and action plan for our equity, diversity and inclusion goals; broadening income generation possibilities and improving our environmental sustainability. We have submitted an application to become an Arts Council England National Portfolio Organisation for 2023-26.

ACROSS THE COUNTY

- The 2022-23 exhibition programme at The Arc includes *Out of the Blue*, celebrating the work of influential design company, Designers Guild, and *Infinite Beauty*, drawing on artworks held in private collections throughout the county. We're looking forward to *A Farewell to Art: Chagall, Shakespeare and Prospero*, as well as *Sin*, a touring exhibition from The National Gallery. The Sainsbury Gallery at the Willis Museum is exhibiting works from members of the Hampshire and Berkshire Guild of Craftsmen; large-scale, fantastical sculptures in *Mythomania*; the première of the annual Trinity Bouy Drawing Prize, as well as the opportunity for audiences to step inside our collections with a display of historic shoes.
- Our arts centres continue to progress our pledge to achieve 50% representation of women and gender minorities in our live performance programme by International Women's Day 2023. This will include all-female comedy showcases, music events, theatre performances and workshops.
- Local need for our social impact programmes has never been greater, and our partnerships continue to evolve with, amongst others, Hampshire CAMHS (Child and Adolescent Mental Health Services), the National Probation Service, HMP Winchester and education centres. We will continue to focus on professional development for artists and practitioners to ensure long-term impact.
- We are looking to refresh and redevelop a number of our sites over the coming years. An options appraisal is underway for Andover Museum and The Museum of the Iron Age, along with a community consultation to gather ideas for the museum's future. We hope to re-open and redevelop Eastleigh Museum if we are able to agree a sustainable model for the museum going forward. We will also start planning for a significant update of the Story of Basingstoke at the Willis Museum, leading up to the 250th anniversary of Jane Austen's birth in 2025.

Below: 878 AD brand identity

- A successful first phase application was made to the National Lottery Heritage Fund for the redevelopment of the Allen Gallery in Alton. Building on the venue's outstanding ceramics collections and gardens, as well as its established volunteering programme, local people will help shape an offer that is relevant to all ages and backgrounds. This project embodies our vision to create inspirational cultural experiences that enrich and transform lives on a local level and across our county.

878 AD

- In a unique collaboration with global video-gaming company, Ubisoft, and UK immersive tech innovation studio, Sugar Creative, we will launch 878 AD, a new, immersive experience using digital recreations of Anglo-Saxon Winchester from the Assassin's Creed: Valhalla video game. The attraction, located in Winchester's The Brooks Shopping Centre, will open towards the end of 2022, and visitors will discover everyday life in Anglo-Saxon Winchester through cinematic projections, interactive displays, historic artefacts and live performance. An app will extend the immersive journey across the city, using a combination of augmented reality technologies and geo-located content to bring history to life. A parallel educational programme will be developed, creating activities for schools and lifelong learning, as well as using video-gaming to improve literacy outcomes.



Top: A local resident taking part in Gosport community engagement

Bottom: Visualisation of the new Gosport Museum and Gallery courtyard

Following extensive refurbishment work to bring the building back into full use for the Gosport community, the renamed Gosport Museum and Art Gallery will re-open in autumn 2022.



GOSPORT MUSEUM AND ART GALLERY

- There will be a new entrance onto the High Street and an accessible walkway linking the café and museum to the gallery, where nationally renowned Portsmouth artists Heinrich and Palmer will be exhibitors for the launch. The venue will also feature a new café and community gallery and improved learning rooms, as well as a permanent museum documenting Gosport’s history through the eyes of the people who live there.
- In approaching the brief for the new museum, we chose to work with local residents to develop stories that tell the history of their town. An online consultation process identified themes which were then researched by small groups who also explored our collections, selected objects for display and captured personal experiences of living in Gosport. Our aim was to be responsive to the interests of community groups and open to new approaches to our storytelling to ensure relevance and a personal tone.
- We worked with young people from Royal Navy families, Gosport residents who have lived locally for generations, Gosport U3A, Friends of Gosport Museum and local voluntary groups formed to support people with mental health challenges or who face other barriers to volunteering or work. The participants went above and beyond to contribute to the project, with one commenting: *“I’m in my element here. I’ve got lots of ideas and thoughts. I’m absolutely fascinated.”*
- This collaborative process has resulted in eight themed stories told in the voices of local residents, each acknowledging the contributing group and showcasing objects (including one that can be handled) as well as written and video-based interpretation.



THANK YOU

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Front cover:

Artwork from *Horizon 20:20:
In the Making* exhibition at
City Space

Back cover:

Children's Dance class,
Forest Arts Centre