

Developing a Cultural Strategy for Hampshire County Council

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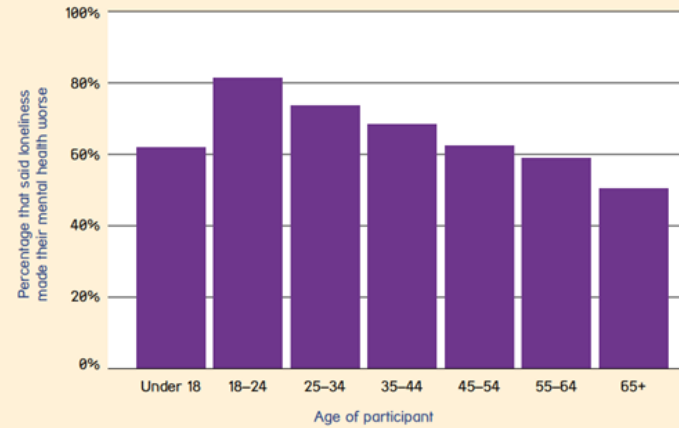
Assistant Director – Culture and Information
Services





Culture, place and wellbeing

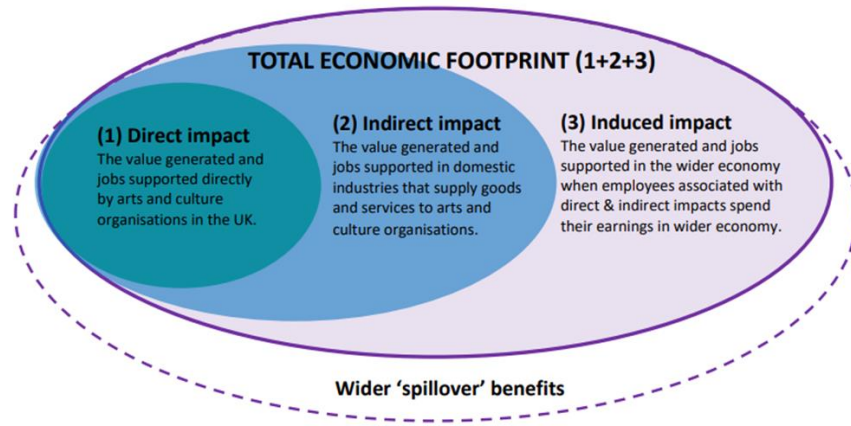
Does age change how loneliness impacted
mental health during lockdown?



The role of culture in placemaking:

- Tackling disadvantage and social isolation
- Raising levels of aspiration and educational attainment
- Creating stronger, more cohesive communities
- Improving people's health and wellbeing.

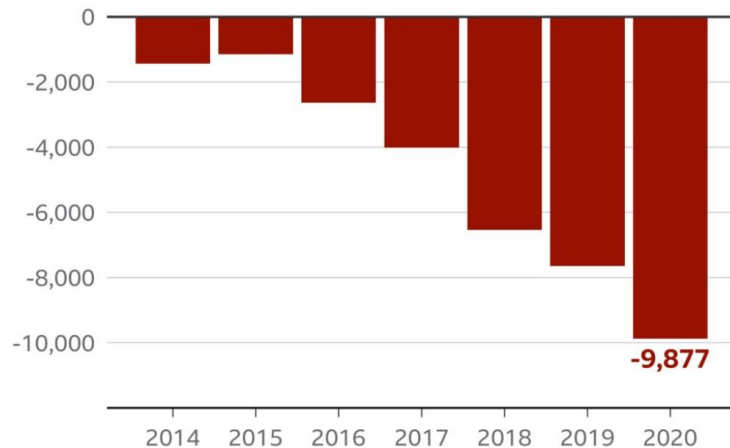
Figure A: Diagram illustrating total economic footprint



Source: Cebr analysis

2020 saw almost 10,000 stores disappear

Net change between opening and closures



Source: PWC, Local Data Company

BBC

The economic importance of culture

- In 2020 there were some 8,840 culture and creative businesses in Hampshire, or 12.3% of all local business units.
- In 2019 total employment stood at 33,750 people or 5.3% of workplace-based employment in Hampshire & the Isle of Wight.
- Apportioning regional GVA by employment share implies that culture & creative industries generated at least **£2.8bn** to Hampshire's GVA in 2019.
- The number of culture and creative local business units in Hampshire increased by nearly 2,500 since 2010 or over 60%, and total employment increased by 810 between 2015 and 2019.



Our developing strategy:



DIRECT
DELIVERY



OUR EXTENDED
ORGANISATION



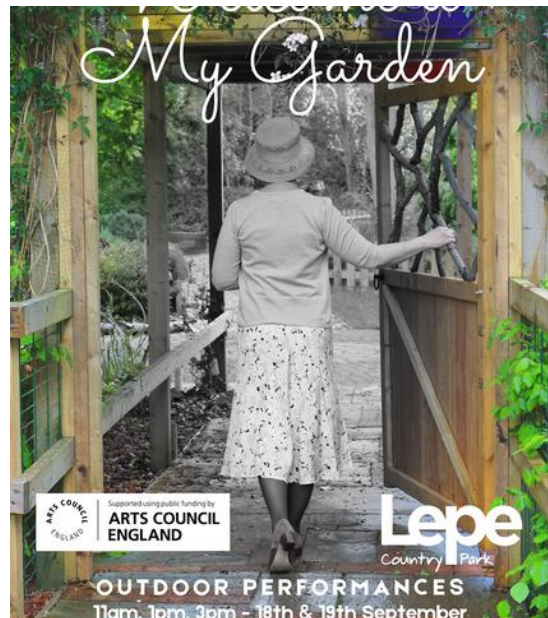
WORKING IN
PARTNERSHIP



Promoting reading

Investing in digital services

Supporting healthy, creative communities

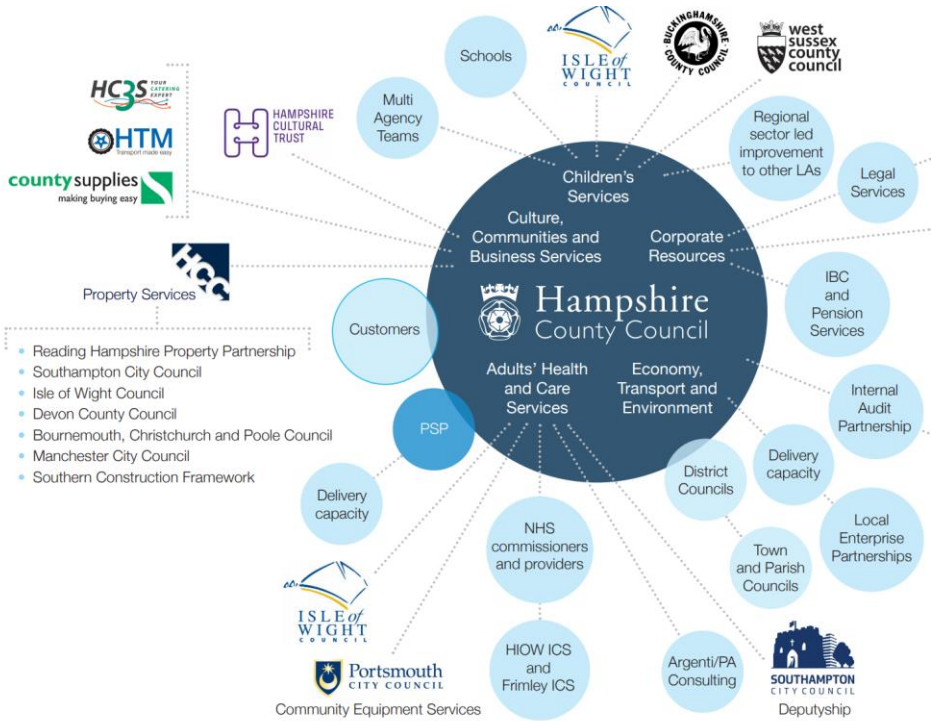


Direct Delivery

- Direct delivery of cultural events and activities to support healthy, creative communities
- Better integration of cultural offer across HCC to increase participation and improve customer experience
- Increased sustainability of cultural activities – income and grants
- Expansion of digital offer alongside face-to-face events

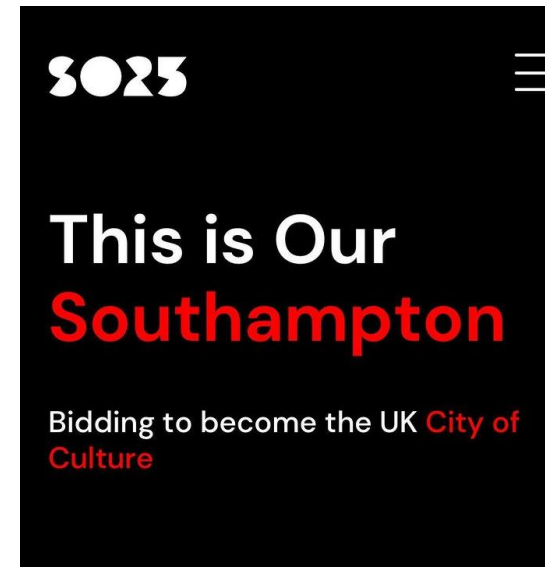


A place for
ARTS & CULTURE
READING
COMMUNITY
 under one roof



Our extended organisation

- Continuing partnership with HCT
- Grant maintained at existing levels to 2025
- Delivery of WDC partnership – Spring 2022
- Working collaboratively to explore new opportunities



Working in partnership and enabling others

- Working with Districts and Boroughs to support development of place-based cultural strategies
- Working with the Arts Council and other agencies to strengthen partnerships and areas of focus
- Administering Leader's Grant Scheme and working together with partners to access new funding streams
- Providing specialist skills and support (eg property services)



Next steps

- Wider engagement and input
- Development of strategic aims and action plan
- Return to Select Committee and EM for sign off