



HAMPSHIRE  
CULTURAL  
TRUST

**HCC Select Committee - 21 September 2021**

# Agenda

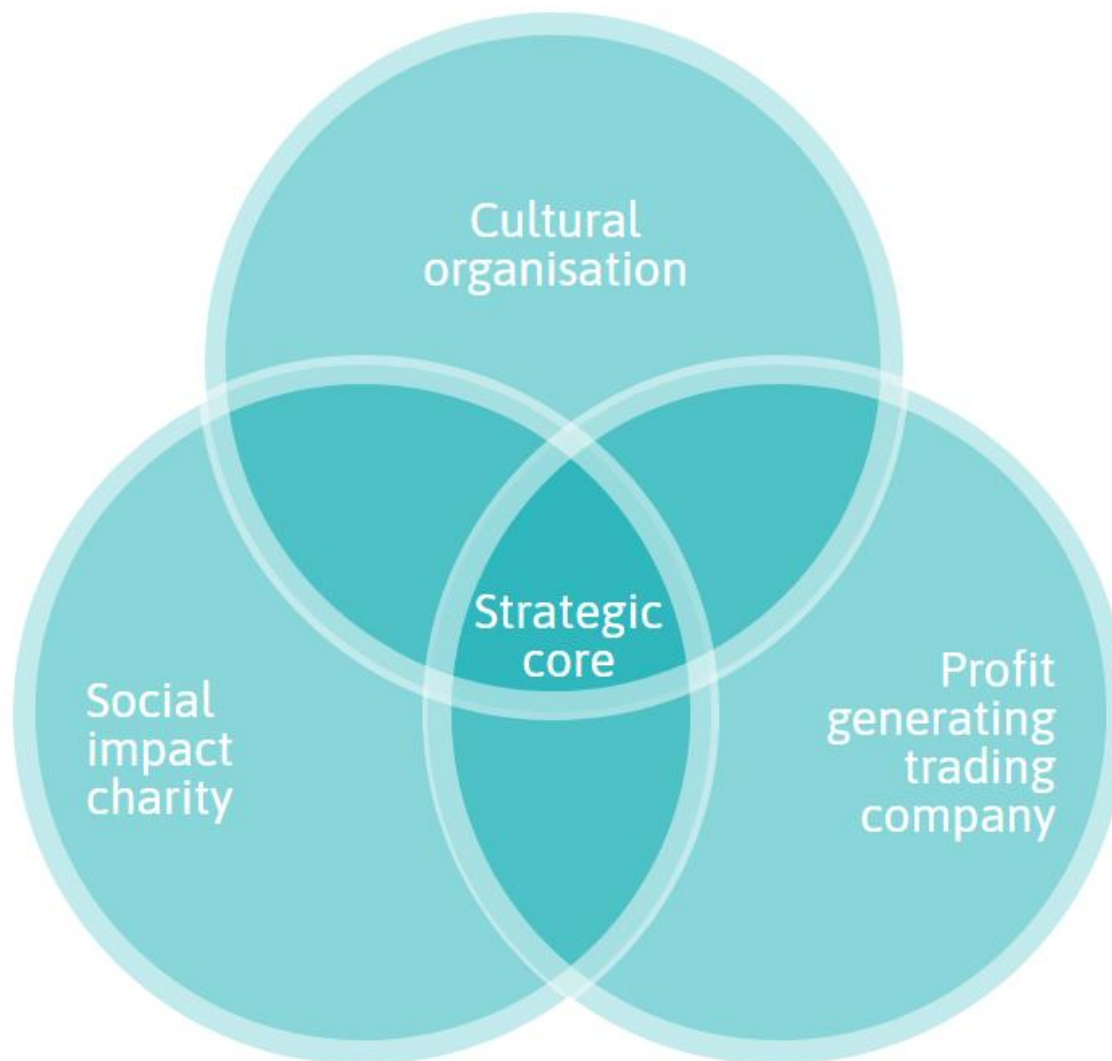
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- About us
- Response to COVID-19
- Highlights and performance 2020-21
- Looking ahead



## Strategic core

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# Strategic goals

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## GOAL ONE

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

## GOAL TWO

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To improve wellbeing, health and happiness through cultural experiences

## GOAL THREE

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

## GOAL FOUR

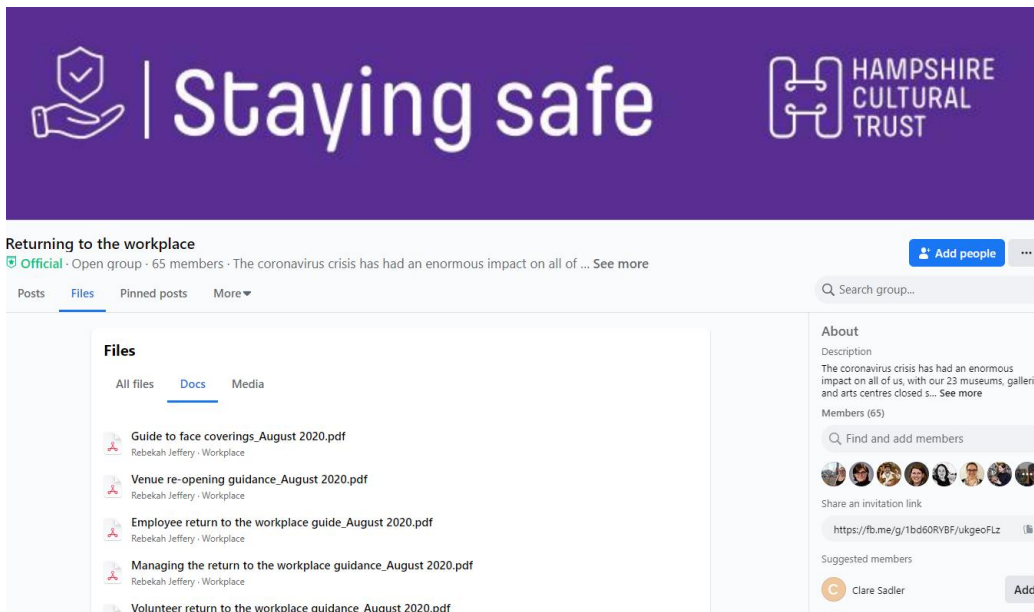
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To create fulfilling employment and volunteering opportunities through culture

# Highlights and performance 2020-21

# COVID-19 impact

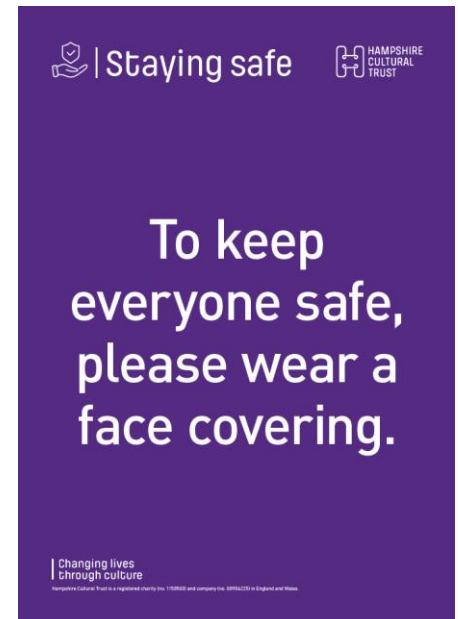
- Venues closed for 43 weeks (March 2020 – May 2021)
- More than 150 events and exhibitions cancelled or postponed
- Furloughed 160 employees and casual workers (46% of FTEs)



The screenshot shows a Facebook group page for 'Returning to the workplace'. At the top, there is a purple banner with a white icon of a hand holding a shield and the text 'Staying safe' in white. To the right of the banner is the Hampshire Cultural Trust logo. Below the banner, the group name 'Returning to the workplace' is displayed, along with 'Official' status, 'Open group', '65 members', and a description: 'The coronavirus crisis has had an enormous impact on all of ... See more'. There are tabs for 'Posts', 'Files', 'Pinned posts', and 'More'. The 'Files' tab is selected, showing a list of PDF documents:

- Guide to face coverings\_August 2020.pdf
- Venue re-opening guidance\_August 2020.pdf
- Employee return to the workplace guide\_August 2020.pdf
- Managing the return to the workplace guidance\_August 2020.pdf
- Volunteer return to the workplace guidance\_August 2020.pdf

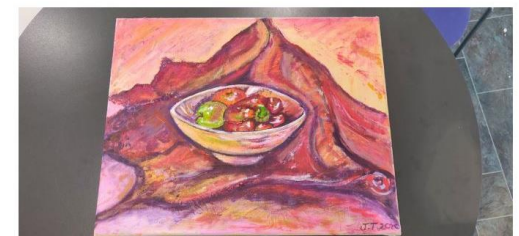
On the right side of the page, there is an 'About' section with a description: 'The coronavirus crisis has had an enormous impact on all of us, with our 23 museums, galleries and arts centres closed s... See more'. It also shows 'Members (65)', a search bar for members, and a 'Share an invitation link' section with the URL <https://fb.me/g/1bd60RYBF/ukgeoFLz>. At the bottom, there is a 'Suggested members' section with a member named 'Clare Sadler' and an 'Add' button.



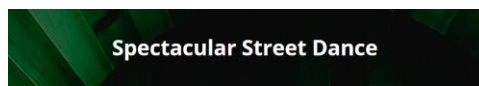
The poster features a purple background with white text. At the top left, there is a small icon of a hand holding a shield and the text 'Staying safe'. At the top right, there is the Hampshire Cultural Trust logo. The main text in the center reads: 'To keep everyone safe, please wear a face covering.' At the bottom left, there is a small logo and the text 'Changing lives through culture'. At the bottom right, there is a small line of text: 'Hampshire Cultural Trust is a registered charity No. 119888 and company No. 8499125 in England and Wales.'

# COVID-19 response

- Pivoted programme to online
- Enabled access to arts and culture online, including:
  - Arts centres online classes to replace onsite delivery
  - Westival
  - Social impact programme, Brighter Futures supporting adults with mental health



Session One Final Piece



## Spectacular Street Dance

Welcome to Spectacular Street Dance. Grab your water bottle and clear some space...it's time to join Jasmine Movement and learn some fast, funky street dance moves!

### Stretch Routine

Please follow this stretch routine at the start and end of each session.



## Poetry for Wellbeing, Bean, The Paradox

Watch later Share

MORE VIDEOS

0:00 / 1:17

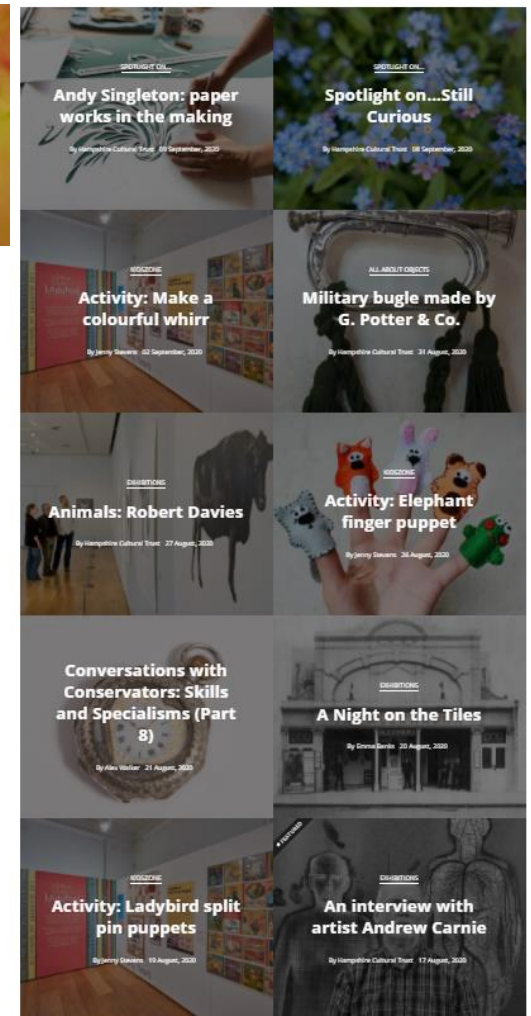
YouTube



[www. Culture on Call .com](http://www.Culture on Call .com)




- Brand new online digital publication published within 10 days of closure - Culture on Call
- Showcasing the breadth, depth and creativity of our programme online
- 74 weeks, 550 articles, 11.5 per week during lock downs
- 140,000 page visits, average 2 minute duration
- Now an integral part of our cultural programme



# www. Culture on Call .com


<p><b>Spotlight On...</b></p> <p>64 Articles</p>	<p><b>KidsZone</b></p> <p>44 Articles</p>	<p><b>Exhibitions</b></p> <p>39 Articles</p>	<p><b>Festival of Archaeology</b></p> <p>36 Articles</p>
<p><b>Make it! Do it!</b></p> <p>27 Articles</p>	<p><b>Arts</b></p> <p>27 Articles</p>	<p><b>VE Day 75</b></p> <p>24 Articles</p>	<p><b>All about objects</b></p> <p>22 Articles</p>
<p><b>Preserving the past</b></p> <p>22 Articles</p>	<p><b>Winchester</b></p> <p>18 Articles</p>	<p><b>Hampshire Past</b></p> <p>9 Articles</p>	<p><b>Gosport</b></p> <p>7 Articles</p>
<p><b>Social Impact</b></p> <p>5 Articles</p>	<p><b>Insect Week</b></p> <p>5 Articles</p>	<p><b>VJ Day 75</b></p> <p>3 Articles</p>	<p><b>Wellbeing</b></p> <p>2 Articles</p>
<p><b>Jane Austen</b></p> <p>1 Article</p>			



KidsZone

**Tino's Tales: Team Tino**

8 days ago • 3 min read



Milestones

**Ancestry at Milestones**



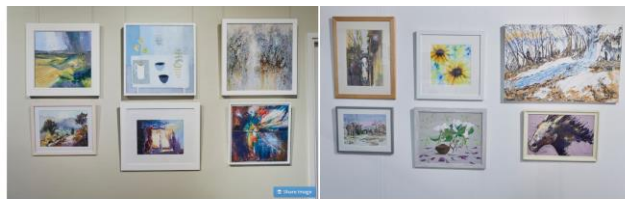
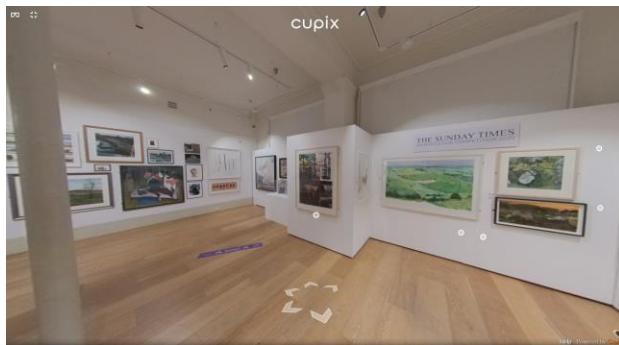
# Online exhibitions



This is a very exciting time for Hampshire Cultural Trust as we reveal new work by renowned artist Andy Singleton.



© Nick Stratton



With Forest Arts Centre currently closed, we're thrilled to present Dave White's exhibition of acrylic paintings, *The Joy of Where we Live*, online on Culture on Call.

Every piece in the exhibition is for sale and available via a 'Click and Collect' service from Forest Arts Centre, ready to pick up once the venue is re-open. Visit the online shop [here](#) to see all pieces for sale.

### Hampshire Cultural Trust - Online Gift Shop

Discover a treasure trove of inspiring gifts at Hampshire Cultural Trust. From toys to games and gifts, our creatively stocked...

Hampshire Cultural Trust



Dave White - 'Seas of Gold'  
£750.00



Dave White - 'Beachcomber'  
£450.00



Dave White - 'Cool Runnings'  
£400.00



Dave White - 'Looking SSW'  
£250.00



Dave White - 'Looking South'  
£250.00



Dave White - 'Looking South West'  
£250.00

# E-commerce



Search

Log in Sign up

Cart (0)



Shop for gifts inspired by our collections

Home

Milestones Gift Shop

Contact us

FAQs

Privacy Policy



## Milestones Gift Shop

Filter by

Featured



Inspired by our museum and its collections, from teddies to toys and games to gifts, browse our range of products to suit all ages and pockets.



Creative Box for a Young Person  
Hampshire Cultural Trust

£30.00

Quantity  
1

ADD TO CART

BUY IT NOW



Dave White - 'Beachcomber'  
£450.00



Dave White - 'Cool Runnings'  
£400.00



Dave White - 'Looking South'  
£250.00



Dave White - 'Looking South West'  
£250.00



Cart (1)





# Press coverage



## OUT-OF-BODY EXPERIENCE



A piece called *Anatomic II* forms a backdrop for *Under World* exhibition by Andy Rogers at the...

THE TIMES | Thursday July 23, 2020

## Big squeeze has museum bosses racing to the bottom

With their doors closed global institutions took up a challenge to share some favourite finds. David Sanderson writes

Museums are facing themselves fighting a marginal action to keep their audiences and raise a steady income. Curators around the world have been up to the challenge in the past few weeks to find the objects that tell the most interesting stories of their institutions. A series of virtual exhibitions are now on offer, including one from the British Museum, which opened in 1800 and has one of the country's leading archaeological and "space" collections, and the competition to be "the most interesting collection" is now open. The battle is on.



## Challenges accepted by adventurous youngsters



AN EXCITING outdoor adventure course was held at Aldershot Military Museum. The course was held on the 24th of October and was open to children aged 8-12. The course was held on the grounds of the museum and was a great day for the youngsters. The course was held on the 24th of October and was open to children aged 8-12. The course was held on the grounds of the museum and was a great day for the youngsters.

## Intervention programme



BARBARA MILK visited an innovative programme at Aldershot Military Museum. The programme is aimed at helping young people with mental health issues. The programme is aimed at helping young people with mental health issues. The programme is aimed at helping young people with mental health issues.

## Enjoy some frightful fun this half term



visitors can enjoy hot chocolate and tempting treats in the Tudor Great Barn and hunt for ghosts in the grounds with the guide - an expert in all things supernatural. Booking is essential as places are limited to six people per walk. Please ensure you are all wearing your face masks.

## Market declared open



The market was declared open on the 24th of October. The market was declared open on the 24th of October. The market was declared open on the 24th of October.

## VE Day 2020 Remembering 75 years ago



Virtual VE Day Celebrations. Community clips to support war hero. The generation advises another. The generation advises another. The generation advises another.

## Culture On Call: On the Move



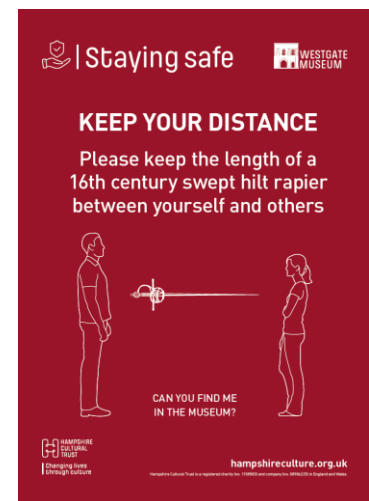
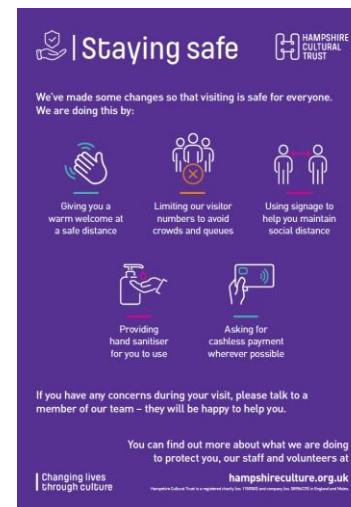
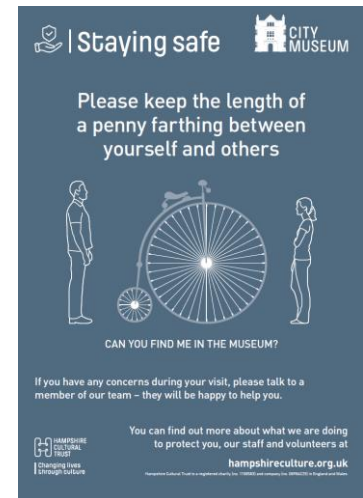
AS part of Hampshire Cultural Trust's Culture On Call initiative, a mobile arts project, funded by the Hampshire Cultural Trust, has been launched. The project is aimed at helping young people with mental health issues. The project is aimed at helping young people with mental health issues.



Virtual poetry proving a big hit. ONLINE poetry course led by Hampshire Poet Kathryn Bevis has proved a big hit. The course was held on the 24th of October and was open to children aged 8-12. The course was held on the grounds of the museum and was a great day for the youngsters.

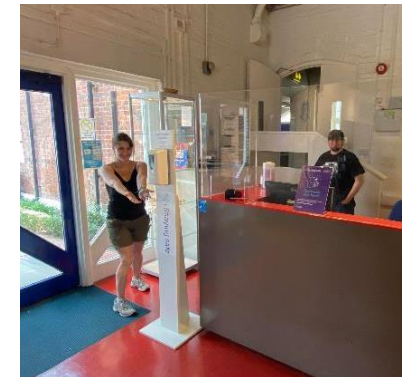
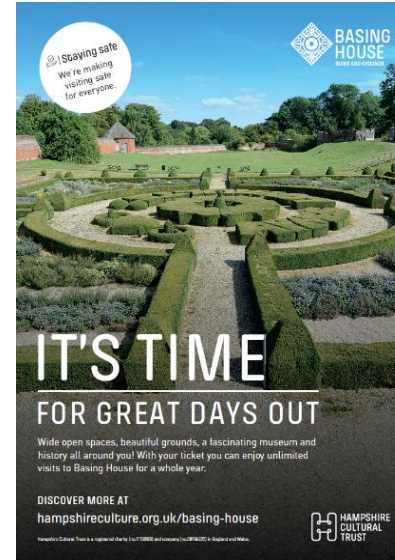
# COVID-19 re-opening

- Planned to open at the earliest opportunity it was safe to do so – planning started immediately after closure
- Ticketing and booking system implemented for all venues
- High quality safety measures in place
- 150 individual safety signs designed and produced
- Risk assessments completed and published online for all venues
- Contactless donation units installed



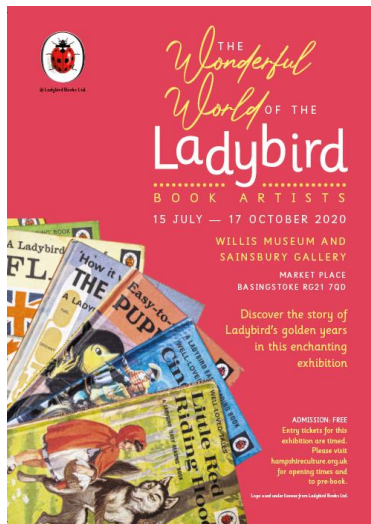
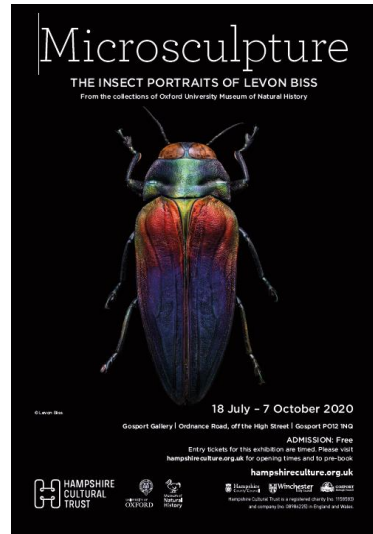
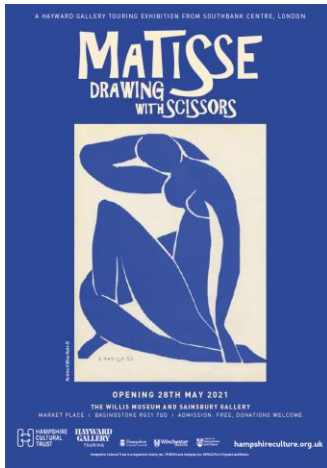


# COVID-19 re-opening





# Highlights





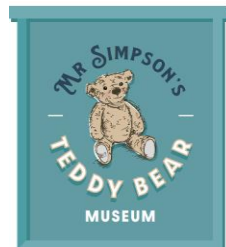
# Continued investment



**Milestones Museum**

HCT investment

£90K restricted funds (legacy)  
£160K HCT



# Investment in venues since 2014

Museum	Location	HCT Investment	HCC Investment	Other	Total Investment
Aldershot Military Museum	Aldershot	£30k		£15k TAG, £18k Armed Forces Covenant Fund - Resilience Garden	<b>£63k</b>
Allen Gallery	Alton	£15k			<b>£15k</b>
Eastleigh Museum	Eastleigh			£20k South- Western Railway £23k Eastleigh Borough Council	<b>£43k</b>
Gosport	Gosport	£200k	£374k (£124 in kind)	£467 HSHAZ, £100k GBC, £100k ACE £50k Friends	<b>£1,291k</b> (excluding VAT and current pipeline)
Milestones Museum	Basingstoke	£405k HCT	£23k	£90k Legacy	<b>£518k</b>
Winchester City Museum	Winchester	£177k (in-kind £37) contribution	£40k	£45k WCC £12k donors	<b>£274k</b>
Winchester Discovery Centre	Winchester	£57k	£515k		<b>£572k</b>
Westbury Manor Museum	Fareham	£50k (in-kind)	£67k (in kind)	£448k Fareham Borough Council £100k NLHF	<b>£665k</b>
Red House Museum and Gardens	Christchurch			£50k NLHF	<b>£50k</b>
<b>Total Investment</b>		<b>£934k</b>	<b>£1,019k</b>	<b>£1,538K</b>	<b>£3,491K</b>





# Social impact

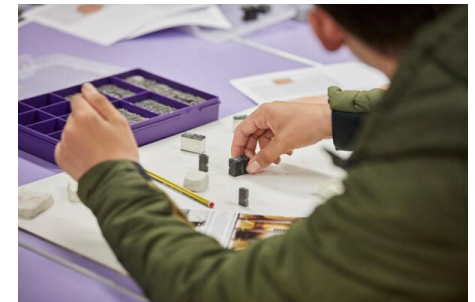
*On The Move!*



*Create and Connect*



*Basingstoke Peace Project*



*Still Strolling*



Serving Hampshire  
Isle of Wight  
Portsmouth  
Southampton



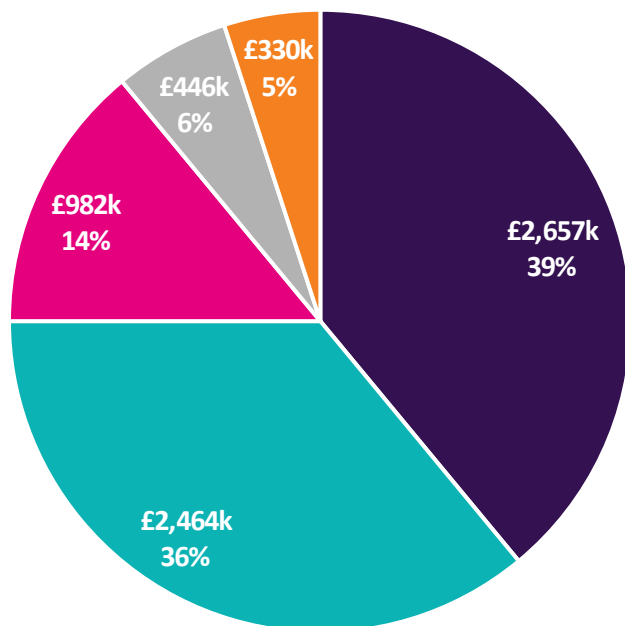
# Visitor figures 2020-21

	Actual	Last Yr	Variance Last Year	Variance % Last Year
Aldershot	4,663	12,350	- 7,687	-62.2%
Allen	689	7,952	- 7,263	-91.3%
Andover	1,154	11,215	- 10,061	-89.7%
Basing House	2,828	3,298	- 470	-14.3%
Bursledon Windmill	723	4,261	- 3,538	-83.0%
Chilcomb	375	2,110	- 1,735	-82.2%
Curtis	901	8,818	- 7,917	-89.8%
Eastleigh	1,800	12,248	- 10,448	-85.3%
Gosport Gallery	2,595	28,170	- 25,575	-90.8%
Milestones	22,879	108,837	- 85,958	-79.0%
Red House	2,512	21,404	- 18,892	-88.3%
Rockbourne	-	2,738	- 2,738	-100.0%
W. City Museum	4,693	37,792	- 33,099	-87.6%
W. City Space	1,661	25,092	- 23,431	-93.4%
W. Discovery Centre	2,831	47,679	- 44,848	-94.1%
Westbury	2,879	19,311	- 16,432	-85.1%
Westgate	2,122	24,868	- 22,746	-91.5%
Willis	2,303	22,583	- 20,280	-89.8%
<b>Museum Total</b>	<b>57,608</b>	<b>400,726</b>	<b>- 343,118</b>	<b>-85.6%</b>
Ashcroft	1,599	16,435	- 14,836	-90.3%
Forest Arts	3,711	17,153	- 13,442	-78.4%
West End	880	19,370	- 18,490	-95.5%
<b>Arts Centre Totals</b>	<b>6,190</b>	<b>52,958</b>	<b>- 46,768</b>	<b>-88.3%</b>
<b>Combined Total</b>	<b>63,798</b>	<b>453,684</b>	<b>- 389,886</b>	<b>-85.9%</b>

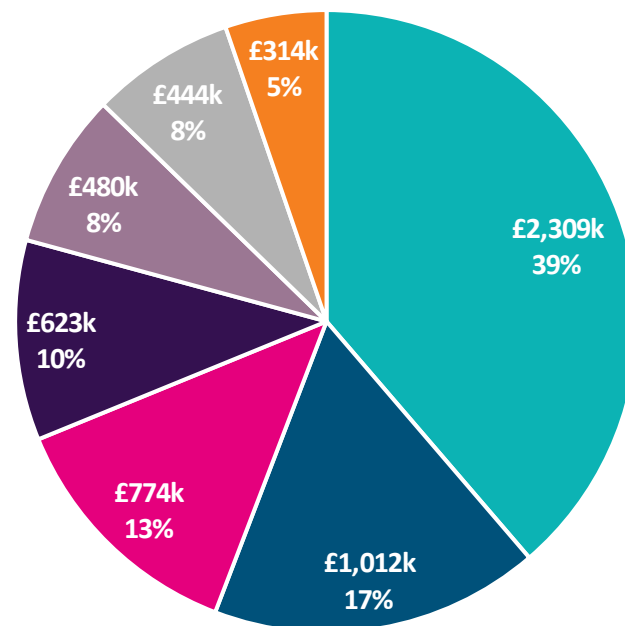
- 20/21 closed for 37 weeks
- 19/20 closed for 2 weeks
- Highly restricted capacity – more so in arts centres





Turnover £6.9m  
2019-20



Turnover £6m  
2020-21



-  Earned income
-   Hampshire County Council
-  Fundraised income

-  Other LA funding
-  EASTLEIGH BOROUGH COUNCIL
-  GOSPORT Borough Council
-  New Forest DISTRICT COUNCIL
-  RUSHMOOR BOROUGH COUNCIL
-  Basingstoke and Deane
-  Bournemouth CHRISTCHURCH POOLE COUNCIL
-  BCP COUNCIL

-   Winchester City Council
-  Other government support (CJRS and business grants)
-  Culture Recovery Fund

# Earned income

	15-16	19-20	+/-	20-21	+/-
Visitors	466,134	* 453,684	- 3 %	63,798	- 86 %
Venue donations	£25,663	£78,994	+ 208 %	£21,763	- 72 %
Gift aid	£25,590	£129,183	+ 405 %	£45,342	- 65 %
Admissions	£638,950	£922,937	+ 44 %	£268,684	- 71 %
Box office	£241,197	£330,465	+ 37 %	£635	- 100 %
Workshops & schools	£253,720	£314,116	+ 24 %	£52,456	- 83 %
Retail income	£213,110	£258,753	+ 21 %	£68,048	- 74 %
Food & beverage	£332,657	£459,681	+ 38 %	£71,955	- 84 %
<b>Total income</b>	<b>£1,730,887</b>	<b>£2,494,129</b>	<b>+ 44 %</b>	<b>£528,883</b>	<b>- 79 %</b>
Income per head	£3.71	£5.50	+ £1.78	£8.29	+ £2.79

\* Closed for 2 weeks of March 2020, est. lost visitors 15k

# Income & expenditure

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	<b>18-19 Actual</b>	<b>19-20 Actual</b>	<b>20-21 Actual</b>	<b>21-22 Budget</b>
LA Grants	3,392	3,242	3,067	3,007
Voluntary Income	884	982	774	514
Central Government Support (CRF, CJRS etc)	0	0	1,501	358
Earned Income	2,456	2,657	623	1,821
<b>Total Income</b>	<b>6,731</b>	<b>6,881</b>	<b>5,965</b>	<b>5,701</b>
Staff Costs	(3,939)	(4,097)	(3,981)	(4,178)
Operating Costs	(1,685)	(1,444)	(593)	(807)
Central Support Costs	(902)	(1,047)	(971)	(1,093)
<b>Total Expenditure</b>	<b>(6,526)</b>	<b>(6,587)</b>	<b>(5,546)</b>	<b>(6,077)</b>
<b>Surplus/(Deficit)</b>	<b>205</b>	<b>293</b>	<b>420</b>	<b>(377)</b>





**Looking ahead**

# Exhibitions 2021-22



Sophia Loren © Paul Joyce

A retrospective of the career of internationally renowned photographer, Paul Joyce

## A LIFE BEHIND THE LENS





Paul Joyce

29 January – 21 April 2021

The Gallery  
Winchester Discovery Centre

ADMISSION: Free, suggested donation £3

[hampshireculture.org.uk](http://hampshireculture.org.uk)

Hampshire Cultural Trust is a registered charity (no. 1158583) and company (no. 08986228) in England and Wales.

Paul Joyce – A Life Behind the Lens



The Magic of Middle-Earth



Eric Ravilious



The Art of W. Heath Robinson

Living with art – Picasso to Celmins:  
A British Museum touring exhibition

# Winchester Discovery Centre



- New partnership HCC and HCT
- Vibrant new centre for culture and arts in the heart of Winchester
- £515k refurbishment
- £57k investment from HCT
- HCT operational responsibility and cultural programme from February 2022

A place for

**ARTS & CULTURE**  
**READING**  
**COMMUNITY**

under one roof





# A new venue for Gosport

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Gosport Museum & Art Gallery (part of High Streets HAZ Funding)

## Key dates

- **May 2021** - planning permission granted
- **September 2021** - venue closes to the public
- **October 2021 - April 2022** - Pop up shop in high street
- **May 2022** - Building re-opens to the public

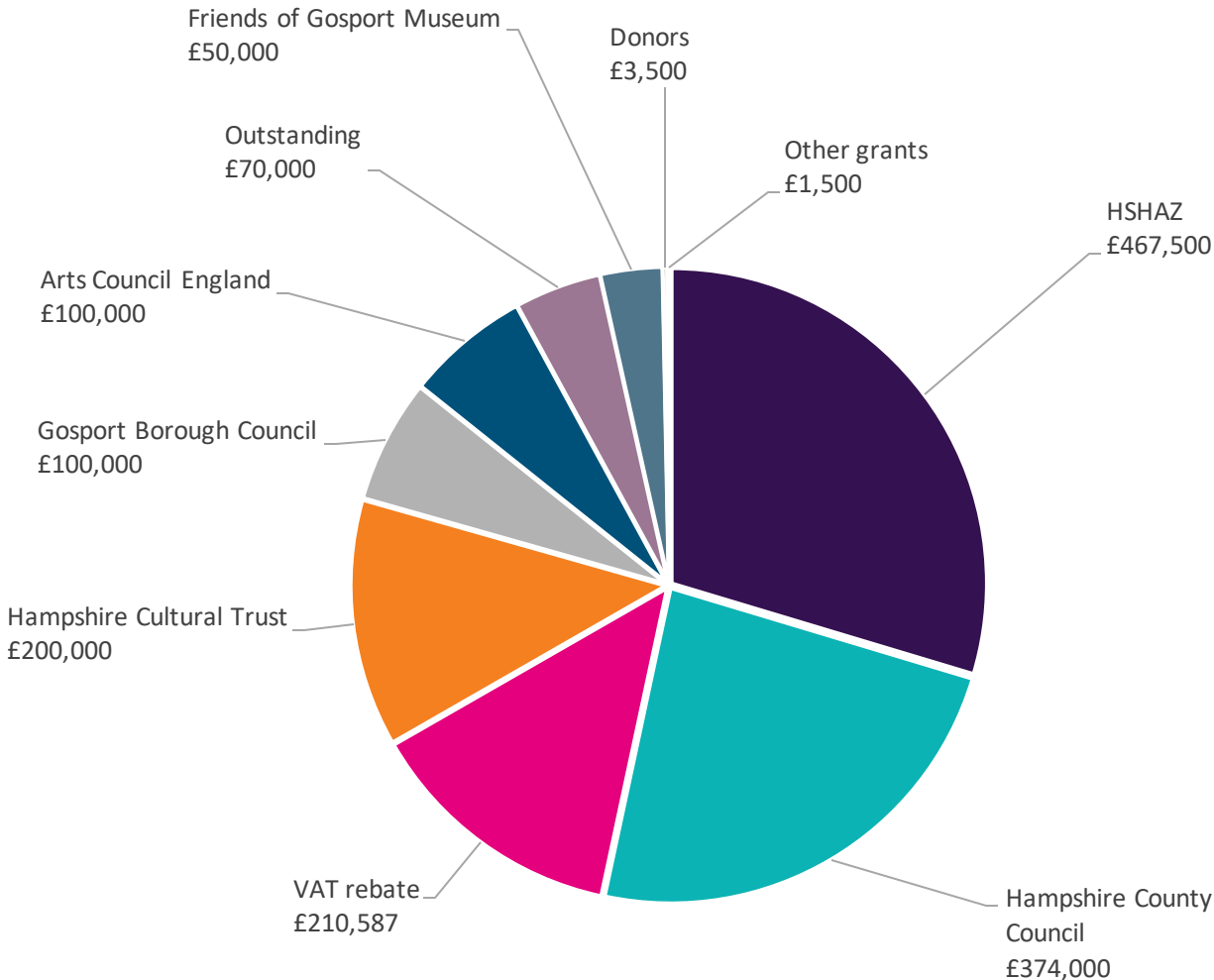


# A new venue for Gosport

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# A new venue for Gosport



**Total cost - £1,577,087**

## Funding secured

HSHAZ - £467,500

HCC - £374,000

HCT - £200,000

GBC - £100,000

ACE - £100,000

Friends - £50,000

Donors - £3,500

Other grants - £1,500

VAT Rebate - £210,587

## Pipeline

NLHF £250k (activity and capital)



## New museum attraction for Winchester?

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- Tourist economy – improve competitive position compared to other Cathedral Cities – increase stay-time
- Focus on Winchester's USP – the Anglo Saxon heritage and legacy
- Winchester's 'Jorvik' for the digital age – immersive, inclusive, exciting, embraces all audiences



# Arts Council England

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LET'S  
CREATE

**STRATEGY 2020-2030**  
**ARTS COUNCIL ENGLAND**

- Cultural Compacts: Gosport & Rushmoor
- £100k Project Grant for Gosport redevelopment
- Basingstoke and Deane cultural strategy
- Aiming for National Portfolio Organisation 2023

## Other strategic priorities

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- Environmental Strategy
- Equity, Diversity and Inclusion
- Business Systems and IT
- Our People

# SPEKTRIX





**Thank you**