

HAMPSHIRE COUNTY COUNCIL

Executive Decision Record

Decision Maker:	Executive Member for Policy and Resources
Date:	16 December 2021
Title:	Investing in Hampshire Fund Bid – Hampshire Cultural Trust
Report From:	Director of Culture, Communities and Business Services

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1. The decision:

- 1.1 To approve an award of £75,000 to Hampshire Cultural Trust towards *878 AD: An Anglo-Saxon Experience* on condition of the written commitment of the Trust to provide the balance of funding required.

2. Reason(s) for the decision:

- 2.1 In 2019, the Leader agreed to broaden the criteria for the Investing in Hampshire Fund to incorporate 'projects that will support economic development and business growth within Hampshire'.
- 2.2 In the context of the County Council's efforts to support economic recovery from the Covid19 pandemic, this proposal will contribute to that objective.
- 2.3 The project will bring Anglo-Saxon Winchester to life using digital recreations from *Assassin's Creed: Valhalla* to create an immersive city-wide experience and a learning programme linking literacy and gaming. The project will be delivered by HCT in collaboration with global video-gaming company Ubisoft and UK creative innovation studio Sugar Creative.
- 2.4 The project aims to inspire local pride in Winchester's significant role in Anglo-Saxon history and in Hampshire's position as a centre for digital innovation. It is expected that 70,000 Hampshire residents may benefit from visiting the new attraction.

2.5 More broadly, it is recognised that the regeneration and diversification of Hampshire's High Streets, particularly through the provision of cultural and creative activity, is an important component in the region's post-pandemic recovery. It is expected that this project will raise the profile of, and bring wider audiences to, Hampshire's cultural attractions. The attraction and promotional activities around it will drive footfall to the city centre, generate spend in nearby shops, cafes, and restaurants, and contribute to the economic regeneration of Winchester.

3. Other options considered and rejected:

3.1 None

4. Conflicts of interest:

4.1 Conflicts of interest declared by the decision-maker:

The Executive Member for Policy and Resources declared an interest in the Investing in Hampshire Fund Bid from the Hampshire Cultural Trust as a Trustee of the organisation and took no part in the discussion.

Under Part 3: Chapter 2: Paragraph 2.3 of the County Council's Constitution, it was agreed to depute this decision to the Deputy Leader and Executive Member for Economy, Transport and Environment, Councillor Rob Humby.

4.2 Conflicts of interest declared by other Executive Members consulted:
None.

5. Dispensation granted by the Conduct Advisory Panel: None.

6. Reason(s) for the matter being dealt with if urgent: Not Applicable.

7. Statement from the Decision Maker:

Approved by:

Date:

16 December 2021

**Councillor Rob Humby
Deputy Leader and Executive Member for Economy,
Transport and Environment**

**on behalf of Councillor Keith Mans
Executive Member for Policy and Resources**