



CHAIR'S REPORT

"I am immensely proud of the energy, creativity, innovation and drive that the Trust has demonstrated."



This year has been Hampshire Cultural Trust's first full year of operation as an independent charity and I am pleased to say that we have made huge progress in what has been a challenging but ultimately successful year.

The Trust is now an established organisation with strong leadership, clear objectives and a bold ambition for the future of arts and museums in Hampshire. We have made significant headway in achieving our objectives, which is in no small part due to the commitment of our 140 staff and more than 400 dedicated volunteers.

We have directly engaged with over 800,000 people this year, and have continued to develop our programmes to bring vibrant, world-class cultural experiences to Hampshire. We have instigated this through new and ambitious plans such as our Flagship Galleries Network project, and also by enhancing our existing portfolio of local community museums. I am particularly proud that we have had great success in improving and changing the lives of vulnerable people for the better through the provision of high-quality art and culture. In addition, we recognise the need to become more financially independent, and have introduced new income earning initiatives and active programmes for philanthropic support.

As the organisation has developed, we have added fresh talent to an already excellent mix of skills to create an energized and passionate team who will take the Trust forward to deliver our exciting plans for the future.

Alan Lovell
Chair of Trustees
Hampshire Cultural Trust



Left: 'Big Ideas Day' participants
Opposite: Great Barn, Basing House

ACTIVITIES

Hampshire Cultural Trust has been given responsibility for the direct operation of 23 arts and museums venues by Hampshire County Council and Winchester City Council, along with a number of arts and heritage educational and learning programmes, which are delivered throughout the county both inside and outside our venues.

Our activities include:

Operation of 18 museums and galleries across Hampshire and East Dorset, providing access to local history for residents and visitors

Working in partnership with external organisations to deliver community museum services at three further venues in Hampshire

Operation of three arts centres in Hampshire, bringing opportunities for the performing arts to local communities

Delivery of a flagship gallery programme, bringing major regional and national touring exhibitions to three government-indemnified galleries in Winchester, Gosport and Basingstoke

Delivery of a youth arts engagement programme across Hampshire, particularly at the Wessex Dance Academy where dance specialists work with troubled young people and offenders from across Hampshire

Delivery of a schools and adult education programme creating learning opportunities inspired by local histories, artists and creatives

Stewardship of over 2.5 million objects relating to Hampshire's internationally significant cultural heritage

Operation of Hampshire Wardrobe which provides costumes and loans material for schools and other local users to support their interest in history and the arts

Hosting of museum development advice for the wider museums sector in the Hampshire and Isle of Wight area via the Arts Council England funded Museum Development programme

We employ over 140 staff and rely on the support of over 400 volunteers.

Volunteers are crucial to our organisation; they provide a welcome for our customers as

well as technical support at our venues. They bring expertise and enthusiasm to the collections, support the exhibition and learning programmes, and help look after the young people who take part in our youth activities.

ACHIEVEMENTS

2015/16 saw the Trust successfully established with strong leadership and a bold ambition for the future of arts and museums in Hampshire. In July 2015, we published our vision and strategic plan, 2015–25, entitled **Transforming Culture in Hampshire: Creating a World-class County by 2025**. This clearly sets out our goals and objectives, and a framework for how we will achieve them.

During 2015/16, we made excellent progress towards achieving our objectives:

We directly engaged with more than

800,000
people

Our museum visitor figures increased 0.5% on the same period last year to more than

690,000 visitors

Milestones Museum, our largest venue, welcomed more than

112,000 visitors

its best performance since opening in 2000

Our arts centres welcomed more than

125,000 customers

Our Better Life Chances team supported

16,000 people

who benefitted from more than **28,000** learning hours

The number of users of our digital offer is more than

1,000,000

During 2015/16, we introduced a new organisational structure with the executive leadership team brought up to full strength and five new trustees appointed to the board. The Trust also introduced new independent finance, IT and HR systems and transitioned out from its temporary support from Hampshire County Council in these areas.

Opposite: 'Written by Women',
The Willis Museum



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Hampshire Cultural Trust will change the lives of over one million people per annum by 2025



- ▶ The 2015 Hampshire Big Theme, DinoFest, saw a dynamic programme of exhibitions and events delivered across the county
- ▶ We secured loans from the Natural History Museum, National Museum of Wales, Manchester Museum and Oxford University Museum of Natural History
- ▶ The exhibitions attracted over 100,000 visitors and achieved a reach through social media and PR of over 1.2 million people
- ▶ The Milestones annual LEGO® event, which inspires visitors to engage with collections and history through play, was our most successful LEGO® event ever, attracting 38,000 visitors
- ▶ Happenings, a dynamic programme of arts activities, took place in seven different locations across the county, involving 5,000 people
- ▶ Improved marketing and the development of an independent website have contributed to raised awareness of the Trust's museums, galleries and arts programmes
- ▶ In the continuing development of our volunteer programme, over 400 volunteers generously contributed 44,000 hours of support



Top: The Tasker Steam Wagon on display at the Bursledon Windmill Hampshire Harvest

Bottom: LEGO® exhibition at Milestones Museum



DinoFest

The 2015 Hampshire Big Theme, DinoFest, saw a dynamic programme being delivered across the county that was successful in terms of visitor numbers, satisfaction and commercial activity. DinoFest 2015 was launched in May 2015 with the first pair of family friendly exhibitions, 'Dino Explorer' and 'The Collectors', at the Red House Museum in Christchurch produced by the Collections team. A further four exhibitions opened in June and July featuring paintings, fossils and other finds from our own collections, and a huge diversity of loans from museums across the country including the Natural History Museum, National Museum of Wales, Oxford University Museum

of Natural History, Manchester Museum, York Museums Trust, Dinosaur Isle, Hunterian Museum, Dorset County Museum and Leeds Museum.

In total the exhibitions attracted 100,000 visitors to our venues and achieved a reach through social media and PR of over 1.2 million people. Milestones, which exhibited animatronic dinosaurs from the Natural History Museum, attracted 37,100 people in 15 weeks. This resulted in a 53% increase in visitor numbers compared to the same period in 2014. Feedback from customers was overwhelmingly positive.



2 Hampshire Cultural Trust will deliver vibrant world-class cultural experiences by 2025

Opposite: 'Defining Movements' exhibition, Gosport Gallery

- ▶ Our three flagship galleries are government indemnity standard exhibition spaces, which allows them to receive works and artefacts of high significance. Highlights have included:
 - ▶ Hiroshige prints from the Ashmolean Museum
 - ▶ The loan of Jane Austen's portable writing desk, manuscript and spectacles from the British Library
 - ▶ Defining Movements exhibition that saw major works from Southampton's nationally significant art collection on display in Gosport and Basingstoke for the first time
- ▶ We have worked closely with Southampton City Council and Hampshire County Council on a long-term project which aims to develop a Hampshire Flagship Galleries Network, which will transform the art gallery infrastructure and programming in Hampshire and Southampton by 2025
- ▶ We have made small improvements to a number of the community museums in our portfolio, and developed plans for more significant changes at Winchester City Museum and Westbury Manor Museum
- ▶ We have established the Winchester, A Royal City project steering group, which is developing a long-term programme of activity centred on placing Winchester firmly on the international map as a world heritage city
- ▶ We undertook a strategic review for the future of combined arts in Hampshire to inform long-term investment and engagement in the arts, theatre and off-stage sector
- ▶ We had the stage 1 application for designated status of the archaeology collections approved by the National Designation Panel of Arts Council England. The Designation Scheme identifies and celebrates outstanding collections. It raises the profile of the collection nationally and internationally. The panel concluded that the Winchester and Hampshire archaeology collections form 'an exceptional archaeological archive which has added importance in showing the development of modern recording methods'



Jane Austen Pre show

Introducing Jane Austen 200 exhibition went to the Sainsbury Gallery at the Willis Museum and featured Jane Austen's writing desk, manuscript and spectacles, both on loan from the British Library, who congratulated us on the quality of the exhibition.



Medieval ring

A very rare medieval ring was purchased for the Winchester City Council Collection thanks to grants adding up to £30,000 from V&A Purchase Grant Fund, Headley Trust and Winchester City Council. The ring was found by a metal detectorist in Hursley. Acquired through the Treasure Act 1996.

3 Hampshire Cultural Trust will improve its ability every year to inspire better life chances

We have established a Better Life Chances team to provide high-quality arts and cultural provision to vulnerable people to improve, enhance and change their lives for the better. The priority areas identified for the programme are young people, older people at risk of isolation, schools and community participation. The programme has the following strategic outcomes:

- ▶ Raising confidence and self-esteem
- ▶ Increasing skills and participation
- ▶ Broadening horizons and raising aspirations
- ▶ Improving quality of life and connectedness to community
- ▶ Improving health and well-being



Big Ideas Day

Our second Big Ideas Day ran in August 2015 at Runways End in Aldershot. 48 local young people attended this positive, action-packed day and six young leaders supported the event. Participants took part in a variety of activities: drumming, fire lighting, screen-printing, willow weaving. Young people increased their confidence by succeeding at new things and increased their participation and skills by taking part in six new activities. The main aim of the event was to promote community cohesion by inviting young people from different backgrounds, Nepali and British, military and civilian. The project was funded by Rushmoor Borough Council, Hampshire Cultural Trust and supported by Hampshire Futures.



Better Life Chances Creative Apprenticeship Success

Luke (aged 18) attended our Summer Arts College in 2015, a partnership project between Hampshire Cultural Trust and Youth Offending Team. Over two weeks a group of young people learnt photography and poetry skills, worked with arts professionals, visited an art gallery for the first time and gained Bronze Arts Award, all in the beautiful surroundings of the University of Winchester. In addition, they gained Discover Arts Award with John Hansard Gallery, Southampton.

Following the project, the confidence and creativity that Luke developed meant that we could signpost him to a progression opportunity and support him to gain experience in working in the arts as well as network with other arts organisations, through which he supported a Gold Arts Award event as part of the Artswork – Arts Award Leadership Network.



Wessex Dance Academy Celebrating the Boys

Starting careers in dance is not the main aim of the Wessex Dance Academy; we hope that each young person that graduates from the Academy does so feeling more confident, with a greater sense of what they are able to achieve and more able to make safer decisions.

For one young man on a recent cohort, however, a career in dance is the unintentional result of his time with us! J came to us having dropped out of college, he hadn't done well at school, and was absconding from home where his relationship with his mother was very poor. He was mixing with people who were committing crimes and, at the age of 18, should J have joined them, it could have led to serious consequences.

Fortunately J was signposted to us and came to the Academy, where it soon became clear that he had a true

gift for dancing. He turned from a quiet, anxious boy into someone who shone when he danced. It was clear for all to see that dancing enabled him to learn and to become a confident and able young man.

Whilst on the cohort, we suggested to J that he may like to audition for the Laban Centre for Advanced Training scheme in London. He and his mum went to the audition and, as we all knew he would, he won a place and is starting in 2016.

J won't be alone starting the course, as another Wessex boy, Ashton, also won a place to start in September 2016. Not bad for two boys who never knew they wanted to dance!

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Hampshire Cultural Trust will deliver a surplus for reinvestment every year, 2015–25

We would like to thank our Ambassadors and Corporate Partners for their generous support. They are:

Founding Corporate partners

Be Wiser Business Insurance Paris Smith



University of Winchester

Southampton Solent University



Gold Founding Ambassadors

Mr. Alan Lovell DL
Mrs. Virginia Lovell DL
Mr. and Mrs. Peter Andreae
Mr. and Mrs. George Seligman
Mrs. Chrissie Quayle
Mr. and Mrs. Alasdair Marnoch
Mr. and Mrs. George Hollingbery
Mr. and Mrs. Finian O'Sullivan
Mr. and Mrs. Rupert Nabarro
Mr. Charles Hoare Nairne

Founding Ambassadors

Lord Lieutenant Nigel Atkinson
Ms. Francesca Barnes
Mr. Gordon Bebb
Mrs. Rachel Bebb
Mr. Robert Boyle
Mr. Michael Campbell
Mr. Douglas Connell
Commodore Jonathan Cooke
Mr. and Mrs. Damon de Laszlo
Dame Mary Fagan
Dr. and Mrs. Christopher Ferrer
Mr. Tom Floyd
Mr. David Frere-Cook
Mr. Robert Horne
Dr. Hugh Laing
Mr. and Mrs. Philip Nash
Dr. Janet Owen
Ms. Isobel Pinder
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Mrs. Jacqueline Shipster
Lady Angela Stansfield Smith
Professor Elizabeth Stuart
Mr. and Mrs. Tom Sweet-Escott
Mr. David Walton
Mrs. Jenny Warner
Mr. Michael Warner
Mr. and Mrs. Peter Wilcock
Mrs. Angie Wilkinson
Mrs. Louise Woods

We have achieved a surplus for reinvestment during 2015/16 through a combination of:

- ▶ Improved activity via our trading company
- ▶ Increased admissions and Gift Aid receipts from our charging venues
- ▶ Increased donations, including philanthropic support from our Ambassadors and Corporate Partners

We also secured one-off project funding from a number of grant-giving organisations, including:

- ▶ A grant from the Paul Hamlyn Foundation for £350,000 over four years to engage and improve the lives of young people for whom traditional education methods are not working
- ▶ The team at West End Centre successfully bid to Arts Council England for £40,000 to raise artistic aspiration and attainment in Rushmoor
- ▶ We commenced our three strands of work funded by a Kick-start Grant from Arts Council England; national and international ambition, commercial innovation and great place to work
- ▶ Our Heritage Lottery Funded project, Inspiring a Culture of Philanthropy, successfully secured an extension grant to run into a fourth year, enabling it to continue supporting museums in the Hampshire Solent area to become more financially resilient through fundraising activities

2016 AND BEYOND

Hampshire Cultural Trust will change the lives of over one million people per annum by 2025

- ▶ **Hampshire Big Theme 2016, 'Royal Blood: The Fight for Power in Hampshire'**
We will deliver a successful, dynamic programme involving exhibitions at six community museums and three flagship galleries with important loans from the British Museum and an integrated marketing and communications campaign
- ▶ **Hampshire Big Theme 2017, 'Jane Austen 200, A Life in Hampshire'**
2017 will mark the 200th anniversary of Jane Austen's death and we will work with partners across the county to celebrate Jane's creativity and talent. Our exhibitions will include first editions of her work, personal letters and portraits as well as loans from national institutions and private lenders including the National Portrait Gallery. The year will also feature talks, walks, writing competitions and performances

- ▶ **Development of Happenings programme**
We are working towards developing an international festival for 2020 in line with a European funding application. The first large scale tented events for the Trust took place in July 2016
- ▶ **Volunteer engagement**
A work stream will be implemented to develop a volunteer strategy, which will identify ways to help volunteers deepen their understanding of the Trust. It will also strengthen the use of their individual skills and experience, thereby improving levels of value and engagement
- ▶ **Supporting growth**
We will investigate new opportunities to support and grow the delivery of arts, museums and galleries activity in Hampshire and southern England



Opposite: Mini Art Club, Forest Arts Centre

2016 AND BEYOND



Hampshire Cultural Trust will deliver vibrant, world-class cultural experiences by 2025

- ▶ Continued development of Flagship Galleries programme which will provide exceptional quality and varied exhibitions from our own team as well as exhibitions from national lenders such as the British Library, Tate and the V&A
- ▶ We will aim to develop the Hampshire Flagship Galleries Network project, which will include funding applications to Heritage Lottery Fund and Arts Council England
- ▶ We will complete major improvements to Winchester City Museum and Westbury Manor Museum, and develop a further programme of small-scale improvements to other community museum venues
- ▶ We will continue to develop the Winchester, A Royal City project, including the delivery of a 2016 seminar, development of an education programme, and the scoping of a new museum
- ▶ We will submit a Stage 2 application to Arts Council England for designation of Hampshire's archaeology collections
- ▶ We will develop a strategy for the long-term future of combined arts in Hampshire, including the option of developing a performing arts network
- ▶ We will explore opportunities to improve the cultural experience at Milestones Museum, with particular reference to science and innovation – past, present and future
- ▶ We will explore the idea of a Hampshire cultural partnership, which works collectively to champion Hampshire as a creative county



Celebrity Roman gold ring

A Roman gold finger-ring depicting Cupid, and acquired by the Trust via the Portable Antiquities Scheme, was put on display at Andover Museum in November. The ring has recently received a measure of celebrity, as its academic publication in the journal *Britannia* was followed by widespread web coverage.

Left: Winchester City Museum

Opposite, right: Close-up of silverware from Winchester College being cleaned with a garden thorn under a microscope

Hampshire Cultural Trust will improve its ability every year to inspire better life chances

- ▶ We will deliver our participation programme, delivering a huge variety of projects, workshops, classes and events to schools and communities with disadvantaged younger and older people



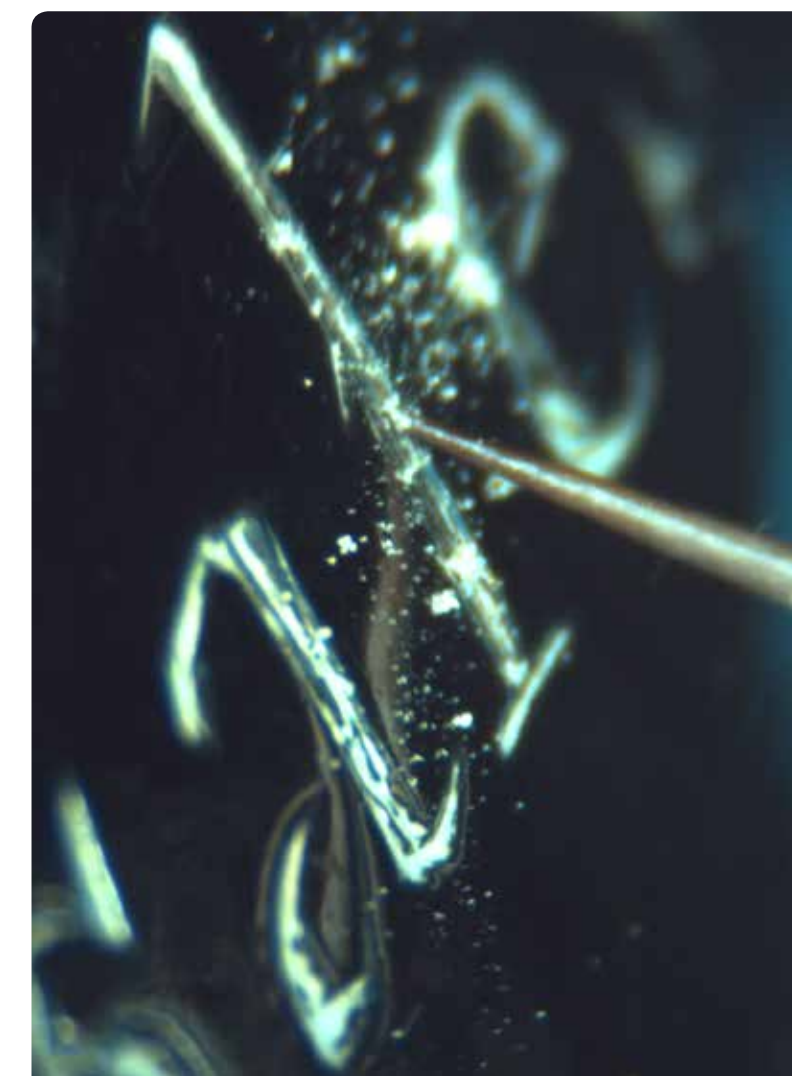
Sharing Shorelines

Sharing Shorelines was an Arts Council England funded project that took place at St Barbe Museum between September 2015 and January 2016. The project was linked to a major exhibition, 'Shorelines: Artists on the South Coast' which took the Channel coast as its subject and included celebrated artists that have portrayed these shores including Constable, Turner, Brett, Nash and more recently, Kurt Jackson and Jeremy Gardiner.

At the heart of this exhibition was an innovative community project aimed at engaging people with dementia with a stand-out art show. Working closely with community partners including The Alzheimer's Society and care home operator, Colten Care, we created meaningful opportunities for people with dementia to visit the exhibition and take part in lively conversations around the artwork. During this activity, we captured and valued people's responses as they told their own stories, stated their opinions and expressed their feelings. We commissioned a resident poet to take part in these conversations and create new poems formed from the words they shared. The poems were then brought together in an anthology.

Hampshire Cultural Trust will deliver a surplus for reinvestment every year, 2015-25

- ▶ We will continue to increase revenue streams in retail and catering through phased improvements in retail infrastructure and training, as well as developing a Trust buying and pricing policy. Catering improvements will continue, with enhanced café provision at community museums
- ▶ Admissions and Gift Aid will continue to provide our largest earned income stream. This revenue will increase in line with visitor numbers
- ▶ We will continue to implement a fundraising strategy for restricted and non-restricted funds, which includes the acquisition and retention of ambassadors, corporate partners and gifts in wills
- ▶ Teams from across the Trust will continue to apply for one-off grants from statutory sources, trusts and trust foundations





www.hampshireculturaltrust.org.uk

Hampshire Cultural Trust is a company limited by guarantee and registered Charity.

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Registered Office
Chilcomb House
Chilcomb Lane
Winchester
Hants SO23 8RB

