

# **WINCHESTER DISTRICT ARTS STRATEGY 2006 - 2009**

***embracing outstanding creativity***

**Cultural Services Division  
Development Directorate  
February 2006**

*Winchester City Council logo*

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## INTRODUCTORY REMARKS

A passion for creativity is demonstrated in all aspects of life in Winchester and its surrounding rural communities. It reaches back into a fascinating past, and eagerly moves forward to a vibrant and exciting future. Distinctive architecture, visual art, film and photography, theatre and dance, public art, writing, music and festivals are woven into the fabric of life in the District and reflect a deep enthusiasm for and widespread understanding of the value and meaning the arts have for us all.

This document sets out the national, regional, and local context for the arts in the Winchester District. It examines the social and economic benefits to be gained from creative activity, takes stock of existing resources and strengths, and sets clear objectives for the City Council over the next four years. It also outlines the vision, determination and collaborative spirit of our creative sector which is driving the District into a bright new era.

Our strategy sets out to increase the capacity of Winchester's creative sector; to enable more people to become involved, and to develop projects which enhance the built and natural environment. In this way, we can ensure that the District is rightly celebrated for its lively, forward-looking and stimulating cultural environment and that both our residents and visitors can experience and benefit from a range of excellent creative activity.

Our thanks go to all those who have contributed to the development of this strategy. We look forward to working with you in the coming years on the successful delivery of the action plan.

Cllr Therese Evans  
Portfolio Holder for Culture, Heritage and Sport

*Details of arts organisations, people and projects, can be found in Section Three of this document and on [www.winchester.gov.uk/arts](http://www.winchester.gov.uk/arts)*

## SECTION ONE: THE IMPORTANCE OF THE ARTS

### 1.1 What do we mean by ‘the arts’?

The term ‘the arts’ includes (but is not limited to):

- music
- dance
- street arts
- drama
- folk art
- creative writing
- architecture and design
- painting
- drawing and graphic design
- printmaking
- sculpture
- public art
- theatre
- puppetry
- installation art
- photography
- crafts (including the design and making of textiles, ceramics and furniture)
- digital media (including design, visual, film and music production)
- costume and fashion design and creation
- film making
- television and radio writing, production and broadcasting
- poetry

The definition adopted by Winchester City Council includes the conception, creation, performance, recording, making and delivering of all these, and also the study and application of these areas of arts practice.

We refer to this field of professional practice, and to those who directly support its delivery, as the creative industries. DCMS defines them as

“those which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.”<sup>1</sup>

Together, they make up the fastest growing economic sector in the UK with the South East growing faster than any other region.<sup>2</sup>

We also recognise and value the enormous contribution made to the arts by volunteers, schools and amateurs whose energy and dedication help to underpin, balance and rejuvenate the creative industries.

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<sup>1</sup> DCMS definition of Creative Industries

<sup>2</sup> *Creative Industries Economic Estimates Statistical Bulletin*, DCMS, October 2005

## 1.2 What are the benefits?

The arts have important value in themselves, springing from the basic human needs for self-expression, to understand and interpret the world, and for sheer enjoyment. This is apparent in every culture, and is demonstrated by our pleasure in and creation of interestingly designed living, working and recreational environments, from the architecture to the choice of furnishings, decoration and functional objects. We also choose to spend much of our leisure time enjoying creative activities such as making or listening to music, reading literature, watching film and television, taking photos, attending theatre performances and visiting exhibitions or displays of craft works or perhaps making our own ceramics, textiles, sculptures and paintings. We do this because there are benefits which we have sometimes taken for granted but which are becoming increasingly understood and documented. These benefits include positive - sometimes transformational - economic, social, educational, health and regenerative impacts.

### 1.2.1 Economic benefits

The creative industries provide employment and stimulate considerable economic activity. The DCMS finds that the creative industries sector in the UK:

- contributes £11.4 billion to the balance of trade (twice that of the pharmaceutical industry);
- accounted for 7.95% of Gross Domestic Product in 2003;
- employs almost 2 million people, and
- is the fastest growing sector in the UK (growth of 6% between 1997 and 2003, compared to national average of 3%).<sup>3</sup>

In addition to sustaining artists and arts organisations, the following statistics examples show a clear multiplier effect generating revenue for other local businesses such as shops, restaurants, pubs, transport and hotels:

- the Antony Gormley exhibition brought to Winchester's Great Hall in the spring of 2004 by the new Art and Mind festival and Hampshire County Council brought 35,000 visitors into the city over six weeks, spending an estimated £250,000.<sup>4</sup>
- the annual Hat Fair festival of street art brings 20,000 people onto the streets, spending an estimated additional £500,000 over the first weekend in July each year.<sup>5</sup>
- Theatre Royal Winchester's annual 66,000 attenders each spend an average additional £7.77, resulting in economic impact on Winchester of £466,000.<sup>6</sup>

The variety and quality of arts activity in the District, notably its summer festivals and seasonal special events, draw visitors and so support the tourist economy which itself generates around £171 million per annum for local businesses. But the arts are also a fundamental aspect of Winchester's quality of life, making it an attractive place to work and live and so endowing it with an enduring appeal to the commercial entrepreneurs who choose to locate their businesses here for the continued economic health of the District.

<sup>3</sup> *Creative Industries Economic Estimates Statistical Bulletin*, DCMS, October 2005

<sup>4</sup> *A Visitor Survey of Antony Gormley's Domain Field Exhibition*, Tourism South East 2004

<sup>5</sup> *Hat Fair 2002*, Arts Marketing Hampshire 2002

<sup>6</sup> *Economic Impact Study of UK Theatre*, University of Sheffield April 2004  
Winchester District Arts Strategy 2006 – 2009 20/02/2006

### 1.2.2 Social benefits

Communities, individuals and society as a whole are strengthened by the process and outcomes of creative activity.

Research from the DfES Offenders' Learning and Skills Unit and from Arts Council England indicates that the arts have an impact on crime prevention, reconviction rates and good order in custodial settings, challenging prejudice and improving literacy skills.

In the Winchester District, we can see young people develop new skills and explore difficult issues through well planned performing arts projects. In these constructive and enjoyable settings they also acquire self confidence and develop their own sense of identity. Notable local successes include:

- **Theatre Royal Winchester**  
Issue based drama projects exploring social problems such as alcohol abuse have enabled youth theatre participants to increase their social awareness, and ways to discuss and deal with the issues.
- **Tower Arts Centre**  
Drama and dance for young people with disabilities has increased their social skills and self confidence. Music for parents and very young children has provided a creative and social connection for isolated families.
- **Winnall Rock School**  
Evaluations show that all the students, after one year of skills training and public performance, felt they were more confident; 55% of their parents thought their children were happier, and 20% of the students showed improvements in performance and behaviour at school.
- **The Hat Fair**  
A citizenship project (Inside Out Day) has provided opportunities for young people and professionals to examine issues around education, the law and politics in an interesting and creative framework.
- **Winchester Rural Youth Theatres and Dance Projects**  
Professionally led weekly groups in Denmead, Swanmore, Meonstoke and Waltham Chase have developed skills, confidence and fitness for hundreds of young people aged 8 – 15 in our rural areas, helping to create positive social experiences in isolated communities with few opportunities.
- **Creative Hampshire**  
This Hampshire County Council initiative has benefited young people in the Winchester District by enabling artists to work in the District's schools

Local communities have developed local identity and become stronger neighbourhoods by working together on arts projects. For example:

- New Whiteley residents were able to work constructively together across the political boundary, with local businesses, schools and Meadowside Leisure Centre, with artist Andy Frost to create unique sculptural landmark posts and benches, making new friends and identifying unique characteristics within a sterile new housing development.
- Village hall entertainment events, such as those made available through Hampshire County Council's *Hog the Limelight* programme, are selected, promoted, hosted and enjoyed by local community groups, drawing isolated people together.
- Bishop's Waltham Festival is run entirely by volunteers from within the community, collaborating with local businesses, libraries, art clubs etc to celebrate their village culture which is unifying and develops local pride.

### 1.2.3 Educational benefits

Creative activity has been a learning resource for many years, not only developing powers of innovation and problem-solving skills, but also helping us to understand complex or abstract ideas such as science, philosophy, other cultures and religions and to support the development of critical academic skills such as literacy and numeracy.

In Winchester we have seen young adults engaged in projects such as *Touched*, a frank and poignant drama commissioned by the Stanmore Community Learning Partnership. This piece, which explored the subject of sexual health, was devised and performed at the Theatre Royal by young people aged 12 to 15.

The recently established Festival of Art and Mind provides an entertaining exploration of how works of the imagination make their effect on the human brain. It brings together some of the world's most eminent thinkers and artists to examine the way we experience music, myth, dance, film and visual art and stimulate intelligent debate among its audiences.

### 1.2.4 Health benefits

There is growing evidence that creative activity has a positive impact on both physical and mental health. Dance, for example, requires a high level of flexibility and fitness. There is also research which has shown that patients in hospitals and clinics who are exposed to visual arts or music, experience reduced stress, depression and anxiety, with clinical outcomes such as reduced blood pressure, pain intensity and need for medication. For mental health patients, creative writing and other expressive forms, help to externalise, structure and explain complex problems.

At the time of writing this strategy research is being undertaken in this area by Winchester City Council in a partnership of Hampshire's local authorities and Arts Council England, South East with a view to developing pilot work to explore these benefits, particularly in relation to the good health and fitness benefits of dance for young men and women.

### 1.2.5 Regenerative benefits

*Culture, but not just its aesthetic dimension, can make communities. It can be a critical focus for effective and sustainable urban regeneration.*

Catterall, 1999

Culture can lead or be a key part of regeneration. Although most residents of Winchester District enjoy a pleasant and relatively prosperous environment, we need to build upon this to ensure an equally successful future for all. We need to attract and engage new and young businesses – starting with the many gifted graduates of the Southampton University's School of Art in Winchester and the University of Winchester's Arts Faculty.

Participation in the arts creates cohesion in the community, and communities which celebrate together will also work together to solve problems and develop local distinctiveness. Winchester's self expression through its many festivals and wealth of public art demonstrates a strong and innovative community as well as a growing cultural identity. These have helped to make the District a stimulating and attractive environment for residents, visitors, students and businesses alike.

The major redevelopment of the Silver Hill area of the city will be taking shape during the life of this strategy. It is already clear that the vision of Winchester's community of artists and art-lovers will be key not only to creating a human focus for the project but also bringing to it a real sense of local identity. There are similar possibilities for the brand new development planned for West of Waterlooville.

At the time of writing, the South East England Regional Assembly is finalising its *South East Plan* to set out a vision for the region through to 2026. Often driven by government targets for housing, the plan will be delivered most successfully where it is treated with creative vision to build strong communities with a real sense of place.



## SECTION TWO: THE ROLE OF WINCHESTER CITY COUNCIL

### 2.1 THE STRATEGIC CONTEXT

*The Arts Strategy for the Winchester District 2006 – 09* sits within a strategic hierarchy in Winchester City Council represented below. It is also informed by wider policies and strategies at all levels, notably those of Arts Council England, the Department of Culture, Media and Sport and Hampshire County Council. Winchester's own policies aim to harmonise with these as far as is desirable or appropriate in the local context.



### 2.2 WINCHESTER DISTRICT'S CORPORATE STRATEGY 2006 – 2009

Winchester City Council engages with the creative industries and creative activity because they help to deliver its corporate priorities, as follows:

#### **Safer and more inclusive communities**

- Increase feelings of safety by reducing the likelihood that people will indulge in anti-social behaviour  
*creative projects deliver positive experiences and skill based opportunities for people which reduces the likelihood of anti-social behaviour*
- Improve access to services and to cultural opportunities for residents  
*the Council directly provides or commissions accessible creative opportunities*
- Help the most deprived parts of our community to be more self confident and self supporting  
*creative projects such as music or performance events enable people to work together to identify and express real improvements for their communities*

- Improve the quality of peoples lives by encouraging more active and healthy lifestyles  
*arts activity such as dance, performance and singing, promote good physical health alongside improved physical self confidence*  
*engaging in creative work such as writing, painting or playing a musical instrument promotes good mental health*
- Engage with young people in the work of the Council on economic, recreational and housing topics  
*young people's citizenship and interest in issues can be promoted through creative activity such as Hat Fair's "Inside Out Day"*

### **Safeguarding our high quality environment for the future**

- Increase our residents' pride in the place where we live  
*pride and a sense of ownership can be achieved through public involvement in the commissioning of appropriate public art and through unique celebrations such as Hat Fair festival of street arts or Bishop's Waltham Festival*

## **2.3 A COMPLEX LANDSCAPE**

The broad range of creative activity in the District encompasses many small or micro businesses, and participants, students and audiences spread across all age groups and communities. The sector therefore presents a complex and diverse landscape with obvious challenges for communication, funding and policy-making. As a stable, accessible and supportive local authority, Winchester City Council is well placed to identify the aspirations and needs of arts practitioners, educators and promoters. It can also work with the creative sector to help provide real benefits for residents, workers, visitors and investors, as outlined in paragraph 1.2.

There are also very different levels of provision of and engagement in different art forms across the District. Access to arts services and activity varies by location and often according to personal means, with many residents in Winchester's rural villages – particularly the young and the elderly – having highly restricted access to high quality arts activity and the benefits this brings.

Winchester City Council plays this central – and essential - role in the sustainable development of Winchester's creative sector through careful investment of resources, and by developing strong partnerships. In order to ensure that this work is done effectively, a clear strategy is required to guide decision-making and policy development. This strategy is written during a time of financial and political change, both locally and nationally. Whilst this may constrain aspiration or delay outputs, in some cases, it is a record of the City Council's commitment to the sector and a statement of intent which will help to guide decision-making at this difficult time.

## 2.4 HOW WINCHESTER CITY COUNCIL SUPPORTS AND DEVELOPS THE ARTS

In a fragmented sector, the city council acts as a co-ordinating force; as a champion of the arts and as a promoter of artistic growth and opportunity. Consequently, it is engaged in very practical ways with the arts:

- providing information on all aspects of artistic activity in the District to residents, council Members, regional and national bodies;
- promoting arts events and activities through council publications, web pages and media relations work;
- giving grants as seed money for inspiring new initiatives such as Winchester's Year of Sculpture 2006;
- providing revenue funding (agreed annually according to availability and against specific grants criteria) to support the ongoing work and development of organisations such as the Theatre Royal, the Hat Fair, Tower Arts Centre, Winchester Festival, the Bishop's Waltham Festival, the Festival of Art and Mind and Winchester Folk Festival;
- giving capital grants to help adapt buildings for performance or educational activities eg Theatre Royal and Tower Arts Centre;
- sourcing grants from external bodies to ensure the success of important projects such as Winnall Rock School;
- offering professional guidance to support the sustainable development of arts organisations and practitioners such as The Colour Factory artists' collective, Platform 4 Theatre Company, Lost and Found Theatre Company, Ballyhoo and Chip Shop Art graffiti artists;
- releasing council-owned buildings such as number 4 Bridge Street, for temporary letting to arts organisations to help compensate for a long term lack of affordable, small-scale premises;
- encouraging developers to make provision for the commissioning of public art through Section 106 planning agreements in order to improve the design and distinctiveness of new building projects;
- organising special events to celebrate local distinctiveness, such as the *Making Merry* open studios weekend each Christmas and *Winchester Open Weekend* in September;
- offering free, specialist advice on legal, environmental health and safety issues to encourage the safe and professional organisation of arts events and activities;
- licensing premises for public performances and the sale of alcohol;

- establishing sector networking opportunities to foster collaboration and growth, such as the popular monthly Café Culture events in partnership with the University of Winchester and the newly reformed quarterly festivals network meetings;
- administering the District's Cultural Consortium which will advise the local strategic partnership on current cultural issues to help shape future provision;
- leading or advising on a range of arts projects, including public art commissions such as the three-part Light Art Project which led to the installation of the Alfreds.net kiosk and Luminous Motion sculpture in the city centre;
- managing community initiatives such as artist residencies (eg Tim Johnson in Wickham, Andy Frost in Whiteley), tours such as Kakatsitsi (Ghanaan musicians and dancers) visiting schools and community groups and the Steve Bliss Dig! photographic commission and exhibition in Owslebury;
- providing advice to practitioners and promoters on project creation, management, funding and trouble-shooting.

## **2.5 THE NEED FOR AN ARTS STRATEGY**

2.4.1 The creative scene in Winchester is characterised by its large number of talented practitioners, innovative promoters and enthusiastic participants; by its varied levels of provision, and by its continued need for funding and co-ordination to match its extraordinary vision and aspiration. There is a real need for a District-wide strategy to protect and nurture the sector and to provide a framework that will help achieve growth and recognition for Winchester's outstanding creativity, and the benefits this can bring.

2.4.2 This strategy can:

- ensure the District is well placed to make the most of international, national and regional opportunities to drive local growth and development;
- enable the city council to take stock of existing arts provision and decide how best to allocate future resources to achieve its corporate objectives;
- improve access and opportunity to good quality arts activity for Winchester residents;
- set out a vision for the arts in the Winchester District which addresses the needs of practitioners, promoters and participants both current and potential;
- ensure that our residents and businesses take full advantage of the economic benefits which sustainable creative sector growth can provide;
- demonstrate to local people, to regional and national bodies and to government the city council's clear commitment to the creative sector and the benefits it brings;
- provide a framework for officers to plan and deliver a manageable work programme, and against which to assess the value of new opportunities which arise during the life of the strategy;
- provide a context for arts practitioners within which to develop their professional practice;

- support arts practitioners in sourcing external funding for projects in the District;
- inform partner authorities and agencies of our aspirations and commitments;
- provide a mechanism for evaluating effectiveness, efficiency and value for money of city council activity in the creative sector.

2.4.3 To be successful, the strategy needs to be adopted not simply by the city council but by all those who wish to see the arts flourish in the Winchester District – be it for the social and economic benefits they bring, for personal pleasure or for professional growth. This strategy has therefore been developed through a process of consultation and research, and it is hoped that all those engaged in or affected by the arts will play a part in carrying forward the objectives and actions of this strategy.

## SECTION THREE: SETTING THE SCENE

### 3.1 A NEW ERA IN WINCHESTER

3.1.1 The last few years in Winchester have seen a steady and strong growth of artistic activity, accompanied by an increasing confidence and momentum within the creative sector. Many people now believe that Winchester is on the threshold of an extremely dynamic creative era.

How has this come about? Alongside Winchester City Council's strategic development of the sector, equal partners in this creative growth have been the new Theatre Royal Winchester, the Hat Fair festival of street theatre, The University of Winchester, Winchester School of Art (University of Southampton) and the Tower Arts Centre. These key organisations are each unique to Winchester, and are responsible for:

- delivering and engaging many thousands of people in excellent and innovative work;
- bringing the vibrancy of student and graduate ideas and skills to the area, and
- helping to build strong networks and lines of communication.

#### 3.1.2 Partnerships, talent and enthusiasm

As well as the outstanding creative people and organisations located in the District (paragraph 3.3.1 refers), Winchester City Council has strong relationships with Arts Council England, South East, Hampshire County Council, the SHIPs partnership of local authority arts development services in Hampshire, the Universities of Winchester and Southampton (through Winchester School of Art), Winchester Cathedral, Peter Symonds' College and other excellent colleges and schools, and many fine museums; these all add tremendous and special energy and resources to the cultural environment. The District's business community increasingly recognises and invests in arts activity and the added value and energy it brings. Other partners such as Winchester Area Community Action and local youth services are also stakeholders with an interest in increasing accessible creative activity. These special ingredients work together to make the District a lively place in which to live, work, shop and to visit.

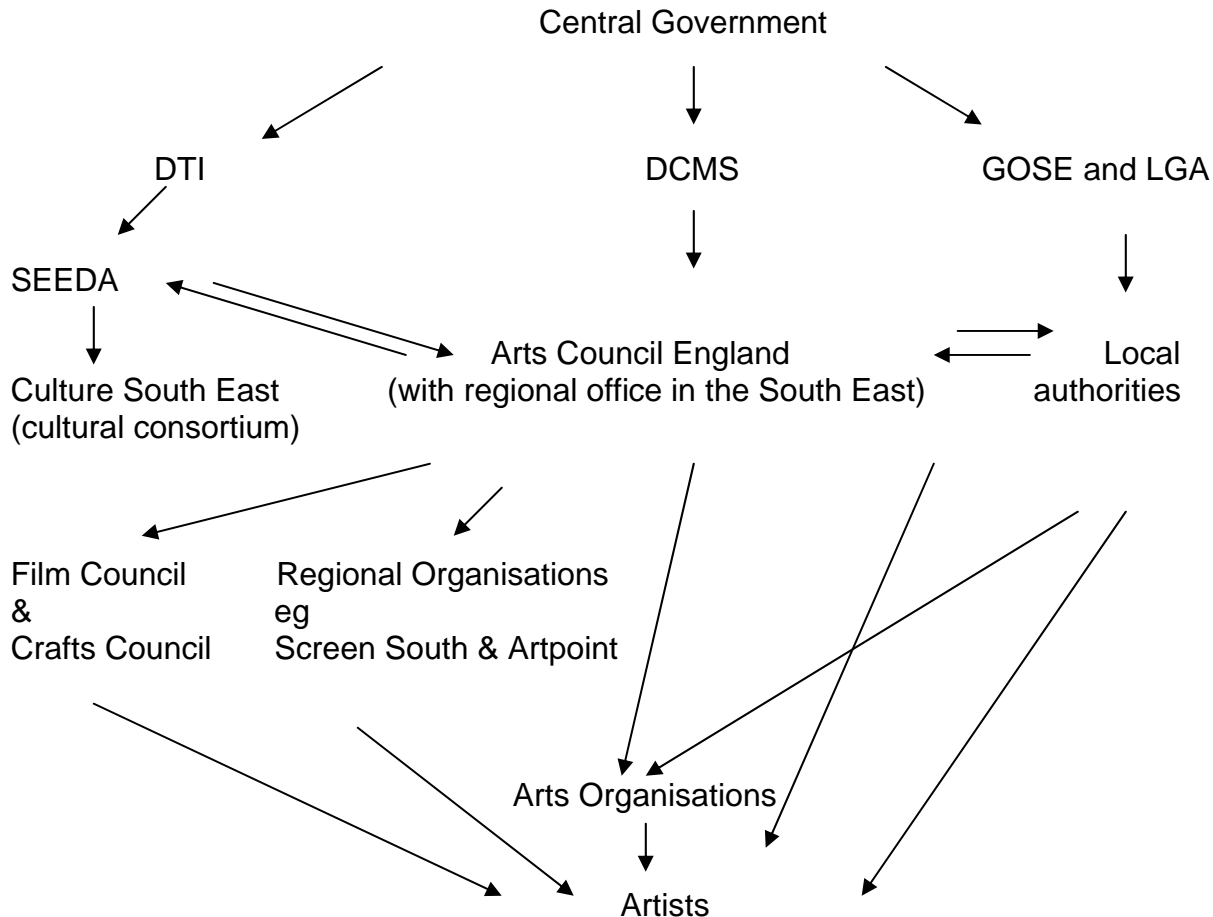
Winchester City Council, in recognising the strong ambition for development and growth for the creative sector in the District, will work together with partners and stakeholders to achieve a world-class creative scene for Winchester.

#### 3.1.3 A beautiful and interesting environment

The District is celebrated for its historical and contemporary architecture. It is also enhanced by the many interesting commissions of public art and sculpture, making distinctive and interesting features which resonate with the historic backdrop of our city and towns, and the rural setting of our villages. Hamo Thorneycroft's statue of King Alfred in the Broadway, Elisabeth Frink's statue of the Horse and Rider on the High Street and Richard Bent's wrought iron seat on St Giles Hill are beloved landmarks in the city. Peter Freeman's Luminous Motion fibre optic light column at the entrance to Winchester Cathedral Outer Close has become another firm favourite, and Andy Frost's humorous and colourful wooden benches in Whiteley have been much enjoyed by the families who live there.

### 3.2 THE BIGGER PICTURE: the national and regional position

3.2.1 In formulating an arts strategy for the Winchester District, account has been taken not only of local need and aspiration but also of national and regional priorities and trends which are outlined in the following paragraphs. There are many organisations and agencies working to promote and develop the arts. The key players, in strategic terms, are reflected in the diagram below:



#### 3.2.2 The national background

Central government understands the power of the arts to transform people's lives and encourages investment through the Arts Council of England and the disbursement of National Lottery funds to support excellence and stability in the creative sector. Issues of access are of increasing focus, particularly for and by people with disabilities or from diverse ethnic cultures for whom engagement or employment through creativity has often been restricted. Regeneration of areas traditionally experiencing deprivation has been achieved through cultural investment, for example Newcastle and Gateshead's Baltic centre for contemporary art, The Sage concert hall and the iconic Angel of the North sculpture by Antony Gormley.

DCMS priorities are to increase access to the arts and expand education through the arts, in particular for children and young people and to enrich and strengthen communities. It also

wishes to boost the nation's economy by helping the creative industries to achieve their full economic potential.

The shared priorities of Arts Council England and the Local Government Association are to:

- boost the creative economy
- promote healthy communities
- create vital neighbourhoods
- engage young people

### 3.2.3 The regional situation

Within the South East region, which is experiencing the fastest cultural growth in the UK, a robust arts scene exists. Regeneration of coastal and urban areas such as the Isle of Wight, Brighton and Margate is being aided enormously by creative sector investment and activity, for example the new Turner Gallery in Margate, the De La Warr Pavilion in Hastings, and exciting outdoor festivals such as those in Brighton and Winchester. Arts Council England, South East and the South East England Development Agency (SEEDA) are working together on the ArtPlus award scheme which seeks to improve environments - whether streets, schools or other public spaces – by including the creativity of artists in their design.

Young people and their cultural and social development are being supported through Creative Partnerships (Arts Council England and local education authorities) placing extra arts activities within reach of young people from areas of deprivation in Southampton and the Isle of Wight, and music projects such as the Youth Music Action Zone giving hands on opportunities to young people in Gosport, Fareham, Portsmouth and Havant.

Southampton, Hampshire, Isle of Wight and Portsmouth local authorities arts group (SHIPs) has worked jointly with ACE,SE to take those four areas into some priority development initiatives, all of which have an impact on Winchester District:

- research into the economic role and impact of the arts
- co-ordinated development of Open Arts Studios for the sub-region
- research and pilot projects promoting the understanding of arts and health
- public art advocacy and research projects
- young people's dance development
- young people's music network and resource development
- young people's mobile digital media production project

Hampshire County Council's Cultural Strategy (2002-2006) has the following values:

- access, including equality of access, physical and intellectual accessibility and affordability
- inclusion, including stimulating aspirations, combating isolation, developing a sense of belonging, and providing services to the vulnerable and those at risk of being excluded through poverty
- stewardship, including looking after and conserving cultural assets, enhancing investment and exercising a duty of care
- sense of place, including cherishing local distinctiveness and the heritage and valuing individual community identity and emotional attachments



- learning opportunities, including contributing to lifelong learning, supporting the curriculum, educational attainment, choice and diversity, creativity and the enjoyment of culture
- increasing participation, including the number of participants, marketing, developing integrated and innovative delivery and improving the quality of culture
- economic prosperity, including recognising that culture can give the region a competitive edge, contributes to the knowledge economy and economic sustainability and is a vital element in cultural tourism

### **3.3 CHALLENGES AND OPPORTUNITIES FOR THE ARTS IN WINCHESTER**

Winchester can be proud of its strong infrastructure for the arts. The City Council's investment and support of the creative sector has helped to build upon these foundations by encouraging innovative enterprises and commissioning of new work and of community projects which have enriched and animated the District.

New professional networks such as Café Culture and the Cultural Consortium, and promotion of work through open studio events and performance have raised the profile of Winchester's creative industries and increased confidence and momentum for our most significant resource – our gifted and dynamic arts practitioners. At the same time, new facilities continue to become available, such as the art gallery and performance space at Winchester's new discovery centre (which is at the front of Hampshire County Council's campaign to revitalise and modern traditional library services) at the heart of the city's cultural quarter in Jewry Street.

This step change of awareness and excitement about the role of creativity in Winchester's future brings with it many opportunities for the kind of social and economic growth and benefits which have been described in Section One, but this growth needs to be supported during this new era, which will involve understanding the nature of the industry and its potential in order to overcome challenges and barriers.

As in any other sector, the next four years will almost inevitably see change to the cultural landscape of the Winchester District. Traditional venues may close as budgetary pressures for the two local authorities increase, but new facilities are constantly emerging– from the state-of-the-art lecture theatre known as The Stripe at Winchester University to the conversion of a former public toilet into new studio space for the Colour Factory, and the possibility of live-work units for graduates at the West of Waterlooville development to the desire for an artistic hub at Woolstaplers' Hall in Silver Hill. Arts organisations will also adapt and evolve to meet financial and social pressures – and exciting new projects, such as the highly original Festival of Art and Mind – will appear from nowhere and attract sell-out audiences and national acclaim.

This section examines some of the challenges ahead and how we can tackle them.

### 3.3.1 Winchester's Creative Industries : capacity and resources

Our creative industries and energy are driven by a range of individuals and organisations. There are more than 300 professional artists working in a range of specialisms. The list which follows is an attempt to identify as many of these as possible

Winchester creative organisations and facilities which directly deliver/ assist the Council's aims:

- Theatre Royal Winchester
- Hat Fair festival of street arts
- Tower Arts Centre (Hampshire County Council)
- The Colour Factory
- Winchester Rural Youth Theatres
- Madfest (formerly Winchester Folk Festival)
- Bishop's Waltham Festival
- Winchester Festival
- Festival of Art and Mind
- Winnall Rock School
- Guildhall Gallery

Winchester creative organisations or projects which work closely with the Council on specific schemes:

- University of Winchester
- Winchester School of Art, Southampton University
- Winchester Cathedral
- Winchester Festival
- Hampshire Sculpture Trust
- The Winchester Gallery and WING touring exhibitions
- Chipshop Art
- Platform 4 Theatre Company
- Lost and Found Productions
- Denmead Festival
- Attic Theatre

Other regional organisations which deliver creative services in the Winchester area:

- Hampshire County Council, including Hog the Limelight, Creative Hampshire and Youth Arts service
- Arts Council England, South East
- Hampshire Dance
- SHIPs (Southampton Hampshire Isle of Wight and Portsmouth group of local authorities' arts specialists)
- Screen Cinema (Mainline Cinemas)
- Arts Marketing Hampshire
- We Love Homelands music festival

Other organisations who play a clear role in facilitating or hosting creative activities:

- District schools and colleges
- Youth organisations
- Hampshire County Council Library Service
- The voluntary sector
- Art therapists
- Community organisations
- Churches

- Alongside the key professional organisations in the District, there are a large number of small or micro businesses and arts practitioners, often early or mid career artists, who require professional specialist support and advice, to seek and deliver work commissions, continuing professional development, funding and marketing skills.

*Winchester has not yet taken full advantage of the benefits of the creative sector. We can help to build capacity by working together with our partners to provide or share specialist services. We can also give support through advocacy, promotion, and professional consultancy advice. We can offer guidance on continuing professional development for individuals and on robust business skills and structures for early stage enterprises.*

- Most of the District's arts organisations, from the larger professional enterprises to the individual practitioners located right across the District, have extremely limited financial resources which can limit their development.

*Because arts events and venues provide economic and social benefits, and where the District has unique and distinctive artistic organisations, we can work to ensure that adequate funding and support for these are secured. With the resources available to us, we can provide direct or partnership funding to arts practitioners and providers, or, when appropriate, advise on fund-raising. We can support the sector by commissioning work from practitioners or organisations located in the District whenever appropriate.*

- Graduates from the University of Winchester and Southampton University's Winchester School of Art have great difficulty in establishing their creative practice in the District, due to lack of affordable accommodation and professional support.

*We can support initiatives which help to provide affordable accommodation and professional support*

- Arts businesses and practitioners are generally operating in isolation from each other which means that growth and sustainability within the sector are inhibited.

*We can strengthen the sector by providing better communications and networking opportunities.*

- There is a desperate shortage of affordable accommodation for practitioners to make or show their work in the District.

*To enable arts practitioners to fulfil their potential we can make provision within resources available to us, and encourage others to provide affordable space whenever possible. We will take advantage of opportunities to provide further creative spaces, for example supporting plans for use of Woolstaplers' Hall for studios, display and small arts business support.*

- Winchester City Council is uniquely placed to help lead the creative industries sector to become a strong driving force for a sustainable and vibrant future for the District. Resources and skills for taking this bold step have not yet been identified.

*To enable Winchester City Council to lead the sector forward, we can undertake a feasibility study to identify resources and structures which can optimise this unique opportunity.*

***Therefore our first strategic objective will be to grow the capacity of the creative industries in order to enhance the contribution they make to the social and economic life of the District***

### **3.3.2 Opportunities for people to become involved in creative activity**

- We know that 60% of our residents regularly attend or participate in arts events and activities (Citizen's Panel surveys 2001 and 2005). The main reasons why more people don't participate are location, lack of information and cost. These access problems are greatest for our younger and older people. Paradoxically, the potential social benefits which can be gained from participation are the greatest for young and older people. There are also cultural barriers (social and historic attitudes and assumptions) which may prevent people trying out and enjoying new experiences.

*We can take practical steps to deliver specific opportunities within communities in the District's rural areas and the less affluent neighbourhoods of the city, and can ask the partners whom we fund to do the same.*

*We can make more information available to all sectors of the community and visitors, by increasing the range and visibility of internet and printed listings.*

*We can advocate improved transport services for the young and elderly to travel to professional arts events.*

- There are art forms which are particularly under-represented or difficult for some people to access within the District. Literature, dance and digital media (in particular film, photographic and design) opportunities are particularly limited.

*We can increase access to these art forms by investing in specific initiatives within three-year pilot or start-up schemes. We will also work with partners to explore the potential of new developments to redress this imbalance, for example through the new library (discovery centre) in Jewry Street and the Silver Hill project at the bottom of the High Street, and by working in partnership with specialist providers such as Hampshire Dance and The Point in Eastleigh..*

- Many Winchester residents have difficulty in accessing arts activity because of disability or illness, which may be aggravated by rural isolation or lack of information or transport.

*Because we know that arts activity can provide significant improvements in health and well being and to fulfil our aim to create opportunities for all our residents to participate in arts activity, we can encourage and commission the presentation of work by, with and for people with disabilities, and people suffering from ill health or life threatening physical conditions such as obesity, and we can ask our funded partners to do the same.*

- Winchester has limited representation within the creative sector by and for ethnic minority groups.

*To fulfil our aim to create opportunities for all our residents to participate in arts activity, and to encourage increased understanding and enjoyment of a range of cultures, we can encourage the presentation of work by, with and for people from diverse cultural backgrounds, and we can ask our funded partners to do the same.*

- Arts projects which involve communities working together can provide multiple benefits of cohesion, confidence and enjoyment.

*We will support and help develop initiatives which can provide clear community benefits, for example drama, music and exhibition projects and events.*

**Therefore our second strategic objective will be to increase opportunities for Winchester's residents, visitors and businesses to become involved in creative activity.**

### **3.3.3 Enhancing the built and natural environment**

- Winchester benefits from a beautiful rural setting, and some magnificent historical and contemporary architecture, and it is important that new developments in the District do not detract from this distinctive and high quality environment.

*We can achieve this by requiring developers of new commercial, public, residential buildings and landscape projects to involve artists at the design stage and to commission high quality public art or crafts within their developments, both permanent and temporary, by artists of the region and of national and international significance, providing texture, personality and interest to the developments, and the involvement of local communities.*

*We can also support communities who wish to commission public art to enhance their neighbourhoods or chosen locations.*

*We know that this can add to the enjoyment and quality of life for people and communities going about their work and leisure activities. It can also strengthen the unique identity of communities and increase local pride and cohesion. An imaginative and interesting environment can also attract visitors who bring economic benefit to the District.*

**Therefore our third strategic objective will be to develop and support creative projects which enhance the built and natural environment.**

## SECTION FOUR : OUR VISION FOR THE WINCHESTER DISTRICT

Our vision for the arts is for

***embracing outstanding creativity***

**4.1 In order to sustain this vision, our strategic objectives for 2006 – 2009 are:**

- **to support the development of Winchester’s creative sector in order to maximise the social and economic contributions it makes to our community;**
- **to increase opportunities for Winchester’s residents, visitors, and businesses to become involved in creative activity, and**
- **to develop and support creative projects which enhance the built and natural environment.**

**4.2 FIRST OBJECTIVE**

**TO SUPPORT THE DEVELOPMENT OF WINCHESTER’S CREATIVE SECTOR IN ORDER TO MAXIMISE THE SOCIAL AND ECONOMIC CONTRIBUTIONS IT MAKES TO OUR COMMUNITY**

**4.2.1 We will develop the capacity of the creative industries by:**

a) providing better networks and communications. To do this we will:

- create a dedicated arts website for the District with links to arts database
- commission or produce a regular arts e-newsletter
- host regular arts network events, including Café Culture in partnership with the University of Winchester
- maintain an arts database

b) providing support and advice to partner organisations to help them to develop their artistic, social and economic impact. We will:

- continue to support and work in partnership with the Theatre Royal, supporting its growth and development as an important mid-scale receiving theatre for central southern England, which offers a high quality range of professional performances, educational activities and resources for the whole community.
- continue to support and work in partnership with the Tower Arts Centre, in particular growth in its participatory activities and work with young people.
- continue to support and work in partnership with Hat Fair and Bishop’s Waltham Festival, and others providing unique and accessible festivals (see 4.2.3).

c) providing advocacy and support for young and early career arts practitioners. To do this we will:

- offer consultancy surgeries for career start-up
- maintain links with education and professional organisations such as Arts and Business, All Ways Learning and the city's universities
- deliver careers talks
- host specialist advice sessions eg fund-raising seminars
- promote awareness of the needs and aspirations of early career artists within the Council's development strategies and with other external bodies
- in partnership with specialist agencies, create continuing professional development programmes within the area eg Community Dance Leaders course in collaboration with the SHIPS partnership and Hampshire Dance Trust
- explore partnerships with University of Winchester and Southampton University, Winchester School of Art, which can provide programmes of professional guidance and support for early career arts practitioners

d) promoting local practitioners through publications, advocacy and commissioning opportunities, for example:

- Eye Openers visual arts and crafts publication, open studios promotions
- Arts newsletter
- Maximising media opportunities
- Partnership funding new street arts productions
- Public art commissions such as graffiti projects with ChipShop Art
- Making Merry Open Studios

e) helping to provide additional spaces for showing or producing work. We will:

- provide showcase opportunities for early career and community-based visual arts practitioners or projects in *the view* at 4 Bridge Street
- encourage, promote the benefits, and help publicise the presentation of arts activity in any accessible public space in the District
- Continue to provide affordable workspaces when available and appropriate
- work actively to identify and make available suitable premises for use as studios and workspaces
- continue to support the development of affordable studio, exhibition and small arts business units in Woolstaplers' Hall (part of the Silver Hill development of the city centre)
- continue to support the development of an affordable live/work scheme for graduate arts practitioners in Winnall

g) investing and working with Hampshire County Council to help provide further cultural facilities at the Jewry Street Discovery Centre, including gallery, performance and education spaces.

h) commissioning feasibility work to explore the potential for a Creative Industries group for Winchester, in collaboration with key partners, for example Arts Council England South East, University of Winchester and University of Southampton, Winchester

School of Art. The group's aims would be to lead and help realise the sector's potential for the District.

#### **4.2.2 We will support practitioners in the creative sector, encouraging skills and professional development by:**

- a) working with local partners to create a live/work scheme which will include associated professional support, for graduate and early career practitioners
- b) maximising opportunities to create affordable workspaces or projects where education or skills development is a focus, including development of commercial viability, through advocacy, through strategic working across all departments of the Council, and, if available, through financial support
- c) continuing to support Platform 4 Theatre Company and to partnership fund work by the company within the District
- d) continuing to support Lost and Found Theatre Company in its developments and to partnership fund work by the company within the District
- d) continuing to support the Colour Factory artist co-operative in its aims to provide mentoring and professional support to early career artists
- e) working with others to help provide professional development and support for those in the creative industries. We will do this by working with the city's educational establishments as well as national and regional arts and educational agencies, to help provide accessible information and training opportunities

#### **4.2.3 We will promote the development of unique and accessible festivals in the District by:**

- a) continuing to support the Hat Fair, the country's longest running festival of street theatre, and one of the UK's top street arts festivals, in particular its robust management, commissioning of new work, participatory work and international links.
- b) continuing to support the Bishop's Waltham Festival, which provides an important artistic focus in this rural community, in particular professional and educational strands of its programme.
- c) continuing to support the Winchester Children's Festival, co-ordinated by the Tower Arts Centre (a Hampshire County Council arts centre) in collaboration with partner arts and education organisations throughout the City and District, to increase range, access and profile of the event
- d) continuing to support the Art and Mind Festival, in particular its developing contribution to the Winchester community, its significant contribution to the creative



portfolio, and its increasing profile as a unique event of national and international interest

e) using the findings from the Bonnar Keenlyside Festivals Review 2004 to identify additional resources for festival providers, specifically in marketing and management.

#### **4.3 SECOND OBJECTIVE**

##### **TO INCREASE OPPORTUNITIES FOR WINCHESTER'S RESIDENTS, VISITORS AND BUSINESSES TO BECOME INVOLVED IN CREATIVE ACTIVITY**

##### **4.3.1 We will increase opportunities for young people to become involved in creative activity by:**

a) developing Winchester Rural Youth Theatres and Hants in Your Pants Dance groups in partnership with Theatre Royal Winchester

b) leading on a series of arts projects with a focus on young people

d) supporting Winnall Rock School

##### **4.3.2 We will initiate and support arts projects which aim to help develop local communities or which have a community focus by:**

a) providing advice and support for voluntary and amateur arts groups, including funding advice and Community Chest grants, subject to resources

b) delivering a community-focussed arts project each year which relates to local distinctiveness

##### **4.3.3 We will work towards achieving fully accessible arts services within the District, helping to remove geographical, physical, economic or cultural barriers by:**

a) ensuring that arts projects led by us are fully accessible

b) requiring our revenue funded service providers to ensure that their activities are as accessible as possible

c) continuing to commission 'Hog the Limelight' (a service of Hampshire County council) to bring rural touring performances and workshops into the District

d) taking touring exhibitions such as those curated by WING touring exhibition scheme, to rural communities

e) commissioning visual arts projects with Winchester Gallery working with city neighbourhood schools, in particular Winnall Stanmore and Highcliffe

- f) organising events for the creative sector which explore and increase understanding of social inclusion
- g) advocating and seeking opportunities for improved transport links to arts services for the young and elderly living in isolated communities

#### **4.3.4 We will increase access to under-represented art forms by:**

- a) sustaining the Storm Youth Dance group in Stanmore and the So Swanmore Youth Dance Group in Swanmore, in partnership with Theatre Royal Winchester
- b) establishing a literature development programme including participatory activity, in consultation with the library service and new Discovery Centre
- c) developing digital media awareness and opportunities
- d) exploring opportunities for increased critical debate and understanding of contemporary music

#### **4.3.5 We will encourage diversity in the range of arts activity in the District by:**

- a) requiring revenue funded service providers to include work by and for diverse practitioners and audiences, including culturally diverse and disability groups.

#### **4.3.6 We will develop and support arts initiatives which provide benefits to people suffering from health problems by:**

- a) hosting a SHIPs funded pilot project to be developed in the District, working either with mental health services or on health education services with families or young people
- b) hosting SHIPs funded pilot work exploring the health benefits of dance

### **4.4 *THIRD OBJECTIVE***

#### **TO DEVELOP AND SUPPORT CREATIVE PROJECTS WHICH ENHANCE THE BUILT AND NATURAL ENVIRONMENT**

##### **4.4.1 We will enhance the District's environment and attractiveness through appropriate commissioning of public art. We will do this by:**

- a) producing a public art policy
- b) employing a public art officer for fixed term assignments
- c) promoting a 'Year of Sculpture' event in 2006 to include high quality work and education programmes, increasing audiences and awareness of public art through sculpture.

- d) working with the council's planners and development interests to encourage appropriate commissioning of public art in new developments, including requirements for percent for art allocation within development briefs.
- e) working with the council's planners and legal services to explore creation of an 'Art Fund' achieved through development and planning gain (similar to schemes such as the 'Open Space Fund')
- f) working with the council's planners and community teams to encourage appropriate commissioning of arts activities within new developments to help provide community cohesion and distinctive identity
- g) working closely with the Silver Hill developers to incorporate attractive and exciting public art commissions which will enhance local distinctiveness
- h) commissioning art works in or on empty retail units in the city

## ACTION PLAN 2006 – 09

### OBJECTIVE ONE: TO SUPPORT THE DEVELOPMENT OF WINCHESTER'S CREATIVE SECTOR IN ORDER TO MAXIMISE THE SOCIAL AND ECONOMIC CONTRIBUTIONS IT MAKES TO OUR COMMUNITY

#### Programme 1: Developing the capacity of the creative industries

ACTION	REASON	LEAD AND PARTNER ORGANISATIONS	TARGET OUTPUTS	TARGET COMPLETION DATES
a) Commission a feasibility study to investigate the creation of a Creative Industries Group	To help the sector realise its potential	WCC, ACESE, UOW, WSA	Feasibility report publication	Summer 2007
b) Maintain an arts website	To provide better networks and communications	WCC	Website online and well maintained; Usage recorded	Ongoing
c) Produce an arts newsletter	"	WCC	Newsletter in regular production	Launch 2006, then ongoing
d) Host regular arts network events Including Café Culture	"	WCC / UW	6 events per year; Impact /outputs documented	Ongoing Annual report Spring each year
e) Maintain an arts database	"	WCC	Database well maintained	Ongoing
f) Continue to fund and develop partnership working with Theatre Royal	To grow and promote artistic, social and economic impact of organisation	WCC/TRW/HCC/ACE, SE/WATL	Annual SLA; Quarterly monitoring; Depth of impact measured and reported	SLAs spring each year; Annual report; Monitoring and liaison ongoing
g) Continue to fund and develop partnership working with Hat Fair as far as City Council resources allow	"	WCC/HF/HCC/ACE, SE/UW	Annual SLA; Depth of impact measured and reported	"
g) Continue to fund and develop partnership with Tower Arts Centre as far as City Council resources allow	"	WCC/Tower/HCC/ACE, SE	Annual SLA; ACE, SE funding for Children's Festival	SLAs spring each year; Funding secured summer 2006
h) Continue to fund	"	WCC/BWF/ HCC	Annual SLA;	SLAs spring

and develop partnership with Bishop's Waltham Festival as far as City Council resources allow			Depth of impact measured and reported	each year;
i) Offer career and project advice	To support young and early career arts practitioners	WCC/WSA/UW	10 consultations each year	Ongoing
j) Revise and reissue 'Eye Openers' guide to the visual arts in the Winchester District	To promote local arts practitioners	WCC	Research undertaken; Publication launched and distributed	Research end 2005; Launch spring 2006
k) Commission new work by local artists	"	WCC	1 Commission each year: Parchment Street feature in hand for 2006	Ongoing
l) Continue to display work by local artists in the view, 4, Bridge St	To provide additional spaces for showing or producing art work	WCC	10 displays each year	Ongoing
m) Explore new opportunities for display or creation of art work	"	WCC	1 new space each year	Ongoing
n) Continue to explore live/work proposal for Winnall	"	Winchester Housing Group/ WSA	Stakeholder event	Summer 2006
o) Invest in and help develop new Cultural Centre	To provide additional gallery, exhibition, education and performance spaces for the District	HCC/TRW/WCC	Appropriate additional resources are achieved for the creative sector	March 2007
p) Audit suitable existing facilities throughout the District, and establish an access protocol	To increase resources for practitioners	WCC	Further affordable rehearsal and studio spaces become available	Autumn 2007

**Programme 2: Supporting creative practitioners through professional and skills development**

<b>ACTION</b>	<b>REASON</b>	<b>LEAD AND PARTNER ORGANISATIONS</b>	<b>TARGET OUTPUTS</b>	<b>TARGET COMPLETION DATES</b>
a) Build partnerships with providers of continuing professional development	To grow provision of and take up of cpd opportunities	UW/WSA/Arts & Business/ACE,SE	CPD take up increased	Ongoing
b) Develop live/work and mentoring capacity of Colour Factory	"	Colour Factory/WCC	Colour Factory business plan created and implemented; Accommodation and graduate mentoring undertaken, 1 each year	BP Summer 2006; mentoring available from 2006; Live/work proposal realised 2006/7
c) Maintain partnership with Platform 4 Theatre Co	To support professional development	WCC/Platform 4	P4 new works to have profile in Winchester; Annual participatory project	Ongoing
d) Maintain partnership with Lost and Found Theatre Co	To support professional development	WCC/ACESE/Lost and Found	Increased Lost and Found profile, annual performances and participation	Ongoing

**Programme 3: Promoting the development of unique and accessible festivals**

<b>ACTION</b>	<b>REASON</b>	<b>LEAD AND PARTNER ORGANISATIONS</b>	<b>TARGET OUTPUTS</b>	<b>TARGET COMPLETION DATES</b>
a) Help consolidate capacity of Hat Fair artistically and organisationally	To increase recognition of and investment in its accessible artistic, social and economic impact	WCC/Hat Fair	Increased inward investment; Improved marketing; Improved robustness of organisation	Income growth 10% each year; Event attendance growth 10% each year
b) Help build capacity of Bishop's Waltham Festival	To increase rural access to arts activity	WCC/BWF	Improved marketing	Event attendance growth 10% each year
c) Help build	To increase young	WCC/Tower/HCC/	Increased inward	February 2007

Winchester Children's Festival	people's access to arts activity	ACE,SE	investment; 100% growth in participation Improved marketing	
d) Help develop provision of Festivals Resource Base	To provide additional resources for promotion and management	WCC/HCC/ACE,SE	Creation of Festivals Resource Base	Spring 2006

## **OBJECTIVE TWO: TO INCREASE OPPORTUNITIES FOR PEOPLE TO BECOME INVOLVED IN CREATIVE ACTIVITY**

### **Programme 1: Increasing opportunities for young people to become involved in creative activity**

<b>ACTION</b>	<b>REASON</b>	<b>LEAD AND PARTNER ORGANISATIONS</b>	<b>TARGET OUTPUTS</b>	<b>TARGET COMPLETION DATES</b>
a) Develop Winchester Rural Youth Theatres in partnership with Theatre Royal	To sustain rural access	Theatre Royal/ WCC/Meon Youth Theatre	Participation increased by 10% each year	Annual review
b) Commission graffiti projects	To validate young people's creativity and combat anti social behaviour	WCC/City Centre Partnership/Police/ Probation Services/	One project per year	Annual review
c) Develop SHIPs digital Media research and pilot study for film, photography and broadcasting	To provide facilities for young people to acquire skills and understanding of digital media	SHIPs JIF	Research completed; Pilot Study completed	Pilot Spring 2006, then ongoing
d) Develop JIF Young People's Dance projects	To increase young people's participation in Dance	SHIPs JIF	New North Hampshire Company established; 'Big Dance' Day; Dance and Health research undertaken	May 2006
e) Develop JIF Young People's Music projects	To increase resources for young people to participate in music	SHIPs JIF	Research completed; New resources made available	March 2007
f) Sustain established Dance	To sustain access to participation in	Hampshire Dance Trust/Theatre	Dance groups managed by	Summer 2006 then ongoing

groups in Stanmore and Swanmore	Dance for young people	Royal/WCC	Theatre Royal; Participation increased by 10% each year	
g) Develop Winnall Rock School	To sustain accessible music tuition and recording facilities for 10 – 18s in Winnall and Highcliffe	WRS/WCC/ National Foundation for Youth Music	Inward investment achieved; 60 young people participating each year; Outreach service established	Funding by spring 2006; Participation ongoing; Outreach in 2007

**Programme 2: Initiating and supporting projects which help to develop local communities or which have a community focus**

<b>ACTION</b>	<b>REASON</b>	<b>LEAD AND PARTNER ORGANISATIONS</b>	<b>TARGET OUTPUTS</b>	<b>TARGET COMPLETION DATES</b>
a) Provide advice and funding for voluntary, amateur and community arts projects in Stanmore, Highcliffe and Winnall or in rural communities	To develop capacity, collaboration and self-confidence within communities for the commissioning of appropriate arts activities	WCC, SCLP,WRS	Advice and/or funding to 5 groups per year	Ongoing

**Programme 3: Working towards fully accessible arts services within the District and helping to remove geographical, physical, economic or cultural barriers**

<b>ACTION</b>	<b>REASON</b>	<b>LEAD AND PARTNER ORGANISATIONS</b>	<b>TARGET OUTPUTS</b>	<b>TARGET COMPLETION DATES</b>
a) Ensure arts projects led by WCC are fully accessible	To set high standards and ensure access	WCC	All arts projects are fully accessible	January 2007
b) Ensure our arts revenue clients' services are fully accessible	"	WCC/Theatre Royal/Tower/Hat Fair/BWFest/Folk Fest/WinFest/Early Music Now	All SLAs include this Performance Indicator	Summer 2006
c) Commissioning HCC's 'Hog the Limelight' rural touring scheme	To provide performing arts events and activities in rural	HCC/WCC/ villages	Events in rural communities increased by 20%	End 2006, 10% increase in bookings annually



	communities			
d) Commissioning WING (Winchester Gallery touring exhibitions) and Winchester Gallery education service	To provide visual arts events in rural communities and to provide visual arts experiences to children in Winnall, Highcliffe and Stanmore	WING/WCC/Villages	1 exhibition each year 2 education projects each year	Ongoing
e) Host events which help the creative industries to engage with social inclusion policy	To increase understanding of social inclusion and how to remove barriers	WCC	2 annual events (06/07 and 07/08)	March 2008
f) Investigate and conduct pilot project (arts-mobility?) with community and public transport links	To increase access for people without easily accessible transport	WCC	Improved access and increased take up at District venues & events	March 2009

#### Programme 4: Increasing access to under represented art forms

<b>ACTION</b>	<b>REASON</b>	<b>LEAD AND PARTNER ORGANISATIONS</b>	<b>TARGET OUTPUTS</b>	<b>TARGET COMPLETION DATES</b>
a) Establish a literature development programme including participatory activity	To increase provision of literature related activity in the District	WCC/HCC/ACE,SE	Programme devised and implemented	September 2006 and ongoing
b) Develop digital media resources	To increase awareness and access to digital media activities	SHIPs	Resource network and promotion including pilot project	Summer 2007
c) Develop JIF Young People's Music projects	To increase resources for young people to participate in music	SHIPS JIF	Research completed; New resources made available	March 2007

**Programme 5: Encouraging diversity in the range of arts activity in the District**

<b>ACTION</b>	<b>REASON</b>	<b>LEAD AND PARTNER ORGANISATIONS</b>	<b>TARGET OUTPUTS</b>	<b>TARGET COMPLETION DATES</b>
a) Ensure revenue funded service providers include work by, for and with diverse practitioners and audiences, including ethnic and disability groups	To increase public and sector understanding of the artistic, social and economic value of working with a diverse range of people	WCC/Theatre Royal/Tower/Hat Fair/BWFest/Folk Fest/WinFest/Early Music Now	All SLAs to have a diversity PI	Summer 2006

**Programme 6: Developing arts initiatives which provide benefits to people suffering from health problems**

<b>ACTION</b>	<b>REASON</b>	<b>LEAD AND PARTNER ORGANISATIONS</b>	<b>TARGET OUTPUTS</b>	<b>TARGET COMPLETION DATES</b>
a) Deliver pilot projects which explore and evaluate the health benefits of creative work	To contribute to healthier communities	SHIPS JIF	2 pilot projects	March 2009

**OBJECTIVE THREE: TO DEVELOP AND SUPPORT CREATIVE PROJECTS WHICH ENHANCE THE BUILT AND NATURAL ENVIRONMENT**
**Programme 1: Enhancing the District's environment and attractiveness through appropriate commissioning of public art**

<b>ACTION</b>	<b>REASON</b>	<b>LEAD AND PARTNER ORGANISATIONS</b>	<b>TARGET OUTPUTS</b>	<b>TARGET COMPLETION DATES</b>
a) Produce a full public art policy	To structure and raise awareness of WCC commissioning plans	WCC, ACE,SE	Consultation programme and policy produced and distributed	March 2007
b) Appoint a public art officer funded	To deliver public art programmes	WCC, ACE,SE	Fixed term appointment	Summer 2007

by developer contributions			made	
c) Support and promote a 'Year of Sculpture' event	To raise the profile of and access to public art through sculpture	Year of Sculpture Partnership (WCC,HCC, Winchester Gallery, Winchester School of Art, Winchester Cathedral, Hampshire Sculpture Trust	Successful high profile Year of Sculpture High quality education programme delivered	June 2007
d) Establish regular liaison with Planning officials and develop 'per cent for art' protocols	To achieve greater investment in public art by developers	WCC	Protocol published; One new 'per cent for art' project each year	March 2007 then ongoing
e) Establish public art commissioning plan with Silver Hill management team	To ensure high quality commissions are included in the new development	WCC/ WCC Estates/ Thornfields	Public Art Commissioning Plan drawn up; Lead artist identified, appointed and monitored	Spring 2006 then ongoing
f) Commission public art works in/on empty retail spaces	To enhance the appearance of the District	WCC/ WCC Estates/ Various traders	One commission each year	Ongoing
g) Liaise on commissions for Winchester Discovery Centre	To ensure high quality public art is incorporated into the new facility	HCC	High quality commission achieved	March 2007

## Glossary

### *Definitions*

Regeneration            the transformation of a place which has symptoms of social, economic or environmental decline

### *Abbreviations*

DCMS	The government's Department of Culture, Media and Sport which determines statutory provision and guidelines for the arts
DfEE/S	The Government Department for Education and Science (DfEE was Department for Education and Employment, superseded by Department for Education and Skills)
ACE	Arts Council England is the government-funded specialist national body for the arts. This is made up of nine regional divisions.
ACE,SE	Arts Council England, South East is the regional division of the Arts Council in which the Winchester District is placed. Its headquarters are in Brighton.
PI	Performance indicator
SEEDA	South East Economic Development Agency, the regional development agency with which ACE,SE works to deliver regional objectives for the creative sector.
SHIPS	Southampton, Hampshire, Isle of Wight and Portsmouth local authorities, working together for arts development in this 'sub-region' of South East England.
JIF	Joint Investment Fund created by the SHIPS group and Arts Council England, South East, developing a range of additional arts activities in the sub-region.
WCC	Winchester City Council
HCC	Hampshire County Council
SLA	Service Level Agreement or Partnership Agreement – contracts between Winchester City Council and funded organisations, detailing services and priorities.
WATL	Winchester Arts Trust Limited (charitable trust which owns the Theatre Royal)
WSA	Winchester School of Art (arts faculty of the University of Southampton)
UW	The University of Winchester

**Appendix One: Winchester City Council grants for the arts, criteria and recent awards**

**Appendix Two: Winchester City Council Arts Development Budget**

(not appended)