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**CULTURE**  
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# CULTURE

Winchester Vision 2020–2030  
handbook **part 2: Target recommendations,**  
**following the four week working group**  
**period, September and October 2020.**

“There is an awareness that the process ahead needs to include the space to catch emerging ideas. It cannot be fixed or rigid. It needs to flex with changing times, changing attitudes, and changing technologies. But at its heart it needs a strong set of principles”

# Exploring arts, creativity and sense of place.

Beginning in March 2020, the Winchester Vision project ran a series of listening initiatives, such as interviews, street audio recordings, social media interactions, digital walks. From this research, a series of five key targets emerged. These targets were described in Handbook Pt. 1 as starting points for working group activities.

This is Handbook Pt. 2 and is a record of the process of each working group. It explains how each group arrived at its key recommendations. These five working group reports will directly inform the final Winchester Vision 2020 - 2030

- 04 What is Culture?**
- 06 Recommended actions summary**
- 07 Culture assets map**
- 08 The big picture**
- 10 Research and data gathering**
- 12 Community build - people and place**
- 14 Projects**



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# What is Culture?

Clearly we can define this as 'the arts' but it's also how we as a society form ideas, customs, and social behaviour.

The cultural offer in Winchester in its broad sense is evident, from the historically rich Cathedral to the yearly much loved festivals such as the Hat Fair and Winchester Festival. But if you scratch the surface there is more – much more. So why should we need to know where to look before we can discover just how much is hidden below the surface?







This is an engagement “onion” model showing layers of participants with a central sector-led Steering group made up of providers, practitioners, enablers and showcasers

## Group facilitator’s summary.

The Culture group looked at a mix of subjects related to how we live, connect and create. They sought out the opportunities for all ages to be entertained, informed and inspired across the city. Together we explored the potential for the city to become more aware of its deep rooted culture and how it can grow and explore new avenues to connect the community for the future.

**“The creative scene and local talent is here – but only if you know where to look for it.”**

Why do we not know about it? How can we make this more visible?

How can we encourage the younger generation who want to work in the creative industries to stay in the area? What is there ‘to do’ for the young people across the city? What authentic ‘home-grown’ cultural offers are there to attract visitors from outside the area? And what about the support for local businesses, micro start-ups and freelancers? The creative industry in the city is thriving but how can it get a seat at the table to really affect change for the city? How do we collectively produce a diverse mix of innovative and engaging cultural offers for everyone to enjoy and be inspired by throughout the year?

These were some of the many questions posed by the Culture Working Group, and over the course of a month we tackled the macro to the micro, from the grass roots looking up to the Big Picture to understanding that a co-creation approach was the way forward. We knew that culture is more than ‘things’ and ‘spaces’ but a mindset. And by creating the perfect environments both physically and psychologically, culture, in all its unique forms will thrive organically, from the ground up.



# Culture recommendations

Culture in all its forms is not something that can be imposed from the top down; we must encourage the climate from which it can reveal itself and grow; a climate in which the default position of those with the power is “yes”, rather than “no”. Having the right psychological space for culture to manifest itself is no less important than having the physical spaces available to allow it to thrive across the city.



## Target projects



### 1 The Big Picture

**These are long term projects that will impact everything below it and will need most support and buy in from WCC/WTF and other associates.**



### 2 Research and Data Gathering

**These are ongoing research projects that can support the Big Picture initiatives support cases and funding.**



### 3 Community Build - People and Place

**These are the ideas that concern developing and creating spaces as well as developing people.**

### 4 Projects

**These are the smaller ongoing or one off projects that can thrive once parts 1-3 are in place.**



# Culture warm and hot spots across Winchester

Cultural Hot Spots are areas that have a great detail of cultural activity currently but also have room for further development

Cultural Warm Spots are where some cultural activity is happening but there is still more room for development in these areas

## Hotspots:

- 1: Jewry Street top end by Theatre Royal, DC etc
- 2: WSA, 'north of corridor' area
- 3: Guildhall, Nutshell, Cathedral area (soon to include Kings Walk)

## Warm spots:

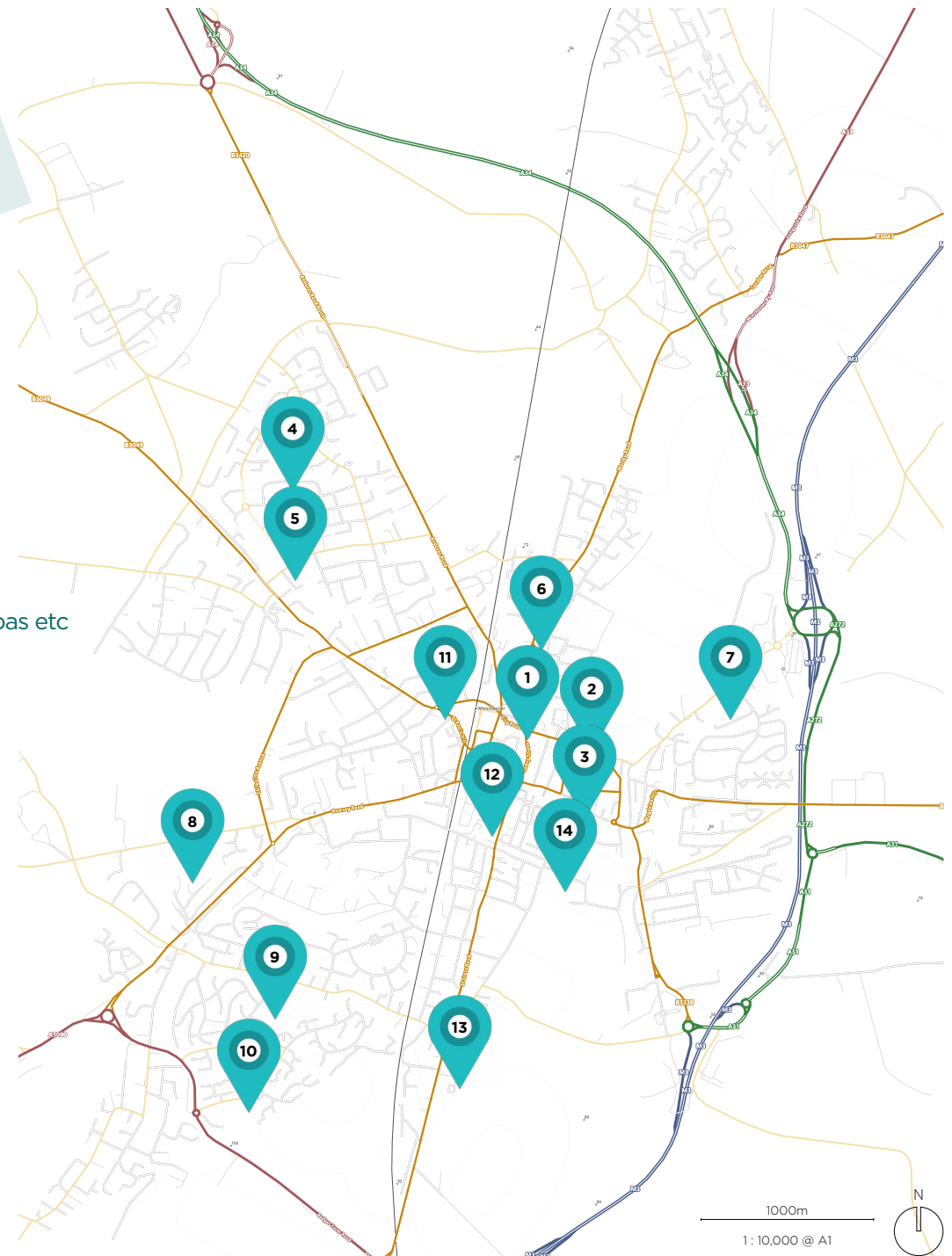
- 4: Weeke Community Centre; and not too far away the ACE centre, St Barnabas etc
- 5: Cultural Hot Spot
- 6: Hyde Tavern, Church Hall, St Barts in Hyde
- 7: Unit 12 and Winnall Community Centre
- 8: Kings School Community Centre and Tower Arts
- 9: Carroll Centre, Stanmore
- 10: Community Centre, Badger Farm
- 11: The Railway Inn, St Paul's Church in Fullood

## Standalone venues:

- 12: Everyman Cinema
- 13: St Cross Hospital

## Zone of missed potential:

- 14: Around Winchester College



# SECTION

# 1.

## The big picture.

The city's strength lies in its community. We see time and time again smaller grass roots projects in Winchester leading the way to long term successes. From the Skatepark at North Walls to the thriving music community supporting the Railway Inn and many more, we see that the sustainable model for a thriving arts and culture scene is community-led.

Equal to this, the creative industry itself across Winchester is thriving. It is a community that can support itself - it generates money and enriches lives, but its lack of visibility across the city heralds a view that either it doesn't exist or cannot be a viable option to support.

The lack of a visible cultural strategy from the city has also been a stumbling block in allowing the creative industry to integrate more within the future vision of Winchester, as well as retaining local talent, developing skills in the younger generation and offering a more robust year-round cultural offer for residents and visitors alike.

How do we tackle these key areas? We start with developing top line strategic approaches to support the community, the culture and the people of the city.

- 1. Develop a Culture Collaborative Network.**
- 2. Create a Culture Strategy supported by the creative sector.**
- 3. Build a Youth and Culture 'Corridor'.**
- 4. Map out creative enterprise zones to support emerging talent and youth retention .**



### Culture Collaborative Network (CCN)

BIG Tent approach to networking in the creative sector. More focused steering group within it. Task and finish approach to task based activity. Hampshire Cultural Trust (HCT) will help to facilitate. Advisory Group to support the creative community eg. signposting for funding.

#### HOW

Focus group facilitated by HCT meets 3 times over 3 months with a end point to form CCN network by Jan 2021

#### WHERE

Virtually initially, then at a venue for meetings facilitated by HCT

#### WHO

Hampshire Cultural Trust to facilitate / project leads will develop organically.  
Sector led group/open network  
Providers, Practitioners, Enablers, Showcasers



### Cultural Strategy for the City

3-year vision and workplan for arts, culture and creative industries

#### HOW

CCN meets with WCC 1-2 times in early 2021 to map out aims for Cultural Strategy for 2021-2023

#### WHERE and WHO

Virtually and CCN with WCC





## Youth & Culture ‘Corridor’ in City Centre

The beginnings of a ‘youth and cultural quarter’ that encourages and enables a creative environment to thrive. Co-created ‘walk’ then extended to a ‘loop’ through the Central Regeneration Area (CWR) area; depicted with street art (bollards, lampposts, bins, painted paving etc) and raised road surface emphasising pedestrian and other non-vehicular uses.

### HOW

Community Infrastructure Levy Fund - cc allocation and community bids  
EM3 LEP funding /HCT support  
Kings Walk Culture project link

### WHERE

Initially along Middle Brook Street and Park Avenue from Kings Walk to the Colour Factory. In longer-term, extend to loop to and from Guildhall and the new North Walls Pavilion

### WHO

CCN with WCC, WSA, local artists

“There’s an appetite for live (pop) music but few gigs put on”

Does Winchester need better music venues?

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onegreatwin Do you agree? As many of you will be missing out on attending #glastonbury2020, or even finding ways to celebrate its 50TH anniversary from home. We want to... more  
winnallrockschool Maybe... but it also has a fantastic range of existing venues that are under-utilised. There is much potential to unearth!

26 June



## Mapping out Creative Enterprise Zones

Clear picture of hot and warm spots for cultural activity in the city; enabling targeted support and investment by WCC, HCC, HCT and others

### HOW

CCN steering group spatially maps zones for areas of development linking with WCC Vision and CWR

### WHERE and WHO

Virtually and CCN

## Week 1 Blog extract:



### Visibility and voice

There was a lack of an overall Cultural Strategy and inadequate systems for access. Perhaps most significantly, it was felt that the voice of the city’s youth was poorly-represented, especially its large and economically active student population

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“This approach will nurture talent, create jobs, enhance well-being and boost business without bias to allow Winchester fulfil its creative and cultural potential”

## SECTION

# 2.

## Research, development and data gathering.

The lack of visibility of the thriving creative sector is largely down to lack of data. Identifying its socio-economic impact can levy funding support within and outside the city.

This data gap is also true on the issue of finding and utilising creative spaces for the community to use. With small tweaks to larger venues and encouraging the use of smaller non-culturally orientated local business spaces to adapt, which can generate a variety of multi-functional use spaces for the whole community to use.

Building a robust database of venues collated for the public to access would benefit the creative practitioners, local businesses and creative output overall. A Cultural Spaces database has been started and it now needs to be maintained and shared with stakeholders across the city.

Further to this it is felt that the voice of the city's youth is poorly-represented, especially its large and economically active student population. By gathering and analysing data in the area we can support specific needs across the city. For example, according to the latest population forecast data the "youngest" areas of the city are St Michael (highest proportion of population aged 0-18) and St Paul and St Luke (highest proportion Under 30). How can we develop these areas to ensure the young people and student populations are engaging with culture without having to travel into the city centre?



### Local economic impact of creative sector analysis

Up to date information about the economic contribution of arts/culture/creative industries

#### HOW

Focus group researches VAT returns for 2020 in creative industry jobs/research census in 2021

#### WHERE and WHO

Virtually. CCN.



### Building Relationships...

With national organisations and cultural bodies - to feed into and support the Culture Collaborative Network. Winchester is networked across country, region and nationally to facilitate exchange of ideas, resources, installations, performances

#### HOW

HCT and RIBA connections built through focus group/form showcase steering group meetings one a month in Winchester or online

#### WHERE and WHO

Virtually, initially. CCN.



## Cultural Spaces Audit

Assessment of all current and potential spaces that can be used for cultural activity. The team have started to build a cultural spaces database detailing the facilities and highlighting some that can be rejuvenated with small tweaks to create more affordable offers for the whole community to use throughout the year.

### HOW

Focus group building a open source database of spaces city wide, which can feed into CCN website and map etc

### WHERE and WHO

Virtually. CCN.

**“Winchester has plenty of existing cultural venues and does not need another”**

Do you agree?

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View Insights

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Liked by soundtherapyhampshire and 4 others

onegreatwin Do you agree? Does #winchester have a large enough cultural offering? Is this offering accessible to everyone within the city? Do you feel something is... more

kingottlieb3 No I don't agree. There is scope for much more

youtimeyogawithhayley Surely the more the better

18 June



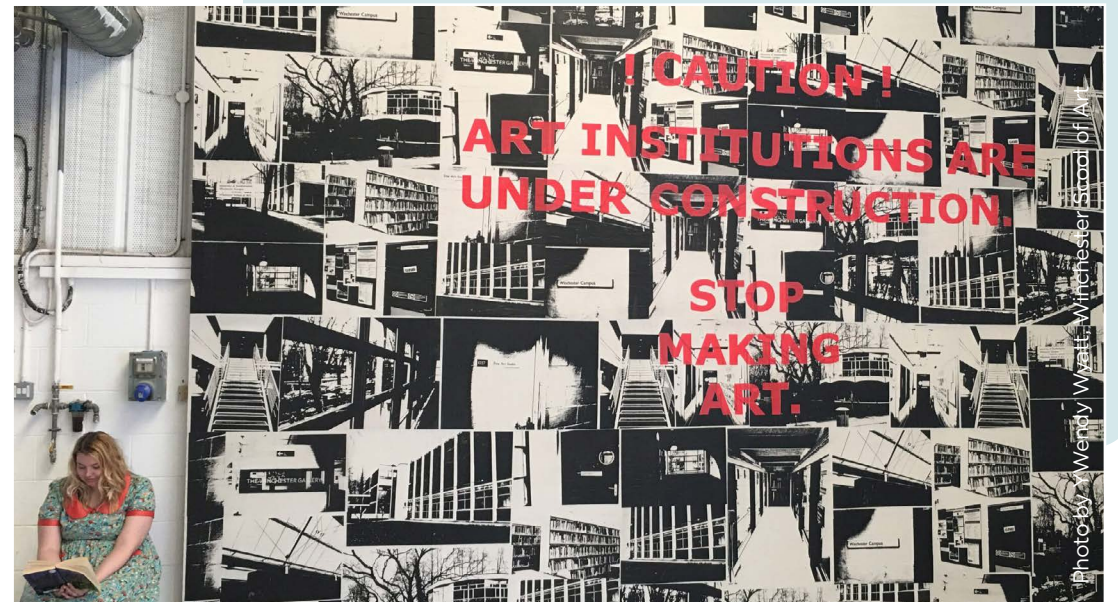
## Week 2 Blog extract:



### Cultural Corridor

The answer to this stasis lies in enhancing grass roots energy. Winchester should position itself so that it attracts more artists and young people, who see Brighton and Bristol as more attractive. They want to live in creative places. Could there also be a Cultural Corridor, from River Park to Kings Walk?

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**“There is plenty of traditional culture in the city, how do we encourage contemporary culture to sit alongside this and thrive?”**



## SECTION

# 3.

## Community build – people and place.

New spaces don't have to be built, but utilising existing spaces in a smarter way is key to the success of a thriving culture across the city. As well as identifying affordable creative workshops and rehearsal spaces through the Cultural Spaces database, the City and known associates such as St John's Charity, University of Winchester and others could support this spaces network.

Temporary pop up sites are also vital to a sustainable creative community. Curated popup markets and shops will encourage a platform for independent business owners to test new products, it retain local talent in the area and broadens the cultural offer from outside the city to visit at regular times across the year.

However, revitalising physical spaces across the city doesn't always equate to a thriving cultural scene. Developing the people who interact with those spaces is just as important.

Culture Collaborative Network can identify creative enterprise zones across the city that could deliver funded workshops for emerging and recently graduated creatives in business development, funding application support, network building. A city wide initiative could also be explored to support adults in education to develop skills and networks within the community.



### Affordable creative workshops and rehearsal spaces

Artists, Musicians, Creatives and Community Groups have access to use space for creative activity city wide. This will encourage grass roots talent development, creative output increases for Winchester to enjoy, makes use of disused or under utilised spaces and encourages talent retention across the city e.g. Students.

#### HOW

CCN and WCC (and St Johns Charity?) to identify existing space that can be reinstated (see Cultural Spaces Audit) initially - Kings Walk redevelopment in CWR is an opportunity too. If further spaces is still required then a long term project plan to create new spaces city wide for this activity.

#### WHERE and WHO

Cultural Corridor in City Centre.  
CCN with WCC.



Nirmal Rajendharkumar on Unsplash



## Week 3 Blog extract:



**Co-exist and co-create - the creative sector as a viable industry.**

The city's cultural activity has to co-exist with commerce, and can exploit and re-purpose vacated spaces. Efforts had been made to establish a pop-up shop agency, or broker, and this was felt to be very positive and desirable, given that rents here were said to be as high as London's Oxford Street, and a number of units were empty. Enabling short-term occupancy would provide flexible spaces for creatives, and have a rejuvenating effect.

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### Skills development and training for creatives and enterprises

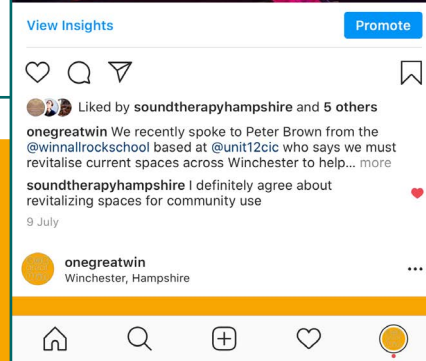
Through identifying the creative enterprise zones and CCN supported by funding to deliver workshops for emerging and recently graduated creatives in business development, funding application support, network building

#### HOW

CCN to manage with creative enterprise support funding

#### WHERE and WHO

Workshops held city wide in various spaces and online.



### Community music education and networks for adults

A city wide initiative to support adults to develop skills and networks within the community

#### HOW

CCN to link community groups and musicians. Start-up funding through Town Forum, then ACE.

#### WHERE and WHO

City wide - all wards.

CCN, local musicians and community groups/venues



**“Winchester’s main asset is its community support, which is evident through active community groups and informal networks across the city.”**

## SECTION

# 4.

## Projects.

If we develop these first 3 areas, the Big Picture ie strategy and sector collaboration, continuing to develop and hone the data gaps across the city and finally pushing this through to building a cultural community of people and place then smaller projects, medium and long term cultural projects that anyone wishes to pursue will have the perfect conditions to thrive and be a successful showcase of the wealth of talent Winchester has to offer - a beacon of creativity that nurtures its local talent, supports local business, revitalises its spaces and becomes the enviable destination location for visitors from across the UK.

**The four examples shown here are just a sample of the ideas under development.**



### Skatepark litter free/bin art

Young people involved in painting bins and signage inside (and potentially just outside) the North Walls Skatepark (part of youth/culture corridor)

#### HOW

The Colour Factory and Skatepark (or CCN on their behalf) apply for ACE or other project funding and get WCC support in kind

#### WHERE and WHO

Skatepark at North Walls.  
CCN, Sk8 Winchester, Beans n Boards, The Colour Factory / other local artists



### Showcasing cultural activity in existing venues outside the city centre

Such as The Handlebar Cafe. Examples include Portsmouth Creates 'We Create Market' (old Debenhams space). Aim is to facilitate wider visibility and engagement with the sector.

#### HOW

CCN set up a project group for this purpose.

#### WHERE and WHO

Various venues , working with CCN.

## Week 4 Blog extract:



### CULTURE COLLABORATIVE

“Perhaps most importantly, the collaborative message was underscored. Too much focus was given to physical outcomes, whereas the actual mechanism for progress lay in human networks.”

[READ THE WHOLE BLOG BY FOLLOWING THE QR CODE ABOVE >](#)



### Culture Collaborative website build

Online ‘one stop shop’ for arts/culture/creative venues and activities in Winchester city area; examples include Portsmouth Creates website and We Create Market (old Debenhams space), Sheffield ‘Our Favourite Places’ site

#### HOW

Focus group create a website (BID supported?) and a visual branding campaign

#### WHERE and WHO

Virtual. CCN, HCT.



### Develop Winchester Jazz Club

3 way partnership - Joined-up Jazz, Winchester School of Art and Southampton University Music School - aiming to start a club on the School of Art campus offering regular performances of the best of British jazz

#### HOW

Applying to ACE project grant , £500 Town Forum grant and £500 grant from Dean of Arts and Humanities, Southampton University, already received.

#### WHERE and WHO

Winchester School of Art (on the youth/culture corridor). WSA, Joined Up Jazz, UoS music school



“We should have a greater visibility of Winchester’s artists, creators and events promoted across the city.”

Commissioned by Winchester City Council  
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**Winchester Vision 2020/2030.**

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