

DECISION TAKER: Cabinet Member for Business and Culture - Councillor Lucille Thompson

REPORT TITLE: PLAY TO THE CROWD – ONE-OFF GRANT AWARD

12 JUNE 2025

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WARD(S): ST BARTHOLOMEW

DECISION:

1. That a one-off grant award of £5,000 to Play to the Crowd as a funding contribution toward the total street art project costs at Tower Street, is approved
2. That the expenditure of £5,000 from the council's Community and Voluntary Sector grants programme reserve, is approved.

REASONS FOR THE DECISION

Play to the Crowd, a registered charity, manages and operates the Theatre Royal in Winchester city centre. The maintenance and improvement of the theatre is their responsibility under the lease from the Winchester Theatre Trust who hold the building in trust for the community. Over recent years a programme of refurbishment and improvement has been undertaken to ensure the Theatre offers a high quality and accessible arts venue in the city and for the benefit of the district. This has included extensive remodelling of the entrances, foyer and café areas. The project now proposed, and seeking council support, continues that work by creating a vibrant, inviting, shared public space linking the outside to the inside of the Theatre through striking street art.

A funding requested has been submitted by Play to the Crowd and this report sets out the case for offering a one-off grant award towards the cost of creating this new outside space and street art on Tower Street.

OTHER OPTIONS CONSIDERED AND REJECTED

1. Other funding schemes have been considered including:
 - a) Community Infrastructure Levy – this was rejected as the scheme was deemed not meet the criteria of infrastructure as determined in the CIL regulations.
 - b) District and Town Small Grants funding – this was rejected as the scheme does not meet the outcome priorities for the funds.
2. Not to fund the scheme – this was rejected as the scheme supports the council's Cultural Strategy and Council Plan priorities. A small contribution can help facilitate the projects which is majority funded from other sources.

DECLARATION OF INTEREST

None

DISPENSATION GRANTED BY CHIEF EXECUTIVE:

None

APPROVED BY: Lucille Thompson

DATE: 12.06.2025

Councillor Lucille Thompson – Cabinet Member for Business and Culture

APPENDICES

Appendix 1 – Plan and design of the street art installation