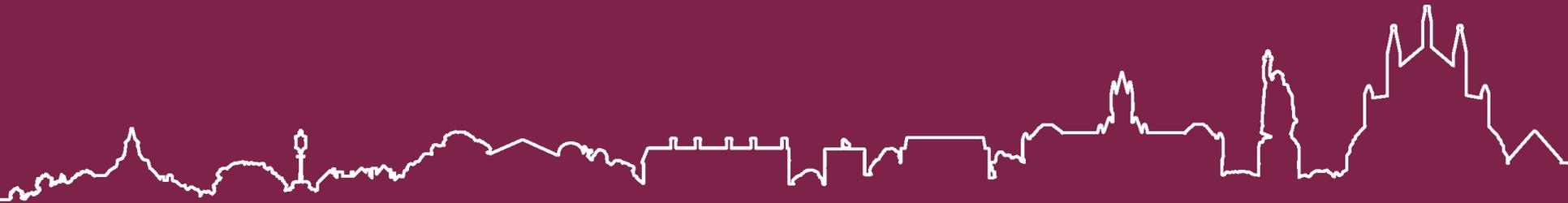


BUSINESS AND HOUSING POLICY COMMITTEE

28 FEBRUARY 2023

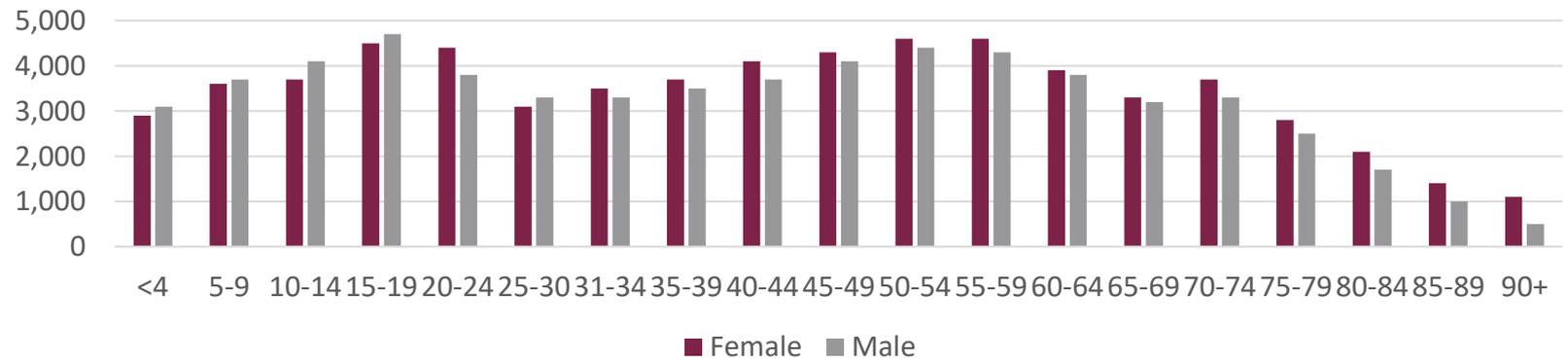
BHP041 PRESENTATION



WINCHESTER DISTRICT POPULATION

Winchester district has 127,500 residents

65,400 Female / 62,100 Male



Winchester district has 51,700 occupied households

Average 2.47 occupants per household

193 Residents per KM² (Lowest in the area – Southampton = 4,992!)



WINCHESTER DISTRICT POPULATION CHANGES

Between 2011 and 2021

Religion

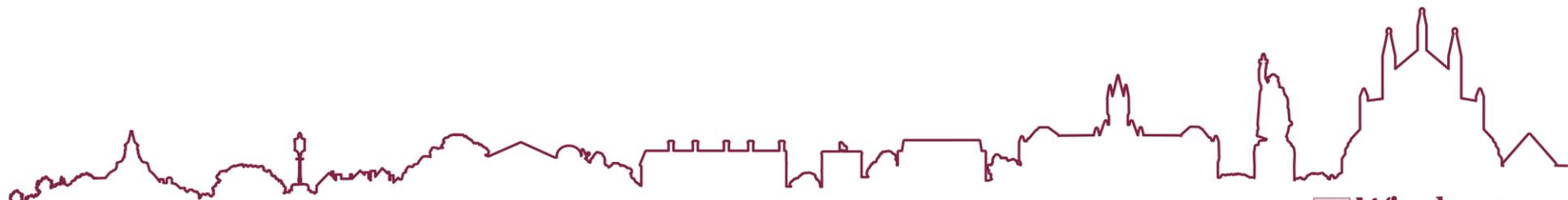
Those identifying as Hindu now represent 0.7% of Winchester but that equates to 106% more Hindu people (+488)

- Christian population decreased by 15% (-11,781)
- 'No Religion' population grown by 69% (+21,944)
- Buddhist population grown by 40% (+223)
- Jewish population grown by 25% (+44)
- Muslim population grown by 62% (+346)
- Sikh population grown by 52% (+65)

Ethnicity

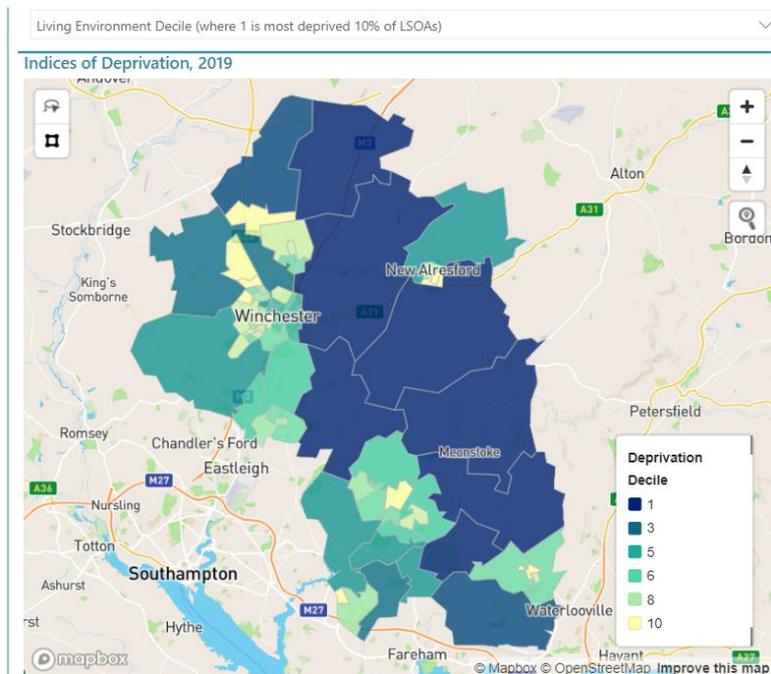
Those identifying as Black represent 0.6% of Winchester (up from 0.4%) but that equates to 50% more Black people (+255)

- Asian population grown by 34% (+1,019)
- Mixed population grown by 42% (+764)
- 'other' population grown by 133% (+510)
- White population decreased by 2% (-2,677)



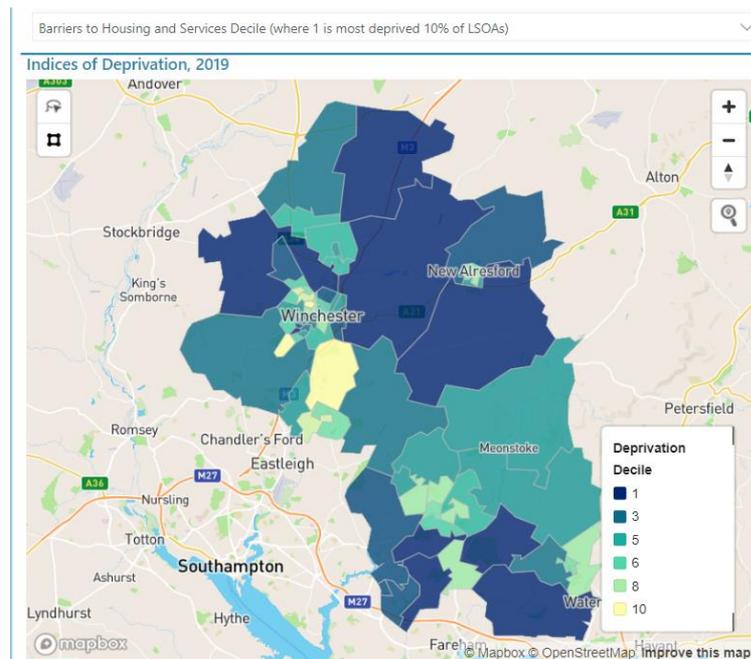
WINCHESTER DISTRICT DEPRIVATION

Winchester district does not feature in the top 10% of the Index of Multiple Deprivation. However:



7 wards are among the top 10% most deprived for 'Living Environment'

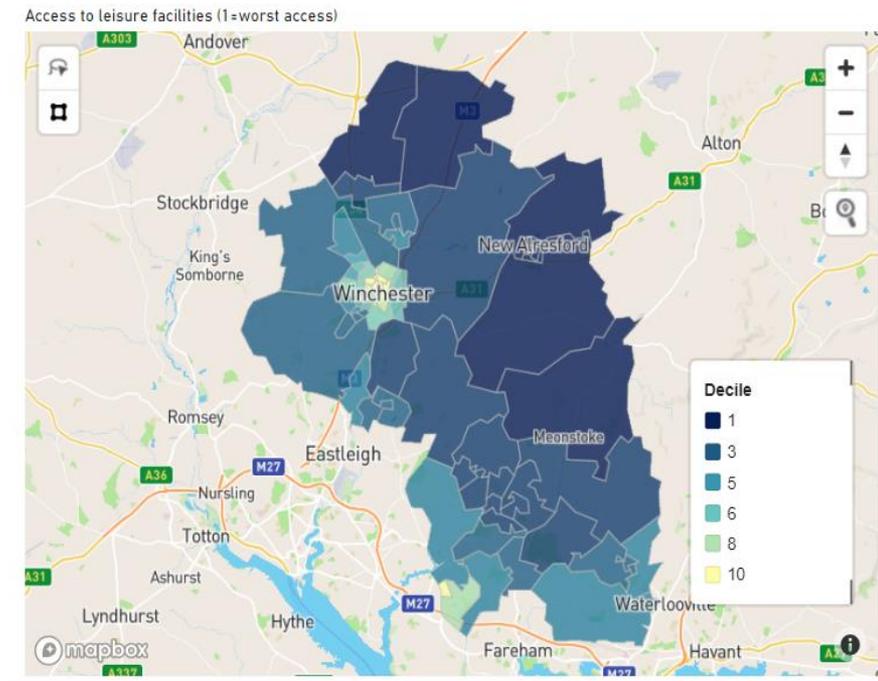
The quality of the local environment. The indoors living environment measures the quality of housing; while the outdoors living environment contains measures of air quality and road traffic accidents.



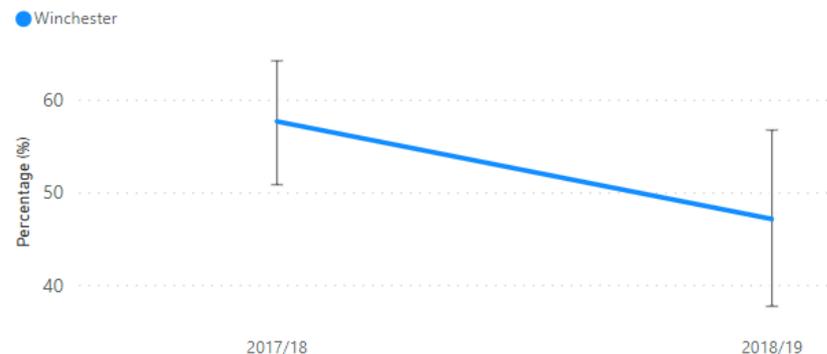
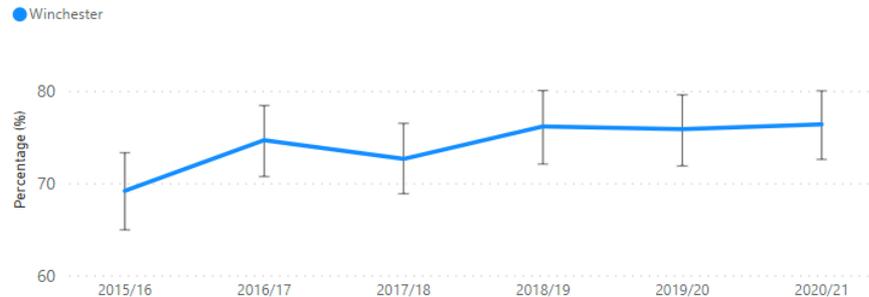
9 wards are among the top 10% most deprived for 'Barriers to Housing and Services'

The physical and financial accessibility of housing and local services. Geographical barriers, which relate to the physical proximity of local services, and wider barriers which includes affordability.

WINCHESTER DISTRICT DEPRIVATION

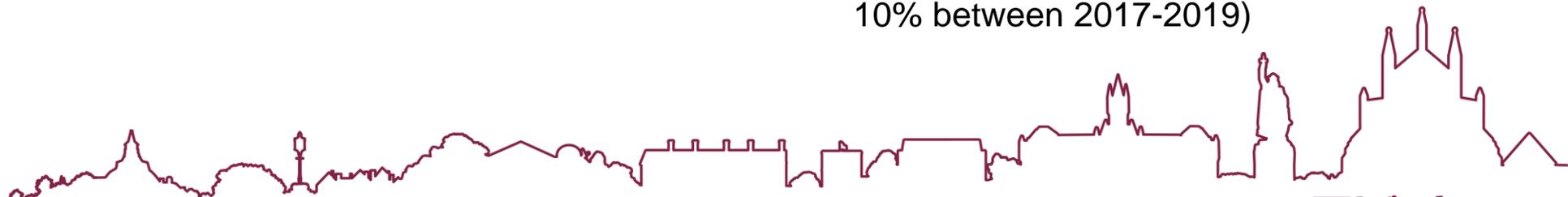


Percentage of physically active adults in Winchester



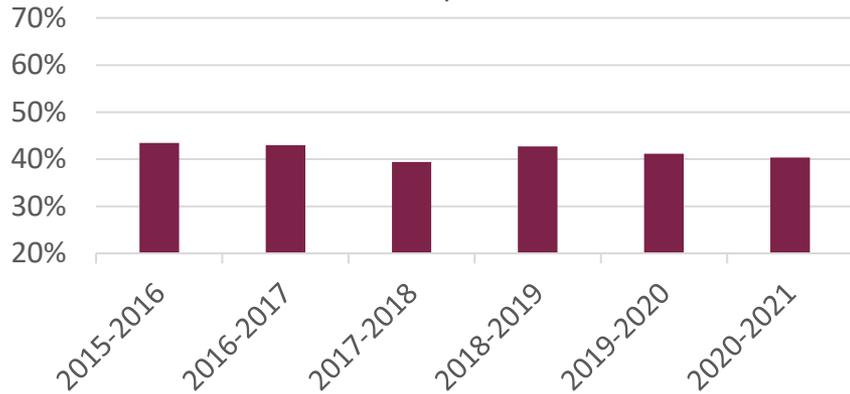
4 Wards fall into the top 10% most deprived for 'access to leisure facilities' with many more falling within the top 50%.

Whilst around 73% of adults in Winchester district are physically active, approximately 17% are inactive and only 48% of Young People are physically active (a decline of 10% between 2017-2019)

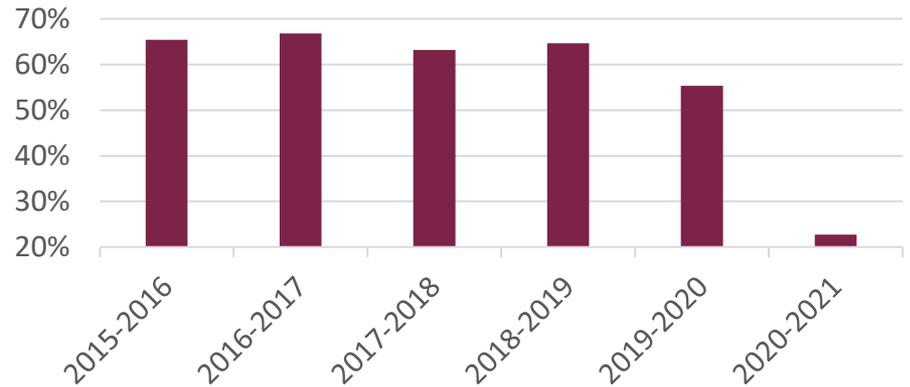


WINCHESTER DISTRICT AUDIENCES

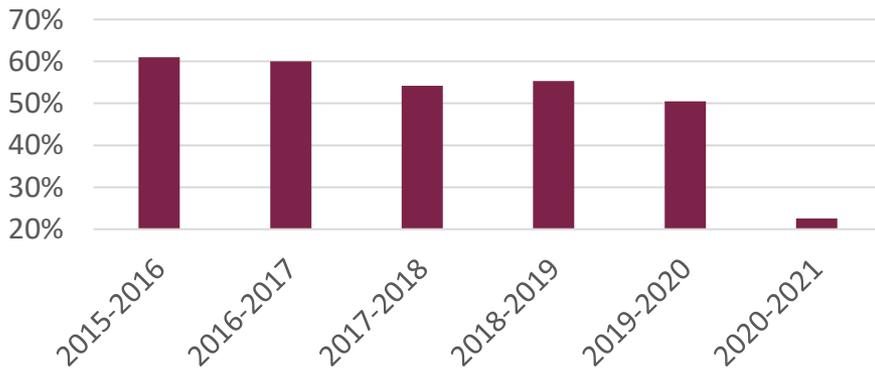
Spent time doing a creative, artistic, theatrical or music activity or a craft



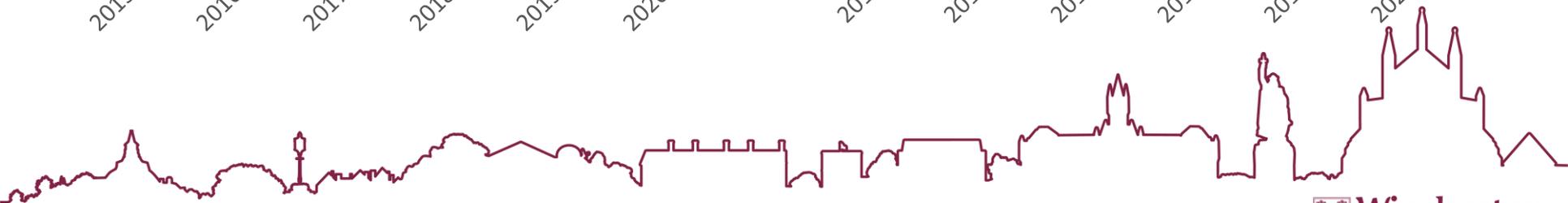
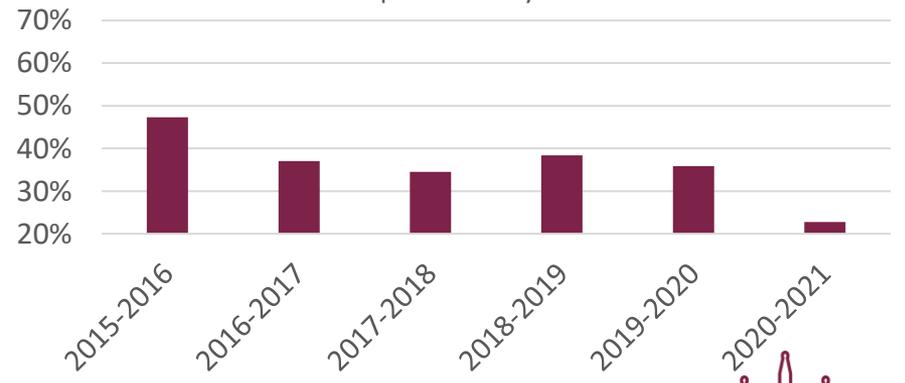
Attended an event, performance or festival involving creative, artistic, dance, theatrical or music activity



Attended a museum or gallery



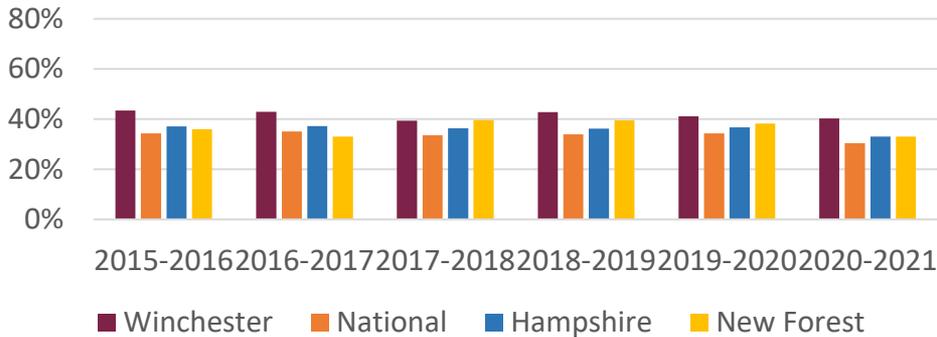
Used a public library service



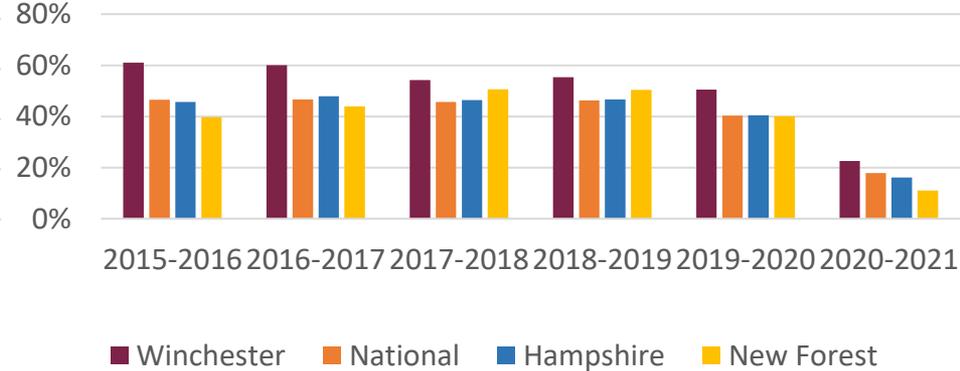
WINCHESTER DISTRICT AUDIENCES

Winchester district in comparison to **national and local averages** (November to November inclusive)

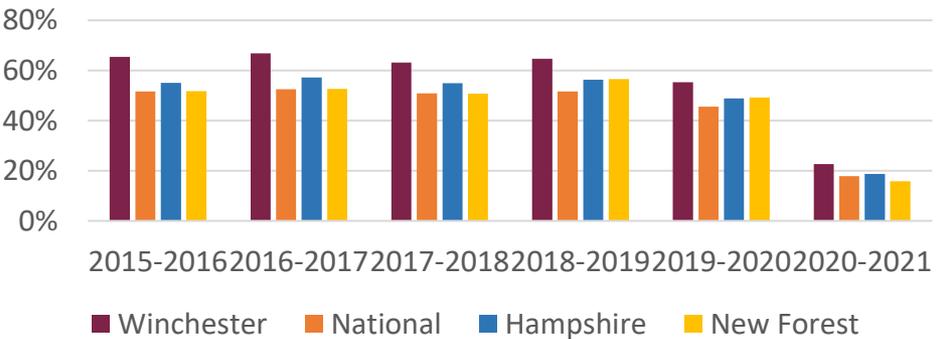
Creative Activity



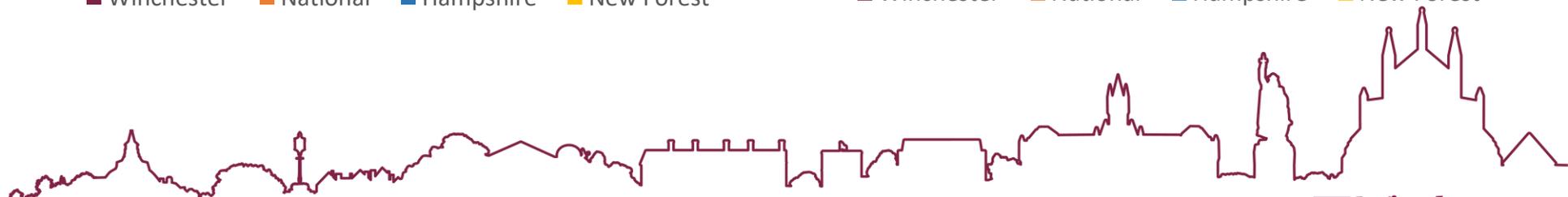
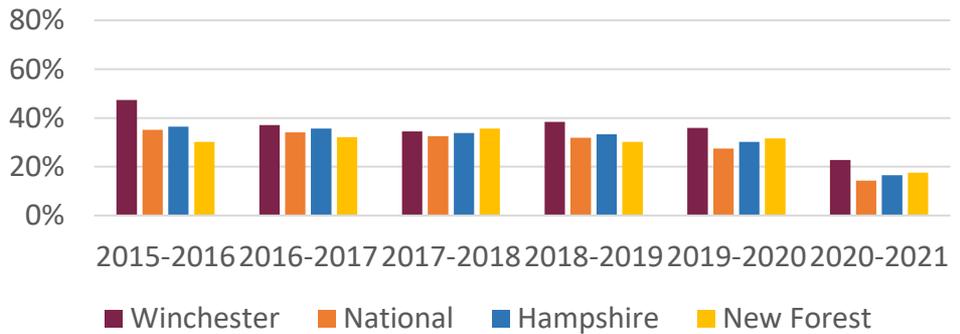
Attend Museum or Gallery



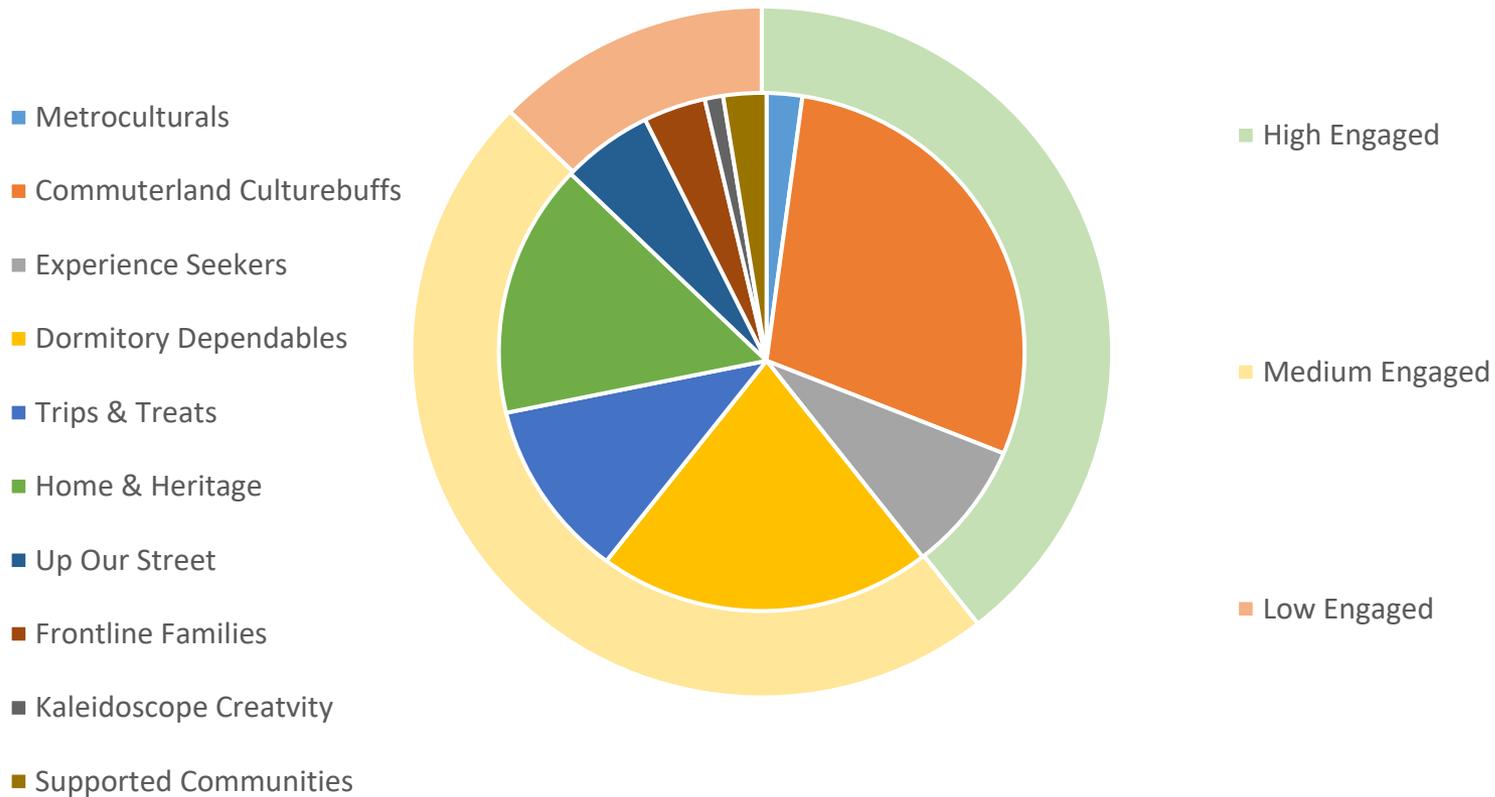
Attend Events



Used Public Library

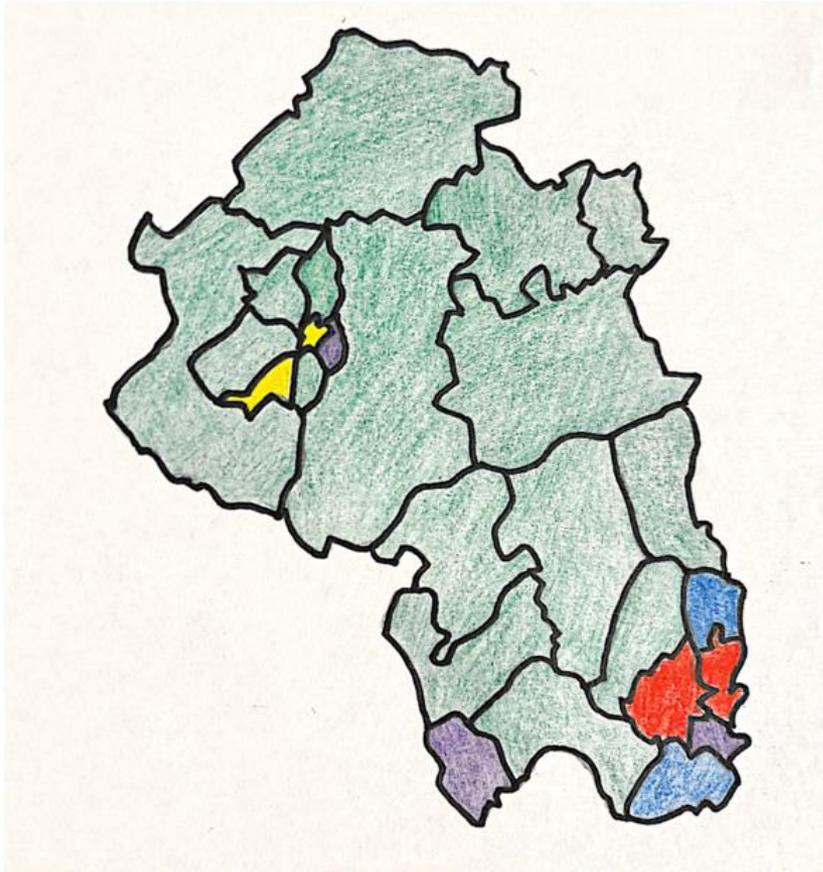


WINCHESTER DISTRICT AUDIENCES



WINCHESTER DISTRICT AUDIENCES

Dominant Audience Agency Segment, by postcode.



■ Commuterland
Culturebuffs

Affluent, professional and suburbanite
keen consumers of traditional culture.

■ Experience Seekers

Highly active, diverse, social and
ambitious regular and eclectic arts
engagers.

■ Trips & Treats

Mainstream arts and popular culture fans
influenced by children, family and friends.

■ Dormitory Dependables

Suburbanites and small towners
interested in heritage activities and
mainstream arts.

■ Home & Heritage

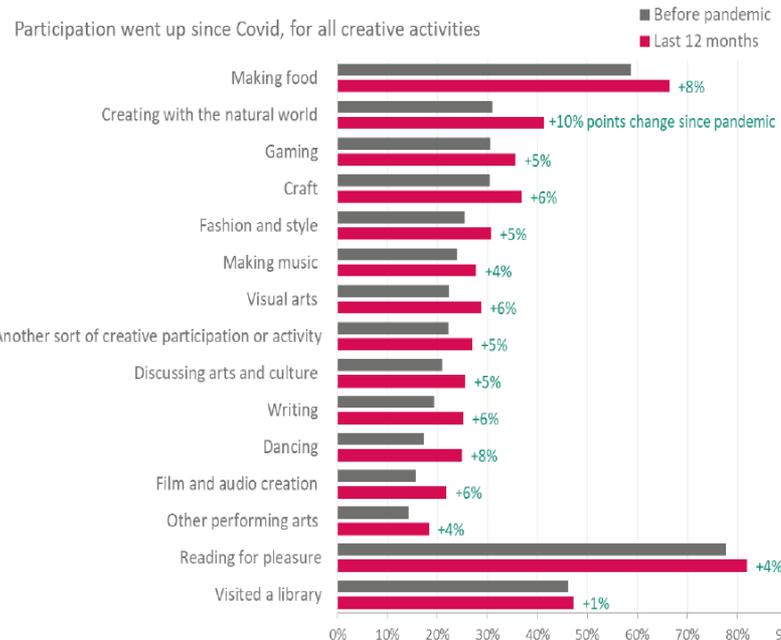
Rural and small town pensioners attracted
to daytime activities and historical
content.



AUDIENCE TRENDS

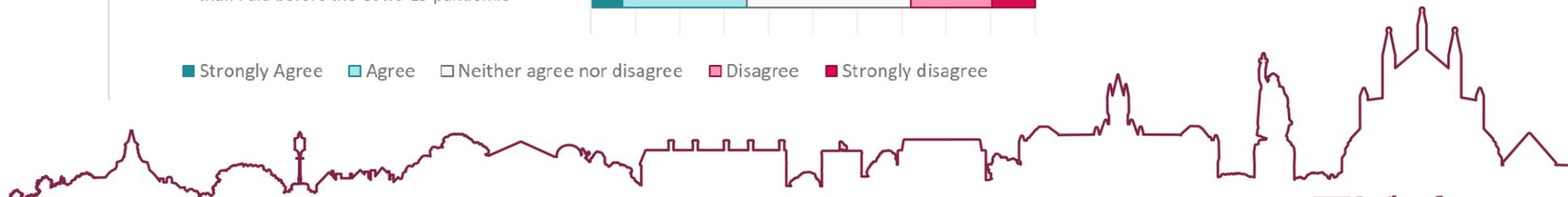
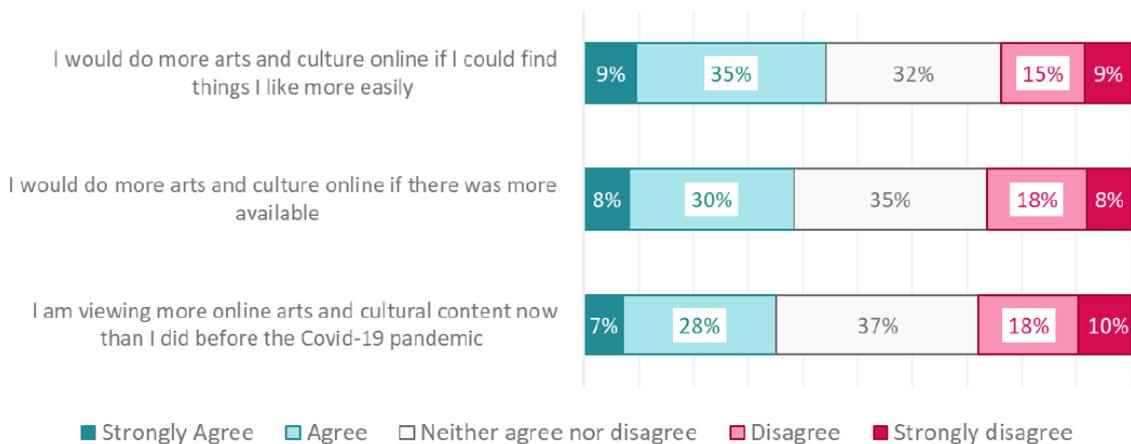
National trends in audience behaviours since the pandemic:-

- Increase in Online engagement and appetite for digital content
- Increase in 'everyday creativity' – more likely to be done at home
- Broadening 'everyday creativity' to include things such as: creative gaming, cooking, fashion and gardening saw an increase in positive response from 45% (in wave 6) to 86% (in wave 7) of the survey



Online Engagement

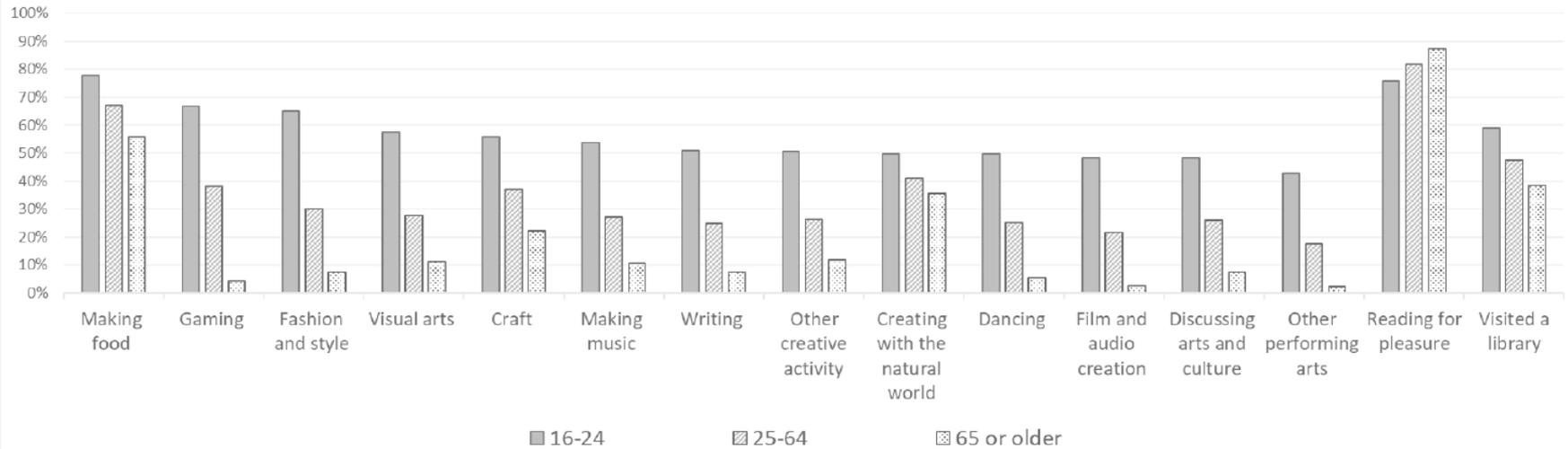
There is appetite for more online cultural engagement



CULTURAL AUDIENCE TRENDS

Young people were more likely to take part in creative activities - except for reading for pleasure

% done in the last 12 months



WINCHESTER DISTRICT RESIDENT SENTIMENT

“The city is good at talking about collaboration but less so at doing it”

we're struggling to counter older voices

The younger generation don't tend to engage

Winchester district is not lacking resources. The city is full of engaged people wanting to shape where they live. The problem that has been identified is how to get existing ideas and initiatives to align to create action plans that deliver change.

“People in Winchester find it hard to work together and achieving this is key to moving forward”

“We don't hear enough from new residents or from outlying neighbourhoods”

The risk of creating another open-ended talking shop for Winchester is very real and we would collectively fail to make a difference.

“Collecting views is all that seems to happen in Winchester.”

“People get locked into talking about development but what about looking at what is already there and how that can be re-used”

“Winchester's number one issue is to catch up with its own demography.”

“THERE ARE SOME BIG PERSONALITIES WHOSE VIEWS MAY NOT BE WIDELY SHARED”

“All the pieces of the puzzle are there, if you could pull them together.”

“Winchester could be something really special, but...”

“We need more forums like this that are about sharing ideas and problem solving”

“The links between projects aren't clear which undermines the logic”

“Some interest groups are not as broad or coherent as they might seem”

“There's no strong and clear governance for the town itself”



ONE GREAT WIN – CULTURE GROUP

Topics Discussed included:

- 🏰 Affordable creative spaces - for events, workshops, studios
- 🏰 Appetites for live entertainment - opportunities
- 🏰 What the younger generation do 'for fun'
- 🏰 Location (on a national level) - 'the cultural and social centre of England'
- 🏰 Location (on a local level) - provisions in the city vs. outlying areas
- 🏰 Diverse communities and diverse cultural celebrations
- 🏰 Collaborative working across sectors - local businesses = local arts scene = tourism
- 🏰 Making the city's cultural history fit for 21st Century – destination location
- 🏰 Wet weather provisions for local residents and tourists alike
- 🏰 Nurturing existing events, festivals, spaces and grass roots creative enterprises
- 🏰 An arts centre - does the city really need one?

There are over 5,000 creative practitioners working in Winchester district across a range of forms from web design to furniture making. The culture working group stated that this is one of Winchester's most enterprising sectors of activity and that culture offers a significant boost to the local economy. Yet this sector feel largely unseen. They suggest that an audit of cultural activity in Winchester would be extremely fruitful in terms of identifying the value that the arts bring to the city both economically and by way of social contribution to the city.



ONE GREAT WIN – FINDINGS

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.

1 The Big Picture

These are long term projects that will impact everything below them 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 to develop their case and attract 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.

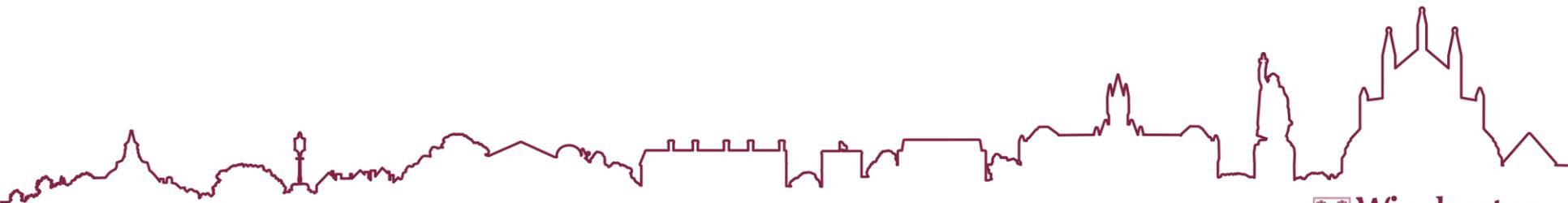
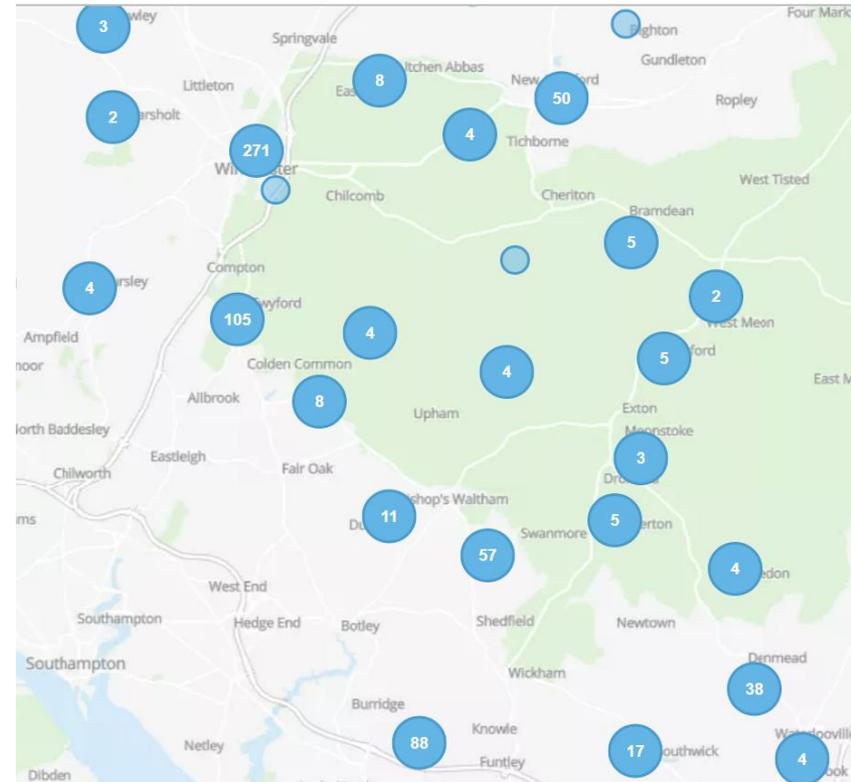
Suggested ‘Big Picture’ projects:

- Develop a Culture Collaborative Network
- Create a Culture Strategy supported by the creative sector
- Build a Youth and Culture ‘Corridor’
- Map out creative enterprise hubs to support emerging talent and youth retention

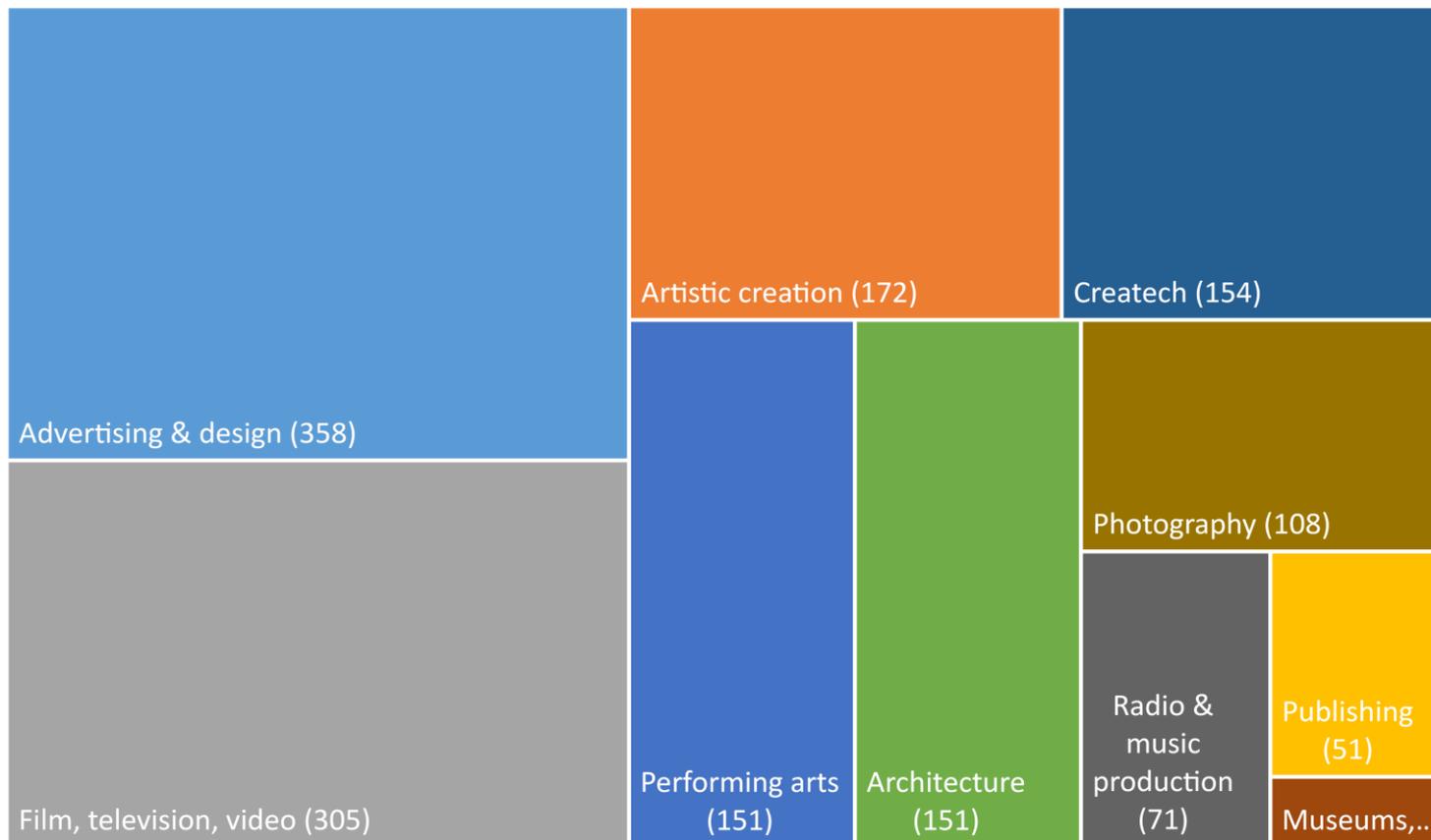


WINCHESTER DISTRICT CULTURAL & CREATIVE ORGANISATIONS

Arts, Recreation & Entertainment	781
Performing arts	62
Support activities to performing arts	60
Artistic creation	172
Operation of arts facilities	29
Library activities	2
Archives activities	5
Museums activities	2
Operation of historical sites and buildings and similar visitor attractions	7
Botanical and zoological gardens and nature reserves activities	11
Gambling and betting activities	12
Operation of sports facilities	34
Activities of sport clubs	54
Fitness facilities	59
Activities of racehorse owners	3
Other sports activities	131
Activities of amusement parks and theme parks	3
Other amusement and recreation activities n.e.c.	135



WINCHESTER DISTRICT CULTURAL & CREATIVE ORGANISATIONS



11,751 active (companies house) companies in Winchester.

1,987 are registered with 'creative' SIC codes (previous slides)

Therefore 16% of Winchester businesses are cultural or creative.

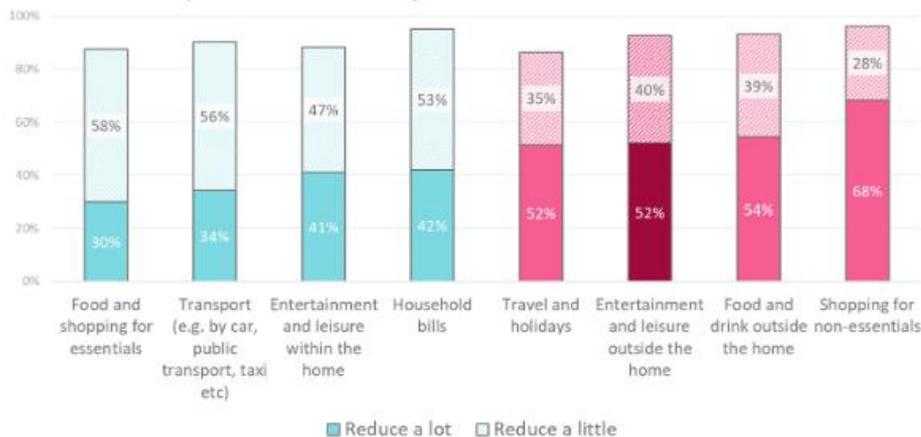


OTHER FACTORS

With one of the highest inflation rate on record (11.1% October 2022) and the current 'cost-of-living' crisis, many households will have considerably less disposable income to spend on cultural endeavours.

92% have indicated that they expect to decrease spend on entertainment and leisure

Non-essential expenses were most likely to be reduced 'a lot'

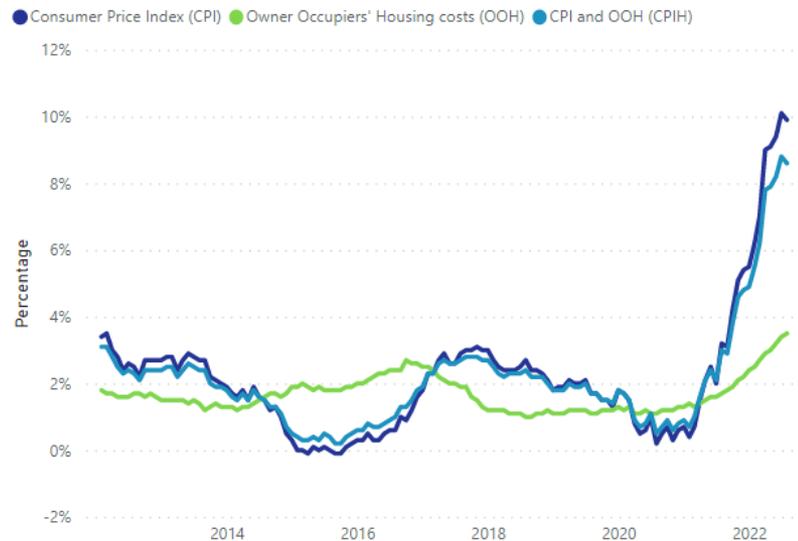


Energy crisis increasing venue costs exponentially

Sector still recovering from the Pandemic

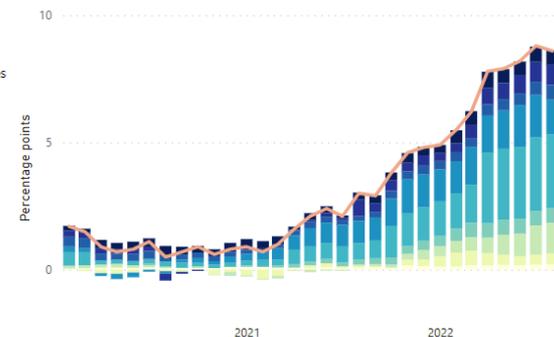
Brexit making it more complicated and expensive to bring international artists to the UK

Inflation rates - 2012 to 2022



Factors contributing to CPIH

- Alcohol and tobacco
- Clothing and footwear
- Food and non-alcoholic beverages
- Furniture and household goods
- Housing and household services
- Transport
- Other goods and services
- Restaurants and hotels
- Recreation and culture
- CPIH 12-month inflation rate



This chart shows the extent to which the different categories of goods and services have contributed to the overall inflation including owner occupiers' housing costs (CPIH) 12-month inflation rate over the last two years.

WINCHESTER DISTRICT FESTIVALS

Festival Organisers:

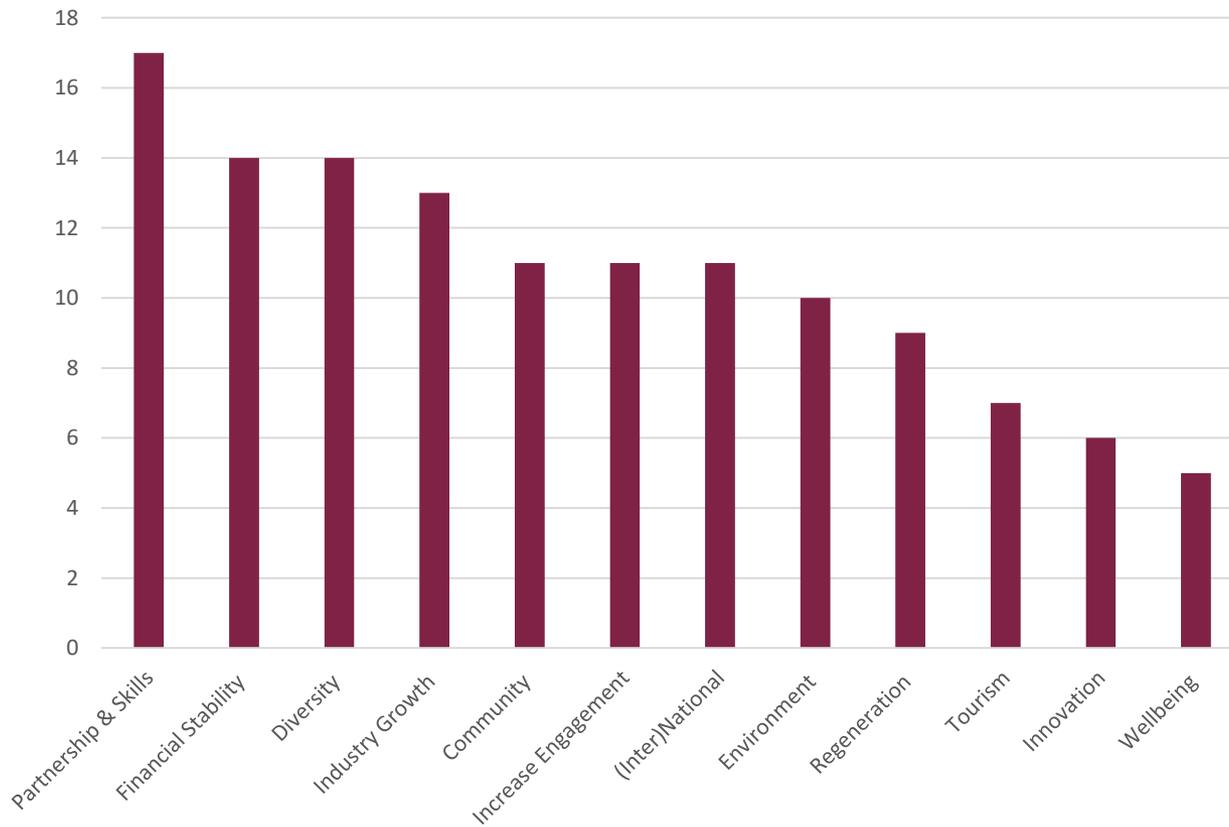
- There were 44 paid staff in total averaging 8.8 paid staff per festival. The total number of hours paid staff worked ranged from 120 hours to 440 hours giving an average of 300 hours.
- The number of volunteers for festivals ranged from 8 to 300, providing an average of 91 people. The total number of hours worked by volunteers ranged from 10 hours to 1,200 hours giving an average of 440 hours.
- Half of all visitors (51%) were thought to be day visitors to the area. Just over a third (37%) were residents and a further 12% were staying visitors.
- The events ran from 1 day to 14 days with an average of 5.5 days.
- A mix of family-friendly, music and arts and culture festivals, appealing to a range of visitors.

Businesses:

- 5% of all businesses always increase staffing levels during festivals, and a further 11% sometimes do. 84% did not increase their staffing levels at these times.
- 91% of businesses are missing the opportunity during festivals and events to increase trade through additional advertising.
- 30% felt that festivals were responsible to some degree for an increase in turnover
 - 32% of food and drink businesses and 35% of accommodation businesses felt some form of increase in turnover, compared with 15% of other types of business.

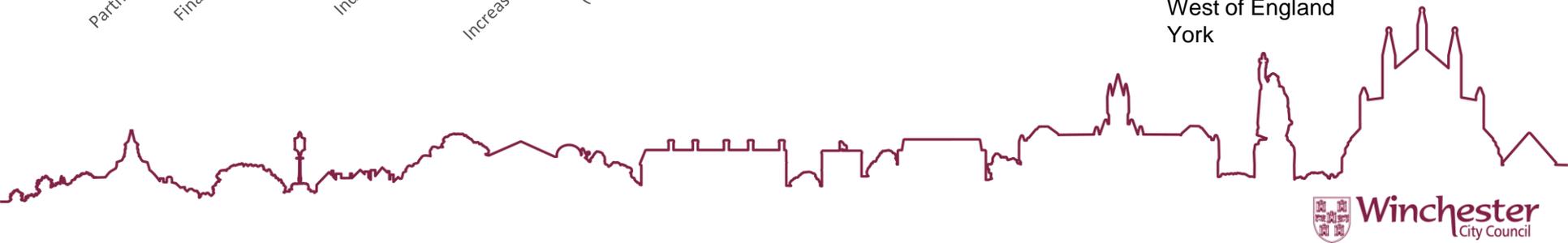
REVIEW OF COMPETITOR CULTURAL STRATEGIES

A review of 26 Local / Combined Authority Cultural Strategies has been undertaken, several common themes emerged



Those Reviewed:

- Basingstoke
- Bath
- Bournemouth Christchurch & Poole
- Bradford
- Cambridge
- City of London
- County Durham
- Coventry
- Dorset
- East Devon
- Exeter
- Gosport
- Greater Manchester
- Hull
- Kent
- Leeds
- Liverpool
- Medway
- New Forest
- North Devon
- Oxford
- Rushmoor
- Southampton
- Westminster
- West of England
- York



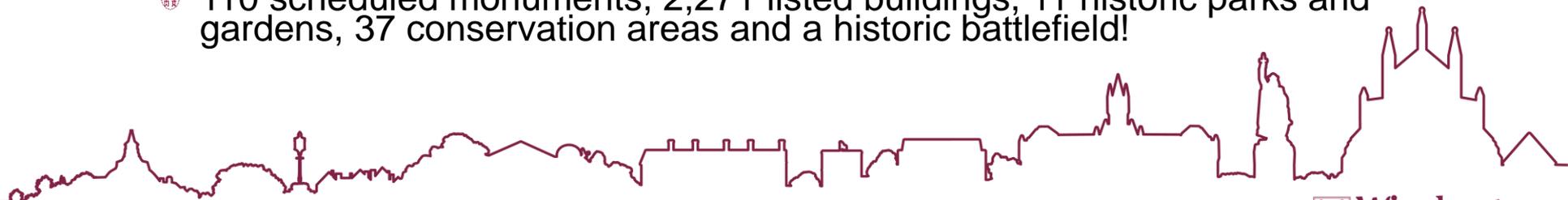
THE LOCAL PLAN



- Officers in both Strategic Planning and Tourism & Culture team will continue to work together to ensure synergies are exploited

- Cultural and Creative Sectors recognised
 - Adoption of a more flexible approach to temporary uses, pop-ups and meanwhile uses
 - Supportive of increased availability of accessible/flexible studio and workspace
 - Supportive of evening and night-time economy

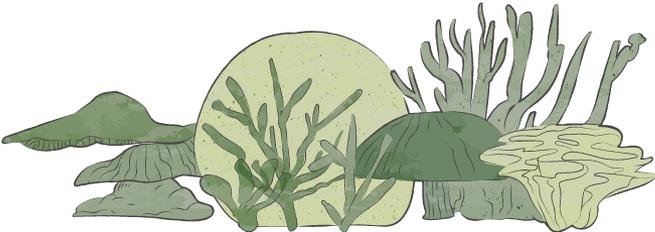
- Historic environment recognised
 - An irreplaceable resource adding to the vibrancy of the district's cultural offer
 - 110 scheduled monuments, 2,271 listed buildings, 11 historic parks and gardens, 37 conservation areas and a historic battlefield!



WINCHESTER DISTRICT HERITAGE



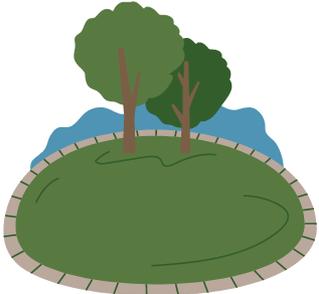
2,271 listed buildings



37 Conservation Areas



110
Scheduled
Monuments



11 historic
parks
& gardens



one historic battlefield



CONSULTATION IN ACTION



STAKEHOLDER ENGAGEMENT

To date:

1:1s meetings, sector networking events, e-newsletters

Love it: community, history, indie creatives

Hate it: lack of accessible venue space, hard to maintain momentum

Want it: permanent national collection, fringe theatre, street art

Cultural Stakeholder Group (met 1 February)

Let's Create ACE strategy and its relevance and influence locals

SWOT/Assessment of our offer

Strengths: history/heritage, breadth of offer, connectivity, skills, international offer, willingness to collaborate

Weaknesses: perception of affluence, lack of awareness/visibility, limited youth/night-time economy offer, transport connectivity within the district

Opportunities: stronger joint collaboration through clusters, wider audience engagement, curated events programming

Threats: proximity to London and Southampton, cost of living, accessibility, strategic leadership (capacity/structure)

STAKEHOLDER ENGAGEMENT

Cultural Stakeholder Group (met 1 February)

-  Examples of best practice strategies – Exeter was of particular note
-  Emerging themes: Culture as a tool for place-making
 -  Facilitated collaboration
 -  Action orientated approach
 -  Clear and shared vision by all
 -  Strong, engaged, community of stakeholders
 -  Capitalising on what already exists

Next Steps

-  Establishment of governance structure
-  Ongoing Stakeholder Group sessions to collaboratively develop the strategy
-  Wider consultation through resident and sector surveys, testing principles during the strategy development process

