

A NEW TRUST FOR ARTS, MUSEUMS AND HERITAGE IN THE HAMPSHIRE-SOLENT AREA

What might it look like for Arts and Museums Services in Eastleigh?

Introduction

The Connecting Communities to Excellence Arts and Museums Strategic Plan, 2012-15, issued by Hampshire County Council outlined the intention to explore the creation of a new charitable company limited by guarantee to deliver arts, museums and heritage services on behalf of Hampshire County Council, Southampton City Council and Winchester City Council. Detailed investigation of this proposition is being undertaken at present and this briefing note has been prepared to outline how the proposed New Trust might look for arts and museums services provided by Hampshire County Council in Eastleigh.

All services currently delivered by Hampshire County Council Arts and Museums Service will be transferred to the New Trust. These include the delivery and development of services at Eastleigh Museum and Bursledon Windmill, as well as arts and museums engagement programmes taking place in the wider community. This transfer will not involve any change to current service levels for the public and it is anticipated that frontline staff teams will transfer under TUPE¹ as per current organisational arrangements.

The New Trust will evolve over a 5-year period to become a strong and resilient organisation for the future that will be in the best position to maintain and develop arts and museums services in Eastleigh in accordance with local need. There will be both short-term and longer-term benefits for the joint cultural ambitions of Eastleigh Borough Council, Hampshire County Council, Bursledon Parish Council and their wider strategic partners.

This short briefing note summarises these specific service benefits and identifies the key issues for consideration regarding the current strategic partnerships between Hampshire County Council, Eastleigh Borough Council, Bursledon Parish Council and One Community.

The New Trust

The Appendix provides further detail on the proposed New Trust informed by the draft Business Case currently in preparation. This Business Case will be finalised during the autumn, and it is anticipated that Hampshire County Council, Southampton City Council and Winchester City Council will make a decision regarding whether to proceed in the December 2012/ January 2013 period.

If a decision is made to proceed, it is intended that the New Trust will be established during 2013/14 and that services would be transferred from

¹ TUPE – Transfer of Undertakings (Protection of Employment)

2014/15 onwards. During 2013/14, Hampshire County Council Arts and Museums services will continue to be delivered as per the current arrangements.

Potential Benefits

Realised increasingly during the next five years include:

1. Promotion of venues and services via a dedicated website and e-marketing strategy designed specifically to meet the needs of a cultural attraction business
2. Member of a wider family currently reaching a market of over 850,000 arts, museum and heritage lovers per annum that can be encouraged to visit other venues in the portfolio – including over 200,000 visitors to SeaCity Museum, Southampton Art Gallery and Tudor House in nearby Southampton
3. Access to the wider fundraising and income generating opportunities and capacity of the New Trust, adding value to continued local authority funding in support of innovative community-centred activity programming targeted at specific social and economic outcomes and better enabling future capital development ambitions
4. Being part of an ambitious and innovative forward programme which will develop opportunities to participate in annual festival-style Big Theme Events in addition to Local Spotlight programmes. The first of these Big Events is planned for 2014 with a theme of ‘World War I 100 Years’
5. Wider community engagement in the delivery of arts and museums services at all levels of activity and decision-making
6. Being part of a flexible and enterprising Third Sector business enterprise that is fleet of foot and over time becomes resilient and better able to handle future public sector funding pressures before impacting on levels of service delivery
7. Access to one of the best arts and museums professional teams in the country who work on a daily basis with Hampshire communities
8. Better levels of collections and heritage stewardship and an improved ability to maintain Accreditation and National Archives standards

Supporting Eastleigh Borough Council, Bursledon Parish Council and One Community Cultural Ambitions

The New Trust would be a willing partner in helping Eastleigh Borough Council, Bursledon Parish Council and One Community achieve their wider cultural ambitions for example in the areas of:

- Providing strategic and fundraising support for capital development projects, including any future development of Eastleigh museum provision
- Developing the economic benefits of the Arts in terms of the Creative Industries and Public Art
- Preserving the character of the conservation area of old Bursledon and Bursledon Windmill, and improving visitor facilities and community engagement in the heritage of this historic site

Key Issues

1. Funding Partnership Arrangements:

It is proposed that the arrangements for 2013/14, including funding contributions from Eastleigh Borough Council and Bursledon Parish Council, are as for 2012/13.

For 2014/15 onwards, it is proposed that a 3-year funding agreement is confirmed between Eastleigh Borough Council, Bursledon Parish Council and Hampshire County Council with the New Trust delivering services on behalf of Hampshire County Council. Similar joint management arrangements would continue with the New Trust reporting to the partnership quarterly or six monthly to Hampshire County Council, Eastleigh Borough Council and Bursledon Parish Council via a monitoring meeting(s) considering both Eastleigh Museum and Bursledon Windmill.

2. Setting Up a Sustainable Organisation:

It is proposed that the new organisation is given the best opportunity to find its feet in the first few years of development, and Eastleigh Borough Council and Bursledon Parish Council are asked to commit to the current levels of Bursledon Windmill and Eastleigh Museum funding for the period 2013/14 – 2016/17 in order to support this ambition. The New Trust will have the potential to attract new funding into current provision and support their development which will benefit the longer-term ambitions of Eastleigh Borough Council and Bursledon Parish Council. Hampshire County Council is not proposing to ask for an increase in the level of funding from Eastleigh Borough Council and Bursledon Parish Council, nor is it asking for a contribution towards the set up costs for the New Trust which would be picked up by Hampshire County Council, Southampton City Council and Winchester City Council.

A review to consider the level of funding for the period 2017/18-2019/20 would be undertaken during the year 2015/16 informed by future ambitions regarding the role of arts and museums in wider town centre and community planning.

NB: This proposal relates to the long-term partnership arrangements between Hampshire County Council and Eastleigh Borough Council regarding delivery of arts and museums core services. The New Trust may continue to seek ongoing one-off funding and partnership support from

Eastleigh Borough Council, Bursledon Parish Council and Hampshire County Council for special cultural projects, adding value to these core services.

3. Bursledon Windmill Lease Arrangements:

Bursledon Windmill is owned by Hampshire Buildings Preservation Trust (HBPT), is leased to Hampshire County Council and managed by a Joint Management Agreement between HCC and EBC. The current lease expires on 31 March 2015 and it may be appropriate to consider new lease arrangements between HBPT, HCC and the New Trust that reflect future occupancy arrangements.

4. One Community Partnership at Eastleigh Museum:

In May 2012, Hampshire County Council and Eastleigh Borough Council entered into partnership with One Community to deliver front-of-house operations at Eastleigh Museum. The current agreement period is for the period 29 May 2012-29 November 2013. It is proposed that this agreement is renewed for the period up to 31st March 2017.

Conclusion

At this stage Hampshire County Council seeks:

- General feedback regarding the New Trust proposal from Eastleigh Museum and Bursledon Windmill Joint Management Committees, Eastleigh Borough Council, Bursledon Parish Council, Hampshire Buildings Preservation Trust and One Community
- Comment on the proposals outlined in the Key Issues section, including agreement in principle as appropriate