

Committee:	Eastleigh JOINT MANAGEMENT COMMITTEE
Date of Meeting:	8th June 2015
Title of Report:	Strategic Planning and Culture Conversation
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Purpose:

An update on Hampshire Cultural Trust's strategic planning and the 'Culture Conversation'

a) Strategic Planning and the Culture Conversation

Having recently taken responsibility for the operation of over 20 arts and museums attractions across the county, including Bursledon Windmill and Eastleigh Museum, Hampshire Cultural Trust wanted to share with the public our plans for a vibrant culture in the Eastleigh area. A 'Culture Conversation' roadshow took place in March and April 2015, which was an opportunity for Trust staff to meet with residents, businesses and community groups to discover their ambitions for the Eastleigh area and how our work should be helping them all.

A series of information panels and a short film were displayed in prominent places at Eastleigh Museum and Bursledon Windmill throughout March, April and May, and a survey invited visitors to share their thoughts and comments.

Hampshire Cultural Trust will launch its Strategic Plan at the first AGM/Core Partner meeting on 15th July 2015 which will reflect the ambitions of the Trust for the next five years and beyond. Feedback from the roadshow and survey will influence the development of the strategic plan.

b) Culture Conversation information panels

Eastleigh and Bursledon

Panel 1: Hampshire Cultural Trust

We are a new independent charity that operates and funds over 20 arts and museums venues across Hampshire.

We want to deliver great cultural experiences on your doorstep, with the power to change lives.

Our vision is to champion world-class culture in Hampshire.

We exist to showcase, connect and empower Hampshire's culture and creative economy. Working in partnership with a variety of organisations we help culture support economic regeneration, nurture local talent and inspire happiness and fulfilment.

Panel 2: In Eastleigh: Now

Hampshire Cultural Trust runs Bursledon Windmill and Eastleigh Museum.

2013/14
Eastleigh
No of Visitors – 23,429
No of exhibitions – 7
No of volunteers – 30
Young people reached – 5360

Panel 3: In Eastleigh: Future Plans

Within 2 years:

We will deliver a more vibrant offer in our venues, creating exciting ‘culture stops’ with:

- Improved café and retail experiences, including free Wi-Fi
- Assortment of arts and history events in both our venues, daytime and evening
- Mini town centre festival events in partnership with local business and culture partners

We will continue to develop our work with vulnerable people from all ages and backgrounds to help provide better life chances.

Within 5 years:

We aim to modernise our sites so that Eastleigh residents and visitors get a truly inspirational and memorable cultural experience. Options include:

- Developing opportunities for Hampshire makers (food producers and craftspeople) at Bursledon Windmill
- Redevelop Eastleigh Museum in partnership with One Community to create a community heritage venue that brings the past to life through displays and interactive digital storytelling.

Panel 4: Your Views and Support

We are interested in your views and ideas about how we can support your cultural, social and economic needs.

Please complete the short survey provided and you will be entered into our competition to win a fantastic prize.

We would love you to get involved in our work so please consider making a pledge to Hampshire Cultural Trust.

c)

Feedback from the Culture Conversation in Eastleigh and Bursledon

The Culture Conversation roadshow was attended by 25 people from the community including volunteers, audience members and businesses in the local area.

d) Next steps

The new Director of Communications and Development, Jane Baker, is now in post and will start conversations with the Eastleigh Borough Council team about marketing.

Investigations are taking place into mini festivals and site animating projects which may impact various locations around the county.

These initiatives will combine to create a framework for long term cultural development in the borough.