

Winchester's Cultural Strategy: A Progress Report

Thursday 7 July 2016

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Winchester's First Cultural Strategy

- Adopted December 2013
- Launched at *Winchester: Cultural Capital*, February 2014
- Objective: *to establish Winchester as a vibrant centre for contemporary culture and creative enterprise alongside its reputation as a world-class heritage destination*

“The cultural and creative sector creates £119m of Gross Value Added (GVA) and supports around 5,000 jobs across the City and District. This means that Winchester City Council and Winchester BID’s support for the cultural and creative sector yield far greater return than their investment.”

The Economic Impact of Culture in Winchester : BOP Consulting 2013



Winchester
City Council

Winchester's First Cultural Strategy

“Winchester District scores high on some...success factors. Its quality of place and quality of life give it a distinct advantage. It currently has plenty to attract businesses, investment, creative talent, expertise, and the workforce needed to build a successful place; but there is still a considerable amount to do to sustain success and move from good to outstanding.”

WIN : WIN October 2012

So what has Winchester City Council been doing?



Winchester
City Council

Visit Winchester
Vibrant. Ancient. Cultured.



FESTIVALS IN WINCHESTER

Menu

		Plan your visit	Family festivals
Hat Fair 1st-3rd July			
Food & Drink		Watch the Festivals in Winchester film	
	Music		


ROYAL BLOOD



Winchester has long been a focus for royal activity and coronage since the early Middle Ages when it was the primary centre of power under the Saxons. A succession of royal residences were constructed here and the Cathedral became a key location for royal coronations and important events such as weddings, coronations and royal funerals. This original and unique museum highlights the connections between the particular places in the city which have featured in royal events and events from the Saxon era to the present day.


Winchester University | The University of Winchester | Winchester

MEDIEVAL JEWISH TRAIL



Winchester has an important Jewish past. The earliest record of Jews in the city date to the mid-1100s, making it one of the earliest, largest and wealthiest Jewish settlements in England. Although fascinating, the story is little known. This trail has been created to bring the narrative to life.

Love Jews Winchester | Winchester | The University of Winchester | Winchester

ALFRED'S KINGDOM



Marwell's Zany Zebras

Marketing and promotion of the district as a creative place – essential to enhance Winchester's reputation and image, and to sustain and develop footfall



Discover Winchester PR Consortium

- Year round professional PR agency support
- Media visits
- Themed editorials
- Visit Britain campaigns



Winchester
City Council

Convening a cultural leadership group – a small active group of key influencers such as WCC, the University of Winchester and Winchester School of Art, working in partnership to enact the strategy



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CLG - Terms of Reference

Purpose

The Cultural Leadership Group (CLG) is both an advocate for and driver of the creative and cultural sector across the Winchester District.

Its principal function is to ensure that the sector is able to make a recognised and significant contribution to the economy and the quality of life of the Winchester District and beyond.



CLG - Terms of Reference

Objectives:

- Voice ideas for exciting new developments and secure the necessary commitment to realise them
- Provide the high level strategic support that will move new developments forward in a timely and effective way, and with maximum impact
- Ensure that the sector makes better use of the assets already available, including physical spaces and places, finance, people and organisations
- Draw together a wide spectrum of stakeholders, from within and outside the sector, to support the delivery of the cultural strategy
- Add value to and not duplicate work that is already planned or in hand under the auspices of other bodies or individuals



Cultural Network

Principles:

- Curated by a range of individual creative/heritage organisations
- Topics to appeal to broad range of practitioners/participants
- A platform for collaboration
- Not reliant on the City Council

Topics have included:

- Abbey House – workspace
- Chesil Theatre – past and future
- Winchester Science Centre - The Observatory project
- Theatre Royal Winchester – partnership challenge





The Great WASTE Re:Design Challenge

Facilitation and brokerage with partner organisations including other funders – maximising the leverage effect of WCC funding and support

Proactively seeking to develop creative workspace – using local intelligence and influence to help generate opportunity



Stanmore Library

The Old Goods Shed, Barfield Close

The Proposal



©Image: Rev David Littlefair/K. Robertson collection



Refurbishment of the Old Goods Shed

Performing Arts Block



Matley's Yard



Drainage and Streetcare Team



Old Depot Site, Bar End



YARD AT THE SCREEN
at Winchester Everyman Cinema
Southgate Street
SO23 9EH from 3rd May - 30th June

a diverse collection of work drawn from a group of over twenty artists based at The Yard Creative Studios, Matley Yard, Winchester

PRIVATE VIEW:
FRI 25 MAY/7.00PM

We would like to thank Peter and staff at The Screen Cinema for this opportunity to exhibit our work and for their continued support.

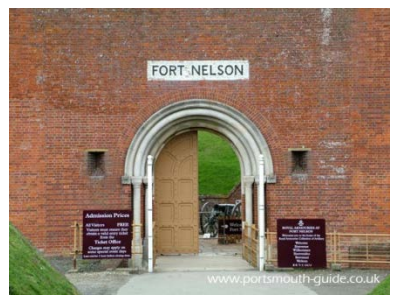
For info, contact Lizzie (07714988671) or Jane (07771826418)

**INTEGR8
DANCE**



Providing favourable rent for start-ups and not-for-profit creative enterprise – key to graduate retention and business incubation

Providing discretionary rate relief for not-for-profit cultural groups – a key contribution to financial viability and income generation





The arts doctor will see you now

Press Release: 22/04/2016

Free surgery sessions for Winchester-based artists will continue in the city's ArtCafé in Jewry Street monthly until February 2017. The first session is on Thursday 28 April from 9am to 1pm, but you will need to book an appointment. If you are a creative business based in the Winchester area, or are thinking of setting up one, the Arts Advisory Service can assist with professional development. Topics covered include business plans, cash-flow forecasts, marketing and communications, both on- and off-line.



Winchester artists and creative businesses to receive free business advice

Press Release: 19/01/2016

The service does not critique work, but aims to support artists in their journey to becoming sustainable and profitable businesses. Creative genres applicable for the service can include fine-art, textiles, graphic design, dance, theatre, film, media, sculpture, jewellery, poetry or new writing. Local artist Lucy McLoughlin, who has benefited from the service, said:

"I found the Arts Advisory Service incredibly helpful. As an artist I often work on my own so to be able and Paul and to discuss my work and ideas was very valuable. It was informative, encouraging and it helped me to focus. It also made me more confident. I am very grateful and I feel lucky to have this at my doorstep."

Kate Cloud, Winchester City Council's Head of Economy and Arts, added:

"We are delighted to be continuing our support for this service which gives our artistic community practical support. Winchester City Council has appointed the Creative Eastleigh team at Eastleigh Borough Council to provide service for Winchester-based artists. Longer sessions with an advisor can be arranged at one of the Creative Point, The Sorting Office or the Teo-Hub.

To find the dates of all the sessions and an application form please see the Winchester City Council web page at: www.winchester.gov.uk/community/arts/new-arts-advisory-service/ <http://www.winchester.gov.uk/community/arts/new-arts-advisory-service/>

Winchester City Council's free advisory service for arts practitioners based in the Winchester area has been extended due to popular demand. Surgery sessions will take place in the city's ArtCafé in Jewry Street on Thursdays from 9am to 1pm: 28 January, 25 February and 31 March.

Entrepreneurs operating a creative business, or considering a start-up in either fine-art, textiles, graphic design, dance, theatre, film, video games, music, media, sculpture, jewellery, poetry or new writing, will continue to benefit from this free business support.

The arts advisory service can assist with professional development, including support with preparing business plans and cash-flow forecasts, marketing and communications advice, support with creating and maintaining a professional online presence, advice on publishing work and approaching agents, writing grant applications and funding advice finding opportunities to showcase their work.

The service does not critique work, but aims to support artists in their journey to becoming sustainable and profitable businesses. Winchester City Council is liaising with the expertise of the Creative Eastleigh team at Eastleigh Borough Council free advisory service on its behalf.

Artists can opt to attend one of the surgery sessions or attend a longer session with an advisor at their office any one of the Creative Eastleigh hubs: The Point, The Sorting Office or the Teo-Hub.

Cllr James Bymes, Winchester City Council's Portfolio Holder for the Local Economy, said:

"The popularity of this service, through both the surgery sessions and the office-based appointments at community is growing and developing. Winchester City Council is delighted to be able to provide this service to its artists and creative businesses."

Those wishing to use the arts advisory service must be based in the Winchester District and should complete form which can be downloaded online here: www.winchester.gov.uk/community/arts/new-arts-advisory-service/ <http://www.winchester.gov.uk/community/arts/new-arts-advisory-service/>



Calling all Winchester artists

Press Release: 19/01/2015

Winchester City Council has enlisted the expertise of the Creative Eastleigh team at Eastleigh Borough Council to provide a new, free advisory service for arts practitioners based in the Winchester area.

If you are operating a creative business, or thinking of starting one up in fine art, textiles, graphic design, dance, theatre, film, video games, music, media, sculpture, jewellery, poetry or new writing, then this service could be for you.

The business advisory service can assist with professional development, including help preparing business plans and cash-flow forecasts, marketing advice, creating and maintaining a professional online presence, advice on publishing work and approaching agents, making grant applications, funding advice, networking and finding opportunities to showcase work. The service is not able to critique work.

Cllr Robert Lumby, Leader of Winchester City Council, with Portfolio for Arts and Culture, said:

"I am excited that Winchester City Council is able to offer this service to budding artists. Our cultural strategy adopted last year recognises that culture and creativity are significant contributors to the economic prosperity of the District. They also enhance social well-being, improve the quality of the environment and encourage civic pride.

Those wishing to use the new arts advisory service must be based in the Winchester District and should complete an initial enquiry form which can be downloaded online at: www.winchester.gov.uk/community/arts/new-arts-advisory-service/ <http://www.winchester.gov.uk/community/arts/new-arts-advisory-service/>

The form will give you the opportunity to give background to your practice or business and to let those helping you know what kind of support you are looking for. Following this, Creative Eastleigh will contact you to book a face-to-face appointment with an advisor at their offices which are located at any one of Creative Eastleigh hubs, The Point, The Sorting Office or the Teo-Hub.

For further information about the arts advisory service email creativeeastleigh@eastleigh.gov.uk <mailto:creativeeastleigh@eastleigh.gov.uk>



Charity support today for a sustainable tomorrow

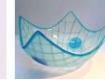
Support for capacity building, training and professional development – recognising the needs of voluntary organisations for help to become more resilient and mature

CANVAS
GALLERY

HAT
FAIR



Point Line Plane Glassware
Handcrafted glass, made in Hampshire, UK by artist Alex Hoare



THE HAMPSHIRE PICTURE CO



Alresford Historical and Literary Society
www.alresfordhistandlit.co.uk



sc4m.co.uk



Designated arts grants and advice on alternative sources of funding – to maintain capacity and provide match funding; to align creative activity with other WCC policy objectives

arts news

Winchester City Council

Arts News - July 2018 Edition

Chairing from Steve Miller: Winchester City Council's Portfolio Holder for Estates and Local Economy

Welcome to the July edition of Arts News, the electronic newsletter for arts practitioners. Do let us know if there is any news generated by us to cover so that we can make this newsletter useful for you, our creative community.

This edition of Arts News includes:

- Winchester Cultural Network meeting
- 10 days nights launch
- The Hampshire Police Company film script competition
- Chairs from Life: Puppets on Paper
- Half Far 2018
- Winchester Cathedral to host its first Stonemasonry Festival
- The Antiquaria Art Prize 2018
- Stable Approach
- Summer workshops at the Colour Factory

Cliff Steve Miller
Portfolio Holder for Estates and Local Economy
Winchester City Council

Winchester City Council

Winchester Cultural Network meeting

The next Cultural Network Meeting will be held on **Thursday 7 July 2018 from 6pm to 7.30pm** at the Art Cafe, Jersey Street, Winchester.

There will be an update from Elaine Appleby on the progress of the Winchester City Council Cultural Strategy followed by group discussions on the 2018 themes on short term, medium term and long term plans for a theatre, up speed based on the plans set out in the Culture 3 Strategy.

Admission is free. However, please contact cliff.stevemiller@winchester.gov.uk to reserve a place as places are limited.

10 days nights

10 days to please to announce a new venture, '10 days night', a series of gatherings with invited guests and speakers offering opportunities for discussion and networking.

The first event will be a talk by microbiologist Dr Simon Park 'Exploring the invisible: experiments at the interface between microbiology and art'.

Thursday 9th July 7.45pm to 8.45pm: Victoria at the Stop and Ask: The Square, Winchester SO23 9ES.

This talk will explore some of Simon's art projects, which employ microbes in highly visceral and sometimes provocative ways. Examples will include glow-in-the-dark bacteria, how bacteria can be taught to paint, and a micro-organism that will solve crimes. This particular recording will be available to see home as a part.

You can read more about Simon's work on his blog at www.simonpark.com.

This is a free event but you will need to register for this event at the [10 days night.co.uk](http://10daysnight.co.uk)

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Visit Winchester

- By categories
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 - Book shops (1)
 - Home & garden (1)
 - Gifts, galleries & antiques (1)

Site search

Enter your keywords

10 days nights

New Winchester Guest Magazine

History & heritage

Winchester Cathedral

City centre

Winchester: Original seat of 'Englishness' itinerary

Things to do

Winchester Tudor Trail

City centre

Guided walking tours of Winchester

History & heritage

Museums & galleries

Winchester Science Centre & Planetarium

Around Winchester

Winchester City Mill & Shop

History & heritage

City centre

Winchester launches Wolf Hall tourist trail

Things to do

Winchester City Council

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Search options

Search term: Date from: Date to:

Keywords:

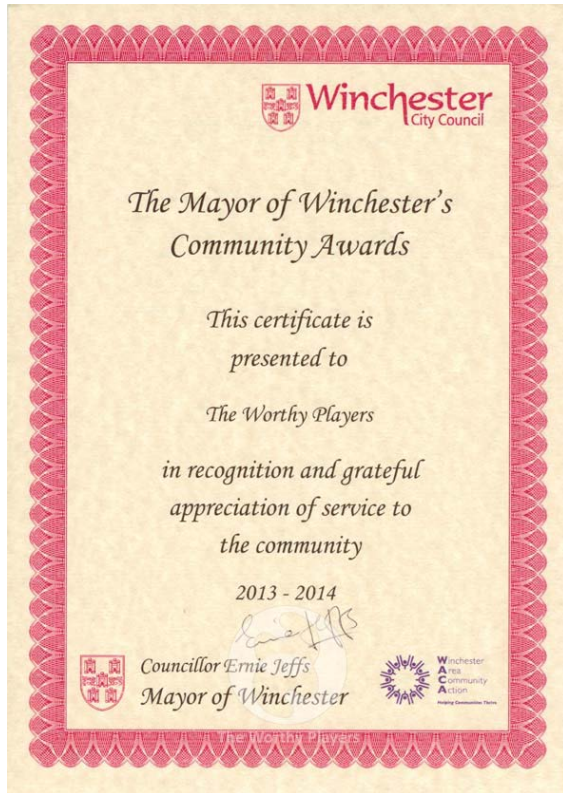
Category:

Arts & Culture

Found 131 Matches: Showing Matches 1 to 10

Event title	Location	Event date	Event time
New Curators 2018 - An Exhibition of New Paintings	The Royal Gallery, 24, Jewry Wall, Winchester SO23 9PL	04/07/2018 04/07/2018	10:00am - 12:00pm
Group Four - a combination of art for sale!	Old House, Winchester, Oak-Tree Centre, Jewry Street, Winchester SO23 9ES	11/07/2018 10/07/2018	10:00am - 12:00pm
Drawn from Life: Puppets on Paper	The Gallery, Winchester, Oak-Tree Centre, Jewry Street, Winchester SO23 9ES	04/07/2018	09:00am - 12:00pm

Co-ordination of information and publicity, access to district-wide networks for the purposes of audience development and marketing



- Recognition events
- Staff volunteering leave
- Partner organisation status
- Honours nominations
- Invitations to VIP events
- Grants
- Officer support / advice

Acknowledgement of and support for the very substantial voluntary effort on which the sector depends



The Handlebar Cafe



Jenny Muncaster TV

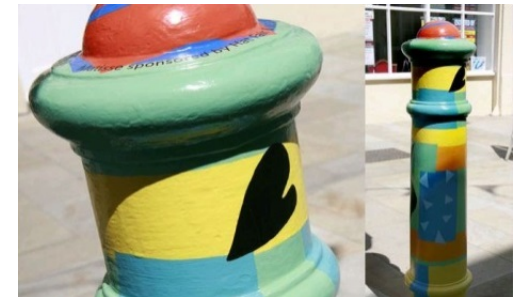


Berewood Public Art



Look In,
Look Out –
The
Observatory

Support for projects that establish Winchester as a leader in cultural excellence – investing in securing the conditions, spaces and resources that enable artists, makers, designers and performers to create work of distinction



Encouraging projects that support the development of participation and attract new audiences – socially and geographically

Winchester's First Cultural Strategy

What next? And how are you making your contribution?

1. A Bold Vision – making the case for culture
2. Connect Up Culture – Cultural Leadership Group
3. Using the Knowledge: Culture Network Winchester
4. Fresh Pastures: wider creative exchange
5. Working the Assets: the city as stage, screen, canvas
6. Creation Places: sites, spaces, labs
7. Realising Potential: participation and engagement
8. Digital Media: new opportunities

