

YEAR ONE - Action Report

	Action	Description	Details
Economy & Creative Industries	Audit creative industries	Audit the creative industries across the district, understand the creative entrepreneurial ecosystem.	Report commissioned and research conducted.
	Build relationships	Build relationships with those in the creative industries, test appetites for collaborative working. Explore other partnership opportunities such as Artswork.	Conversations ongoing, some increased collaboration happening in specific areas such as architecture and design.
	Utilise student skills	A small project that links the talent supply / capacity within students to the meet the demand of the cultural / creative community.	Ad-hoc collaborations between students and events such as The Garden Festival and Winchester Fashion Week. A student-led creative agency is a future ambition.
	Carbon audits	Offer free carbon audits to cultural and creative businesses with tailored advice on how to obtain funds to enact suggested changes.	15 organisations received an audit and tailored advice.
Placemaking	Identify 'at risk' assets	Audit weakness and risks within current cultural infrastructure and identify specific areas of support required.	A (publicly available) audit of cultural and community infrastructure has been completed. Risks and mitigations explored at organisational level.
	Celebrate and make culture more visible	Partners to share their successes more widely and ensure residents and visitors are more aware of 'what already goes on'.	Successes shared with partners on a quarterly basis. Deliberations about the need for 'central mechanisms' for joined-up messaging to residents and visitors.
Education & Young People	Research	Research similar movements / networks to establish best practice and models which could be adapted for Winchester district.	Report commissioned and research conducted.
	Concept Development	Develop the concept further, including roles and responsibilities of lead partners, a structure which enables young people to lead whilst maintaining safe practices.	Workshops held where young people advised what they would like to see, in order to inform what roles and responsibilities might be needed to support their ambitions.
	Partner Recruitment	Recruit additional partners who are already work with young people across the district, including formal education providers.	Additional partners recruited to support ambition and increase capacity.

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Events & Festivals	Review & gap analysis	Review the existing festivals, including what works well. Explore what is missing and what could be offered.	Various mapping exercises completed. A Garden Festival and Contemporary Performance Week added to the calendar for 2025.
	Audience development	Survey audiences, existing and potential, on what they would like to see in Winchester district.	Ongoing audience development at individual level. Generic survey produced but limited responses received.
	Reimagination of the Festivals in Winchester Group	Increase attendance and create a more action focused group, offering workshops. Explore co-chair further and extend meetings into the district.	Some increased attendance. Content and conversation more focused on development opportunities and increasing resilience.
	Identify Spaces	Audit what spaces are available for events and festivals, indoor and outdoor, across the district.	Nearly 300 indoor and 50 outdoor spaces identified and listed. Audit expanded to create the events catalogue which also highlights local suppliers, tailored advice and best practice.
	Explore funding opportunities	Explore how and where funding might be secured for festivals and events. Some projects already planned using UK Shared Prosperity Funding.	Horizon scanning ongoing.
	Seed fund new festival	UKSPF funding allocated to support a new festival for 2024/25.	RAW, Winchester's Contemporary Performance Week, in March 2025.
	Produce event toolkits	Produce 'organising an event' toolkit and Event Management Plan guidance, published online.	Complete and published on the City Council website.
	Programming support for existing festivals	Pilot a scheme to support programming and platform for existing festivals.	Play to the Crowd, Hampshire Cultural Trust and The Nutshell collaborated to support the Jazz Festival, COWfest and RAW.
Partnership	Formalise partnership	Explore options for formalising partnership. Discuss the purpose, terms of reference and governance structure.	Terms of Reference and governance structure drafted and approved. Options around formalisation of partnership have also been explored.
	Share data	Partners to share relevant data to inform others' work, including finding of research conducted.	Methods of sharing data have been explored. A Microsoft Teams area has been set up as a pilot.
	Task & finish groups	Allocate time from lead partners and recruit additional partners, as necessary, to task and finish groups for each priority.	Groups, agreed to be referred to as 'Action Groups' have been established and are making progress in priority areas.