



The image features a central logo for Hampshire Cultural Trust, consisting of a stylized 'H' icon and the text 'HAMPSHIRE CULTURAL TRUST'. The logo is surrounded by a decorative graphic of overlapping, semi-transparent circles in shades of blue and purple. Three circular callouts are positioned around the logo: '4 years in...' on the left, '2018 Highlights' at the top, and 'Coming up' on the right.

HCC Select Committee
25 February 2019

An abstract graphic featuring a large purple circle on the left and a blue wave-like shape on the right. The background is white with faint, overlapping circles and lines in shades of purple and blue. The text "4 years in..." is centered within the purple circle.

4 years in...



- HCT created by Hampshire County Council & Winchester City Council in 2014 to:
 - Secure the future and grow the cultural offer across Hampshire
 - Build greater resilience through more diverse funding streams
 - Create an agile, commercially focussed organisation able to react quickly to market conditions and customer demand
 - Build ability to invest in Hampshire's venues and programmes
 - Put Hampshire on UK's cultural map



Not the only 'Cultural Trust' but one of the biggest geographically and in terms of breadth of offer

HCT widely recognised as a success within the cultural sector

Where other Local Authorities have overseen funding cuts that have forced venue closures, mothballing or sale of collections – Hampshire's cultural offer has thrived and grown



200 temporary exhibitions since 2014

Proud record of world class programmes in partnership with national partners

DinoFest



Roaring back to life

PREVIEW
DINOFEST2015

PREHISTORIC creatures are set to invade Hampshire from May as a monumental year of exhibits and events hit the county's top museums and arts venues.

DINOFEST2015 will see some of the world's leading dinosaur exhibits stamp into the county. Visitors can get up close and personal with animatronic dinosaurs from the Natural History Museum, which will be on display in Southampton and Basingstoke.

Other high-profile loans from national collections, including fossils and works of art, will join existing exhibits at ten venues across Hampshire.

The interactive events have been organised by Hampshire Cultural Trust with Southampton City Council.

Janet Owen, chief executive of Hampshire Cultural Trust, said: "Last year's big theme was 1914 and saw a huge amount of activity that really immersed people of all ages in history."

"This time we are going even further back and bringing the excitement of dinosaurs to Hampshire through geology, archaeology, art, events and much more."

"With the imminent launch of the latest Jurassic Park film we're anticipating a resurgence of interest in these incredible creatures and expecting to see thousands of people coming through our doors over the coming months."



Dinosaur Encounter is at SeaCity Museum, Southampton, from June 13 to September 27. Dinosaur Hunters will be at Milestones, Basingstoke, on the same dates. Drawn to Dinosaurs is at Andover Museum from July 11 to September 5 and Eastleigh Museum from September 12 to

November 7. From July 11 to September 6 Winchester Discovery Centre will host Dinosaurium, an exhibition with a strong collectors theme. For the full line-up of events and more information go to dinofest2015.co.uk.

THEY'RE BACK!
DINOSAURS ARE ALIVE IN HAMPSHIRE

2015
DINO FEST

AWESOME ANIMATRONIC DINOSAURS AND MUCH, MUCH ROAR!

DINO ENCOUNTER
SEACITY MUSEUM SOUTHAMPTON
13 JUN - 27 SEP

DINO HUNTER
MILESTONES MUSEUM BASINGSTOKE
13 JUN - 27 SEP

DINO ARTIST
ANDOVER MUSEUM
13 JUN - 14 SEP

DINOSAURIUM
WINCHESTER DISCOVERY CENTRE
13 JUN - 14 SEP

DINOS IN YOUR GARDEN
WILKIS MUSEUM
13 JUN - 14 SEP

DINO EXPLORER & THE COLLECTORS
RED HOUSE MUSEUM
13 JUN - 14 SEP

ALLEN GALLERY
ALDERSHOT MILITARY MUSEUM
27 JUL - 1 NOV

COLLECT STICK & WIN
AMAZING FAMILY OUTINGS & MORE

Join the Hunt Today
DINOFEST2015.CO.UK

Become a **DINO TRACKER** and collect fossil stickers at each exhibition to win a raffle prize. Download your map or calendar to venues today to start tracking.

Births, Battles and Beheadings The Winchester hoard

The British Museum



ROYAL BLOOD FREE ADMISSION

BIRTHS, BATTLES AND BEHEADINGS

A stunning new exhibition celebrating Hampshire's glorious royal history, with a spectacular array of objects and artefacts some of which will be on public display for the first time.

THE SHINSBURY GALLERY AT THE WILLIS MUSEUM
BASINGSTOKE 3 SEPTEMBER - 29 OCTOBER 2016

THE GALLERY AT WINCHESTER DISCOVERY CENTRE
5 NOVEMBER 2016 - 9 JANUARY 2017

THE GALLERY AT GOSPORT DISCOVERY CENTRE
14 JANUARY - 11 MARCH 2017

BIRTHS, BATTLES AND BEHEADINGS ARE FREE EXHIBITIONS WHICH ARE PART OF THE ROYAL BLOOD SERIES OF EVENTS. FOR MORE INFORMATION PLEASE VISIT: WWW.ROYALBLOODHANTS.ORG.UK

HAMPSHIRE CULTURAL TRUST | THE ROYAL BLOOD SERIES |

J.M.W. Turner

Turner and the Sun drew 19,000 visitors to the Winchester Gallery



Jane Austen 200

**PR reach
370 million**



**Press coverage
national and international
£3.8 million AVE**



£21million to the Hampshire economy (source TSE)

Investment in venues



Capital investment with partners (FBC, HLF) at
Winchester City Museum & Westbury Manor Museum
in Fareham

£4,087,079



Fundraised income since 2014

Total fundraising driven by our charitable status and purpose - includes Arts Council, Heritage Lottery Fund, Trusts and Foundations, Donors, Ambassadors, Venue Donations, Gift Aid

Funders



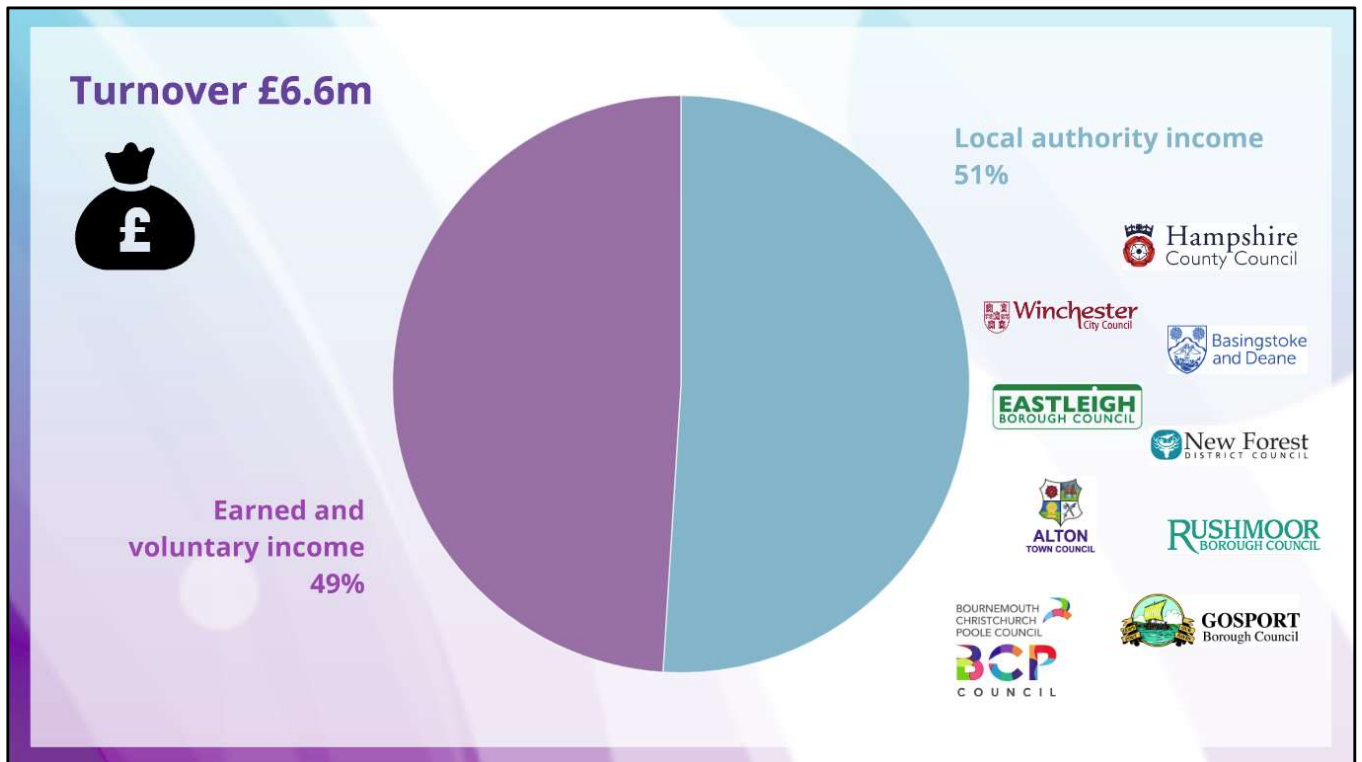
Social impact

29,600 participants in 4 years

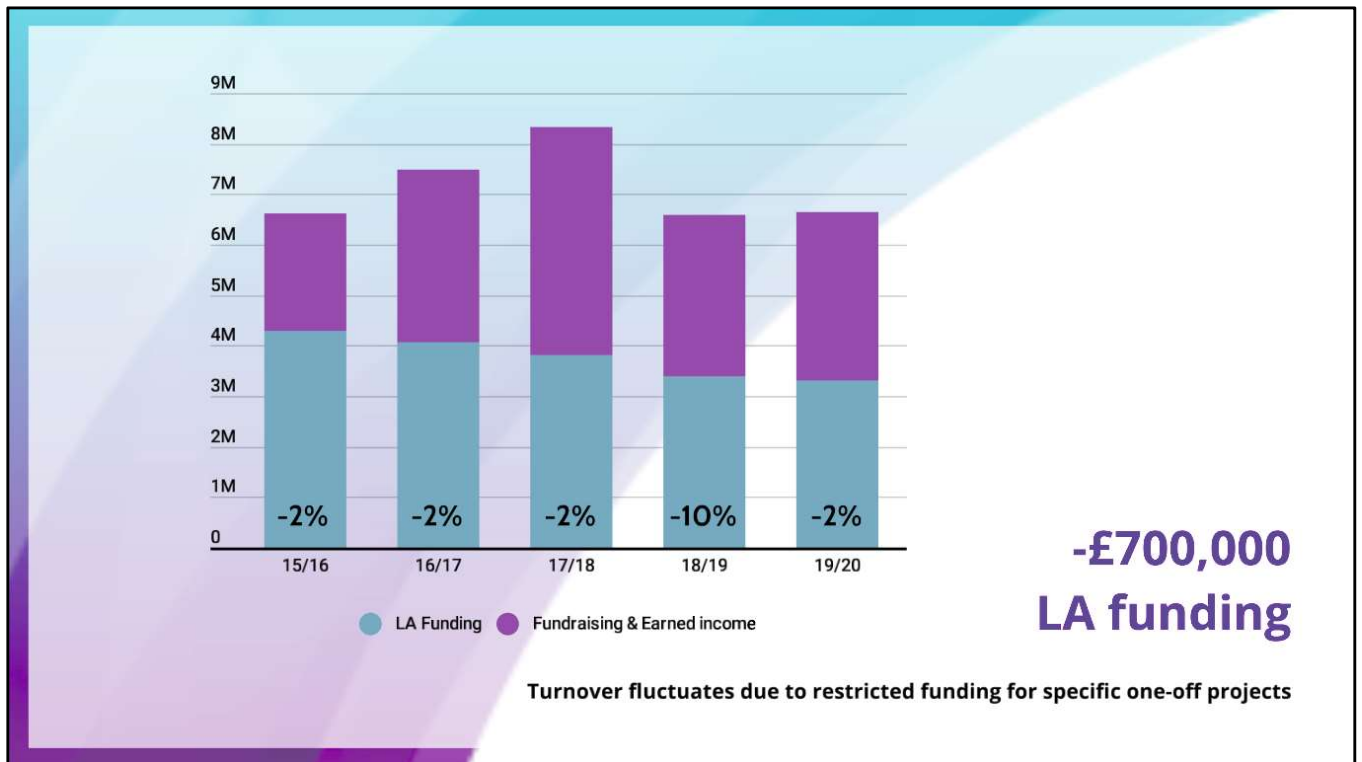


Social Impact work in the community with often hard-to-reach, disadvantaged people and groups

From work with offenders in Winchester Prison, to partnership work with CAMHS (Child and Adolescent Mental Health Service) and the NHS as well as projects working with older people suffering with dementia we have won wide acclaim for cutting edge projects that help people lead more productive healthier lives through interaction with arts and culture.



Now 49% self-funded through combination of fundraised and commercial income



5 year funding agreement with founding local authorities (HCC & WCC)

Other District and Boroughs have also reduced revenue funding

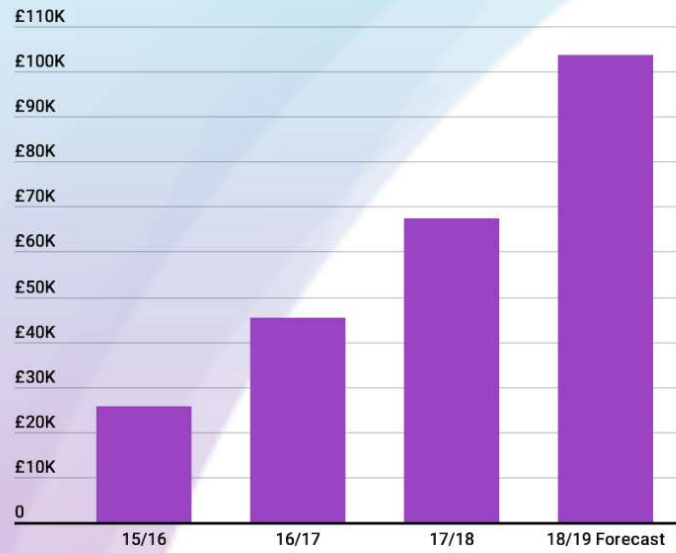
Earned income

Year on Year comparison

	15-16	17-18	+/-
Visitors	466,134	467,182	0%
Admissions	£638,950	£732,605	+ 15 %
Retail income	£213,110	£270,308	+ 27 %
Food & beverage	£332,657	£429,260	+ 29 %
Box office	£241,197	£333,736	+ 38 %
Workshops & schools	£253,720	£309,368	+ 22%
Gift aid	£25,590	£67,397	+ 163%
Venue donations	£25,663	£109,178	+ 325%
Total spend	£1,730,887	£2,251,852	+ 30%
Per head	£3.71	£4.82	+ £1.11

Comparison of first full year trading and latest year of audited accounts

Gift aid





- **£1m reserves in line with Charity Commission best practice**
- **Provides funds for investment in growth opportunities**



CHARITY COMMISSION
FOR ENGLAND AND WALES

OPENING DOORS
TO CULTURE



HAMPSHIRE
CULTURAL
TRUST

Building our charitable identity

Registered charity no. 1158583



Charitable identity with social impact at the heart of our mission, essential for our continued success



A graphic featuring a large, dark purple circle in the center, overlaid on a background of various shades of blue and purple wavy lines. The text "2018 Highlights" is written in white, bold, sans-serif font inside the purple circle.

**2018
Highlights**

Highlights and performance

- **Re-accreditation – all our museum venues have been officially endorsed as meeting the national standard**
- **Delivered a variety of school programmes to over 16,200 school children (2018-19 YTD)**
- **361,000 visitors figures in managed venues YTD, 2.3% behind budget for 2018-19 following one of the hottest summers on record**
- **Financially on target to hit budget with a small surplus by year end 2018-19**



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



**Gerald Scarfe:
Stage and
Screen saw
over 13,500
visitors in
Winchester**

**I Do! saw 16,000
visitors in
Basingstoke, Gosport
and Winchester**



**May The Toys Be With
You saw over 12,000
visitors at the Willis
Museum**

**More than 17,500 visitors to
Mission Mega machine at
Milestones**



blatchford





40 temporary exhibitions



More than 400 shows, classes and workshops

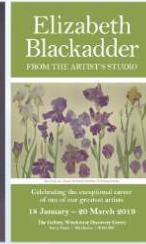


26 major campaigns

50 press releases

6000 social media posts

Venue identities created as part of HCT family



Press coverage

- 2018 - more than 700 pieces of press and broadcast coverage with advertising value of nearly £1 million and reach of 51 million
- Appearances on BBC South, Sky News, The One Show and BBC Civilisations

Exhibition captures mood after magic of Meghan's wedding

'I Do!' days at the Discovery



What About The Wedding Dress? The wedding dress worn by Meghan Markle and Prince Harry on their wedding day in May 2018 was a masterpiece of craftsmanship. It was designed by the late Queen's couturier, Alexander McQueen, and was made in London. The dress was a blend of traditional and modern styles, featuring a long train and a full skirt. It was a true work of art that captured the mood of the occasion.

The Wedding Ring The wedding ring worn by Meghan Markle and Prince Harry was a simple yet elegant design. It was made of platinum and featured a large diamond set in a four-prong setting. The ring was a perfect complement to the wedding dress and captured the mood of the occasion.

The Wedding Veil The wedding veil worn by Meghan Markle and Prince Harry was a long and flowing piece of fabric. It was made of tulle and featured a delicate lace pattern. The veil was a beautiful addition to the wedding dress and captured the mood of the occasion.

The Wedding Dress The wedding dress worn by Meghan Markle and Prince Harry was a masterpiece of craftsmanship. It was designed by the late Queen's couturier, Alexander McQueen, and was made in London. The dress was a blend of traditional and modern styles, featuring a long train and a full skirt. It was a true work of art that captured the mood of the occasion.

Conference explores the great churches of Anglo-Saxon and Norman Winchester



The conference explored the rich history and architectural significance of the great churches of Winchester, from the Anglo-Saxon period to the Norman era. It featured a series of lectures and discussions led by experts in the field, providing a comprehensive overview of the city's religious heritage.

Over 3,000 visitors for museum market

More than 3,000 visitors packed the cobbled streets of Milestones Museum at its annual Christmas market on Saturday 8th and Sunday 9th December. The streets of Hampshire's museum of living history, which is run by Hampshire Cultural Trust, welcomed more than 40 local traders selling a range of festive gifts from confectionery to capes, bangles and books, preserves and pickle. Throughout the day, Father Christmas welcomed children in his grotto, taking a break to walk round the museum and greet festive shoppers.

Visitors were also entertained by local choirs and a string quartet, while children could get crafty with a range of creative Christmas activities.

The market follows a sell-out performance of *A Christmas Carol* on 3rd December, when over 200 people were treated to a performance of Dickens' Christmas classic at the museum.



THE MUSEUM



Winchester City Museum is a stone's throw from the cathedral. Its three floors cover the breadth of the city's history, including Roman-era Venta Belgarum. Free £3 donation suggested.

Our social impact

Fundraised income

2017/18	£400,324
2018/19 (to Feb 19)	£435,000



No of participants

2017/18	1300 in 12 months
2018/19	1300 in 6 months



Our social impact


 NHS Hampshire Child and Adolescent Mental Health Service

 ICE Project

 artswork

 Hampshire & Isle of Wight Community Rehabilitation Company

 PROSOLUTION
 An Interserve-led company

 Horizon 20:20

 phf Paul Hamlyn Foundation

 My Gosport

 HERITAGE FUND

 Wessex Dance Academy

 RADIANT
 where people flourish

 Welcome to Whitehill and Bordon

 HERITAGE FUND

 100 Thank You

 ARMED FORCES COVENANT

 Summer Arts College

 Brighter Futures

 Hampshire Futures

 Winchester Prison





Vote for us!
Voting closes on
2nd November 2018
awards.dayoutwiththekids.co.uk/vote



Digital Transformation

- New websites (six) launched in June 2018
- New ticketing system for arts centres launched in June
- Google Ads grant \$10,000/month
- EPOS rolled out to museum venues
- Online sales increased from 2% to 40%





ALLEN GALLERY

Open today: 10:30am - 4:30pm



Home | Visit | Allen Gallery

Share this page

OVERVIEW YOUR VISIT WHAT'S ON GALLERY TEAM



WHAT'S ON



Ron Ewins Café Exhibition
06 - 29 September 2018



Abi Wicking - One Hundred
Years From Then And Now
08 - 22 September 2018

[WHAT'S ON](#)
[VISIT](#)
[COLLECTIONS](#)
[SOCIAL IMPACT](#)
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CLASSES & WORKSHOPS FOR ADULTS

Home | What's on | Classes & workshops

Explore a range of classes and workshops for adults across Hampshire

CLASSES & WORKSHOPS FOR ADULTS

As in-depth photography with a group during the Hampshire Course...

MUSIC

FOREST ARTS CENTRE
Amy Mayes
 21 September 2018
 Soulful jazz singer Amy Mayes has drawn inspiration from the voices of Bessie Smith, Aretha Franklin, Janis Joplin, Ella Fitzgerald, Sarah Vaughan, Martha Reeves and Gladys Knight. She honed her voice...

MUSIC

WEST END CENTRE
Big Boy Bloater
 21 September 2018
 BIG BOY BLOATER & THE LIMITS bring their much-celebrated brand of R&B with a modern twist to The West End Centre to showcase songs from their brand-new album 'FILLS' plus a few much loved classics...

MUSIC

WEST END CENTRE
Crashlanding! presents: Soeur
 22 September 2018
 Dual-fronted by Anya Pulver and Tina Maynard, and completed with James Collins on drums, Soeur are an unstoppable live force, with their incendiary live shows selling out in dive bars and clubs across...

MUSIC

ASHCROFT ARTS CENTRE
Daphne's Flight
 25 September 2018
 Featuring Christine Collaker, Melaine Harold, Julie Matthews, Helen Weston and Chloë White, Daphne's Flight have been

MUSIC

WEST END CENTRE
Molotov Jukebox
 26 September 2018
 The world-renowned party purveyors of contemporary world music Molotov Jukebox, are a London six piece like no other.

MUSIC

WEST END CENTRE
Sam Carter
 27 September 2018
 Since being named Best Newcomer of the 2010 BBC Radio 2 Folk Awards Sam Carter has been a stamena audiences from

CLASSES & WORKSHOPS FOR ADULTS

CLASSES & WORKSHOPS FOR ADULTS

CLASSES & WORKSHOPS FOR ADULTS

We are a charity



Donate today to open doors for everyone to be inspired by culture. Through our venues, we create opportunities for people to experience culture and achieve a positive change in their lives.

I'd like to contribute:

£2.00

£3.00

£5.00

£10.00

£25.00

£50.00

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. We will claim 25p on every £1 you donate.

Add to cart



Stay connected

Keep in touch to hear about our upcoming exhibitions, events and news



Your name

Your name

Your email address

SUBMIT



Work stream focus and accountability



Milestones & Basing House



Cathy Hakes
Museum Director,
Milestones & Basing House



Destination Winchester



Katerina Kremmida
Head of Destination
Winchester



Community



Deborah Neubauer
Head of Community



Culture Hubs



Rebekah Waite
Head of Culture Hubs



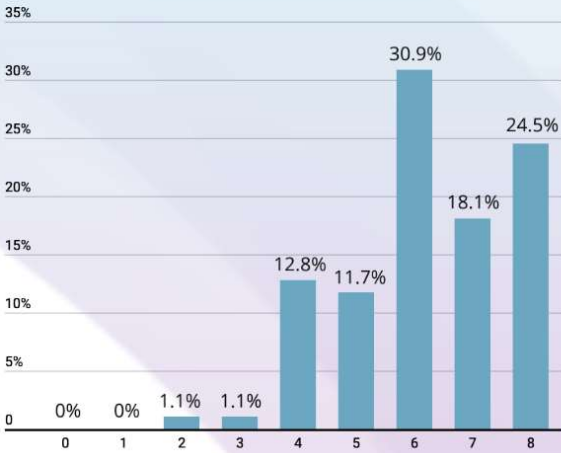
Programmes



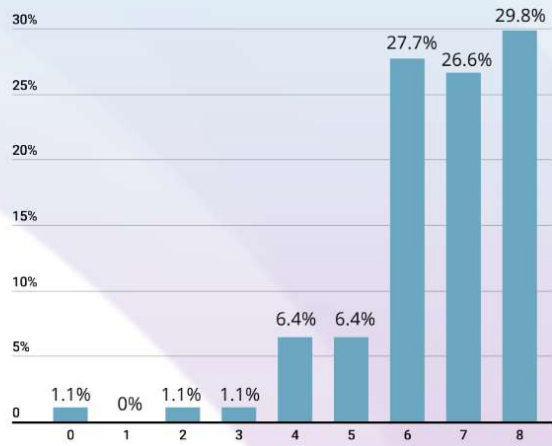
Jaane Rowehl
Programme Project
Manager

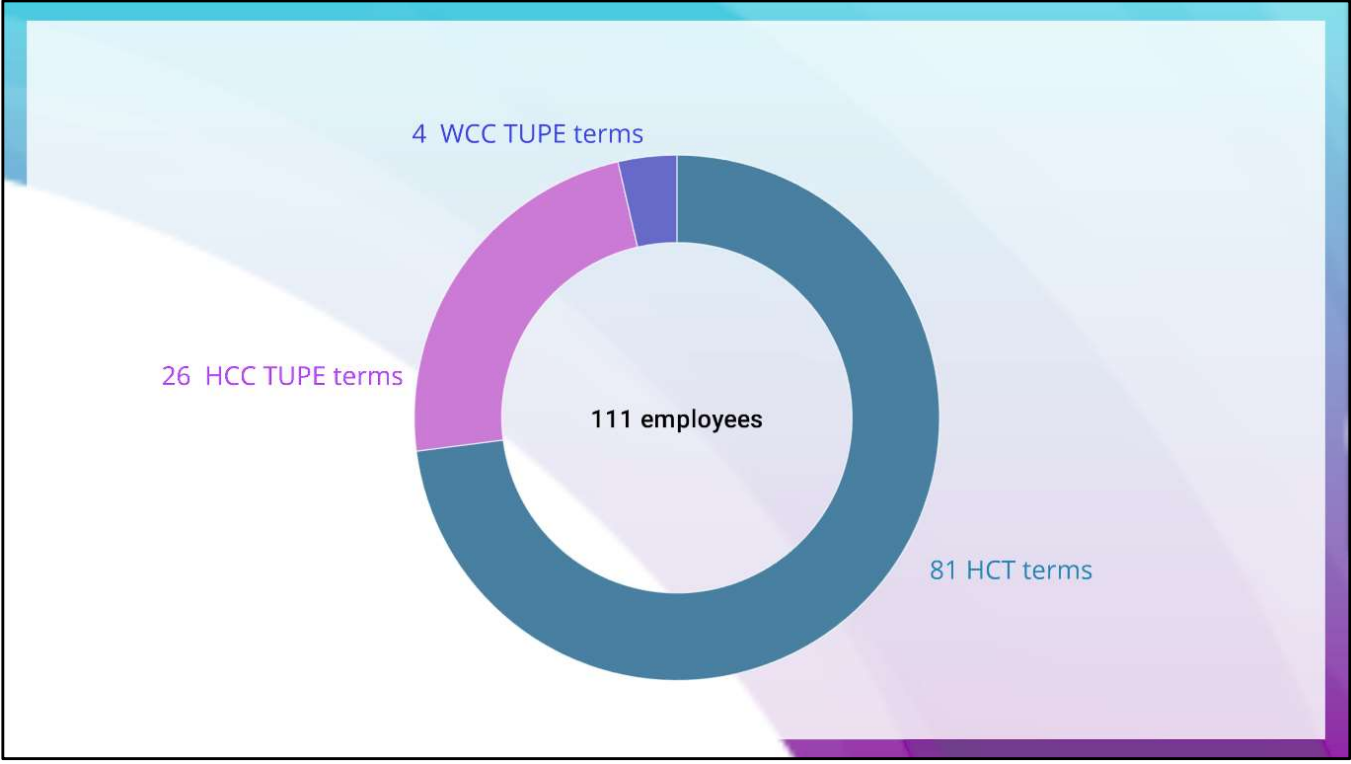
4 Work-streams and one central programmes team set up to reflect visitor profile and demand across HCT

Staff survey Confidence in HCT



Staff survey Pride in working for HCT

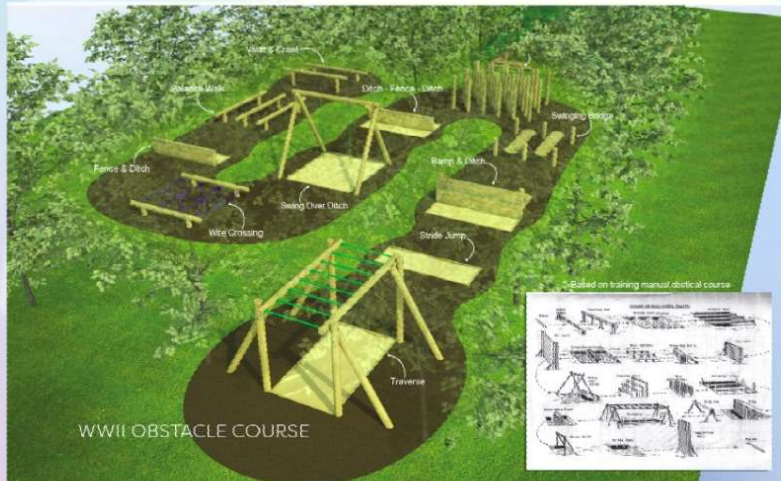






Coming up

Aldershot Military Museum



- New community manager with connections to the military
- Visitor figures up by 25% against last year, YTD
- Funding from HCT to match external grant funding

Allen Gallery



Feasibility being undertaken in 2019 for investment in Allen Gallery, Alton to redevelop the interpretation of the important ceramics collection at the venue

Winchester City Museum, first floor



Redevelopment of second floor of Winchester City Museum including modern digital interpretation

Gosport Old Grammar School



Visitor figures up 6% on last year, YTD

HCT taking on full operation of building from HLS from Easter 2019

Investing in a Community Manager

HCT Board have committed to capital investment and fundraising activity to support transformation project

Looking to secure funding to redevelop and secure future of Old Grammar School in Gosport as a Museum, Gallery and Education Centre

Exhibitions

35 exhibitions already in the programme this year, with more to come

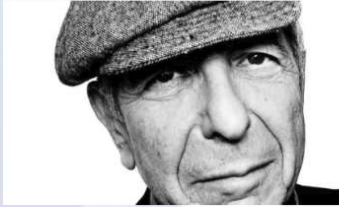


80 year anniversary since start of WWII



Vatican endorsed interpretation of Sistine Chapel coming to Winchester this summer

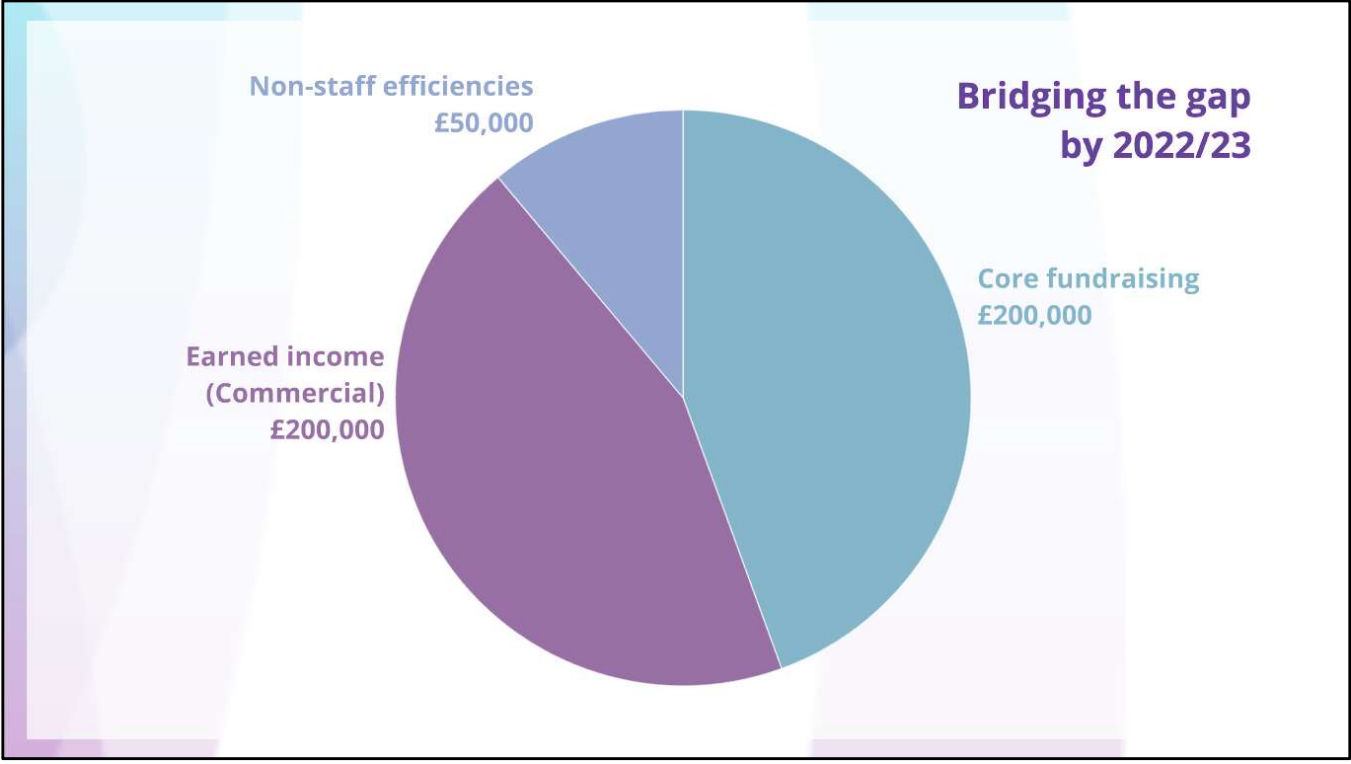
WW2 commemoration in summer blockbuster show at Milestones



Looking ahead to 2022/23



Further reduction in funding agreed with founding local authorities



Core fundraising £200,000

- **Fundraising for core activity**
 - Exhibitions
 - Programmes / Collections
 - People
- **Full cost recovery**
- **Build a culture of fundraising**

**Earned income
(Commercial)
£200,000**

- Admissions / exhibitions (increased gift aid)
- Increased spend per head retail and food & beverage
 - Increased venue donations
 - Events income

Non-staff efficiencies

£50,000

- Combined buying power
- Centralised pricing
- Targets on margin and stock control
- Purchasing visibility and policy

In summary

- **Clear direction and charitable identity**
- **Strong financial reserves**
- **Strong trading figures**
- **Track record in fundraising**
- **Clear business plan with achievable growth**
- **Willingness to invest, to grow:**
 - **People**
 - **Business opportunities**
 - **Partnership working**

- **Vision**
- **Investment**
- **Advocacy**



Hampshire
County Council