

AGENDA ITEM NO. 7

Committee:	WESTBURY MANOR MUSEUM, FAREHAM JOINT MANAGEMENT COMMITTEE
Date of Meeting:	1 st 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 Westbury Manor Museum and the Ashcroft Arts Centre in Fareham, Hampshire Cultural Trust wanted to share with the public our plans for a vibrant culture in Fareham. 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 Fareham and how our work should be helping them all.

A series of information panels and a short film were displayed in prominent places at Westbury Manor Museum and the Ashcroft Arts Centre 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

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 Fareham: Now

Hampshire Cultural Trust runs Westbury Manor Museum and Ashcroft Arts Centre.

Fareham 2013/14

No of visitors – 56,609

Live performances – 70

No of exhibitions – 26

No of volunteers – 41

Young people – 8,000

Panel 3: In Fareham: Future Plans

Within 2 years:

We will deliver a more vibrant offer from 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 Fareham residents and visitors get a truly inspirational and memorable cultural experience. Options include:

- Modernise facilities to create an attractive cultural offer that supports town centre regeneration.

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 Fareham

The Culture Conversation roadshow was attended by a variety of people from the community including volunteers, audience members and businesses in the local area. The feedback from the event included the need to improve the websites, a desire for more evening events and those which run later than 10pm and the need for better marketing, particularly cross-marketing of the museum and arts centre.

Feedback from the survey reinforced the need for improved marketing. The idea of more events with a festival feel was welcomed along with more activities for young people, particularly linked to education, and the over 60s. The plans for a more dynamic, integrated museum and arts offer were also welcomed and an improved café and retail offer. There was a desire for more information about the plans and a willingness to engage with the issues around culture in Fareham.

d)

Next steps

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

The Culture Stops project is beginning in Fareham. 'Culture Stops' is an initiative to transform Hampshire Cultural Trust's community museums into vibrant cultural spaces, with exciting potential for both daytime and evening cultural activity. Westbury Manor Museum has been selected to pilot this scheme.

Investigations are taking place into a mini festivals project which may impact various locations around the county.

A recent decision taken by Fareham Borough Council to further explore the development potential of Ferneham Hall and the Ashcroft Arts Centre will provide vision for a long term way forward for a redefining of the cultural offer in Fareham. All these initiatives will combine to create a framework for long term cultural development in the borough.