

# OPENING DOORS TO CULTURE



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In our museums, arts centres and galleries, we open doors for everyone to be inspired by culture. Our venues are friendly, welcoming places where people come together to discover stories and make memories through our collections, exhibitions, projects and events. We create opportunities for people to experience culture and achieve a positive change in their lives.



## ABOUT US

“Everyone goes away with a smile on their face... I've seen people come in miserable but I've never seen them go away miserable. I've seen people go away happy and that for me, that's part of the thrill of it.”

Daniel, volunteer, West End Centre

Hampshire Cultural Trust's mission is to provide great arts, heritage and creative programming for people living in and visiting Hampshire. We work closely with local and national partners and place communities, our collections and their stories at the heart of everything we do.

We offer outstanding cultural experiences for everyone. We do this through managing 23 venues and running a huge variety of cultural activities for both young and old, from vibrant live performances to high-quality exhibitions, museums and schools programmes.

We reach out to people who are facing barriers that mean they would not normally have access to arts and culture. This includes some of Hampshire's hardest-to-reach young people, whose confidence and resilience is boosted through cultural activity.

We also care for 2.5 million objects relating to Hampshire's rich cultural heritage. We make these objects available through our museums and they range from steam engines to fragile ancient artefacts. Each holds a narrative of ordinary lives from moments in history.

**Hampshire Cultural Trust is a charity and we need donations to continue our work so that even more people can access the great culture that Hampshire has to offer.**



# WHY IS SUPPORTING CULTURE IMPORTANT?



1,2,3,6 Arts Council England, 'The Value of Arts and Culture to People and Society', 2014  
4,5 All Party Parliamentary Group on Arts, Health and Wellbeing, 'Creative Health: the Arts for Health and Wellbeing', 2017



# OUR IMPACT

Hampshire Cultural Trust directly involves

# 740,000

people annually in cultural activities



# 541,000

people visit our museums and arts centres

# 198,000

people visit venues that we support in partnership

# 21,000

school children enjoy a wide range of programmes at our venues

# 1,300

people participate in programmes that create a positive social change

**Our work is in part made possible by 400 volunteers, who play a crucial role in keeping the doors of our venues open for everyone.**



### ARTIST ROOMS<sup>1</sup>: Agnes Martin and Horizon 20:20

Participants from Horizon 20:20 created their own responses to an exhibition of works by the abstract American painter, Agnes Martin. Their pieces were displayed in Winchester's City Space. Horizon 20:20 uses regular cultural activity to achieve positive outcomes for young people who, for a variety of different reasons, are not in mainstream education. The programme coordinator said: "The thought-provoking conversations between the curator and the young people at the Agnes Martin exhibition just showed how deeply they engaged... Seeing their pride and satisfaction when they saw their own work professionally exhibited was incredible."

1. ARTIST ROOMS is a touring collection of over 1,600 works of modern and contemporary art owned by National Galleries of Scotland and Tate



### Christianne, participant, The ICE Project

Christianne took part in The ICE Project<sup>1</sup>, which uses creative activities to improve young people's health and wellbeing. She described life before the project: "I didn't leave my house very often... I'd been out of school for at least six months." Participating helped Christianne to make friends, develop confidence and move forwards with her life. She says: "The routine of just coming to the project once a week, knowing that you've got something to look forward to and knowing that it's there just makes so much difference... I didn't know any of this was out there and it's made such a positive difference to me, my future and my health... I can only imagine what it can do for other people if it's done this much for me."

1. Delivered in partnership with Hampshire CAMHS (Child and Adolescent Mental Health Service)



### Sarah, volunteer, Westbury Manor Museum

Sarah joined the team at Westbury Manor Museum in Fareham after taking part in a hospital programme for a chronic pain condition. She says: "I feel like I have a purpose and that I'm useful again... My life has changed so dramatically from what it was a year ago. I've changed, I feel like I've got my life back, I feel like I'm me again." Sarah says venues like Westbury play a vital role in their communities: "Volunteering can bring a sense of enrichment, joy, purpose. It can give you a sense of belonging... I think without a venue such as Westbury Manor, the community would lose something."



### Tasker Steam Wagon

Nigel is a conservator and fully qualified engineer working for Hampshire Cultural Trust. Supported by a team of skilled volunteers, Nigel looks after our industrial heritage collection including a number of rare steam engines from local makers such as Taskers and Thornycroft. Although the engines may seem tough and robust, Nigel says: "Only those who look closely understand just how complex and fragile these historic vehicles really are. We work hard as a team to maintain them and, where we can, restore them to their original working splendour."



### Daniel, volunteer, West End Centre

Daniel has been volunteering at the West End Centre in Aldershot for three years. He loves being part of the team: "It makes me feel wanted because I have autism... They really understand it." Daniel recently nominated the team for an award that recognises autism awareness. He says that volunteering has completely changed his life and improved his wellbeing: "... it has made a huge difference. I'm a happier person for being here." He would encourage everyone to support Hampshire Cultural Trust: "If you don't support these venues, if you don't volunteer at these venues, if you don't give money to these venues, if you don't turn up to these venues, they will be gone."



### Jane Austen 200

Cultural events make a positive impact on Hampshire's economy. 2017 marked the 200th anniversary of Jane Austen's death; Hampshire Cultural Trust came together with Jane Austen's House Museum and other partners to celebrate Jane's creativity and talent. The year was packed with a collaborative programme of exhibitions, talks, walks, writing competitions and performances. Press coverage ranged from international to national and local news, with a total reach of 370 million people. The campaign contributed nearly £21 million to the county's economy.<sup>1</sup>

1. TSE Research, 'Jane Austen 200, Economic impact on Hampshire', 2017

# WHY SUPPORT HAMPSHIRE CULTURAL TRUST?

We became an independent charity in 2014 to manage the venues previously operated by Hampshire County Council and Winchester City Council and to care for 2.5 million objects which relate to Hampshire's cultural heritage.

We have the passion, knowledge and energy to provide vibrant and accessible culture for everyone. Our staff are experts in disciplines from conservation and curation to venue management and community engagement.

Our 23 venues benefit from being part of a larger charity. A lean central team with collections, marketing, fundraising, finance, HR and digital expertise provides vital support that enables local venues to thrive.

Since becoming a charity we have raised £1.1 million in donations from individuals and grants from trusts and foundations.

This support has:

- Underpinned our ability to care for our collections, run our venues and deliver life-changing projects.
- Helped meet the needs of some of Hampshire's hardest-to-reach people through cultural activity.
- Enabled us to deliver special projects, such as the refurbishment of the ground floor of Winchester City Museum and develop plans to tell the story of Winchester as the capital of Anglo-Saxon England.



Your support is vital to making culture accessible for people and communities across the county.

# SUPPORT HAMPSHIRE'S CULTURE

We need to raise more than £500,000 each year to run our projects, care for our collections and keep our venues open.

Facing this challenge head on, we are excited about our future. With your support we will:

- Continue providing great cultural experiences for everyone.
- Create greater social impact, providing access and opportunities for people to achieve a positive change in their lives through culture.
- Grow our reach to engage more people with Hampshire's culture each year.
- Contribute to Hampshire's economy and create revenue through our commercial activities to support our social impact work.

To do this we need your help.

Your contribution will have a significant positive impact:

- **£50** could buy materials for 10 school children to create artwork in response to an exhibition.
- **£175** could pay a theatre-maker to deliver an intensive workshop to help young people improve their health and wellbeing.
- **£500** could pay for conservation of an historic costume.
- **£800** could pay for an interpretation facilitator to co-curate an exhibition with a community group using our collections.
- **£2,500** could pay for 30 drop-in sessions for older people with dementia at one of our museums.
- **£5,000** could cover the costs of Summer Arts College, a week-long programme that builds confidence and self-esteem in young people referred by Hampshire's Youth Offending Team.
- **£10,000** could bring an internationally important exhibition to Hampshire from a national partner such as Tate or the British Museum.

To discuss your potential donation, contact Fundraising Manager Bryony Hope: [bryony.hope@hampshireculturaltrust.org.uk](mailto:bryony.hope@hampshireculturaltrust.org.uk) 01962 678161

[www.hampshireculture.org.uk/support-us](http://www.hampshireculture.org.uk/support-us)

All examples given are indicative. All donations will be unrestricted unless a restriction is specified by, and agreed with, the donor. All donations include a proportional contribution towards central running costs, which are vital to ensuring our activities can be delivered.

Donate today to open doors for everyone to be inspired by culture.



# OUR WORK

## Museums

Aldershot Military Museum  
Allen Gallery  
Andover Museum  
Basing House  
Bursledon Windmill  
Curtis Museum  
Eastleigh Museum  
Milestones Museum  
Museum of the Iron Age  
Red House Museum and Gardens  
Rockbourne Roman Villa  
SEARCH  
Westbury Manor Museum  
Westgate Museum  
Winchester City Museum  
Willis Museum

## Arts Centres

Ashcroft Arts Centre  
Forest Arts Centre  
West End Centre

## Art Galleries

City Space, Winchester Discovery Centre  
The Gallery, Winchester Discovery Centre  
Gosport Gallery  
The Sainsbury Gallery at the Willis Museum

## Collections Care

Chilcomb House  
Winchester collections store  
Gosport collections store  
Aldershot collections store

## Projects

Horizon 20:20  
Summer Arts College  
The ICE Project  
Reaching Out!  
100 Thank You's  
Creating Change  
Wessex Dance Academy (in partnership with Hampshire County Council)

## Costume Hire

Hampshire Wardrobe

## In partnership support

St Barbe Museum (in partnership with Lymington Museum Trust)  
The Spring Museum (in partnership with The Spring)



[www.hampshireculture.org.uk](http://www.hampshireculture.org.uk)

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