



CHAIRMAN'S REPORT



We have had an extremely busy and successful year at Hampshire Cultural Trust and have seen some remarkable achievements.

Jane Austen 200, the national campaign to reclaim Jane Austen for Hampshire, was a triumph. It included the critically acclaimed *Mysterious Miss Austen* exhibition at Winchester Discovery Centre and a series of unique exhibitions across the county. We received our strongest ever media attention with national and international coverage. This was swiftly followed by *Turner and the Sun* in Winchester and Basingstoke, with ten paintings and two sketchbooks from Tate, plus rarely-seen personal items for this stand-out exhibition exploring Turner's depiction of the sun. These two exhibitions are perfect examples of the Trust bringing world-class culture to Hampshire's doorstep, one of our overarching goals.

We are engaging more actively with communities across all our venues. We completely refurbished Westbury Manor Museum and the ground floor of Winchester City Museum; both venues have achieved acclaim since re-opening. Milestones Museum, our biggest and most critical venue, has outperformed targets with over 100,000 visitors for the year, and is now selling up to 40% of tickets online due to investment in our digital transformation programme which is well underway. This will deliver a new ticketing system for our art centres and a new website in 2018-19.

Our art centres continue to provide a wide range of music, comedy, theatre, classes and workshops, working for and with local communities and artistic partners to provide exciting cultural events, activities and projects. For the third time in four years, the West End Centre in Aldershot reached the national final of the Live UK Music Business Awards, an enormous achievement.

Our Social Impact programme, targeting vulnerable people across Hampshire, has gone from strength to strength. It has, in just 12 months, worked with 1,300 participants on a range of programmes designed to engage with and improve the lives of the most vulnerable in society. In addition, the team has delivered a variety of school programmes, both led and self-led, to nearly 21,000 school children.

Much of our activity this year has provided unprecedented opportunities to showcase items from our collections; from decorative art and historic costume collections for Jane Austen 200 to displaying the WWI J-type lorry at the Great Dorset Steam Fair in the summer.

In addition to our core funding, we secured over half a million pounds in fundraised income through grants for Social Impact projects, ambassador donations, corporate support and donations to special projects; these included Winchester – The Royal City and the Wessex Dance Academy. This level of fundraised income is remarkable for an organisation that is not even four years old. It is an impressive achievement on the part of everyone involved.

Towards the end of the year, we embarked on an organisational restructure to modernise and shape the Trust to achieve growth and deliver our ambitions for the future. We also commissioned a governance review, the findings of which will be delivered in 2018-19. I am confident that we are now set up in the best way possible to achieve even more. We will use our extensive breadth of skills and knowledge to focus on providing access to world-class experiences, using culture to connect with and make a positive impact on our diverse audiences and communities.

I would like to thank all of our passionate staff and brilliant volunteers, including Trustees, for their dedication and hard work during what has been a challenging and exciting year. I hope you enjoy this review, which illustrates just some of our achievements for 2017-18 and gives an outline of our plans for the future.

A handwritten signature in black ink that reads "Alan Lovell".

Alan Lovell

OUR ACTIVITIES



Operation of 18 museums across Hampshire and East Dorset, providing access to local history for residents and visitors

Delivery of a flagship gallery programme, bringing major exhibitions to three government indemnified galleries in Winchester, Basingstoke and Gosport

Stewardship of over 2.5 million objects relating to Hampshire's cultural heritage

Working in partnership with external organisations to deliver community museum services at three further venues in Hampshire

Delivery of engaging cultural programmes for young people; Wessex Dance Academy works with the most vulnerable young people using contemporary dance and Horizon 20:20 engages young people in non-mainstream education settings using a variety of cultural activity

Operation of Hampshire Wardrobe which provides costume and loans materials for schools and other local users to support history and the arts

Operation of three arts centres in Hampshire, bringing high-quality performing arts to local communities

Delivery of a schools and adult education programme creating learning opportunities inspired by local history, artists and creatives

Hosting of museum development advice for the wider museums sector in Hampshire and the Isle of Wight area via the Arts Council England funded Museum Development programme

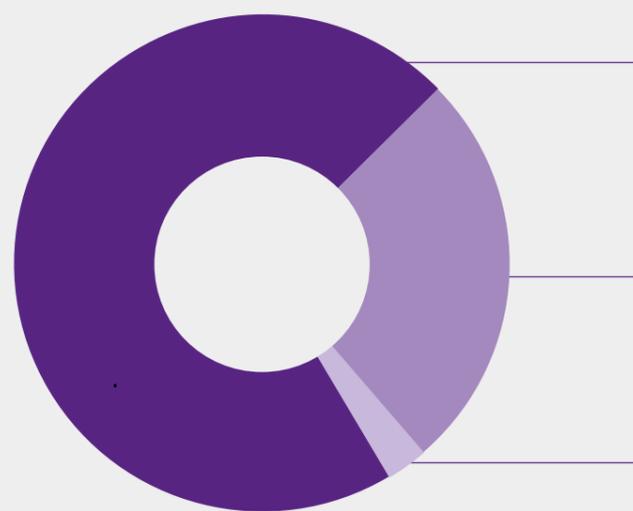
Above:

Angie Lewin: *A Printmaker's Journey* at The Gallery, Winchester Discovery Centre

ACHIEVEMENTS AND PERFORMANCE

Highlights of our achievements and performance are explained in relation to our five strategic goals

We directly engaged with nearly **740,000** people an **8%** increase over 2016-17, of which:



541,000 visited our managed museum venues and art centres, including non-paying and paying visitors to art centres

198,000 visited venues that the Trust supports in partnership

21,000 school children enjoyed a wide range of programmes at our venues

Our KPI visitor figures for museums increased by **13.1%** over 2016-17



We worked with **1,300** participants in programmes designed to engage with and help improve the lives of the most vulnerable in society

Partners included:

- Paul Hamlyn Foundation
- Hampshire Child and Adolescent Mental Health Services (CAMHS)
- Hampshire and Isle of Wight Community Rehabilitation Company
- Hampshire Futures
- North East Hampshire and Farnham Clinical Commissioning Group
- Ways Into Work

We achieved Gift Aid of **£67,397**

Our venue donation income was **£91,180** an increase of **118%** on last year

Our fundraising income excluding Arts Council England and Heritage Lottery Fund was **£535,191** of which **£120,000** contributed towards core costs

Our earned income was **£2,586,766** an increase of **20%** on last year

We secured a grant from Google AdWords of **\$120,000** value per annum

Our digital engagement through web and social media is more than **2 million** representing a growth of **25%**

Milestones, our biggest admission charging venue, is now selling **40%** of tickets online

Jane Austen 200 reclaimed Jane for Hampshire with national and international press coverage. Working with partners the campaign contributed nearly **£21 million** to the county's economy

We secured more than **1,200** pieces of positive press coverage, of which **14%** were national or international, an increase from a baseline of zero

Our *Turner and the Sun* exhibition saw **18,729** visitors in a ten-week period, our busiest exhibition ever

Our three arts centres staged **371** events and have provided opportunities for local people to work with world-class contemporary arts companies, contributing to events in their communities



Hampshire Cultural Trust will deliver vibrant, world-class cultural experiences by 2025



JANE AUSTEN 200

2017 marked the 200th anniversary of Jane Austen's death, and Hampshire Cultural Trust came together with Jane Austen's House Museum and many other partners across the county to celebrate her creativity and talent.

The year was packed with a collaborative programme of exhibitions, talks, walks, writing competitions and performances.

Press coverage ranged from international, national and local with a total reach of 370m and an Advertising Value Equivalent of £2.5m. The campaign contributed nearly £21million to the county's economy.*

Our flagship exhibition for Jane Austen 200 was *The Mysterious Miss Austen* at The Gallery, Winchester Discovery Centre. Presented in partnership with Jane Austen's House Museum, this landmark exhibition explored Jane's life, work and her relationship to Hampshire.

The exhibition brought together six portraits of Jane under one roof for the very first time. It also showcased another 80 items, including paintings, watercolours, prints, illustrations, manuscripts, letters, clothing and other objects. Some were generously loaned from private and public collections both in the UK and abroad, with others coming from our own collections including Jane's pelisse coat and her purse and case for sewing materials, both normally on display at Winchester City Museum.

*Source: TSE Research, Jane Austen 200, Economic impact on Hampshire

Opposite:

Top: The Jane Austen statue outside the Willis Museum, Basingstoke

Middle: *The Navy at the Time of Jane Austen* exhibition at Gosport Gallery

Bottom, left: Jane Austen writing competition winners and runners up

Bottom, right: *The Mysterious Miss Austen* exhibition at The Gallery, Winchester Discovery Centre

Below:

Top, left: *Retail and Romance: Jane Goes to the Ball* exhibition at the Willis Museum, Basingstoke

Top, right: Items on display at *The Mysterious Miss Austen* exhibition at The Gallery, Winchester Discovery Centre

Bottom, left: *Retail and Romance: Jane Goes to the Ball* exhibition at the Willis Museum, Basingstoke

Bottom, right: HRH The Earl of Wessex at *The Mysterious Miss Austen* exhibition at The Gallery, Winchester Discovery Centre

Other exhibitions and activities included:

- *Jane's Winchester: Malady and Medicine* at City Space, Winchester Discovery Centre
- *Jane and Her Alton Apothecary*, Allen Gallery, Alton
- *The Navy at the Time of Jane Austen*, Gosport Gallery
- *Retail and Romance: Jane Goes to the Ball*, Willis Museum, Basingstoke

We ran three writing competitions, one for adults and two for children. The adults' prizes were presented to the winners by HRH the Earl of Wessex.

We helped raise funds for and commissioned Basingstoke sculptor Adam Roud to create the first life-size bronze sculpture of Jane Austen which was placed in the Market Square in Basingstoke outside the Willis Museum.



Hampshire Cultural Trust will deliver vibrant, world-class cultural experiences by 2025



- *Angie Lewin: A Printmaker's Journey* was a unique, artist-curated exhibition, bringing together national loans from Tate and V&A Museum alongside the artist's own personal collection. The exhibition not only drew 14,000 visitors to our venues, it also generated £8,000 of retail sales of the popular artists prints
- *Turner and the Sun*, the first exhibition to be devoted solely to the artist's lifelong obsession with the sun displayed ten paintings and two sketchbooks from Tate, plus rarely seen personal items from a private lender. We saw 18,729 visitors in just ten weeks. An accompanying education programme delivered free workshops and coach travel to ten schools, engaging 650 participants

'Thank you for an amazing trip I will never forget. I went back to the gallery on Saturday with my Daddy and told him all about the school trip.'

Comment from a primary school student

Opposite:

Top: Artist Angie Lewin with her exhibition *A Printmaker's Journey*

Middle, left: Items on display at The Gallery, Winchester Discovery Centre in *Angie Lewin: A Printmaker's Journey* (photo: Alun Callender)

Middle, right: *Turner and the Sun* exhibition at The Gallery, Winchester Discovery Centre

Bottom, left: Westbury Manor Museum, Fareham

Bottom, right: The re-opening of Westbury Manor Museum, Fareham

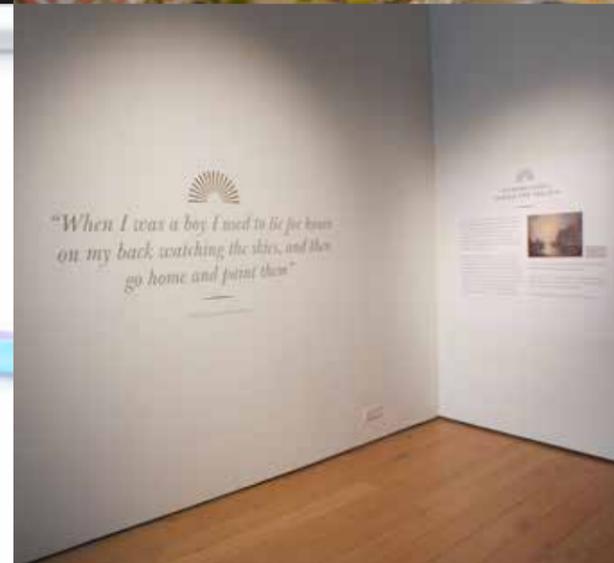
Below:

Top: The Winchester Model at Winchester City Museum

Bottom, left: *Turner and the Sun* exhibition at The Gallery, Winchester Discovery Centre

Bottom, right: *Time Maze Adventure* at Milestones Museum, Basingstoke

- With additional funding from Winchester City Council, Hampshire County Council and generous donations from our supporters, we completely refurbished the ground floor of Winchester City Museum and installed the wonderful model of Victorian Winchester, built by former County Planning Officer Roger Brown
- We worked with funding from Fareham Borough Council, the Heritage Lottery Fund and Hampshire County Council to refurbish Westbury Manor Museum. The refurbishment enabled us to bring the museum displays up-to-date, introducing new digital interpretation and highlighting the history of the house and the eight admirals associated with it. Volunteers contributed a huge amount of time and enthusiasm to the project and we now have a vastly improved community asset for Fareham
- Our summer exhibition at Milestones, *Time Maze Adventure*, saw the museum turned into a temporal hub for young adventurers to complete the mission of fixing time! Based on four mazes inside and one outside, the event proved extremely popular with more than 22,000 visitors over the summer holidays
- LEGO® *Mythical Beasts* at Milestones attracted over 30,000 visitors with 2000 downloads of the accompanying app





- One of the few surviving Thornycroft lorries from the First World War attracted a lot of interest at the Festival of Transport in Basingstoke, it also made an outing to the Great Dorset Steam Fair
- More than 200 children, parents and carers took part at Ashcroft Arts Centre's Summer PLAY! Festival, a day of workshops and activities for younger visitors to the centre
- The programme of symposiums and conferences for The Royal City programme continued with the first academic conference in July 2017. The conference, called *Winchester, An Early Medieval Royal City* comprised a three-day programme of keynote lectures and sessions exploring the development of Winchester, its cultural and political life and its place in the Saxon and early medieval world. The conference was attended by 166 delegates from all over the world



- Our digital transformation programme is well underway, with online advance ticket booking implemented at three of our five charging venues, an electronic point of sale system implemented at two of our venues and a new website launching in June 2018
- The award-winning dance production *5 Soldiers* was performed at Aldershot Military Barracks in partnership with the West End Centre. An eight-week, tailor-made outreach programme to build new links between the military, the arts and local communities resulted in a brand new dance piece by local young people with no previous dance experience
- To celebrate the spring equinox, Forest Arts Centre staged a new event, *Into the Light*, with visitors enjoying live music, contributing to the creation of a light installation and participating in a procession led by community performers
- Winchester City Museum and Westgate Museum were awarded 'Full Accreditation' by Arts Council England's Accreditation Panel in April and submissions for a further 14 museums managed by the Trust were made in August 2017. These have subsequently been successful
- Our Hampshire Finds Liaison Officer, funded by the Portable Antiquities Scheme, hosted three MA placements from the University of Winchester, the University of Southampton and the University of Salento, Italy. We have also given talks, provided training sessions and held 'find days' as part of the Festival of British Archaeology. Four of our museums displayed treasure as part of the National Treasure20 celebrations in September 2017



This page:

- Left, top:** The WWI J-Type lorry at Milestones Museum, Basingstoke
- Left, bottom:** The Gosport Play Gallery
- Right, top:** *May the Toys Be With You* exhibition at the Willis Museum, Basingstoke
- Right, bottom:** Professor Eric Fernie delivering a public lecture at the *Winchester, An Early Medieval Royal City* conference

Opposite:

- Top:** *Into the Light* at Forest Arts Centre, New Milton
- Middle:** *Winchester, An Early Medieval Royal City* conference
- Bottom:** 'John the Winter Giant' at Westbury Manor Museum, Fareham



Hampshire Cultural Trust will improve its ability every year to inspire better life chances

Our Better Life Chances team worked with 1,300 participants on a range of programmes designed to engage with and help improve the lives of the most vulnerable in society. These programmes worked with all members of our community, covering the whole of Hampshire and working with key partners to focus on the priority areas of young people, older people, schools and community engagement.

During the year, the team secured over £400k of external funding and worked with 60 partners.

Below:

Top to bottom: Horizon 20:20 project participants

Right: Glasswork created by participants of Horizon 20:20



Horizon 20:20

Art teacher Mimi reflected on one student's progress:

'Initially, [she] was anxious about going into the art room to partake in the session so stayed in the EV (emotionally vulnerable) room. She was not able to cut glass as she wouldn't go into the art room so painted on glass in the first few sessions.'

'She was not confident at all but was neat and took her time whilst painting Christmas decorations. As the sessions went on, [she] was more experimental and tried using different shapes and embellishments in her work to link into her project. Towards the end of the sessions, she came into the art room and cut glass which was a huge achievement.'

This growth in confidence by one young person is representative of a larger number and indicates that the programme is meeting this core aim in Woodlands Education centre. In fact, data recorded by the art teacher has shown that every student who participated in glass workshops positively increased their rating in the following areas: Engagement with learning, confidence and self-esteem, teamwork, empathy, communication, forming positive relationships, improved behaviour.



Opposite:

Top: A workshop at Ashcroft Arts Centre, Fareham

Middle: ICE Project participants in a dance workshop

Below:

Left: Photography and film participants in the ICE Project

Right: A music workshop, part of the ICE Project

- We worked with 355 at risk young people across seven education centres through the Horizon 20:20 project, an ambitious arts intervention programme for vulnerable young people who cannot cope in a mainstream learning environment
- The ICE Project, which is a partnership between HCT and Hampshire's Child and Adolescent Mental Health Services (CAMHS), worked with 100 vulnerable young people who have experienced mental health issues through delivery with ten youth charities and ten arts and cultural organisations
- The team worked with over 100 older people living alone or at risk of isolation through a programme of consultation, participatory activities and visits to our museums. This programme has helped build relationships with key community partners to develop ideas of how to work more closely together through grant funded activities
- In partnership with Radian Housing, HCT received funding from HLF to bring together existing residents living in social housing communities in Whitehall and Bordon to explore, share and showcase both the local and their own diverse personal heritage to welcome and connect with new residents moving into a new housing development



ICE Project

'I just wanted to say that I've been thinking a lot about last week's celebration event, and I thought I would just let you know how much it meant to me. Before I got there on the night, I was quite upset and I didn't really want to go: I thought there would be too many people, or that maybe I would embarrass myself or I would just find it too overwhelming. I am so glad that I did go: it was so incredible to see all of the amazing work that everyone produced, and I am so proud of everyone in the project, whether they took part or organised it. It was also lovely to see just how many people were involved, and it wasn't scary to be there with everyone!'

[Christianne, project participant, referred from CAMHS, reflecting on the project celebration event]





Above: A workshop at Ashcroft Arts Centre, Fareham

Below: Cultural Pathways participants at Forest Arts Centre, New Milton

- The Better Life Chances team received funding from Hampshire County Council for the Cultural Pathways: Pathways to Employment project. This project succeeded in developing and testing a new approach to supporting adults with learning disabilities to achieve their employment goals. Through a programme of individual work placements, and drama workshops, it created a framework using creative arts methods and cultural venues to help individuals enhance their self confidence and social skills to prepare for the job market

- Through funding from the North East Hampshire and Farnham Commissioning Group, HCT delivered a training programme for creative practitioners to work with adults experiencing mental health issues. Five Creative Practitioners spent five weeks working with their host organisation delivering creative sessions covering a range of activities from learning to play the ukulele, woodworking, mosaics and multimedia practices.

Each practitioner was paired with a professional mental health worker/session facilitator from the host organisation so they could develop their skills in working with their specific client group and share best practice

Below: Project participants from women's centres in Hampshire

- Feedback from a participant: *'I am less socially isolated since the course and making new friends helps me manage my feelings of intense loneliness in society'*
- Feedback from a creative practitioner: *'I suppose what stayed with me is that it was not really a mental health project, it was a people project. The challenges and joys we lived through in this project were the same as in any other art project I have done and concerned key issues like choice, self confidence, independence, sharing, trust, control and risk taking'*

- Hampshire Cultural Trust & Hampshire and the Isle of Wight Community Rehabilitation Company worked in partnership to deliver a new arts-led intervention to service users on probation. This programme, Creating Change, was designed and delivered by BearFace Theatre Company and funded by the CRC Innovation Fund.

In 2017-18, the project worked with 62 service users across six Women's Centre groups and 20 service users across two About Turn Projects (substance misuse groups)

Cultural Pathways

Amy: 13-week work placement at the café in the Forest Arts Centre in New Milton.

Amy had expressed that she lacked confidence and had anxiety issues. She had initially been very nervous about working in the café in such a customer-facing role and was unsure about how she would cope. During one particular incident as she served some customers, Amy was able to assess the situation and respond in an appropriate manner to resolve it to the satisfaction of the customer. The supervising staff member noted that Amy stayed calm throughout and handled the situation

efficiently and politely. Following this, Amy reported that she was particularly pleased with her reaction and found that it gave a boost to her confidence. By the end of the placement, Amy noted that she enjoyed her work there.

'I love the staff ... I like working behind the bar. I never thought, I literally did not think that I would be able to serve people on my own and just do it. That was just really scary at first. But I'm just doing it now.' [Amy]



Creating Change

'I didn't even want to get out of bed today, I didn't feel confident to drive, but I came anyway and I now feel so positive, I'm glad I made the effort to be here' and "I started the session feeling self-conscious but now [at the end] I am comfortable and everyone has had their input.'

Participant from Fareham Women's Centre.





- #ArtAfterTurner involved a group of self-selecting, local young and emerging artists working with a professional artist to create new work in response to our major exhibition, *Turner and the Sun*. Through the project, the students were pushed to challenge their own arts practice to produce gallery-ready artwork, they learned how to curate and install their own show within a cultural venue and presented their work at their first private view
- Through a grant from the MOD Covenant Fund, the *100 Thank Yous* project worked with 30 young people from both military and civilian families in North East Hampshire to research the role of the Gurkhas in WWI and to respond through a variety of creative media
- This year, 20 young people graduated from the Wessex Dance Academy. Seven of these young people have successfully returned to school while another four have gone on to college. Three hope to go on to college later, others have moved into employment and some are volunteering
- Throughout the year a variety of school programmes, both led and self-led, were delivered to nearly 21,000 school children
- Funding was received from the Department of Education, via Arts Council England, to lead a partnership of six museums in North Hampshire to participate in the Reaching Out! project. This project enabled all partners to increase their school visit numbers, with 44% of participating schools being first time visitors across the programme and 76% of these schools making return visits

GOAL 4

Hampshire Cultural Trust will deliver a surplus for reinvestment every year



- The Trust achieved a consolidated surplus for the year to 31 March 2018 of £477,921. The Trust's total reserves at 31 March 2018 were £1,428,587, of which £308,870 were held in restricted funds and £1,119,717 unrestricted
- Hampshire Cultural Trust Trading Limited achieved a profit for the year to 31 March 2018 of £383,180. The results of the Trading Company are included in the above consolidated figures. The available taxable profits of the Trading Company will be Gift-Aided to the Trust during the next financial year
- The Trust budgeted to secure £1,735,000 of fundraised income for 2017-18 and achieved income of £1,802,000 through grants (£1,622,000) and donations within venues and to special projects of £180,000. Key successful fundraising areas in 2017-18 were projects such as the Reaching Out! programme, awarded £129,600 by Arts Council England and the Department for Education, representing two years' continuation funding, and donations towards special projects such as Winchester – The Royal City and the Jane Austen Statue
- We were not successful in applications to Arts Council England to become a National Portfolio Organisation and the Heritage Lottery Fund to make capital improvements to two galleries. However, the work carried out for these applications provided solid foundations for two subsequent projects: our Heritage Lottery Fund application for the redevelopment of the Gosport Old Grammar School and the potential for the regeneration of the Top of the Town in Basingstoke as a cultural hub

- The Trust commissioned CASS Business School to conduct a governance review. This seeks to establish what arrangements and practice best suit and support the Trust to achieve its objectives in the future. The findings of the review will be introduced in 2018-19

We enter 2018-19 with a number of key applications in the pipeline, including:

- Gosport Heritage Museum and Gallery, a round one application to the Heritage Lottery Fund to develop Gosport Old Grammar School into a cultural hub through improvements to the building and by increasing community engagement activities and training opportunities for local young people
- HCT: sustainable practice, resilient future (£96,000), an application to the Heritage Lottery Fund for Resilient Heritage funding to embed consistent, best working practice in impact measurement, audience and community consultation and co-creation and sustainable fundraising within HCT

Above:

Left: Red House Museum and Gardens

Right: The museum café at Westbury Manor Museum, Fareham

Opposite:

Top: Children taking part in the Reaching Out! project

Middle: Wessex Dance Academy

Bottom: Young artists from #ArtAfterTurner

Hampshire Cultural Trust will be a great place to work for staff and volunteers

- We have more than 100 employees and 400 volunteers who are incredibly dedicated. They are our most valuable resource and we are grateful for their commitment. We aspire to work in a way that recognises their importance
- Our staff have regular team meetings and we use our dedicated staff intranet to keep in regular contact with both our employees and volunteers. Our work place forum provides an inclusive platform to share and consider our developments, opportunities and challenges
- In October, we held two staff and volunteer events to celebrate achievements and inform everyone of future plans. The event, 'The Big Get Together', was held at Milestones on each day and involved participatory, fun activities along with interactive display stands from different departments across the Trust, presentations and Q&A sessions



OUR SUPPORTERS

Hampshire Cultural Trust is very grateful to all of our supporters who have contributed to our activities during the year

Ambassadors

Gold Founding Ambassadors

Mr and Mrs Peter Andraee
Mr Douglas Connell
Mr and Mrs Damon de Laszlo
Mr and Mrs George Hollingberry
Mr Alan Lovell DL
Mrs Virginia Lovell DL
Mr Finian and Dr Diana O'Sullivan
Mr and Mrs George Seligman

Gold Ambassadors

Mr David and Mrs Nadine Collinson
Mr Nigel McNair Scott

Founding Ambassadors

Mrs Rachel Bebb
Mr Robert and Mrs Fiona Boyle
Mr Michael Campbell
Commodore Jonathan Cooke
Mr Tom Floyd
Mr David Frere-Cook
Dr Hugh Laing
Lady Angela Stansfield Smith
Professor Elizabeth Stuart
Mr David Walton
Mr and Mrs Peter Wilcock
Mrs Louise Woods

Ambassadors

Lady Julia Craig Harvey
Mr Gerald Dodson

Founding Corporate Partners



Individual Donors

Mr Nicholas Ferguson
Mr Michael Hutchinson

Friends Groups

Friends of Aldershot Military Museum
Friends of the Allen Gallery, Alton
Friends of the Curtis Museum, Alton
Friends of Gosport Museum
Friends of the Red House Museum and Gardens, Christchurch
Friends of the Willis Museum, Basingstoke
The Friends of Basing House ceased to exist in 2015. They are spending their remaining funds on a monument to the fallen of the 1643-1645 sieges and some engraved benches.

Trusts, Foundations and Statutory Bodies

Arts Council England
Heritage Lottery Fund
Brighton & Hove Borough Council
Paul Hamlyn Foundation
The British Museum Portable Antiquities Scheme
Artsworld Ltd
Lymington Museum Trust
NHS Sussex Partners
Ministry of Defence
Coles-Medlock Foundation
Hampshire & IOW CRC
Historic England
Step by Step Partnership Limited
Radian Group Limited
Youth Better Life Chances
Raising Aspirations in Rushmoor

Local Authority Partners

Hampshire County Council
Winchester City Council
Basingstoke & Deane Borough Council
Fareham Borough Council
Gosport Borough Council
Eastleigh Borough Council
Dorset County Council
Christchurch Borough Council
Rushmoor Borough Council
New Forest District Council
East Hampshire District Council
Alton Town Council
Bursledon Parish Council

Opposite:

Top: Staff at Andover Museum and Museum of the Iron Age

Bottom: A volunteer in the vehicle workshop at Chilcomb House

FINANCIAL REVIEW

The Trust recorded a consolidated net surplus for the year of £477,921. This included a net surplus of £46,377 within the Trust's restricted funds for which costs will be incurred during the current or future years. Together with the brought-forward funds of £950,666, the total funds at 31 March 2018 amounted to £1,428,587 (£1,119,717 unrestricted, £308,870 restricted).

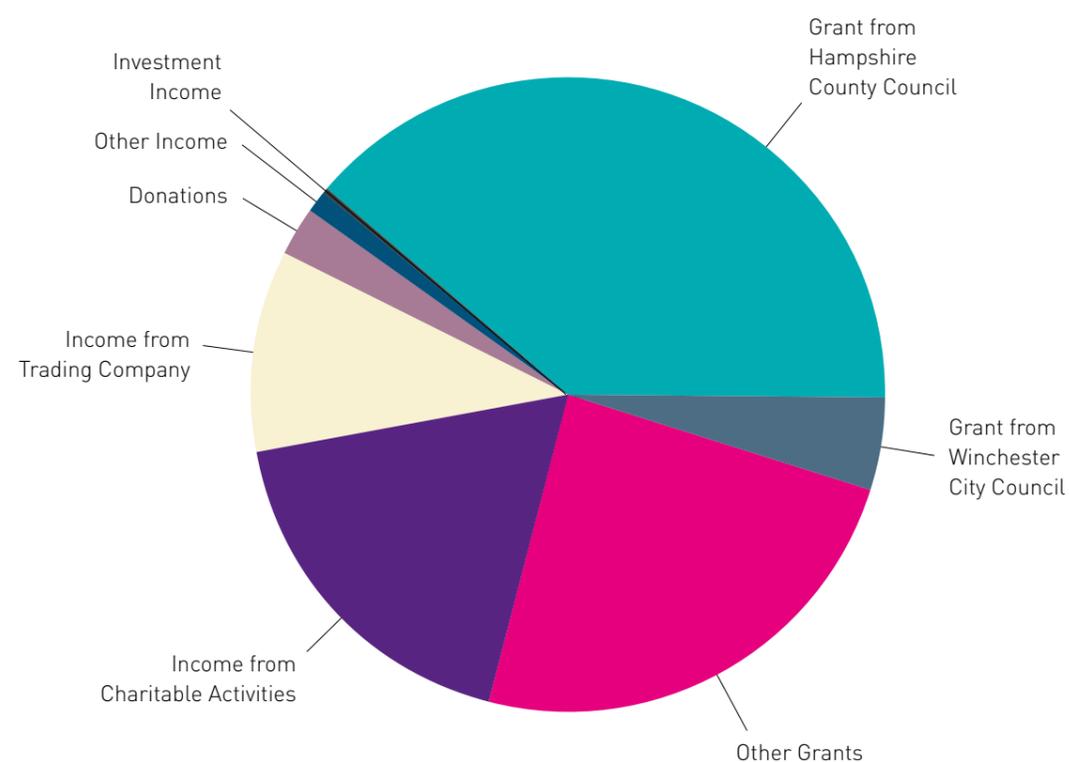
The above consolidated figures include the results of the Trading Company. During the year, the Trading Company recorded a net profit after tax of £383,180. This represented a substantial increase over the previous period and continues to demonstrate the Trust's ability to enhance the commercial performance of its trading activities in order to support its core aims.

The Trust remains heavily reliant on the continuing financial support of its founding local authorities and the wider network of district and borough councils across Hampshire and East Dorset. The Trust has secured funding agreements from Hampshire County Council, Winchester City Council and certain other local authorities for the period to March 2021. These provide for core funding over this time frame.

The Trust will continue to diversify and enhance its funding from other sources. Further details of funding sources for 2017-18 are set out in the notes to the accounts.

2017-18 was the third full year of independent operations since the Trust's formation in November 2014.

In 2017-18, the Trust's total income amounted to £8,317,343, an increase of 11 per cent over the prior year.



Consolidated statement of financial activities (incorporating the income and expenditure account)

For the year ended 31 March 2018

	2018			2017		
	Unrestricted funds £	Restricted funds £	Total £	Unrestricted funds £	Restricted funds £	Total £
INCOME						
Donations and grants	4,327,102	1,507,975	5,835,077	4,012,185	1,326,990	5,339,175
Legacies	1,000	-	1,000	-	-	-
Income from charitable activities	1,504,110	-	1,504,110	1,268,422	-	1,268,422
Income from other trading activities:						
Income of Trading Company	863,071	-	863,071	779,959	-	779,959
Investment income	12,402	-	12,402	21,515	-	21,515
Other income	101,683	-	101,683	80,669	-	80,669
Total income	6,809,368	1,507,975	8,317,343	6,162,750	1,326,990	7,489,740
EXPENDITURE						
Costs of raising funds:						
Fundraising and publicity	57,241	-	57,241	34,083	22,290	56,373
Expenses of Trading Company	585,391	-	585,391	600,403	-	600,403
Expenditure on charitable activities	5,771,150	1,425,640	7,196,790	5,452,717	1,154,989	6,607,706
Total expenditure	6,413,782	1,425,640	7,839,422	6,087,203	1,177,279	7,264,482
Net income/(expenditure)	395,586	82,335	477,921	75,547	149,711	225,258
Transfer between funds	35,958	(35,958)	-	-	-	-
NET MOVEMENT IN FUNDS	431,544	46,377	477,921	75,547	149,711	225,258
Reconciliation of funds						
Total funds brought forward	688,173	262,493	950,666	612,626	112,782	725,408
TOTAL FUNDS CARRIED FORWARD	1,119,717	308,870	1,428,587	688,173	262,493	950,666

All recognised gains and losses are included in the statement of financial activities.
All transactions are derived from continuing activities.

The results for the period ended 31 March 2018 are set out on pages 29 to 45 of the *Hampshire Cultural Trust Trustees Annual Report and Consolidated Financial Statements for the year ended 31 March 2018*.

OUR COLLECTIONS

Hampshire Cultural Trust cares for more than 2.5 million objects relating to Hampshire's cultural heritage, from working steam engines to fragile prehistoric artefacts

Our collections are at the heart of everything we do. We aim to bring their stories to life by providing rich and engaging experiences for our customers. From 2018-19, our collections work will be embedded in our four workstreams. This will increase access to the remarkable and nationally important objects that we care for. At the same time, we will maintain our high standards of collections management and stewardship, with our local teams being supported by a central collections management and care team.

A key aim for the future is to further increase access to our stored collections. We will do this through a variety of means including our varied, public programme, the creation of better managed and more accessible stores, improvements in collections documentation, and support to grow collections related skills within the wider team. We will also develop proactive research partnerships with specialist groups and universities and continue to provide access for our dedicated and valued volunteers.



Above: A 1770s wedding dress from the *I Do!* exhibition

Right, top: 'The Chace Tapestry' designed 1909

Right, bottom: The WW1 J-Type lorry at the Basingstoke Festival of Transport



Top: Perfume bottles on display at the Allen Gallery, Alton

Second line (left-right):

- The Alton Buckle at the Curtis Museum, Alton
- Southern Railway steam plate at Eastleigh Museum
- Children's shoes and toys dating from 18th - 19th century

Third line (left-right):

- A children's alphabet tile game from our collections
- Civil War armour at the Curtis Museum, Alton
- Aldershot Military Museum

Right: A firearm from the collections we care for



PREPARING FOR THE FUTURE

In 2017-18, we embarked on an organisational restructure to modernise and shape the Trust in the best way to achieve growth and deliver our ambitions, while at the same time lowering our cost base to address planned local authority grant reductions. We will focus on the priority areas of work that deliver social impact and work that strengthens our visitor attractions.

Our goals, while still centred on the key areas of quality, financial resilience, social impact and people, have been updated to better reflect our ambitions:

To create treasured cultural showcases that attract visitors and inspire local pride

To play a central role in developing communities and belonging, accessible to all

To be confident and enterprising, with the agility to adapt towards a thriving future

To create great spaces where people love to work and volunteer

The organisation has been shaped into four areas, each with a strong, identifiable purpose and clear accountability for the work and projects that are delivered within them.

- **Destination Winchester** – focusing on Winchester as an international heritage destination, joining up its heritage attractions and making the most of all that the city has to offer
- **Milestones and Basing House** – visitor attractions bringing history, science and the arts together to deliver increased economic impact
- **Community** – creating opportunities for people to achieve a positive change in their lives through culture at our venues and our outreach projects
- **Culture Hubs** – creating economic and social impact through working with partners, providing dynamic cultural hubs serving extended communities

These workstreams are supported by a central team that includes collections, exhibitions, marketing, digital engagement and fundraising

We will continue to deliver our goals through these workstreams

Destination Winchester

- We have identified the development of a cultural Destination Winchester as a key priority and will work with partners to further position Winchester as an international heritage destination by joining up its significant historic attractions as a coherent visitor proposition. Our long-term vision is to transform the heritage offer in Winchester through the development of a new museum hub and digital heritage city concept in order to deliver economic, social and educational outcomes
- The Gallery at the Discovery Centre will continue to deliver exceptional quality and varied exhibitions from our own team as well as from national lenders such as Tate's ARTIST ROOMS and the National Portrait Gallery
- Displays in the gallery on the first floor of Winchester City Museum will be refreshed with new artefacts, including the stunning remains of an arch from 12th century Hyde Abbey
- A one-day symposium, *Winchester, Early Medieval Power and Faith*, will be held in October 2018, with broadcaster and historian Dr Janina Ramirez as the keynote speaker

Milestones and Basing House

- Milestones Museum will be the focus of Hampshire's Big Theme 2018, Creative Genius with a major exhibition, *Mission Mega Machine*, a science-based adventure with lots of hands-on activities for all visitors. Another family-friendly exhibition will take place in early 2019
- The café at Milestones will be refurbished and updated and the menu enhanced
- As part of the Trust's wider digital transformation programme Milestones will have its own web domain which will help improve its visibility in an ever competitive market place
- We will explore how to make the most of Basing House, a unique and nationally important historic site. At the same time, we will continue to deliver a variety of special events and activities

Opposite:

Top: A young visitor at Aldershot Military Museum

Opposite, bottom: Exterior detail at Red House Museum and Gardens

Community

- Our community museum venues will have a strong social impact focus and will primarily work to deliver social impact in the communities that they connect with
- Our current funded programmes such Horizon 20:20 and the ICE project will be integrated into this workstream and we will continue to develop partnerships with organisations such as the NHS and within the criminal justice system across Hampshire
- A new post of Community Cultural Experience Manager will work across our museum venues to liaise with the central collections and exhibitions technical teams ensuring that our local museum displays are rich and engaging
- We will develop a prioritised programme of investment for the refurbishment of our community museums

Culture Hubs

- We will develop a capital investment proposal for Gosport Old Grammar School to become a multi-purpose hub providing a cultural heritage offer that widens and deepens the range of activity available to local communities. The programme will include improved facilities and will support the development of skills and learning useful to young people in obtaining employment
- Our arts centres will continue to deliver a high-quality, diverse programme of arts activities and performances, as well as classes and workshops designed to have positive impact on people and their local communities
- We will invest in a new box office system for all three of our art centres, as well as dedicated web domains to improve their presence and visibility in the digital environment
- Our flagship gallery programme at Basingstoke and Gosport will continue to deliver exceptional quality and varied exhibitions from our own team, national lenders and local communities
- Wessex Dance Academy will move to a new home, St John's House in Winchester and will continue its programme of giving confidence and self-esteem to young people through dance



CENTRAL SUPPORT



- We recognise that improved digital systems lead to enhanced customer engagement, operational efficiencies and increased revenue. We have therefore prioritised our digital workstream by investing in digital transformation with priorities for 2018-19 focusing on a new website, a greatly improved box office system at our art centres and rolling out a fit-for-purpose electronic point of sale system for our venues with retail provision. We will also develop our CRM capability and introduce a new staff intranet
- Fundraising is crucial for the Trust as we move towards a financially sustainable business model. In 2018-19, we will continue to focus on a mix of active fundraising, organisational development and systems and processes improvement. The team will complete a fundraising audit, develop a Trust-wide case for support and establish an impact measurement framework. As a relatively new fundraising charity, it is recognised that while we have had some notable achievements in securing fundraised income to date, it will take time to establish a stable pattern of success
- The Trust recognises and believes that the cultivation of employee and volunteer engagement drives the provision of our customer experience. The people team will strive to enable growth and resilience within the organisation by empowering our staff and volunteers to contribute to the Trust's growth and ambition. We will create and implement systems and processes that support the growth of both the Trust and the individual and provide a sense of purpose, direction and participation in the Trust's future and performance
- We are committed to reducing our environmental impact as much as possible, which means limiting unnecessary consumption, recycling waste and minimising the use of energy, water and natural resources



Opening doors to culture

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.

Left: The walled garden at Basing House, Basingstoke

Reference and Administrative Details

Board of Trustees

Alan Lovell (Chairman)
Rachel Bebb
Robert Boyle
Douglas Connell
Yinnon Ezra
Helen Jackson (resigned 3 January 2018)
Tracy Osborn
Cllr Roy Perry
Clare Scheckter (resigned 13 November 2017)
Michael Southgate
Michael Wright (resigned 13 November 2017)

Chief Executive

Dr Janet Owen
Paul Sapwell (from November 2018)

Company registered number

08986225

Charity registered number

1158583

Registered office and principal address

Chilcomb House, Chilcomb Lane, Winchester SO23 8RB

Phone number

01962 678140

Website

www.hampshireculture.org.uk



Front Cover:

Top:

- Masks from Hampshire Wardrobe
- Jane Austen's pelisse coat

Middle:

- The Alton Buckle at the Curtis Museum
- The Gosport Play Gallery

Bottom:

- Participants in the ICE Project
- Exterior detail at Red House Museum and Gardens

Back Cover:

Exterior detail at Red House Museum and Gardens

