



IMPACT REPORT

2020-21

About us

Hampshire Cultural Trust was established as an independent charity in 2014 to promote Hampshire as a county that offers outstanding cultural experiences to both its residents and visitors.

From museums to galleries to arts centres, we manage 23 attractions across the county providing great arts, heritage and creative experiences, working closely with local and national partners and placing communities, our collections and their stories at the heart of everything we do.

“ I firmly believe that culture plays a crucial role in uplifting our spirits and sustaining our wellbeing: this has never been so evident as in the past 12 months. Alan Lovell, Chairman

We achieve this through our strategic goals which are:

- To provide high-quality programmes and venues that engage diverse audiences and inspire local pride
- To improve wellbeing, health and happiness through cultural experiences
- To deliver a sustainable future for culture in Hampshire, contributing to the local economy and building stronger communities
- To create fulfilling employment and volunteering opportunities through culture

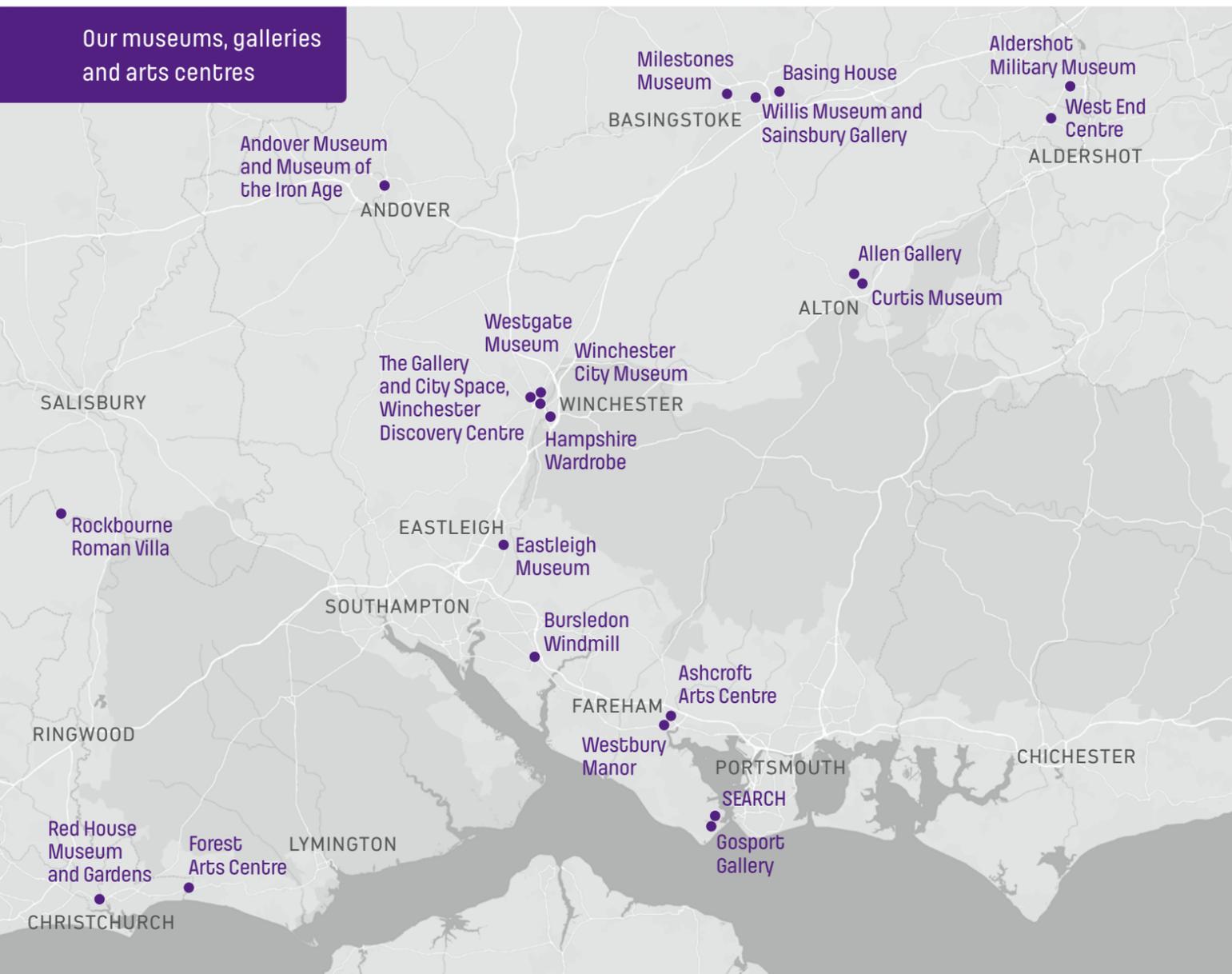
Our vision:

To create inspirational cultural experiences in Hampshire that enrich and transform lives

Our purpose and our guiding light:

Changing lives through culture

Our museums, galleries and arts centres



Our values drive us:



Confidence



Creativity



Excellence



Responsibility



Teamwork



Respect

PROVIDING CULTURAL EXPERIENCES FOR EVERYONE TO ENJOY

We run a huge variety of workshops, classes, events and projects for both young and old, in schools and in communities, with particular emphasis on reaching people who are vulnerable or disadvantaged and would not normally be able to access arts and culture. In addition, we care for 2.5 million objects that relate to Hampshire's rich and internationally important cultural heritage.

“ We look after a diverse range of venues that offer a diverse range of services and therefore, we are able to engage with lots of communities who might not currently engage with arts or culture or heritage; and that engagement has a huge impact on the wellbeing of both us as staff and volunteers in the trust, but also the people we support. Community Manager, Aldershot Military Museum



The impact of coronavirus

2020 was challenging and unprecedented, profoundly changing the way we see ourselves and the world around us and placing those who were already disadvantaged even further into hardship.

However, these changes have forged new and exciting paths for the cultural sector to reach communities, providing a wide range of opportunities to adapt, change and grow.

No matter the circumstance, we know that arts and culture can have a profound impact on our mental health and wellbeing. So, even though our venues closed to the public due to the coronavirus, we remained dedicated to ensuring that everyone had access to the great benefits that arts and culture can bring.

Left: Visitors at Rockbourne Roman Villa
Below: Culture On Call banner

Our *Lockdown: Open Up* feature, which was launched in April 2020, provided the opportunity for people to reach out and share their thoughts and feelings, encouraging them to express themselves as well as sharing positive messages with others.

“Always have hope but also know it's okay to not feel okay.”
Ross, Helen and Aoife, Whitchurch

”Lockdown has given me an appreciation of kindness and beauty - but challenges me to keep love and hope alive!”
Mavis, Romsey

Right: Lockdown: Open Up art submission
Below: Culture On Call Discover page



CULTURE ON CALL

Culture on Call is a digital publication which was developed just nine days after the first lockdown, so that we could continue to bring arts and heritage direct to people in their homes, connecting culture and communities during the first coronavirus lockdown and beyond.

Our ambition was to share the great exhibitions, events and activities that would normally take place in our venues and host them online, with the aim to reach as many people as possible.

During 2020-21 we published **453** articles that reached **115,000** people.

Culture on Call
Bringing culture and communities together

Our museums, galleries and arts centres may be closed, but our doors remain open online at Culture on Call!

cultureoncall.com

Exhibitions 108 Articles	Spotlight On... 95 Articles	All about objects 80 Articles	KidsZone 70 Articles
Arts 69 Articles	Hampshire Past 65 Articles	Make it! Do it! 45 Articles	Festival of Archaeology 44 Articles
Preserving the past 40 Articles	Winchester 36 Articles	Christmas 28 Articles	VE Day 75 25 Articles

High-quality programmes and venues that engage diverse audiences and inspire local pride

“ As a Visitor Services Assistant, I spend a LOT of time talking to members of the public.

Everyone has a story, a worry, an interest and I feel our venues play an incredibly important role in helping with this side of life... public spaces are the only spaces that can provide this opportunity.

Toby Mearing – Allen Gallery and Curtis Museum

Even though our venues were closed for a total of 37 weeks throughout the year, our hardworking and dedicated team still delivered 26 local, regional and national exhibitions and over 40 in-venue events for visitors.

Our exhibitions included submissions from grassroots artists. The *30 arty days* exhibition saw people of all ages and abilities create artwork with the support of free online Zoom challenges, which led to their work being displayed in the *Open Art Exhibition* which featured in our three arts centres Ashcroft Arts Centre, Forest Arts Centre and West End Centre.

OUR VENUES

Our local museums, galleries and arts centres are at the beating heart of our communities, and whether we were in lockdown or open to the public, our venues and their communities continued to build strong connections.

Below:

- Top left: Christmas Market, Milestones Museum, Basingstoke
- Top right: Storytime with Father Christmas, Milestones Museum, Basingstoke
- Bottom left: *Sunday Times Watercolour Competition 2020*, Willis Museum and Sainsbury Gallery, Basingstoke
- Bottom right: Outdoor theatre at Basing House, Old Basing

Opposite: *The Wonderful World of the Ladybird Book Artists*, Willis Museum and Sainsbury Gallery, Basingstoke

“ I just wanted to write and say a big thank you to all the museum staff for hosting great events in 2020. I have visited with my young sons several times since discovering Milestones in August this year and I am always blown away by the museum: all of the displays, the attention to detail in each part of the museum, the friendly staff, and the clear COVID-safe measures you have put in place. We also had a wonderful visit with Santa today and again I just loved it, as did my children. The museum looks so beautiful all covered in fairy lights, and it made me feel a buzz of Christmas spirit that up until today had perhaps been lacking in 2020.

Facebook review, Milestones Museum

“ I would like to express my appreciation of two online West End Centre offerings. 'Telephone' was original in its design and the material was presented to us in an entertaining and informal way. Rather than the Zoom format being a hindrance, I feel it lent an intimacy to the proceedings, allowing us a much-needed opportunity during lockdown to interact with new people in our own homes.

The other offering was online meditation. The tutor was warm and welcoming and very soon put me at my ease. I found the guided meditations very helpful and am still benefiting from the effect.

I am so impressed to see the efforts you are making. It must have taken considerable effort to put the community art exhibition online, another thing I was so grateful for.

Email from a visitor

“ My 11-year-old & I visited today as he has some homework on how the Romans changed Andover. One of the staff spent half an hour with us, sharing his extensive knowledge. My son now has an absolute wealth of knowledge to use for his homework. It's also fed his interest in history which was lovely to see. Everything was also COVID safe & I did not have any concerns about needing to take any unnecessary risks whilst there.

TripAdvisor review, Andover Museum and Museum of the Iron Age



Improving the wellbeing, health and happiness of our communities

At the very core of everything we do is our social impact work within our communities.

Mental health has increasingly been in the spotlight and so we deepened our collaboration with over 80 partners across Hampshire, adapting existing work to help the most vulnerable people in our communities develop emotional resilience, grow in confidence and combat isolation.

HORIZON 20:20

Horizon 20:20 is an ambitious arts intervention programme for young people who have been excluded from school, or cannot cope in a mainstream learning environment. During the pandemic, Horizon 20:20 continued to improve the wellbeing of over 200 young people in seven education centres across Hampshire, helping them to rebuild connections with learning, increase their emotional resilience and build positive relationships using creativity.

MEN'S SHED IN THE NEW FOREST

Forest Arts Centre started a DIY project with the local Men's Shed designed to reduce isolation in the local community.

With support from the Forest Arts team, Men's Shed members made DIY kits for Christmas trees, hedgehog houses and kitchen clocks. Working with New Forest Young Carers, New Forest District Council and Families Matter, the team then worked to distribute the packs to young carers and older men in isolation across the New Forest.

Top: Horizon 20:20 artwork
Middle: Participants in the Men's Shed in the New Forest project



It has been an incredibly positive experience. Several of our members have benefited from the project, not only those who took on the personal challenge of sharing their skill by means of online videos, but also, those who supported them in the background by preparing materials and resources. It has provided all those involved with valuable steps towards good physical and mental health, not only through doing, but also by contributing to the wider community.

Adrian Duckett (Men's Shed Chairman)

BRIGHTER FUTURES

Brighter Futures is a partnership programme with local health and community providers to support adults with mental health needs funded by Hampshire County Council's Adult Community Learning.

During the year, participants were able to attend a variety of online courses such as Poetry for Wellbeing, Needle Felting and Arts Journaling, to build their confidence, develop their emotional resilience and connect with others.

- 300 participants
- 30 courses
- 150% increase in participants from 2019 to 2020
- 87% of participants new to the programme

Scan this QR code to hear Dave Biggs' poem *Dear Garden*:



Below: Mosaics created as part of the Brighter Futures project

I live with severe depression and anxiety, which came to a head earlier this year. I attended a course for Cognitive Behavioural Therapy, and although I found this information useful, I was already actively doing a lot of the suggested activities to help me cope.

When lockdown happened, I was furloughed which meant I was staring at the same 4 walls, desperate for the next 1-hour walk outside. Lockdown unwelcomely gave me time to reflect, significantly increasing my anxieties and depression. I had engaged in various arts and crafts activities, but quickly became uninterested with no motivation, finding the same daily routine a struggle.

This course got me through a very difficult time, providing the help and encouragement I needed, reconnecting me to my passion for poetry, and has inspired me to continue doing the things that I love. Having the confidence in being able to write my thoughts and feelings down in the form of poetry, gives me an immense sense of relief and has had, and will continue to have, a positive impact on my mental health and wellbeing.

Participant, Poetry for Wellbeing course





Above: Still Strolling (left) and Curiosity Café (right) at Red House Museum and Gardens, Christchurch
Bottom: SEARCH schools' artwork

LIVING WELL WITH DEMENTIA

Since 2018, the Still Curious project at Red House Museum and Gardens has been increasing the accessibility and enjoyment of local heritage for people with dementia and their carers through new dementia-friendly activities. Volunteers designed and led dementia-friendly health walks and supported Curiosity Cafés and Curiosity Box activities.

Then the pandemic hit. Weekly Curiosity Activity Packs were created and sent to participants, as well as being made available on *Culture on Call*, helping to fight isolation, offering ongoing stimulating activities and reinforcing positive messages during a challenging time.

“ We don't feel abandoned. In fact, it makes us still feel connected to the people of the Curiosity Café. Although we would prefer the socialising of a group meeting, the activity packs are fun, stimulating and we look forward to getting them.
 Carer



We also developed a new, free app called Still Strolling. Dementia-friendly, but open to all, seven walking routes reveal fascinating stories behind historical points of interest in Christchurch. The routes are also accompanied with films recorded by volunteers who led these walks before COVID. This app meant that health walks could continue when they were most needed.

“ He was pleased to hear from you as was I. Because we are on lockdown any activities are helpful to fill the day.
 Carer

SCHOOLS

Our schools programme had to adapt to an environment where visits to museums were not possible, so providing digital resources to schools became a key focus. Our SEARCH educational service in Gosport, although not able to welcome school visits on site for much of the year, continued to offer loans boxes for hire throughout lockdowns and piloted some virtual school sessions. The team at Milestones Museum created videos, downloadable lesson plans and provided information about online collections, all made freely available to schools and those educating at home. The team also participated in the Hampshire Cultural Education Partnership, a collaboration of 13 Basingstoke organisations providing virtual cultural experiences and opportunities to children and young people.



CREATIVE BOXES

Create and Connect was a new project for 2020, designed to support young people who became increasingly isolated and developed mental health issues and troubled behaviour during lockdowns.



If you would like to donate a Creative Box, you can do so via the QR code.

Collaborating with support workers, creative boxes of arts resources and activities were delivered to 143 vulnerable young people at home. These linked in with a series of artist-led online sessions, with participants showing increased confidence, improved skills and positive relationships with peers and trusted adults.

After the project, our partners expressed an ongoing need for the Creative Boxes programme to continue to reach the county's most vulnerable young people. So we widened the opportunity to more partners and asked members of the local community to donate creative boxes using our online shop.

To date we have had an amazing £27,340 donated towards the expanded Creative Box programme which will help young people who haven't re-engaged with school since lockdown to start rebuilding their confidence.

“ G is a pupil who joined us following a permanent exclusion. The virtual workshops provided by Create and Connect proved invaluable to engaging this young person during the period of restrictions and also gave her a platform to express herself creatively but within a structured framework. G excelled during these sessions and this meant that she returned to us with an improved sense of self-worth and increased level of confidence, especially during art lessons.
 Art and Creative Studies Teacher/Designated Teacher for Looked after Children, The Key Education Centre, Havant

ON THE MOVE!

Summer 2020 should have been the starting point for our new collections and wellbeing project called On the Move!. Our plan was to offer volunteering opportunities for men recovering from mental health crisis to work with our industrial heritage collections.

Top: Creative Box
Bottom: Little Giant steam lorry, Hampshire Cultural Trust Transport Collection

We moved activity online and used existing networks to invite anyone struggling with loneliness or poor mental health to join in and learn, research and share information about the collection via video chat and email.

“ I live alone and although I have support from my family, the lockdown experience was daunting. The project has provided me with a structure that impacts on my whole day/week/month. This has been invaluable helping me through 'down times'.
 Project Participant



Our achievements

FIRSTS FOR THE TRUST



NEW PERMANENT EXHIBITIONS

Victorian seaside pier with interactive penny arcade at Milestones Museum

Mr Simpson's Teddy Bear Museum featuring more than **260** teddy bears bequeathed by the late Bill Simpson. This substantial restoration project was shortlisted in the *Restoration or Conservation Project of the Year* category in the 2021 Museum and Heritage Awards.

THE HEADLINES

Our PR programme secured **413** pieces of positive publicity with a reach of **42 million** people

and an Advertising Value Equivalence of **£1.3 million** across broadcast, print and online media.

Coverage included BBC South, ITV Meridian, *The Times*, *The Telegraph* and *The Sunday Times*.

SOCIAL IMPACT

Through **social impact programmes** we worked with over **300** vulnerable people online and over **200** face to face.

We sent out **143 creative boxes** to vulnerable young people for creative activities during lockdown.

OUR ENGAGEMENT

During the 15 weeks our venues were open we welcomed **63,754** visitors through our doors

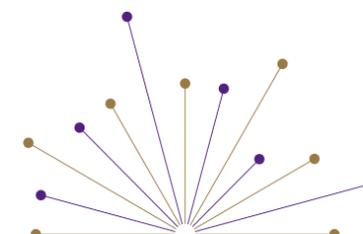
Our total digital engagement, which includes a combination of website sessions and social media impressions, was

8.5 million



Despite a 7% decrease in social impressions, our social audience grew by

13%



Digital publication – Culture On Call

- 453** articles published
- Over **70** online articles and activities available in the **KidsZone**
- Over **45** **Make It! Do it!** online articles and activities available for adults
- Over **40** in-venue events for families

OUR COLLECTIONS

- We answered **632** public enquiries about our collections
- We helped to protect the archaeology of Hampshire, recording over **400** metal detecting finds.
- We transferred **120,000** digital images of our historic collections to a digital asset management system where they are stored for the long-term future

INCOME

Our earned income **dropped by 80%** from £1,645,581 in 2019-20 to **£321,785** in 2020-21

But we kept operating thanks to a total of **£1,142,947** in **fundraised income** (including **£480,000** from the Culture Recovery Fund and **£45,342** in Gift Aid) as well as **£1,133,910** in **emergency support** from Government business grants and the coronavirus job retention scheme

GOAL 3

Supporting the local economy

During the year we worked hard to ensure that our venues were able to re-open at the very first opportunity after each lockdown, but we know that many faced incredible financial hardship due to the pandemic.

To help support the local community, our venue teams looked at prioritising not just the needs within our local community, but at ways in which we could help support the many other people we work with and are connected to.

Our arts centres played a vital role in ensuring that local artists could continue to do what they do best, including offering flat fees to freelance performers. The arts centre teams also adapted open exhibitions so that they could be hosted online.

Below: Westival Online, West End Centre, Aldershot



GOAL 4

Creating a fulfilling and empowering environment for staff and volunteers

“ Was brill of Hampshire Cultural Trust supporting local artists with their ‘Open Call’ being free to enter. It means so much to many artists right now, especially local artists. It’s the difference between showing work and ‘ok I can’t enter, I have no spare money’. Artists, like all independent creatives, have been hit incredibly hard with the lockdowns and sadly I have seen a rise in ‘Pay to Enter’ opens where the artists’ money is kept even if they are not included in the exhibition... It’s so dreadful to take advantage of artists as if we are all wealthy hobbyists! So good on Hampshire Cultural Trust for not seeing artists as a way to raise money and seeing us for what we are: struggling to survive.

Facebook comment

“ I am immensely proud of the whole team who – under very challenging circumstances – have been so committed over the last months not only to progressing but to completing both of these projects.

Paul Sapwell, Chief Executive, at the opening of the Pier and Mr Simpson’s Teddy Bear Museum at Milestones Museum.

“ This year has pushed us all to our limits. The team of staff and volunteers at Hampshire Cultural Trust has been our most valuable resource and I am immensely proud of the commitment and agility they have demonstrated.

Alan Lovell, Chairman

We couldn’t have achieved all this work if it wasn’t for our incredible team of 150 staff and 400 volunteers. To help everyone through a challenging and difficult time, we enhanced the salaries of furloughed employees to 100%, maintained regular and frequent communication and supported remote and flexible working. We have also given guidance and training about returning to the workplace as well as providing workshops about personal resilience for staff and volunteers.

Below left: Mr Simpson’s Teddy Bear Museum, Milestones Museum, Basingstoke

Below right: Conservation work on Rupert bear



“ Still working on Mr Simpson’s bears from home! This is Rupert, he was Mr Simpson’s first bear when he was a very small child. Poor Rupert is in quite a bad way, here I am stitching up a hole in his face. He has been extensively repaired in the past, he even has new fur in many places, which is a little Dr Frankenstein-esque! I think he will be spending quite a bit of time on my kitchen table!

Ruth James, Conservator



What to look forward to in 2022

Despite the challenges posed by the pandemic, we will continue to work with partners to deliver our social impact work reaching vulnerable people in our communities. In the year ahead, we will be working with targeted groups, from disadvantaged young people to men and women in the criminal justice system, veterans and older people at risk of isolation.

ICE HERITAGE

The ICE (Inspire, Create, Exchange) Project in collaboration with Hampshire Child and Adolescent Mental Health Service, provided by Sussex Partnership NHS Foundation Trust, has been an innovative programme using arts and cultural activities to have a positive impact on the psychological health and emotional wellbeing of young people at risk of mental health difficulties.

After three successful years, we are delighted to have secured a two-year grant from the National Lottery Heritage Fund to take the ICE Project to its next phase - ICE Heritage. ICE Heritage starts in the summer of 2021 and aims to address and explore important mental health issues in young people using creative engagement with local heritage. It will also work with artists to explore themes such as identity and self-care, creating exhibitions to share with our local communities.

Left: The ICE Project activity Right: Winchester Discovery Centre



WINCHESTER DISCOVERY CENTRE

Hampshire Cultural Trust is working in partnership with Hampshire County Council to deliver a new vision for Winchester Discovery Centre for the benefit of the city's residents and visitors. A major cultural hub for Winchester will be created, complementing the existing creative offer and retaining Hampshire's busiest library at its core. The shared vision will see Winchester Discovery Centre grow as a unique, inclusive, cultural, community hub: a place where people can come together to experience art and culture, as well as access library and community services all together, under one roof, in the heart of Winchester.

From February 2022, we will take over operational responsibility for the building. The project will include a £515,000 refurbishment which will see upgraded library facilities and improved gallery spaces, alongside enhancements to the café, toilets and lift.

ANGLO-SAXON WINCHESTER

Winchester will also see a ground-breaking new project to celebrate and explore Winchester's Anglo-Saxon history, created through a cross-sector partnership with international gaming company Ubisoft and UK creative innovation studio Sugar Creative. The experience will be the first of its kind and will develop a thrilling insight into Anglo-Saxon Winchester using the digital assets from Ubisoft's *Assassin's Creed: Valhalla* video game. An accompanying app will combine real locations with recreations of the past using augmented and virtual reality. By making heritage more accessible for everyone and attracting residents and visitors to Winchester city centre, this immersive experience will help contribute to regeneration plans and bring wider benefits to the local economy.

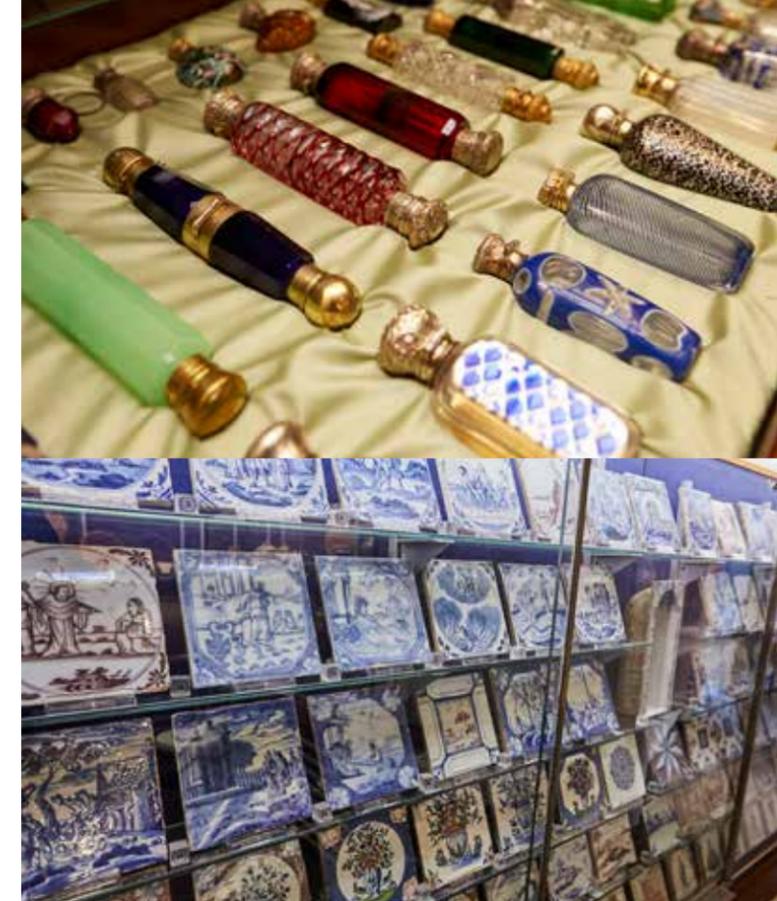


THE ALLEN GALLERY, ALTON

Over the past year, we have been talking with and learning from our communities in Alton, understanding the importance and relevance of the Allen Gallery, which houses some of the finest examples of ceramics in the UK. Plans are now in motion to begin fundraising to redevelop the building, with the aim of unlocking and shining a spotlight on both the regional and national significance of the collection.

I believe that the Allen Gallery holds one of the most inspiring collections of ceramics in the country. That it is housed in a rural market town makes it even more significant.

Lizzie Dunford, Jane Austen's House Director



GOSPORT MUSEUM AND ART GALLERY

A major refurbishment project will transform Gosport's Old Grammar School, currently Gosport Gallery and SEARCH, into Gosport Museum and Art Gallery, realising our ambitious plans to create a new cultural hub in the heart of Gosport.

The rejuvenated building will blend history, heritage, arts, education and culture all under one roof. There will be a programme of exhibitions, talks, workshops and events, as well as curriculum-linked science and history sessions for schools. The new museum will see Gosport's rich naval, military and social heritage take pride of place in the centre of town, while the café will provide a fantastic and unique meeting space in and for the community.

The project will see Gosport Museum and Art Gallery become one of the largest arts and cultural centres in Gosport. In addition to our own investment, the development of Gosport Museum and Art Gallery has been made possible by funding from a number of sources, including:

Arts Council England
Hampshire County Council
Gosport High Street Heritage Action Zone programme, led by Historic England
Gosport Borough Council
and donations from individuals and groups, including the Friends of Gosport Museum

Top: Objects on display at the Allen Gallery, Alton
Middle: Ceramic tiles at the Allen Gallery, Alton
Below left: Gosport Old Grammar School
Below right: Artist's impression of Gosport Museum and Art Gallery



We would like to thank everyone who has provided continued grant funding and donated to our campaigns.

These are just some of the ways that our visitors and participants have helped support our work.

By participating in workshops and classes

By attending fun, family events

By buying gifts in our shops and visiting our cafés

By visiting our venues and exhibitions when we could re-open

By reading *Culture on Call* and sending us messages to keep us going through lockdown

By donating online, at our donation boxes or using our contactless donation units

By enjoying live performance – online or in person

We are incredibly grateful for all the support we have received, particularly in very challenging times.

Together, we can help our communities thrive again.

Thank you.

Below: Aldershot Military Museum, Aldershot
Opposite: The ICE Project activity



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Charity registered number
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Chief Executive
Paul Sapwell

Front cover: *All in the mind festival*
artwork, part of *The ICE Project*

Below: *Marvellous Mechanicals* at
Gosport Gallery, Gosport

