


Hampshire Cultural Trust: An Introduction
 Hampshire Solent Museums Open Forum, 2nd February 2015



1st November 2014: The Great Day Arrives!
 @HantsCulture
www.hampshireculturaltrust.org.uk


Key facts and figures

- Hampshire County Council Arts & Museums and Winchester City Council Museums come together
- 650,000 customers pa; > 30,000 school children
- > 20 venues across the county: from arts centres to Milestones
- Creating better life chances for vulnerable people
- > 100 fte members of staff
- > 400 volunteers
- Trustee Board, chaired by Alan Lovell DL
- £5.5m core turnover



Founding Agreements

- 25 year management and funding agreement
- 5 year rolling financial package: 2-2-2-10-2
- 25 year property lease/ sub-lease/ licence arrangements
- Repairs and maintenance
- 25 year collections loan agreement; future collecting arrangements
- Finance/ HR/ IT – interim provision by HCC; long-term independent




First 3 months

VISITORS

- Hampshire museum venues:
 - (Sept-Dec) 8% increase on same period last year
 - 3% up on same point in the 13/14 financial year
- Winchester museum venues
 - (Sept-Dec) 27% increase on same period last year
 - 11% up on same point in the 13/14 financial year

FINANCES

- Quarter 3 forecast out-turn on target, including planned contribution to reserves
- Gift aid income on target



First 3 months

MARKETING and BRANDING

- www.hampshireculturaltrust.org.uk
- National Trust approach
- Working with a marketing agency
- Appointing a Director of Communications & Development

ORGANISATIONAL DEVELOPMENT

- Business planning
- Leadership team – Operations, Communications & Development, Innovation, Resources



Strategic ambition
Vision, mission, strap-line

We champion world-class culture in Hampshire
(vision)

We showcase, connect and empower Hampshire culture and its creative economy
(mission)

Changing lives through culture
(draft strap-line)



Strategic ambition
We will need to:

- 1.Re-invent our own business to deliver excellence and build a world-class arts and museums portfolio that transforms people's lives
- 1.Ensure the Trust grows as a successful and resilient enterprise
- 1.Inspire dynamic partnerships to achieve a shared cultural ambition for the whole of Hampshire



Partnerships

- 1.Host Hampshire Solent Museums Development and facilitate Alliance
- 1.Champion annual Hampshire Big Theme
- 1.Host and invest in HLF Catalyst Inspiring a Culture of Philanthropy programme
- 2.Develop new cultural partnership opportunities centred on advocacy, destination marketing, international working, professional expertise, sector learning...



Strategic ambition: next steps

STRATEGIC PLANNING

- Brand development
- Towards a 5 year corporate plan and 10 year master-plan
- SMART objectives; economic, social and financial outcomes
- Culture conversation, March-April 2015
- First AGM: 15th July 2015

ORGANISATIONAL DEVELOPMENT

- Commercial, marketing, communications, fundraising, finance, digital
- Trustee recruitment
- Great place to work



SOLDIERS' JOURNEY AND TRENCHCOAT
Hampshire Big Theme 2014 Exhibitions