



## CHAIRMAN'S REPORT



2019–20 was a remarkable year for Hampshire Cultural Trust. Our financial performance was strong: we achieved a healthy surplus of £293,179. The end of the year was sadly overshadowed by the coronavirus pandemic and the resultant closure of all of our venues. The direct impact of this enormous challenge both to society as a whole and to our organisation will be significant and long lasting. I am extremely proud of the whole team at the Trust and hugely grateful for their positive and innovative response to the crisis.

But, despite its challenging conclusion, 2019–20 was still one of our most successful years to date. It marks a watershed moment when, for the first time, our earned and voluntary income has exceeded funding from local authorities. This financial success was driven by two key factors: notable fundraising achievements and earned income from our busiest venue, Milestones Museum, Basingstoke, which consistently delivered an exciting and ever-expanding events programme during the year. As it now approaches its twentieth anniversary, we have invested in the refurbishment of the museum's entrance, retail area and café, delivering a vast improvement to the customer experience.

Further investment this year enabled the redesign of the first-floor gallery in Winchester City Museum. Renamed The Gallery of 1,000 Years, the refurbished and newly interpreted space tells the story of medieval Winchester with new artefacts, including a partially reconstructed arch from Hyde Abbey. We also completed the installation of an outdoor activity area at Aldershot Military Museum. Unfortunately, the coronavirus crisis forced the cancellation of its opening which will now take place in the summer of 2020.

During the year, we hosted a variety of wonderful exhibitions, including the UK premiere of *Michelangelo's Sistine Chapel: A Different View*. Officially licensed by the Vatican Museums, this was the Trust's first ticketed temporary exhibition, generating a small surplus and welcoming more than 8,000 visitors to The Gallery at Winchester Discovery Centre. We also brought *Orla Kiely: A Life in Pattern*, the *BP Portrait Award 2018*, *Lucienne Day: Living Design* and *International Garden Photographer of the Year* to our galleries, to name but a few.

I was thrilled that our ambition to improve the cultural offer in Gosport came a step further to fruition through our

partnership with Gosport Borough Council and a successful application to Historic England for the town to become one of the 69 High Streets Heritage Action Zones in the UK. This funding will secure investment of £1.8 million to regenerate its centre, including up to £467,500 to redevelop our existing venue, Gosport Old Grammar School, into Gosport Museum and Art Gallery. With this funding, as well as our own investment and generous donations, we can now realise our vision to turn Gosport into a place where the town's people and visitors can come together to enjoy and celebrate the arts, education, heritage and culture.

Our targeted work aimed at delivering social change covered the breadth of Hampshire, with a total of 18 programmes, working with 82 partners and 2,000 participants. This is vital work which plays such an important role in helping to change the lives of the most vulnerable in our society and is an area that we consider of paramount importance as we start to develop our social prescribing programmes.

Equally important is the development and support of our people. This was demonstrated through the roll-out of a trust-wide learning and development programme for staff and volunteers, as well as the introduction of a dedicated, secure, online platform where our teams can connect, communicate and collaborate.

2020–21 will be a much tougher year. However, I am confident that with our excellent team of staff and volunteers and the continued support of our funders, donors and visitors, we will navigate our way through the turbulent times ahead. I would like to thank everyone connected with Hampshire Cultural Trust for supporting our work during 2019–20. I hope you enjoy this review, which gives just a brief overview of our activity over the last 12 months and summarises our plans for the year ahead.

**Alan Lovell**  
Chairman

## A NOTE FROM THE CHIEF EXECUTIVE



As a charity, Hampshire Cultural Trust has one overriding purpose: to change lives through culture. Since our launch in 2014, our vision has been to create inspirational cultural experiences in Hampshire that enrich and transform lives. Our organisational goals have consistently focused on social impact, the quality of our offer, achieving financial resilience and our people.

2019–20 was to have seen the launch of our updated five-year strategic plan. However, the coronavirus pandemic has had a huge and unforeseeable impact on our organisation, compelling us to adapt our strategy to deal with the closure of our venues and a drastically altered social and economic environment. This has affected the fundraising landscape and – with social distancing in our venues and reduced visitor capacity – our ability to generate earned income.

Although the publication of our five-year plan has now been delayed to 2020–21, our strategic intent remains the same and we stand true to our vision. Our ambition is to place culture at the heart of social and economic change in Hampshire. We are more determined than ever to demonstrate the positive impact that our programmes, projects and partnerships have on people's wellbeing, health and happiness. Our priorities are to bring about positive social change through our cultural provision and to serve the communities of which we are part.

**We will continue to work towards achieving our ambition and priorities through our updated 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

2020–21 will see careful planning for the re-opening of our venues, where we will take every possible precaution to keep our customers, staff and volunteers safe. We will explore ways to help Hampshire get back on its feet, to engage those disadvantaged and vulnerable groups severely impacted by the coronavirus crisis and to reconnect communities through our innovative, creative and dynamic cultural offer.

**Paul Sapwell**  
Chief Executive

Dance club at Forest Arts Centre



## OUR ACTIVITIES

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

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

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

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

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

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

Care for and stewardship of over 2.5 million objects relating to Hampshire's cultural heritage

Operation of Hampshire Wardrobe, which hires costumes to the public and loans materials to schools and other groups to support history and the arts

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

## ACHIEVEMENTS AND PERFORMANCE



We directly engaged with a total of

**717,911** people,

an increase of 0.4% on last year, of which:



**529,318** visited our managed

museum venues and art centres including non-paying and paying visitors to our art centres



**188,593** visited venues that the Trust supports in partnership



**20,048\*** school children enjoyed a wide range of programmes at our venues of which 9,593 took part in activities at Milestones Museum alone

\*represents a decrease of 9,000 due to the Gosport Local Studies Service moving from a shared service with Hampshire County Council to a Hampshire County Council operated venue

Our earned income was  
**£2,769,807**  
an increase of 6.8% on last year

Our fundraised income was  
**£792,195**  
a decrease of 5.6% on last year

Our venue donation income was  
**£76,941**  
a decrease of 11.5% on last year

We achieved Gift Aid of  
**£129,183**  
an increase of 38% on last year

Our income from schools programmes was  
**£113,194**  
a decrease of 6.2% on last year



We answered **838** public enquiries about our collections

Our volunteers contributed



of invaluable time

We ran **18** projects with **82** partners, reaching

**2,000** participants

in targeted programmes designed to provide a positive impact on the lives of those who would not normally have access to arts and culture

Partners included:

- HMP/YOI Winchester
- Combat Stress
- Surrey and Borders Partnership Recovery College
- Stop Domestic Abuse
- Hampshire Child and Adolescent Mental Health Services
- Southern Health
- Winchester School of Art
- John Hansard Gallery

Our PR programme secured **800** pieces of positive coverage

with a reach of **53 million** people

and an Advertising Value Equivalence of **£1.34 million** across broadcast, print and online media.



TV coverage included: BBC South, ITV Meridian, *The Times*, *The Telegraph*, *Country Life* and *Waitrose Weekend*

Our total audience\* for social media was **667k**, a **31%** increase on last year

Our total social engagement\*\* was **446k**, a **53%** increase on last year

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

**9.5 million**

This represents a growth of **59%**



\*count of fans and followers  
\*\*count of likes, hearts, comments, retweets

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

## GOAL ONE

To provide high-quality programmes and venues that engage diverse audiences and inspire local pride

- Regarded as one of the most prestigious portrait-painting competitions in the world, the *BP Portrait Award* exhibition from the National Portrait Gallery visited The Gallery, Winchester Discovery Centre, for the very first time. The award enjoys revered status amongst painters and collectors alike and acts as an important showcase for some of the most outstanding and innovative artists across the globe. The exhibition attracted 14,929 visitors
- In parallel we opened two complementary exhibitions at City Space: *The Mayor's Choice*, which focused on historic portraits from our collections, and *Alternative Portraiture*, an exhibition of artwork created by young people from *The ICE Project* referred by Hampshire Child and Adolescent Mental Health Service. The National Portrait Gallery's team found this work particularly moving and have committed to bring the *BP Portrait Award* back to Winchester in 2022
- We hosted the UK premiere of the internationally acclaimed exhibition, *Michelangelo's Sistine Chapel: A Different View* which took place in three venues – The Gallery and City Space, both in Winchester Discovery Centre, and the city's iconic Great Hall. This was the first ticketed exhibition for the Trust with over 8,100 tickets sold. It received national, international and regional press coverage and was featured in *The Times*, *Sunday Times*, *Daily Telegraph*, *Sunday Mirror*, *The Tablet* and *Country Life* amongst others



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- Orla Kiely: A Life in Pattern* opened at The Gallery, Winchester Discovery Centre, in October. Featuring specially chosen pieces of Orla Kiely's work from the past 20 years, this exhibition proved to be one of the most popular ever at The Gallery, with 17,612 visitors. The most impressive part of the exhibition was the 'handbag wall', a whole wall dedicated to the display of 100 of the designer's iconic handbags, arranged by colour
- Jake Wood-Evans: Relic* opened at The Gallery in January 2020. The exhibition – a first collaboration with contemporary art gallery Unit London – featured a body of more than 20 new works specially created for the show by Wood-Evans, a classically inspired figurative artist known for his ethereal oil paintings. This was our first formal selling exhibition in The Gallery

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- City Space continued its programme of community exhibitions with its highlight, Southern Ceramic Group. Featuring more than 500 works from 50 potters, the exhibition was a huge commercial success, with 425 items sold
- Our flagship galleries – the Sainsbury Gallery at the Willis Museum in Basingstoke and Gosport Gallery – hosted a wide variety of exhibitions. These included *Lucienne Day: Living Design*; *International Garden Photographer of the Year*; *Elizabeth Blackadder: From the Artist's Studio* and *Gizmobots*, which showed off creative reuses for discarded and recycled materials. The annual *Open Art* exhibition in Gosport also attracted over 143 high-quality entries, with works spanning sculpture, watercolour, oils, acrylic and mixed media. *I Grew Up 80s*, an exhibition that toured to both venues, gave an entire generation a chance to wallow in 80s nostalgia with over 200 iconic objects that defined the decade
- Milestones Museum featured a family-friendly exhibition over the summer, commemorating the 80th anniversary of the outbreak of World War II. *We'll Meet Again...* was an immersive exhibition allowing visitors to follow their own journey through wartime Hampshire. The museum welcomed 108,764 visitors over the year, who enjoyed the cobbled streets and vintage vehicles as well as an exciting events programme including a summer fete, VE Day celebrations, Halloween activities, live theatre performances and a Christmas market complete with Santa's grotto. Our spring exhibition, *Space Explorers*, was unfortunately cut short by the closure of the museum due to the coronavirus crisis



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- Michelangelo's Sistine Chapel: A Different View* at The Great Hall, Winchester
- BP Portrait Award* at The Gallery, Winchester Discovery Centre
- Lucienne Day: Living Design* at the Sainsbury Gallery at the Willis Museum, Basingstoke
- Orla Kiely: A Life in Pattern* at The Gallery, Winchester
- I Grew Up 80s* at the Sainsbury Gallery at the Willis Museum, Basingstoke
- International Garden Photographer of the Year* at Gosport Gallery

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1. Opening of the top floor refurbishment at Milestones Museum
2. Milestones Museum
3. Winchester City Museum
4. A Competition for Young Writers and Artists inspired by Keats at Winchester City Museum
5. Hampshire Wardrobe, costume hire
6. The adventure assault course at Aldershot Military Museum
7. Sealed Knot re-enactors at Basing House, Basingstoke

- A self-funded £200,000 investment in Milestones Museum saw a new brand identity and the refurbishment of the entrance and retail areas, as well as the café and toilets, all delivering a vast improvement to the customer experience
- Basing House continued to host successful events including historical re-enactments, eight weddings, live outdoor theatre and a popular Christmas market
- Investment in Winchester City Museum saw the redesign and refurbishment of the first-floor gallery. Renamed The Gallery of 1,000 Years, this newly interpreted space tells the story of medieval Winchester with new artefacts, including a partially reconstructed arch from Hyde Abbey. This redeveloped space has provided the museum with a flexible area that can be used for events, workshops and schools engagement
- In September, Winchester City Museum hosted an exhibition of Keats-inspired art and poetry created by young people as part of our *Keats 200: A Competition for Young Writers and Artists* with the theme 'Seasons in Hampshire'. The winners and runners-up were announced at an awards ceremony at the museum



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- The programme of symposia for *Winchester, The Royal City* continued with the fourth public event of the project. Hosted by Professor Ryan Lavelle of the University of Winchester and headlined by broadcaster and historian Dr Marc Morris, 128 delegates had the opportunity to explore the politics of the English kingdom before and after the Norman Conquest
- The *Winchester, The Royal City* project was redefined to articulate a clearer vision and to align with Winchester City Council's Central Winchester Regeneration plans. Delayed by the coronavirus crisis, the rescoping of the project is set to explore appropriate governance options, engage with local authorities and commence conversations with private donors
- Hampshire Wardrobe had a focus on outreach, strengthening its work with theatre companies, media agencies and festivals and developing partnerships for events. Throughout the year the team partnered with Winchester Fashion Week, opened the wardrobe for tours and provided specialist costuming workshops for participants in the young people's programme, *Horizon 20:20*



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- A regeneration of the outdoor space at Aldershot Military Museum began this year, with self-funded investment as well as funding from the Farnborough Airport Fund (TAG) administered by Rushmoor Borough Council, Hampshire County Council and the Friends of Aldershot Military Museum. The project saw the installation of a new adventure assault course, based on real World War II training equipment. This new addition to the museum is designed to be an interactive outdoor exhibition, with interpretation panels explaining its historical significance. The regeneration will also include a new covered picnic shelter and a planned remembrance garden
- An options appraisal to evaluate how the Allen Gallery in Alton could be revitalised as a visitor experience was completed. Options presented revealed opportunities for reinterpreting the nationally significant ceramics collection, installing a permanent W.H. Allen exhibition and making better use of the gallery for community activities. Plans will be explored further in 2020-21

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1. Parkinson's dance class at Forest Arts Centre, New Milton
2. Pottery class at West End Centre, Aldershot
3. Schools activity at SEARCH, Gosport
4. Landscape artwork by Ronald Broad
5. Georgian purse
6. Early Anglo-Saxon cast-gold cloisonné buckle

- Our arts centres continued to bring big names such as Mark Thomas, Suzi Ruffell and Nick Helm, whilst our classes and workshops supported creative communities around painting, drawing, pottery, jewellery making, dancing and playing the ukulele. Programmes such as the Parkinson's dance project at Forest Arts Centre, the language exchange classes at West End Centre and theatre classes for adults with learning disabilities at Ashcroft Arts Centre also continued to provide arts experiences tailored to their local communities
- Once again, our schools programme excelled, welcoming 20,048 students to our venues with nearly 10,000 students to Milestones Museum alone. Nominated as a finalist in the Best Museum Visit category of the 2019 School Travel Awards, Milestones also collected the Sandford Award, a non-competitive award presented in recognition of outstanding contribution to heritage education and learning
- SEARCH educational service in Gosport delivered 108 workshops to 4,111 young people and through outreach activities worked with 343 children in school groups
- Our PR programme secured 800 pieces of positive coverage, with a reach of 53 million people and an Advertising Value Equivalence of £1.34 million across broadcast, print and online media
- Confirmation was received from Arts Council England that all our museums continue to meet the national standards of Museum Accreditation

- A total of 70 acquisitions was made to the collections cared for by Hampshire Cultural Trust and owned by Hampshire County Council and Winchester City Council. Highlights included:
  - A selection of 34 framed and unframed landscape artworks by Hampshire artist Ronald Broad
  - An unusual hoard of Iron Age burial items from Oakley, consisting of pottery vessels and iron tools including a bucket, a tankard and a pair of shears
  - A Georgian purse, believed to have been found in the crypt of Winchester Cathedral by a contractor working on the subsidence. Its ornate frame, clasp, decorative tassel with crown and some of the chains are made from pinchbeck, a metal alloy invented in the 18th century that closely resembles gold
  - A collection of ephemera and photographs relating to jazz musician Nat Gonella and the Gosport Jazz Club. Gonella died aged 90 at the Gosport War Memorial Hospital, a victim of the 2018 scandal
  - An early Anglo-Saxon cast-gold cloisonné buckle tongue, late 6th to mid-7th century, found at Farleigh Wallop in Hampshire
  - A fireman's truncheon, Fire Brigade Challenge Prize carriage clock and four photographs relating to George Lambert, volunteer fireman and shopkeeper of Alton

- A successful community fundraising campaign raised over £10,000 to refurbish the Curtis Museum Childhood Gallery. This showcases dolls and other toys from our collections spanning the 18th through to the late 20th centuries
- Volunteers at The Red House and Westbury Manor Museums worked to co-curate collections-focused exhibitions exploring local stories. Their expertise proved invaluable in developing exhibitions about Christchurch high street and Fareham's taverns, music halls, picture palaces and fleapits. Both exhibitions invited visitors to contribute their own thoughts and recollections

In addition, we loaned 56 historic handbags to the Spielzeug Welten Museum in Basel. The latest archaeology volume, *The Roman and Medieval Defences of Winchester*, was published and the build books archive of Thornycroft, the Basingstoke vehicle manufacturers, was made available online. More objects were legally declared archaeological treasure in Hampshire during 2019–20 than in any other English county

## GOAL TWO

To improve wellbeing, health and happiness through cultural experiences

In 2019–20 we ran 18 social impact programmes working with 82 partners and over 2000 participants. This work covered the breadth of Hampshire, on a local level with military veterans in Aldershot, community organisations in Andover and care homes in Christchurch, and also at county level through the continuation of our work in the areas of health, wellbeing and criminal justice. Throughout the year we also supported young people to achieve 75 Arts Awards. Key projects are detailed below.

### VETERANS' WELLBEING PROGRAMME

In 2019, we embarked on a partnership with the UK's leading charity for veterans' mental health, Combat Stress, to deliver creative wellbeing workshops at Aldershot Military Museum.

The project, running over 20 sessions, provided an opportunity for participants to view and handle objects from Aldershot Military Museum's collections, which were used as a basis for exploring memories, experiences, hopes for recovery and positive wellbeing. The veterans were given time and guidance for creative responses as a way of contributing to their own wellbeing.

The work produced by the veterans during the programme included artwork, poetry and even model-making. To celebrate their achievements, Aldershot Military Museum hosted a display of the responses alongside the objects which inspired them.

Feedback from the sessions focused on the development of friendships and enjoyment of exploring creativity. One participant, who took part via Skype, explained the impact the sessions had on his wellbeing:



- 1 & 2. Artwork from veterans' wellbeing workshops run at Aldershot Military Museum
3. Artwork from participants in *Brighter Futures*



I was hoping to gain some therapeutic value from creative artistic activities, but I was not expecting any meaningful social contact through the Skype link. In practice, I found that I was enjoying the social aspects of the experience, and I found myself looking forward to the weekly meetings with my friends.

The veterans' art group was a meeting of like-minded people considering a topic that we all had experience of, although in very individual ways, and recording, as art, the emotions it raised in us. I found that I felt more peaceful and reflective after the veterans' art group sessions, and this feeling lasted for several hours. It was a welcome rest from the heightened anxiety and depression that I have been experiencing for several months, and I think that it helped me to cope better with the pressures of life."

Partner: Combat Stress  
Funder: Hampshire Cultural Trust



### BRIGHTER FUTURES

The *Brighter Futures* programme works in partnership with local health and community providers to support adults with mental health needs. The programme, which currently runs in Aldershot, delivers cultural engagement courses to support adults in their recovery from mental health issues. Participants, who come through partners such as the North East Hampshire Recovery College, attend courses, for example, Beginners' Ukulele and Creative Crochet, to grow in confidence, develop their emotional resilience and to increase socialisation. In the year we worked with 100 participants over 18 courses. This was followed by an exhibition of artwork produced by the participants at Aldershot Military Museum.

'Having time for myself in a fun and supportive environment and to be completely accepted for who I am and not judged.'

Participant feedback

'A powerful piece of artwork created via our workshop in Aldershot. I can't think of a stronger way to illustrate how a self-limiting, negative belief system can take

hold. Here's to using it to explore that idea with the creator and working towards replacing it with positivity.'

Partner feedback

Partners: Surrey and Borders Partnership Recovery College, Stop Domestic Abuse

Funder: Hampshire Achieves, Hampshire County Council

### ASKING ANDOVER

This social history project brought together the people of Andover to tell their rich and diverse personal stories and to celebrate the town's heritage. Working with experts from Andover Museum and a professional artist from Chapel Arts Studios, local people brought their personal collections to life by co-curating an exhibition that captured and showcased the voices and lives of the town's communities. The project encouraged a sense of shared experience and created an opportunity to look together towards Andover's future.

Partner: Chapel Arts Studios

Funder: National Lottery Heritage Fund, Test Valley Arts Foundation



1. *The ICE Project*
2. *Still Curious* at Red House Museum and Gardens, Christchurch

to many people outside of my smaller bubble of people I know, and it can be quite isolating sometimes ... I have a disability and so I can't interact with lots of people all the time so it's nice to have the social connection that I might not otherwise have.'

Participant feedback

**Partner:** Hampshire CAMHS  
**Funder:** CAMHS, Artswork and David and Nadine Collinson

## THE DEPTH OF ME

Patients, carers and service users of Southern Health worked with a professional photographer and poet over three sessions to create their own photography and poetry, expressing and capturing their experience of the health service. Their work will be used to form a powerful exhibition that will tour Trust venues in 2020–2021.

'I think this is so important. When you're in mental health places it can all be about pills and appointments which can make you feel stuck. This arts project is just so brilliant because it's made me feel like 'me' and enjoy myself. It's really important to feel that way. Thank you.'

Participant feedback

### Case Study

A service user, who also works as a peer trainer at Southern Health's Recovery College, is one of the 11 participants involved in the project. She commented,

*Depth of Me* has been a fantastic project to be involved in. I am grateful to be have been a part of it and have been able to explore my experience of ill health through photography and poetry. Being guided along the way in a truly collaborative environment has benefited everyone who attended. Art is a great equaliser and a really beautiful way for people to communicate."

**Partner:** Southern Health  
**Funder:** Southern Health and Hampshire Cultural Trust



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## THE ICE PROJECT

A collaboration between Hampshire Cultural Trust and Hampshire Child and Adolescent Mental Health Service (CAMHS), the project is provided by Sussex Partnership NHS Foundation Trust. All partners share the view that arts and cultural activities can have a positive impact on psychological health and emotional wellbeing. In 2019–20 the project worked with 10 youth organisations and charities, four CAMHS clinics and five schools, delivering art workshops to 593 young people across Hampshire, collaborating with 100 NHS staff. In its current form *The ICE Project* came to an end in 2020 but the Trust aims to continue working with Hampshire CAMHS and the young people they support.

'It's just been great for them all to come together like this, where they can just be themselves without having to pretend that everything is OK. That's so important.'

Parent feedback

'It gives me the chance to do more than I normally would have and at the same time, show others what I'm doing. The environment is nice and friendly and distracting from anything else that might be going on ... it helps with social skills ... I don't often get to talk

## LEIGH HOUSE

We continue to celebrate a longstanding relationship with Leigh House Hospital Education Unit, an acute adolescent psychiatric service providing inpatient treatment for young people aged 12 to 18. This year we delivered workshops exploring a number of different art forms with 60 young people.

**Partner:** Southern Health  
**Funder:** Hampshire Cultural Trust

## STILL CURIOUS

The *Still Curious* project began in November 2018 and will run through to March 2021. It has received £50,000 from National Lottery Heritage Fund, £4,500 from the Friends of the Red House Museum and £2,500 in sponsorship from Colten Care. This is a major project at the Red House that significantly improves access to the museum for people with dementia and their carers, as well as having a positive impact on their health and wellbeing. The project has resulted in a new, fully-accessible activity space and launched two new public participation programmes that include dementia-friendly Heritage Health Walks and regular social events. *Still Curious* is supported by a group of fully-trained local volunteers, whose involvement and commitment are crucial to the success of the project.

**Funders:** National Lottery Heritage Fund, Colten Care, Friends of the Red House Museum and Gardens

## CREATING CHANGE

Now in its third year, we have worked in partnership with the Hampshire and Isle of Wight Community Rehabilitation Company and BearFace Theatre to deliver *Creating Change*, an arts-led intervention programme for women on probation. During the year, we worked with 45 participants in five women's centres across Hampshire. For two hours a week, for eight weeks, they step out of their often complex lives and come together to form bonds through shared experience. Taking part offers them a chance to breathe and develop in a safe and trusting environment and experience positive changes to their attitudes, thinking and behaviour.

'As soon as I came in my nerves went, I didn't want to go somewhere and be treated like a criminal. It feels homely.'

Participant feedback

**Partner:** Hampshire and Isle of Wight Community Rehabilitation Company  
**Funders:** Hampshire Police and Crime Commissioner's Safer Communities Fund; Hampshire and Isle of Wight Community Rehabilitation Company (HIOW CRC)

## THE BEARFACED PROJECT – HMP WINCHESTER

We worked with 31 male prisoners from HMP YO1 Winchester on three programmes of applied theatre. The eight-week programmes, delivered by partner BearFace Theatre, are bespoke and unique and based on the individual and collective stories, ideas, values and

1. Artwork from *Summer Arts Award*
2. Participants in *Summer Arts Award*
3. Artwork from *Horizon 20:20*

experiences of the group. The outcome is different each time with the men sharing their work with other prisoners, staff and an invited audience.

**'I have been given the opportunity to share and create with my peers and actually see the end product. Looking back on the journey, it is empowering to see the impact each person had in making this production what it was.'**

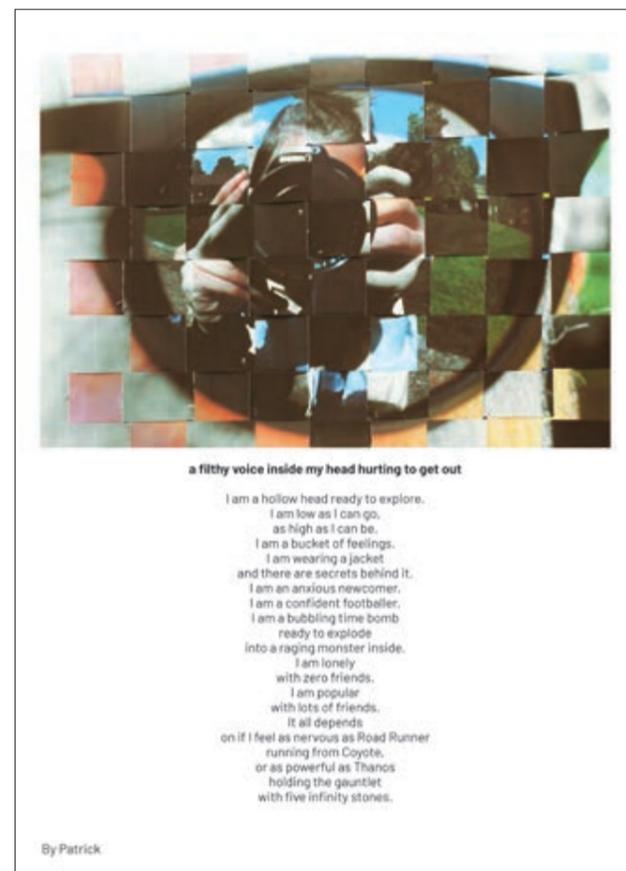
Participant feedback

**'This is the first time I have finished anything – I worked with my anxiety and found a way to work and contribute that was comfortable for me. I am important.'**

Participant feedback

**Partner:** HMP YO1 Winchester

**Funder:** Hampshire Cultural Trust and The Community Fund



## SUMMER ARTS AWARD

Our annual creative project with Hampshire Youth Offending Team, *Summer Arts Award*, offers young people new, creative experiences to improve their life skills and attitudes to learning. In 2019–20, 10 young people aged 13 to 18 worked with professional photographers and a performance poet, culminating in an exhibition at City Space, Winchester Discovery Centre, and an 'e-zine' publication of photographs and poems.

**'I have made new friends, I'm more confident. I was nervous and shy at the start and now it's all fun and games.'**

Participant feedback

## Case Study

The *Summer Arts Award* project has offered A. an opportunity to express himself in a way that he has never experienced before.

It has enabled him to be creative in so many ways. A.'s usage of words in his acrostic poems were strangely odd but also very humorous. It has become apparent that A. is rather funny, something he would never regard himself as. A. learnt several different photography methods to capture something from his perspective. He has also shown that he can share his knowledge with others using effective communication skills. Another noticeable attribute of A.'s was his kindness towards others. Another young person lost their train ticket during the project – the next day, A. gave them his spare wallet so that they could keep their ticket safe. He wanted no money and appeared just pleased to be able to help someone else out."

**Partners:** Hampshire Youth Offending Team, HCC Children's Services, Winchester School of Art, John Hansard Gallery

**Funder:** Hampshire Police and Crime Commissioner's Safer Communities Fund

## HORIZON 20:20

For the past three years *Horizon 20:20* has been working in partnership with seven Education Centres to promote



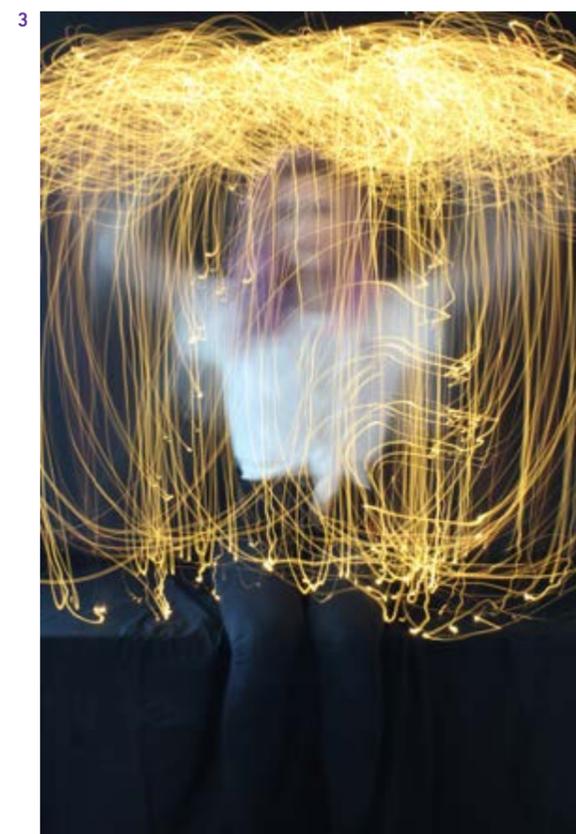
engagement in the arts for some of the most disadvantaged young people across Hampshire. In 2019–20, there was significant evidence to demonstrate that regular arts interventions are having a positive long-term impact not only on the young people taking part in the programme but also on the teachers, Education Centres and the wider arts sector. The strongest evidence showed deeper engagement in learning, self-confidence and improved behaviour for young people. Much of this has been due to teachers, artists and arts organisations growing in expertise, which has made the programme even more responsive to young people's needs. We continue to raise their aspirations by offering opportunities such as exhibiting work alongside the *BP Portrait Award*, designing innovative programmes tailored to their needs and sharing expertise across the arts and education sector.

**'I don't know what I would do without Hampshire Cultural Trust and all the great practitioners who teach our pupils new art and social skills. They all flock to me and ask when our artists are coming in. This project is transforming lives.'**

Partner feedback

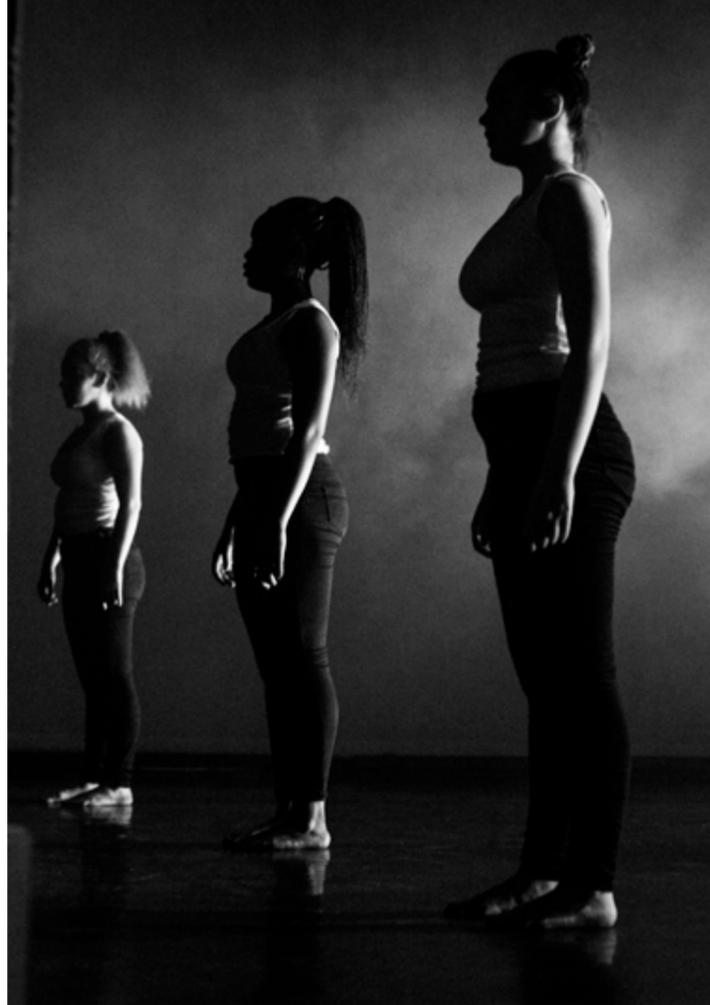
**Partners:** Education Centres

**Funder:** Paul Hamlyn Foundation





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## REACHING OUT!

During the year we received a fourth round of funding from Arts Council England to deliver the *Reaching Out!* project. This aims to engage schools in North Hampshire that have a deprivation pupil premium above 10% in learning opportunities at regional museums. Part of the national Museums and Schools Programme run by Arts Council England and the Department of Education, the project is delivered across four of our museums and two external partner venues. This year, the *Reaching Out!* museum education partnership engaged with more than 40 schools and saw 1,964 pupils participate in learning programmes across the partner museum sites

Funder: Department for Education

## WESSEX DANCE ACADEMY

Three cohorts graduated from Wessex Dance Academy over the course of the year. The young people referred onto the programme worked with Lead Dance Artist Hannah Martin-Reilly and a range of guest artists on original choreography which they performed at the Berry Theatre in Hedge End and Theatre Royal in Winchester.

## ON THE MOVE!

We successfully secured a Museums Association Esmée Fairbairn Collections Fund grant for *On the Move!*, a project designed to improve access to our industrial, transport and agricultural collections. Working with Solent Mind and social prescribers, the project will invite participants to use collections work and research as a non-clinical alternative to improving mental health. Delayed by the coronavirus outbreak, much of this work will take place in 2020–21.

Funder: Esmée Fairbairn Collections Fund

## GOAL THREE

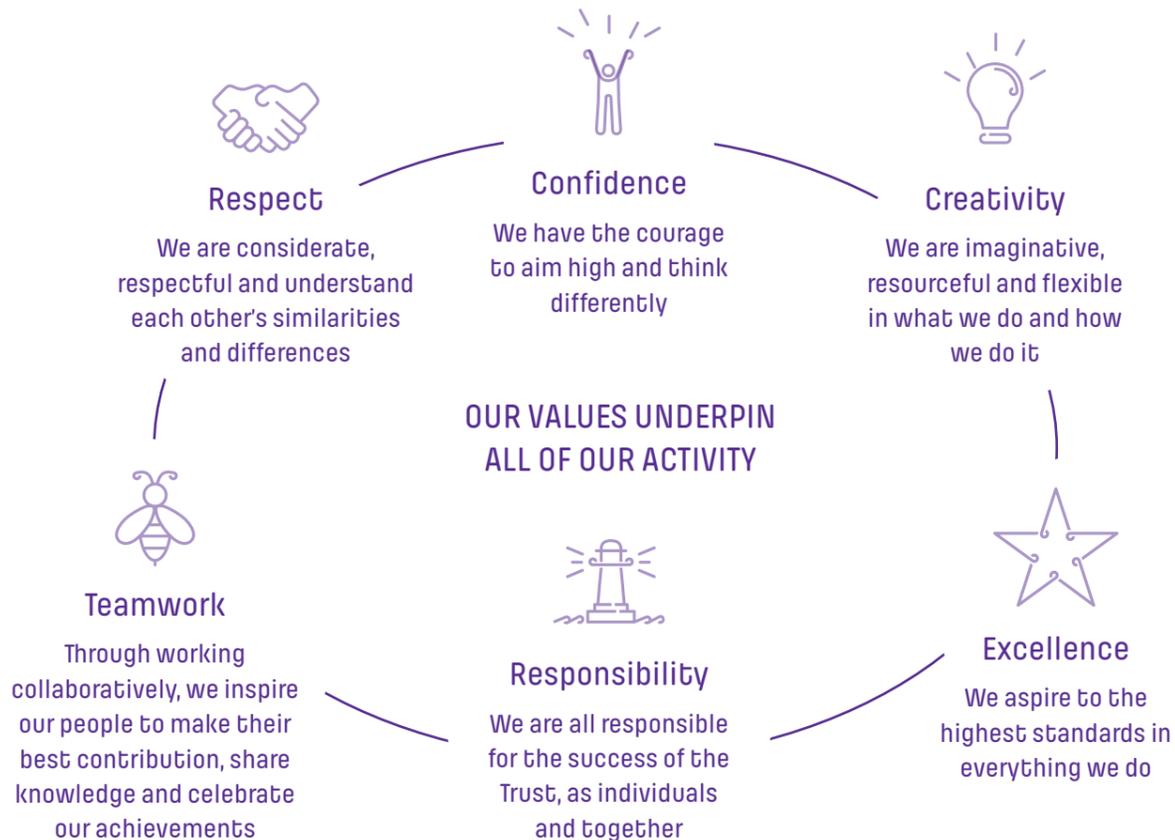
To deliver a sustainable future for culture in Hampshire, contributing to the local economy and building stronger communities

- The Trust achieved a consolidated surplus for the year to 31 March 2020 of £293,179. The Trust's total reserves at 31 March 2020 were £1,926,803 of which £456,498 were held in restricted funds and £1,470,305 unrestricted
- Hampshire Cultural Trust Trading Limited achieved a profit for the year to 31 March 2020 of £336,317. 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
- We entered 2019–20 with a new five-year fundraising strategy focused on priority areas for securing investment. Within the year we have secured £935,034 in grants and donations against a target of £750,000. Our success rate for funding applications was 52%, above industry average. With the addition of venue donations, a total of £792,195 in fundraised income was secured
- We successfully partnered with Gosport Borough Council on an application to Historic England for Gosport to become one of 69 High Streets Heritage Action Zones in the UK. This funding will secure investment of up to £1.8 million to regenerate the town centre, including up to £467,500 to develop Gosport Old Grammar School into Gosport Museum and Art Gallery. The Friends of Gosport Museum kindly donated £50,000 to the project in memory of founding member, Margaret Roberts
- Grants for community engagement and social impact projects included £61,799 for *On the Move!* (Museums Association Esmée Fairbairn Collections Fund), £18,100 for *The Resilience Garden* at Aldershot Military Museum (MOD Covenant Fund), £34,200 for *Industrious Minds* in Eastleigh (The National Lottery Heritage Fund) and £28,220 for *Connecting Conversations* in Rushmoor
- Successful venue-based fundraising included the assault course at Aldershot Military Museum, while Forest Arts Centre raised over £4,000 for their regular Parkinson's dance class. Our first community crowdfunding campaign – for the Childhood Gallery at the Curtis Museum, Alton – raised over £10,000, with support from volunteers, the Friends of the Curtis Museum and Allen Gallery and the local community
- Our digital transformation plan has continued with the launch of a new website for our collections, which currently hosts 20,000 individual objects to explore online
- Workplace, our internal social network and communications platform, was launched to provide a virtual space for staff and volunteers to communicate and collaborate. Staff and volunteers are actively sharing stories, photos, videos and updates
- We launched a digital asset management platform, giving our teams quick access to 15,000 images from across the Trust. The platform enables the downloading and sharing of media assets with colleagues, partners and suppliers, vastly improving day-to-day operational efficiency
- We worked with Glevum Consulting to develop new best-practice Community Engagement and Outcomes Measurement frameworks. The Community Engagement framework is now being used to aid project design and to ensure our activities are consistently responsive to community need. The outcomes measurement framework captures desired shared outcomes across our activities, grouped under organisational goals. This will enable the Trust to track the effectiveness of delivery of both venue and targeted programmes. The framework is being piloted through a series of trial projects and will be launched across the organisation in 2020–21. This work is part of the Culture: Impact project, funded by The National Lottery Heritage Fund
- During the year we were delighted to welcome three new trustees to the Board to support our next stage of development. The trustees, James Winkworth, Peter Cardy and Emma Back, bring a wealth of experience in fundraising, governance and community development. They replace Douglas Connell and Tracy Osborne who stepped down as trustees, both provided invaluable commitment and dedication to the Trust.

# GOAL FOUR

To create fulfilling employment and volunteering opportunities through culture

- We have developed and implemented our volunteer engagement plan with a policy and supporting material to ensure that our volunteers have a well-managed and consistent experience of working with the Trust. Our volunteers have generously contributed 37,834 hours of their time during the year and many of them have actively engaged with discussion and knowledge sharing through our communications platform, Workplace
- The year also saw the start of our learning and development programme which has provided more than 1,800 hours of instruction and training to staff and volunteers
- We implemented a comprehensive e-learning platform to provide a solid foundation of health and safety as well as good working practice information and knowledge across our team. We have ensured that everyone has access to key learning and instruction aligned to their individual roles and working conditions
- We launched a package of enhancements to our employee benefits scheme including life assurance, additional holiday allowance, a health cash plan, a cycle to work scheme, access to an employee helpline offering legal, health and counselling support and gift days enabling staff to experience a different team or venue within the Trust
- Our workplace forum, *HCT Voice*, continued to provide valuable insight into our employees' views and priorities. The forum is one of a range of tools we use to share and inform our team
- We continue to recognise the Real Living Wage for all our employees
- Our annual staff and volunteer event, *The Big Get Together*, was sadly postponed due to the coronavirus crisis. This event was to have seen the launch of our newly developed value framework. These values support our vision, shape our culture and define how our teams interact with our audiences and each other



# OUR SUPPORTERS

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

### Individual donors

- Mr and Mrs Robert and Fiona Boyle
- Mr Michael Campbell
- Mr and Mrs David and Nadine Collinson
- Commodore Jonathan Cooke OBE RN and Mrs Henrietta Cooke
- Mr and Mrs Damon and Sandra de Laszlo
- Mr and Mrs Gerald and Sarah Dodson
- Mr Tom Floyd Esq. DL and Mrs Sarah Floyd
- Mrs Jane Hurst – on behalf of her grandchildren
- Mr Hugh Laing
- Mr Alan Lovell Esq. DL and The Hon. Mrs Virginia Lovell JP DL
- Mr Nigel McNair Scott Esq. DL and Mrs Anna McNair Scott
- Mr and Mrs Rupert and Elizabeth Nabarro
- Mr and Dr Finian and Diana O'Sullivan
- Mr and Mrs George and Veronique Seligman
- Lady Angela Stansfield Smith
- The Revd Professor Elizabeth Stuart
- Mr David Sullivan
- Mr and Mrs David and Meriel Walton
- Mr and Mrs Peter and Carole Wilcock
- Mrs Louise Woods

- Historic England
- HMP YO1 Winchester
- Mudeford Ferry
- National Lottery Heritage Fund
- New Forest National Park Authority
- New Milton Town Council
- Office of the Police and Crime Commissioner
- One Community
- Paul Hamlyn Foundation
- Rushmoor Community Lottery
- South East Museum Development Programme
- South Western Railway
- TAG Farnborough Airport Community Environmental Fund managed by Rushmoor Borough Council
- Tate and National Galleries of Scotland
- Tesco Bags of Help
- Test Valley Borough Council
- The de Laszlo Foundation
- The Ellis Campbell Foundation
- University of Southampton
- Waterloo 200 Ltd

### In memory donations

- Bursledon Windmill – in memory of John William Prinn

### Donations under £500

We would like to thank all our supporters throughout the year for helping us to change lives through culture.

### Trusts, foundations and statutory bodies

- Armed Forces Covenant Fund Trust
- Arts Council England
- Artsworld Ltd
- Brighton and Hove Borough Council
- British Museum – The British Museum Portable Antiquities Scheme
- Colten Care
- Esmée Fairbairn Collections Fund – via the Museums Association
- European Society for Evolutionary Biology
- Hampshire & Isle of Wight Community Rehabilitation Company
- Hampshire Child and Adolescent Mental Health Service – NHS Sussex Partnership Trust
- Hampshire Futures
- Hampshire Gardens Trust

### Friends' groups

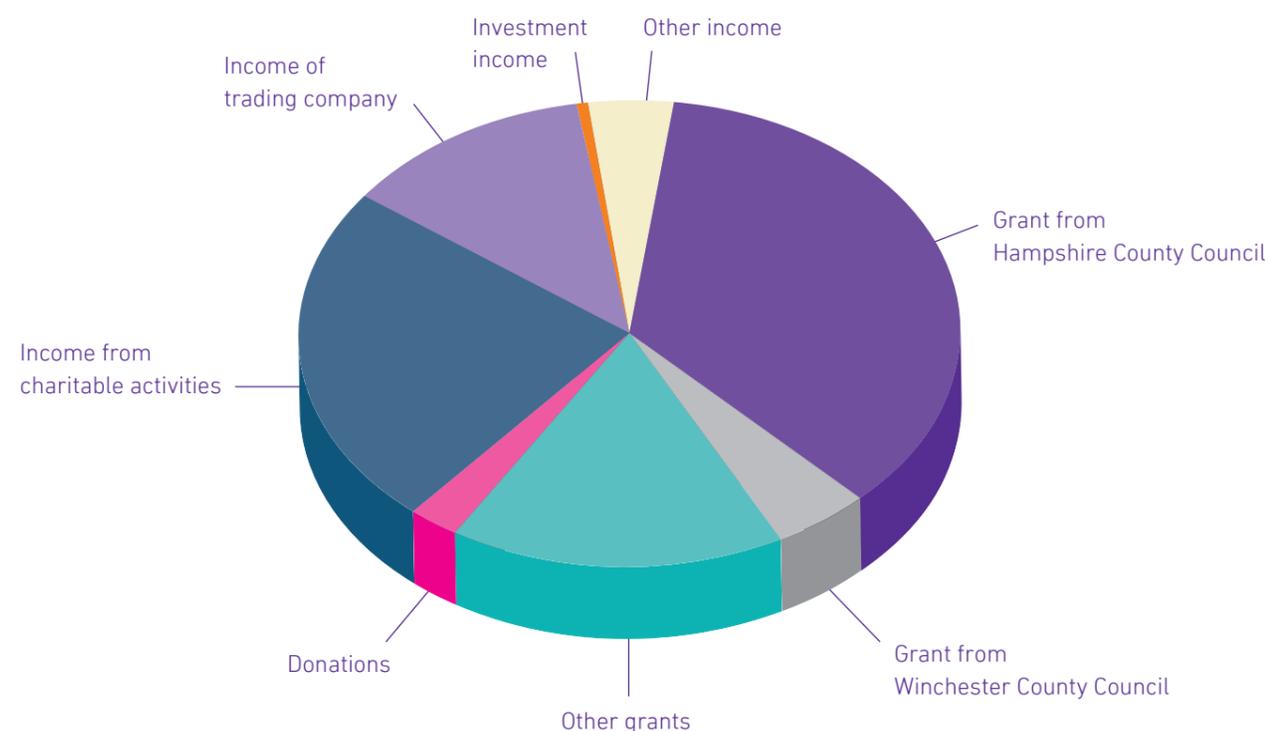
- Friends of Aldershot Military Museum
- Friends of the Curtis Museum and Allen Gallery, Alton
- Friends of Gosport Museum – in memory of Margaret Roberts
- Friends of the Red House Museum and Gardens, Christchurch
- Friends of the Willis Museum, Basingstoke

### Local authority partners

- Basingstoke and Deane Borough Council
- Bursledon Parish Council
- Dorset, Christchurch and Poole Council
- East Hampshire District Council
- Eastleigh Borough Council
- Fareham Borough Council
- Gosport Borough Council
- Hampshire County Council
- New Forest District Council
- Rushmoor Borough Council
- Winchester City Council

# FINANCIAL REVIEW

- The Trust's year-end position was affected due to lost revenue following the coronavirus outbreak and the closure of our venues in the final two weeks of the financial year. This impacted admission income and trading income. Despite this unexpected closure, income from charitable activities increased from £1,397,650 to £1,645,581, an 18% increase in comparison to the prior year
- Hampshire Cultural Trust Trading Limited achieved a profit for the year of £336,317. The available taxable profits of the Trading Company will be Gift-Aided to the Trust during the next financial year
- The principal source of funding remains with our founding members Hampshire County Council and Winchester City Council, contributing 41% to income (43% in 18-19). Other local authority income has also decreased by 6% in comparison to the prior year
- This year the Board approved the use of accumulated reserves for capital investment projects across our venues. This included investment in The Gallery of 1,000 Years at Winchester City Museum, the redevelopment of the retail and catering areas at Milestones Museum and the outdoor activity area at Aldershot Military Museum along with investment in feasibility studies for the Allen Gallery and Gosport Old Grammar School development projects. Our total capital investment for 2019-20 exceeded £300,000
- The Trust achieved a consolidated surplus for the year to 31 March 2020 of £293,179 (2019: £205,037). The Trust's total reserves at 31 March 2020 were £1,926,803 (2019: £1,633,624)
- Due to the surplus achieved in the year our closing cash position has increased to £1,832,115 (2019: £1,521,540) an increase of £310,575. The increase in cash in the year is derived from the net cashflow from operating activities of £633,121 less investment in assets made in the year of £334,441
- Unrestricted net assets are £1,470,305 (2019: £1,271,953), £1,241,249 is held as net current assets and available for immediate use as free cash reserves



## Consolidated statement of financial activities

	2019-20			2018-19		
	Unrestricted funds £	Restricted funds £	Total £	Unrestricted funds £	Restricted funds £	Total £
<b>INCOME</b>						
Grants and donations	3,440,802	669,424	4,110,226	3,556,799	624,827	4,181,626
Income from charitable activities	1,645,581	–	1,645,581	1,397,650	–	1,397,650
Income of trading company	838,362	–	838,362	831,071	–	831,071
Investment income	11,897	–	11,897	11,550	–	11,550
Other income	273,967	527	274,494	309,473	–	309,473
<b>Total income</b>	<b>6,210,609</b>	<b>669,951</b>	<b>6,880,560</b>	<b>6,106,543</b>	<b>624,827</b>	<b>6,731,370</b>
<b>EXPENDITURE</b>						
Costs of raising funds:						
Fundraising and publicity	156,346	–	156,346	147,824	–	147,824
Expenses of Trading Company	502,043	–	502,043	586,376	–	586,376
Expenditure on charitable activities	5,328,548	600,444	5,928,107	5,220,107	572,026	5,792,133
<b>Total expenditure</b>	<b>5,986,937</b>	<b>600,444</b>	<b>6,587,381</b>	<b>5,954,307</b>	<b>572,026</b>	<b>6,526,333</b>
<b>NET INCOME/(EXPENDITURE)</b>	<b>223,672</b>	<b>69,507</b>	<b>293,179</b>	<b>152,236</b>	<b>52,801</b>	<b>205,037</b>
Transfer between funds	(25,320)	25,320	–	–	–	–
<b>Net movement in funds</b>	<b>198,352</b>	<b>94,827</b>	<b>293,179</b>	<b>152,236</b>	<b>52,801</b>	<b>205,037</b>
<b>RECONCILIATION OF FUNDS</b>						
Total funds brought forward	1,271,953	361,671	1,633,624	1,119,717	308,870	1,428,587
<b>Total funds carried forward</b>	<b>1,470,305</b>	<b>456,498</b>	<b>1,926,803</b>	<b>1,271,953</b>	<b>361,671</b>	<b>1,633,624</b>

All transactions are derived from continuing activities. The results for the period ended 31 March 2020 are set out on pages 18 to 38 of the Hampshire Cultural Trust Trustees Annual Report and Consolidated Financial Statements for the year ended 31 March 2020

# FUTURE PLANS

1. Milestones Museum
2. Forest Arts Centre
3. Medieval objects on display at Winchester City Museum

As we work to re-open our venues following the easing of lockdown restrictions required during the coronavirus crisis, our exhibition and event programme will be adjusted and adapted to cater for social distancing measures and audience appetite. Despite this fast-moving and challenging environment, we are committed to delivering our strategic goals.

## GOAL ONE

To provide high-quality programmes and venues that engage diverse audiences and inspire local pride

- Our flagship galleries will continue to deliver a vibrant programme of touring and self-curated exhibitions. 2020–21 will see the return of The Natural History Museum's *Wildlife Photographer of the Year*, at The Gallery, Winchester Discovery Centre and *The Sunday Times Watercolour Competition 2020 Exhibition* at the Sainsbury Gallery at the Willis Museum. We also look forward to a specially crafted exhibition by paper artist Andy Singleton and a photographic retrospective from the artist Paul Joyce
- Milestones Museum will deliver an audience-driven programme of indoor and outdoor exhibitions and events, with a new attraction, Mr Simpson's Teddy Bear Museum, opening in February 2021. The popular vintage Penny Arcade will be remodelled to celebrate the history of Hampshire's seaside piers and a family-friendly exhibition, *Toys and Games*, will feature over the summer



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- We will continue our work to develop a long-term vision for Milestones focusing on a flexible, state-of-the-art exhibition space with a focus on the STEM agenda
- We will see developments across our community museums with the opening of the outdoor assault course at Aldershot Military Museum and the creation of a community garden in the museum grounds. *The Resilience Garden* project will engage men from both the Armed Forces and civilian communities to design, create and maintain a much-needed outdoor community space
- With funding from South Western Railway, we will undertake an options appraisal at Eastleigh Museum to explore how reinterpretation, incorporating local voices, can tell the story of the relationship between Eastleigh and the railway
- Our three arts centres will renew their focus on working with Hampshire communities to create a diverse programme that is relevant, inspiring and meets their needs. Supporting local artists and providing safe and inclusive spaces to enjoy making

and experiencing art, while contributing to the cultural and social wellbeing of our county, are core to the development of our artistic programme over the next year. We will continue to develop participatory experiences which appropriately blend online and in-person interaction

- The redefined *Winchester, the Royal City* project will further engage with Winchester City Council and other partners, including the University of Winchester, Winchester Cathedral, Winchester Excavations Committee and Hyde 900. In 2020 we aim to complete the business case for the project and complete an initial philanthropic fundraising programme
- We will work with partners in Winchester and Gosport to promote Heritage Open Days across the county
- Our collections team will establish new research partners using our Natural Sciences collections to assess the impact of climate change
- We will plan and deliver a public engagement project that explores the Anglo-Saxon archaeology of Winchester

## GOAL TWO

To improve wellbeing, health and happiness through cultural experiences

- 2020–21 will see the further development of many of our social impact programmes, including the start of the next phase of *Horizon 20:20* and *Creating Change* and our work with HMP/YOI Winchester will continue to grow. We will develop our social prescribing programmes, with both adults and young people, working countywide to offer cultural engagement for those with mental health needs. This will be managed with partners from across the health sector
- Our work with older people will also grow: we will develop our programme within our community museums in response to ongoing social isolation and loneliness caused by COVID-19
- In 2020–21 the *Reaching Out!* project will continue to offer travel bursaries to eligible schools to support their visits and the partnership will focus on finding ways to widen its reach across North Hampshire





1



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### GOAL THREE

To deliver a sustainable future for culture in Hampshire, contributing to the local economy and building stronger communities

- We enter 2020–21 in a significantly altered fundraising climate. Our main sources of fundraised income – trusts, foundations, statutory and major donors – have been severely disrupted by the coronavirus crisis. Our fundraising strategy is designed for growth, which will be challenging to achieve in the short term. Some priority areas within the strategy, such as fundraising for capital projects, will take even longer to recover. In response to this we will develop an interim fundraising strategy. Key themes for investment will include:
  - Connecting communities through culture
  - Supporting Hampshire to get back on its feet, aiding regeneration
  - Working with disadvantaged and vulnerable groups who have been impacted by the crisis
- To deliver this strategy we will increase our fundraising presence online and in venues, with a shared message across the Trust, as well as continuing to seek investment from our core income sources. We have set a provisional target of £646,732 for 2020–21. Mindful of the challenges we will continue to face, it may be necessary to adjust this target within the year

- Our work with young people will include a focus on Eastleigh through the the National Lottery Heritage funded *Industrious Minds* project. We will work with young people to engage them with the industrial heritage of Eastleigh, using local collections to explore environmental impact
- The *On The Move!* project will work with social prescribers and participants using vehicle collections research and care to bring new stories to our online and venue-based interpretation. While creating a safe and supportive environment, participants will be able to develop new skills and confidence in a non-clinical alternative to improving mental health
- We will seek funding for the continuation of *The ICE Project*, working with Hampshire Child and Adolescent Mental Health Service to help young people at risk of developing mental health issues



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- We will introduce admission charges at the Westgate Museum and Winchester City Museum alongside a varied event programme to ensure maximum value for our audiences. We will explore the opportunity for joint ticketing with the Great Hall
- Our digital transformation development will include the integration of our finance and electronic point-of-sale systems, as well as the introduction of online retail
- We will publish a revised five-year strategic plan in March 2021
- We are committed to reducing our environmental impact and will develop a strategy outlining how we can play a role in tackling climate change
- We look forward to the redevelopment of our Gosport venue which will close at the end of 2020–2021 for capital works to begin

1. Artwork from *The ICE Project*
2. *Paint Your Art Out* at West End Centre, Aldershot
3. The café at Milestones Museum
4. Gosport Gallery
5. Volunteer in the engineering workshop in Winchester



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### GOAL FOUR

To create fulfilling employment and volunteering opportunities through culture

The coronavirus crisis has presented a major challenge for our most valuable resource, our team of staff and volunteers. However, we will adapt to a changing and uncertain environment and continue to work towards our key objectives of:

- Maintaining an engaged, committed and positive staff and volunteer team with a clear understanding of our charitable vision, mission and goals
- Developing our reputation for excellence in sector knowledge, leadership, management and recruitment
- Providing an inspiring, value-driven employment and volunteer experience supported by a sector-leading reward and benefits package
- We will provide a revised learning and development programme, helping our people back to work following the re-opening of our venues
- We will continue to refine and roll out our induction and refresher material, providing easy access to information, material and tools through our online communication platform, Workplace
- We will continue to lay the foundations and make progress towards accreditation of our volunteering experience through Investors in Volunteers
- We will apply for Best Not-for-Profit Organisations accreditation (100 Best, *Sunday Times*)
- We will inspire and recognise our team through the launch and implementation of our values at our annual *Big Get Together* event

**Company registered number**  
08986225

**Charity registered number**  
1158583

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