



Basingstoke
and Deane



TIME OUT

A framework for culture in Basingstoke and Deane
Creative in our thinking and collaborative in our approach

June 2022 March 2032



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Foreword

Culture is an important part of what makes our borough a good place to live, work and invest in. It has a key role to play in enhancing the quality of life of our residents and in contributing to their wellbeing and happiness.

Our borough already has a strong cultural offer and there is a lot we can be proud of, whether it be our history and heritage, our diversity, our towns and villages, our creative community, our natural assets and our arts and leisure facilities.

However, it is important that we continuously strive for excellence and that our residents and visitors have as many opportunities as possible to participate actively in culture. We need to reflect our changing priorities and, also, be able to respond to community needs and residents' expectations.

This new cultural framework and statement of intent has been developed following extensive stakeholder engagement which helped us identify where we should focus our efforts. It aims for culture to be inclusive and diverse and collaboration will be at the heart of its delivery through the establishment of a cultural compact that will bring together representation from many local sectors.

By enabling our organisations, partners and communities to experiment and be better connected with culture, we will ensure our residents can have as many positive cultural experiences as possible.

Cllr Simon Bound, Leader of the Council



Culture in Basingstoke and Deane - a snapshot

**Most stakeholders agree
that arts and culture
projects help make
Basingstoke a better place
to live, work, visit and play.**

Survey Results by Counterculture

94% of stakeholders either strongly agreed or agreed that arts and culture projects help make Basingstoke a better place to live, work, visit and play.

Most of stakeholders also strongly agree that cultural and creative projects not only help residents feel part of the community, but also contribute to residents' wellbeing and have a positive impact to their business/work.

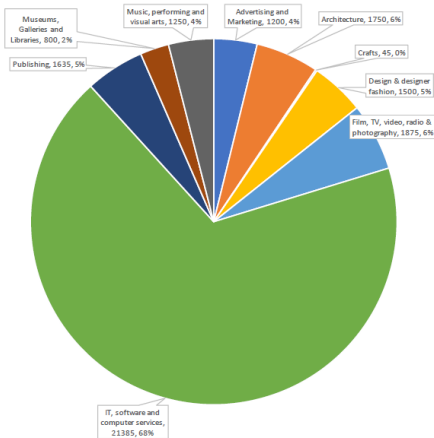
Interesting Facts

Cultural Funds	Cultural Assets	Audience
Basingstoke and Deane funded cultural organisations reached over 229,000 people in 2021 despite the knock-on effects of the pandemic.	Basingstoke has assets of regional and national importance such as the Anvil Concert Hall and Milestones Museum.	The dominant age for people to engage in cultural activities is between 45 – 49. 7% of audiences are from Black, Asian or a mixed ethnicity compared to 8% of the population nationally.



Basingstoke accounts for 11% of creative industries businesses in Hampshire and 15% of creative industries jobs. The Arts, entertainment and recreation sector accounts for 7,000 jobs in the borough, 8.1% of employment. 800 businesses are part of the creative industries sector.

Creative Industries Employment by Subsector 2020



In 2021, 99% of those surveyed (197 people) thought the Basingstoke Festival was very good (72%) or good (27%).

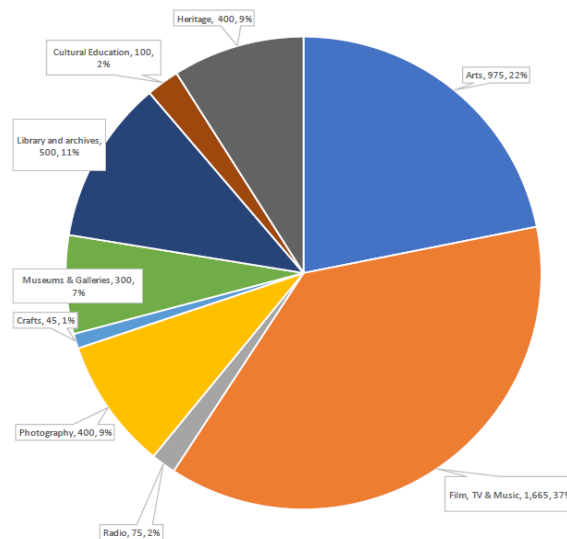
51% of those surveyed were first time attendees of the Basingstoke Festival. The festival reached over 40,000 throughout Basingstoke and Deane in person and over 75,000 online.

76% of Arts organisations in Basingstoke and Deane are self-funded.

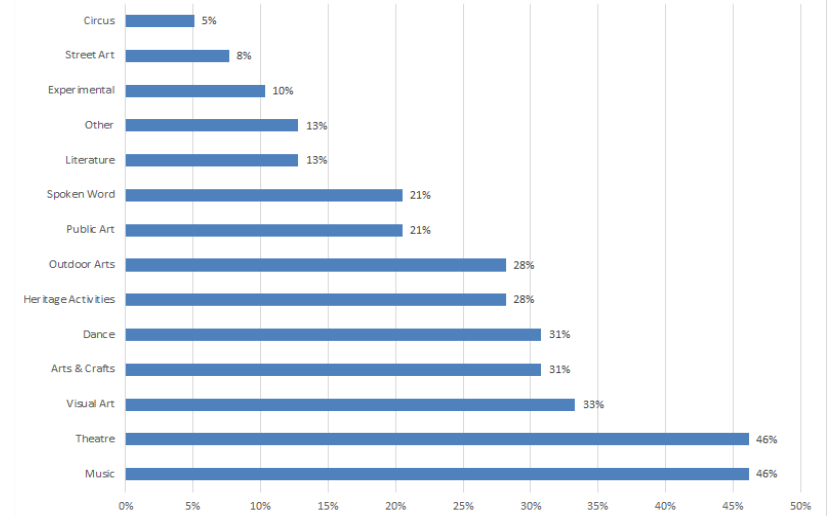
With artists creating their work:

- 15% Outside Basingstoke
- 46% Basingstoke Town Centre
- 39% Outside of Basingstoke Town Centre

Cultural Sector Employment by Subsector 2020



What cultural or creative activity do you currently deliver ?



Audience Preferences

- 81% of Basingstoke residents go to the cinema.
- 48% of culture users attended theatre with 38% attending rock or popular music concerts.
- Audience data shows that 58% of cultural events and work is aimed at families in Basingstoke and Deane.



Executive Summary

Culture means different things to different people but ultimately culture is about place and its identity and about living in that place. Culture is about taking time out and enjoying different experiences. Culture is a conduit to bring people together and to foster healthy, strong and happy communities, vibrant places, and economic prosperity.

Our borough already has a strong cultural offer, whether it be its history and heritage, its diversity, its towns and villages, its creative community, its natural assets or its arts and leisure facilities. However, there is always room for improvement, to do things differently and to strive for excellence.

The cultural framework sets out the ambitions and objectives for culture to be the catalyst for our borough to become a place where communities, creatives and artists, organisations and businesses can come together to collaborate, celebrate, participate, create, and innovate.

The framework identifies three core themes that will act as guiding principles to place culture at the heart of what makes our borough an attractive place to visit and live, work and invest in.



Case Study - Kev Munday

Kev Munday creates colourful and utopian worlds. Kev aims for his art to appeal to all ages using bold lines and block colours, the vibrancy of Munday's style creates an enthralling visual experience. Each individual portrait is equally valued, taken altogether, the effect is a striking vision of community which is more than the sum of its individual parts.

Starting his artistic career at the age of 16 in Basingstoke, Kev's first creative endeavours came in the form of street art; painting walls and leaving stickers, paste-ups and other markings on street furniture. It wasn't until a few years later that a fellow artist suggested he transfer his artwork onto canvas and he found an instant attraction to the surface. Building upon the style he had been developing in his street work, Kev continued to work with spray paint and markers, using the vivid colours and bold lines that are still present in his work to date.

Now aged 35, Munday's art has been exhibited in some of England's most notable galleries, including The Royal Academy Of Arts, The Arnolfini and The Hayward Gallery. He is regularly invited to produce artwork live at art fairs and events, previous performances include The Affordable Art Fair Amsterdam, Fresh Art Fair Ascot and London Fashion Week. Kev's art is collected worldwide, with exhibitions taking place in France, The Netherlands, Belgium and Germany over the past few years.

In 2019, Kev Munday collaborated with IKEA to release a colouring poster. The detailed illustration in his signature style sold over 30,000 copies worldwide. Munday's work regularly appears in auction houses. Kev's work is often studied in schools and he loves receiving photos of works from teachers across the world who have used his creations to inspire their students. In 2008 Kev was the youngest artist to be included in Dreweatts inaugural Urban Art Sale, alongside Banksy, Blek Le Rat and David Choe. In 2016, Kev was listed by The Telegraph as one of five 'British artists to invest in'. His studio is Based at the Proteus Creation Space, Basingstoke and most of his work is made in Basingstoke.





1. Experimentation

Basingstoke and Deane is a place for experimentation and innovation

- Embrace technological change and digital creativity to provide an environment where people feel empowered to experiment
- Create a supportive ecosystem for creators to develop, trial and present new work
- Use spaces creatively and differently to foster innovation, collaboration, and participation

Case Study – The Borough Basket and Street Market

The Borough Basket is an online local marketplace, set up to support small, independent businesses in Basingstoke and the surrounding villages. It is an award-winning project set up by Basingstoke and Deane Borough Council, local company Design Lab, partners through the Love Basingstoke group and supported by IncuHive Business Incubation services. The Borough Basket now supports 68 businesses of which 30 are local arts and craft businesses.

Building on the success of the borough's first online marketplace, during lockdown, the Borough Basket Street Market became an important platform for local crafters and makers to sell their work and promote their businesses. When Basingstoke town centre began to reopen in summer 2021, the Borough Basket Street Market was launched to support up to 30 businesses to sell their work from the town centre, supporting the craft and makers community and in turn supporting the wider town centre recovery. A total of 7 monthly Street Markets took place from July to December 2021.





2. Experience

Basingstoke and Deane is a place to enjoy and take part in diverse experiences

- Diversify and amplify the range, types and locations of cultural experiences to always achieve positive impact
- Enhance visibility and increase awareness of local experiences everyone can be a part of
- Strive for excellence in all cultural experiences and continuously adapt and change to respond to needs and behaviour change

Case Study – Deepali light it up

Basingstoke is home to Kala The Arts, a leading dance organisation that specialises in the Odissi South Asian dance form. Operating since 1999, the organisation was founded by Sushmita Pati, an international Odissi artist, choreographer and now Artistic Director of Kala The Arts. Sushmita, a Basingstoke and Deane resident, wanted to develop a new Diwali event for Basingstoke, one that celebrates the Festival of light and brings local communities together through a light parade.

The first event was held in November 2021, engaged 18 different organisations and schools and involved over 100 performers and 750 audience participants. This was the first time Hindus, Jains, Sikhs, and Newar Buddhists in Basingstoke were able to participate in a large-scale event celebrating Diwali with other faiths in a multicultural event in the middle of the town centre.





3. Enablement

Basingstoke and Deane is a place where creativity can evolve and flourish

- Support local organisations and communities to better meet local needs, fostering civic pride and enhancing the health and wellbeing and quality of life of residents
- Build capacity and resilience in the creative sector to adapt and grow so that work created in Basingstoke is recognised for its excellence locally, regionally, nationally and internationally
- Create the environment and the opportunities for local people to explore and unleash their creativity through informal and life-long learning from professional, semi professional and amateur opportunities

Case Study – All in the Mind Festival

All in the Mind is the leading outdoor mental health arts festival in the UK and based here in Basingstoke. The festival is a free annual one-day event offering a broad range of music, dance, spoken word and theatre set within Glebe Gardens, a very under-used but beautiful park in the town centre. This family friendly festival, funded through a range of trusts and foundations, inspires and delights audiences of all ages offering multiple opportunities for audiences to have their mind blown! The event attracts people from all over the UK as a platform to celebrate the power of the arts in improving mental health. Local artists get to collaborate with national arts organisations in a safe and supportive environment to try out new ideas, share their work and be heard by bringing individuals, families and communities together to take part collectively. The event inspires people to use the arts in their own lives.





The delivery of the framework will be supported by a cultural compact that will bring together representatives from the public, private, educational and community and voluntary sector.

Refreshing our approach

Since the adoption of the current cultural strategy [Enriching lives: Arts and culture at the heart of our community](#) in 2017, a lot has happened and changed.

From a council perspective, a new council plan and priorities have been adopted which places a strong focus on outstanding sport, leisure and culture and recognises the role arts and culture plays in quality of life, and the need to support the cultural sector to thrive and grow to deliver a strong daytime and night-time economy.

An internal restructure has brought economy and culture much closer together in recognition of the important contribution culture makes to place making, supporting the economy and positioning.

The council has embarked on a new town centre strategy and masterplan which aims to rethink our town centre, its role, its uses and its physical environment and culture will be a key part of diversification of uses, of creating quality experiences, and of supporting revitalisation and vibrancy.

The council also faces budgetary constraints and needs to continuously review its investments and how it supports the community and voluntary sector, including the cultural sector and local arts organisations. The council is reviewing its grants approach with a much greater focus on outcomes and return on investment. As part of this, the council also needs to consider its role in delivering and supporting cultural activities and place a greater emphasis on enabling and empowering others to lead, shape and deliver culture.



From a place perspective, the COVID-19 pandemic has had a significant impact on the leisure, creative and cultural sector which will continue to be felt for going forward. The cultural sector has had to adapt and change rapidly to ensure its sustainability. The pandemic has also changed the way people connect with their local areas and has led to a rediscovery of what local means and has to offer. Alongside this, the pandemic has also accelerated the shift to digital and in a cultural context this has led to a much higher number of people accessing culture digitally. The pandemic, although detrimental to the sector, also provides an opportunity to do things differently to respond to user expectations and behaviour.

Taking into consideration these changes, it is opportune to reflect our approach to culture and this framework outlines how we intend to move forward to ensuring culture remains a strong and thriving sector in the borough.



Building on our strengths

Basingstoke and Deane has a long history of being a place where creativity and innovation flourish. World-famous historic figures such as Jane Austen and Thomas Burberry made the borough their home and created some of their best-known works and inventions here. Our rich heritage is still visible today in places such as Roman Calleva, Highclere Castle, Stratfield Saye, The Vyne, Sandham Memorial Chapel and Whitchurch Silk Mill. Although many of the cultural organisations and assets are based in the town centre and produce work and events in the town centre, Basingstoke and Deane values its rich rural heritage with organisations such as Whitchurch Conservation Group who produce an annual children's arts festival. Our tradition of being a place that welcomes artists, creators and innovators has continued through the years and today Basingstoke and Deane is home to a varied cultural landscape that offers quality experiences to residents and visitors.

We have strong mix of artists and creators living, creating work and collaborating in the borough from a diverse range of art forms including visual and digital arts, dance, theatre and film, puppetry and street performance.



Basingstoke and Deane is also home to renowned cultural organisations and artists.

- Proteus Theatre Company has for the last 40 years created productions in Basingstoke which have toured nationally and internationally to great acclaim. It runs the Proteus Creation Space which provides a programme of touring theatre and circus, exhibition space and classes and workshops.
- Scratchbuilt Productions, a puppetry company, makes work predominantly for children's theatre and television nationally. It also creates props that have been seen on many stages around the country.
- Kala the Arts has engaged and entertained audiences for over twenty years and has helped raise the profile of South-Asian dance and music regionally.



- Kev Munday started his creative career at the age of 16 in Basingstoke and has now become a nationally recognised artist whose colourful and utopian work has been exhibited in some of the country's most famous art galleries.
- Anvil Arts, which runs the Haymarket theatre and Anvil concert hall, attracts regional audiences and provides a mix of theatre, dance, comedy and music and is best known for its classical and world music programmes and outstanding acoustics.
- Hampshire Cultural Trust showcases and celebrates the borough's heritage at three venues in the town: Milestones Museum, Willis Museum and Basing House.



Our borough is a place where residents and visitors can experience and take part in a wide range of events.

- The Basingstoke Festival has gone from strength to strength and now attracts and engages over 40,000 people annually in a programme of outdoor arts bringing to the borough the very best of national and international dance and street theatre.
- Fluid Motion Theatre Company is at the cutting-edge of arts and mental health and produces and curates All in the Mind, the only outdoor festival in the country dedicated to wellbeing.
- Exit 6 Film Festival, brought to life by a collective of passionate film enthusiasts, showcases the best national and international short films and is classed as one of the top 100 film festivals in the world.
- The Transport Festival, The Kite Festival and many other community-led events, commercial events such as music or food and drinks festivals, and an extensive programme of town centre events entertain thousands of people every year.



Case Study – Junk Jodie Arts and Crafts

Jodie Marsh-Hoffman was born and raised in Basingstoke. She studied for a national diploma in Art and Design at Basingstoke College of Technology and also a diploma in Performing Arts at Queen Mary's College. Jodie took part on a Queen Mary's College and Proteus Theatre Company gap year scheme where she toured the country in two national theatre tours. Jodie later trained at East 15 acting School in London. With her love of Art and Design Jodie started a cushion making business called "Love to Clash" drawing on her love of colourful art and begin to organise and run arts and crafts workshops for primary schools. Jodie visited many scrap stores to source materials for these workshops and it was during this time that Jodie realised how much "usable" junk there was and that being creative with these materials could be such fun. This was when she earned the title "Junk Jodie".

Junk Jodie is now an award-winning Basingstoke-based storyteller, visual artist, performer, entertainer, and environmentalist. Creating almost anything out of junk, Jodie believes that most arts materials can come from waste and recycling. When work had all but dried up during the pandemic, Jodie set up a YouTube channel designed to be a low-cost help for many families who were faced with home-schooling. The short videos were a hit with young people all over the country and the channel now has over 950 subscribers. Her work includes mindfulness for children, covers environmental topics and through a commission from Basingstoke and Deane Borough Council, Jodie created a series of heritage videos where local cultural buildings and history was celebrated through junk modelling.





Basingstoke and Deane also offers many opportunities for people to get involved in cultural activities and to learn new skills through a thriving amateur sector, an extensive programme of classes and workshops and a strong cohort of professional dance and performing arts schools. Nationally recognised amateur dramatic and operatic societies including BATS, BAOS, BATS Next Gen, BAOS Limelight and Basingstoke Gang Show providing opportunities to take part from a young age through to retirement.

Our cultural ecology is supported by significant investment from Basingstoke and Deane Borough Council and other grant making bodies and foundations, particularly Arts Council England which regularly provides project funding to local organisations to enhance or create new work. Arts Council England also invests in two local organisations with National Portfolio Organisation status – Anvil Arts and Proteus Theatre Company.

Our cultural offer is complemented by sports and leisure events and facilities, beautiful countryside and open space to take part in outdoor pursuits, and picturesque villages where people can enjoy independent retail and taste locally sourced food.

Case Study – Winklebury Subway

In 2021, Basingstoke and Deane's Arts in the Community Fund supported Basingstoke Creative Independent Network to work with seven local artists and the Winklebury Community Action Group to create a community project, supported by Network Rail, to update the underpasses connecting Winklebury to Basingstoke Leisure Park. The community had commented that the subway felt dark and unsafe and needed refreshing as this was the main pedestrian route to town. The community, families and young people were involved in a series of workshops and helped artists to paint the subway over a half term holiday. The final art was informed by the locality and participants reported a sense of community, belonging and achievement when the project was completed.





Addressing our challenges

Our borough has a lot to be proud of when it comes to culture but we know that we can always do better and that we continuously need to change and adapt to keep up with emerging trends, evolving needs, and behaviour change. We also need to ensure that culture responds to what people want and expect whilst providing challenging experiences and stretching imaginations and boundaries.

Some initial challenges and gaps have been identified and it will be important to continuously review these as the framework is being implemented to ensure that our approach remains relevant and fit for purpose.

We know that not everyone is actively involved or engaged in culture and this can be down to lack of awareness, accessibility barriers or lack of relevant provision and offer. There is a particular gap in provision for younger audiences, aged 13 to 25. With the pervasion of digital technology in all aspects of our lives, this age group tends to experience culture at home. There aren't enough cultural events or activities designed for this age group such as gaming, extreme sports or live music events and festival.

100% of 16 to 24 year olds surveyed by Counterculture either strongly agreed or agreed that arts and culture positively impacted on their wellbeing and created communities. 86% said the arts made Basingstoke a better place to live, the remaining 14% did not know.

Nightlife and the evening economy, particularly in Basingstoke's town centre, is limited and revolves mostly around attending a performance in an arts venue, catching a film at the cinema or going out for a drink and a meal. There is very little alternative cultural evening provision such as gigs, cabaret evenings, literary or poetry readings, etc. Very often, town centre venues look closed rather than open and welcoming. The food offer also tends to be chain heavy.



The council, through its investment in culture and a very supportive and pro-active Economy and Culture team that plays a key role in direct delivery has, to some extent, created a certain level of dependency and reliance. There is a need to enable and empower others to take greater ownership of culture, to deliver more and to foster effective collaboration that could provide opportunities to pull resources, achieve economies of scale and do more jointly. The resilience and sustainability of cultural organisations can also be at risk and more focus on developing and enhancing their operating models should be a key focus.

Access to affordable and flexible space for creatives and artists can be challenging and limits our ability to attract more creators and innovators to the borough, stifling creativity and collaboration. Despite a growing number of creators, particularly visual artists, making the borough their home, there is a clear lack of exhibition and making space.

The opportunities and attractions for visitors and tourists to the borough should be better promoted. Celebrating famous authors, businessmen and icons from the past should be a higher focus and has the potential to attract regional, national and even international visitors to the town centre and rural parts of the borough.

Although there is generally a good provision of public art, it tends to be at the traditional end of the spectrum and mostly sculpture-based. This provides an opportunity to think creatively about public art and how underused spaces can be used differently for installations, murals, or digital displays.

There are many opportunities to take part in formal cultural learning through a wide range of classes, workshops and specialist schools. However, there are very few opportunities to engage in informal cultural learning or skills development. The maker and craft community is also disparate and doesn't have a central location or hub where creatives can come together and collaborate, run workshops and activities and engage residents and visitors in learning.



“Overall, Basingstoke accounts for 11% of creative industries businesses in Hampshire and 15% of creative industries jobs, both of which mean that the creative industries are significantly more important to Basingstoke than they are to the county as a whole. Areas in which Basingstoke particularly excels compared to Hampshire as a whole are operation of arts facilities, jewellery manufacture, book publishing, computer consultancy activities (particularly important as this is the largest single employment category in creative industries), film projection and cultural education.” Counterculture LLP findings

Case Study – Exit 6 Film Festival

Exit 6 is an annual short film festival hosted in Basingstoke, showcasing short films and their makers from all over the world. Exit 6 is a celebration of the talent, artistry and hard work that goes into creating any short film. Filmmakers enjoy a platform to screen their short films to a fresh audience, on-stage interviews, an opportunity to connect with future collaborators. During the pandemic the festival became a new hybrid event with a week-long online festival programme that leads up to a physical festival day run throughout Basingstoke’s town centre, attracting people from all over the UK.





Seizing our opportunities

The creation of a cultural compact aims to strengthen partnership and collaborative working and cross-sector connections. Culture is not just about artists and cultural organisations, it needs to be a concerted effort from organisations of all sectors to come together and to co-create and co-design activities and interventions that will enhance and diversify the cultural offer and also strengthen awareness of and linkages between different agendas such as health and wellbeing, learning, climate change, economic development and community development. It can also help better collaboration between arts organisations, broaden their remit and activities and encourage them to move to joined-up programming and sharing of resources. The compact should also enable greater involvement from communities in shaping, devising and delivering grassroots cultural activities.



Basingstoke and Deane must not forget its rural heritage and countryside. This is an important part of taking Time Out. There is an opportunity to develop a stronger tourism offer, celebrating authors such as Jane Austen and Richard Adams and making the most of experiences such as Whitchurch Silk Mill and Bombay Sapphire Distillery to support the rural economy further.

A review of our public art policy and s106 developer contribution could provide additional funding to update our public art offering and invest in community-led cultural activities.



The COVID-19 pandemic has accelerated the shift to digital with an increasing number of people experiencing culture digitally. Combined with the work taking place on bringing 5G and AR/VR facilities to Basing View, there is a clear opportunity for the borough to embrace technological change, diversify how people access culture, develop digital arts and artists, create new digital cultural experiences and provide digital learning opportunities. The digital shift should also enable better use of data to help inform interventions and identify issues and respond to change in behaviour.

The town centre strategy and Leisure Park redevelopment provide a unique opportunity to rethink the role of culture in town centre revitalisation and vibrancy. It is widely acknowledged that retail alone is no longer enough to ensure the resilience and future of town centres. Basingstoke's town centre needs to become experiential and to provide quality time out opportunities. Culture undoubtedly has an essential role to play through diversifying the offer. People visiting the town centre should be able to visit an art gallery, take part in a craft-making workshop, stumble across an outdoor arts performance, join in a gaming event, take part in a virtual reality experience, support local creators and producers at a local market, enjoy locally-sourced food, catch a film, attend a theatre performance or music concert, support a local band at a gig and many more. How spaces are used and reclaimed for cultural experiences is also a key opportunity. There is an opportunity for the town centre to be a central hub of cultural events, experiences, utilising the cultural assets more and make more of its historic past. This could attract more visitors and raise its profile.

Building on the Love Basingstoke work and place marketing activities, there is an opportunity to further enhance awareness of what the borough has to offer, to support rural tourism and visitor economy and to showcase the range of activities and experiences people can take part in. Better collaborative working will also enable stronger joint marketing and promotion of the cultural offer.

" For local authorities, culture can be viewed as part of the glue that brings and keeps our communities together. A strong cultural sector and enriching cultural life can contribute to welcoming, distinctive and attractive places." Local Government Association



Statement of intent



We want culture to be the catalyst for our borough to become a place where communities, creatives and artists, organisations, and businesses can come together to collaborate, celebrate, participate, create, and innovate.

We want to place culture at the heart of what makes our borough an attractive place to visit and live, work and invest in.

We want culture to be a conduit and a vehicle to addressing local needs and priorities.



We want culture to be:

- **Collaborative** – communities, creators, organisations, and businesses work collaboratively to enhance and strengthen the local cultural offer and experiences, always striving for excellence and positive outcomes
- **Connected** – there is strong awareness of and linkages with local agendas to ensure culture contributes to priorities such as health and wellbeing, economic growth, town centre regeneration, community development, diversity and inclusion, and climate change
- **Diverse** – there is a diversified and varied culture offer and experiences that showcase and celebrate the borough's diversity
- **Inclusive** – everyone can experiment with culture and take part in culture experiences
- **Relevant** – culture continuously adapts and evolves to respond to change, needs, trends and behaviour change
- **Resilient** – there is a supportive ecosystem where the cultural sector can thrive and grow and become self-sustainable

Case Study – Whitchurch Children's Festival

Rurally Basingstoke has a rich heritage and many communities host and create programmes designed to engage people in cultural activities. In Whitchurch in 2021, a weekend of arts and craft activities for pre-school and primary school age children was created by Whitchurch Conservation Group. The festival celebrates the natural landscape, the River Test, local heritage such as Whitchurch Silk Mill and North Wessex Downs Area of Outstanding Beauty (AONB).



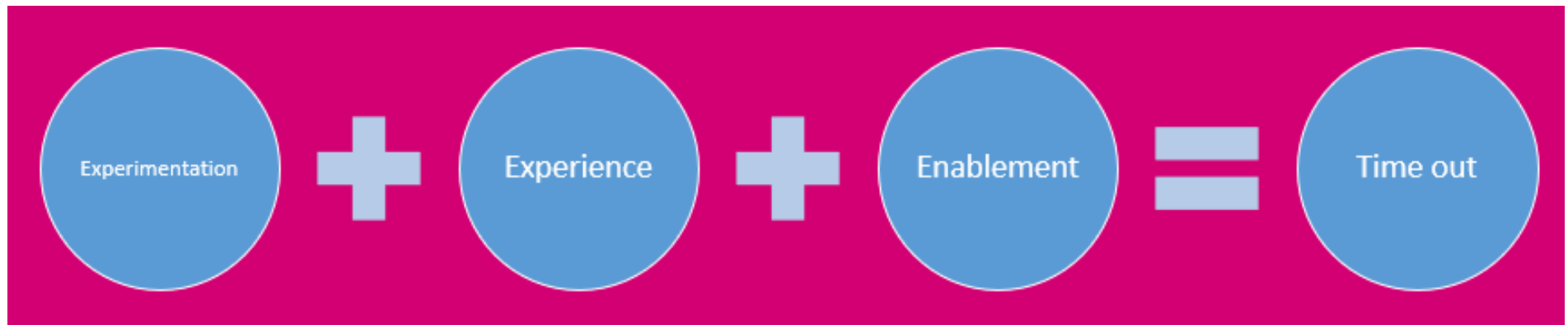


Cultural Framework



The cultural framework sets out the ambitions and objectives for culture to be the catalyst for our borough to become a place where communities, creatives and artists, organisations and businesses can come together to collaborate, celebrate, participate, create, and innovate.

The framework identifies three core themes that will act as guiding principles to place culture at the heart of what makes our borough an attractive place to visit and live, work and invest in.





Theme - Experimentation		
Principle	Ambitions	Objectives
Basingstoke and Deane is a place for experimentation and innovation	Embrace technological change and digital creativity to provide an environment where people feel empowered to experiment	<ol style="list-style-type: none">1) Make digital arts and experiences a key part of the local cultural offer and ecology.2) Maximise the opportunities presented by the 5G Living Lab in Basing View to support artist and film-maker development, the creation of new work and cross-fertilisation between creators and innovators.3) Use digital technology to diversify how people can access and take in cultural experiences
	Create a supportive ecosystem for creators to develop, trial and present new work	<ol style="list-style-type: none">1) Provide artists and creators with the opportunity to try new media and to forge new collaborations2) Enable cross-sector working and facilitate the co-creation and co-design of new product3) Ensure opportunities to present work to audiences are available locally
	Use spaces creatively and differently to foster innovation, collaboration, and participation	<ol style="list-style-type: none">1) Explore how vacant buildings could be re-purposed to create more space for culture uses, collaboration and networking2) Enable the use of spaces including for meanwhile uses to take culture out of its normal environment3) Enable communities to use space to create and participate in cultural experiences



Theme - Experience		
Principle	Ambitions	Objectives
Basingstoke and Deane is a place to enjoy and take part in diverse experiences	Diversify and amplify the range, types and locations of cultural experiences to always achieve positive impact	<ol style="list-style-type: none">1) Establish a joined-up approach to creating journeys for visitors and residents that will enable them to have different memorable experiences while taking time out2) Use data, insight and intelligence to shape local cultural experiences that meet needs and expectations3) Ensure that through collaborative working there are always cultural experiences available in the borough
	Enhance visibility and increase awareness of local experiences everyone can be a part of	<ol style="list-style-type: none">1) Foster cross-promotion and marketing of cultural experiences and plan and deliver effective marketing campaigns that will inform residents and visitors of what cultural experiences are taking place locally2) Ensure culture is an integral part of the Basingstoke story and inward investment proposition3) Develop the Love Basingstoke platform to become the “go to” for audiences and finding out what’s on
	Strive for excellence in all cultural experiences and continuously adapt and change to respond to needs and behaviour change	<ol style="list-style-type: none">1) Implement effective performance and satisfaction monitoring to test relevance and quality of cultural experiences2) Support the continuous improvement of cultural experiences to enhance the reputation of culture, increase participation and attract visitors from outside of the borough



		3) Position the borough as a centre of cultural excellence to attract external investment and achieve multiple Arts Council England National Portfolio Status organisations
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Theme - Enablement		
Principle	Ambitions	Objectives
Basingstoke and Deane is a place where creativity can evolve and flourish	Support local organisations and communities to better meet local needs, fostering civic pride and enhancing the health and wellbeing and quality of life of residents	1) Make Basingstoke and Deane a centre of excellence for culture-led and co-designed wellbeing interventions 2) Facilitate information sharing and establish strong connections between different sectors to ensure there is wide awareness of local needs, priorities and opportunities 3) Ensure cultural interventions have clear community and place outcomes to help inform and target investment and secure external funding
	Build capacity and resilience in the creative sector to adapt and grow so that work created in the borough is recognised for its excellence locally, regionally, nationally and internationally	1) Promote resilience and growth of the cultural sector through advice, guidance, and business support 2) Provide the tools for the cultural sector to learn from successes and failures to achieve continuous improvement 3) Develop projects and experiences that will support the health of the cultural sector and the prosperity of the town centre, and that will enhance the high-time economy



	Create the environment and the opportunities for local people to explore and unleash their creativity through life-long learning from professional, semi professional and amateur opportunities	<ol style="list-style-type: none">1) Ensure the cultural offer is accessible at all stages of life to promote life-long learning2) Raise awareness of career paths in the cultural sector and provide work experience opportunities3) Remove barriers to accessibility so that everyone has the opportunity to be creative4) Explore how opportunities can be promoted through a central platform
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Case Study – Basingstoke Festival: Arts in unusual places

Basingstoke Festival has built a national reputation through developing art in unusual places in the town centre. Making the most of the built environment as well as the towns green spaces, the festival is now embedded as a platform for local artists to be seen among the very best national and international outdoor performers. The partnership with Without Walls supports the programming and has supported the development of local artists who have had the opportunity to learn, strive and experiment with the best. This animation of the town centre supports local businesses and drives people to areas that suffer with low footfall outside of cultural events. The festival now reaches over 40,000 people annually over three weekends.





Delivering the Cultural Framework

Culture is not the responsibility of one single organisation. Culture is not just about artists and cultural organisations. Culture needs to be a concerted effort from organisations of all sectors to come together and to co-create and co-design activities and interventions that will enhance and diversify the cultural offer and also strengthen awareness of and linkages between different agendas such as health and wellbeing, learning, climate change, economic growth and community development.

To ensure effective delivery and ownership of the cultural framework, a cultural compact bringing together cross-sector representation will be established.

What is a cultural compact?

Cultural compacts are a way to realise the ambition of an area's creative sector. They are championed by Arts Council England and DCMS as a catalyst to make a step change in cultural activity in a locality. Usually initiated by local authorities, compacts must be embedded in their community and driven by more than one sector. Typically, compacts are led by an independent chair with no direct role in culture or the local authority. Members of the compact represent the breadth and diversity of an area's cultural ecology. For most areas this simply means providing a platform to bring people together and enhance existing structures. Each compact is unique, but all must have a vision and strategy to work towards.

The cultural framework and statement of intent will provide the strategic basis and ambitions for the borough's cultural compact. The key to a successful compact is to bring together partners who will commit working together to maximise the contribution that culture and creativity can make across an area – and, most importantly, are able to contribute resources and to take action. Effective compacts also have a close relationship to other local delivery bodies and strategies. In Basingstoke, the compact will work to address the priorities and objectives of the economic recovery framework, strengthening communities strategy, health and wellbeing plan and town centre strategy.

Basingstoke and Deane's cultural compact

Basingstoke and Deane's cultural compact will be made up of local leaders, known as members, who will work across sectors to make new connections and drive new partnerships. It will link the cultural sector to broader cultural, social, economic aspirations and priorities for the borough as recognised by its members.

Basingstoke and Deane's cultural compact will act as a collective of stakeholders representing businesses, health and wellbeing, education, environment, community and cultural organisations. Members will be positively known for making an impact in their field and be passionate about supporting cultural activity to grow and develop.

The compact will create opportunities to connect existing projects and strategies and make better use of existing spaces and resources. It will explore new investment opportunities and be focused on delivering the objectives of the framework working within the parameters of the cultural statement of intent. A clear action plan will be developed by the cultural compact with the aim of delivering tangible outcomes. The compact will be informed by three strategic themes: Experience, Experimentation and Enablement.

What will be the cultural compact's role and purpose?

Bringing together cross-sector representation, the cultural compact will be the voice of culture and through collaborative working, the compact will ensure there are strong linkages between culture and local agendas and priorities. Collectively, it will drive the delivery of the framework including joint investment in culture and shape how culture can best contribute to place making. The compact will foster change and best practice.



Basingstoke and Deane's cultural compact will aim to:

- Engage with national government and its agencies over strategic development of key initiatives
- Engage with wider local partners on where culture can make a major contribution to priorities and place
- Develop joint applications for external funding and deliver or commission programmes funded by external sources
- Support organisations to use culture as a catalyst for improvement
- Take action to support talent and local skills development
- Provide strategic thinking and leadership
- Support local innovation in culture
- Enable and guide cultural organisations with continuous improvement and organisational development
- Build connections and relationships with other places and key regional and national organisations
- Build long-term relationships with non-cultural sector organisations and businesses as well as those key to culture
- Work with other compacts to share learning and good practice



Appendix one - Methodology

Introduction

As the start of the process of developing the cultural framework and statement of intent, the council commissioned CounterCulture LLP to deliver an arts and culture proposition to provide insight, evidence and recommendations for arts and culture in the borough and to support the development of the town centre strategy and masterplan.

The proposition was developed through desk research, data and evidence analysis, benchmarking and stakeholder engagement.

The rationale for commissioning Counterculture LLP was to ensure an independent approach and review of the cultural strengths and challenges of the borough, impartial stakeholder engagement and independent recommendations

Stakeholder engagement

Engaging stakeholders and gathering their views, ideas and feedback was an essential part of the development process of the framework and statement of intent. This engagement was delivered in several phases between November 2021 and June 2022.

The engagement process included:

- Consultation with stakeholders delivered by CounterCulture LLP, through:
 - an online survey, which generated 55 responses
 - 1-2-1 sessions and focus groups with 31 organisations including businesses in the town centre, arts and cultural organisations, representatives from the amateur sector.
 - workshops with members of the Economic Recovery Board and the Town Centre Programme Board A SWOT analysis was created following this work.

- engagement with the teams at Hemingway Design and Allies and Morrisons on the town centre vision and masterplan
- Engagement with members of the council's Community, Environment and Partnership Committee
- Engagement with council officers and Members
- A survey sent out to all stakeholders who took part in the initial consultation process

Desk research and data

The findings were supported with desk research which included data analysis from Audience Finder, the town centre strategy residents' survey and other data sets including creative Industries and cultural sector enterprise and employment and demographic data for Basingstoke and Deane.

Review of council strategies and policy

CounterCulture LLP have also used and reviewed existing or emerging council strategies and policies to inform the arts and culture proposition and recommendations. These documents included the Cultural Strategy "Enriching Lives: Arts and Culture at the heart of community", Horizon 2050, Economic Recovery Framework and Economic Growth Strategy, the Town Centre Vision and the Town Centre Masterplan.

Site Visits

To familiarise themselves with the borough and its physical landscape, the CounterCulture LLP team carried out several site visits in Basingstoke including assets such as parks and green spaces, shopping centres, high streets and cultural organisations/venues.



Regional Benchmarking

CounterCulture LLP undertook some regional benchmarking of cultural activity in nearby towns and cities. Although it is recognised that each town or city may have a different offering, this exercise helped position Basingstoke among its neighbours.

This was contextualised through a regional comparison of local arts and culture provision by benchmarking against the local authority areas of Woking, Reading, Eastleigh and West Berkshire.

Case Studies

Case study research focused on four different arts and culture intervention models that have been successful in other locations within the UK. This serves to highlight comparable projects that could be developed to specifically serve the needs of Basingstoke and Deane communities and to better connect and maximise the resources of stakeholders.

The four arts and culture intervention models cover are: a cultural compact, a multipurpose arts venue, an arts festival, and an arts consortium. The following case studies represent successful examples of these models.

1. Cultural Compact: Sheffield Cultural Collective
2. Multipurpose arts venue: Royal & Derngate, Northampton
3. Arts festival: Arts by the Sea, Bournemouth
4. Arts consortium: Liverpool Arts Regeneration



Case Study – Luke Brown Company

Luke Brown grew up in Basingstoke. Luke went to school at Harriet Costello before going on to study Dance at Queen Mary's College, Basingstoke. Luke is now a professional dancer and choreographer and in 2014 set up Luke Brown Company which creates projects that connect people through real and imagined stories. The company has toured regionally and has received Arts Council Funding for its most recent project Walk of the Dandelion, which saw Luke return to Basingstoke to develop an outdoor arts dance-theatre piece at the Proteus Creation Space. The piece was showcased in Basingstoke Town Centre alongside 30 young people from Proteus' Youth Company. In 2022, Luke will develop a youth dance platform to showcase the borough talent as part of the Basingstoke Festival. Luke's journey is a great example of how a passion can become a full-time career.

