

Department for **Culture, Communities** and **Rural Affairs**

Annual Report 2009/10

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Department for **Culture, Communities** and **Rural Affairs**



This Annual Report contains information about all the wonderful achievements of the Department for Culture, Communities and Rural Affairs during 2009/10.

Throughout the year many projects and ongoing activities have taken place as part of our commitment to widening the participation in our services, to as people in Hampshire as possible. I am very glad to see that high numbers of people have continued to use our services. Visits to our country parks are up over 13% and visits to museums are up by more than 7%. The number of online transactions in our libraries has also increased dramatically with over 100% more people reserving items via the internet.

I would like to express my appreciation for the inspiring leadership demonstrated by Yinnon Ezra. I also wish to say how proud I am of all the staff, who put so much effort into creating and maintaining our sites and services, without whom none of these outstanding accomplishments would be possible.

A handwritten signature in cursive script, reading "Margaret Snaith-Tempia".

Cllr Margaret Snaith-Tempia

Executive Member for Culture and Recreation

It is with great pleasure that I introduce the 2009/10 Annual Report for the Department for Culture, Communities and Rural Affairs.

This report has been created to showcase all the things that have been happening across the Department, from arts, heritage and libraries to countryside, sport and learning. It is always gratifying to present this document, which is packed full of our highlights and achievements, because it is a celebration of all the hard work that goes into maintaining our sites and services and making them activities that our customers want to engage with time and again.

Improving quality of life for Hampshire residents remains our focus and I take pride in the way we have provided the best possible access to recreation, learning and heritage. We have also continued to look for ways to deliver these services as efficiently as possible.

This year the layout of the Annual Report has been created to reflect our departmental corporate priorities: Adult and Community Learning; Children, Young People and Families; Health and Wellbeing; Locality Working and Action for Deprived Urban Communities; Older and Vulnerable People's Wellbeing; Personalisation; Rural Hampshire and 2012 Legacy. Hopefully this format will demonstrate how our work fits into the overall aims of the Department and wider agenda of Hampshire County Council.

I would like to take this opportunity to thank our staff and volunteers, our District and Borough Council partners, our County Council colleagues and all the many County Councillors who support our activities. I especially wish to thank Cllr Ken Thornber, Leader of the Council and Cllr Margaret Snaith-Tempia, our Cabinet Member for their continuing support.

A handwritten signature in cursive script, reading "Yinnon Ezra".

Yinnon Ezra, MBE

Director of Culture, Communities and Rural Affairs



Key Milestones and Achievements

Culture-all Passport wins prestigious national award

In July 2009 CCRA launched the Culture-all Passport, Hampshire County Council's new annual pass to all its paid entry attractions. In its first year it won the 'Best New Product or range in 2009' at the Association of Cultural Enterprises awards. The Passport is a major feature of the Culture-all campaign, generating over £90,000 worth of income in the first eight months after its launch.

Green Flag for Staunton & Queen Elizabeth Country Parks

Both Staunton Country Park and Queen Elizabeth Country Park received Green Flag awards this year from Keep Britain Tidy.

Charter Mark

The Department was successfully assessed for continued Charter Mark certification for customer service excellence.

Learning Outside the Classroom

Hampshire Record Office and Tile Barn Outdoor Centre have both received LOTC accreditation. This Quality Badge provides assurance that venues will offer high quality experiences for schools.

China: Journey to the East' at the Willis Museum, Basingstoke

The British Museum's special touring exhibition 'China: Journey to the East' at the Willis Museum, Basingstoke, led to a 36% rise in visitor figures in August 2009.

Library refurbishments

11 libraries have benefitted from the ongoing programme of refurbishment and building work in 2009/10. This has included improved access for the public to learning opportunities, which is part of the Big Lottery funded LEAD project.

The EDGE project

The Hampshire Museums and Galleries Trust raised a total of £303,637, including their biggest ever grant of £156,000 from the BIG Lottery to develop the EDGE project in Aldershot, Andover and New Milton over the next three years.

2012 London Olympic and Paralympic

A Hampshire Co-ordinator for the 2012 games has been appointed and work is underway to create a strategy that will enable Hampshire to benefit in the lead up to the games and from its legacy.





Adult and Community Learning

Improving access to learning and giving adults a choice about what opportunities to take up will support skills development, lead to better life chances and help increase personal wellbeing. CCRA aims to make this possible through increasing the choices at a local level, offering informal learning and providing better information about what is available.

Adult learning at Havant Library

Hampshire Archives and Local Studies increased its programme of access and learning activity, which led to higher levels of participation. Living Links, the Heritage Lottery Fund Community Archives Project, had a highly successful second year. Over 170 diverse community groups throughout Hampshire and the Isle of Wight engaged with the project and it involved more than 100 volunteers. The project demonstrates the value of archives, heritage and memory in supporting the community identity of both established and new communities.

The Family History Festival was launched at Hampshire Record Office and Hampshire Archives and Local Studies contributed to a range of talks and workshops across the county, which attracted 750 people.

The Museums Service was awarded a grant from the MLA Adult Learning Challenge Fund of just under £5,000 to extend its programme of activity providing learning opportunities for local naturalists. Participants are encouraged to undertake recording activity, which provides information that informs planning and environmental impact decisions.

Hampshire Learning's adult and community learning programme provided for over 20,000 learners in approximately 200 venues across 11 Hampshire districts, such as libraries, museums, arts locations and community centres. It includes support for older people, learning within disadvantaged areas and rural communities, arts and leisure, new digital technologies, family learning and employability.

The Arts Centres have contributed to adult learning programmes and helped raise standards through work with the Adult Learning Service. Two Arts Centres have also appointed Local Arts Development Officers, who are working towards increasing participation, and there is now a Strategy for Literature Development.

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Hampshire's Community Associations have been encouraged to provide adult learning classes at their centres. The Community Support Service has worked closely with Hampshire Learning and local Learning Forums to support individual centres with their learning programs.

Calshot Activities Centre ran a wide range of leisure, recreational and educational courses in outdoor sports and activities for adults and groups. This included a broad range of national Governing Body Instructor awards, which enabled people to gain qualifications to teach and train people in their own right.

The Outdoor Service climbing tower, from Tile Barn, was taken to the Eastleigh Mela and offered people a birds-eye view of the town.

The People's Network system of library computers has been improved with software upgrades for 577 computers, old CRT screens replaced with flat screen monitors and works to speed up the logon process.

Hampshire Library eBooks have proved popular since their launch last Christmas, with an average of 2,000 check-outs each month. The range and depth of 'e' content is steadily growing and more material is being brought in to meet demand. The service is currently free 'for an introductory period'. There are 3,138 items available to download and this includes both eAudio and eBooks. Downloading audio is the most popular part of the service with 55% of check-outs.

Winchester and Gosport Discovery Centres have worked extensively with Job Centre Plus, Hampshire Learning and a range of partners including Reach Out, Next Steps, Adult Services and the Gosport Employment and Skills partnership to provide a series of employability courses in IT, CV writing and interview skills.

Havant, Hayling Island and Leigh Park libraries underwent either refurbishments or building work, funded by a Big Lottery grant, to provide dedicated spaces for adult learning opportunities as part of the LEAD project (Learning, Engagement and Adult Development). The LEAD project also includes Aldershot and Waterlooville libraries; building work started in these libraries in late 2009/10.

With support from Hampshire Learning, the number of libraries holding informal adult learning sessions expanded in 2009/10 with a regular programme of activities, including knit and natter, scrapbooking and scrabble.

Regular reading group sessions for visually impaired people (VIPs) were held in 15 libraries and Discovery Centres and regular IT classes for VIPs were held in four libraries. A successful bid for funding from the MLA Learning Revolution Festival was in part used to upgrade and improve the software that enables visually impaired customers to use the public access computers in libraries.

Gosport Discovery Centre has increased its number and range of courses and workshops and has provided courses for more than 500 learners per year, who have clocked up around 4,000 learner hours between them. It is also leading the way in providing special reading collections for adults with learning difficulties.

SEARCH has gained its highest ever visitor figure at 16,326 (8,362 of which were children in school groups). Particularly successful projects include Inspiring Science, SEARCHing for Stories and the Your Time Project.

SEARCH has developed its offer for secondary students with new KS3 science sessions and STArt - a workshop for GCSE and A level Art and Design students. September saw SEARCH host the Darwin Today exhibition with an associated programme of events including a well attended adult debate in the Discovery Centre studio, hosted by the BBC's Sue Broom.

Since September five student volunteers from Guildford College have worked alongside the Blackwater Valley Countryside Partnership (BVCP) ranger team. Their tasks have included hands-on activities and office-based jobs. The team have also welcomed a new ranger who began as a trainee and was recruited through Hampshire County Council's Future Jobs Fund.

The Coaching System Support Network was established with local partners to increase the number of active, skilled and qualified coaches in Hampshire and the Isle of Wight. There are over 200 local coaches (Level 2 and above) supported by the Sport Hampshire & IOW Coach, Officials and Volunteers Scholarship Scheme. A Future Jobs Fund project was established to create 31 new coaching jobs for unemployed people aged 18-24.



Children, Young People and Families

Our services offer a wide variety of opportunities that support the wellbeing and personal development of children, young people and families in Hampshire. From high quality leisure facilities to educational activities, we take pride in our ability to meet the needs of the community and provide them with an environment where they feel safe and can flourish.

CCRA at the Eastleigh Mela

Workshops were organised for six schools on the subject of 'remembrance' in connection with the Heritage Lottery Fund backed Their Past Your Future 2 project. DVDs are available about the outcomes and achievements.

A Find Your Talent funded film-making project with two schools in Blackfield and Southampton worked with children with limited previous engagement with heritage resources using archive film, photographs and documents.

Archive material was contributed to a Hampshire Interfaith Network conference exhibition and for a project run at King's School, in Winchester, investigating the historic themes of slavery and immigration in Hampshire.

The number of pupils visiting museums in school groups rose to 38,561 an increase of 25% since 2005/06. At least 81% of Hampshire County Council schools are using its museums. Milestones and SEARCH are now firmly established in the top ten museums providing for schools in the South East. Following substantial investment by Renaissance, the national government museum development programme, the County Council's museums have established a reputation for high quality schools provision and a way of working that is now fully embedded.

The EDGE Project is a Hampshire Museums & Galleries Trust initiative which seeks to engage young people aged 14–24 with Hampshire museums, galleries, libraries and Discovery Centres. The young people involved help run projects and events relating to or within these spaces. The project has been expanded in 2009/10 into four new towns and rural areas due to successful grant applications.

The Author in Residence at SEARCH in Gosport has been using museum collections to boost literacy, creativity and self esteem among pupils at two local schools. The SEARCHing for Stories partnership project is a joint initiative between the Museums and Arts Services.

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Milestones Museum is being used by Children's Services as a pleasant, safe and stimulating environment for supervised family visits. Feedback from support workers has been positive about this arrangement.

As part of Aiming High, Tile Barn Outdoor Centre has been working with young people on the edge of exclusion to help raise levels of attendance, standards and awareness through a series of planned educational outdoor experiences.

Calshot Activities Centre ran a Lottery funded youth programme for 60 young people in the summer, organised a weekend of adventure activities for 200 people as part of the Beyond Horizons Family Learning Project and played host to 30 young people from Chernobyl as part of the Chernobyl Children's Visit to Hampshire.

The Outdoor Centres have run 210,000 instructed outdoor adventure sessions for schools and young people and trained 60 schools to support outdoor learning.

The Destino Dance pilot project was established and successfully completed. Work is now underway toward creating a permanent Dance Academy. A new Dance Bursary scheme has also been adopted and 15 young people were selected.

The Arts Service has successfully delivered the Find Your Talent Pathfinder programme and new strands of work and new partnerships have been developed across Hampshire's cultural sector. The Arts Centres also increased the number of young people they have worked with by 80%.

Winchester Discovery Centre Gallery hosted the Chapman brothers' My Giant Colouring Book exhibition and worked with 15 students from Henry Beaufort School to create a

project inspired by the exhibition. The Discovery Centre's Hyde 900 exhibition, run in partnership with Winchester County Council, attracted 357 children on educational visits.

Over 25,000 children took part in Quest Seekers, the 2009 Summer Reading Challenge. There were 14% more starters than in 2008 and 11% more children completed the challenge.

Partnership work between the Library Service, Children's Centres, the Children in Care Team and Care Matters led to an increase in children in care using libraries in 2009/10. There were 99 children in care library members by end 2009/10 compared to 54 in 2008/09.

2,300 storytime and baby rhymetime activities were held in libraries and Discovery Centres, attended by over 74,000 children and their parents or carers.

Eight local schools took part in the Hampshire Illustrated Book Awards ceremony held at Gosport Discovery Centre in Dec 2009. More than 60 secondary schools took part in the Hampshire Book Award for children aged between 12-13, which was won by local author Craig Simpson for 'Dogfight'.

Sport Hampshire & IOW provided funding for 87 Sport Unlimited projects. This enabled almost 9,500 young people to take part in activities such as cheerleading, street dance, BMX, canoeing, fitness, athletics, korfbal and fencing. The projects were a great success with 91.5% of participants attending at least 60% of sessions.

The Sport Unlimited programme enabled 59 young people to take up canoeing and to represent their borough at the Hampshire Games. Local schools and canoeing clubs were

brought together to encourage youngsters to take up the activity. Brand new buoyancy aids were also acquired through a joint sponsorship deal between "Bournemouth Canoes" and bathroom company "On Tap".

Sport Hampshire & IOW joined together with partners including Outdoors, Arts, Libraries, Countryside, Parent Voice and Children's Services to run a weekend of fun and adventurous activities for over 400 disabled children, young people and their families at the Avon Tyrrell Outdoor Activity Centre in the New Forest.

A new community classroom at Lepe Country Park has opened and proved popular with schools and community groups, such as Friends of the Earth.

Staff at Royal Victoria Country Park were recently granted £6,300 from 'Awards for All' to rebuild and extend one of their ponds. The pond is an important resource for the new educational programme.





Health and Wellbeing

Getting Hampshire people fit and healthy is a big deal in CCRA. From introducing children to new sports to training staff in homes about preventing falls, we are determined to help people remain active and enjoy a healthy lifestyle.

Local international athletes Yasmin Parsons and Sam Willis lead out competitors for the 2010 Hampshire Games.

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SEARCH ran 15 therapeutic reminiscence workshops for older people in day care or residential care settings. Over 200 participants enjoyed hands-on access to museum collections and associated activities designed to stimulate and celebrate memories. An open day was held at SEARCH in May called Changing Rooms, which brought together different generations to learn from each other. Older and younger generations also came together to create the Your Time exhibition in Gosport Gallery.

SEARCH hosted Passing it On for its own Services, partner authorities and the voluntary sector. Organised by the Museums and Arts Services, this sharing of good practice and future planning also resulted in the production of the Passing it On booklet to raise awareness among potential service users of the resources and expertise available in our department for 'making more of memories'.

Sport Hampshire & IOW trained over 100 people to deliver facilitator training to enable care homes and older people clubs to prevent falls.

Young people are being introduced to Healthier Eating lifestyles as part of the Aiming High Course at Tile Barn.

The Community Support Team trained volunteers from the Community Association in how to run games so they could encourage physical activity among children, which is part of their Partnership Funding. 136 young people attended sessions around the county.

Sport Hampshire & IOW became an official supplier to the Department of Health to develop plans for the delivery of physical

activity and to develop the 'Active Living! Healthy Hampshire & IOW' adult physical activity campaign. The website, www.activehampshireiow.co.uk was created to support the campaign and signpost local people to low-cost, no-cost physical activity.

271 applications were received for the Hampshire Talented Athlete Scheme, which is a 14% increase compared to last year. 196 athletes were awarded grants under the scheme, providing the county's most talented athletes with support towards training, equipment, travel and physiotherapy costs.

Following a thorough stakeholder analysis Sport Hampshire & IOW, with partners involved in athletics, assembled a bid to England Athletics to initiate a countywide "Athletics Club Network". The bid was successful and an Athletics Network for Hampshire & IOW was launched in July 2009. This has resulted in more clubs working together and sharing best practice.

The Blackwater Valley Walkers' Link walking group was set up to motivate people to begin and continue walking. Details of local groups, routes and 'walk of the month' are sent to members in a newsletter.





Locality Working and Action for Deprived Urban Communities

The aim of Locality Working is to reduce disparities in participation in cultural activities and sport between communities in Hampshire. This is being achieved by improving access to CCRA services in areas with low levels of participation.

Some of the communities involved in the Living Links Community Archives project include the Alamein ward, Andover, and Leigh Park, Havant. The other groups worked with were Madat Shamuha, a Nelapese group in Farnborough, the North Hampshire African and Caribbean Network in Basingstoke and the Ethnic Minority Learning Disability Group, Proud2B, in Fareham.

The British Museum's latest touring exhibition, CHINA: Journey to the East, was secured for the Willis Museum for a five month showing in the Sainsbury Gallery. It was used to strengthen local residents' sense of belonging by building links between the growing Chinese population and other members of the community. Events for schools, community groups and members of the public were designed to develop their understanding of ancient and contemporary Chinese culture. The museum was able to employ artist Yan Zhou for two schools projects after securing exhibition sponsorship from BP. It was also possible to carry out activities in local community centres, such as Popley Fields.

The Arts Service developed a cultural strategy for Rushmoor and carried out participation work in the Mayfield and Grange areas. The Service has also established dance projects in Rowner, Gosport.

Gosport Discovery Centre has developed excellent working relationships with members and staff at Gosport Borough Council and is working closely with the Hampshire Action Team members to deliver their priorities for the area.

Sport Hampshire & IOW, together with Adult Services and Sport and Physical Activity Development Officers from Fareham, Gosport and Havant, have organised sport sessions for disabled adults, including wheelchair basketball and Boccia, and set up permanent clubs.

The Countryside Service supports the Friends of Zebon Copse volunteer group who hold bi-monthly work parties at Zebon Copse, ancient woodland based in the centre of the Zebon housing estate in Church Crookham. The Service also supports Minding the Garden, which is a community gardening project that gives essential gardening support to vulnerable, elderly and disabled adults within Hart District.





Older People and Wellbeing

Ensuring that older people can participate as much as possible in activities that promote wellbeing is a major goal for the department. We strive to meet the needs of older people and their carers and make sure they receive information about what choices are available to them.

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Hampshire Archives and Local Studies has a lively programme of activities that benefit older people and support their discovery and enjoyment of archives. This is achieved by encouraging them to research and also via talks, workshops and Silver Surfer IT sessions based on family and local history on the web.

The Arts Service agreed a new service level agreement with Adult Services to deliver more than 800 activities in care settings run by the County Council known as the Active Hearts programme. Adult Services also supported some developmental work known as the Action Research Pilot Project around the provision of cultural and leisure activities for older people.

The Community Support Team has worked with five Community Associations to deliver half day activities aimed at improving the health and well-being of older people. They have also organised two Get Hampshire Singing events in celebration of the many singing groups that have grown across the county.

The Better Balance For Life project has seen the Older People's Well-Being Team working with Sport Hampshire & IOW distributing literature to older people about falls prevention. Training has also taken place, with the support of local NHS teams, to educate individuals working with older people about falls prevention.

Calshot introduced a new Over 60s Climbing Club that enables people to learn a new sport and develop confidence and skills with their peers.

As part of the very successful Ladybird Books exhibition mounted by the Museums Service at Winchester Discovery Centre, members of the public - from the 'Ladybird generation' - were asked to contribute toward a memory board. A workshop was also held at a local care home for people suffering from dementia in which their memories and discussions were recorded too.

Libraries and Discovery Centres provide a variety of services and

activities targeted at older people such as Knit and Natter groups, Silver Surfer IT classes also reading groups and IT sessions for those with a visual impairment .

The Home Library Service, which delivers library materials to the home of people who are unable to visit their local library, has been revitalised and it is now easier to find out about and apply for the service. It is also being promoted to partners in a position to identify people who would benefit from the service. The number of Library Clubs has also increased to seven. The Library Club is for people who qualify for the Home Library Service and provides them with transport to their local library.

During the heavy snow in winter, rangers from Hampshire's Countryside Service, directed by the social care teams, helped get through to some of the most inaccessible areas to deliver hot meals to the elderly and get key staff to work. They also helped to cut back and remove some of the fallen or dangerous roadside trees.





Rural Hampshire

By developing a strategy that focuses on rural Hampshire we have been able to enhance the quality of life of rural communities and increase recreation and leisure opportunities in rural areas. Activities have been varied and include conservation projects and targeting services to both older and younger people.

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The Living Links Community Archives project works with a wide range of rural communities. Activities include delivering training on the care of and access to community archives and acting as Archive Ambassadors to sustain links with Hampshire Archives and Local Studies.

A map charting Hampshire's rich folk music heritage was produced by the Museum Service and Bournemouth University for distribution across CCRA sites. The 20,000 strong print run of maps were created as part of the Singing Landscape project and funded by an Arts and Humanities Research Council (AHRC) award.

As part of the Library Service's Summer Reading Challenge, the Museums Service organised family activities in rural communities visited by the mobile library.

The Basingstoke Heritage Trails, covering Silchester, Old Basing, Laverstoke, Freefolk and Whitchurch, were completed in October and officially opened in January. The Hampshire Museums and Galleries Trust and Countryside Service supported the four parishes which formed the working party and they raised £46,000 through the Heritage Lottery Fund.

Thanks to the hard work of staff and volunteers, several habitats have improved. Site of Special Scientific Interest (SSI) heathland at Yateley Common Country Park was re-graded from Declining to Recovering, due to the extensive work to link areas of heath by removing trees and cutting scrub. The removal of invading woodland and the reinstatement of grazing with rare breed sheep at Danebury Hillfort has given the site Recovering condition. And careful management of the coastal grasslands, scrub clearance and grazing at Lymington and Keyhaven Local Nature Reserve has resulted in over 30% being classified as Recovering and

nearly 70% as in Favourable condition.

Natural England approved funding for a ten-year Higher Level Stewardship (HLS) agreement and conservation plan for Farley Mount Country Park. With other HLS projects at Shawford Down near Winchester and West Down, Chilbolton, it is proposed that three separate grazing paddocks at Pitt Down are created. The paddocks will enclose most of the surviving grassland habitats to enable cattle grazing to be re-introduced to this site in 2010, conserving the chalk grassland. The Ranger team, volunteers, Sparsholt College students and contractors have been gradually removing scrub from the downland areas at Pitt Down, near West Wood, to promote the growth of species-rich chalk grassland. It is this grassland which provides essential breeding and feeding for many kinds of butterflies, and welcomes over 120,000 visitors per year.

Willow weaving, fossil plaques and wood carving were just some of the activities at the 'Step into the Country' event organised jointly by the Blackwater Valley Countryside Partnership and the West End Centre. Organised as part of Hampshire County Council's 'Culture-all' promotion, the event bought together a number of CCRA Services and local groups, such as Brickfields Country Park, Fleet & District Beekeepers, Fleet Pond Society and the Hampshire & Isle of Wight Wildlife Trust.

Funding has been allocated for a Village Adviser Post based at Community Action Hampshire (CAH), following withdrawal of DEFRA funding. This is one-off funding that will be repeated for another year. The role includes advising volunteers who run village halls about sources of funding and how to meet the regulatory changes that affect them. In return CAH promote CCRA services and signpost communities to other HCC services.

£41,000 of investment in the Small Grants Scheme pulls in at least equal this amount from other sources outside the organisation in match funding. This is sometimes offered 'in kind', such as volunteering support. The scheme has boosted voluntary hours by 50% and 24 projects are planned for 19 parishes. The scheme was heavily oversubscribed and as a result CCRA investment has been increased to £51,000. Projects include surfacing and drainage work, replacing stiles with gates to improve access and providing benches.

As part of the Hog the Limelight summer activities pilot scheme five outdoor theatre performances took place at village fetes. The scheme is a work in progress and aims to find creative spaces for communities without halls.

CCRA invested £80,000 into the Community Buildings Fund and the Executive Member for Economic Development and Rural Affairs Cllr Ray Ellis also awarded £25,000 to this. This investment pulled in a minimum of two times the HCC investment and was at least £300,000 in total. For example, a £12,500 County Council grant was key to releasing £360,000 for the new Wallops Hall building.

CCRA provided coordination for the corporate Rural programme, which supported the Executive Member for Rural Affairs in allocating £200,000 funding for rural projects. £10,000 was set aside for community-led projects that were required to raise at least match funding. The type of projects included the Woolton Hill village market, the rural transport programmes, publicising long distance footpaths, new kissing gates and supporting learning for young people.



2012 Legacy

With the 2012 London Olympic and Paralympic games comes hundreds of opportunities that will benefit the whole county. CCRA aims to use the inspiration of the games to create a sustainable increase in participation in culture and sport in Hampshire.

CCRA aims to use the inspiration of the games to increase participation in culture and sport.

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Detailed planning is now underway following meetings with Hampshire County Council staff from within CCRA and the wider organisation. Guidance has been given in line with the overall priorities of the County Council and all planning is being linked, where possible, to the CCRA priority themes.

All 11 district councils and the three unitary authorities have been visited to gain an overall view of 2012 planning and activity within the county. These visits have revealed that the amount of activity between authorities varies considerably.

As a mainly rural county, which has no Olympic and Paralympic games venues, it is important to approach this from a position of maximising this 'once in a lifetime opportunity' in as broad a manner as possible. The intention is to use the 'magic dust' of the 2012 London Olympic and Paralympic games to bring about as many opportunities for positive change in as many ways as possible for the residents of Hampshire. The message will be that the games are not just about sport and that there is potentially something in it for everyone.

34 projects under the banner of the Cultural Olympiad are being proposed. In addition, ten sporting projects are being planned with the possibility of a further 32 ideas to be explored. Some of these we aim to submit to LOCOG (London Organising Committee of the Olympic Games) to be Inspire Marked (badges of excellence). This does not include the plans of the district councils/unitary authorities, some of which are extensive.

A Hampshire 2012 brand has been designed - in house by Andy Thomsen - and a Hampshire 2012 website is under construction, which will reflect all 2012 activity within the county. A strategy for schools is also being created and we are collaborating with Hackney Borough Council who have excellent 2012 schemes, in particular the Personal Best programme for primary school children.

There are 15 contracts in the county worth an estimated £2.5 million. A contract with Sir Harold Hillier Gardens of £1.5 million for 4000 semi-mature trees for the Olympic Park is the biggest single contract.

Barry Kitcher

Hampshire Co-ordinator for 2012 Games





Partnership Working

CCRA works in partnership across its services as well as with other Hampshire County Council departments and external organisations. This enables us to draw on a breadth of expertise to help improve access to services, which means we can make more of an impact on the wider Hampshire population.

The British Museum's touring exhibition
'CHINA: Journey to the East' at
The Willis Museum

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Hampshire Archives and Local Studies is in partnership with several organisations including Winchester City Council, which part funds an archivist's post, the Chapter of Winchester Cathedral, which provides funding to support the management of the Cathedral archives, and Screen South, the film agency for the South of England, which funds a part-time post to help with the cataloguing of film archives. The partnership with Hampshire Archives Trust remains essential to its work in surveying and rescuing archives and in developing access to them.

The Museums Service continued as Lead Partner in the South East Hub, as part of Renaissance South East. Over £2million has been allocated to projects managed by the Museum Service, who are accountable for a further £2million for supporting the development of the wider museums community across the region and Hub management between 2009 and 2011. As well as being used to continue well established projects, the funding was also used for new projects including a trainee programme to increase workforce diversity and new media interpretation for secondary school children in North Hampshire.

Following the closure of Havant Museum, which adjoined the Arts Centre, the Museums Service worked with the Spring Arts and Heritage Centre to create new local history displays and a larger research room. The Spring now manages the facilities and organises events, whilst the Museums Service continues to deliver high quality exhibitions, collections care and services for schools.

Culture-all was a one year campaign that aimed to raise awareness of the breadth of cultural product to Hampshire residents. The campaign included both Hampshire County Council and non HCC sites, which showed how rich and diverse the county is. It is estimated that over 62,000 extra visits to attractions or events were generated by

the campaign. It is estimated that the Culture-all campaign helped generate £892,000 spend in the local economy.

The Tourism team are leading on a major project on behalf of the Hampshire Tourism Partnership to improve the online marketing of Hampshire. Working closely with the key destinations in Hampshire (New Forest, Portsmouth, Winchester, Southampton) and Tourism South East (regional tourist board), this initiative will help continue to generate more traffic to www.visit-hampshire.co.uk and increase the number of visitors and spend in Hampshire's £2bn tourism economy.

Calshot Activities Centre ran two 3-day courses in land and water-based activities for soldiers with The Army Aviation Centre, Middle Wallop.

The Arts Centres have increased the amount of partnership work they carry out with museums, libraries, schools and community groups to deliver arts projects.

Examples of some of the partnership working taking place at Gosport Discovery Centre includes the work with Adult Services on creating the county's first Easy Reads collection and supporting Hampshire Learning with its 'Beyond Horizons' project, which has benefited hundreds of local families from deprived backgrounds. Hampshire's first co-located Registration Services Office within a library site was opened at Gosport Discovery Centre in January 2010.

Winchester Discovery Centre has been actively working in partnership with organisations that provide services for the unemployed like the Job Centre and Hampshire Learning. The Shaw Trust and Connexions also use Winchester Discover Centre to provide services to their clients.

Libraries that had refurbishments in 2009/10 included Portchester, Petersfield and Lyndhurst. Lyndhurst library

reopened in February 2010 in the newly refurbished Community Centre with longer opening hours, more space and more public access computers. It was also the first community library to have Self-Service. The Community Centre refurbishment would not have taken place without the work of the Lyndhurst Community Association who matched funding from the Lottery. The Community Association benefits from using the library for computer training sessions and for meetings.

A successful bid to Find Your Talent helped the Library Service, in partnership with other CCRA Services, to organise storytelling events for disabled children and their families at libraries and museums in the PUSH area.

Following the successful partnership between Libraries and Children's Services in setting up a Children's Centre in Liphook Library, building work started in Chineham, Ringwood and Chandler's Ford Libraries to make space for Children's Centres, which will open in early 2010/11.

Hampshire County Council is one of 12 partners in the Blackwater Valley Countryside Partnership who work together to improve the local environment and open it for public recreation.

Partnership working underpins all of Sport Hampshire & IOW's activity, such as Inspiring You: Activities for All open days. This was funded through the Aiming High for Disabled Children (AHDC) programme and organised in partnership with nine districts and boroughs. Over 2500 hours of activity were enjoyed by more than 600 disabled young people and their families across the county. Sport Hampshire & IOW also worked with NHS Hampshire, Southampton, Portsmouth and the Isle of Wight to develop a joint strategic framework for improving physical activity.



Awards and Accolades

A number of high-profile awards and accolades were collected during 2009/10, which is a tribute to the innovation and high standards shown by CCRA staff.

Queen Elizabeth Country Park is an award-winning site.

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Hampshire Archives and Local Studies is one of the first two archives services to have received quality accreditation from Learning Outside the Classroom (LOTC). This provides assurance that Hampshire Record Office is a venue for high quality experiences for schools.

The Willis Museum won Basingstoke and Deane Borough Council's 'Place to be Proud of Award' in the Arts & Culture Group category. The team was described as "an inspiring group of people, led by Sue Tapliss, [who] have brought a sleeping beauty to life, right in the heart of Basingstoke. They have transformed a long neglected 175 year old building into a truly stunning new museum, creating a venue that will attract national collections to Basingstoke."

National attention focused on the Museums collections when two items were chosen for the BBC's 'History of the World' series – the Tichborne Spoons of 1592 and the original Olympic Torch of 1948. The Royal Academy of Art's Eric Gill exhibition 'Wild Thing' featured his sculpture of the 'Hampshire Hog' of 1915, on loan from the county. Jane Austen's priceless patchwork quilt was loaned by the Jane Austen House Museum for the first time in 60 years, to take pride of place in the 'Quilty Secrets' exhibition at the Winchester Discovery Centre in the autumn.

The Culture-all Passport won the 'Best New Product or range in 2009' at the Association of Cultural Enterprises awards. The Passport gives a family 12 months unlimited access to all of Hampshire's paid-entry sites as well as special offers, such as discounts, free parking and two-for-one deals. Passports can be bought online and at our participating sites.

The Hampshire Learning was awarded a 'strong good grade' following the most recent Ofsted Inspection.

Tile Barn Outdoor Centre achieved the Learning Outside The Classroom (LOTC) Quality Badge/Adventuremark. The centre has also become an Accredited Centre for the delivery of the ASDAN programme through Aiming High. This will give schools the opportunity to use the centre to deliver accredited qualifications like GCSE's.

Calshot Activities Centre and the Hampshire Mountain Centre achieved their annual AALS licences which enable them to operate as providers of Outdoor and Adventurous Activities.

The Arts Service has developed and published its Learning Outside The Classroom (LOTC) manifesto and gained Chartermark accreditation.

Ringwood Library has been highly commended in the New Forest Access for All awards.

Winchester Discovery Centre won the Architecture meets Practicality category of the 'Public Libraries Building Awards 2009' organised by PLG (The Public Libraries Group), CILIP (The Chartered Institute of Library and Information Professionals) and The Library Council of Ireland.

Gosport Discovery Centre was shortlisted in The News' regional and prestigious Business Excellence awards for Community Contribution of the Year 2009.

Staunton Country Park has received a Green Flag Award from Keep Britain Tidy, a certificate of excellence from Britain in Bloom South & South East and accreditation under the Visitor Attraction Quality Assurance Scheme by Visit England. Queen Elizabeth Country Park also won a Green Flag Award and was awarded Country Park Accreditation by Natural England.

Sport Hampshire & IOW successfully achieved the Advanced Standard for Safeguarding and Protecting Children in Sport – a national acknowledgement from the NSPCC (Child Protection in Sport Unit) and Sport England of our sustained commitment to safeguarding.

Sport Hampshire & IOW (SHIOW) gained Clubmark Licence, making it one of 27 County Sports Partnerships to achieve this status. Five clubs are working towards Clubmark with the help of SHIOW, which will help increase the number of clubs that provide a safe and friendly environment for young people.





Events, Exhibitions and Festivals

Each year CCRA staff organise a wide variety of events and exhibitions which attract thousands of visitors. Engaging with the public plays a vital role in promoting our activities and encouraging people to visit our sites.

Television Presenter Chris Packham helps launch the Hampshire Bird Festival.

Department for **Culture, Communities** and **Rural Affairs**

Hampshire Heroes was launched as part of the Family History Festival and toured to Gosport Discovery Centre and Fleet and Aldershot Libraries. It celebrated unsung heroes such as Tommy Green and Beatrice Shilling. During the Family History Festival the county's dress historian was engaged in dating over 1,000 photographs owned by the public as the activity was taken around the county to Tadley, Whitchurch, Gosport, Overton, Aldershot and Winchester Libraries.

Museums and Archives created the Hampshire's Treasures exhibition in Winchester Discovery Centre's gallery. This celebration of the county's collections featured original objects, documents, film and sound archives selected by members of the public and attracted around 100 visitors a day. The exhibition toured to the Willis Museum in Basingstoke during the summer.

Hampshire Archives and Local Studies had a busy year, with events ranging from A Century of Girl Guiding and A Women's Land Army exhibition to On the Bishop's Manors, which celebrated the 800th anniversary of the outstanding Pipe Rolls. It has been working in partnership on the New Forest Film Archive project, including showing footage from the Wessex Film and Sound Archive to 1,000 visitors to the Movieola tent at the New Forest Show last summer.

The Ladybird exhibition had nearly 3000 visitors, an average of 120 a day. 'Quilty Secrets' showcased the county's patchwork quilt exhibition for the first time and attracted over 150 visitors a day. 300 people came to a taster day and 180 attended a sell-out special lecture by Pauline Burbidge. Hampshire Archives and Local Studies also took part in the New Artists in Libraries scheme, displaying a contemporary interpretation of lacemaking by Eve Corral and textile panels by Lin Howard, inspired by medieval architecture, alongside Threads of History exploring Hampshire's textile history via the archives.

The Octoberfest family festival at Milestones Museum attracted 6,400 visitors.

CCRA museums and sites staged activities linked to national events including the Festival of British Archaeology and National Science and Engineering Week, which attracted 6,500 visitors.

Eastleigh 100, one of the biggest railway events in 2009, involved railway enthusiasts, the local community and many leading rail industry companies as well as several CCRA Services. Over 19,000 visitors came to the Eastleigh Centenary Open Weekend and Eastleigh Museum welcomed over 7,500 of them at their stand showcasing CCRA activities. Displays included the Gordon Keeble car and Jim Keeble's K3 car from Hampshire's Museum Service, a photographic display from Hampshire Archives & Local Studies and promotion of the Hampshire library's Railway Collection.

Country Parks once again played host to a number of events. Highlights include a Nature Navigation family fun day at Manor Farm Country Park which encouraged visitors to explore the park using a GPS device. Over 540 people took part. Staunton Live at Staunton Country Park welcomed a record 3,500 visitors and the D Day event at Lepe was a huge success, attracting about 6,500 visitors to the site, including 50 veterans.

This year's Schools Arts Festival at Ashcroft Arts Centre focused on Human Rights. The festival enables young people, their teachers and theatre professionals to make new pieces of theatre that are performed at the centre during the summer term.

Calshot ran its annual Snowboarding and Climbing Festival in November, with over 100 competitors and more than 300 people taking up 'have a go sessions'. The annual winter climbing competitions continued, with four separate events in 2009/10, attracting over 200 entries. Calshot also hosted

the annual national windsurfing championships for British Universities and Colleges Sport, with over 300 competitors from across the UK

The Hyde 900 exhibition, celebrating the 900th anniversary of the founding of Hyde Abbey, was organised in partnership with Winchester City Council and attracted over 10,000 visitors.

Gosport Discovery Centre celebrated its fifth birthday. Celebrations were held over a week and concluded on Saturday 6 March with live music and activities for children.

Music, Literature, history, fashion and theatre filled the programmes at the Discovery Centres. Popular exhibitions and events at Gosport Discovery Centre were the new Pride of Place case, Gosport's Big Day Out and the Fun Day at Gosport Gallery, which attracted hundreds of adults and children to a day of 1970s inspired activities. Highlights for children at Winchester Discovery Centre included the Sunday theatre and a Science Week during spring half term involving staff from the Intech Science Centre.

The Hampshire Games and Parallel Games organised by Sport Hampshire & IOW saw more than 1700 youngsters aged 6-16 from across Hampshire and the Isle of Wight take part in a two day festival of sport in Aldershot in June. The event, now in its twelfth year, provides many youngsters with a springboard to long-term sporting participation and competition.

The Hampshire and Isle of Wight Sports Awards took place in March. The event is an annual joint venture between Hampshire County Council, Sport Hampshire & IOW and the Local Sports Councils & Forums in Hampshire. The 17 categories of awards celebrate sporting achievement, commitment and excellence in coaching, volunteering, participation and performance.



Investing in the Future

We continue to strike a balance between meeting the present needs of the community and providing for the future. Investments range from conservation and archive projects to educational activities and updating facilities.

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Hampshire Archives and Local Studies received £10,000 from the regional film agency, Screen South, to fund a part-time film archive assistant, as well as £4,500 from the Heritage Lottery Fund for a project in partnership with Southampton University to preserve the memories of the Basque children of 1937.

The Hampshire Museums and Galleries Trust raised a total of £303,637, including their biggest ever grant of £156,000 from the BIG Lottery to develop the EDGE project in Aldershot, Andover and New Milton over the next three years. The Trust also took on the management of Milestones Museum in 2009/10, which led to significant developments in staffing, training and presentation.

A major conservation project has been underway among the remains of Basing House near Basingstoke. The nearby Basing Grange buildings have also been restored and converted to provide new visitor facilities for the site that will reopen to the public in August 2010. This £2.4 million investment project is funded by Hampshire County Council, the Heritage Lottery Fund, MLA Renaissance, Basingstoke & Deane Borough Council and others.

March saw the official unveiling of the HLF funded Fullerton Mars Mosaic at Andover Museum by Sir Barry Cunliffe. This was the culmination of a three year project to purchase, lift, conserve and display this important artefact.

Projects that have secured funding linked to the Olympic and Paralympic Games include Treloar 100+, a joint Archives, Museums and Arts initiative, mainly funded by Renaissance South East and the Accentuate Programme (the South East's Legacy Trust UK project).

Working in Partnership with Sparsholt College, Tile Barn is offering two young people the opportunity to work in an Outdoor Centre whilst gaining a BTEC National Diploma Level 2.

New equipment and storage facility at the Hampshire Mountain Centre provide a cleaner and more usable space for children to prepare for outdoor activities.

A funding application to the Government Co-location Fund for £5.8million to build a brand new outdoor centre in north Hampshire has been successful. Runways End Outdoor Centre is due to open in September 2011 and will be operated by Hampshire County Council in partnership with Rushmoor Borough Council and Blackwater Valley District Scouts.

Sport Hampshire & IOW has successfully raised more than £1,390,700 to invest in a wide range of projects aimed at increasing participation in sport and physical activity across the county. Funding has been obtained from organisations including Sport England, the Youth Sports Trust, Department of Health, National Governing Bodies of Sport, Aiming High for Disabled Children, Play Builder and Local Authorities.



Financial summary



	2009/10 Actuals £000	% of total budget	Cost per Head £ in 2009/10
Museums and Archives	7,237	16%	5.61
Library and Information Service	21,984	50%	17.05
TMD	776	2%	0.60
Countryside	6,987	16%	5.42
SC&O	4,646	10%	3.60
Arts	2,715	6%	2.11
Total	44,345	100%	34.39

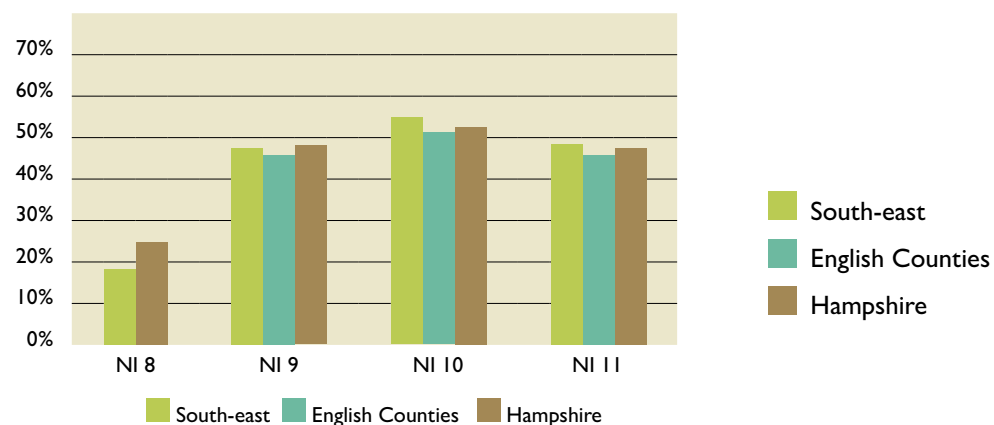
Notes:

Financial figures above do not include the surpluses from the trading accounts
The cost per head data is based on a total Hampshire population figure of 1,289,400 for 2009 (ONS mid year estimates)

Performance report

There are four national indicators (NI 8, 9, 10 and 11) relating to local residents participation in sport and active recreation, and their frequency of visiting a library, a museum or taking part in arts activities. The interim results (October 2008 to October 2009) for Hampshire show good performance for sport and libraries with performance above the average for the south-east. Museum and arts participation are a little lower in Hampshire than the south-east but above the average for English counties.

National Indicators – participation in Culture and Sport



- NI 8 Participation in sport and active recreation – the percentage of the adult (age 16 and over) population in a local area who participate in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last 4 weeks
- NI 9 Use of public libraries – the percentage of adults in a local area who have used a public library service in the past 12 months.
- NI 10 Visits to museums and galleries – the percentage of adults in a local area who have visited a museum or gallery in the past 12 months.
- NI 11 Engagement in the arts – the percentage of adults in a local area who have either attended an arts event or participated in an arts activity at least three times in the past 12 months.

Year End Performance Report

Despite the economic recession and the pressure on customers' pockets, people have continued to make use of our services in high numbers. Box office bookings for performances and courses in the Arts Centres have increased. The number of people visiting the major countryside sites such as Manor Farm and the large country parks have also increased despite the poor summer in 2009 and cold winter. Visits to libraries were 6.7 million, a slight fall on the previous year but an increasing number of people are making use of online library services, including the new e-books service launched in January 2010.

The ongoing programme of refurbishment and building work benefited 11 libraries in 2009/10 and had various aims: to improve access for the public to learning opportunities (LEAD project funded by Big Lottery grant), to install Children's Centres and Register Offices, to install Self Service and to improve the buildings for customers.

Visits to Hampshire's Museums were up 8% on the previous year showing a positive response to the previous investment in higher grade gallery spaces at the Willis Museum, Winchester Discovery Centre and the Gosport Gallery, allowing them to host some very popular temporary exhibitions, and some major events.

New and exciting opportunities for community engagement and increasing the ethnic diversity of museum users were created through the British Museum's special touring exhibition 'China: Journey to the East' at the Willis Museum, Basingstoke. It led to a 36% rise in visitor figures in August 2009.

Participation and Satisfaction		Year end	% inc/ dec
		2008/9	2009/10
Libraries			2009/10
Visits per 1,000 population	5,410	5,196	-3.96
Online transactions – renewals	298,863	462,239	54.67
Online transactions – reservations	89,016	179,723	101.90
Total visits (million)	6.91	6.68	-3.33
Museums			
Visits per 1,000 population (in person)	326	350	7.36
Total physical visits	416,120	449,741	8.08
Number of pupils visiting in organised groups	37,897	38,561	1.75
Participants organised activities in museums		37,111	
Archives - visits to HRO	13,808	13,163	-4.67
Outdoor Centres			
Number of users (Bednights)	51,400	48,231	-6.17
Number of instructed sessions	219,600	209,695	-4.51
Countryside			
Number of visits to principal sites (million)	1.52	1.72	13.16
Number of pupils visiting in organised groups	28,212	24,700	-12.45
Number of participants (family/holiday events)	91,107	74,931	-17.75
Arts Centres			
Number of box office bookings	75,200	81,200	7.98

CCRA hits the headlines

Media coverage plays a vital role in raising the profile of the department among the public, whether that is through key policy decisions, highlighting services we provide, events at different sites, visitor figures or human interest stories.

In 2009/10, 120 press releases were issued about CCRA and 194 media enquiries were dealt with. These activities resulted in 785 pieces of media coverage, 96% of which were either positive or neutral.

To continue CCRA's objective to buck the national trend in declining library use, libraries and Discovery Centres have played a significant role in the proactive media activity throughout the year. In 2009/10 196 positive and neutral articles were published about libraries and only 11 were negative. The New Artists in Libraries contributed to coverage across all Hampshire's media, as a local angle could be pursued with each of the individual artists. The search for a 2010 Hampshire Poet also generated a great deal of interest, as did the announcement of the winner. The Reading Detectives project, which was about uncovering Hampshire's

literary past, got extensive coverage on BBC Radio Solent. The launch of eBooks and eAudio also captured the attention of the media with all of the regional newspapers giving it the thumbs-up.

The Culture-all campaign saw extensive coverage from national, regional and local media. There was widespread coverage of the campaign launch, which involved a number of Hampshire schools in a culture 'relay', the introduction of the Culture-all Passport, the results of the Culture-all youth survey and interviews with CCRA staff.

The Museums and Archives Service also hit the headlines this year with the unveiling of the Family History Festival, with events and activities taking place all over Hampshire helping people research their ancestry. The Hampshire Treasures exhibition also got wide coverage with a number of truly iconic items being displayed in Winchester and Basingstoke's Willis Museum. Our support for the Mary Rose Trust was illustrated through an article in the Portsmouth News on day centre users enjoying their outreach

work. The more unusual the event the greater the coverage – ghosting hunting at Westbury Manor secured two full page features, interviews on regional radio and even a video from the Daily Echo. Real life stories fared even better with the Hampshire Heroes exhibition leading to a double page feature in The News and a full page in the Daily Echo.

The Countryside Service saw a vast number of positive articles. The Bird Festival kicked off with the 'vote for the Hampshire bird' campaign followed by the launch with Chris Packham. Individual countryside sites also got generous coverage of their annual events and activities as well the birth of new animals. There was also positive radio and press coverage of the efforts by staff to secure the banks of the Basingstoke Canal at Crookham when heavy storms brought risks of a canal breach.

Next year looks like it will be another exciting period of press activity with the opening of two major redevelopments: Hampshire's third Discovery Centre, in Basingstoke, and the Lottery funded Basing House. The build-up to the 2012 games will also gain momentum.

Culture, Communities and Rural Affairs Select Committee



Following the Local Government Elections in June 2009, the membership of the Select Committee changed, welcoming a number of new members. The Chairmanship of this committee also changed during 2009, as I took over Chairing this committee from my predecessor Cllr Keith Chapman in November. During 09/10 the committee has continued to exercise its role as a critical friend to the Department, providing an additional democratic voice and perspective. The following is a brief summary of some of our activities.

The committee reviewed the way in which the County Council and other partners seek to engage with 'hard to reach' groups during the first half of 2009 and the recommendations from this review were accepted by Cabinet in September 2009. The committee considered an update on two aspects from this review in July 2010, which indicate that ongoing work looking at how the County Council understands its customers follows the direction of travel suggested by the committee's recommendations. The committee's work programme has also included consideration of topics within the committee's terms of reference, such as the rural delivery action plan, learning outside the classroom and departmental strategies.

Culture, Communities and Rural Affairs Select Committee 2009/10	
Councillor	Party and Current Office held (if any)
Broadhurst, Alan	Liberal Democrat
Chegwyn, Peter	Liberal Democrat
Edgar, Peter	Conservative
Geddes, Michael	Conservative
Hussey, Ronald	Liberal Democrat
Kimber, Roger	Conservative
Mason, Peter	Liberal Democrat
McEvoy, Alexis	Conservative
Pearce, Frank	Conservative
Radley, Jenny	Community Campaign (Hart)
Rice, Alan	Conservative Vice Chairman
Still, Elaine	Conservative Chairman
Thacker, Tom	Conservative

Members of the committee developed their understanding of services that CCRA provide through visits to the Runways End Activity Centre and one of the county's sites of special scientific interest at Lymington & Keyhaven nature reserve. Presentations have also been received at each meeting from organisations supported by grants from the Executive Member for Culture & Recreation, which have enabled members to examine the contribution these organisations make to the County Council's aims and objectives.

The committee has also been kept informed regarding the transformation of the Library Service being undertaken, to ensure the service is sustainable for the future, and the planned re-shaping of the Museums Service.

Cllr Elaine Still

Chairman, Culture Communities and Rural Affairs Select Committee



Department for **Culture, Communities** and **Rural Affairs**

www.hants.gov.uk/ccra