



## Culture: Data

Culture, creativity and community heritage are embedded in our daily lives, in our libraries, museums, archives, art centres, galleries and theatres and our historic and natural environment including the Stonehenge and Avebury World Heritage Site. Culture and the arts support both the mental and physical wellbeing of individuals and provide vital opportunities for communities to come together and share unique experiences that build community identity.

There is a strong programme of cultural opportunities led by a number of professional and volunteer cultural organisations across Wiltshire. In 2015, over £2 million pounds of lottery money was used to fund 30 arts, cultural and heritage projects across the county. Wiltshire is also the home for a large number of artists, designers and arts practitioners who contribute to the local creative economy.

The following report provides comparative analysis of a range of key indicators relating to culture in Wiltshire and is intended as a resource to assist with the identification of local priorities at Community Area level. For each indicator, data for the most recent single year or aggregated time period is shown by Community Area and is compared against the overall Wiltshire benchmark. Where possible, Wiltshire level trend data has also been included and is shown against comparative regional and/or national benchmarks (where this information is available), in order to provide strategic context. It should be noted that as data has been drawn from multiple sources, comparator time periods may vary. The specific time periods used are detailed in the chart titles for each indicator and relevant data sources are contained in the commentary boxes accompanying each chart.

## Cultural Assets

Our urban and rural landscapes reflect the cultural heritage of communities and shape the cultural activities that enliven the present. The table below details some of the key cultural assets within each of the Community Areas across Wiltshire including the Stonehenge and Avebury World Heritage Site, Roundway Down Battlefield, arts and heritage venues, libraries, natural, archaeological and historic features of cultural significance as well as two further museums that are currently under development in Amesbury and Tidworth Community Areas. It is also worth noting the recent establishment of 'Wiltshire Music Connect' and its musical cluster coordinators in each Community Area that aim to bring schools, community groups, venues and providers together for the benefit of children and young people's music.

Community Area	Museums	Historic Properties Including National Trust Properties and Country Houses	Scheduled Monuments, World Heritage Sites and Battlefields	Listed Buildings	Registered Parks and Gardens	Libraries	Venues Hosting Cultural Programmes *
Amesbury	3	0	433	653	4	2	25
Bradford on Avon	1	1	9	636	6	1	21
Calne	2	1	35	508	1	1	19
Chippenham	2	1	23	1074	4	1	23
Corsham	2	2	25	916	5	2	21
Devizes	3	0	117	927	2	2	34
Malmesbury	1	0	28	868	2	1	20
Marlborough	3	1	205	835	4	3	17
Melksham	2	1	1	615	2	1	22
Pewsey	2	0	96	733	3	1	32
RWB and Cricklade	4	0	31	440	1	4	21
Salisbury	4	1	12	644	3	1	34
South West Wiltshire**	1	4	183	1198	8	3	25
Southern Wiltshire	0	0	54	492	3	1	35
Tidworth	1	0	92	276	1	3	14
Trowbridge	1	0	2	423	1	1	17
Warminster	2	1	159	723	2	1	25
Westbury	1	0	38	297	0	1	9
<b>Wiltshire Total</b>	<b>35</b>	<b>13</b>	<b>1543</b>	<b>12258</b>	<b>52</b>	<b>30</b>	<b>414</b>

Source: Wiltshire Council 2015/16

\* Venues Hosting Cultural Programmes include arts venues, theatres, galleries, civic halls, cinemas, community and village halls, bandstands and recording studios but excludes pubs, churches, faith buildings, bookshops and educational establishments, many of which are used for culture and entertainment.

\*\* South West Wiltshire is comprised of Mere, Tisbury and Wilton Community Areas

## Cultural Assets: Major Wiltshire Arts Organisations and Museums

There is a strong programme of cultural opportunities led by a number of professional and volunteer cultural organisations across Wiltshire. The information provided below represents major arts organisations and museums that are supported by Wiltshire Council to deliver a broad programme of events and participation activities; many of whom have also received funding from Arts Council England either through partnership agreements or through its rolling grants programme. Whilst it is recognised that there are a large number of other organisations delivering cultural experiences throughout the county, the information below aims to provide a snapshot of local engagement with arts and heritage where this data is available from Wiltshire Council.

### **Bradford on Avon Community Area : Wiltshire Music Centre**

Wiltshire Music Centre is the only dedicated music venue in the county and has a 300 seat concert hall, promoting top quality live music programming and has hosted 129 concerts and events in 2015/16 across the classical, folk, jazz and world music genres. Wiltshire Music Centre runs education projects and learning events including lectures and masterclasses linked to concerts. This has resulted in over 21,500 ticket sales, and participation numbers are strong at around 60,000. In 2015/16, 5 new regular weekly music groups and 30 projects have been developed. Schools based work has reached 59 schools and involved almost 3,500 pupils and over 3,000 young people attend music groups or lessons at the venue. The Centre relies on a network of over 80 volunteers from the local community who provide over 10,000 hours of work every year.

### **Corsham Community Area: The Pound Arts Centre**

The Pound is an arts venue and community hub in north Wiltshire offering rehearsal and workshop spaces, a 100-seat auditorium, a gallery space and café bar. Three seasons of performances, film, participatory arts events and exhibitions are promoted at The Pound every year. Three studio spaces and a community workshop house three resident emerging visual artists. The Pound generated over 100,000 visitors including audience members and people taking part in arts activity in 2015/16. It relies on 90 volunteers who provide almost 11,000 hours of work every year. Corsham Festivals is the festival strand of Pound Arts and comprises two four day festivals; one a summer family festival featuring many free events and the other a winter festival of cabaret, magic, burlesque and vintage arts. These festivals aim to generate tourism within the area and provide opportunities to celebrate the quality of life and unique personality of Corsham. Pound Arts also works in partnership with volunteer promoters in up to 60 villages to stage around 70 professional performances every year through the rural arts touring scheme.

### **Chippenham Community Area: Wiltshire and Swindon History Centre**

Wiltshire and Swindon History Centre, Chippenham, funded partnership by Wiltshire Council and Swindon Borough Council, provides the archaeology, archives, arts, conservation, local studies, and museums advisory services for Wiltshire Council under one roof. The centre also houses the Wiltshire Buildings Record, a charitable trust which collates information on historic buildings. The Centre includes a 'state of the art' archive repository, containing over 7 miles of historic archives dating back over 800 years, as well as the county local studies collection of printed books, maps, pamphlets and photographs. The Centre is open to the public five days a week and last year engaged with around 21,000 visitors and was supported by 12,000 volunteer hours provided by over 60 volunteers. The Centre carries out a range of community engagement and learning activities and works closely with local schools and colleges. Over the last five years major Heritage Lottery funded projects have included: the SEEME black history project; 'Lacock Unlocked'; Know Your Place West of England; Wiltshire at War and Creative Wiltshire, the latter two being carried out in partnership with Wiltshire museums and libraries.

# Cultural Assets: Major Wiltshire Arts Organisations and Museums

## **Devizes Community Area: Devizes Outdoor Celebratory Arts (DOCA)**

Devizes Outdoor Celebratory Arts (DOCA) works with people in Devizes and across Wiltshire to present professional outdoor arts experiences in the streets, towns, villages and landscapes across Wiltshire. DOCA connects, produces and presents high quality outdoor arts from street theatre to contemporary dance, visual art to puppetry, pyrotechnics to street music. It provides mass participation opportunities, involving hundreds of people in workshops, carnivals and processions and attracting thousands of people of all ages to the annual International Street Festival and Christmas Lantern Parade in Devizes. In 2015/16 over 20,000 people attended DOCA's events and activities. DOCA also nurtures and supports local artists, from beginners to emerging companies and beyond. DOCA involves a network of over 40 volunteers from the local community who provided over 1,300 hours of work in 2015/16.

## **Devizes Community Area: Wiltshire Museum**

Wiltshire Museum, run by the Wiltshire Archaeological and Natural History Society, welcomed over 14,000 visitors last year. It publishes the County Archaeological Journal and the Archaeology Field Group carries out fieldwork, surveying and excavation. Displays tell the story of Wiltshire, including finds from the Stonehenge and Avebury World heritage Site and the gold finds from the Bronze Age burials in the Stonehenge landscape. New galleries tell the story of Saxon Wiltshire and the Story of Devizes. The Museum manages Designated Collections of national importance, including large archaeological collections, art, social, agricultural and industrial history and natural science collections. There is also an important library and archive, particularly focussed on the archaeology of the County and the history of Devizes. Last year the Museum organised over 100 educational and workshops and 54 lectures through its education programme for schools and events programme. There is a team of over 130 volunteers, who worked over 8,500 hours last year to carry out a wide range of duties, including welcoming visitors to the Museum, running events, leading walks, giving talks and carrying out research projects.

## **Trowbridge Community Area: Town Hall Arts**

Based at Trowbridge Town Hall, in the region of 35 small scale professional theatre and dance performances are programmed annually including contemporary art exhibitions, a programme of participation that includes two Youth Theatres (one of which is focussed on young people with special educational needs), drawing classes, creative writing groups, masterclasses and conversations with arts professionals. It has become a hub for visual artists hosting a monthly artists' café involving 8 studio artists and an artists co-operative shop comprising over 25 artists. It has the support of over 40 volunteers who help to run and clean the building, run the artists shop and work as ushers and bar staff at performance events. The activities offered are part of developing the venue as an arts centre in central Trowbridge. In 2015/16, over 12,000 people engaged with the Town Hall Arts programme.

## **Trowbridge Community Area: Trowbridge Museum**

Run by Trowbridge Town Council, Trowbridge Museum tells the story of the town, its people and the development of the woollen industry in the area. The County's only specialist textile museum, it is based in Home Mill, the last textile mill to operate in the town. Last year it received around 30,000 visitors. Permanent displays tell the history of the area and explain the cloth making process through a number of looms and other machines, including a spinning jenny from the 1790s. There are also regular temporary exhibitions, giving visitors the opportunity to explore other topics and discover objects in the collection not normally on display. Last year the Museum's Learning and Outreach team facilitated 199 events and workshops, working with schools and local groups. In particular this has recently included the expansion and development of the Craft Group for adults with Special Educational Needs and Reminiscence sessions. A team of over 40 volunteers worked around 2,600 hours last year to support the work of the museum. They are trained to carry out specialist tasks, such as documenting and caring for the collection, and welcoming visitors to the site.

## **Salisbury Community Area: City Hall**

City Hall is Wiltshire Council's multipurpose venue that promotes a year round programme of public ticketed shows and entertainment as well as offering room bookings to customers both internal and external to the council. In 2015/16, 107 live performances were presented which attracted an audience of almost 50,000 people. The provision of entertainment and other services at City Hall is unique within Wiltshire Council and is of regional significance as it hosts a wide range of historic, cultural and community activities that attract a diverse customer base.

## **Salisbury Community Area: Salisbury Playhouse**

Salisbury Playhouse is the only producing theatre in Wiltshire. Attracting an audience of almost 100,000 people in 2015/16, it has a track record of staging high quality productions, nurturing talent and running an active participation and outreach programme with and for young people, the elderly and those on the margins of society. The theatre has two auditoria, namely the Main House (517 seats) and The Salberg (149 seats) and presents a mix of in-house productions and visiting work from touring companies. In 2015/16 it presented 410 live performances with over 150 volunteers providing more than 10,000 hours of work. Its participatory activity takes place at the theatre, schools and colleges across Wiltshire reaching almost 6,000 young people in a year. The Playhouse also runs a youth theatre which includes satellite groups at Special Educational Needs schools. It has on-site production facilities, including a purpose-built education and community space and rehearsal room, and acts as an artistic hub for the community and artists at a local and regional level.

### **Salisbury Community Area: Ageas Salisbury International Arts Festival (ASIAF)**

Ageas Salisbury International Arts Festival is a leading multi-arts festival and in 2015 it reached 58,000 people during 16 arts-packed days, spanning over 150 events from classical music to comedy. It took place in over 25 venues, from established arts venues to 'found' spaces, such as the Maltings Car Park. It was supported by 134 volunteers, working as event stewards, in artist liaison, and administrative and marketing support. As well as bringing the world to Salisbury in 2015 the festival also showcased Wiltshire to the world through the Globe's production of Shakespeare's King John in Salisbury Cathedral in the Magna Carta anniversary year. The festival also commissions new work such as Market Songs, a music-theatre commission from Michael Betteridge based on the 800-year-old history of the city as a trading town. The 300-strong community chorus at the heart of Market Songs formed a key part of the festival's programme of learning and participation, which also included work across the county with young carers, children in care and students at partner school, Sarum Academy. Almost 4,000 young people took part in the Festival's participatory arts activity in 2015.

### **Salisbury Community Area: Salisbury and South Wiltshire Museum**

Based in the King's House, a medieval building in Salisbury's Cathedral Close, last year Salisbury Museum attracted 37,000 visitors. Galleries tell the story of Salisbury and South Wiltshire. The oldest gold objects ever found in Britain are displayed in the new Wessex Gallery and their Designated Collection includes internationally important finds from Stonehenge. A programme of temporary exhibitions explore objects, art, culture and lives. In 2015 major exhibitions were held on the Lacock Cup (in partnership with the British Museum) and artist JMW Turner. The Museum works with primary and secondary schools to run educational sessions and after school activities. Outreach activities are also undertaken in community locations, with a total of over 130 education and workshops delivered last year, along with 22 lectures. The events programme for families included the Festival of Archaeology, school holiday discovery days, under-fives-Fridays and a young curators club. The Museum is managed as a charity and has a team of over 250 volunteers who contributed nearly 16,000 hours in 2015. They undertake tasks including stewarding exhibitions, working front of house, supporting events and cataloguing collections.

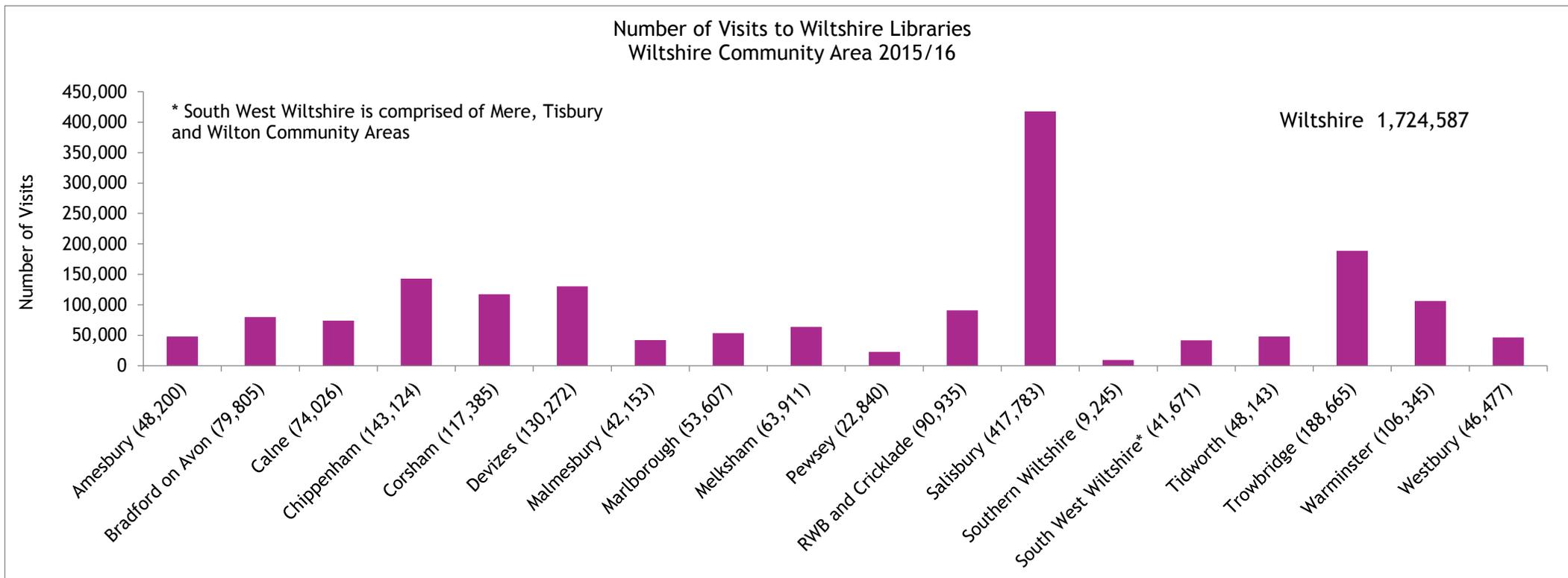
# Wiltshire Libraries

41% of Wiltshire's population hold a library card. Many more may use the library service for services which do not require a library card such as health information and support, improving digital skills, rhymetimes, and other cultural and learning activities.



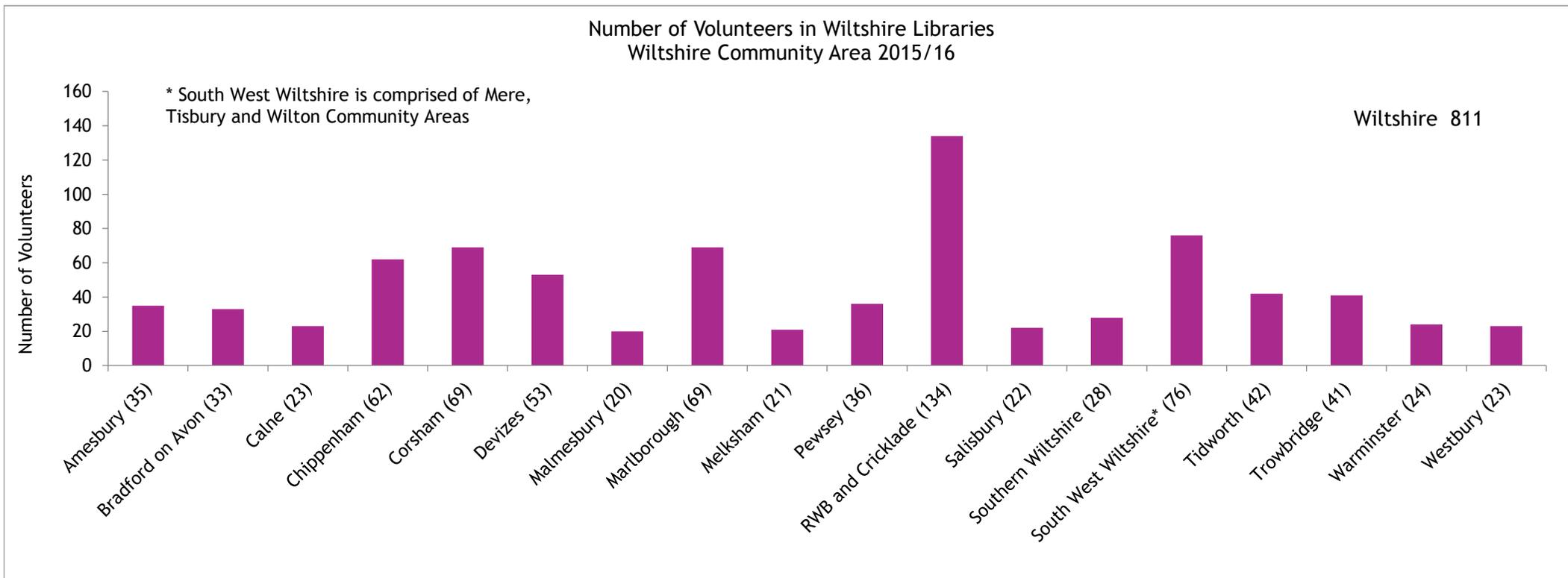
As at the end of June 2016, the proportion of the local community who were members of a local library was lower than across Wiltshire (41%) in all Community Areas with the exception of Bradford on Avon, Devizes, Salisbury, Trowbridge and Warminster. The lowest levels of local membership were reported in Southern Wiltshire (8%) and Pewsey (15%) Community Areas. It should be noted however that sometimes people join a larger nearby library, which may account for the high levels of membership at Salisbury library.

Source: Wiltshire Council, Snapshot as at June 2016



There were over 1.7 million visits to the 30 libraries in Wiltshire an additional 41,275 visits to mobile libraries operating across the county in 2015/16. Many Community Areas have more than one library, and libraries across the county have varying sizes and opening hours. Libraries in Salisbury, Trowbridge, Chippenham, Devizes, Corsham and Warminster reported the highest levels of visits in 2015/16 (in excess of 100,000) whilst libraries in Southern Wiltshire and Pewsey reported the lowest (below 25,000).

Source: Wiltshire Council 2015/16

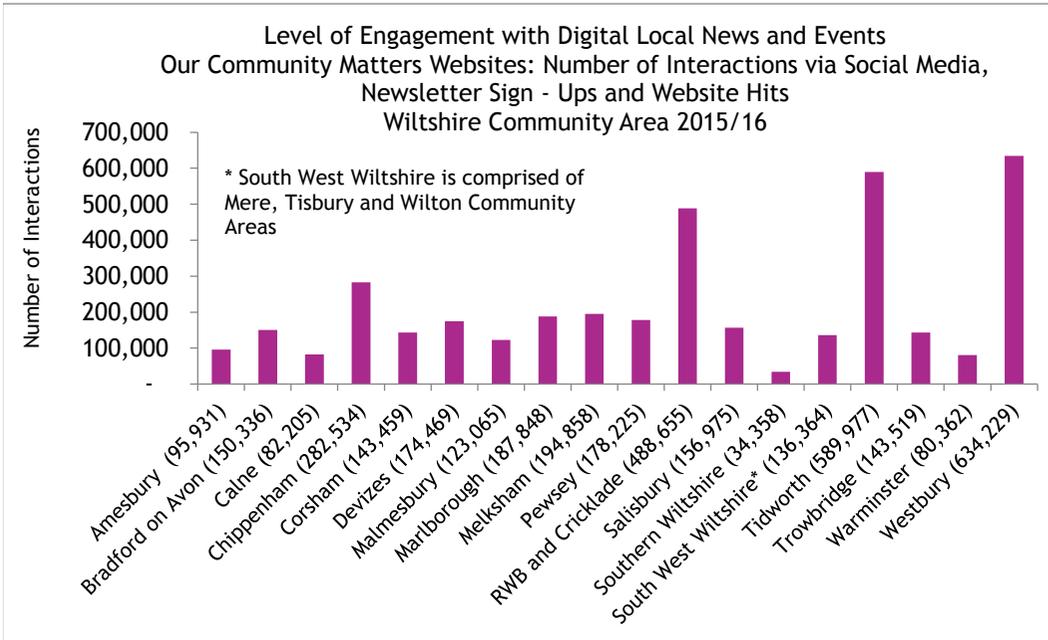


Over 800 volunteers help out at libraries across Wiltshire. Royal Wooton Bassett and Cricklade, South West Wiltshire, Corsham, Marlborough and Chippenham Community Areas currently have the largest numbers of volunteers, with over 60 in each area.

Source: Wiltshire Council 2015/16

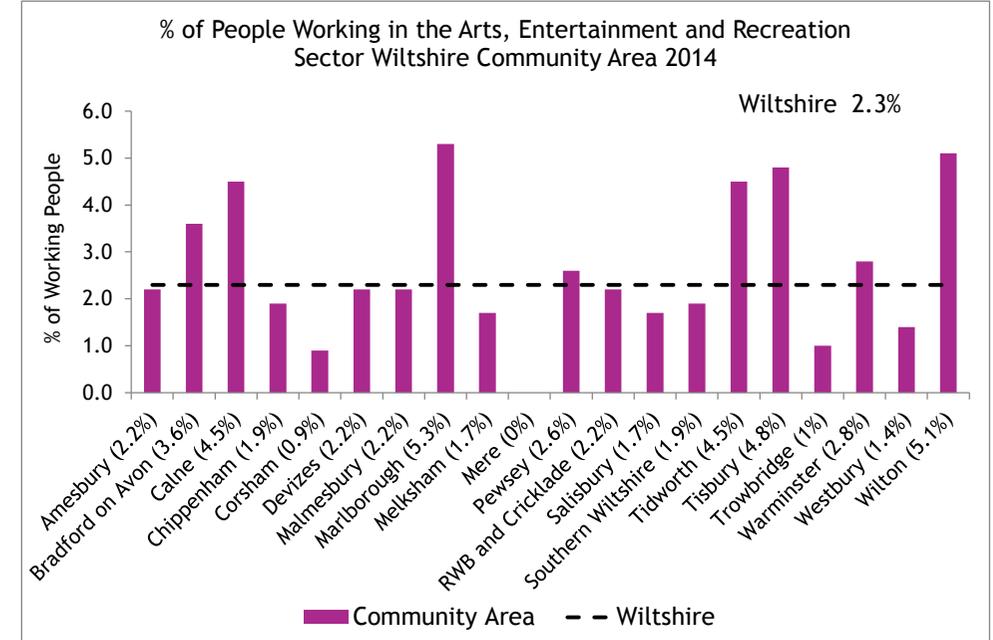
# Local Engagement

Culture and the arts play an important role in supporting our healthy local economy. The cultural sector forms a significant part of the tourism industry, adds variety to the employment base and it stimulates the local supply chain. The cultural sector also enriches the education of young people, and provides life-long learning opportunities for the whole community.



The 'Our Community Matters' websites are community Area specific websites that provide local people with interactive notice boards which can be used to highlight and discuss local news and events. In 2015/16, there were almost 4 million interactions (via social media, newsletter sign ups and website visits) with these sites across the county. Westbury, Tidworth, Royal Wootton Bassett and Cricklade Community Areas reported the highest number of interactions over this time (in excess of 400,000), whilst Southern Wiltshire, Warminster, Calne and Amesbury reported the lowest numbers of interactions (less than 100,000).

Source: Wiltshire Council 2015/16



Over 4,000 people across the county work in the arts, entertainment and recreation sector. The highest proportions of employment in this area are in Marlborough and Wilton Community Areas (with over 5% of working people employed in this field), whilst less than 1% of working people in Mere and Corsham Community Areas are employed in this sector.

Source: Business Register and Employment Survey (BRES) Data, 2014, Office for National Statistics