



Improving Pride of Place through investment in Arts and Culture

Case Study - Cross Hatch Gallery & Cinewindow

Cheshire West and Chester's Shared Prosperity Investment Plan aimed to support projects which would improve people's pride in the places they live by supporting arts, culture and creative activities to give greater access to opportunities across the borough.

The Council held two fully open application calls, with weighting given to projects led by residents or that has been co-designed with their input and which aimed to support individuals' well-being, particularly in the 20% most deprived wards or worked with the individuals most vulnerable to the cost-of-living and poverty crisis.

Cheshire West and Chester Council's Regeneration and Arts and Festival teams secured £81,140 to deliver a programme of cultural and creative activity in Winsford Town Centre over 18 months.

Cinewindow operates from a dedicated shop front consisting of a large window film screen that is shared with Cross Hatch Studios, a not-for-profit community art gallery and makerspace supporting creativity in Winsford. Crosshatch gives people the opportunity to explore new creative experiences with a range of activities including: felting, drawing, painting, glass making, ceramics, printmaking, journaling, weaving and yarn bombing.

SPF funding has enabled the project to grow and deliver a wider range of workshops run by professional artists to improve engagement numbers, increase footfall in the town centre and provide an enhanced cultural/leisure offer for the local community.

SPF funding has also been used to appoint a new Creative Producer for Cinewindow, enabling the project to grow and work in collaboration with a wider range of groups such as Cheshire Archives, U3A, Edsential music project and local artists. A successful Film Club for young people aged 8 to 16 has also been developed. Plans are currently being explored to push activities beyond the limits of the physical shop unit into the public realm with the aim of increasing footfall and providing an improved cultural offer for the local community.

