**Business Innovation Programme - Client Form**

| Organisation Name:          | XXXX was established as an independent charity in 2014 to promote Hampshire as a county that offers outstanding cultural experiences to both its residents and visitors.
| Address:                   | From museums to galleries to arts centres, we manage and support 23 attractions across the county that were previously operated by Hampshire County Council and Winchester City Council.
| Sector: Charity            | We run a huge variety of workshops, classes, events and projects for both young and old, in schools and in communities, with particular emphasis on reaching people who are vulnerable or disadvantaged and would not normally be able to access arts and culture. In addition, we care for 2.5 million objects that relate to Hampshire’s rich and internationally important cultural heritage.
| Contact Name:              |
| Telephone Number:          |
| E-mail Address:            |
| Website:                   |
Please detail below the business issue or need you would like a team of students to address. To ensure your project is suitable for the Business Innovation Programme, please refer to the programme handbook.

**Project Title:**
‘Anglo-Saxon’ – beer-drinking hooligans or multi-cultural snowflakes?

**Background:**
In 2019, we are embarking on an ambitious new project called ‘Exploring Anglo-Saxon Winchester’. Over the next 3 years, we will test different ideas about how best to raise awareness of the role of the city as the heart of Wessex and arguably the birthplace of the English language. We are planning to loan two high-profile national treasures and present them as part of temporary displays exploring Winchester’s people 1,000 years ago. We will launch a new digital offer to help people explore the city and augment their visit with Anglo-Saxon realities, and we will launch a programme of traditional story-telling to explore which objects from our collections really capture people’s imagination.

**Business Issue or need:**
A big challenge and one of the most interesting twists to our work is that the term ‘Anglo-Saxon’ is caught up in the challenging contemporary political climate and issues around people’s identity. For example, the Daily Express carried the headline in 2016: “How BRITISH are you? DNA study reveals MOST Anglo-Saxon part of UK...” We fear that for some, being ‘Anglo Saxon’ is becoming synonymous with concepts of national purity, which is far from the historic truth of a people who were neither genetically homogenous nor in fact culturally ‘British’.

**Project Aims:**
We need a team of social media savvy helpers who can complete a research task for us with the following aims:

1. To review hashtags on popular social media outlets to report on existing interpretations of the term ‘Anglo Saxon’
2. To conduct market research via social media that explores what people associated with the term ‘Anglo Saxon’
3. To plan a small social media campaign that challenges stereotypes, and if approved, run this on behalf of HCT to gauge public reactions

Please return to employ@southampton.ac.uk