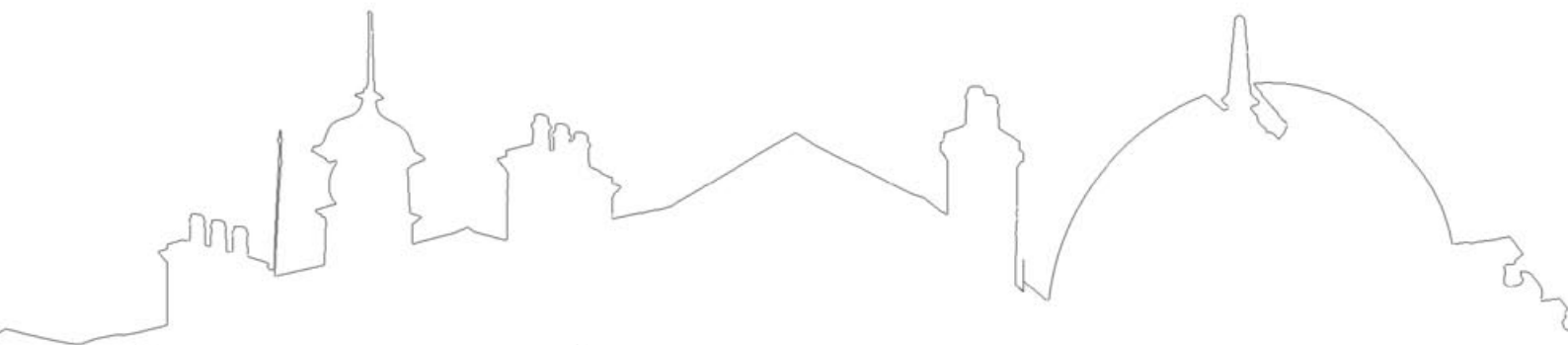




Arts Strategy 09-12







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EASTLEIGH CULTURE UNIT

The arts are part of everyone's life and play an integral part in delivering the council's key priorities in Eastleigh. The unit runs a thriving centre for contemporary arts, one of the most advanced arts outreach teams in the UK and create opportunities for all regardless of age, background, faith or race. Evidence proves the relationship between the arts and happy, healthy communities and the culture unit delivers a far reaching, innovative and strategic programme across the borough. This strategy highlights our key development over the next three years and how we will respond to the changing needs of the community and continue to play an integral role in improving the quality of life for all local people.

KEY PRIORITIES

CREATION ◦ **PARTICIPATION** ◦ **EDUCATION** ◦ **ASPIRATION** ◦ **COHESION**



CREATION through...

- Development of new facilities to create a sustainable and prosperous arts community
- A pioneering approach to producing, programming and commissioning new work
- Partnerships with professional companies

PARTICIPATION through...

- Identifying and addressing needs as highlighted by the local community, to promote healthy life styles and social responsibility
- Engaging the community in high quality arts experiences, with a focus on young people
- Creating a dialogue between artists and participants to inspire new ideas and ways of working

EDUCATION through...

- Partnerships with educational establishments to enhance the delivery of their curriculum
- Allowing participants the confidence to make creative decisions, instilling self belief and ownership of the work they create
- Nurturing gifted and talented young people and signposting professional pathways

ASPIRATION through...

- Raising expectations and addressing preconceptions
- Investing in infrastructure and people to realise potential and improve quality of life
- Promoting opportunities in Eastleigh Borough for the development of cultural industries to support the local economy and businesses

COHESION through...

- Engaging all sectors of the community regardless of age, background and ability
- Creating symbiotic partnerships to promote cultural diversity and support community organisations
- An innovative programme of multi-disciplinary work embracing all art forms

CREATION through...

Development of new facilities to create a sustainable and prosperous arts community

Phase III will be an extension to The Point and will enable us to fulfil demand by local residents for our many classes, workshops and holiday courses. It will also provide rehearsal and studio space for youth theatre, youth dance groups and visiting artists. This is an exciting development, which will make Eastleigh an attractive venue to touring companies so that we can offer more theatre, dance and comedy to our local audiences and students.

The development will be fully landscaped and integrated with the recreation ground, with an outdoor stage, seating, planting and improved sightlines for community events in the park. It will also include a new rehearsal and informal performance space for up to 100 people, a 50 seat studio theatre, new changing rooms for classes and workshop participants, improved accessibility, a new social gathering, hospitality and catering space and upgraded meeting rooms. This unique new facility will include residential accommodation for up to 8 artists at a time.

The new theatre at Wildern School will redress the balance of arts provision in the south of the Borough. The school has recently build the Apple studio which screens digital film and now has a regular cinema club. The new facility will be a high quality 300 seat theatre and provide the area with a state of the art building to house the areas many community groups, local schools productions and an innovative programme of professional performances. The theatre will be programmed in collaboration with The Point and will potentially be a regional centre for new writing and development of theatre specifically for young audiences.

The cinema at the Swan Centre is a major development that will require us to have a strategic approach to the programming of The Point cinema. This will provide opportunities for us to develop our audience and maximise the potential we have for showing more alternative film, one off events and promoting the benefits of a smaller, customer focused venue. The new cinema was highlighted as a development area in the 2005 arts needs survey. The Greylaydies Arts Foundation has been set up in Bursledon to deliver visual arts work to the local community. The culture unit is working with them to assist in the sustainable development of the project.



A pioneering approach to producing, programming and commissioning new work

The Point's approach to programming and commissioning new work ensures our unrivalled place as an innovative and progressive venue. We strive to programme groundbreaking work and have established ourselves as a leader not a follower. Our support for regional artists and their professional development strengthens the cultural climate of the borough as does linking local artists with national and international individuals and companies. This allows cross fertilization of ideas to further engage and develop local audiences for the arts and to attract funding.

Following the success of Creative Associates the Domicile project will, over the next two years develop The Point as a producing house for new dance and theatre, utilising the new creation centre. Programmes such as Artist Quarters and Space for Ideas will allow artists unprecedented access to the new residential facilities, professional resources and performance spaces. The new commissioning and producing work will be managed by a Creative Producer, working to promote and manage company work and extend opportunities for them locally and nationally to develop a strong brand for work coming out of The Point.



We continually work with young people to involve them in the creation of new projects. Opportunities will be extended as we develop projects with our youth companies. The YPT will further develop professional touring work following on from the success of Javier, Maria and Me and Little Hope. The YPT gap rep company will benefit from the use of the creation centre for the development of new work to tour the borough's schools and create opportunities for career development for local students.

From early 2009 The Point will have a designated curator to programme its exhibition spaces. When the creation centre is finished, The Point will have many new spaces for 2D and 3D visual art exhibitions. Building on the work throughout the last two years to promote and display local artists work this will create much needed exhibition space and open up more work for audience to enjoy. This will tie in with plans to develop visual artist exhibition and creation spaces around the town utilising empty shops.

Partnerships with professional companies and organisations



The culture unit values and actively seeks opportunities to create new partnerships with local, regional and international companies and organisations. Hampshire Dance and Cass Productions are organisations based at The Point and with whom we work closely on large scale projects and strategic development of dance and media in the region. New projects with Battersea Arts Centre and Brighton Festival will form part of the unit's work throughout the next three years. Our work with these and other high profile organisations allows us to be at the forefront of regional and national initiatives. We will continually seek to forge new partnerships.

Our partnership with Cass Productions has facilitated the setting up of Hants Media Hub which now delivers media production projects for EBC. This jointly managed facility based at The Point offers film, web and design hardware to support schools, jobseekers, community groups and local businesses. HMM supports the borough's schools by delivering not just project work but also inset for local teachers to ensure curriculum areas related to media are correctly taught and resourced. Our strategy for media over the next three years will be delivered through HMM.

Programmes will continue to be developed in partnership with performance companies through Artist Quarters and other initiatives to develop and support new and emerging companies and performers.

PARTICIPATION through...

Identifying and addressing needs as highlighted by the local community, to promote healthy life styles and social responsibility

Using public consultation and projects such as the community dance artist we have successfully made lasting relationships with schools, community groups and health organisations to ensure we are using quality programmes to promote positive work with measurable health and social benefits. Our five yearly arts needs survey, due within the life of this strategy, enables us to get a picture of arts provision in the borough and gain insight into what the public value, audience trends and the need for new facilities. Information from the survey will inform future strategic development work.

Building on the work the unit has done to highlight those most in need in the community we will be continuing to work with our many partners to deliver a programme that encourages active participation by the widest range of ages and backgrounds. Close links with the sports and healthy lifestyles department and the SPAA groups have been developed and the next three years will see more collaborative projects to promote the role of the arts in healthy living.



Responding to strategic health priorities, both nationally (Arts Council, Department of Health) and locally (Community Plan, Eastleigh Strategic Partnership, Older People’s Strategy, Eastleigh Health Action Plan) we will continue to develop projects that tackle obesity, anti-social behaviour, loneliness and other health related problems. This will be achieved by further developing links already forged with community organisations such as One Community in order that we can support their core aims using the arts.

Engaging the community in high quality arts experiences, with a focus on young people

The culture unit promote and manage a far reaching and interactive programme of participatory arts and a diverse series of events, performances and exhibitions. The unit work with many different partners across the borough to enhance arts education through bespoke projects and enable safe and creative environments that promote physical and mental wellbeing.

Over the course of this strategy we will be building on the work of our community dance artist who, over the past two years has successfully highlighted those most in need and developed programmes of dance and movement tailored to their needs. Young carers, women at risk, people with disabilities and older people are some groups who have benefited from this project funded for the first two years by developer’s contributions.

Our Young People’s Theatre will continue to reinforce its position as the borough’s only youth theatre run by professional practitioners. As well as building on its weekly workshops and productions it will continue to build on its reputation for creating exciting touring work and giving young people their first taste of professional, paid performance work. The YPT gap rep company will develop as part of the creation centre and artist quarters to offer sustainable employment opportunities for young practitioners working in the borough. The YPT director leads teacher inset and sessions for local schools to improve exam and practical student performance.

The dance department provide a ladder of opportunity for young people wanting to develop a career in dance. By creating projects which allow young people to work with professionals and have performance opportunities the department signposts pathways for participants to maximise their learning and training. The community dance classes are a core element of our participation programme. Currently running at over 30 classes per week in a variety of styles it attracts participants of all ages and is a key project for the promotion of healthy lifestyles. New dance styles will continue to be investigated to respond to the changing local community and if there is enough interest a class will be added to the programme.


Although we have a strong commitment to young people we work extensively with adults also using dance, theatre and visual arts groups to support communities, transfer skills and promote healthy lifestyles.

Over the course of this strategy we will continue to develop ways to quantify the effects of the work we do. Over the course of the last strategy the work we have done has been cited as a major factor in improved OFSTED reports and GCSE results in the schools we have worked with intensively under the PointED programme.





‘It is incredible that Eastleigh can put together such a fantastic event that reaches every part of the community’.


Eastleigh resident on the Eastleigh Mela

<p>Creating a dialogue between artists and participants to inspire new ideas and ways of working</p> 	<p>As well as performance opportunities, education and training The Point offers many opportunities for the artist to engage with the audience and vice versa. Post show discussions are a regular feature of the programme and we will be further developing opportunities for conferences and cultivation days, using our contacts and skills to draw artists from the region and generate dialogue between them. Large scale projects such as Los Ninos forge international links between companies, using The Point's facilities and knowledge to produce new work and create lasting collaborations.</p> <p>In company days offer teachers and students a chance to meet and learn more about the professional companies visiting The Point and gain a sense of ownership of the venue. The creation centre will maximise opportunities for new collaborations both nationally and internationally and we will actively pursue these over the coming three years.</p>
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EDUCATION through...

<p>Partnerships with educational establishments to enhance the delivery of their curriculum</p> 	<p>Over the past two years The PointED project has worked intensively with local schools to manage a programme of arts engagement that generates measurable results. Creating tailored work plans for schools has had excellent results and we will be continuing the approach of specific learning outcomes. Teacher inset allows us to add sustainability to projects. This is done with dance, theatre, music, media and visual art so young people will gain the very best possible experience with the arts to inspire them to carry on their interest and develop their skills and understanding.</p> <p>Curriculum based programming builds links with local educational facilities and assists audience development. Working with schools and colleges to inform our professional programme as well as offering workshop and lecture demonstrations wherever possible. The Point is already set up as an Arts Award centre and will be extending opportunities over all the art form areas.</p> <p>Our work with the regions universities has developed over the last three years and we now collaborate with Winchester, Chichester, Solent and Southampton on projects and to support their work with our program. Areas of development are outlined in The Point business plan.</p> <p>The unit is best placed to help deliver the DCMS 'Find your talent' programme and already works towards five hours per week of culture in a number of the borough's schools. Over the last three years we have developed links so extensively with schools that they now come to us as our brand is synonymous with quality arts provision.</p>
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<p>Giving participants the confidence to make creative decisions, instilling self belief and ownership of the work they create</p> 	<p>One of our core beliefs is that young people should be involved in the inception, execution and evaluation of work. We have a track record in inspiring participants to use their ideas and beliefs to stimulate the creation of new projects and art works.</p> <p>By giving participants the opportunity to inform the direction of projects we empower them to get involved at all levels and to take responsibility. Projects that allow young people to become leaders like the senior choreographic team, YPT assistant workers and gap year programme will all be further developed so the artists and cultural leaders will be encouraged to work towards a career in Eastleigh borough.</p>
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<p>Nurturing gifted and talented young people and sign posting professional pathways</p> 	<p>Utilising the units diverse people skills we offer advice, training and professional development opportunities to young people in the borough. Mentoring programmes for students, personal advice, work shadowing and audition preparation are all established at The Point. New programmes to nurture talent such as Elevate, Artist Quarters and YPT gap rep are to be extended as key projects linked to the creation centre.</p> <p>This intensive development of skills is a core part of the units aim to develop career pathways within the borough to maximise the retention of arts workers, practitioners and teachers. This works to the DCMS aim to ‘create a talent pathways scheme to support and inspire young people from all backgrounds to pursue careers in the creative sectors.’ We hope to work with the PUSH 4 Culture team as they deliver the pathfinder Find your Talent project across the region.</p> <p>Funding through the Joint Initiatives Fund (JIF) will enable us to develop a programme that will nurture young choreographers through advanced training opportunities and partnership working with Hampshire County Council will allow us to deliver bursaries directly to young dancers.</p>
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ASPIRATION through...

<p>Raising expectations and addressing preconceptions</p> 	<p>The Point has forged a strong place as one of the regions premier centres for performance. The ongoing marketing of the venue and audience development is essential to ensure we retain our high profile in the industry. By bringing world class performances to Eastleigh, making international collaborations and responding to local needs we successfully engage the very widest spectrum of the public.</p> <p>Raising the level of arts in the borough and regularly working with community groups and schools to promote the positive benefits of arts actively works towards a strong cultural area in which expectations are high but are met with venues and people who can fulfil the need.</p> <p>Our male dance work has been developed over the years and has inspired most schools in the borough to concentrate on getting boys involved in positive dance activity. Providing teacher inset, training opportunities and performance platforms specifically for male dance ensures The Point retains its reputation for innovative and high profile work.</p>
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<p>Investing in infrastructure and people to realise potential and improve quality of life</p>	<p>The unit has an ongoing commitment to providing and supporting the very best cultural facilities in terms of capital expenditure, revenue support and staffing. The unit invests in its people to realise their potential and has a very low staff turnover. A comprehensive unit training plan enables individuals to develop their role and learn about other areas of the arts whilst developing their career. As we deal with all areas of the arts there are opportunities for people at all levels to progress and be involved in many projects. Linking in with our youth development work we will be using large scale projects to invest in the next generation of leaders.</p>
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<p>Promoting opportunities in Eastleigh Borough for the development of cultural industries to support the local economy and businesses</p>	<p>‘The creative industries start with individual creativity. So, too, does every child’s learning experience. There is a growing recognition of the need to find practical ways of nurturing creativity at every stage in the education system: from the nursery through to secondary school.’ New talents for the new economy, DCMS</p>
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	<p>Our investment in the support of new cultural organisations is ongoing, and needs to be with the creative sector growing at twice the rate of the economy over the past decade.</p> <p>A core area of our work over the next three years will be to align our work with Arts Council priorities to realise our plans to develop a creative borough. Their contribution to a creative economy will play an integral role in our development including:</p> <ul style="list-style-type: none"> ◦ funding for risk investment in new work and new talent that stimulates connections between the subsidised and commercial creative industries ◦ supporting arts education activities to foster creative thinking at all life stages ◦ funding research and development linking arts with other aspects of the economy ◦ investing in new business models, leadership development and in partnerships to develop creative clusters and build regional prosperity and sustainable communities <p>The culture unit also works towards the main objectives of the Eastleigh Borough Prosperity Strategy 2005-2010, specifically around creative industries as it outlines one of the key sectors for support and further development is that of leisure.</p> <p>The development of the Eastleigh River Side regeneration scheme will provide many new opportunities for the expansion of creative industries and our ongoing work to create artistic ‘hubs’ within the borough. Our aim is to promote Eastleigh as a place for creative organisations, a place to share ideas and a place in which there are audiences and participants who value the arts in their lives. Through the Local Government Association, and with the Regional Development Agencies, the DCMS have developed a ‘menu for local infrastructure’ to assist in the setting up of new cultural facilities to compliment existing ones. This commitment by the government and continued local council support will enable River Side to flourish both for business and in the generation of creative employment. Creative businesses thrive particularly well when they form clusters – groups of competing and co-operating businesses that enhance demand for specialist labour and supply networks in a particular location. DCMS</p>
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COHESION through...

<p>Engaging all sectors of the community regardless of age, background and ability</p>	<p>The culture unit actively seeks opportunities to develop work for all and responds to local needs when programming The Point. We will continue to highlight barriers which may prevent people from enjoying the arts and will work with the area’s diverse population to create more opportunities for artistic and creative expression.</p> <p>Our work with people with disabilities includes mostly creative movement to promote mental and physical wellbeing. Weekly classes for adults with learning and physical disability are well developed at The Point but we will be working with MENCAP over the coming year to create more opportunities.</p>
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	<p>Public consultation has recently highlighted the requirement for more work with disabled children in the south of the borough and this need will be addressed throughout 2009.</p> <p>We work with the local area committees to respond to their area priorities and create opportunities to utilise developer's contributions to enhance arts provision in the areas. In Eastleigh this has already financed a number of large scale projects and paid for bursaries for children from low income families to participate. We will endeavour to create opportunities to work with those most in need in the community.</p>
<p>Creating symbiotic partnerships to promote cultural diversity and support community organisations</p> 	<p><i>Race, ethnicity and faith will remain major preoccupations in this country and the arts are fundamental to such debates. The arts help us to develop a sense of our identity and ourselves as individuals, as members of our communities and as a nation.</i> Arts Council England</p> <p>The culture unit develops and supports work that promotes cultural awareness and cohesion. We work with organisations which represent ethnic minorities when programming our seasons and work collaboratively with Art Asia, the Asian Welfare and Cultural Association and other groups to present work which reflects the broad ethnic make up of the borough. The Eastleigh Mela has grown to be the single most important multi-cultural event in the area and the best attended event run by the council.</p> <p>The unit's part in the EBC Racial Equality Strategy 08-11 to promote equality of opportunity and to promote good race relations forms a core part of our community development work. Making links with companies, performers and organisations from diverse ethnic backgrounds enables us to respond to the changing needs of the community and offer work which is relevant, inclusive and non discriminatory. The Point has its own diversity policy available here.</p>
<p>An innovative programme of multi-disciplinary work embracing all art forms</p> 	<p>The culture unit has specialist officers in the areas of dance, theatre, music, media, and visual art. We are well placed to respond to the needs of the community and to respond to and deliver high calibre project work. The links we have with many performance companies, funding bodies and talented individuals means we are at the cutting edge of multi-disciplinary art work.</p> <p>Over the next three years we will be investigating new opportunities especially working with the many new companies who will be resident at The Point and in the creation centre. We will maximise the opportunity to engage the public, our audiences and participants in these new projects and performances. The Point will develop into a producing house for dance and theatre over the life of this strategy utilising the creation centre, creative producer and its staff's ability to forge partnerships with companies from the UK and all around the world.</p>

‘Everything about these classes gives a better outlook on life and helps us to integrate with other people of the same age group.’

Elders participant








Appendix I






Art form key project plans 09-12



The Point business plan

Draft Wildern Theatre plan

DANCE






ACTION	COMMENT
Deliver schemes of work relating to the Creation Centre 	As outlined in The Point business plan
Development of the professional dance programme. 	Continue to present around 10 professional performances per year. Focus on high quality contemporary dance works which are new and innovative. More accessible forms of dance will be programmed as part of the summer dance festival. Continue to seek opportunities for programming international work. Continue to seek opportunities to co-commission and co-present work.
Develop our audiences for dance. 	Aim to maintain high dance audiences at an average 88% capacity through linked professional education projects and specific audience development plans (see appendix IV of The Point business plan) Continue to cultivate our individual ticket buyers through exclusive pre and post show events and word of mouth experiments. Encourage audiences to develop a sense of ownership of the venue, through in-company days and special events.
Support regional artists and develop opportunities for professional development. 	Continue to support regional choreographers and companies by introducing them gradually to our audiences through inclusion in mixed bills such as 4x4 before progressing to full evening works. Provide studio space and production time in the theatre where appropriate. Deliver Space for Ideas – residential professional development courses with specially selected national/ international artists (see Appendix III of The Point business plan re Domicile) Deliver the Artists’ Quarters programme – providing graduate/ emerging companies with office space and a comprehensive accompanying programme of support. Work with Hampshire Dance to deliver specific professional development projects, for example Café Choreographique, working in collaboration with their new Artist Development Coordinator post.
Deliver annual summer dance festival. 	Ensure that the festival remains a key highlight of The Point’s yearly programme, with a combination of professional performances and community involvement. Continue to include two performance platforms – Class Moves for school and college groups, and Hothouse for youth and community groups. Aim to include more outdoor and satellite events around the borough. Aim to be creative and responsive when programming the festival, responding to public trends and community needs. Continue to deliver the primary schools workshops programme throughout June, linking into the main festival programme where possible. Establish a new identity for the festival and continue to raise its profile.






<p>Deliver an open access programme of community dance classes.</p> 	<p>Continue to deliver a high quality termly programme of classes in a variety of dance styles, providing classes for all ages and abilities. Allow programme to respond to changes in trends in dance styles, and experiment with new additions to the programme.</p>
<p>Deliver a vibrant and varied education and outreach programme.</p> 	<p>Continue to develop education and outreach project for local schools, colleges and universities delivered by visiting artists and companies. Develop opportunities for bespoke projects to get the most out of these visits, for example in-company days and curtain raiser residencies. Continue to deliver dance as part of the PointED programme in Norwood, Quilley and Lakeside schools, working with staff to create tailored projects to suit their needs. Respond creatively and flexibly to requests from other local education establishments to deliver dance projects for them, seeking funding if appropriate.</p>
<p>Deliver dance projects across the borough, providing for all communities.</p> 	<p>Continue to enable to the community dance artist to deliver an extensive programme of free dance activities in the local Eastleigh area, targeting hard to reach sectors of the community. Aim to secure further funding to allow this project to continue after the current funding ends in August 2009. Explore the possibility for engaging the community dance artist to work elsewhere in the borough, using this successful model as a means to seek external funding. Respond to requests for dance provision around the borough and actively seek to ensure dance activities are accessible in all areas.</p>
<p>Deliver programme dedicated to gifted and talented young dancers and choreographers.</p> 	<p>Continue to deliver the annual gifted and talented summer school pilot, Elevate, which has two strands; Train focussing on different dance techniques and training styles, and Create which provides intensive choreographic workshops with high profile choreographers. Explore possibilities to expand on Elevate by having two age groups working simultaneously in two spaces, and continuously review the format to ensure the best possible programme is delivered. Work with Hampshire County Council to deliver their dance bursaries scheme by using Elevate as the audition process to award the bursaries. Deliver the Young Choreographers project to create a regular choreography group and provide mentoring and development opportunities for selected young people. Continue to run Feet First Youth Dance Company as a high quality experience for young people interested in pursuing dance as a career, and actively seek performance opportunities for them and other groups such as Kickstart, Hip Hop and Adult Contemporary.</p>
<p>Provide dance for people with disabilities in the borough.</p> 	<p>Continue to deliver existing disability groups and explore possibilities for setting up new groups if there is demand. Pilot a new integrated group for the south of the borough based at the D@rt Centre in Wildern School in 2009 and seek to secure funding for group to continue if it is successful. Look to rolling this out in other areas of the borough if appropriate. Work with StopGAP Dance Company to develop a training programme for talented dancers with disabilities who wish to pursue dance as a career.</p>








<p>Provide opportunities for boys and young men to be involved in dance.</p> 	<p>Continue to deliver the annual boys dance platform HeadStart, and explore ways to expand on this event through performance projects with professional choreographers and male role models. Actively encourage the involvement of boys in general mixed projects and classes, through appropriate programming and marketing. Respond to needs of local boys groups for support and project opportunities. Support FuzzyLogic Dance Company by providing studio space and exploring possibility of hosting a performance platform dedicated to their groups and work in schools.</p>
<p>To work in partnership with significant organisations.</p> 	<p>Maintain and build relationships and partnership working with key organisations such as Arts Council England, Hampshire Dance and South East Dance.</p>



MUSIC AND MEDIA


ACTION	COMMENT
<p>Development of music residencies and workshops through the expansion of The Point, in particular relating to the Creation Centre</p> 	<p>Utilizing the new facilities at The Point we will be able to better support artists in the creation of new work involving music. Linking to the work of Hants Media Hub and local artists it will be possible to generate collaborations between visiting artists and local artists.</p>
<p>Development of a professional music programme at The Point</p> 	<p>Through adoption of the Eastleigh Music Festival it is evident that there is an emerging music audience locally that we will aim to build on. We will initially feature 2 professional showcases each season as part of the Point Professional Programme. This will naturally feed into the development of the Music Festival and vice versa and build our audiences for both.</p> <p>Aim to programme world music artists in association with the Eastleigh Mela as part of this programming, to educate not only our audiences but also feature an educational strand.</p> <p>Focus on artists that are traditional but also those that are new and innovative whilst supporting local talent.</p>
<p>Develop opportunities for the commissioning & creation of new work</p> 	<p>Aim to encourage and promote composition through residencies & bespoke workshops, with particular focus on working with schools across the Borough, supporting the national curriculum in music.</p> <p>Provide and generate work opportunities for artists to create new work and link with partners to fulfil the creation & commission.</p>
<p>Deliver the annual Eastleigh Music Festival and Eastleigh Mela</p> 	<p>Continue to expand the reputation and raise the profile of the Eastleigh Music Festival and also the Eastleigh Mela both locally and nationally. Enable it to continue to thrive as the most important multi-cultural event in Eastleigh Borough, celebrating Eastleigh's diverse community.</p> <p>Maintain a balance of professional programming and community involvement.</p> <p>Aim to be creative and responsive to current trends, in particular with professional programming, appealing to all ages.</p>
<p>Deliver a vibrant and varied education & outreach programme in Music</p> 	<p>Respond to changes in education initiatives by delivering bespoke projects. Develop opportunities for bespoke projects to tie in with professional programming and also funding streams.</p> <p>Continue to deliver programmes linked to PointEd, providing further opportunities for the pilot schools, Norwood Primary School, Quilley School of Engineering and Lakeside School.</p> <p>Use the PointEd model to extend to other schools in Eastleigh Borough. Listen to views & needs of educational establishments to respond creatively and embark on joint ventures to enhance the curriculum.</p>


<p>To work in partnership with professional and community organisations</p> 	<p>Expand creation-based experiences across the Borough through maintaining and building relationships and partnerships with key community groups and organisations for example the AWCA, One Community, Chandlers Ford & Hiltingbury Community Association and Solent Youth Action.</p> <p>Forge new relationships with professional providers to create bespoke projects across the Borough in particular with Hampshire Music Service, PRS, Arts Council England South East, and Shooting Roots.</p> <p>Develop community music activity by providing professional concerts that complement the music programme that is being offered at the d.@rt Centre, Thornden Hall and other neighbouring venues.</p>
<p>Research ways of sustaining music provision across the Borough</p> 	<p>Map existing provision of Music in the borough to highlight areas that need development and respond by organising satellite events or workshops that meet these needs.</p> <p>Instigate workshops or activities for community groups that are in need and focus on more hard to reach communities.</p> <p>Actively research new sources of funding to increase and sustain music provision across the borough and work in partnership with more community organisations.</p>
<p>Nurturing gifted and talented young people</p> 	<p>Actively seek performance opportunities and continue to dedicate one of the days at Eastleigh Music Festival to young local bands, providing them with a performance opportunity, which could be invaluable for their future aspirations.</p> <p>Act as advocates to aspiring musicians – putting them in touch with the appropriate professional bodies to continue and enhance their artistic development and sign-post career pathways.</p> <p>Work closely with community ensembles whose rehearsal home is Thornden Hall to provide focussed workshops that improve their musicianship.</p>
<p>Actively raise the profile of music development & the Arts Development Team as a whole.</p> 	<p>Research other venues that can be used in the same way as the Bandstand concert series, to showcase local talent.</p> <p>Promote local events on the Arts Development Website, pulling together a resource that is accessible to everyone.</p> <p>Work closely with colleagues to create further cross art form work.</p> <p>Continue to effectively evaluate the work that we do, and circulate reports to funders, councillors, council members and send out press releases in the local media to raise the profile of the arts department and its outreach programme.</p>
<p>Engage all sectors of the community</p> 	<p>Look into the development of Music for Older Residents in Eastleigh Borough, ensuring that the initial programme is being sustained and identify areas of development working in collaboration with Hampshire County Council and the NHS.</p> <p>Identify key community organisations across the Borough & build relationships to support them.</p> <p>Support the range of community festivals taking place in the Borough</p> <p>Through the development of the Eastleigh Music Festival we are responding directly to the Arts Council England South East Priorities of creating acts activities outdoors, engaging people in their everyday environments.</p>





<p>Support regional artists and develop opportunities for professional development</p> 	<p>Through the inclusion of mixed billing, giving regional artists performance opportunities in the form of support slots for professional artists. Aim to provide a rehearsal space. Keep in contact with local groups and musicians through their networks, for example Myspace, Facebook etc. to develop relationships and open up new performance opportunities and workshops to them. Continue to support voluntary and amateur music groups in their work.</p>
<p>Support and develop early access to music making skills</p> 	<p>In line with the Music Manifesto's (DfES and DCMS in collaboration with music organisations and arts practitioners, with the music industry, the Musicians' Union, the TTA, the Specialist Schools Trust, Arts Council England, QCA, Ofsted and Youth Music) pledge to provide every young person with first access to a range of music experiences and to provide more opportunities for young people to deepen and broaden their musical interests and skills we will continue to provide & develop bespoke projects across the borough to support this.</p>
<p>Development of disability music making opportunities</p> 	<p>We will investigate activities that are currently available to those with disabilities across the borough and develop music based activities in response to the results found. Work in collaboration with providers such as Mencap to offer more diverse range of activities using the model of the community dance artist as a reference.</p>
<p>Deliver the Biennial Chandler's Ford & Hiltingbury Festival</p> 	<p>Continue the development of the biennial Chandler's Ford & Hiltingbury Festival, offering more varied participatory activities and widening community involvement. Sourcing funds to enhance the festival through work with schools.</p>
<p>Support media and new media education and local businesses</p> 	<p>Through Hants Media Hub deliver a programme of film, media and multi-media to schools, community groups and individuals. Building on the work over the last 3 years HMH will continue to support and deliver training and education programmes across the borough. To offer training opportunities to support local businesses to maximise their work using multi-media.</p>
<p>Support artists to utilize media in the production of work</p> 	<p>As part of the Creation Centre development there will be the opportunity for artists to use facilities and gain knowledge to enable them to utilize media in the creation of new work. Live video streaming and the use of multi-media integrated into work will be a development opportunity.</p>
<p>Work with borough schools to deliver the Diploma in Creative and Media</p> 	<p>To utilize staff to support the new qualification and ensure schools delivering it have the opportunity to learn from The Point and for it to act as a model of good practice in the creative industry. Maximise the use of the new facility at Wildern for the delivery of key parts of the course both locally and, as income generation regionally.</p>

YOUNG PEOPLE'S THEATRE







ACTION	COMMENT
<p>To build upon the strong YPT weekly workshops during term time. Workshops are currently open for 7-20 year olds.</p> 	<p>There are currently 100 Point Young people's theatre members that attend various workshops throughout the year.</p> <p>The Points Young People Theatre aims to:</p> <ul style="list-style-type: none"> • Engage participation from young people through the medium of Theatre and performance. • Encourage and promote a professional approach to rehearsals and performance. • Provide a safe and secure environment where young people can express themselves artistically, whilst providing suitable pastoral support. • Strengthen the possibility of its members going on to study drama in further and higher education • Build and maintain confidence, interpersonal skills and collaborative working. • Include individuals, regardless of talent, social standing or cultural background. • Create fun, exciting and challenging projects that not only develop the talent of its members but promote the importance of the arts within the wider community. <p>The next stage of development for the YPT weekly workshops is as follows:</p> <p>2009: To maintain an unrivalled opportunity in the borough for professional theatre training for young people in a professional theatre environment. Engaging high quality theatre practitioners to work with the members in the weekly sessions and build upon there skills base, preparing them for participation in the regular YPT performances at The Point and around the borough.</p> <p>2010: To maintain the workshops as before, but opening up Point YPT 'satellite groups', in other areas around the borough which are lacking a professional theatre provision. Promoting inclusion regardless of geographical location. With the development of the theatre at Wildern School the YPT will look to support the existing drama opportunities with specific workshops catering for their gifted and talented students. An additional 2-3 YPT workshop groups will also be mounted in the borough in areas that are defined as being of particular need, particularly in the south of the borough.</p> <p>2011: The Point Young People's theatre will have reached full capacity at 160 members who attend workshops either at satellite groups around the borough or at The Point itself. These members will form the core part of any theatre participation work at The Point.</p>
<p>Mentoring and development of gifted and talented YPT members.</p> 	<p>Opportunities will be available to members who are auditioning for drama school/university. This is an informal advice and formal directorial service that is available to all members of YPT. Members can work with the director or other individuals employed by The Point, on selection and direction of audition speeches. The ladder of development for YPT is also another area that will be developed over the next three years. Encouraging and promoting its members to go onto further education in the arts industry, with the hope that they will return to the borough and professional paid opportunities will be available for them on projects or productions that the YPT implement, therefore creating a circle of engagement in which old YPT members can and will become professionals and pass there knowledge back to the group that originally sparked their excitement for creativity.</p>

<p>Develop and maintain inclusive and innovative performance programme</p> 	<p>Currently YPT members perform either in a workshop capacity or a professionally mounted production at The Point or another performance venue. The aims of these performances are very specific.</p> <ul style="list-style-type: none"> • To enhance interpersonal skills of young people in the borough. • To Create opportunities for them to express themselves artistically with other young people who share hobbies similar to their own. • To Encourage and promote extra curricular activities for young people to take part in within the borough. • To Encourage confidence building through performances. • To develop community awareness and citizenship education by mounting projects that have a need to be performed within the borough. <p>A brief 3 year overview of this area is as follows.</p> <p>2009: To present a series of small scale performances, which focus on various elements of stagecraft, Training members attending weekly workshops in all aspects of theatre. In September 2009 the YPT will adjust its performance opportunities to cater for the gifted and talented members of the YPT. And in the long term developing its ladder of development for its members. Rehearsals for productions will run alongside usual workshops, offering opportunities for more committed members to take part in a production. This will also enable members who do not wish to perform in a high profile performance to continue to attend the workshops and build confidence and drama skills. There will also be opportunities for members to work back stage on productions. This is outlined in more detail under YPT Backstagers. The YPT will also continue to build relationships with professional educational institutions such as Winchester University with regards to volunteer positions/ professional placements giving less experienced young adults an opportunity to gain experience and strengthen their C.V. to enable them to begin a career in the creative industries.</p> <p>2010: Workshop presentations and sharings will continue as before. A summer multidisciplinary project will be mounted with members of the YPT. A Christmas production will again be mounted at The Point. Members will also have opportunities to work back stage. The focus for this year is the development of the individual as an ensemble performer.</p> <p>2011: Workshop presentations and sharing's will continue to further support the key values of the YPT. Members will create a production inspired by/and with a professional company working at the Point in the Creation Centre. Promoting more professional pathways that are available to members. A Christmas production will be mounted at The Point as in previous years.</p>
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<p>Develop YPT Back Stagers programme</p> 	<p>The YPT Backstagers is a new initiative for young people who are interested in theatre but not as performers. The aim over the next three years is to implement regular technical workshops which will build technical theatre skills for young people in the borough. Areas of stage management, lighting, sound and design will be covered. The long term aim is for these young people to assist and support the work of the professional practitioners who are brought in to work on YPT productions. Equipping them with skills that enable them to not only emerge into society as well rounded individuals but as young people who are aware of the career opportunities available in the theatre industry other than just performance pathways. This will also support the forward planning of encouraging these young people to return to the south after completing further education to pass on their knowledge they have learnt to future YPT members and in short further enrich the artistic and cultural development of the borough.</p>
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<p>Build on gap year project's to enhance skills and develop the next generation of professionals</p> 	<p>The gap year project is currently a hugely successful aspect of the work produced by the YPT. In previous years the project has just toured schools, but the developmental plan for the project, its place within The Point and the venues future commitment to creation offers exciting opportunities for young people looking to gain experience in professional theatre.</p> <p>The project is being developed in this way to make the Gap project a unrivalled opportunity in the UK. Currently members are being turned down from drama school because of a 'lack of life experience.' As a means to address this need The gap year project sits at the top of the YPT's ladder of development. Through providing talented young people an opportunity to build their CV before applying to drama school or university and engaging them in high quality professional productions; working alongside industry professional actors, designers, and directors as a professional theatre company.</p> <p>2009/2010: The Gap rep company is born. An opportunity for 5 gap year students from the borough area to take part in year placement at The Point, During that year gap year students will work on 3 professionally led productions with various nationally recognised theatre practitioners on projects that are relevant and is a need for in the local community. One of which will tour schools, one that will tour theatres and the final project here at the main house in The Point. In between performance projects the company will work in a masterclass situation with other professional theatre practitioners. This is the first project of its kind nationally and aims to create high quality theatre with and for a young people.</p> <p>2010/2011: The gap rep project will develop and will be offered to another 5 local Gap year students. A potential collaboration with a nationally recognised theatre company to work together in the creation centre at The Point.</p>
<p>Further develop PointEd project work</p> 	<p>To develop and maintain relationships with the PointEd schools, the Point Young People's Theatre will continue to offer subsidised workshop places to students at PointEd schools, promoting inclusion regardless of financial hardship. The YPT will continue to offer high quality workshops to PointEd schools to further enrich the teaching of their curriculums.</p>
<p>Workshops/projects with educational establishments</p> 	<p>The Point YPT will continue to offer workshops at very competitive prices for local educational institutions, and will maintain and build new relationships with schools that it has not yet worked. The YPT will also offer free introductory workshops to secondary schools at the hope of encouraging young people 11+ to attend YPT weekly workshops.</p>
<p>Develop work for adult and family learning</p> 	<p>A new initiative for January 2009 is to implement a series of adult acting classes led by YPT director. These are open for anyone over the age of 20, who feel that amateur dramatics are not quite focused enough for what they want to learn. Each workshop in the first instance has a specific theme, whether that be text or whether that be puppetry. These workshops will approach theatre as an art form to be explored and are offered at open level meaning in the first instance they will be tailored specifically to the groups needs. After these workshops have been completed it is hoped they will become a regular fixture as part of the variety of classes offered to adults here at the Point.</p>

VISUAL ARTS

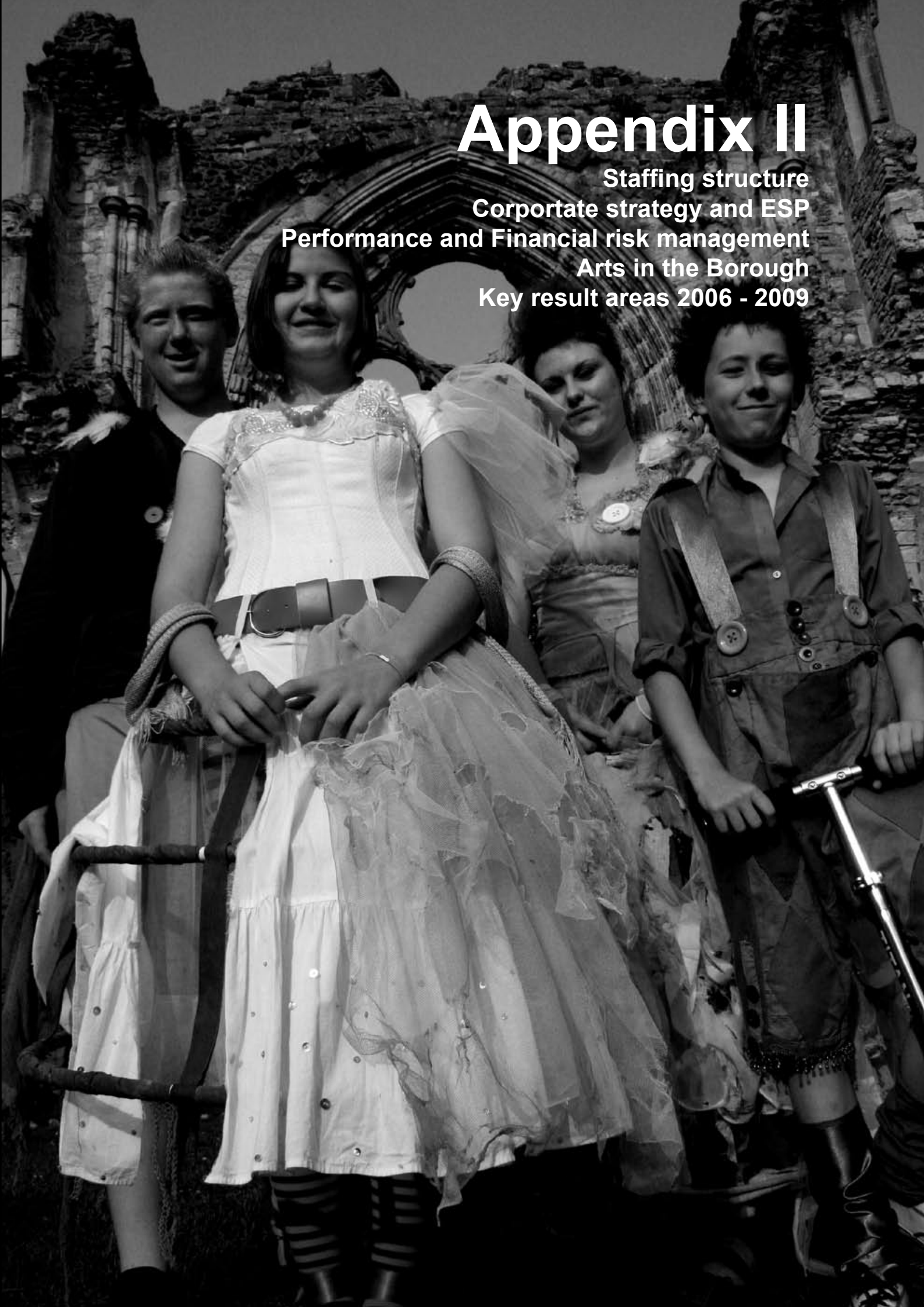
<p>Develop a programme of regular 2D and 3D exhibitions in Point spaces</p> 	<p>With the Creation Centre opening in 2009 there will be event more opportunities to display and exhibit local artists 2D and 3D art work. The existing foyer, the gallery and spacing in the new building will have an exhibition programme designed by a new curator of visual arts. The curator will investigate opportunities to support the work of local visual artists by providing exhibition opportunities and running events to raise their profile.</p>
<p>Support the work of Greylaydies Arts Foundation</p> 	<p>To offer advice and support and work collaboratively with GAF to develop visual arts provision in the south of the borough. As the centre continues to be developed there will be more opportunities to programme joint work and engage the community in high quality visual arts workshops, discussions and exhibitions.</p>
<p>Develop opportunities for visual artists to talk about their work and present it to the public</p> 	<p>As part of their work the curator will seek opportunities to develop a programme of showings of work, meet the artist and lecture/demonstrations.</p>
<p>Support schools by advising on appropriate artists</p> 	<p>We have a large pool of artists in all art forms and will continue to advise schools to ensure quality.</p>
<p>Continue Elders Share Arts as the premier arts classes in the area for over 60s</p> 	<p>This successful project now in its 12th year and continues to be fully subscribed in Chandler's Ford, Botley and Eastleigh. The interactive classes will work with many different techniques and styles to promote creativity and health and mental wellbeing. Work with local area committees to maximise opportunities for continued support and profile raising.</p>
<p>Work with the public art officer to support work across the borough</p> 	<p>To develop a united view to public art across the council and to utilize art form area skills to enhance projects which engage the community and deliver high quality art work. New challenges due to economic downturn is likely to affect developers receipts over the coming years, this will have to be factored in and more appropriate external funding may have to be sought.</p>

‘Eastleigh Borough Council’s initiative in creating The Point is clearly bringing a wide range of the arts to its citizens. The work it does to inspire young people is especially commendable.’

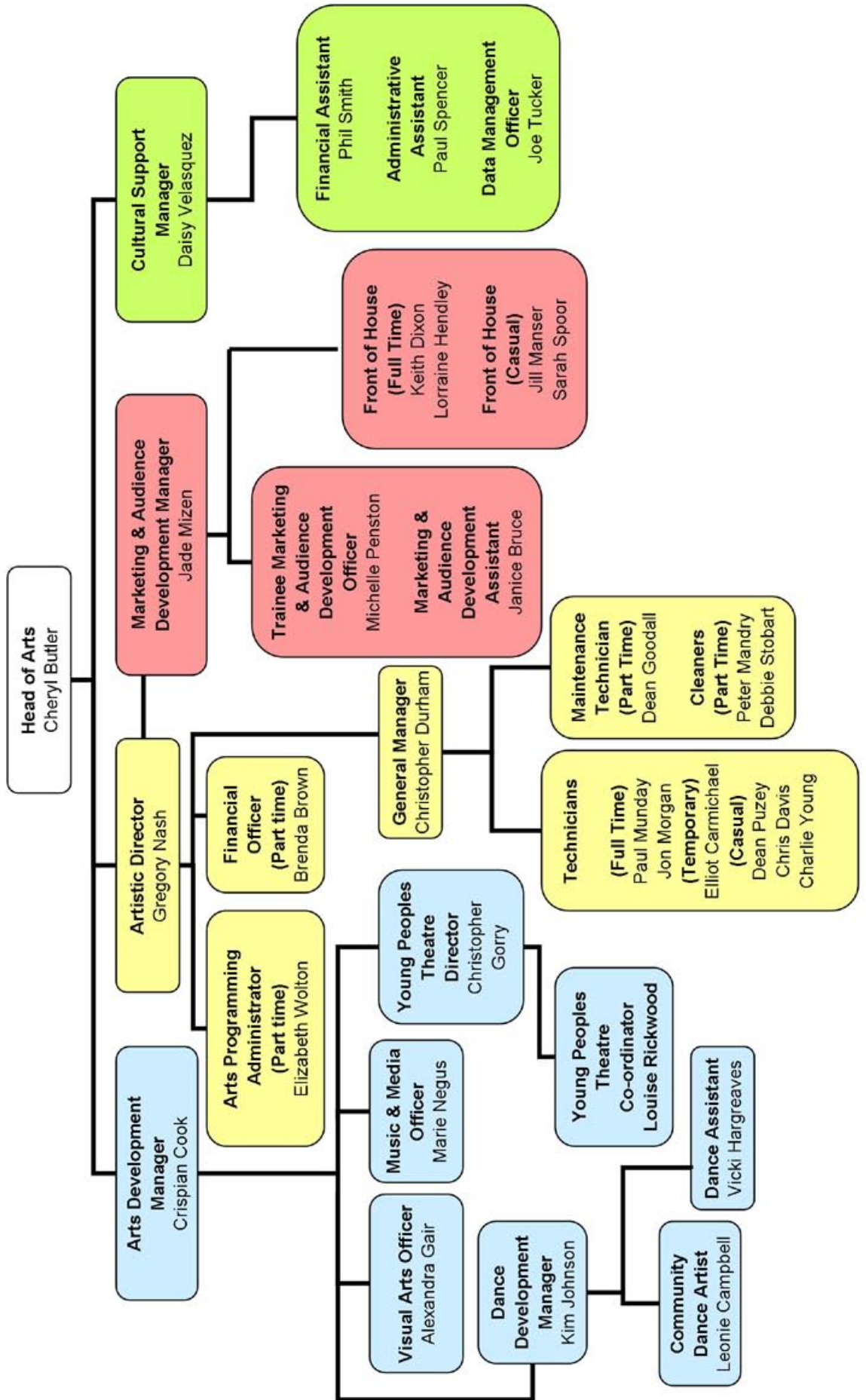
Baroness Andrews

Appendix II

Staffing structure
Corporate strategy and ESP
Performance and Financial risk management
Arts in the Borough
Key result areas 2006 - 2009



THE ARTS UNIT



LINKS TO EBC CORPORATE STRATEGY

To achieve our purpose the Council has set clear priorities to promote and improve well-being and to contribute to the achievement of sustainable development in the UK. In addition to achieving the Council's specific priorities for the arts, the Arts Strategy enables the Council to deliver on its wider priorities in many innovative ways.

These priorities are and some ways we deliver them are:

A prosperous place

- Supporting night time economy via varied programmes at The Point.
- Encouraging day and staying visitors to the area via arts events such as the Dance Festival, music festival and CFH festival as well as by the programme at The Point which attracts national and international audiences.
- More work opportunities available especially for young people in the arts helping to keep qualified people in the area whilst also supporting schools and wider skills initiatives
- Improving investment in the image and marketability of the area by raising the quality of the natural and built environment via percent for art schemes and arts capital programmes.
- Creating links with businesses through partnership schemes and sponsorship projects.
- By encouraging people to visit other areas of the Borough through projects such as the sculpture trail and a number of festivals the unit are involved in.
- Effective culture of external fund raising has brought in significant funds from the likes of The Arts Council, Lottery sources and private trusts.
- Raising awareness of The Point to a national level attracting valuable collaborative work with national and international organisations.
- By supporting and developing opportunities for emerging creative industries and artists especially those linked to Eastleigh River Side.
- Supporting local business to utilize multi-media to enhance their work through MHMH

A healthy borough

- Delivery of projects in support of the health policies relating to mental and physical wellbeing
- Managing an activities programme for young people which promotes active lifestyles including dance classes programme, issue related theatre work and other movement based projects.
- Partner working with Sport and Active Lifestyles unit and the SPAA group to promote the health benefits of active arts participation
- The use of highly qualified professional tutors to promote good practice and avoid injury.
- Arts projects involving community organisations and young people at risk of exclusion and offending.
- Special access programmes for those who may not be able to pay fees or have a disability.
- Matinees for older people, parents and babies.

A clean and green borough

- Delivery of percent for art in support of the Urban Renaissance programme
- Promoting green living through education arts projects with young people
- The Point have worked towards an energy performance operational rating of B, almost unheard of in theatres
- Development of a large scale green and sustainability fair as part of the Eastleigh Music Festival.

EASTLEIGH STRATEGIC PARTNERSHIP

The culture unit deliver directly on a number of ESP aims in the Community Strategy relating to:

Community safety by:

- providing safe environments and qualified/trained tutors for all our work
- providing countless opportunities for young people to engage in quality arts and learning programmes
- managing projects that deal with social problems, using the arts to educate on subjects such as drug and alcohol misuse, teenage pregnancy and anti-social behaviour

Employment and lifelong learning by:

- developing projects which support education across the borough
- providing ladders of opportunity for young people to gain experience and advice to maximise their potential in the job market
- developing links with local companies to enhance town business links
- providing career pathways and training opportunities for culture staff, volunteers and work placements

Health, wellbeing and leisure

- by providing a nationally significant venue for the arts with a thriving programme, loyal audience and solid development plan
- managing projects which tackle issues such as child obesity, lack of exercise, loneliness in older people, substance misuse and other social problems related to physical and mental wellbeing.
- managing an extensive programme of community outreach projects across the borough

More information of how the culture unit work towards ESP themes: www.eastleighstrategicpartnership.org

MEASURING SUCCESS

The unit is required to use pre-set performance indicators to measure its success. These are updated quarterly to measure seasonal performance in ticket sales, earned income, footfall and other targets related to community engagement and project work. [Click here](#) for an example of a typical quarter.

FINANCIAL RISK MANAGEMENT

All work will be delivered within existing unit budgets and where possible work will be enhanced and value added by seeking external funding and developing and sustaining links with national arts and funding bodies. The size and scope of all work is decided by making a judgement on whether budgets allow and/or work can be funded externally as part of regional and national strategic project aims and objectives. Our targets for external funding support are review annually in line with schemes of work. Financial information related to The Point and its support from Arts Council England and other major sources are detailed in The Point business plan. Key outreach projects are largely funded by external sources including:

PointED - £47,000 by developers contributions, project continuing into 2009

Kipling community dance artist - £15,000

Eastleigh Music Festival - through resources scrutiny panel and future approval from senior management team

Chandler's Ford Festival - approx £14,000 CFH LAC

Other large projects for which large amounts of partnership funding are required will be managed by seeking other organisations to collaborate with. All partner funding is confirmed before any project takes place and evaluations are regularly done for external bodies with stringent financial monitoring.

ARTS IN THE BOROUGH

Cultural facilities

Eastleigh Borough has a number of high quality arts facilities and organisations all working towards the shared goal of creating a vibrant arts community.

Thornden School in Chandler's Ford is an arts special status school and is home to Thornden Hall concert hall designed with acoustics for music performances, with a stage large enough to accommodate a full orchestra and an audience capacity of nearly 270 people. The venue can be adapted for other dance and drama events, presentations and lectures. In addition to the concert hall there are two specialist drama studios, two music rooms and a dance studio, as well as foyer and bar area. Thornden Hall is the home of the Hampshire County Youth Orchestra, Eastleigh Area Schools Orchestra, Thornden Community Wind Band, TOMS, and Tribe Community Arts, who all rehearse or hold classes in the performing arts centre throughout the week. We have an ongoing link with Beacon status school Barton Pervil and Eastleigh College, often working collaboratively.

Wildern School in Hedge End also has arts specialist status for performance and media and has The d.@rt Centre in its grounds. The d.@rt centre is a media and performance facility and offers community classes in various style of dance, drama, art and music. State of the art music facilities include rehearsal rooms, recording studios and a digital media suite with the latest music software programmes are available for hire as are the two drama rehearsal spaces and a purpose built dance studio with fully sprung floor. In 2007 a new digital cinema equipped facility was build in the site. The Wave is now used for multi media presentation and teaching and has a growing cinema society. In 2010 a new £3.5 million theatre will open at Wildern which will work to redress the balance of arts provision in the south of the Borough.

The Eastleigh Music Festival is now a major annual event managed by the unit bringing world class acts to the centre of the community. Following its second year the unit will be looking how we can extend the valuable work we have done to reach out to more people in the coming years. Links with the Asian Welfare and Cultural Association have enabled us to make the Eastleigh Mela into the most important multi-cultural event in the borough. Music is now playing a major role at the Rosebowl which can seat 40,000 people and has presented world class acts including REM, Oasis, The Who and Neil Diamond.

The Concord Club in Eastleigh is one of the premier Jazz clubs in the UK and has presented live music for over 50 years. The Point has developed a good relationship with the club and regularly works in partnership to promote live music in the area.

Education - Artsmark and special status schools

Artsmark is a national award scheme managed by Arts Council England that recognises schools with a high level of provision in the arts. Eastleigh borough has six Artsmark schools, an indication of the commitment to arts learning in the local area. Arts Colleges will raise standards of achievement and the quality of learning in their chosen area of the arts for all their students, leading to whole school improvement in performance. Two of the borough's most successful secondary schools have special arts status, Wildern and Thornden have a forward thinking approach to arts provision and high quality facilities that ensure the very best is available for their pupils.

The Diploma in Creative and Media is an exciting new qualification for young people in England aged 14-19, who want to learn about some of the UK's most dynamic industries. Eastleigh's cultural unit will be working over the introduction of this new qualification as we are best placed to assist young people looking to gain experience in the creative and media industries.

KEY RESULT AREAS FOR 06-09 STRATEGY

DANCE

ACTIONS	RESULTS
Development of a Creation Centre at The Point.	<p>Old library building taken over in 2007 and pillar room immediately used as workshop and small scale performance space.</p> <p>Planning permission agreed February 2008 and demolition completed October 2008 with start of construction planned for November 2008.</p> <p>Opening event planned for November 2009 with first performance by Akram Khan of co-commission with Sadler's Wells of new Kathak solo programme. Large scale community event will also take place to highlight all areas of work and show the creation centre as a working space.</p> <p>Planning in progress for strands of activity that will take place in creation centre.</p>
Development of the professional dance programme.	<p>Focus has shifted from programming large, well-known companies to a more experimental programme of cutting edge, new contemporary work. Substantial ancillary activities are tailored to each company visit, for example Space for Ideas project with Jonathan Burrows and Matteo Fargion, In-Company days with Candoco Dance Company, teacher training day with Siobhan Davies, HYDC participation project with Jonathan Lunn etc.</p> <p>Programming of international work has continued with visits from Ros Warby, Tanja Leidka and Kukai Dance Company as part of the Los Ninos Basque season.</p> <p>Creative Associates programme took place from September 2006 – August 2008 with Hofesh Shechter, StopGAP Dance Company and Lila Dance. Each programme was tailor-made to the companies with reciprocal relationships giving different benefits, including production space, artistic guidance and community engagement.</p> <p>Arts Council England funded Point10 programme took place from 2007 – 2008, looking at critical debate around performances, interactions between artists and communities, and the Graduates programme.</p>
Develop our audience for dance.	<p>Average audience for dance has risen to 88%.</p> <p>There has been a focus on cultivating individual ticket buyers, through exclusive pre-show talks with choreographers and trialling performances open only to individual buyers.</p>
Develop opportunities for commissioning and the creation of new work.	<p>Co-commissioning of new work has continued, examples of this being Hofesh Shechter's In Your Rooms, StopGAP Dance Company's Portfolio Collection, Liz Aggiss And Billy Cowie's The Living Archive.</p> <p>Studio and theatre space have been provided for the Creative Associate companies to create new work, and also a number of other south east based choreographers, including Ben Wright and Paula Conduit.</p>
Continue to provide opportunities for professional development, creativity and training.	<p>Working with Hampshire Dance a new strand of professional development opportunities and support for south east dance artists has been created.</p> <p>Café Choregraphique is an informal studio sharing for local emerging and established artists to receive constructive feedback on work in progress from an invited audience of dance professionals. This has taken place in the autumns of 2006, 2007 and 2008.</p> <p>Space for Ideas will take place in November 2008, providing valuable professional development workshops for artists working in a range of disciplines. Following on from Spring Collection we presented 4x4: Driving Ideas in December 2007, a mixed bill of work by Miriam King, Ben Wright, Keira Martin and Lila Dance.</p>

<p>Deliver annual celebration of dance, JUMP.</p>	<p>JUMP took place in 2006 and 2007 with a strong mix of professional performances and community participation. Audience and participant numbers increased from 4,777 in 2006 to 5,733 in 2007.</p> <p>A successful addition to the festival in 2007 was A Midsummer Night's Dream which was a joint production with the Young People's Theatre staged at Netley Abbey.</p> <p>In 2008 the festival became Summer Strides and featured a more challenging programme with performances by Liz Aggiss and Jonathan Lunn along with the usual community platforms.</p>
<p>Run an open access programme of dance classes.</p>	<p>Dance classes have increased to an average of 28 different sessions per week. Participant numbers have increased too, particularly in 2008. Successful new classes that have been introduced are the adult contemporary dance group led by Lila Dance and an extra evening adult tap class.</p> <p>2009 will see terms become 12 weeks in length rather than 10, to maximize the use of the studio and respond to participant demand.</p>
<p>Deliver a vibrant and varied education and outreach programme.</p>	<p>A strong education and outreach programme continues, appealing to different schools, colleges and groups.</p> <p>Particular highlights from 06-09 include Barton Peveril College working with Liz Aggiss to reconstruct work that was performed as part of her Living Archive, the large scale InSight project with Hofesh Shechter Company and four south east youth dance companies, work with Wildern School for Siobhan Davies Dance's digital archive, Ros Warby and Vincent Dance Theatre workshops at Winchester University, and workshops from The Cholmondeleys in schools around the borough.</p> <p>The introduction of the PointED programme has seen a large number of successful dance projects being delivered in Norwood Primary School, Quilley School of Engineering and Lakeside School. These include Norwood pupils taking part in productions of A Midsummer Night's Dream and Alice in Wonderland, boys from Quilley working with a male dance artist for a term to create a piece to perform in Class Moves, and Norwood taking part in the Scottish Dance Theatre Interactive event.</p>
<p>Develop regular dance activities, projects and residencies at venues across the borough.</p>	<p>The Point's Community Dance Artist came into post in August 2007 and has since delivered an extensive programme of free community dance activities in the local Eastleigh area. These include regular sessions for older people in care homes, workshops for young volunteers and adult carers, parent and toddler classes for teenage mothers, and workshops as part of the Park Sport programme in a variety of dance styles to act as diversionary activities for young people during school holidays.</p> <p>Funding from the Bursledon, Hamble and Hound local area committee allowed a project to be set up in the southern parishes for older people to access dance classes promoting health and wellbeing. This took the form of weekly sessions in three different community centres and was extremely popular, with a repeat of the project taking place in autumn 2008. This project will also be rolled out to residents of Eastleigh at Age Concern from November 2008.</p>
<p>Provide coherent programme of youth dance activity and support Point youth dance companies.</p>	<p>As well providing dance classes, education workshops and projects for all types of young people in the borough, we have strengthened our focus on a gifted and talented programme of work.</p>

	<p>This concentrates on Elevate summer school, launched in August 2007 for young people aged 13-21 aspiring to train as professional dancers. It began in the first year as a one-week programme and was then expanded in 2008 to two weeks to contain a strand for aspiring young choreographers. Elevate will develop even further in 2009 with the addition of being the selection vehicle for the newly adapted Hampshire County Council dance bursaries.</p> <p>Feet First Youth Dance Company continues to be popular with high participant figures over the junior and senior companies, a model which works well. Feet First have performed in a number of platforms, including Lift Off in Bracknell and the Red Cross Dance for Life event in 2008 where they won the Best Choreography award.</p> <p>Class Moves and Hothouse platforms continue to take place every June, along with the primary schools workshops programme which delivers dance to around 2,500 children in the borough.</p>
Development of disability dance in the borough.	<p>The three existing classes continue to go well, with Jajouka in particular growing in number.</p> <p>Discussion is underway to set up a new group at the D@rt centre in Wildern School to cater for younger children aged 8 – 13 years old from the south of the borough.</p>
Development of activities to encourage involvement in dance activities for boys and young men.	<p>Outside the Box boys group was cancelled in spring 2007 due to lack of participants and then re-launched in autumn 2007 under the new name of Hypnotic boys dance company but again there were insufficient numbers to continue. It was established that this could be due to the great boys dance development work that many of our local schools are doing, meaning that this extra provision isn't needed.</p> <p>Instead it was agreed to focus on the delivery of HeadStart, the annual boys dance platform which grows in number of participants each year, and also to run one-off boys projects as and when suitable, for example the Boys Only project with Hampshire Dance and the Royal Academy of Dance to introduce boys to ballet which took place in April 2008.</p>
To work in partnership with significant organisations.	<p>Continued funding from Arts Council England through Grants for the Arts. Strong links with Hampshire County Council through funding of Alice in Wonderland, Elevate Create and the joint working on the new Dance Bursaries scheme.</p> <p>Good relationship with Hampshire Dance working together on a project by project basis.</p> <p>Youth Dance England's new regional youth dance strategy manager is based with Hampshire Dance in the building enhancing this relationship and creating more opportunities for joint working.</p>

“Challenging, fab, fun, laid back, enthusiastic, new, excellent!”

Comment on Ben Wright Workshop

FILM AND MEDIA

ACTIONS	RESULTS
To create a regional community media centre to provide a training resource, project rooms.	In late 2006 a bid was put into EBC Economic Development to fund a media training facility in Eastleigh town. Following a number of successful projects funded by the Film Council and Heritage Lottery Fund, Hants Media Hub (HMH) was set up. The centre is a partnership between EBC and Cass Productions who have worked to develop media learning together for 8 years. EC gave a grant of £15,000 to kit out the new centre in the Point building with the latest multi-media equipment. In the first year HMH attracted over £30,000 of external revenue funding to run a programme of community engagement projects, training, schools inset and free training for jobseekers. HMH is now the only provider of media training, project work and school teacher inset in the area. www.hantsmediahub.co.uk
Promote the use of media in learning and create a local culture of media education awareness.	Over the last three years HMH has been developed to deliver media education across the borough. The set up costs were the greatest hurdle for a facility. Now these have been met by economic development HMH is able to run using external project funding and the fact Cass Productions lead the courses using the facilities for professionals to supplement the community programme.
Promote use of new Point and arts development website.	The website has now been brought totally into our control allowing immediate updating and being able to utilize more features to promote the work of The Point. The website usage is now recorded and used to monitor the success of particular projects and events.
Develop the use of media within cross art form work, dance, visual, music.	Although Phase III is not finished yet there have been many projects which have successfully integrated media and other artforms. Filmmaking and dance have been integrated with several projects funded by MediaBox and arts development budgets. The 'Hurbasy' project allowed young dancers to create a production company to work through the film process from scripting to editing. Media is increasingly integrated into the work of the YPT and dance department. Our work with dance on screen has been developing and two of the films made in this period have been screened at national dance film festivals.
Further raise profile of the media department.	The arts development team are much more integrated than ever before. Discussions and projects are now between the whole team and professional organisations to instigate new projects. Companies are interested in the cross art form work the unit does and stretching the boundaries of what is possible.
Support the Greyladyes Art centre in developing multi-media work.	The arts unit have had several meetings with the centre to assist them in setting it up and obtaining funding support. The centre is still developing and needs some major capital work carried out. It is hoped that in time they will be fully open to investigate collaborative opportunities.
Work with The Dart Centre to further develop media learning for the wider community.	Having worked with The Dart Centre over the last three years we have developed a number of projects working with media technology. The centre is now in a position to arrange and fund its own projects.
Develop Chandler's Ford and Hiltisbury Festival.	For the last 4 years the arts department have managed the CFH Festival. It is now developed as an ongoing event involving the whole community encompassing music, dance, theatre and education projects.

VISUAL ART

ACTIONS	RESULTS
To develop the Art Klub programme of activities	The successful Art Klub project continued into the 06-09 strategy period successfully. It became clear in 07 that the need for after school visual arts activities was lessening as schools were having to provide more provision because of the extended schools programme and other initiatives to encourage children to engage with art.
To develop the existing Art Klubs	The clubs running in Hedge End, Chandlers Ford, Eastleigh West End Fair Oak and Hamble have now ceased as money for visual arts engagement is re-directed to promoting other visual arts opportunities.
To develop a program of visual arts activities for the 11-16 year old age group	The project carried on for a year before dwindling numbers caused it to end. The school took over the running of the project at Wildern school and has been successfully running it ever since.
To implement a program of professional artists carrying out specialized workshops	Artists were brought in for different terms until the project ended.
To develop the exhibition program at The Point	Work to promote local visual artists has carried on successfully. A number of local artists have exhibited 2D and 3D artwork in one of the three present exhibition spaces. Dance photographer Chris Nash had a high profile retrospective in the main gallery followed by local dance photographer James Robothom. With the taking over of the old library building we have been able to run a number of exhibitions for local painters in its spaces. There are craft and sculpture exhibits in the foyer along with regular exhibitions by the Elders art group. Gallery space will again be vastly improved when phase III is completed.
To establish and maintain a database of visual artists	Work has been done to contact visual artists in the borough and highlight what opportunities, barriers, exhibition/work space they have access to. This information has been used to feed into projects to provide better exhibition spaces and artist studios as the town is re-generated.
Establish concessionary scheme in all areas	The concessionary scheme carried on until the project was finished.
Raise funding for Art Klub for specific projects involving visiting artist	Opportunities for the development of local artists is the main priority now. This way we can retain artists in the area to work with young people and contribute to the local economy.
To develop a program of one off visual arts workshops to be carried out in the community	The visual arts officer will be acting as a curator from The Point from 2009 and will create opportunities for exhibiting artists to run master classes and workshops
Continue to run Elders at maximum capacity whilst looking for ongoing financial support for outreach projects.	Elders has continued to run at full capacity over the last three years and the group have worked on a wide range of topics. Elders is one of the area's premier projects to engage over 60s in creative classes that promote physical and mental wellbeing.

MUSIC

ACTIONS	RESULTS
<p>Provide workshops and residencies which support Eastleigh Borough Council's Strategy For Children and Young People</p>	<p>As part of the PointEd Pilot we provided focussed workshops for Lakeside School in DJing which had really positive outcomes in terms of raising levels of self-esteem and confidence in front of their peers and as a vehicle for expression, and Music Technology Workshops at Quilley School of Engineering which have had a positive impact on the coursework that they are submitting as part of their GCSE Music curriculum.</p> <p>Working in collaboration with the Hampshire Youth Service's Emfest Committee to organise part of the Youth Bands Day at Eastleigh Music Festival, giving them ownership and developing their skills.</p>
<p>Continue to develop links with the D@rt Centre and Thornden Hall to ensure community music activity</p>	<p>Thornden Hall played an important role in the Chandler's Ford & Hiltigbury Festival, hosting workshops and concerts by community groups. The relationship has continued to grow and develop, and we actively support music events held at Thornden Hall, through marketing & promotion.</p> <p>Thornden Hall continues to programme professional concerts throughout the year by a range of orchestras and groups and work closely with their feeder schools to introduce them to facilities and opportunities.</p> <p>The winners of the Battle of the Bands at Point on the Park were used the facilities at the D@rt Centre to record an EP which is invaluable for aspiring musicians in promoting to record labels and agents.</p>
<p>Continue to develop music for older people, with particular reference to Eastleigh Borough Councils Older People Strategy, Live Long and Better</p>	<p>Following on from the success of Music in Care Homes, the Friends of Fernhill, who are a volunteer group have continued to provide music making opportunities through instruments purchased and training received.</p>
<p>Develop further performance opportunities for musicians in Eastleigh Borough</p>	<p>Through the Eastleigh Music Festival we have created a foundation upon which to build, offering performance opportunities to local musicians at a high profile event.</p> <p>The Bandstand Concert series has continued to go from strength to strength and will continue in the same vain, broadening its genre benefiting from a professional PA System, which has been financed by ELAC.</p>
<p>Investigate ways of sustaining music provision through funding and sponsorship</p>	<p>Funding has been sought from Paul Hamlyn Foundation, Awards for All, Grass Roots Grants, Swaythling Housing and Local Area Committees to sustain a varied programme of workshops and performance opportunities.</p>
<p>Continue to support voluntary and amateur music groups in their work</p>	<p>Offering advice to local musicians and community groups.</p> <p>Assistance in advertising concerts and projects.</p> <p>Using local festivals as a performance arena to raise their profile</p> <p>Informing groups of initiatives such as Take it Away and A Space to Play.</p> <p>The Point continues to be hired by a large number of local musicians to present their work to large audiences.</p>

<p>Continue to develop working relationships with professional providers who work in Eastleigh Borough</p>	<p>Working in collaboration with Roger Watson from TAPS (Traditional Arts Projects) and Karen Donnelly, Artist for the opening of Chandler's Ford & Hiltingbury Festival at Hiltingbury Lakes. This hugely successful project involved students at Merdon Junior School and Hiltingbury Junior School. They crafted their own songs and floating artwork, informed by their local area.</p>
<p>Develop cross art form work which integrates music – in particular working with other members of the arts development team</p>	<p>The Basque project was a celebration to inform and educate a new generation of people of the events of 1937. The project involved a series of multi-arts events including dance, theatre and music. We managed a pilot programme of arts workshops for the users of Bishopstoke Day Services, held at their day centre. The 10 week courses covered a range of art workshops including Art workshops for the users of Bishopstoke Day Art & Craft, Drama, Dance, Music and Theatre. Hofesh Shechter Curtain Raiser Project involved a group of students in the band "The Demise of Romance" from Thornden School and they worked with professional composer Colin Holton on a collaborative dance and music project involving feet First, which was performed in the theatre at The Point. As part of the Chandler's Ford & Hiltingbury Festival we featured Beat Brake Street Skate, which celebrated current youth culture trend Hip Hop, and provided local young people with the opportunity to take part in various aspects of this culture. This included dance workshops in street dance, brake dance, coaching sessions for keen skaters, BMXers & Boarders and DJ workshops.</p>
<p>Actively raise the profile of music development</p>	<p>Networking at corporate events for example Creative Partnerships Conferences and more recently the Folk Arts Industry & Annual Festivals Conference. Through PointEd we have embarked on a couple of innovative projects that have raised the profile of music development and developed relationships that will improve PointOut's delivery for future projects. Picking up the Drum Runners Project, this had fallen by the wayside, at Quilley School of Engineering, developing links with a new music teacher to establish a Junk Drumming ensemble at the school. Effectively evaluating the work that we do, and circulating reports to funders, councillors, council members and sending out press releases in the local media to raise the profile of the arts department and its outreach programme.</p>
<p>Support the development of Eastleigh Music Festival</p>	<p>Established a formula that works for Eastleigh Music Festival, having a focus on the community at large. There was a real mix of music styles that offered 'something for everyone'. We combined world class music artists with community groups, young local musicians and featured the Eastleigh Mela, the single most important multi-cultural event that Eastleigh has ever seen and is going from strength to strength.</p>
<p>Support the range of community festivals taking place in Eastleigh Borough</p>	<p>Continue to support the development of the Chandler's Ford & Hiltingbury Festival Supporting musical activity in the Basque Project, Solent Youth Action Day & JUMP The Point hosts many events and musical societies who have made the venue their regular home</p>

YOUNG PEOPLE'S THEATRE

Over the last three years the young people's theatre has gone through a dramatic transformation to cement its place as the borough's only youth theatre run by professional practitioners. After repositioning the project to work more on skills based development opportunities with young people the YPT is going from strength to strength.

The YPT has been working to develop theatre experiences with young people through large scale performances, workshops, personal development and links with education providers. It is open for young people aged between 7 and 20, with an enthusiasm and commitment to creating high quality theatre performances. With a focus on training individuals who are not only talented performers, but who can emerge into all areas of society as well rounded individuals.

Under the guidance and management of Young People's Theatre Director Christopher Gorry and before him Heidi Vaughan, the workshop groups work on building theatre skills and interpersonal skills, by working with a number of professional theatre practitioners. Throughout the year the groups will work together on presenting productions which will rehearse in and around their normal weekly sessions. Talent is not a prerequisite for admission to the YPT but commitment and enthusiasm is a must.

Workshops

Five weekly workshops maintain and teach skills to young people between large projects to develop their knowledge of theatre and confidence in order that they will be inspired to carry on their education and career in theatre.

Engage - 7-11 year olds,

These workshops provide the basics of stagecraft and voice work, whilst at the same time building confidence through group work, basic storytelling, theatre and performance.

Enhance - 12-15 year olds

Building on the basics, and delving a little deeper. By understanding the importance of the story, the characters and the situations, the Enhance sessions will focus on creating rounded characters through expression and physicality.

Enliven - 16-20 year olds

These sessions prepare members to take responsibility for the work they produce, and the stories they tell in performance. Members work in much more practical detail and explore all types of theatre. There is a safe environment to take theatrical risks, make bolder decisions and create stronger characters all of which develop the individual's professional capability.

YPT backstagers

For young people who don't want to act but instead learn skills to technically produce shows using lighting, sound, visuals and set design. Led by the professional technicians at The Point, this project caters for the next generation of theatre professionals.



Productions

Since the YPT has re-defined its work there have been a number of large scale performances both in The Point and at other venues around the borough including A Midsummer Night's Dream, The Twits, Alice Through the Looking glass and The Lion the Witch and the Wardrobe. All productions work with a team of professional practitioners to ensure quality and the best possible experiences for young people.

Education

The YPT works with schools around the borough to promote the value of theatre and to give teachers the skills and knowledge they need to take their students one step further. Programmes of inset by the YPT Director have seen GCSE results at one local school up to their highest level. Professional masterclasses for young people to enhance their technique and skills have happened around the borough to maximise young people's potential.



Professional development

There are a number of ways the YPT has developed individuals professional careers. Volunteering and mentoring opportunities have enhanced and skills of many local HE and FE students and given them marketable skills to find paid work in the future. The YPT employs a number of people from the local area to lead its weekly workshops and brings in significant footfall when presenting productions which regularly sell out.

For the last two years the YPT has managed projects to give gap year students the opportunity to have paid work through its schools theatre programmes. These projects have received significant external funding from The Heritage Lottery Fund and local area committees to run educational touring programmes around the area based on specially commissioned plays about Eastleigh's heritage, people and places.





APPENDIX III

Resources and references

References and resources

EBC corporate strategy 2007
EBC Prosperity strategy 2005-10
Eastleigh Health Action Plan 2007-2010 - EBC
Live Long and Better - EBC
Culture and Leisure: the National Picture - GOSE
Arts and Creative Industries: the National Picture - DCMS
Our creative economy - Arts Council England
Eastleigh Borough Council Arts Needs Survey 2006