

Eastleigh's Cultural Strategy

A shared vision



EASTLEIGH
BOROUGH COUNCIL

Culture

The activities, events and opportunities that bring our community and our visitors together to enjoy the life of the borough

Front cover - Frantic Assembly "pool no water" 2006
Sam Barker

Eastleigh Music Festival 2008



What does the borough have to offer now?

An evolving town in Eastleigh, an historic coastline, a number of high performing schools and colleges and thriving professional, amateur and volunteer sectors in arts, play, sport and active lifestyles.

To find out more please use the links shown throughout this document

Youth band day at Eastleigh Music Festival 2008



What does the borough have to offer now?

Significant historic monuments and archaeological sites: Netley Abbey, Grace Dieu, Avenue Park, Hamble Common, Bursledon Windmill and Botley Mill, and an aviation, railways, maritime and waterways heritage of national interest.

The borough also boasts a network of small local museums and libraries in the heart of our communities. Many are provided in partnership with Hampshire County Council.

www3.hants.gov.uk/windmill
www.northstoneham.org.uk/warshrine
www3.hants.gov.uk/museum/eastleigh-museum.htm

Contemporary mosaic, Hamble



What does the borough have to offer now?

International cricket at the contemporary Rose Bowl ground, Olympic training sites for gymnastics and archery, an international centre for sailing at Hamble and a network of wonderful parks for informal recreation and enjoyment of the countryside. Not to mention a host of accessible sporting features which appeal to all sections of our community and an increasing number of informal leisure activities provided in our play/youth areas and green spaces.



What does the borough have to offer now?

A nationally recognised jazz venue at the Concorde Club, a nationally recognised centre for contemporary dance and performance at The Point, a regional centre for music at Thornden Hall, a developing public art programme and one of the best outreach and education programmes in the country.

Creative partnerships between all our venues and schools enhance staff development, self esteem and community safety.

Public art - www.eastleigh.gov.uk/publicart
www.theconcordeclub.com
www.thepointeastleigh.co.uk
www.thorndenhall.co.uk

N'faly Kouyate, Eastleigh Mela 2008





Key challenges

We will talk about our vision and celebrate our successes to enhance perceptions of Eastleigh and to encourage future cultural investment.

We will develop the creative industries and the creative potential of existing industries to enable a skilled, motivated, creative and productive workforce, and we will work to retain that creative talent in the borough.



Key challenges

To encourage greater participation and provide better access we must address potential barriers such as poor public transport and lack of access to facilities which are local.

We will work with the Partnership for Urban South Hampshire (PUSH) to ensure that at a local level there is adequate cultural provision and that new centres are planned with suitable and sustainable cultural infrastructure.

There are ambitious plans to regenerate Eastleigh town centre with a mix of business development, public open spaces, and a thriving cultural quarter. We will work hard to make that vision a reality and put culture at the centre of the regeneration programme.

www.push.gov.uk/intro.aspx

Mosaic dance class, The Point



Key challenges

In times of financial restraint sustained investment in culture and cultural facilities is always tough. It is creativity which provides solutions for developing the economy, imaginative training and development and individual mental and physical well being.

The vision for the future

Eastleigh will be recognised as a centre for contemporary culture

This will be achieved by providing well developed ladders of opportunity from early stage participation through to professional practice. Eastleigh will be seen as a cultural leader known for innovation and creativity, unrivalled opportunities for participation, imaginative educational experiences and as a hub for young cultural professionals.





Plans for the future

Culture is fundamental to the well being of residents and visitors, and it requires investment to be sustained. We will work to strengthen investment in existing and future cultural opportunities.

The regeneration of the town centre will include the development of Eastleigh town's cultural quarter, public open spaces and opportunities for the new employment action zone Eastleigh River Side to embrace the creative industries.

Eastleigh will also manage and maintain its cultural assets to a high standard.

South Hampshire strategic employment zone - www.eastleigh.gov.uk/ebc-3494
Eastleigh Town Centre - www.eastleigh.gov.uk/ebc-3492

Public artwork, Factory Road, Eastleigh, Jeanie Driver (artist)



Plans for the future

Participation has always been at the heart of our cultural offer and we will continue to tackle barriers to engagement. We will focus on improving access for young people and the elderly developing provision across the borough.

We will take the lead in developing creative partnerships with the education sector and assume the role of cultural leadership for our region.



Plans for the future

Local distinctiveness is important to many of our communities and a host of voluntary organisations is committed to raising the profile of the borough's heritage.

We will support the efforts of local history organisations and the heritage guides and will work in partnership with others to preserve, interpret and promote the built heritage.

www.english-heritage.org.uk
www.hamblevalley.com
www.gaf.org.uk
www.hamblevalleyheritage.co.uk

Netley Abbey



Plans for the future

We will use the planning framework to support culture. The new planning guidance for the borough puts investment into cultural facilities at the heart of any planning application.

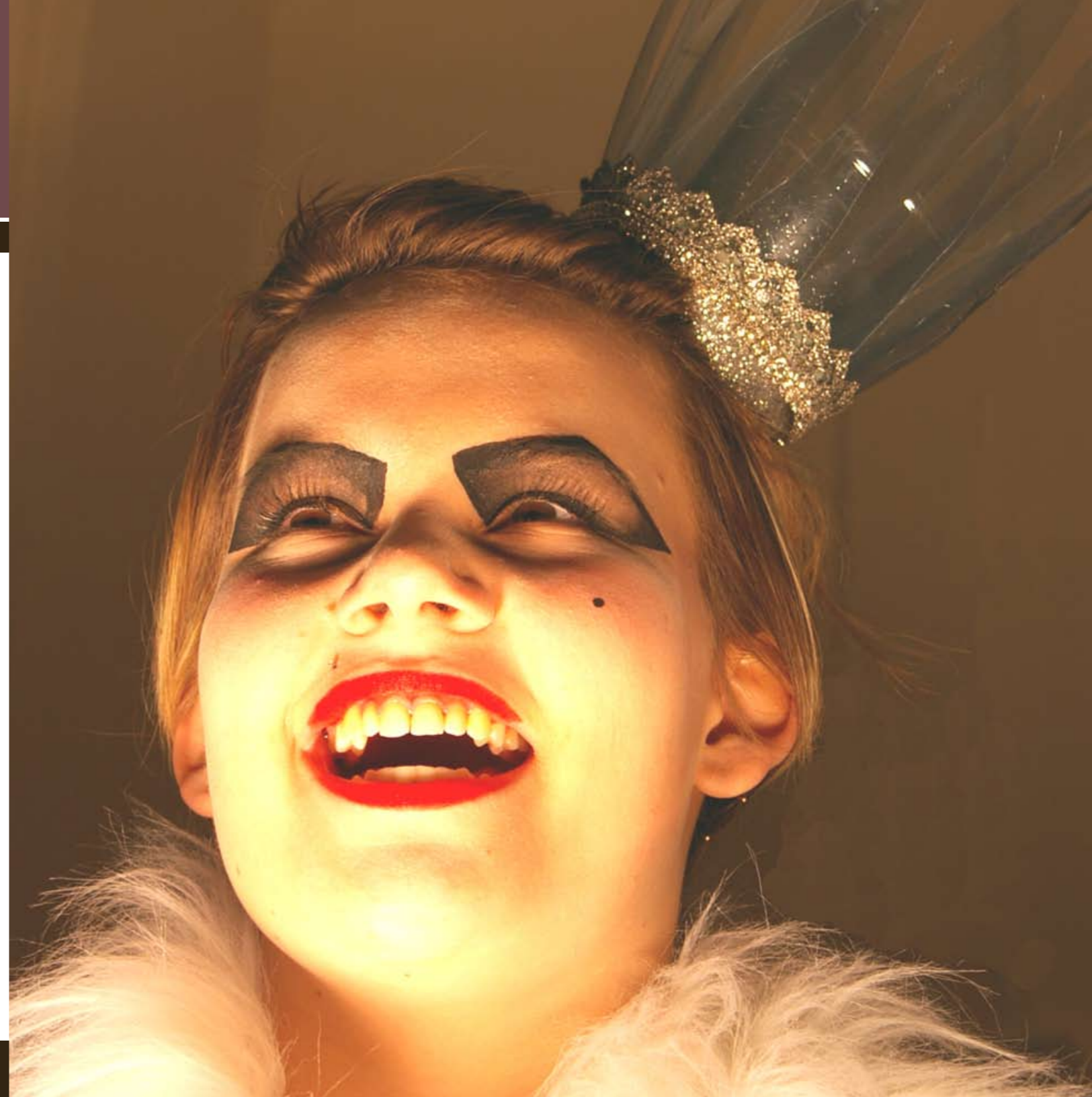
A major review will take place of the sport and active lifestyles strategy resulting in a new strategy for the next five years. A development plan for Fleming Park will be produced in 2009.

The play areas strategy will deliver Play Builder and Big Lottery funded projects for the borough and the parks and open spaces strategy will inform the management and development of informal cultural activities.

Key priorities for the next 5 years

- DEVELOPING YOUNG TALENT

The establishment of the Point's Phase 3 creation centre as a hub for young people's creativity in dance and theatre making. The Point has an enviable reputation for developing talented young performers and has involved thousands of young people in a range of arts activities.



Key priorities in the next 5 years

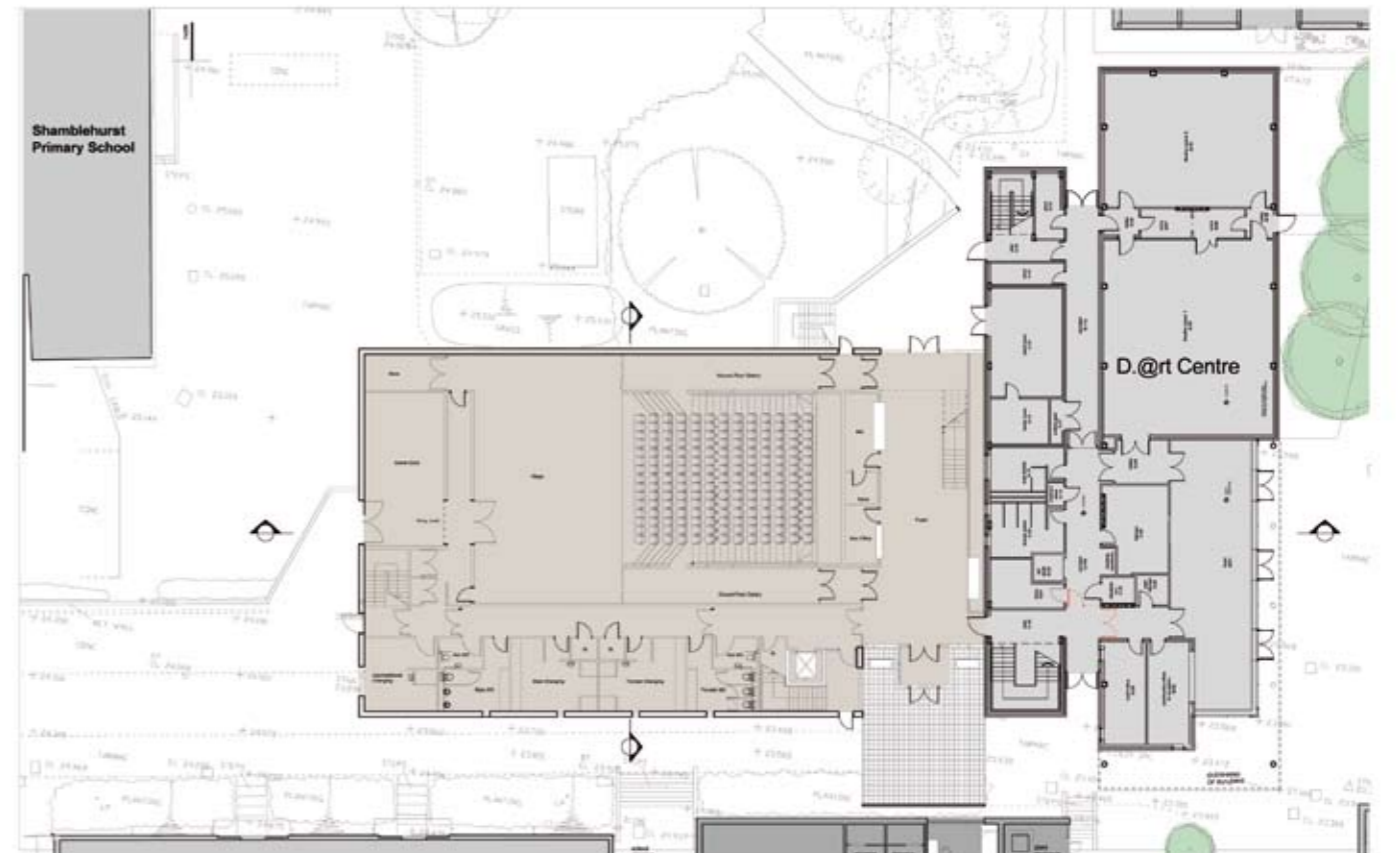
- BROADENING PROVISION ACROSS THE BOROUGH

The borough's urban areas have grown considerably in recent years and with more expansion planned, it is important that provision of a cultural focus in Eastleigh town centre is complemented with a network of facilities across the borough.

The first of these is the 300 seat theatre on the Wildern school campus, creating a growing arts complex on the site which already has the d.@rt centre, The Wave theatre and important sports provision.



1 Long Section
Scale: 1:200



Key priorities in the next 5 years

- CREATIVITY & EMPLOYMENT

The importance of supporting the creative industries to develop the region's economic performance has been highlighted in numerous research reports.

The regeneration of Eastleigh town centre will enable the town to enhance its creativity and its future by developing a hub for the creative industries and artists in the heart of the community and the business centre of the town.

www.port.ac.uk/cibas

www.thorndenhall.co.uk

www.push.gov.uk/what_we_do/projects/other_projects/clusters.aspx

Thornden Hall



Key priorities in the next 5 years

- THE PAST OUR FUTURE

The regeneration of Eastleigh town centre creates the opportunity for a new discovery centre in the town as the next generation of library and museum provision.

The restoration of the Itchen Navigation is a significant partnership project to restore, preserve, protect and interpret the historic canal way. The project will open up the riverside to the community and visitors as well as protecting the environment.

South Hampshire strategic employment zone - www.eastleigh.gov.uk/ebc-3494
Eastleigh Town Centre - www.eastleigh.gov.uk/ebc-3492
www.hwt.org.uk/pages/itchen-navigation.html
www3.hants.gov.uk/discoverycentres.htm



Key priorities in the next 5 years

- THE NEXT GENERATION

A new youth facility in Eastleigh town will create a thriving contemporary centre created for and with young people, where they can learn, develop and enjoy themselves.



Key priorities in the next 5 years

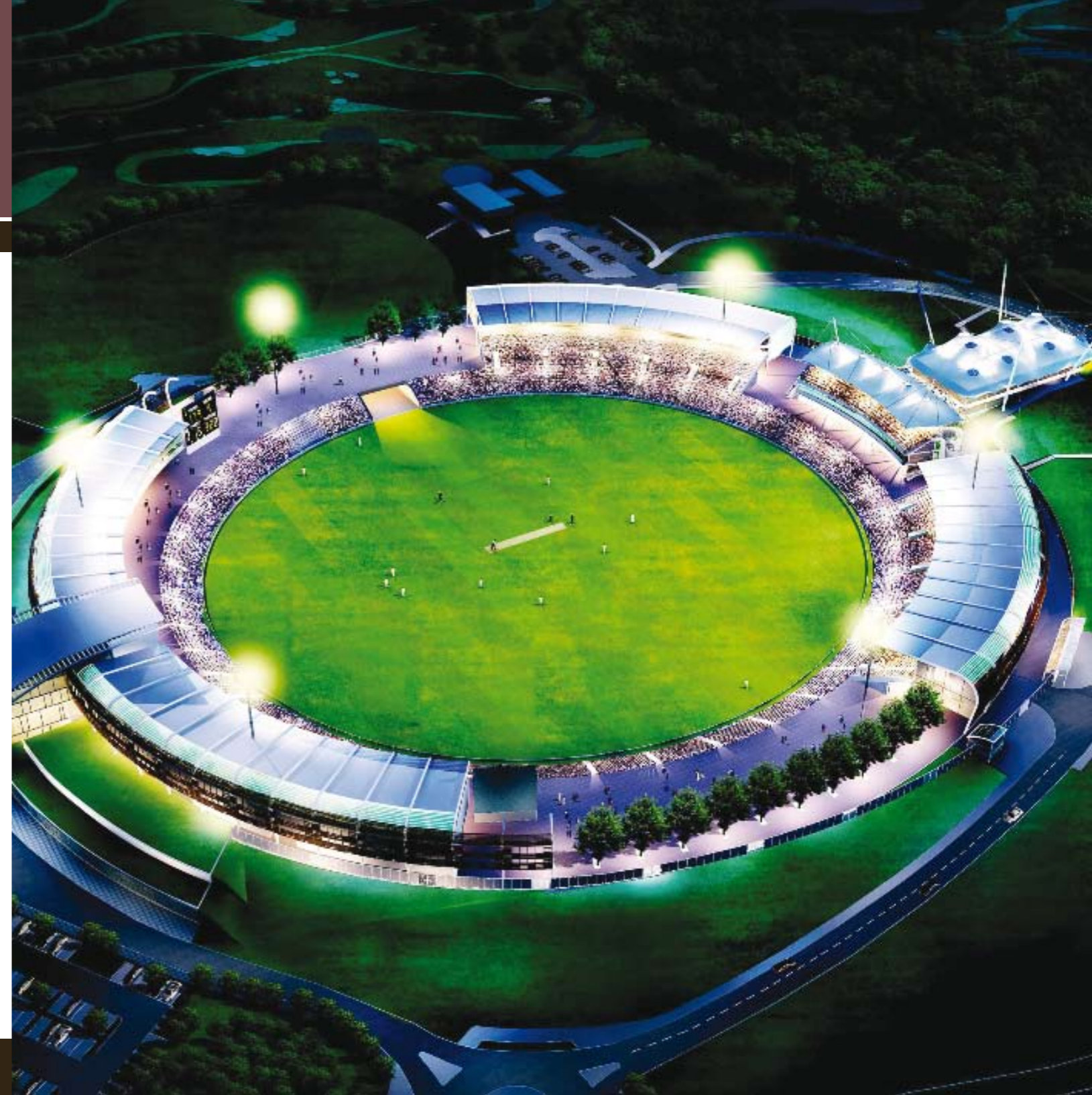
- THE VISITOR ECONOMY

The Rose Bowl is an international brand that will promote our region across the world. It will bring international sport right into the community and provide enhanced opportunities for young people to get involved in sport from grass roots through to a competitive level. It is also a major venue for music events.

The River Hamble is a world renowned centre for sailing and has a growing reputation for gymnastics which will be highlighted in the build up to the Olympics.

www.hamble.co.uk
www.rosebowlplc.com/home/rose-bowl

The Rose Bowl, West End



Key priorities in the next 5 years

- CELEBRATING CULTURE

Key events and anniversaries that we will be celebrating include the music festival and mela; the centenary of the airport; the heritage of the Leigh Road recreation ground; the opening of The Point's creation centre; the opening of the new theatre at Wildern campus; the Hampshire games and the Olympics.

We will be launching a new project to develop Entertaining Eastleigh one stop events booking line and website, smart travel card and hotel booking system.



Key priorities in the next 5 years

- LEADERSHIP

The council's new culture unit will take the lead in delivering the cultural agenda but it can only be achieved by working with colleagues in other units and with partner organisations including Hampshire County Council, Southampton City Council and the PUSH partnership as well as the cultural agencies and providers.

Countryside - www.eastleigh.gov.uk/ebc-1523

Health - www.eastleigh.gov.uk/ebc-2384

HCC cultural strategy - www3.hants.gov.uk/cultural-strategy/cultural-strategy-4.htm

SCC cultural strategy - www.southampton.gov.uk/s-leisure/artsh heritage/art-development/cultural-strategy.asp

PUSH cultural strategy - www.push.gov.uk/what_we_do/culture/intro.aspx

ACSE - www.artscouncil.org.uk/regions/homepage.php?rid=6

Sport England - www.sportengland.org

English Heritage - www.english-heritage.org.uk

Living Places - www.living-places.org.uk

Please share your thoughts with us by visiting our feedback forum www.thepointeastleigh.co.uk/thepoint-622 emailing culture.unit@eastleigh.gov.uk, or write to us at Culture Unit, Civic Offices, Leigh Road, Eastleigh, SO50 9YN



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