



## **“Eastleigh’s Window of Opportunity“**

‘Gallery this way’ is an innovative arts initiative that aims to turn vacant units into temporary gallery space for contemporary artists. We want to utilise empty shop windows to offer a platform for emerging artists to exhibit their artwork and offer a positive image of regeneration in the town centre with positive outcomes for all. The initiative will offer many benefits to landlords and agents;

### **What are the Benefits for landlords?**

- **Improve the appearance of vacant units by reducing fly posting and the visibility of junk mail**
- **Create an active frontage for the duration that the property is vacant, which will enable prospective tenants to see the area as a vibrant community**
- **Draw new visitors into the town centre, increasing footfall and passing trade to existing shops in Eastleigh town centre**
- **Create positive PR opportunities and enhancing the corporate image of the companies involved**

### **How will this be achieved?**

The ‘Gallery this way’ team is planning a rolling programme of exhibitions and events scheduled to start in autumn 2009. Exhibitions will be installed on portable boards in the window display area of the unit and viewed by the public from the outside of the property. Events are planned that will enable artists to develop artwork with community members, increasing audience numbers and creating positive PR for all involved. ‘Gallery this way’ is just one initiative that forms part of an ongoing programme of regeneration aimed at increasing prosperity in Eastleigh town centre.

### **Who chooses the artwork?**

‘Gallery this way’ is being developed by Eastleigh Borough Council in partnership with Greyladies Art Foundation and a selection of talented local artists.

Artworks will be selected according to their appropriateness to the theme of the overall exhibition and their host vacant unit. Selected artists will be expected to produce a scale design proposal for their exhibition in an electronic format that can be circulated to the ‘Gallery this way’ team and property agents for approval prior to exhibiting.

### **What are the legal implications?**

The landlord would be asked to enter into an agreement with Eastleigh Borough Council that will allow the ‘Gallery this way’ team access to their property to set up and dismantle an exhibition. A draft agreement has been prepared by our legal team and is available on request.

All artists participating in 'Gallery this way' will be required to provide evidence of insurance which covers the artist, the exhibition site and the artist's artwork for the duration of their exhibition.

The risk to vacant units is minimal as the public will view the artworks from the street and access to properties will be supervised by Eastleigh Borough Council

No planning consent will be required for this temporary use.

### **How will this affect our business rates?**

Artworks that are considered to be part of a window display will not incur business rates. However, business rates will be incurred if artworks are deemed to be occupying the premises. As there is no budget for the payment of business rates within the project, guidance will be sought from the Rates section of the Council on each artist's proposal before proceeding.

### **Who will pay for utilities?**

Utilities will not be used unless there is prior agreement with the landlord. We would welcome the opportunity to talk to landlords about making a contribution towards their electricity charges so that we can explore the possibility of lighting exhibits and projecting films onto the windows of vacant units.

### **How does this affect our ability to let the property?**

'Gallery this way' aims to increase the appeal of your property by raising standards in Eastleigh town centre. Cleaner windows and no fly posting and reduced visibility of junk mail will make your property more appealing to shoppers and as a consequence prospective tenants.

Exhibitions will occupy the window or window display area of the property only, retaining clear views across all zones of the property for viewings. The agent's board will also be visible at all times.

### **What happens if we let the property?**

Exhibitions will typically run for 4-6 weeks. If the property becomes let before the end of an allotted exhibition time artworks will be removed within 7 working days and the property will be returned to its original condition.

### **How to get involved**

If you would like to become involved in 'Gallery this way' or would like further information please contact:

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