



Funded by
UK Government



Eastleigh Artist in Residence

Artist's brief

May 2024

Executive Summary

Eastleigh Borough Council is inviting submissions from Artists to undertake a residency in Eastleigh Town Centre.

The Council welcomes proposals from across the creative disciplines including interdisciplinary approaches between Artists and collaborators of their choosing.

The residency is funded by the Department for Levelling Up, Housing and Communities (DLUHC) UK Shared Prosperity Fund (UKSPF).



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1. Project Vision

a. Vision Statement

Embedding artists within the town centre consultation and regeneration process.

b. Project Background

This project is funded through the Department for Levelling Up, Housing and Communities (DLUHC) UK Shared Prosperity Fund (UKSPF). The UKSPF is part of a suite of funding that supports the UK Government's wider commitment to level up all parts of the UK, as set out in the Levelling Up White Paper. It takes the place of EU Structural funds post Brexit. The primary goal of the UKSPF is to build pride in place and increase life chances across the UK through the delivery of a wide range of interventions that reflect local need and opportunity.

The UKSPF presents an opportunity for the Council to work with its local communities and develop a new approach for Eastleigh town centre. It is part of a wider UKSPF town centre intervention focused on thinking differently about how space is used in the town, who we partner with, and how as a local authority we can empower communities to lead on regeneration initiatives.

2. Project Context

a. Site Location

Eastleigh is the largest town within Eastleigh Borough. The Borough extends to its boundary with Winchester District in the north, and southwards to the coast at Southampton Water. It is bounded to the east by Fareham Borough and to the west by Test Valley Borough and Southampton.

b. Project Context

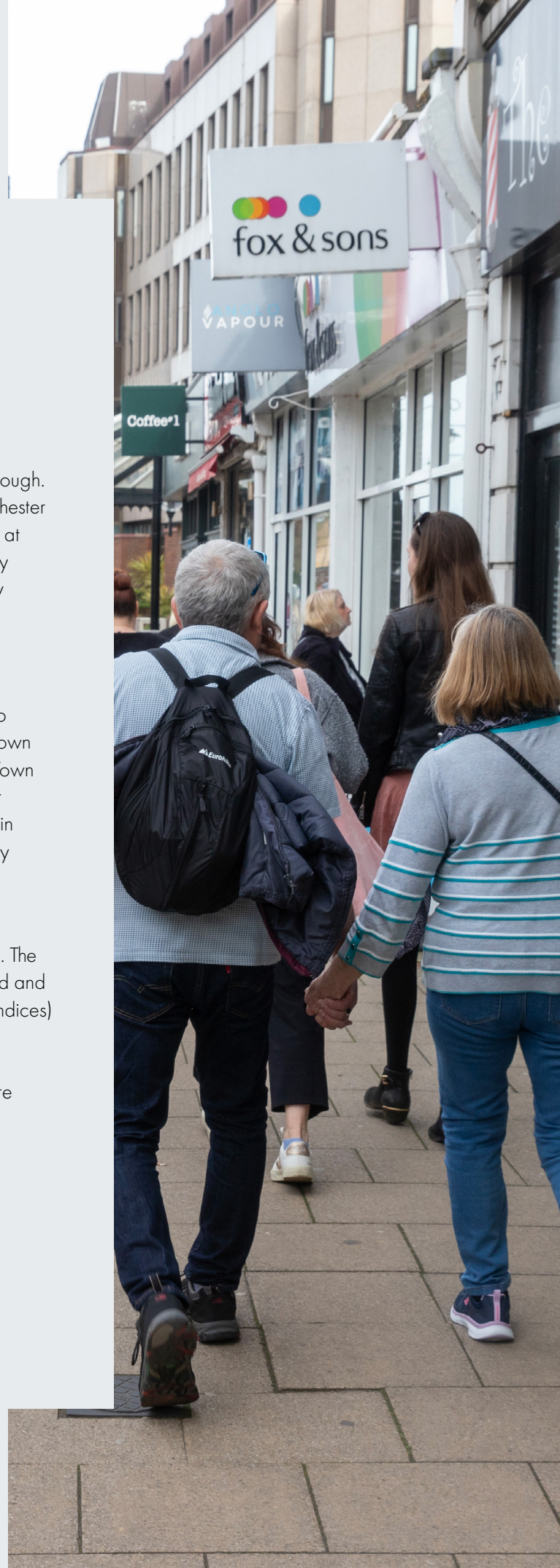
In 2024/25 Eastleigh Borough Council plans to consult with residents and key stakeholders on town centre improvements. Alongside contracting a Town Centre Lead Consultant to manage the broader consultation, the Council is contracting an Artist in Residence to diversify its approach to community engagement and embed art within the process.

The Council and Eastleigh BID are working with partners to review the town's events programme. The current events programme including Unwrapped and Eastleigh Mela, (see draft programme in Appendices) will offer opportunities for the Artist in Residence to deliver creative activities for a diverse range of participants, which can simultaneously capture residents' perceptions of the town.

c. Strategic Context

The three investment priorities of the UKSPF are:

- Community and Place
- Supporting Local Business
- People and Skills





The Council's preferred interventions are set out in the Investment Plan – 'Growing Spaces, Growing Networks, Growing Wellbeing', which was submitted to the UK Government in August 2022 and subsequently approved in December 2022. A summarised version of this Investment Plan can be found at <https://meetings.eastleigh.gov.uk/documents/s50035942/CIP%20App%201.pdf>

This project follows on from the adoption of the Regeneration Principles for Eastleigh Town Centre in October 2021, which touch on priority themes within the Eastleigh Corporate Plan 2023-2026; 'Shaping places' and 'Creating homes and communities'. It is part of wider regeneration aspirations for Eastleigh town centre, which aim to increase footfall and dwell time, making Eastleigh a place:

- that meets the needs of its communities.
- to do business.
- that you want to spend time.

The residency also aligns with the Council's adopted Public Art Strategy: <https://www.eastleigh.gov.uk/parks-leisure-and-culture/arts-and-culture/public-art/eastleighs-public-art-policies>

The main focus of this residency is creative community engagement activities. Although the brief is not to design public art outcomes, the Artist in Residence could engage the public in developing proposals for public art interventions (temporary or permanent) as part of future town centre improvements.

d. Historic Context

A Saxon village called 'East Leah' has been recorded to have existed since 932 AD. ('Leah' is an ancient Anglo-Saxon word meaning 'a clearing in a forest').

The Local Plan 2016-2036 describes that Eastleigh, "was historically a railway town focused on the former railway works to the east of the centre (Eastleigh River Side), and this has shaped its character, with a grid pattern of streets and older buildings predominantly from the Victorian and Edwardian eras. The town has a strong railway heritage, and also a considerable aviation heritage given the proximity of the airport and the history of aircraft developed in this area." (6.4.4)

It goes on to describe the town centre in some detail, "The town centre has a dual focus, with the majority of the newer shops in the Swan Centre to the south, and a major supermarket along with the recreation ground, cultural facilities and offices to the north off Leigh Road, linked by two main streets (High Street and Market Street)." (6.4.9)

Eastleigh also identifies as a place of care and shelter. At key moments in modern history Eastleigh has offered refuge to displaced people, including 4000 Basque children at Stoneham in 1937 and most recently housing Ukrainian and Afghan refugees. Charlotte Mary Yonge, the writer credited with naming Eastleigh in the 19th Century was a keen advocate for good living conditions and educational opportunities for all. A bronze statue of Yonge (made by Vivien Mallock in 2014) sits outside the Railway Station.





3. Project Brief

a. Project Aims

This project aims to meet the Council's Corporate Priorities to contribute to the delivery of the long-established strategic aims of **Enabling a Healthier Eastleigh, Shaping Places, Protecting Our Environment** and **Creating Homes and Communities**.

This project creates opportunities to:

- promote mental and physical wellbeing and reduce social isolation.
- increase local distinctiveness and have a positive impact upon the community identity.
- enhance the public realm and resident's enjoyment of the public open space on their doorsteps.
- build connections between town centre stakeholders including businesses, their customers, and local residents.

b. Project Themes

The Artist in Residence will need to respond to the following themes:

Understanding perceptions of Eastleigh town centre through creative community engagement.

Creating meaningful experiences to strengthen residents' place attachment.

Utilising art as an effective tool for **placemaking**.

c. Public & Stakeholder Engagement/ Consultation

A core part of this project is engagement with local residents and stakeholders including the project Steering Group and Eastleigh BID (Business Improvement District). The Appointed Artist will be encouraged to spend time with Eastleigh BID's Ranger team and town centre businesses; as well as engaging with people visiting the town centre for shopping, leisure, socialising and health services etc.

We are interested in dynamic approaches to community engagement such as radio broadcasting, video ethnography, poetry, collaborative collage, social media etc.

Engagement activities are expected to take place outdoors in the town centre though indoor space can be made available to the Appointed Artist at The Point, and potentially through negotiation with other partners in the town centre.

Consultation could extend to gathering views on ideas for public art interventions (temporary or permanent) beyond the duration of the residency.

d. Roles & Responsibilities

Appointed Artist – The Artist selected for this project is responsible for development and

delivery of the residency including community engagement. They will need to manage relationships with any collaborators or sub-contractors and ensure delivery of all work is high quality, within budget and to the agreed timescale. They are expected to attend meetings (mostly online) with the Steering Group and supply regular updates throughout the project to the Project Manager.

[Throughout the rest of the Artist's Brief 'Appointed Artist' refers to an Artist or Artist Collective selected to deliver the project and doesn't infer a preference.]

Project Manager – Vickie Fear, Public Art Officer for Eastleigh Borough Council will manage this project, ensuring EBC processes for delivery, reporting and archiving are adhered to and completed within budget and to the agreed timeline. The Project Manager is the Appointed Artist's main point of contact and reports to (and is part of) the Steering Group.

Steering Group – The Steering Group's role is to support the project from commencement to completion; more specifically they are responsible for shortlisting Artists for interview, selecting the Appointed Artist and approval of the community engagement plan. The members of this group are committed to attending regular meetings and representing the viewpoints of the wider community.



4. Project Budget and Deliverables

a. Budget

A **total budget of £15,000** is available and is proposed to be allocated using the following breakdown:

£10,000 Lead Artist fee (incl. any expenses such as travel, subsistence etc.)

£5000 Participation/production costs

Applicants can propose to use the total budget with an alternative breakdown.

There is no additional contingency budget for this project.

Due to the restricted timescale for this project it is not anticipated that any further fundraising by Eastleigh Borough Council will take place to increase the budget for this residency. Applicants should make it clear in advance if they would be seeking any additional funding to support themselves during the residency.

Ideas for Public Art (temporary or permanent) developed during this residency could be explored for delivery with additional funding, either from other UKSPF budgets or further fundraising by the Council.

b. Deliverables

The Appointed Artist will be required to propose **a plan for public consultation/community engagement** for comment and approval by the Steering Group. This will also give the Steering Group plenty of notice to support any events and raise awareness of the project with the wider community.

The Appointed Artist will be expected to deliver the proposed **programme of community engagement activities** as part of undertaking the Eastleigh Town Centre Residency.

The Appointed Artist will need to compile findings including community responses and a summary of activities delivered in a report to share with the Steering Group and Town Centre Lead Consultant.





5. Invitation to Apply

a. Requirements

The Appointed Artist will be expected to:

- have a demonstrable track record of community engagement projects
- have valid Public Liability Insurance of not less than £2,000,000.00
- be registered on the DBS Update Service or complete a DBS check through EBC
- prepare risk assessments, method statements and any other health and safety documentation as required for the project
- manage Agreements with and payments to any collaborators/sub-contractors
- manage their own National Insurance contributions and income tax, and supply details such as UTR and NI number or company number and VAT number (if registered) when requested. Sole Traders will be required to complete a Freelance Declaration Form.

The Appointed Artist can be any nationality but must have the legal right to work in the UK.

The Council is committed to equality of opportunity and believes in the benefits that a diverse portfolio can bring. We would encourage all applicants who meet the essential criteria to apply.

b. Site Visits

Artists interested in applying for the residency are invited to visit Eastleigh Town Centre for an organised site visit on ~~Wednesday 5th June, 12 noon - 1pm~~ (changed to) Thursday 6th June, 11.30am - 12:30pm. This is an opportunity to familiarise yourself with the town and to meet the Project Manager and some representatives of the Steering Group.

An online Q&A will take place online on Wednesday 5th June, 2-3pm. This is an opportunity to meet the Project Manager and some representatives of the Steering Group if you are unable to visit the site in person.

Please RSVP for these events by email to vickie.fear@eastleigh.gov.uk
You will then be sent instructions for joining the event.

Attending either of these events is not essential and Artists should only attend one or the other.

Artists can visit Eastleigh Town Centre at any other time without guidance by the Steering Group. If you are not already familiar with the town we recommend also visiting The Point and Leigh Road Recreation Ground.

c. How to Apply

Please submit an Expression of Interest (see 5d for what to include) by email to Vickie Fear, EBC Public Art Officer (pronouns: she/her) **by midday on Monday 10th June 2024**: vickie.fear@eastleigh.gov.uk

Artists are also asked to complete an anonymous Monitoring Survey when submitting their EOI. This will help EBC to better understand the protected characteristics of Artists interested in our Public Art opportunities and how the Council can improve our application process to broaden the diversity of Artists we are working with. Artist Collectives should complete a Monitoring Survey for each member of the Collective.

Please confirm in your email that you have completed the anonymous Monitoring Survey.

Late submissions cannot be considered. Please email your submission well in advance of the deadline to avoid the possibility of technical issues and lateness.

d. Expression of Interest

To apply for this project please submit the following as a single pdf attachment*:

- Your name/ the name of your company or collective
- Contact details including email, phone number and current address
- Links to your website, any online video content about previous projects (max. three) and any professional social media accounts
- A short statement (approx. one side of A4) outlining your proposed approach to this residency and how it relates to your broader practice and previous work
- Your CV
- Up to four images relevant to your proposal or previous work (not essential)

*Files can be merged online for free using [Adobe Acrobat](#).

Please do not attach image or video files separately to your email.

If you would prefer to submit your EOI in another format such as audio or video please contact Vickie Fear at least two weeks in advance of the deadline: vickie.fear@eastleigh.gov.uk



6. Selection Process & Criteria

a. Shortlisting

Representatives of the Steering Group will review all submissions received by the deadline and determine a shortlist of up to five Artists/Artist Collectives.

Representatives of the Steering Group will conduct online interviews with the shortlisted Artists and following discussion with the full Steering Group will select the Appointed Artist.

Shortlisted Artists will be asked to supply the names, roles and contact details of two referees.

Please note that Eastleigh Borough Council reserves the right not to appoint any of the applicants if none of the submissions are considered suitable and may approach others to submit proposals.

b. Selection Criteria

Criteria 1 – Evidence of capability to produce high-quality work
Assessment: Written submission and images, online profile, CV, references

Criteria 2 – Evidence of developing creative and imaginative site-responsive projects that engage the public and diverse stakeholders
Assessment: Written submission and images, online profile, CV, references

Criteria 3 – Suitability of the artist's approach for this residency
Assessment: Written submission, Initial Proposal, interview

Criteria 4 – Originality of ideas
Assessment: Written submission, Initial Proposal, interview

Selection criteria are weighted equally.

c. Indicative Timescales

Deadline for submissions: **Midday, Monday 10th June 2024**

Notification of shortlist decision: **By Monday 17th June 2024**

Interviews of shortlisted Artists: **Week commencing 24th June 2024**

Decision and appointment of successful Artist: **By Saturday 1st July 2024**

Submission of detailed Project Proposal: **By Wednesday 12th July 2024**

Completion: **By 30th September 2024**

7. Further Information

a. Privacy Notice

This notice sets out how Eastleigh Borough Council (EBC) collects and processes any information that you give, including your personal data, in relation to the Eastleigh Town Centre Residency

Eastleigh Borough Council (EBC) is committed to protecting and respecting the privacy of your personal data. As a registered Data Controller (Reg. no. Z7118863) we comply with the General Data Protection Regulations 2018 (GDPR). Our full privacy notice can be found at www.eastleigh.gov.uk/privacy.

Why we need your personal information

Category of personal data we may request includes:	Purpose of requesting information:
Suppliers	
Name Address Contact details (e.g., telephone number, email address)	To manage the procurement and tender process in accordance with the Public Contracts Regulations 2015 To manage the contractual and/or business relationship with potential suppliers
Local residents and business operators	
Name Address Contact details (e.g., telephone number, email address) Photographs	To process and respond to enquiries/ complaints from local residents and business operators regarding the Project To obtain feedback from the local community regarding the Project
Newsletter Subscribers	
Name Address Contact details (e.g., telephone number, email address)	To enable local residents to receive updates on the progress of the Project
Who we may share your data with includes but is not limited to: Case Management Officers Project Steering Group	
Lawful basis for using your personal data: Article 6(1)(b) – contract Article 6(1)(a) – consent Article 6(1)(e) – public task	
Lawful basis for using your special personal data: N/A	

Who your information may be shared with

Your personal information will be treated as confidential, but it may be shared with other Council services to provide services, meet our legal obligations as a Local Authority, ensure our records are accurate and up-to-date, and improve the standard of the services we deliver. It may also be shared with external organisations involved in delivering services on our behalf where the Council has a lawful basis to do so. We will only use your information in ways which are permitted by the General Data Protection Regulation and the UK Data Protection law.

- The Council has a duty to protect the public funds it administers and may use the information you have provided or share it with other bodies for the purpose of preventing and detecting fraud. This includes participation in the Cabinet Office [National Fraud Initiative](#).
- We may use your personal data for marketing products or services.

While conducting our business, we may from time to time conduct voluntary surveys to collect information about how our services are performing, what improvements we could make and other information about the demographics and make-up of the Borough. Only statistical information is ever shared, used or analysed from these surveys.

How long your personal information will be held

We retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purpose of satisfying any legal, accounting or reporting requirements, or to fulfil statutory obligations. Full information regarding retention periods for the different types of data can be found on our website in our [retention and disposal](#) schedule.

Data Protection Officer

If you wish to ask us anything about data protection, ask for a copy of your data or you have a complaint about how we have used or looked after your data, you can contact our Data Protection Officer at:

Data Protection Officer
Eastleigh Borough Council
Eastleigh House
Upper Market Street
Eastleigh SO50 9YN

Email: DP@eastleigh.gov.uk

For more information on Data Protection in general, or if you wish to make a complaint relating to how your personal data has been used, please contact:

The Office of the Information Commissioner
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AX

Website: www.ico.org.uk
Email: casework@ico.org.uk



b. Diversity and Equality Policy

1. Equality affects quality of life

For our council this means:-

- respect and fair treatment for our employees and the community
- actively promoting non-discriminatory practices beyond legal requirement
- responding to the needs of the local community
- encouraging people to take advantage of opportunities
- being flexible, honest and open

This policy is concerned with services to our community and with employment. The council will provide clear guidance on equal opportunities issues and ensure that its policy is implemented through service development plans.

The following sections seek to ensure that people do not receive unequal treatment or reduced opportunities because of their age, sex, ethnicity, nationality, colour, religion, sexual orientation, disablement or poor health, social or personal background, employment.

2. Services to our community

It is the council's policy to provide services of a high standard to all members of the community. The council acknowledges that certain people in our community experience discrimination and unequal treatment. In order to deliver a responsive, open and high quality service to members of the community, the council will:

- seek to overcome unfair discrimination in service delivery
- identify the ways in which service delivery affects different service groups
- take positive steps to overcome barriers to equal opportunities
- promote fair treatment including provision of training for staff
- ensure that its services reflect the needs of the whole community
- monitor and measure service delivery and take positive action where the standards are not met
- ensure that all employees are aware of this policy

3. Employment

It is the council's policy to ensure equal opportunity in recruitment, promotion, selection and development of staff. The council will ensure:

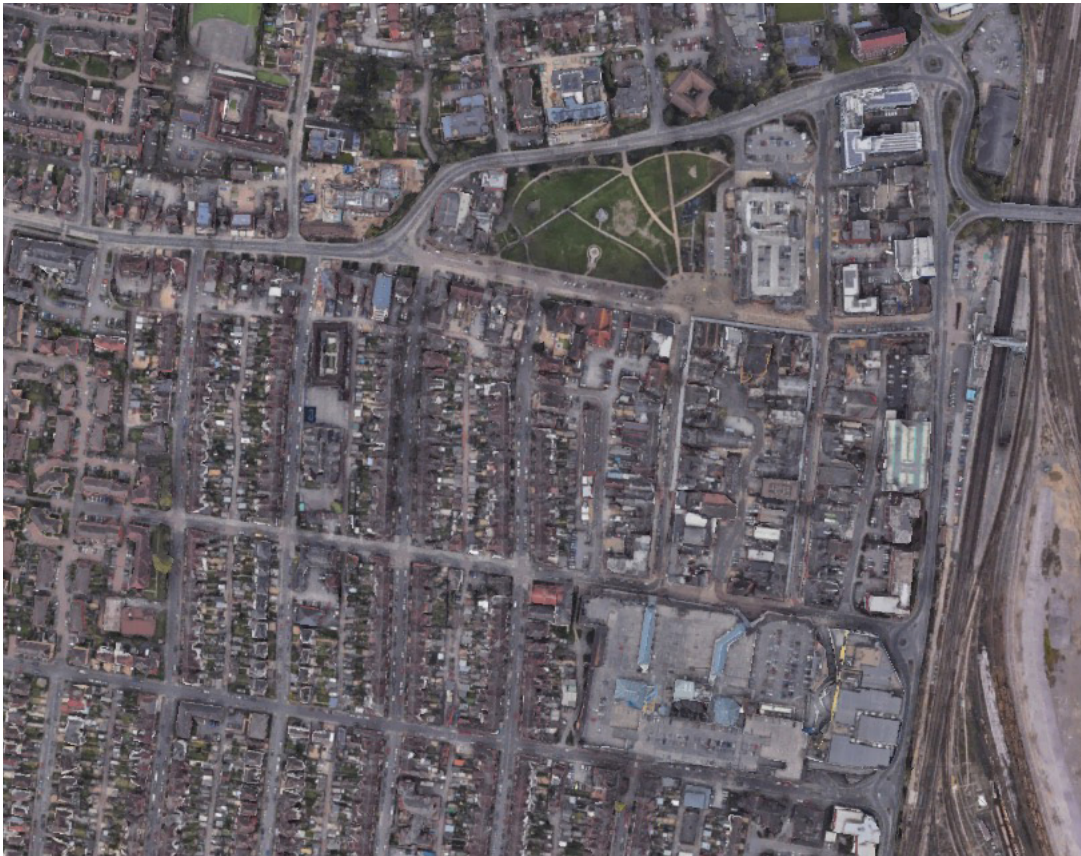
- all employees responsible for the recruitment and management of staff receive training about equal opportunities
- all employees are aware of this policy
- all employees follow this policy
- the effectiveness of the policy is monitored and positive action taken to correct any causes of inequality.

c. Site plans

i. OS Map



- ii. Aerial photograph



APPENDICES

a. Public Art Strategy

<https://www.eastleigh.gov.uk/parks-leisure-and-culture/arts-and-culture/public-art/eastleighs-public-art-policies>

b. Draft Artists Contract

Provided separately.

c. Draft 2024 events programme

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c. Draft 2024 events programme

Event	No. of Days	Date/s	Day of Week	Location	Lead Org
D-day event	1	06-Jun	Thursday		Eastleigh Town Council
Eastleigh Unwrapped	1	08-Jun	Saturday		Eastleigh Borough Council
Summer social	14	08-Jun	Saturday	Leigh Road Rec	Eastleigh Borough Council
Feastleigh Eastleigh food festival (30+ food drink stalls, couple of bands, tables and chairs 15+ artizan/makers)	1	15-Jun	Saturday	High Street, Wells Place, Leigh Rd Precinct	Dream Empire Events
Revelry on the Rec	1	06-Jul	Saturday	Leigh Road Rec	Dream Empire Events
Summer Social / The Points Party in the Park	2	19/7-20/7	Fri / Sat	Leigh Road Rec	The Point
Mela	1	21-Jul	Sunday		EBC/ Asian Welfare Community Association
Summer Social / The Points Party in the Park	2	26/7-27/7	Fri / Sat	Leigh Road Rec	The Point
Chili fest	1	27-Jul	Saturday		BID
Urban Beach	28	1/8-31/8	Mon - Sun		BID
Stephen's Fun Fair	14		Mon - Sun		Stephens Funfair /EBC
Summer Social / The Points Party in the Park	2	2/8-3/8	Fri / Sat	Leigh Road Rec	The Point
Summer Social / The Points Party in the Park	2	9/8-10/8	Fri / Sat	Leigh Road Rec	The Point
Summer Social / The Points Party in the Park	2	16/8-17/8	Fri / Sat	Leigh Road Rec	The Point
Summer Social / The Points Party in the Park	2	23/8-24/8	Fri / Sat	Leigh Road Rec	The Point
Summer Social / The Points Party in the Park	2	30/8-31/8	Fri / Sat	Leigh Road Rec	The Point
End of Summer event	1	31-Aug	Saturday		Dream Empire Events
Pride	1	14-Sep	Saturday		Eastleigh Pride / EBC