



# Public Art Vision for Eastleigh Town Centre

Colourful Colonnades, Studio BAD, 2022

**EASTLEIGH**  
BOROUGH COUNCIL

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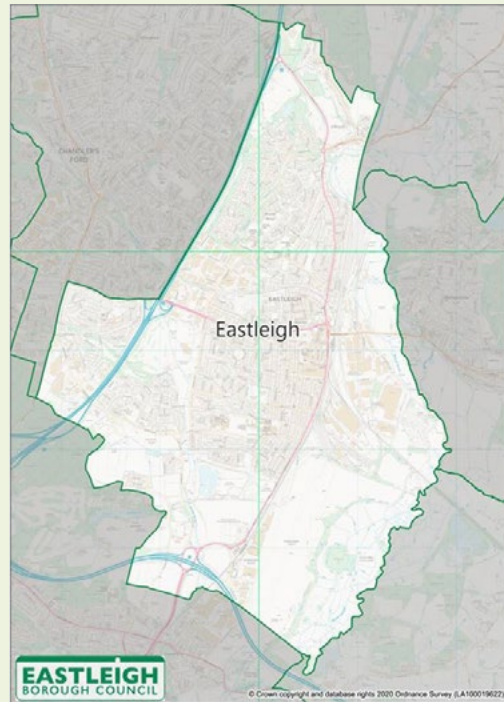
# Introduction

This Vision sets the scene for commissioning public art in the Eastleigh Local Area (ELAC). It sits alongside Eastleigh Borough Council's Public Art Strategy and related policies.

Within this Vision we have looked at what makes the town of Eastleigh and the Local Area of ELAC distinctive from other areas within the Borough, and how public art can best be used to improve the lives of residents and make it a more attractive destination for visitors.

It is hoped that this Vision can facilitate successful commissioning in Eastleigh, making good use of the limited resources available and providing a clear set of priorities for future public art projects which can address local needs and enhance the town.

The Vision for Public Art in Eastleigh has been prepared by Eastleigh Borough Council's Urban and Landscape Design Team. December 2023.



# Vision Statement

ELAC adopts a strategic approach to public art commissioning, aiming to utilise public art as a valuable tool for placemaking and improving health and wellbeing in the town of Eastleigh.

# Public Art Policies in Eastleigh Borough

All of the following documents are accessible on the Public Art Policies page of the council's website:  
[www.eastleigh.gov.uk/parks-leisure-and-culture/arts-and-culture/public-art/eastleighs-public-art-policies](http://www.eastleigh.gov.uk/parks-leisure-and-culture/arts-and-culture/public-art/eastleighs-public-art-policies)

## **Eastleigh Borough Council's Public Art Strategy (2023 – 2028)**

All public art projects in Eastleigh should align with the Council's current Public Art Strategy (2023 – 2028), adopted in June 2023. The strategy sets out that *'the Council's vision for public art is to deliver a sustainable, innovative, and distinctive public art programme which celebrates the Borough's diverse culture, heritage and biodiversity, engages its communities and brings about a renewed sense of pride and ownership.'*

It defines public art as *'the principle of involving artists in the conception, development, and transformation of the public realm'*; describes what is meant by the public realm; and lists public art forms.

The strategy connects to relevant national policies and both the Council's Local Plan (2016 – 2036) and Corporate Plan (2023-2026), outlining how public art can help to achieve our priority aims across the Borough.

**The Public Art Strategy identifies seven key principles that apply to public art in Eastleigh Borough, and these should underpin all future commissioning in ELAC:**

- Encourage high-quality design and environmental standards
- Improve accessibility and legibility
- Enhance public open space and other recreational facilities
- Raise the profile of town and village centres
- Empower local people and communities
- Celebrate heritage, biodiversity and culture
- Advocate and promote the benefits of public art

An extract from the Action Plan which accompanies the Public Art Strategy, identifying current or forthcoming projects or developer's contributions for public art is included in the appendices of this Vision.

### **Public Art Process & Procedure**

A set of guidelines accompany the Council's Public Art Strategy, offering a free online resource for anyone commissioning public art. Public Art Process and Procedure makes recommendations for good practice in commissioning and outlines the five-stage process for successful public art projects. All future commissioning in ELAC should follow this process and projects should adhere to the recommended principles for good practice:

- having a clear overall vision
- involving key stakeholders in the process
- involving the artist at the earliest stage of development
- having a clear decision-making and approval process.



Lakeside Art Trail, Nicola Henshaw, 2018

Public Art Process and Procedure also describes possible sources of funding for public art projects. Many of the projects delivered by the Council use Developer's Contributions for Public Art allocated by the Local Area Committee. This will continue to be the primary source of funds for public art projects in ELAC, though there may be opportunities to seek external funding such as grants from Arts Council England or the National Lottery Heritage Fund to support strategic projects.

## Eastleigh Planning Obligations Supplementary Planning Document (SPD) (July 2008)

As is recommended within the Council's SPD, Developer's Contributions of less than £10k should be combined for delivery of off-site art. At the time of writing, this figure is under review and the Public Art Officer has recommended that this be increased to £20k, reflecting substantial increases in the cost of materials and labour since 2008 making it almost impossible to achieve high-quality public art with a total budget of £10k or less

Projects within ELAC should adhere to this recommendation; pooling resources from Developer's Contributions of less than £20k to commission high-quality artworks in the locations recommended within this Vision (see page 17).

## Background

Across the local area of ELAC, commissioning public art has served a range of functions, from celebrating the lives of historical figures to bringing together new communities and using the unique characteristics of Eastleigh to add visual interest to public spaces. As the town has grown and changed, public art projects have marked the significant chapters in Eastleigh's ongoing story and this approach continues to be important to the Council.

However, with the prevailing unpredictability of the economy there is increased pressure on the Council's resources. Developer's contributions for public art need to be spent for this purpose but it feels more important than ever to achieve good value for money and deliver high-impact projects which can benefit the health and wellbeing of residents.

Simultaneously, what we understand to be considered as public art is changing from more traditional art forms of sculpture and painting to also include performative and socially engaged practices, which may have temporary or non-physical outcomes.

Adopting a strategic approach to decision-making about public art is therefore essential to ensure that Eastleigh maximises the opportunities for commissioning. This Vision outlines a strategic approach moving forward and over the following sections information about the town has been collated to provide a picture of the needs of its residents, informing that strategic approach.

## Historic context

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)

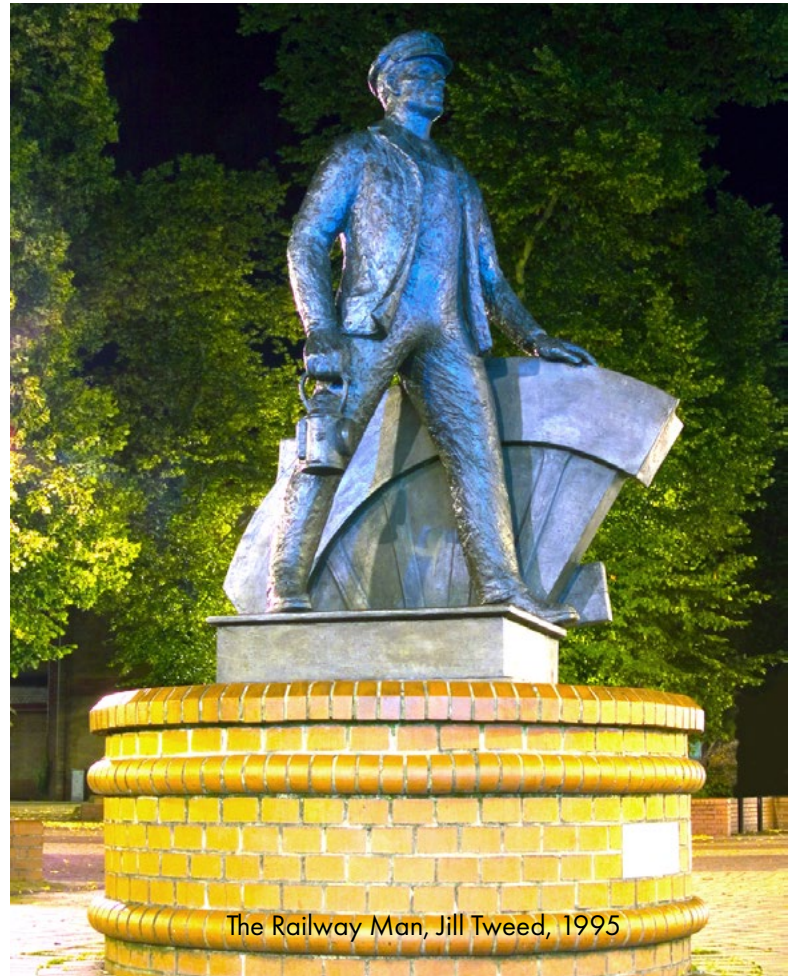
It goes on to describe the town centre in some detail, "The town centre has a dual focus, with the majority of the newer shops in the Swan Centre to the south, and a major supermarket along with the recreation ground, cultural facilities and offices to the north off Leigh Road, linked by two main streets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

Eastleigh is proud of its transport heritage and the retail centre is an important focus for its ongoing ability to serve local people and attract visitors. Jill Tweed's 'Railway Man' sculpture in Market Place is therefore an important asset for the town, making local history visible in a key location.

Alan Manning's three quarter scale Spitfire plane is suspended as if in flight, on the roundabout by Southampton Airport in the far south of ELAC. The piece is an important symbol for the town and has high-impact, positioned so that it is visible from the M27 and encountered by people arriving and departing from the airport.

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 19<sup>th</sup> 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 and is understood to be very popular with residents and commuters coming into the town by train.

It is vital that existing artworks in the town are well maintained and some of the available funds should be allocated for cleaning, repairing or repainting existing artworks to ensure they continue to have visual impact and do not become deteriorating eyesores.



The Railway Man, Jill Tweed, 1995



Charlotte Mary Yonge, Vivien Mallock, 2014



Spitfire, Alan Manning, 2004

# Current context

## Results of Census 2021

The total population of ELAC is **32,251**, made up of **13,433 households**. Consistent with national trends, the population is growing and ageing but of the five local areas in Eastleigh Borough, the population is younger than elsewhere.

Eastleigh Central is the most densely populated ward with **51.9 persons per hectare** – a significant increase in 10 years from 36.4 in 2011. There are the highest number of people living in flats (2,907) and a higher proportion of renters than in other areas of the Borough. **28% of people in ELAC live alone**, slightly higher than the Borough average, and residents of Eastleigh South and Central have the highest numbers and proportion of people who have never married.

Unsurprisingly, as it is well served by public transport, there are more people in ELAC without a car or with only one car per household than in other areas.

**ELAC is the most ethnically diverse local area:** majority White, 88.5% (Borough average 92.4%); the largest non-white group is Asian/Asian British (1,949 people). 87.1% of residents were born in the UK (Borough average 90.7%); the largest non-UK born groups are migrants from the EU and the Middle East/Asia.

**17% of the ELAC population are disabled;** equating to over 5,000 people.

**ELAC has higher levels of deprivation** and a lower proportion of higher socio-economic band residents than other areas. Eastleigh South is the ward with the highest number of people who have never worked or are long term unemployed (1,240), followed by Eastleigh Central (1,174) and Eastleigh North (992).

## Economic activity

As described in the Local Plan 2016-2036, “*Eastleigh [Borough] has four sectors that have a higher local share than the national average – distribution, construction, information and communication, and manufacturing. Over half of the business units in Eastleigh are in the distribution or construction sectors.*”

From the 2021 Census we know that most of those working in the Eastleigh Local Area Committee area live outside of Eastleigh, around 17,000, mainly travelling



**32,251**  
population



**13,433**  
households



**87.1%**  
of residents were  
born in the UK



**17%** of the ELAC  
population are  
disabled



Walk In My Footsteps, Jeannie Driver, 2006

from Southampton; only 5,000 live and work in the area; and 11,000 are out-commuters, mainly travelling to Southampton or Winchester.

Although unreliable as a continuing trend due to the Covid-19 pandemic, people reporting in the Census as mostly **working from home has increased from 6,277 in 2011 to 23,893** in 2021 for Eastleigh Borough. In the ELAC area the increase has quadrupled from 1,051 to 4,799.

In the coming years it is expected that there will be an increase in local jobs as a result of the Solent Freeport. Attracting £1 billion of investment, the **Freeport promises to create 16,000 new jobs** in the Solent area, many of which will be based at one of the tax sites in Eastleigh's Navigator Quarter (Airport and Railway works).

## Town Centre Regeneration

As is the case for many towns across the country, online shopping and the development of out-of-town supermarkets and retail parks have negatively impacted footfall in Eastleigh town centre.

Although in constant flux, the last survey results in 2021 showed occupancy in the town centre as 89% (excluding charity shops), decreased from 93% in 2020 (1570 total units available). Many of the shops which have been lost are national chains, meaning that the large empty units are highly visible and have a disproportionate impact on perception of the town centre occupancy.

Responding to this, use of spaces is changing, as is human activity in the town centre; there is an increase in residential use, consistent with shifts Borough-wide, "*192,000 sqm of employment floorspace was lost to other uses (such as residential development) between 2001 and 2014*" (Local Plan 2016-2036).

In October 2021 ELAC and Cabinet approved a set of Guiding Regeneration Principles for Eastleigh titled 'Together we make Eastleigh'.



Monks Brook Gates, Christopher Jenkins, 2016



**The eight Guiding Regeneration Principles work together to ensure Eastleigh develops a strong identity - is locally distinct, sustainable and resilient for the future:**

- Principle 1 A great place to live
- Principle 2 A great place to do business
- Principle 3 A green town
- Principle 4 Meeting the needs of its communities
- Principle 5 Well-connected and accessible
- Principle 6 A place you want to spend time
- Principle 7 A distinct town
- Principle 8 Strong leadership and effective partnerships

Since the approval of 'Together we make Eastleigh', funding has been secured from the UK Shared Prosperity Fund, which will enable strategic initiatives to achieve the Guiding Regeneration Principles. This also creates opportunities to commission artists who can engage with residents for consultation and delivery of regeneration projects.

Alongside the creation of 'Together we make Eastleigh', Studio BAD Architects were contracted to deliver a feasibility study for town centre improvements.

Studio BAD presented a suite of ideas to 'make Eastleigh Town Centre a more experiential destination' including:

- Colourful design interventions in Leigh Road
- Seasonal spaces for performance and market traders in Wells Place
- A 'front garden' and parklets scheme for businesses in Market Street and High Street
- Contemporary street art murals

As part of a first phase pilot project ELAC worked with Studio BAD to install moveable weathered steel planters and seating in Leigh Road, Wells Place and at the entrance to the Swan Centre. Colourful geometric vinyl was also designed and installed on short sections of the glass topped colonnades in Market Street and High Street. Both of these interventions have been well received and work is in progress to extend and expand these improvements, along with new lighting in Leigh Road and Wells Place.



Eastleigh town centre improvements, Studio BAD, 2022. Images courtesy Studio BAD Architects



Majorette Meg, Megan Clark-Bagnall, 2024

Other proposals by Studio BAD including street art murals have been incorporated as part of the recommendations in this Vision (see Forthcoming Projects on page 18)

Eastleigh is well served by public transport with the main railway station and bus station a short and mostly level walk to the main shopping streets. The recent work with Studio BAD is helping to strengthen the connections between transport hubs and the town centre and making the bus station more colourful and attractive.

During the Covid-19 pandemic High Street and Market Street were closed to vehicles to enable social-distancing and extend outdoor seating for businesses selling food. Hampshire County Council’s consultation on making these closures permanent showed that the public were supportive of this scheme, “however, there is uncertainty on the Business Improvement District’s position following consultation with its members.” (HCC, 2021)

Pedestrianisation of the town centre could improve air quality and create a plethora of opportunities for public art, including events and social spaces to increase dwell time in the town and encourage good mental health. The UK Shared Prosperity Fund programme will enable the Borough Council to consult with businesses and residents on a range of ideas for town centre improvements including options for pedestrianisation.

## Climate & Environment

The global climate crisis is of great concern to residents, the most serious cause of climate change being carbon emissions into the atmosphere as a result of human activity. The Council has made a commitment for the Borough to be carbon neutral by 2030 and future commissioning should monitor and mitigate carbon emissions resulting from public art projects. This will involve consideration of direct emissions, such as those generated by transport of people involved in the projects.

ELAC has two Air Quality Management Areas (Southampton Road and an area adjacent to the M3) with high levels of pollution, which require monitoring and action to improve air quality. Encouraging use of public transport networks or active travel by cycling or walking helps to reduce reliance on cars and promote healthy lifestyles. Public art can be used to highlight routes for active travel as well as encouraging the enjoyment of green spaces and strengthening human connections to nature.



M3 Underpass Mural, Denise Hughes, 2017

## Culture and Creative Industries

Eastleigh offers high-quality contemporary culture through The Point, a multi-use arts venue delivering live performance both in the building and offsite; and regularly using the adjoining Leigh Road Recreation Ground to expand its summer programme.

The Point also hosts showcase events for local creatives including annual Makers Markets featuring The Sorting Office studios and a biannual Sustainability Hub Big Ideas Day.

In addition to its public programme, The Point offers a range of spaces for use by artists and the creative industries including office and desk space; meeting rooms; a dance studio; studio theatre and the Creation Space, a double height white box space with onsite accommodation for up to 11 artists.

The Sorting Office is the only building offering artist's studios in Eastleigh. It is managed by the Council and hosts a range of makers including painters, illustrators and textile artists.

Unfortunately, Eastleigh Museum managed by Hampshire Culture Trust is currently closed and due to a lack of resources it is not expected to reopen to the public in the near future.

Key cultural events populate Eastleigh's annual calendar including the Mela, Pride and Unwrapped Festival in the summer, and the ever-popular Christmas Lights Switch On in the winter.

Although the Creative Industries are recognised as one of the fastest growing sectors in the country, there appears to be limited opportunities for artists to establish their practices in Eastleigh. The town could benefit greatly from encouraging artists to take advantage of the many benefits here including good transport links and more affordable accommodation than nearby alternatives such as Winchester.

Eastleigh is well positioned between the Winchester School of Art, Southampton University and Solent University, Southampton to take advantage of students and recent graduate talent. In the town itself, Barton Peveril College also houses students aged 16-18 studying creative courses at FE level, including the Foundation in Art and Design pre-degree course.



## Transport Links

Eastleigh benefits from excellent rail links locally and to the rest of the country. Bus routes connect the town to nearby cities and other towns and villages in Eastleigh Borough. Both the M3 and M27 cut across the Borough and have junctions directly into ELAC.

The town also benefits from the close proximity of Southampton Airport, within the boundary of the ELAC area. *“Southampton Airport is seen as one of the three major ‘gateways’ into South Hampshire (the other two being the ports of Southampton and Portsmouth). It provides links to destinations within the UK, the Channel Islands and Europe.”* (Local Plan 2016-2036: 6.4.12)

Good transport links are important for use by residents, enable visitors to come to Eastleigh and can make working with experienced artists from around the country or even the world, more accessible.

## Anti-social behaviour and street art

As is common around the country, Eastleigh has some instances of anti-social behaviour including litter, vandalism and graffiti and inevitably these problems are highest in the town centre where groups of people congregate.

Risks related to vandalism need to be assessed for every public art project on a case by case basis. Robust materials which can't be easily damaged must be used and consideration should also be given to ongoing maintenance and knock on impacts – for example, is lighting or increased foot traffic likely to cause a nuisance for neighbouring residents or businesses?

The visual appeal of graffiti/street art is to some extent subjective, however it is broadly understood that street art can add colour and interest to the streetscape, whereas the practice of ‘tagging’ is unsightly to most people. In locations around the world, as well as nearby in Southampton, Southsea and Chichester high-quality street art is fostered through urban festivals, commissioning and allocated graffiti walls. These initiatives can support emerging artists to develop their skills and profile, as well as creating a canvas for changing artworks which respond to shifting tastes and trends.

Adversely, low-quality graffiti can perpetuate tagging and a general sense of a place feeling run down. Permissions for street art must be sought from landowners and tenants and if artists are encouraged to paint in the public realm there needs to be a clear agreement with the landowner about who is responsible for maintenance.



Trowel, Bex Simon, 2022



The Hope Generation, Hendog, 2023

# Future Public Art Commissioning in ELAC

## Funding and Development

Money is usually secured for public art through s106 developer's contributions paid to Eastleigh Borough Council. Depending on the level of contribution, s106 Agreements may specify that the funds should be spent on commissioning public art on-site within the development or off-site within the Local Area (See Eastleigh Borough Council's Planning Obligations Supplementary Planning Document for further guidance).

Public art projects can also be resourced via external funding sources e.g. Arts Council England Project Grants. S106 contributions can often be used as match-funding for applications to external funders and is usually considered to strengthen an application.

Public art projects may also be delivered by developers, if agreed with Eastleigh Borough Council during the planning approval stage. Developers will be expected to liaise with the Council to agree the artist's brief and to commission artwork to the equivalent value as would be paid through a s106 Agreement.

Budgets for public art projects must include fair artist fees, production and installation costs, project management fees, 5-10% contingency and maintenance liabilities which will be commuted to the landowner on completion of the project. Project budgets may have additional budget considerations specific to the project such as marketing or hospitality.

## Governance

Funds secured by the Council through s106 Agreements or grants need to be formally allocated to public art projects by the Eastleigh Local Area Committee.

The Council's adopted Public Art Strategy promotes the formation of a Steering Group to oversee the commissioning of Artists and the delivery of public art projects. The Group comprises representatives of key stakeholders to the project in order to fulfil the Council's aim of achieving an integrated approach to the procurement of Public Art.

To enhance the consistency of vision and oversight and enable more efficient working, an ELAC Public Art Steering Group (PASG) should be established, consisting of Councillors, Officers and a representative of Eastleigh Town Council.



Whirlwind table and stools, Christian Funnell, 2000



#MovingYou, Jo Fairfax, 2020

The PASG will be able to work towards and promote delivery of a programme of public art projects aligning with this Vision. They will also be able to think about wider aims for the programme such as broadening diversity and improving sustainability, where achieving these aims would be beyond the scope of a single project.

Project-specific teams can work alongside the PASG and bring together project partners such as developers or community organisations to work with residents and deliver public art projects.

## Diversity & Inclusion

Although we do not have detailed information about the protected characteristics of artists who have been commissioned by the Council in the past, it can be assumed that consistent with national trends there has generally been a lack of diversity. Recent international campaigns including #WeShallNotBeRemoved and Black Lives Matter have brought inclusion to the forefront of discussions about artist selection, and future commissioning should actively address representation to better reflect the diversity of communities in ELAC.

Public art can also create opportunities for storytelling and celebrating individuals or historical events which have otherwise been overlooked. Increasing the visibility of minority groups can enhance belonging and improve integration.



Peloton, Toby Paterson, 2021. Commissioned by Village Hotels

## Community Engagement

Community engagement has been an important part of the public art commissioning process in Eastleigh for many years. In the Velmore development, residents were invited by CAMM Design to co-design a dynamic flock of metal doves, installed on the roofline of the Community Centre.

In Monks Brook, students at Eastleigh College worked with artist Christopher Jenkins to design bespoke gates and railings using maps of the local area, making artworks which were totally unique to the area.

Through these kinds of engagement processes there can be extensive health and wellbeing benefits for residents, as well as opportunities to strengthen community cohesion and build a sense of ownership of public art.



Velmore Doves, CAMM Design, 2012



Pirelli Arch, Cod Steaks, 2011

### School's collage for M3 underpass mural



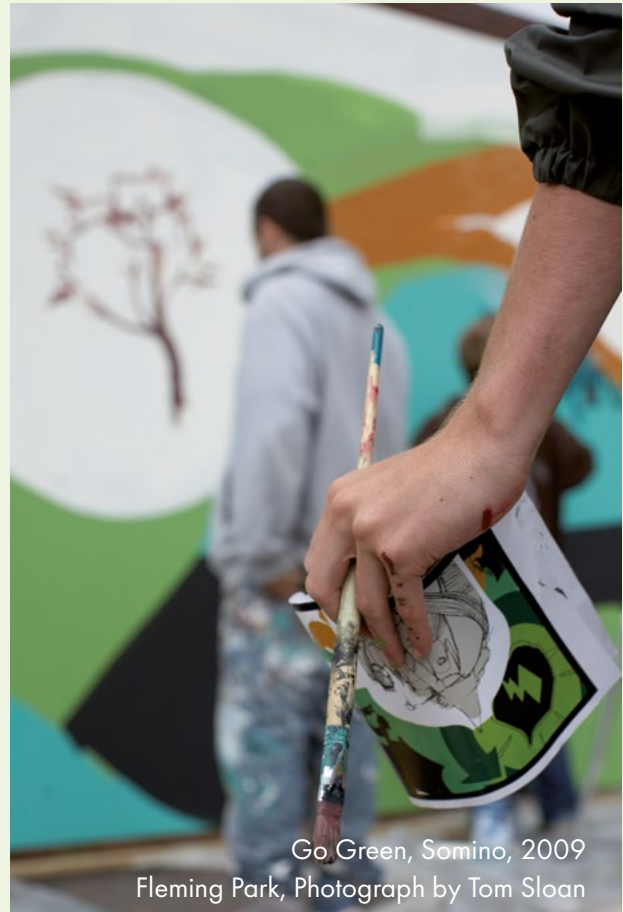
### Eastleigh has a number of active community groups who could be involved with future public art projects including:

- Eastleigh & District Local History Society
- Eastleigh Youth and Community Trust / Pavilion on the Park
- Eastleigh District U3A
- Asian Welfare & Cultural Association (AWCA)
- Eastleigh Pride CIC
- Eastleigh Lions Club
- Eastleigh Gurkha Nepalese Association
- 1216 Eastleigh Squadron Air Training Corps
- Arrow District Scouts
- Refugee communities including Ukrainian and Afghan citizens
- North Stoneham residents group
- Velmore Community Association
- Newtown Residents Association
- Eastleigh Men's Shed
- Eastleigh Spitfires (WI)
- Barton Peveril Sixth Form College
- Eastleigh College
- Schools: Crestwood Community School, Shakespeare Juniors & Infants, The Crescent Primary, Norwood Primary, Nightingale Primary, Cherbourg Primary, Stoneham Park Academy and The Bridge Education Centre.

**Other key stakeholders to engage in the development of projects include:**

- Eastleigh Town Council
- Allbrook Parish Council
- Boyatt Wood Parish Council
- Chandler's Ford Parish Council
- Eastleigh BID
- Youth Options
- Eastleigh Disability Forum
- Solent Mind
- Eastleigh Borough and Romsey Mencap Society
- Age Concern
- YMCA
- Community First
- One Community
- South Western Railway
- Southampton Airport

Key to successful collaboration is early involvement of community groups. Representatives could be invited to join project teams developing artist briefs and selecting artists to commission.



Go Green, Somino, 2009  
Fleming Park, Photograph by Tom Sloan



Development of the Pirelli Arch Art in the park, 2010, Photograph by Joshua Cook





## Themes

The following themes are identified as core priorities for public art commissioning in Eastleigh. Project briefs may incorporate additional themes to address particular local issues.

**Tackling Isolation** – Reducing loneliness by helping people in Eastleigh to build social networks and healthy relationships.

**History and Heritage** – Sharing stories about the events and people that have made Eastleigh what it is today.

**Active Lifestyles** – Encouraging good health and wellbeing including sustainable travel.

**Celebrating Diversity** – Addressing inequity, improving accessibility and strengthening a sense of belonging for all.

## Locations

In addition to the usual considerations or constraints for installing an object in the public realm, a range of factors are important for determining the best location for new public art, including visibility and footfall; disruption of or harmonisation with surroundings; land ownership and maintenance requirements.

Eastleigh is mainly urban or suburban in character with a good number of public open spaces. The 2023/24 Local Area Action Plan identifies Leigh Road Recreation Ground, Fleming Park and the Town Centre as priority areas for improvements.



Grantham Green Bench,  
Andy Frost, 2017

**Leigh Road Recreation Ground** has an existing collection of public artworks including a dramatic sculpture commissioned in partnership with the Eastleigh Lions Club; and the Angel of Mons, a Remembrance Day memorial commissioned in 2000 as a copy of an historical sculpture.

There are however, some artworks which are no longer in good condition and are in need of maintenance or decommissioning, namely the *Maypole* and *Iron Gate Trellis* pieces near and affixed to The Point.

As part of forthcoming work to make improvements to Leigh Road Recreation Ground, decisions should be taken to either repair or remove some of the existing artworks.

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**Fleming Park** is a key site in the ELAC area for leisure, exercise and socialising, which currently only benefits from two pieces of public art. Forthcoming work to implement improvements across the park should include commissioning high-impact public art.

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**Eastleigh Town Centre** – A range of short and longer term options for commissioning need to tie in with the Council's Regeneration Principles and the UKSPF programme of government-funded activities. Key sites for review include High Street and Market Street; Wells Place and its junctions with High Street and Market Street; and Leigh Road precinct.

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In addition to the above sites, the following have associated developer's contributions which need to be spent with some urgency.

**North Stoneham Park** – A significant portion of the public art contributions for this development are currently unspent. A Steering Group involving Councillors, Officers and residents has been formed to guide a new project commissioning a trail of artworks around the site.

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**Lakeside Country Park** – Land has been purchased by the Council to improve the access to the west of the site. Councillors have allocated limited funds for a gateway piece of public art. To achieve these ambitions the project requires an increased budget to commission a high-quality artwork. There could also be an opportunity to connect with the North Stoneham Park project.

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**Allbrook Meadow** – Developer's contributions remain unspent for the Allbrook Meadow development.

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## Forthcoming Projects

Using the previous sections as a guide, future projects should respond to one or more of the identified themes; engage a key community group and deliver public art at one of the priority locations.

If public art projects need to be delivered on-site as part of a s106 Agreement, neighbours or residents of the development should be engaged as a key community group.

**The following projects are introduced as future priorities for ELAC:**

### North Stoneham Art Trail

Commissioning an artist to work with residents to devise a trail of artworks across the development, celebrating the history and biodiversity of the site. Alongside this project the requirement for artwork at Lakeside Country Park can be explored as a possible extension to the trail.

Total budget: £111k



History & Heritage  
Active Lifestyles



North Stoneham residents  
YMCA



North Stoneham



Theme



Community groups



Location

### Eastleigh Town Centre Artist in Residence

UKSPF funded creative consultation on ideas to increase dwell time and socialising. £15,000 allocated from UKSPF programme. Further projects may follow depending on responses from consultation e.g. busking stages, bespoke kiosks, freestanding exhibition boards or graffiti walls etc



Tackling Isolation  
Active Lifestyles



Eastleigh BID



Town Centre

### Tracktivity

There has long been a desire to install attractive distance markers to aid people exercising in Fleming Park and Lakeside Country Park.  
£7.6k allocated for LCP Nov 2022



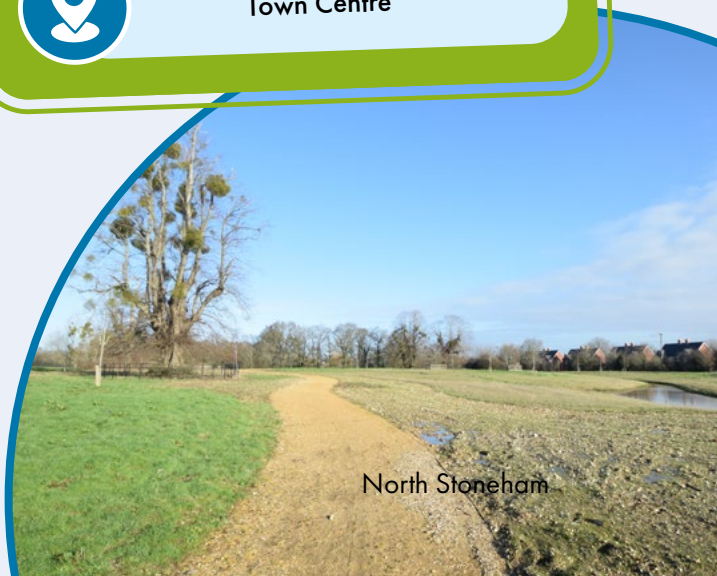
Active Lifestyles  
Celebrating Diversity



Pavilion on the Park & Parkrun



Parks incl. Lakeside Country Park  
& Fleming Park



North Stoneham

### All the Rec's a Stage

Addressing the needs of older users of Leigh Road Recreation Ground and a maintenance/ decommissioning review which ties in with wider improvements to the Park and access to The Point.

Using pooled Developer's Contributions for public art in the local area including the Old Police Station development (F/19/85332) **£24.9k**; Postmark Place (F/20/89125) **£14.5k**



**Tackling Isolation  
Celebrating Diversity**



**Alston House residents  
& Age Concern**



**Leigh Road Recreation Ground**

### Allbrook Art

Developing one or multiple small projects which can address local needs for wayfinding and celebrate the life of artist Mary Beale who lived in Allbrook Farmhouse.

**Total budget c. £42k:**

Developer's contributions include O/11/70078 £5k, O/14/74849 £10k, O/19/86980 £27k



**History & Heritage  
Active Lifestyles**



**Allbrook Parish Council  
Eastleigh & District Local  
History Society**



**Allbrook**

### Art for Fleming Park

Commissioning functional public art including attractive shade-creating structures near the paddling pool; and a community garden project.

**Total budget c. £40k:**

Using pooled Developer's Contributions for public art incl. Former Civic Office site £29k (F/18/83492), £10k remaining unspent from Fleming Park 2015 allocation (F/15/76308)



**Active Lifestyles  
Celebrating Diversity**



**Pavilion on the Park  
Scouts and Cadets**



**Fleming Park**

### Hidden Heroes

Although not connected to a single priority location for unspent funds, a nomination campaign for someone/something not already represented in the public realm could have high impact, engaging a broad cross-section of Eastleigh residents and addressing inequality. External funding could be sought from NLHF or ACE to enhance unallocated funds available from developer's contributions.



**History & Heritage  
Celebrating Diversity**



**Eastleigh & District Local History Society  
Asian Welfare & Cultural Association  
Eastleigh Pride CIC**



**Town Centre**

# Appendices

## Action Plan ELAC extract from PAS 2023 – 2028

Local Area	Ref	Project	Location	Timescale
Eastleigh Town	1.	Completion of Here/There Clock and Protected Views projects	Stoneham Park	Live Project
	2.	Eastleigh Town Centre – Greening the Grey, public realm improvements	Town Centre	Live Project
	3.	Creation of a Public Art Vision for ELAC leading to a deliverable action plan for specific commissions.	Eastleigh Local Area	2023
	4.	Public art in the park - Project To Be Determined	Fleming Park	TBC
	5.	Way Markers	Fleming Park & Lakeside Country Park	TBC
	6.	Old Police Station	Town Centre	TBC
	7.	Leigh Road Rec – project TBD	Town Centre	TBC
	8.	Allbrook Meadows – Archway for River Garden	Allbrook	TBC

### Revisions to the Action Plan since adoption of the Public Art Strategy:

- The 'Protected Views' project (1) has been terminated. A new public art project using the unspent funds and working with North Stoneham residents has launched in 2024.
- Funds received from the Old Police Station development (6) and the Old Post Office development (9) will be incorporated within the Leigh Road Rec project (7); see All The Rec's a Stage on [page 20](#).