

# Nurturing Nature, Community, and Creativity

A Public Art Vision for Hedge End,  
West End and Botley

December 2024

*“We need something that celebrates  
our differences, and also something  
to join us together”*

ViewFinder community conversation participant, Boorley Green



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A 27  
BOTLEY 8  
FAREHAM 11  
PORTSMOUTH 20

SWAYTHLING 2 1/4  
ROMSEY 9  
EASTLEIGH 4 1/2

West End historic signpost  
ph. Richard Wolfströme

# Executive Summary

The Hedge End, West End and Botley (HEWEB) Public Art Vision establishes a comprehensive framework for transforming public spaces across these interconnected communities through strategic art installations and cultural programming.

This Vision aims to foster community cohesion whilst celebrating the distinct character of each area, providing a structured approach to public art development that reflects local values while creating a distinctive identity for the HEWEB area as a whole.

*“Places that bring the community together, which celebrates individual differences in one space”*

## Area Context

**Hedge End** (population ~22,000): Known historically for market gardening and strawberry growing, now a key retail and residential hub.

**West End Village** (population ~12,000): Distinguished by woodlands, the Utilita Bowl, and significant recreational facilities.

**Botley and Boorley Green** (population ~7,000, expected to grow by 2,000): Historic market town with new development expanding its community.

## Strategic Priorities

**Community Co-creation:** Ensuring local voices guide artistic development

**Environmental Integration:** Harmonising installations with natural spaces

**Functional Design:** Creating practical art that enhances daily life

**Cultural Heritage:** Celebrating local history while embracing future aspirations

**Connectivity:** Improving wayfinding and community links

## Key Initiatives

### Pan-HEWEB Projects

**Seated in Nature:** Artistic seating installations across all areas

**Threads of HEWEB:** Unified wayfinding system

**The Grand Walk:** Continuous art-enhanced walking route

**The Public Artist** and **Take Over** community engagement programmes

**We Made This:** a celebration of the area's arts and craft talent

### Area-Specific Focus

**Hedge End:** Emphasis on programming and temporary installations, maximising existing assets like The Bandstand

**West End:** Development of heritage trails and community spaces, particularly around Hatch Grange

**Botley, and Boorley Green:** Focus on establishing identity through youth engagement and community connectivity

## Implementation Framework

- Funded through Section 106 contributions
- Tiered approach to project delivery based on community priorities
- Emphasis on sustainable, low-maintenance installations with 30-year minimum lifespan
- Shared ownership and delivery with the community, with regular community management and feedback mechanisms
- Opportunities for projects that can be delivered by the community for shared ownership of the Vision and ideas.

## Expected Outcomes

- Enhanced community identity and pride
- Improved connectivity between HEWEB areas
- Increased engagement with public spaces
- Stronger sense of place and community cohesion
- Environmental awareness and appreciation
- Preserved cultural heritage alongside contemporary innovation



Man of Trees,  
Jon Mills, 2014,  
West End



The Concrete Post at  
Rosemount Court, West End  
ph. Richard Wolfströme



# The historic and current context for public art commissioning in HEWEB

## Place context

The HEWEB area is predominantly rural-suburban and comprises the closely-situated yet historically and characterfully distinct towns of Hedge End (pop. c22K), and the Parishes of West End (pop. c12K) and Botley (pop. c7K, expected to rise by 2K across next ten years). Situated southeast of the town of Eastleigh, HEWEB is separated by the M27: West End sits to the west from Hedge End and Botley to the east; Eastleigh and Winchester sit to the North, Southampton, Fareham and the Hamble to the South. Hedge End, West End and Botley neighbourhoods are overseen by the HEWEB Local Area Committee (LAC) for the Borough of Eastleigh.

### Hedge End

Hedge End was a rural and agricultural settlement, its name thought to have originated from a farmstead located on the Botley road. In relatively recent history, it has associations with market gardening and strawberry growing and become known in the vernacular as ‘Strawberry Village.’ Contemporaneously, with its easy access to M27, it has become central in, and to, the expansion of the area, with offices, parks, out-of-town retail parks and residential areas.

### West End

Like Hedge End, West End has a history of market gardening and agriculture, and uniquely, is synonymous with its paper mill on the River Itchen, Gaters Mill. Known locally as ‘The Village’, its residential draw lies in its woodlands and views across the Itchen, the Hatch Grange manor house public park and the Itchen Valley Country Park; and the sports and leisure facilities of the internationally-renowned Utilita Bowl cricket stadium and golf complex, home to Hampshire County Cricket Club and Poseidon Boxing Academy.

### Botley, and Boorley Green

A historically-renowned village known for its flour mills, its 1267 Henry III market charter, and for being the home to journalist and radical politician William Cobbett between 1806-20, the 1848 Market Hall, Botley (flour) Mill and old coaching inns and houses still line its High Street. Cobbett described the village as the most delightful in the world and a memorial stone commemorating him lies in the village square.

Boorley Green is a new development of 1400 dwellings, with a community centre, shops, a primary school, sports centre and public open green space. It is a growing community, which is fast becoming a popular choice with families.



Trail pathway at Boorley Green  
ph. Richard Wolfströme

## The Local Policy Context

### Section 106 and CIL

*The Vision for Public Art in HEWEB* commissions are to be funded by Section 106 (S106) monies.<sup>1</sup>

Section 106 agreements, along with the newer Community Infrastructure Levy (CIL)<sup>2</sup>, ensure that development in an area provides local, mitigating, improvements to benefit new residents and the existing community.

It may provide capital funds towards general community and leisure facilities, to be used for the provision, extension, adaptation or enhancement of the facilities, from employment and education opportunities to new playgrounds, sports facilities and public art for example.

The contributions aim to reduce the impact of the development and make sure it does not place additional pressure on existing infrastructure. The level of contributions reflects the type and scale of the new development and its impact on the local community.

This funding is commonly referred to by the shorthand of ‘Section 106’, ‘Section 106 money’ or ‘Developer Contributions.’

### Eastleigh Borough Council Public Art Strategies

Eastleigh Borough Council has an adopted *Public Art Strategy*<sup>3, 4</sup> in tandem with *Public Art Visions* approved by Bursledon, Hamble & Hound<sup>5</sup> (BHH) and Bishopstoke, Fair Oak and Horton Heath<sup>6</sup> (BIFOHH).<sup>7, 8</sup>

The *Eastleigh Borough Public Art Strategy* is cognizant of the national and sector public art context. It supports public art as a contributing factor in ‘building strong, vibrant and healthy communities’ and states that the strategic aim of public art in the Borough is to ‘meet the Council’s Corporate Priorities to contribute to the delivery of the strategic aims of Enabling a Healthier Eastleigh, Shaping Places, Protecting Our Environment and Creating Homes and Communities.’

<sup>1</sup> There has been a recent suite of public art commissions in HEWEB using Section 106 monies, either as sole-project or pooled funds commissions. It has been recognised that these have been, in practice, though linked through some themes – piecemeal offerings developed in isolation from one another.

<sup>2</sup> Eastleigh Borough Council does not charge CIL

<sup>3</sup> See: <https://www.eastleigh.gov.uk/media/13203/public-art-strategy-2023-2028.pdf>

<sup>4</sup> Please see this Strategy for further national and local policy information pertaining to public art policy and commissioning.

<sup>5</sup> See: <https://www.eastleigh.gov.uk/media/13051/623062-public-art-vision-for-bhh-final.pdf>

<sup>6</sup> See: <https://www.eastleigh.gov.uk/media/13240/bifo-hh-vision-for-public-art.pdf>

<sup>7</sup> A draft Public Art Vision for Eastleigh Local Area (ELAC) has been recommended for adoption.

<sup>8</sup> The forthcoming One Horton Heath development of 2500 homes, north of Hedge End and partly within the HEWEB administrative boundary, will have its own Vision for Public Art, to be prepared by the Council’s Urban and Landscape Design Team, in parallel to the HEWEB Vision though separate to it (at the time of writing).

The Public Art Strategy holds a definition of public art as:

Public art can take a number of forms, for example: It may be discrete or incorporated within a building's structure or result in the creation of new public spaces, landscape (hard and soft), lighting features, seating, sculpture, signage or flooring; It may take the form of stonework, metalwork, photography, prints, paintings, textiles, ceramics, projection, moving images, computer generated images, performance, events or music commissions; It may be temporary or permanent.

To meet the Borough's strategic aim the HEWEB *Vision for Public Art* works to:

1. promote mental and physical wellbeing and reduce social isolation
2. increase local distinctiveness and have a positive impact upon the community identity
3. enhance the public realm and resident's enjoyment of the public open space on their doorsteps
4. strengthen connections within and between existing and new communities in Hedge End, West End and Botley.

The *Vision for Public Art in HEWEB* Steering Group<sup>9</sup> further attributed the following themes for this project:

1. **Caretakers of the Future:** bettering the area for the benefit of its future generations
2. **Empowering Residents:** to animate individual and community confidence to drive local decision-making
3. **Form Follows Function:** public art that is useful as well as beautiful or interesting
4. **Connecting and Communicating:** living the values of openness and transparency to build trust, strengthen relationships and achieve great things together

And furthermore:

5. **Partnerships:** identifying opportunities to work collaboratively, especially with Parish and Town Councils and schools

<sup>9</sup> Comprised of: Cllr Janice Asman, Cllr Richard Gomer (Chair), Cllr Leigh Hadaway, Cllr Dave Kinloch, Cllr Derek Pretty, Cllr Jane Welsh, Ross McClean (Local Area Manager for HEWEB), Keeley Mitchell (Assistant Local Area Manager) and Vickie Fear (Public Art Officer)



The Berry Theatre gates,  
Kate Munro, 2020,  
Hedge End

# Case studies



Jonathan Wright, *Constellation* (2018)  
Image: Paul Gillet

<sup>10</sup> See: <https://hoveplinth.org.uk>

### Case Study 1:

## Hove Plinth, Brighton & Hove<sup>10</sup>

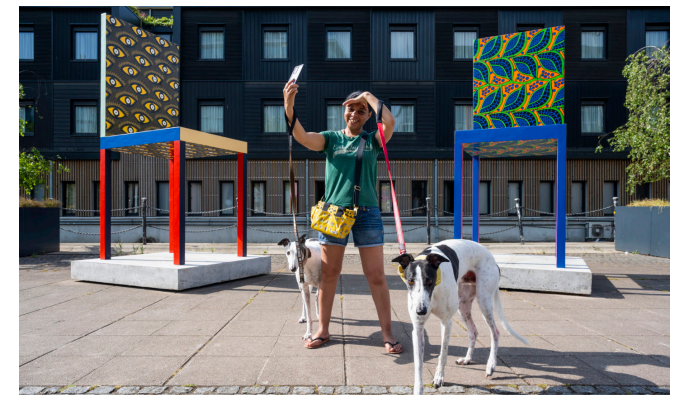
Hove Plinth is an ambitious community art project by Hove Civic Society, creating a brand new cultural attraction on the historic Hove seafront. A showcase for a changing programme of the best in contemporary sculpture, art works are in-situ for a set period, after which are moved to permanent public sites in Hove.

The first sculpture, *Constellation* by Jonathan Wright, was installed in 2018. The second commission, *Flight of the Langoustine* by Pierre Diamantopoulo, was inaugurated on 17 September 2023 by the mayor of Brighton & Hove.

### Case Study 2:

## The Line<sup>11</sup>

The Line is East London's public art trail that connects Queen Elizabeth Olympic Park and The O2, following the waterways and the line of the Greenwich Meridian. Its outdoor exhibition programme offers a journey through a dynamic urban landscape where everyone can explore art, nature and heritage for free. Its work focuses on collaborative engagement projects that support wellbeing and learning, as well as providing opportunities for young people to develop skills and improve employability.



Yinka Ilori, *Types of Happiness* (London, 2015)  
Image: the-line.org <sup>11</sup> See: <https://the-line.org>



millimetre (seating),  
Richard Wolfströme  
(roundel), *A Place  
of Landings*  
(Kings Hill, 2014)  
Image: Joe Clark

<sup>12</sup> See: [https://  
wolfstromer.place/  
kings-hill-a-place-  
of-landings](https://wolfstromer.place/kings-hill-a-place-of-landings)



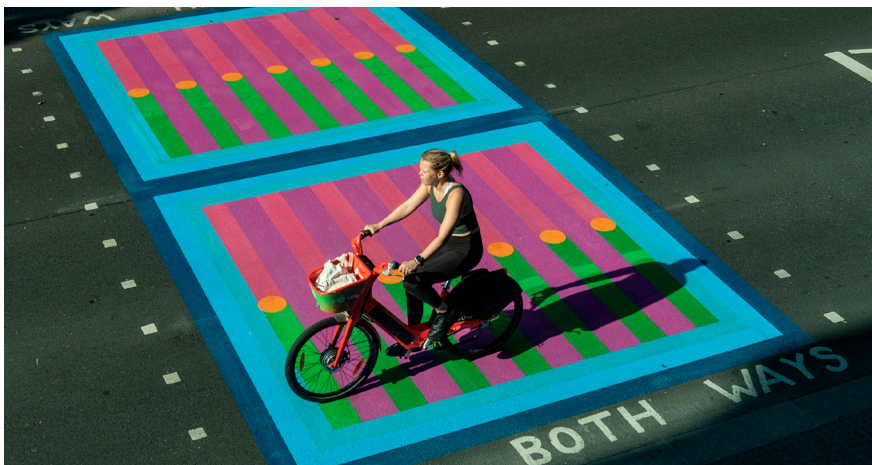
### Case Study 3:

## A Place of Landings, Kings Hill <sup>12</sup>

*A Place of Landings* is a narrative placemaking project for a retail development that revolves around a grade II listed art deco RAF control tower in Kent. A series of installations included a large groundwork roundel with a spiral of local personal historical narratives with bespoke seating designed by millimetre at its centre. The design reflected the movement of aeroplane propellers with adult-height seating around the outer edge and child-friendly seating within the inner hub, for a fun space to play in.

Yinka Ilori, *Bring  
London Together*  
(London, 2020)  
Image: London  
Design Festival  
(Creative Commons)

<sup>13</sup> See: [https://  
londondesignfestival.  
com/activities/  
bring-london-  
together](https://londondesignfestival.com/activities/bring-london-together)



### Case Study 4:

## Yinka Ilori, *Bring London Together* <sup>13</sup>

In conjunction with the London Design Festival, British artist Yinka Ilori transformed 18 pedestrian crossings throughout the city into vibrant, patterned artworks. The vibrancy of the crossing increases its visibility, making it more noticeable for drivers and creates a greater sense of trust within a neighbourhood.



## Your Voice, Your Vision!

We need your help to create a vision for Public Art in Hedge End, West End and Botley.

Be part of the ViewFinder Project to share your views on what public art means to you and how it could be of use to all of us in the area.

This is your opportunity to shape the artistic landscape of our local area, ensuring it reflects our shared values, history, and aspirations.

Scan the QR code to take the survey now!

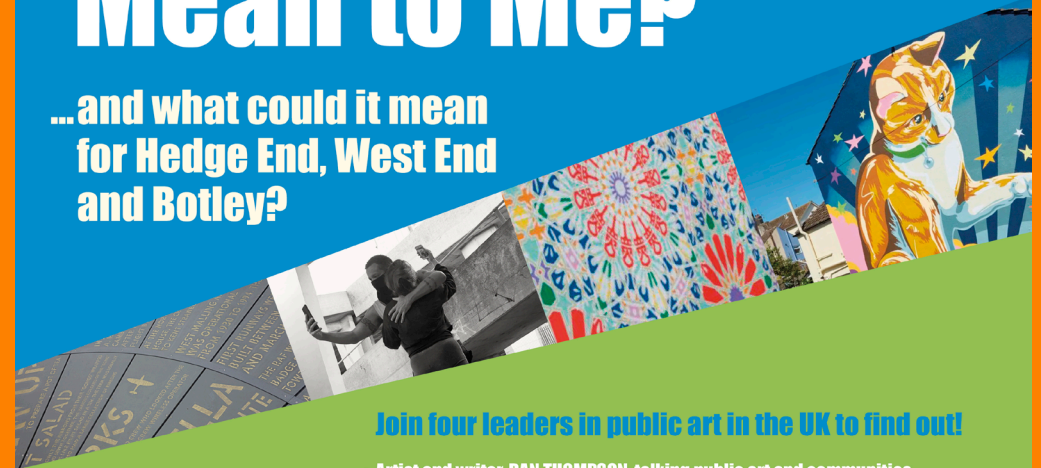
News to follow on free walks, workshops and talks in August and September...



# What Does Public Art Mean to Me?



...and what could it mean for Hedge End, West End and Botley?



Join four leaders in public art in the UK to find out!

- Artist and writer, DAN THOMPSON, talking public art and communities
- LYNNE DICK, John Hansard Gallery – and talking about a new local project
- CHARLOTTE PARSONS, from Newhaven town-wide mural festival, Look Again
- ViewFinder Project's RICHARD WOLFSTRÖME, wayfinding & public art designer

**When:** Thursday 15 August, 4 pm to 5.30 pm

**Where:** The Dart, Wildern Lane, Hedge End SO30 4EJ

**How:** Free, just bring yourselves, your questions and your love of where you live!

**Refreshments included!**



Find out more about the ViewFinder Project by scanning QR code or go to:  
[www.tinyurl.com/2cjuyhix](http://www.tinyurl.com/2cjuyhix)

#NEWEBPublicArt  
#ViewFinderProject  
#YourArtYourVision



# Community Curatorial Statement for HEWEB Public Art Vision

This Curatorial Statement represents the collective voice of the HEWEB community, articulating our shared vision for public art in our area, reflecting our values, aspirations, and the unique character of our community.

This statement serves as both a declaration of our artistic intentions and a guide for artists, commissioners, and stakeholders involved in bringing public art to HEWEB.

We assert that public art in Hedge End, West End and Botley will be seen as a celebration of community spirit, a catalyst for connection, and a commitment to a vibrant, sustainable future.





*Under the Eye of the Light, 2024,*  
CAN and Felicity Hammond  
*ph. Felicity Hammond*

# Public Art Vision Principles

The co-created *Principles for Public Art in HEWEB* provide a clear, coherent, and community-driven approach framing the *Public Art Vision* and its commissioning.

By adhering to these principles, we aim to create public art that not only enhances the aesthetic appeal of our area but also strengthens community bonds, celebrates our local identity, and improves the quality of daily life in HEWEB. These guidelines will serve as a foundation for artists, commissioners, and community stakeholders throughout the public art creation process.

### Guiding Principle: Community Co-creation

We are committed to cultivating a community canvas where nature, creativity, and local voices converge. This principle emphasises:

- Involving local people and valuing local talent and perspectives
- Fostering collaboration and inclusivity in our artistic initiatives
- Nurturing artistic growth through creativity and innovation
- Viewing public spaces as sites for shared artistic expression
- Acknowledging our strong connection to the natural environment



West End gateway



## Guiding Principles

### Involving local people and valuing local talent and perspectives

- Actively involve the community in the artistic process, from concept development to creation
- Create opportunities for community members to contribute to or interact with the artworks
- Integrate art into broader community development initiatives to address future community needs and aspirations
- Consider community-led or community-inspired art projects to foster a sense of ownership
- Celebrate local history, culture, and natural heritage
- Promote physical and mental wellbeing through art

### Collaboration and inclusivity

- Represent the diversity of our community and appeal to various age groups
- Consider the needs of various community groups, including working adults and families
- Ensure accessibility for all, both physically and conceptually

- Foster intergenerational understanding and shared experiences
- Encourage art that adapts or evolves, reflecting changing seasons or community interaction
- Offer opportunities for learning about our environment, history, and diverse cultures

### Nurturing artistic growth through creativity and innovation

- Create art that serves practical purposes while elevating visual appeal
- Explore innovative approaches, including digital and technological elements
- Design interactive installations that engage visitors of all ages
- Embrace a range of artistic styles, emphasising sculptures, installations, and murals that interact with the environment
- While focusing on permanent installations, allocate space for temporary exhibitions and rotating community art projects
- Focus on themes of nature, community connection, local identity, wellbeing, and sustainability and encourage artists to explore the intersection of these themes in innovative ways

### Public spaces as sites for shared artistic expression

- Encourage outdoor activity and social interaction in artistic spaces
- Transform public spaces into open-air classrooms that stimulate curiosity
- Create landmarks that educate about our past and inspire community pride
- Explore opportunities for art in unexpected or underutilized spaces to create moments of surprise and delight
- Enhance connectivity between different areas of HEWEB

### Our connection to the natural environment

- Prioritise artworks that harmonise with and enhance green spaces
- Promote environmental awareness and support local wildlife and biodiversity
- Commission durable works that embody sustainable practices in creation and maintenance, and use natural materials where possible
- Consider art series or trails that encourage exploration of the entire HEWEB area
- Develop art that enhances daily commutes and aids in wayfinding



Hand-carved signpost,  
Andy Frost, 2020,  
Marthill Copse, Townhill  
ph. Richard Wolfströme

# Identified sites

## HEWEB-wide

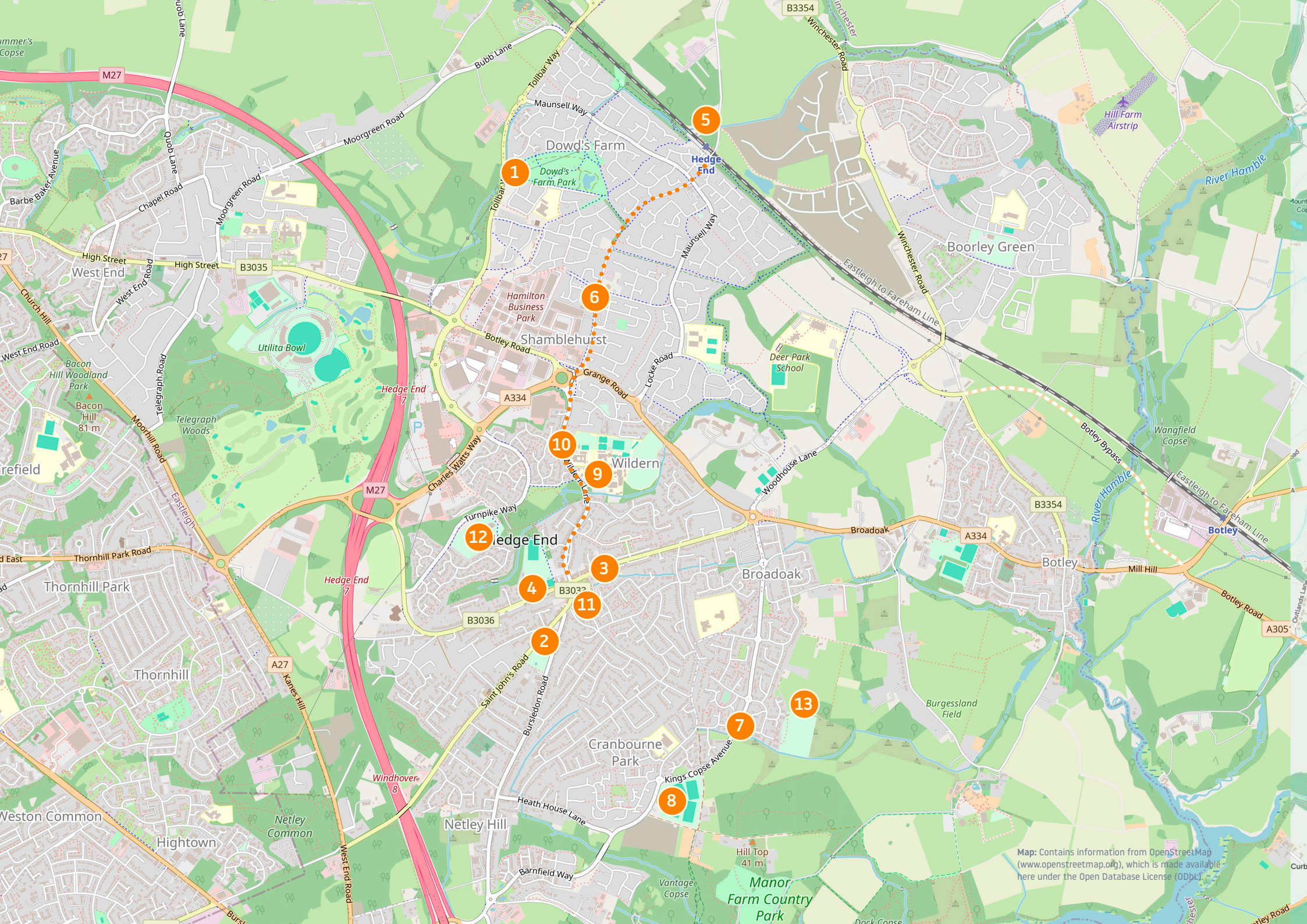
The community has identified several key connecting routes and spaces across Hedge End, West End, and Botley that offer opportunities for creating material and symbolic unity through public art.

By thoughtfully placing public art along these corridors, we can create both physical and metaphorical threads that weave the HEWEB communities together. These linking sites provide perfect opportunities for artistic interventions that can help establish a shared visual language across the area while still celebrating the distinct character of each community. Through carefully considered art commissions at these connecting points, we can strengthen the sense of HEWEB as a unified whole while respecting and enhancing the individual identity of each area.

While not specific sites per se, these pertain to public seating, gathering places and shelters e.g., at bus stops, in parks, alongside Multi Use Games Areas (MUGAs) to enable parents and carers to connect, connecting wayfinding to link the area through signposted walking and cycling routes, between homes and shops, green spaces, schools and transit stops and stations, a connecting walking route around a HEWEB perimeter for walkers, dog walkers, runners and cyclists, with public art, seating and water stations.

## Hedge End

1. Dowd's Farm Park, noted for its lovely surroundings, though concerns about potential vandalism were raised by residents
2. Hedge End Town Centre, multiple mentions, with comments about it needing 'love and attention' and being 'bland'
3. High Street, along it, and to create a sense of occasion when entering/leaving it
4. Greta Park, mentioned as a potential site for attention
5. Train station area, noted as already having some art, with potential for more
6. The route to and from the train station to the town centre
7. Underpass under Kings Copse Avenue, between Ambleside and Havendale
8. Norman Rodaway Park, in particular, seating area and ball goal
9. The Dart Centre in Hedge End, suggested for its community reach and proximity to the town centre
10. Route to and from Wildern School to the town centre
11. The Bandstand, with an events programme
12. Turnpike and Tollgate
13. Little Hatts, seating area and basketball space



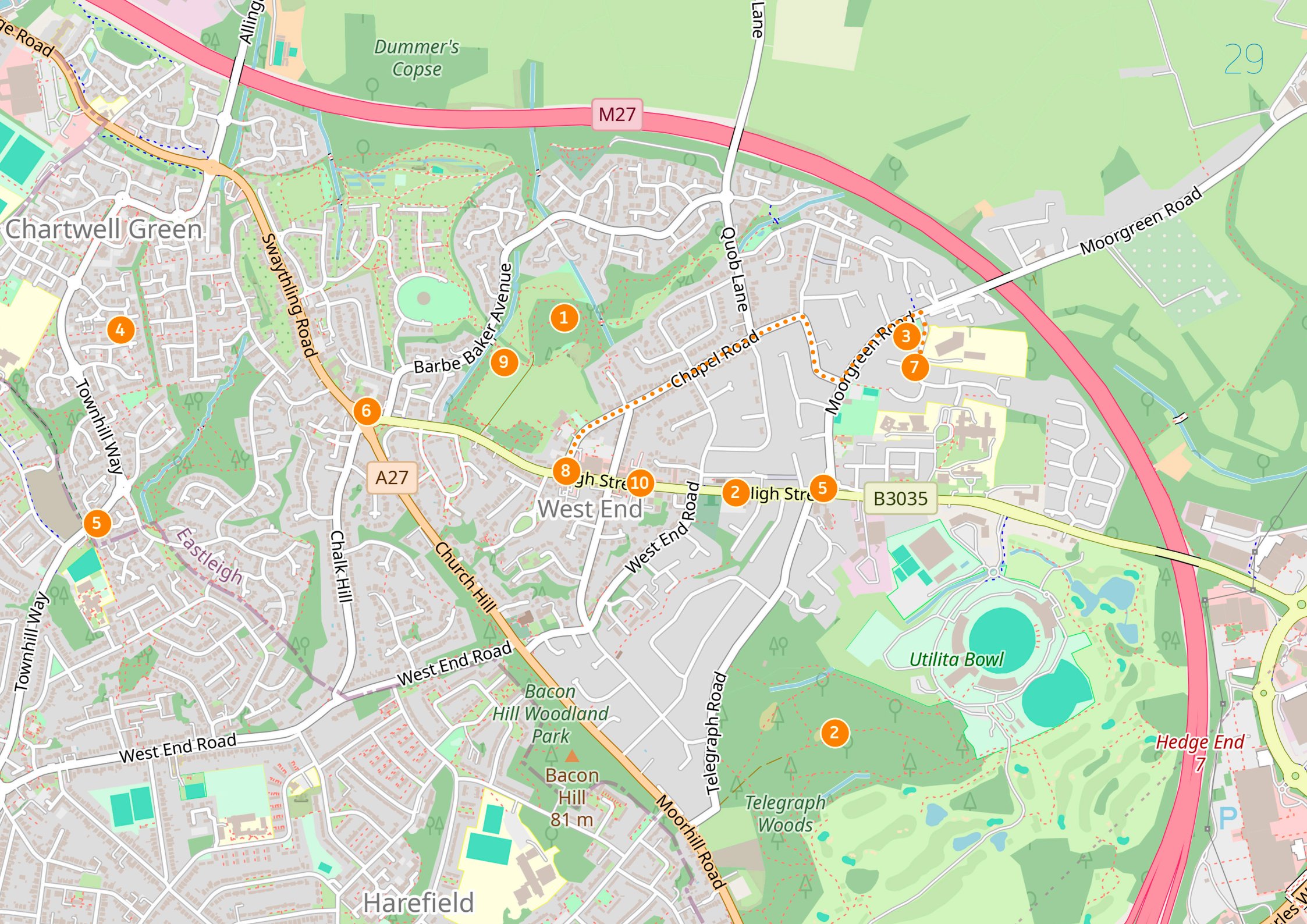
Map: Contains information from OpenStreetMap ([www.openstreetmap.org](http://www.openstreetmap.org)), which is made available here under the Open Database License (ODBL).

## West End

1. Hatch Grange, mentioned multiple times, suggesting it's a well-known and valued area
2. West End wider public realm, including the high street (described as 'unloved') and specific mentions of Telegraph Woods
3. Moorgreen Barrow in West End, noted as a little-known historical site
4. Sites 'off the High Street', and into the residential areas of West End, Townhill noted in particular
5. At entrances in/out of the village, as announcement points
6. The Concrete Post at Rosemount Court
7. School – and specifically to move the *Man of Trees* sculpture to the school
8. 'Asda corner', as former site to the *Man of Trees* sculpture
9. Dog walking routes, into and through village and park
10. Routes to link the areas into and through the High Street



West End Heritage Marker,  
Tim Ward/Circling the Square,  
2021, West End



29

M27

Chartwell Green

Alling Lane

Dummer's Copse

Moorgreen Road

Quob Lane

Swaythling Road

Barbe Baker Avenue

Chapel Road

Moorgreen Road

Townhill Way

A27

West End

High Street

B3035

Eastleigh

Chalk Hill

Church Hill

West End Road

Utilita Bowl

Bacon Hill Woodland Park

Bacon Hill 81 m

Telegraph Woods

Hedge End

Harefield

Moorthill Road

Telegraph Road

West End Road

West End Road

Townhill Way

ge Road

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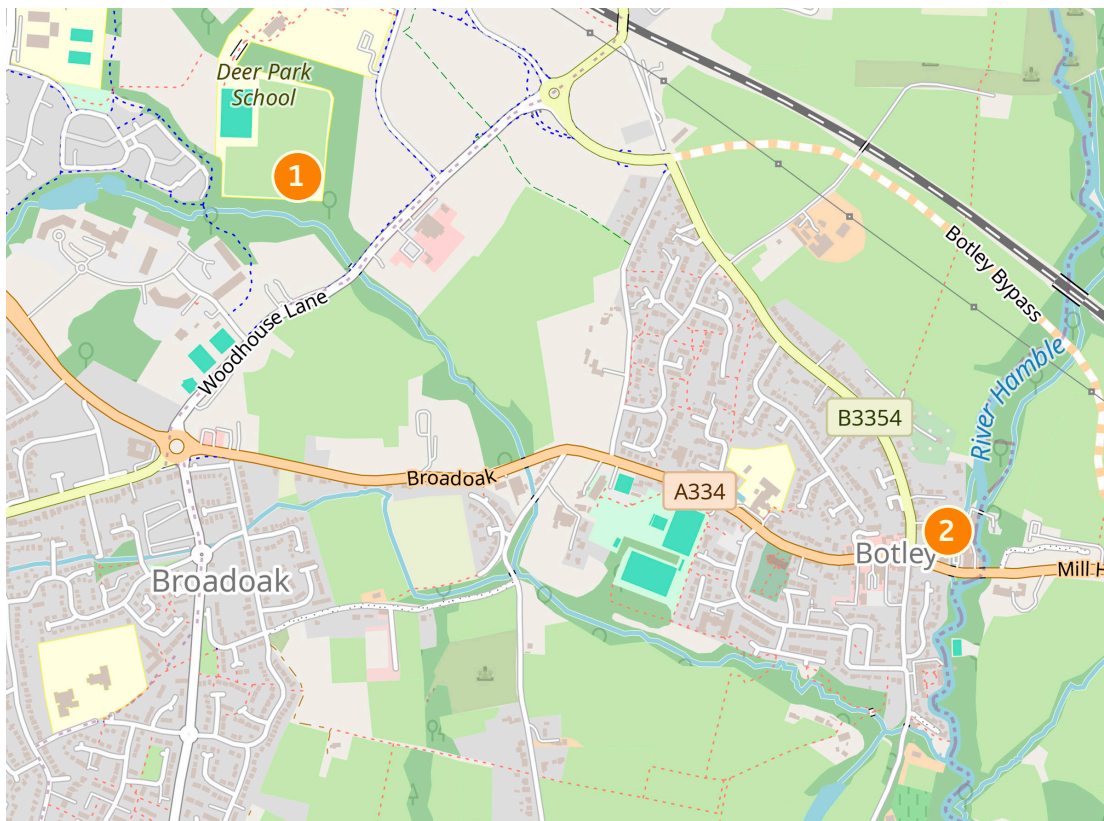
2

7

## Botley

1. School walking routes
2. Botley Mill / riverside – Seated in Nature

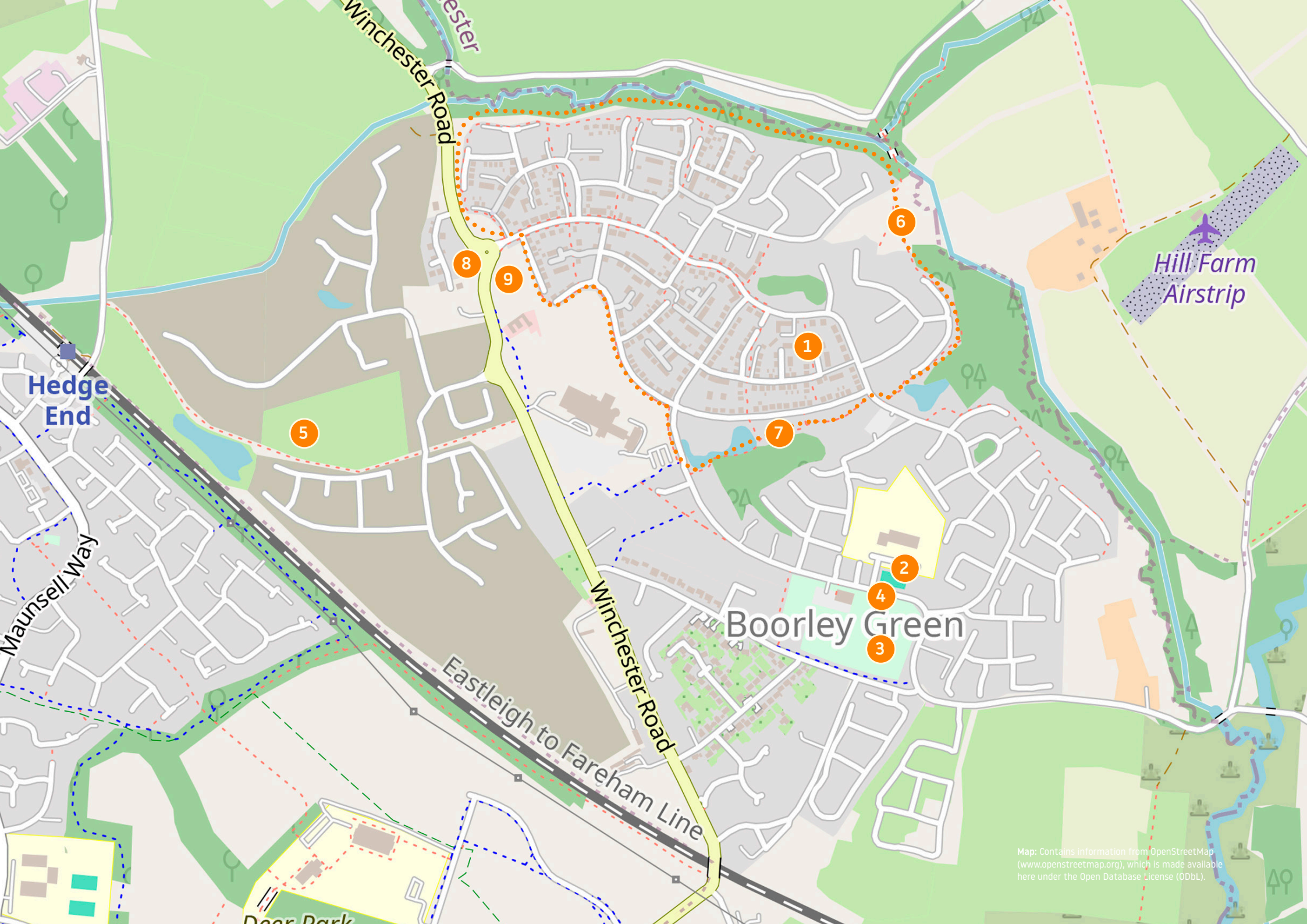
Map: Contains information from OpenStreetMap (www.openstreetmap.org), which is made available here under the Open Database License (ODbL).



## Boorley Green

1. Boorley Park, suggested multiple times, with specific mentions of a lack of seating and potential for sculptures
2. MUGA, Community and Sports Centres surrounds, surrounding seating
3. Wallace Avenue green space
4. Bus route – bus stops and pavement demarcation
5. School walking routes
6. Outer development perimeter walking route
7. Walking routes and wayfinding to guide you in from main roads to Green, Sports and Community Centres, pond area, green areas, and to residential areas
8. Entrance/exit roundabout
9. Shopping parade pedestrianised area





Hedge End

Maunsell Way

Winchester Road

Winchester Road

Eastleigh to Fareham Line

Hill Farm Airstrip

Boorley Green

Deer Park

Map: Contains information from OpenStreetMap (www.openstreetmap.org), which is made available here under the Open Database License (ODBL).



Price needs some TLC

Fair

Play

hop painted with scotch tape dance circle

Community engagement during The ViewFinder Project  
ph. Richard Wolfströme

# Community Canvas: specific commissioning recommendations

## Delivery Mechanism, Project Structure, Leadership and Collaboration

Eastleigh Borough Council will take the lead role in implementing HEWEB-wide public art projects, ensuring coordinated delivery across the entire area. Individual Town and Parish Councils will have autonomy over local projects within their jurisdictions, working collaboratively with community leaders and organisations to ensure synchronised implementation.

### Project Tiers

This tiered approach proposes a framework for developing arts and cultural programming that is responsive to local needs whilst building on community strengths. Each tier offers opportunities for different levels of ownership and engagement and can be implemented progressively as resources and community interest allow. Community-led organisations interested in Tier 1 and/or 2 projects can volunteer to adopt projects or work in partnership with a Local Authority to deliver them.

#### Tier 1: HEWEB-Wide Projects

- Projects that span across Hedge End, West End, and Botley
- Led by Eastleigh Borough Council
- Focus on creating unified themes and connections across the area

#### Tier 2: Local Priority Projects

- Specific to individual parishes or locations
- Delivered by Town and Parish Councils or in partnership with the Borough Council.
- Developed in consultation with local stakeholders

#### Tier 3: Community-Led Initiatives

- Smaller-scale projects emerging from community needs
- Implemented through partnerships between local organisations
- Supported by relevant councils as appropriate

## Community Canvas Tier 1: HEWEB-wide

### 1. Seated in Nature

A public art commission for benches and covered seating across HEWEB.

This project aims to provide practical, beautiful resting spots that strengthen community bonds, enhance our connection to nature, and showcase HEWEB's commitment to innovative, sustainable public art.

Through a series of artistically designed benches and covered seating areas, each area within HEWEB will have seating that reflects its distinct identity: Hedge End's woodland heritage, West End's village charm, and Botley's riverside history.

Artists would be invited to design functional, durable seating that integrates seamlessly with our cherished green spaces. Materials should be sustainable and weather-resistant, have a lifespan of at least 30 years be of low maintenance, with each piece doubling as an interactive art installation that encourages community engagement and educates about local ecology.

### 2. Threads of HEWEB

A public art commission for a wayfinding system across HEWEB. This project aims to develop a cohesive network of artistic signage and landmarks that guide residents and visitors through the area whilst celebrating the unique character of each village. The system will enhance navigation, strengthen HEWEB's shared identity, and encourage exploration of the entire region.

The wayfinding elements should incorporate a unifying design language that evolves subtly between areas, reflecting local features such as Hedge End's woodland, West End's village green, and Botley's riverside. Each waypoint should serve as both a functional guide and an interactive art piece, creating a sense of flow and connection between communities.

Artists would be invited to create elements that incorporate materials echoing the local environment, with integrated information about the area's history, ecology, and community highlights. The system should be durable, low-maintenance, and weather-resistant, with a minimum lifespan of 30 years.

### 3. The Grand Walk

A public art commission for a continuous walking route across HEWEB, incorporating the Boorley Green perimeter walk (p. 41) and potentially walking routes across Deer Park and One Horton Heath.

This ambitious project aims to create an immersive outdoor art experience that seamlessly connects Hedge End, West End, and Botley. The route will transform everyday paths into a living gallery, encouraging exploration of the entire HEWEB area whilst celebrating local heritage and natural beauty.

The walk should feature a mixture of large landmark installations and smaller discoverable artworks, using diverse mediums including sculpture, interactive elements, and functional art such as creative rest areas.

Each installation should reflect its immediate surroundings whilst contributing to HEWEB's shared narrative, serving as wayfinding markers and educational tools about local ecology and history.

Artists would be invited to create sustainable, durable installations that respond to seasonal changes, encouraging repeated visits throughout the year. All elements should be low-maintenance with a minimum lifespan of 30 years, designed to engage walkers of all ages and abilities, and incorporate opportunities for community interaction.

#### 4. The Public Artist

A paid opportunity for a community member to become a co-creator of public art in HEWEB.

This innovative project aims to directly involve local residents in the creation of public art by selecting a community member to creatively partner a professional artist.

The project will bridge community inspiration with professional expertise, ensuring the resulting artwork deeply resonates with local residents whilst maintaining high artistic standards.

The selected Public Artist will collaborate with their professional partner throughout the entire process, from concept development to final installation. No formal art background is required; instead, the focus is on finding creative thinkers who are passionate about HEWEB and eager to contribute to its cultural landscape.

Applicants would be invited to submit ideas for public art that reflects our community's spirit and enhances our shared spaces. The chosen individual will receive a stipend for their time and contributions, acknowledging the value of their creative input and community knowledge. Through this collaborative process, they will gain valuable insights into public art creation whilst helping to shape a piece that authentically represents HEWEB's identity and values.

#### 5. Take Over

A public art commission for temporary community-led installations in unexpected spaces across HEWEB.

This project invites artists to work with local groups to transform everyday spaces into temporary art installations. These could include bus stops, unused shop windows, or community noticeboards. Each installation would celebrate local stories and encourage community participation.

Artists would collaborate with residents to create accessible, low-cost interventions that can be regularly refreshed or rotated. The works should be easy to install and remove, require minimal maintenance, and create opportunities for ongoing community involvement through workshops or participatory elements.

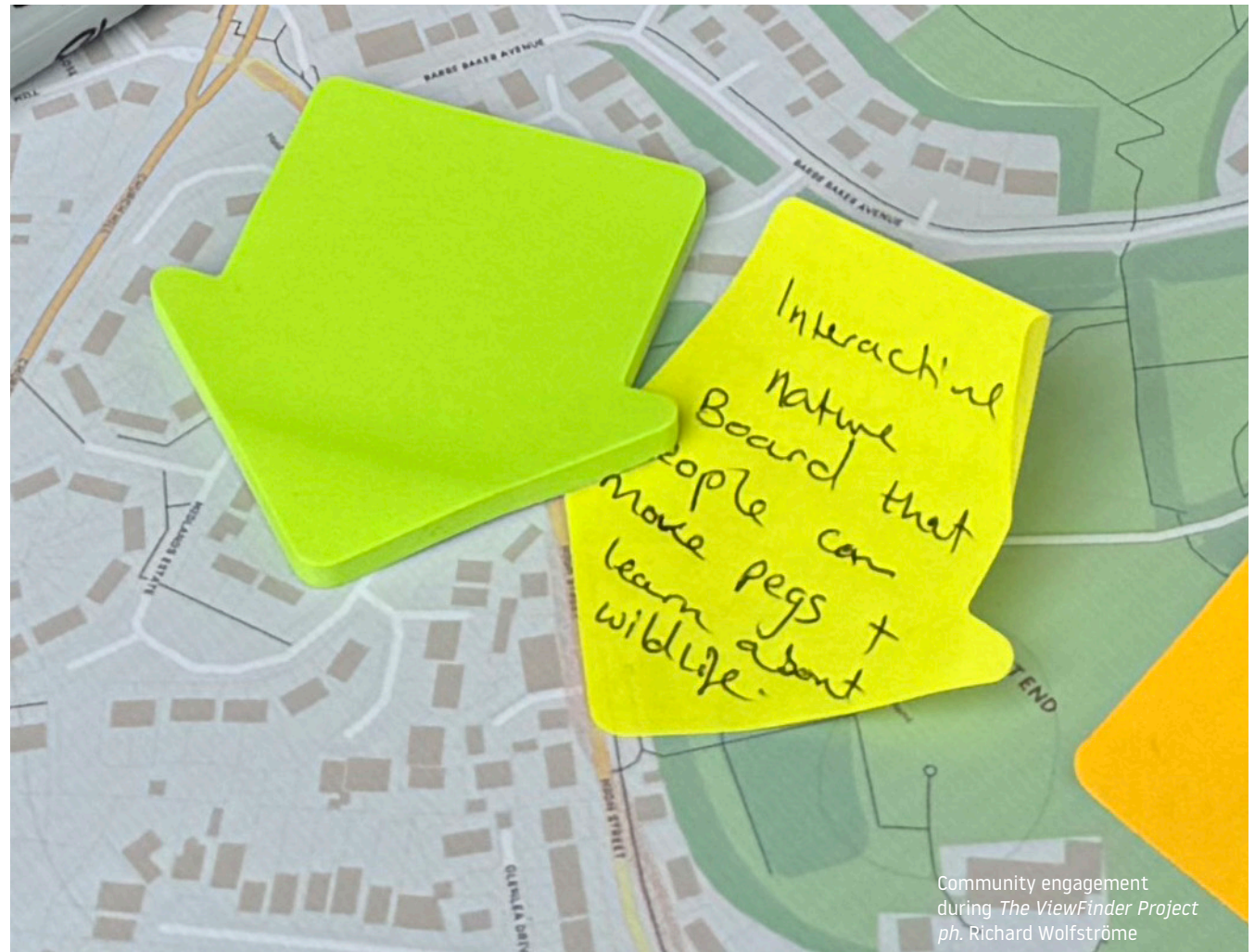
## 6. We Made This

A HEWEB-wide celebration of the area's arts and craft talent, fostering a sense of community and shared identity.

The festival should feature a diverse array of craft vendors, hands-on workshops, local food offerings, and performances. Interactive elements will allow visitors to learn crafting techniques from skilled artisans and create their own pieces to take home, whilst a curated programme of music and spoken word will showcase the area's performing arts talent.

Organisers would be invited to create an event that emphasises community participation, skill-sharing, and cultural exchange. The festival must demonstrate strong consideration for accessibility, sustainability, and local impact. Special installations and activities should highlight Boorley Green's unique features whilst celebrating its integration into the HEWEB community.

Consideration could be given to siting this event at Boorley Green, weaving it into the cultural fabric of the wider HEWEB community, creating lasting connections between new and existing residents.



Community engagement during *The ViewFinder Project*  
ph. Richard Wolfströme

## Community Canvas Tiers 2 and 3: Hedge End

The focus on public art in Hedge End is towards programming and activities, which emphasises community engagement through events, workshops, and temporary installations, whilst maximising the use of existing community assets such as The Bandstand. Hedge End residents have shared their hopes for public art that celebrates the area's woodland heritage, enhances its green spaces, and fosters a stronger sense of local identity.

This Public Art Vision acknowledges local sensitivities around certain types of interventions, particularly play areas and green walls, and recognises the need for flexible, evolving arts programming that can adapt to community needs. By prioritising temporary and rotating elements over fixed installations, this approach creates more opportunities for ongoing community participation and cultural development.

Public Art commissions in Hedge End can connect with The Point's *Unwrapped* programme and should consider the following elements<sup>14</sup>, presented in order of community preference:

<sup>14</sup> With indicative and non-exhaustive examples, all gathered through community co-creation. Each could serve as a standalone commission for artists to develop, or, a more open call could be issued.

### Tier 2

**Bandstand Cultural Programme** – including regular music performances and cultural events, community showcase opportunities, seasonal arts festivals, and musical heritage celebrations.

**Town Centre Heritage Programme** – including guided heritage walks and storytelling events, rotating exhibitions in local venues, heritage trails with regular content updates, and pop-up historical performances and demonstrations.

**High Street Cultural Animation** – including seasonal art markets and craft fairs, pop-up performances and street theatre, temporary art installations, and community parade events

### Tier 3

**Environmental Arts Programme** – including nature-based arts activities, temporary outdoor exhibitions, environmental art workshops, and seasonal celebration events.

**Creative Communities Programme (Dart Centre)** – including mobile exhibitions touring different areas, community-led arts events, local talent showcases and arts workshops in residential areas.

**Historical Interpretation Programme** – including living history events, heritage skills workshops, educational programmes and community documentation projects.

**Digital Arts Initiative** – including virtual exhibitions, online community archive, digital storytelling projects, and interactive heritage trails.

**Cultural Exchange Programme (Dart Centre)** – including inter-neighbourhood arts events, cross-community projects, shared cultural celebrations, and collaborative arts initiatives.

*“People need to come for a reason, not just to shop here”*

ViewFinder community conversation participant, Hedge End



## Community Canvas Tiers 2 and 3: West End

West End residents have articulated their vision for art that celebrates the area's agricultural roots, enhances its beloved green spaces like Hatch Grange, and strengthens the bonds within their close-knit community. From interactive installations that tell the story of West End's evolution to artistic interventions that reimagine the village centre, these ideas reflect the community's desire to honour its past while embracing the future.

Each proposal aims to create not just visual appeal, but also spaces for community gathering, contemplation, and shared experiences. As we explore these community-inspired concepts, imagine a West End where public art becomes a living, breathing part of the village fabric, fostering a sense of place and pride while contributing to the diverse artistic landscape of HEWEB.

Public Art commissions in West End should consider the following elements<sup>15</sup>, presented in order of community preference:

<sup>15</sup> With indicative and non-exhaustive examples, all gathered through community co-creation. Each could serve as a standalone commission for artists to develop, or, a more open call could be issued.

### Tier 2

#### **Hatch Grange Heritage and Nature Programme**

– including interactive heritage trail with digital interpretation, community sculpture garden with rotating exhibitions, nature-inspired seating programme and environmental arts workshops and activities.

**High Street Revival Programme** – including community planting scheme and maintenance programme, mural arts project celebrating local heritage, artistic street furniture implementation, pedestrian-friendly art interventions and *The Concrete Post* rotating exhibition programme.

#### **Telegraph Woods Environmental Arts Initiative**

– including forest art trail with seasonal programmes, environmental art workshops, conservation-focused community activities and guided art and nature walks.

**School Partnership Programme** – including the *Man of Trees* relocation project (moving the sculpture from Asda corner to the school), educational workshops, student art initiatives and school-community collaboration events.

*“We need to have something that's not going to be forgotten, or passed by”*

ViewFinder community conversation participant, West End

**Village Entrances Programme** – including gateway artwork implementation, community design workshops, entrance landscaping scheme and welcome signage project.

### Tier 3

#### **Residential Areas Community Arts Scheme**

– including Townhill community art project and workshops, neighbourhood identity markers programme, community co-creation workshops and local arts festivals and events.

#### **Historical Interpretation Programme**

– including Bronze Age Barrow illumination project, archaeological interpretation centre, heritage education programme and community archaeology workshops.

**Connecting Routes Project** – including artistic wayfinding system, community walking tours, local history trails and seasonal art interventions.

**Community Memory Project** – including Asda Corner commemoration, oral history programme, digital archive creation, community storytelling events.

## Community Canvas Tier 2 and 3: Botley, and Boorley Green

The focus for public art across Botley, & Boorley Green is on shaping the identity of this emerging community within HEWEB. As a newly developed area, Boorley Green offers a unique canvas for public art that can help forge a strong sense of place and belonging and that reflect the aspirations and values of Boorley Green's growing population.

The resulting concepts highlight the importance of connecting Boorley Green with Botley, especially through the shopping parade, whilst supporting the development of community-led initiatives and festivals and interventions that encourage neighbour-to-neighbour connections.

Public Art commissions in Botley, & Boorley Green should consider the following elements<sup>16</sup>, presented in order of community preference:

<sup>16</sup> With indicative and non-exhaustive examples, all gathered through community co-creation. Each could serve as a standalone commission for artists to develop, or, a more open call could be issued.



View over pond at Boorley Green  
ph. Richard Wolfströme

## Tier 2

**Youth Arts Programme** – including after-school art clubs at the Community Centre, youth-focused art space in Boorley Park, regular workshops and skills development sessions, exhibition opportunities for young artists and school holiday arts programmes.

**Wayfinding and Interpretation Programme** – including comprehensive wayfinding system linking residential areas to key destinations, nature and ecology interpretation boards along green routes, interactive trail markers and station connection route markers.

**Perimeter Walkway Enhancement** – including artistic seating at viewpoints, nature interpretation stations, environmental art installations, walking trail programme and community walking groups.

**Play Space Enhancement Programme** – including artistic play equipment, interactive installations, multi-generational activity spaces, performance areas and social gathering spaces, with a focus on the green to the right of the Sports Centre.

**Covered Arts Spaces** – including multi-functional shelter design, exhibition spaces, workshop areas, community notice boards and performance spaces.

**Community Festival Development** – including annual arts and community festival, integrated dog show programme, cultural performances and exhibitions, community participation events and a seasonal celebration programme.

**Community Kitchen Garden** – including programming with community café, tools library and workshop space, cultural exchange events, seasonal growing programmes and international cuisine workshops.

## Tier 3

**Annual one-day chalk art event** – including professional artist commissions, community workshops, skills development programme, self-nominating houses and use of streets, pavements and MUGA for example, creative documentation project.

**Community Connections Project** – including shopping parade enhancement programme and public art object commission, gateway features linking Botley and Boorley Green, artistic seating and shelter installations, community gathering spaces and programmed activities to encourage social interaction.

*“Public art should help develop a sense of belonging and the importance of saving the environment for future generations”*

ViewFinder community conversation participant, Boorley Green



Eternal Knot, Tim Ward, 2019,  
The Pavilions, West End  
ph. Cara Courage



