



Public Art Strategy 2023 - 2028

Image: Trowel, Bex Simon, 2022

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Introduction

This strategy updates and replaces Eastleigh Borough Council's (the Council) Public Art Strategy 2015 – 2019. It is informed by the current National Planning Policy Framework (NPPF revised 20th July 2021); local plan policies; new development opportunities in the Eastleigh Borough; and current best practice in project management, commissioning artists and engaging communities in the creation of the public realm.

The Council's Public Art Strategy 2023-2028 encourages greater participation in cultural activity and provides better access to cultural assets across the Borough. This document specifically sets out why public art and the processes of creating public art, have a positive impact on the physical environment and health and wellbeing of people that live, work and visit Eastleigh Borough. It includes methods to ensure that the best possible value is obtained in the commissioning of public art and illustrates why public art delivers the Council's corporate priorities: 'Enabling a healthier Eastleigh', 'Shaping places', 'Protecting our environment' and 'Creating homes and communities'

The aims of this strategy are:

- **To set out the vision and principles for public art in Eastleigh Borough**

- **To explain the benefits of public art and how it fits with the Council's corporate priorities**

- **To explain the relationship between public art and the development process**

- **To promote new commissioning opportunities available over the next five years**

In addition to the strategy, a set of Public Art Process and Procedure documents have been developed and serve as effective working documents for the Council and its partners. They set clear guidance for best practice in commissioning, maintaining and decommissioning (if required) public art.

While it is recognised that many commissioning opportunities will arise through new building developments in the Borough, the principles of the strategy also apply to projects involved in commissioning public art in other contexts, including projects led by the Council, other public sector agencies and community organisations.

Local Context

Public art forms an integral part of the Council's commitment to the creation of high-quality, sustainable environments throughout Eastleigh Borough. It is therefore useful to describe the context of the Borough and its defining characteristics.

Eastleigh 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. The River Hamble flows along the eastern boundary and the River Itchen cuts through the north-west part of the Borough.

The area is crossed by several major roads including the M27 and M3. The main South Western Railway line runs south-east through Eastleigh. Southampton Airport lies on the edge of the town of Eastleigh.

The main town in the Borough is Eastleigh. Other large urban areas are Chandler's Ford and Hedge End. Sizeable settlements are at Bishopstoke, Fair Oak, Horton Heath, West End, Bursledon, Hamble and Netley. The Borough covers an area of 79.8sq.km and is predominantly suburban in character but retains some areas of countryside that are locally significant due to the separation they provide between settlements, and their biodiversity and landscape characteristics.

Green infrastructure is important within the Borough, both for its positive local impact and in connecting settlements within the wider network. The Borough contains an array of open spaces and amenities ranging from urban and country parks and areas for sport and recreation, through to allotments and areas protected for biodiversity. There are several country parks; three run by Hampshire County Council (the Royal Victoria Country Park, the Westwood Woodland Park at Netley and the River Hamble Country Park south of Botley) and two run by the Council (the Lakeside Country Park at Eastleigh and the Itchen Valley Country Park immediately east of the airport).

In terms of heritage interest, the Borough's settlements and other heritage assets reflect its links with the development of the marine, rail and aviation industries as well as more ancient history. These contribute to the Borough's varied settlement and community character and identity. There are 177 listed buildings, 8 conservation areas, 8 scheduled monuments, plus a local list of heritage assets.



The Council's Corporate Plan 2023-2026 sets out a vision **'To lead and support Eastleigh Borough and its communities: developing a strong and sustainable economy that supports improved standards of living for residents; promoting thriving and healthy communities; and maintaining an attractive and sustainable environment that residents value.'**

The Public Art Strategy and specific proposals arising from it, have a role to play in achieving this vision through enhancing and celebrating the distinctive factors which make the Eastleigh Borough unique or where appropriate, adding new layers of cultural value.

Public Art Vision and Definition

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.

Public art is best defined as the principle of involving artists in the conception, development, and transformation of the public realm. Public art commissions can be temporary or permanent, internal or external; they can be stand-alone features or integrated into the environment. They can include temporary events and performances. Artists can deliver public art projects in many ways including as part of development teams, alongside architects, engineers and designers and undertaking residencies based in particular locations or with community groups.

The public realm means any place that offers the public free and easy access including but not limited to public buildings, paths, streets, roads, squares, gardens, parks, and open spaces. Artwork provided within the boundary of a private site but fully visible from publicly accessible land and able to be enjoyed by the public can also be considered public art.

Public art forms include the following:

- Discrete or incorporated interventions within a building's structure or public spaces, landscapes (hard and soft), lighting features, seating, sculpture, signage or flooring.
- Stonework, metalwork, photography, digital images, prints, paintings, textiles, ceramics, projection, moving images, performance, events, or music commissions.





Trout at The Mount,
Jonathan Wright, 2018

Public Art Strategy – Key Principles

The following are the key principles by which the programme of public art will be delivered in Eastleigh Borough.

Encourage high-quality design and environmental standards

Public art is an integral part of the Council's commitment to the creation of high-quality, sustainable environments throughout the Borough. Achieving good design is about creating places, buildings, or spaces that work well for everyone. They should look good, last well and adapt to the needs of future generations. Good design responds in a practical and creative way to both the function and the identity of a place and this has been shown to lead to increased wellbeing and prosperity.

Improve accessibility and legibility

When new developments are formed, familiar streetscapes and landscapes change. There is a risk that local distinctiveness will be lost or diluted, particularly if new shops and houses are similar to those in neighbouring towns. Public art can be used to reduce this effect and emphasise local culture, heritage and biodiversity.

Providing visual references which improve legibility, accessibility and wayfinding increases community pride and promotes further exploration of the Borough, which supports inward investment.

Enhance public open space and other recreational facilities

Creating areas that bring people together by providing or augmenting meeting places and social spaces for events and activities can have benefits for communities as a whole as well as individual wellbeing.

Residents and visitors to the Borough have access to a range of unique, high-quality public open spaces and accessible countryside that support a diverse range of recreational needs including arts and culture, sport, healthy lifestyles, economic activity, and community engagement. These include amenity open spaces, indoor and outdoor sports facilities, arts and cultural events and activities, play areas, country parks, allotments, cemeteries and burial grounds and green routes.

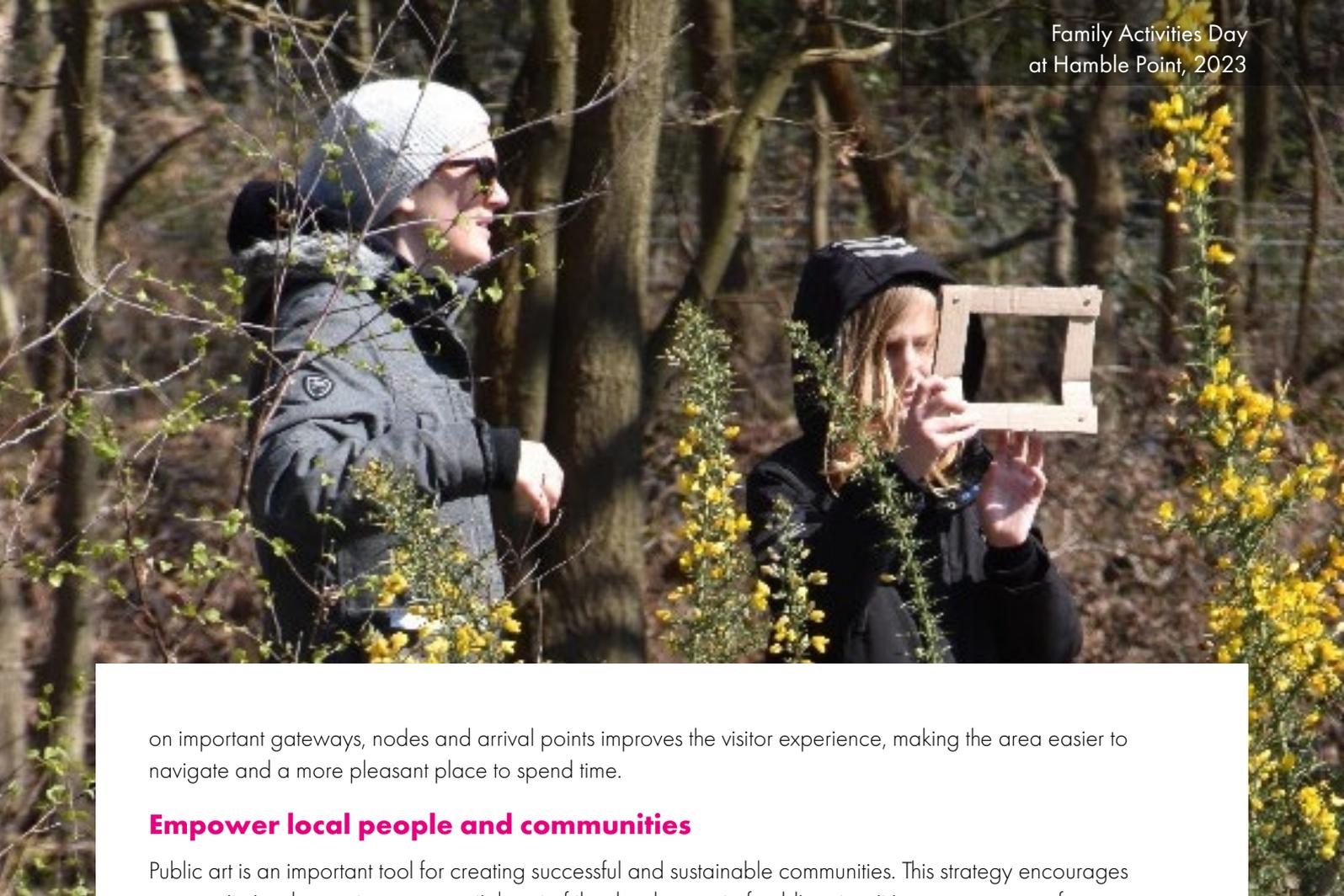
Green routes are corridors of open space and natural habitats used for walking, cycling or horse riding as well as providing important corridors for biodiversity. Movement between these areas often attracts people to live in an area and stay in that area during their leisure time. This encourages healthy lifestyles, lower carbon living and reduced pressure on sensitive ecosystems around the Borough.

Creating a pleasant environment with an holistic approach to the whole travelling experience is crucial to encourage walking and cycling. Routes should be clearly marked and shaped by the presence of local green space and natural habitat and provide direct routes to regularly used facilities such as schools, shopping centres and district parks. This creates and celebrates a strong sense of place, culture and heritage. Public art can be used to enhance green routes and create spaces which are interesting and enjoyable for all to use and explore. Whilst the creative element must always be foremost, public art can help articulate biodiversity highlights, bringing them to the attention of residents in an engaging way.

Raise the profile of town and village centres

Town and village centres provide the focus for local communities and are where many people visit for shopping, services, culture, leisure and entertainment. Therefore, they have a major effect on people's lives and should be pleasant places to be. Public art can support the vitality, sustainable growth and regeneration of these areas by increasing the number of people choosing to visit rather than travel further afield to another location.

Regeneration and environmental improvement in these areas can take many forms including urban design enhancements, architectural works or landscape works, all of which are greatly improved by the integration of public art. Focusing attention



on important gateways, nodes and arrival points improves the visitor experience, making the area easier to navigate and a more pleasant place to spend time.

Empower local people and communities

Public art is an important tool for creating successful and sustainable communities. This strategy encourages community involvement as an essential part of the development of public art as it is a proven way of:

- Enabling communities to shape their environment
- Exploring a variety of issues and creating learning and development opportunities
- Facilitating change in a given environment
- Encouraging inclusivity and improvement of health inequalities by developing opportunities for working with all members of the community through the engagement of the Eastleigh Borough Council Equalities Strategy and Action Plan.

Celebrate heritage, biodiversity, and culture

Public art and the processes required to develop them can play a vital role in the creation and celebrations of the cultural identity of a place. Public art projects create opportunities to explore the cultural aspects of a particular area and commission artworks that give the public realm temporary or permanent local identity. Public spaces, landscapes, parks and streets that reflect their local culture attract people in part because they are distinct, memorable and interesting places to be.

Advocating and promoting the benefits of public art

Priority will be given to supporting the commissioning of public art through the planning process, offering clear guidance and delivery mechanisms that ensure best practice and result in projects which have a lasting positive impact within communities.

The Public Art Strategy intends to deliver a clear focus for advocacy and learning regarding public art. The benefits and profile of public art will be raised whilst supporting those involved with the commissioning process.



Eastleigh Borough Council's Corporate Plan 2023-2026

The Council's Corporate Plan 2023-2026 sets out the vision of the organisation at the time this strategy is published. The vision is encapsulated within four priority themes of 'Enabling a healthier Eastleigh', 'Shaping places', 'Protecting our environment' and 'Creating homes and communities'.

The following outlines the contribution of the Public Art Strategy to the four priority themes:



Enabling a healthier Eastleigh

Our aims are to achieve:

- Improved socio-economic and health outcomes and reduced inequality.
- Better than national average outcomes for all and better than regional outcomes where possible.

Public art and the process of developing artworks will:

- Increase the physical and mental wellbeing of those that live and work in the Borough by contributing to the creation of a high-quality environment designed by, with and for people, ensuring their needs are at the centre of decision making.
- Create vibrant public places and routes that celebrate culture and encourage participation in healthy outdoor activities to reduce social isolation and loneliness.
- Work directly with sectors of the community to address health inequality and tackle deprivation, increase confidence and encourage individuals to make positive change.



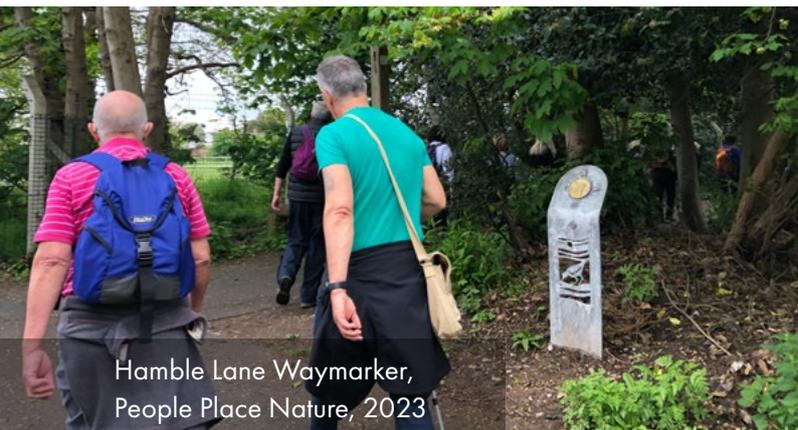
Shaping places

Our aims include:

- The places in each of our five local areas to be distinctive and measurably improving year-on-year.
- To create and enhance places where residents and businesses can thrive - neighbourhoods, buildings and spaces that work well for everyone and are attractive, vibrant, distinctive, and safe.
- A place that promotes better quality of life for everyone and connects us to each other and the services and facilities that we need.

Public art and the process of developing artworks will:

- Contribute to the creation of an excellent environment for all through high-quality design and emphasis of local distinctiveness to reinforce a 'sense of place'.
- Enhance infrastructure to improve accessibility and legibility through and between key economic areas, local facilities, and open spaces.
- Contribute to good-quality, attractive buildings and public spaces which play a key role in urban and rural regeneration, creating the right environment for economic, social and cultural prosperity.
- Help reinvigorate town and local centres, creating vibrant, active places where people want to spend time.
- Stimulate economic growth in the Creative Industries sector through employment opportunities and skills development.



Hamble Lane Waymarker, People Place Nature, 2023



Protecting our environment

We will continue to reduce our emissions including those from procurement activities, and support residents and businesses in their reductions.

Public art and the process of developing artworks will:

- Ensure consideration to reduce and mitigate carbon emissions from each public art project.
- Raise awareness of green routes and more sustainable means of transport to encourage a modal shift away from single occupancy vehicles to reduce congestion.
- Increase engagement with the natural environment for residents living within an urban setting.



Creating homes and communities

The Council will create communities, not just new homes; deliver infrastructure, employment, leisure and open spaces alongside development.

Public art and the process of developing artworks will:

- Identify opportunities to enhance new homes, infrastructure and public space, making them more distinctive and building pride.
- Help to strengthen community cohesion in new developments.
- Enable artists and craftspeople to utilise their creative skills and vision to make areas more appealing to live, work and visit.
- Create opportunities to build connections between existing communities and new developments.



Woodland Community Centre Mosaics,
Will Rosie, 2020

The Benefits of Public Art

Public art, including the processes of its creation, contributes to social, economic and cultural value leading to strong, vibrant and healthy communities.

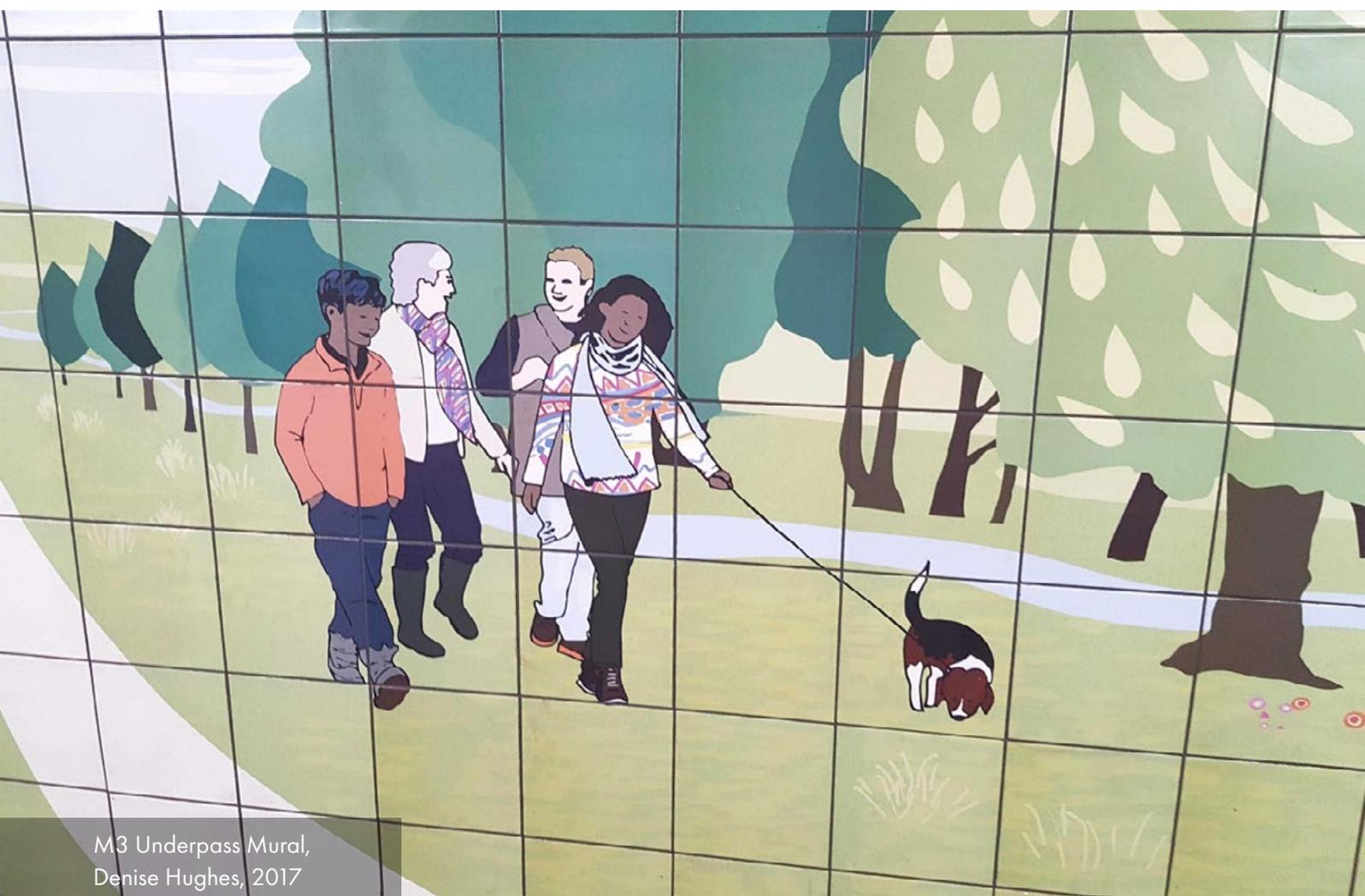
Public art has the capacity to increase physical and mental wellbeing and this extends from the process of developing the artwork to the completed work itself.

The Council has a proven track record for successfully using the delivery of public art to connect with people; to raise awareness, engage or consult with communities about unique relevant themes and/or issues. A public art focus enables people to transcend separateness and difference, to engage in conversation and dialogue, to grow in confidence and explore commonalities and differences.

Community engagement programmes are an essential element of the public art commissioning process. They enable people to come together and be involved in the design of their environment. This contribution leads to a sense of ownership and pride in their public spaces.

Public art is integral to regeneration and is recognised as a high-visibility indicator of confidence in the future of an area, thus acting as a catalyst for inward investment.

The delivery of public art is a way to encourage growth of the Creative Industries sector, celebrating creative initiatives by providing opportunities and employment for artists and the manufacturing companies that support them.



M3 Underpass Mural,
Denise Hughes, 2017

Framework of National and Local Strategies and Policies

This Public Art Strategy sits within a framework of national and local strategies and policies. It is therefore important to set out these relationships. In particular, the links to Eastleigh's planning system are key to the successful delivery of public art in the Borough, both in terms of generating and resourcing commissions.

National Planning Policy Framework (July 2021)

The National Planning Policy Framework (updated 20 July 2021) explains that the purpose of the planning system is to contribute to the achievement of sustainable development. The policy notes that the planning system has three overarching objectives: economic, environmental, and social. These are interdependent and need to be pursued in mutually supportive ways so that opportunities can be taken to secure net gains across each of the different objectives.

The social objective of fostering well-designed, beautiful and safe places that support communities' health, social and cultural wellbeing is considered to have broad relevance within the context of commissioning high-quality public art.

'Promoting healthy and safe communities' states that to provide the social, recreational and cultural facilities and services the community needs, planning policies and decisions should consider and support the delivery of local strategies to improve health, social and cultural wellbeing for all sections of the community. Public art strategies can be assumed to be covered within the broad context of local strategies.

'Achieving well-designed places' recommends that design quality should be considered throughout the evolution and assessment of individual proposals. It goes on to state that early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. High-quality public art can be considered one of the outcomes of well-designed places but it can also be used as a valuable engagement tool for community consultation.

National Design Guide/ National Design Code

The [National Planning Policy Framework](#) makes clear that creating high-quality building and places is fundamental to what the planning and development process should achieve. The National Design Guide includes a reference to public art within the wider context of how the quality of the spaces between buildings is as important as the buildings themselves. The National Design Code and Guidance Notes for Design Codes illustrate how well-designed places that are beautiful, healthy, greener, enduring and successful can be achieved in practice. It forms part of the Government's collection of planning practice guidance and should be read alongside the separate [planning practice guidance](#) on design process and tools.

Adopted Eastleigh Local Plan 2016-2036

Policy DM1, General criteria for new development states that all new development should (as relevant) include provision for public art associated with new large-scale development in accordance with the Council's adopted Public Art Strategy.

Paragraph 5.11 which is supporting text to Policy DM1 states that in addition, the Council is pursuing measures relating to:

The provision of public art through its Public Art Strategy. This aims to support PfSH cultural initiatives by promoting the highest standards of design for new development with integrated public art, which in turn provides opportunities for community engagement and creative industries to participate in the economic growth of the area.

Policy DM36, community, leisure and cultural facilities states that the developers of new housing that is likely to increase use of local community, leisure or cultural facilities will be required to contribute to or provide any enhancement of existing facilities or new facilities necessitated by their schemes in accordance with policy DM38.

It is stated in emerging Policy DM38, funding infrastructure that development will be permitted provided that the developer has made arrangements for the provision of or for contributions to the improvement of any infrastructure, services, facilities or amenities necessitated by the development proposed, by means of either: a planning obligations agreement under Section 106 of the Town and Country Planning Act 1990; and/or should it be introduced in the Borough in the future, the Community Infrastructure Levy under the Planning Act 2008.

Whilst not specifically referenced, it is possible that contributions for the provision of facilities and amenities could potentially cover the provision of public art.

It is stated under the Eastleigh Borough Council strategies section in Appendix B: 'Legislation and other plans and strategies' paragraph A.36 that the Council has a particularly wide range of strategies that assist to achieve its strategic priorities. This includes the Public Art Strategy.

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

It is stated in Section 3.5 of the Planning Obligations SPD that public art can take the form of on-site provision (either by developers to the equivalent value of the standard charge or by a Local Authority), or off-site provision of artwork or art projects. On-site art may include integrated art in the design of buildings and spaces. Off-site art may include environmental artwork and participatory arts, which will require formal agreement by the developer.

Public art can be most effective when integrated into the planning of buildings and spaces at the outset and early discussion with Council officers is recommended to establish its likely form and location. This can be as early as pre-application stage (if applicable). For very large developments on land designated for development within the local plan, the most fruitful approach would be for developers to establish early dialogue with the Council's Urban and Landscape Design Team Leader and Public Art Officer even before pre-app stage. This would enable the discussion of special delivery processes for the public art. An example of this could be the establishment of an artist-in-residence who could collaborate with the developer's and Council's design teams throughout the process. Section 3.5 further states that a proportion of any art contribution will fund project management and delivery of the art by the Council's Public Art Officer or other appointed colleague. The Public Art contributions within the Planning Obligations SPD were updated in March 2023 and details are available on the Council's website.

Public art within the public realm will be liable to a commuted maintenance charge. When contributions are made on-site towards community infrastructure then off-site provision may not be required. Section 3.8 states that the Council considers it important that environmental and landscape improvements should be made in the Borough, particularly in those areas subject to regeneration. New schemes may need to include consideration of public art amongst over various noted improvements that can be made to the public realm.

Community engagement

The Council attaches great importance to ensuring that the Public Art Strategy delivers work that is of benefit to the community of Eastleigh Borough. Success of many public artworks comes from community involvement because participation signifies ownership.

Many public art projects can provide an opportunity for the community to be involved at varying levels of inclusion and to contribute to the public art outcomes.

Commissioners should build budgets and plans for consultation, communication, and engagement into their public art projects.

Consultation and engagement should be a two-way process. As well as informing the artist, it should aim to involve people in the process and outcomes of commissions, foster an understanding of a range of artistic approaches and encourage and support ambitious, challenging and high-quality work.

Consultation and engagement plans and/or strategies can take many forms and will need to be appropriate to the context of the commission. Both virtual and physical engagement channels can be used with examples as follows:

- Public meetings
- Creative workshops
- Pop-up information stalls
- Website information and blogs
- Social media posts
- Surveys



Hammering Waymarkers for Hedge End Green Routes with the Bex Simon Forge team, 2022

Community engagement Case Study: Pirelli Park

The Pirelli Park project (2011) combined S106 funding for play with S106 for Public Art which allowed the Council to commission the scheme through a creative design competition, resulting in the appointment of an architect's practice to lead the concept stage with an artist joining the project to provide a community engagement workshop based on play and creativity.

The engagement artist proposed a workshop that encouraged play and imagination, providing bright and engaging materials for the purpose of free play and creativity.



Community engagement with
Cod Steaks in Pirelli Park, 2011

The artist's proposals stated:

"Each activity is community led and focuses on working collectively together, whether as a family or among each other. The activities are aimed to be achievable by all with no individual pre-determined outcomes, so the participants have the freedom to play within the workshops. Even though these activities are communal each participant will have a unique experience, which will hopefully inspire one another."

The workshop materials were inspired by kaleidoscopes, spinning tops and spirographs, providing another take on the reel and barrel shapes proposed by the architect's concept design.

The children were facilitated in using materials to create and decorate and play within experimental structures, which would later be used to inspire the surface treatment for the completed park.



Pirelli Arch, Cod Steaks, 2011

Action Plan

Below is a set of projects that will be actioned as part of the delivery of this strategy. The S106 allocations to individual projects are managed by Local Area Committees throughout the year. Once these are agreed a firm delivery plan will be developed for each project.

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 – project TBD	Allbrook	TBC
	9.	Old Post Office – on-site project TBD	Town Centre	TBC
	10	Regal Building – on-site project TBD	Town Centre	TBC

Local Area	Ref	Project	Location	Timescale
Bishopstoke, Fair Oak and Horton Heath	11	Creation of a Public Art Vision for BIFOHH leading to a deliverable action plan for specific commissions.	Bishopstoke, Fair Oak & Horton Heath	Live Project
	12	Public art projects TBD by BIFOHH Public Art Vision	Bishopstoke, Fair Oak & Horton Heath	TBC
	13	Whalesmead Shopping Area	Bishopstoke	TBC
	14	Pembers Hill Farm – on-site public art	Fair Oak	TBC
	15	Fair Oak Village Centre – project TBD	Fair Oak	TBC
	16	White Tree Close – public art within community building	Fair Oak	TBC
	17	Stoke Park Farm – project TBD	Bishopstoke	TBC
	18	Creation of a Public Art Statement and liaison with the One Horton Heath Board to oversee implementation of the Vision.	One Horton Heath	TBC
Hedge End, West End and Botley	19	Hatch Farm (The Willows)	West End	Live Project
	20	Creation of a Public Art Vision for HEWEB leading to a deliverable action plan for specific commissions.	Hedge End, West End and Botley	2023
	21	Botley Village Street Scene	Botley Parish	TBC
	22	Boorley Green Open Space	Botley Parish	TBC
	23	Winchester Street development	Botley Parish	TBC
	24	Town Centre redevelopment	Hedge End	TBC
	25	Kings Copse School	Hedge End	TBC
	26	Woodhouse Lane development	Hedge End	TBC
	27	Ageas Bowl – project TBD	West End	TBC

Local Area	Ref	Project	Location	Timescale
Bursledon, Hamble and Hound	28	Creation of a Public Art Vision for BHH leading to a deliverable action plan for specific commissions	Bursledon, Hamble and Hound Local Areas	Live Project
	29	History & Heritage Wayfinding project	Bursledon, Hamble and Hound Local Areas	Live Project
	30	Coralent Public Art Project (Latitude development)	Bursledon, Hamble and Hound Local Areas	2023/24
Chandler's Ford and Hiltingbury	31	Polish Dependants' Hostel Public Art Project	Chandler's Ford	Live Project
	32	The Arch Theatre proposal	Chandler's Ford	TBC



Nautical Seating, Tim Norris, 2014