

# Creativity Walks Artist's Brief

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March 2025

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## **Executive Summary**

Eastleigh Borough Council is inviting submissions from Artists or an Artist Collective to lead Creativity Walks along the Hamble Peninsula Trails.

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

The Commission is funded from Section 106 Developer's Contributions for Public Art, to be used for a project within the local area of Bursledon, Hamble and Hound.

Cover and above image: Hamble Common

## Background

Eastleigh Borough Council (EBC) is committed to supporting Public Art as a contributing factor in ‘building strong, vibrant and healthy communities’ (EBC Public Art Strategy).

This project aims to use the funding available from developer’s contributions to celebrate local heritage, biodiversity and culture; encourage the use of green routes; support residents to explore their own creativity; and advocate for working with local artists.

Creativity Walks follows on from two recent projects in the local area of Bursledon, Hamble and Hound (BHH):

[Hamble Peninsula Trails](#) – mapping walking and cycling routes, researching local heritage and biodiversity, and delivering a wayfinding scheme of bespoke way markers.

[Hamble Peninsula Sounds](#) – creating audio artworks and an artist-led digital sound archive that celebrate the natural, historical and cultural assets of the area.

Creativity Walks will also be part of a wider programme of activities for Eastleigh Borough’s Walking & Wheeling Festival, led by Sustrans in late Summer 2025. Sustrans will audit routes for safety and accessibility; run walk-leader training with the appointed artists; recruit volunteers to support walks; promote the programme of activities and support with data capture and evaluation.



Image: River Hamble

## Brief

### Location

This project will be delivered across the three parishes of Bursledon, Hamble and Hound (BHH).

Bursledon, Hamble and Hound are situated in the far south of the Borough of Eastleigh, bounded by the city of Southampton to the west; Southampton Water to the south; and the River Hamble and Borough of Fareham beyond that to the east. The M27 cuts across the area, north of Bursledon.

### Aims

Public Art in Eastleigh Borough is required by the adopted Public Art Strategy to meet the Council's Corporate Priorities to contribute to the delivery of the long-established strategic aims of **Enabling a Healthier Eastleigh, Shaping Places, Protecting Our Environment** and **Creating Homes and Communities**.

This project creates opportunities to:

- promote mental and physical wellbeing and reduce social isolation.
- increase local distinctiveness and have a positive impact upon the community identity.
- enhance resident's enjoyment of the public open space on their doorsteps.
- work with local artists and strengthen community connections.

The Council will commission five local artists or an artist collective who can devise and lead organised group walks along the Hamble Peninsula Trails incorporating creative activities, which can include and inspire residents of all ages and abilities.

### Themes

Artists should respond to at least one of the following themes:

- Observing biodiversity
- Celebrating local history and culture

Additionally, an important part of this project is building residents' confidence to be creative and use and enjoy green routes, encouraging healthy and active lifestyles.

### Roles & Responsibilities

Appointed Artists – The artists or artist collective selected for this project will be responsible for devising and leading the Creativity Walks. They will need to work collaboratively with Sustrans and manage any relationships with collaborators or sub-contractors to ensure delivery of all work is high quality, within budget and on time. They will need to supply updates to the Project Manager at key points within the project development and report back on participation after completion.

Project Manager – Vickie Fear, Public Art Officer at Eastleigh Borough Council will manage this project, ensuring EBC processes for delivery, reporting and archiving are adhered to and completed within budget and to the agreed timeline. The Public Art Officer is the Appointed Artists' main point of contact at the Council and reports internally to the BHH Public Art Steering Group of Officers and Councillors on progress and success of the project.

Festival Lead – Sustrans have been appointed to manage the delivery of a Walking & Wheeling Festival for Eastleigh Borough Council. Sustrans' responsibilities include but are not limited to auditing routes for safety and accessibility, providing training for walk leaders and volunteers, co-ordinating communications and booking systems, managing data capture and documentation of events. They will liaise with Appointed Artists to ensure Creativity Walks are included within the Festival Programme and supported appropriately.



Image: St Andrew's Church, Bursledon

## **Budget & Deliverables**

A total project budget of £5000 is available and is expected to be distributed equally to five artists.

The budget of £1000 for each artist is expected to cover time for prep including walk-leader training, planning the route/s and activities, a recce of the route, sourcing any materials or equipment required, supplying written copy and an image for promotional materials, leading at least two group walks, and reporting on participation and success of the walks; all artist's travel expenses; and the costs of any materials or equipment required for the creative activities.

Due to the restricted timescale for this project it is not anticipated that any further fundraising will take place to increase the budget for Creativity Walks so artists should scale their proposed activities appropriately.

Artists will need to deliver at least two group walks and these could be on the same day or different days.

The length of the walks (distance and time) can be determined by the artist in consultation with Sustrans and the Council. The Council would prefer that walks commence from places easily accessible by public transport such as Bursledon, Hamble or Netley Railway Stations.

## **Invitation to Apply**

### **Requirements**

EBC will only contract professional Artists/Artist Collective for this commission. The Appointed Artists will therefore be expected to:

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

EBC will only commission local artists living in Hampshire (including Southampton and Portsmouth) or the Isle of Wight for this project.

The Appointed Artists can be any nationality but must have the legal right to work in the UK. In some cases artists who are foreign nationals do not require a Visa. For further information visit <https://www.gov.uk/permitted-paid-engagement-visitor>

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

## How to Apply

Please submit an Expression of Interest (see below for what to include) by email to Vickie Fear, EBC Public Art Officer (pronouns: she/her) **by midday on Thursday 1<sup>st</sup> May**: [vickie.fear@eastleigh.gov.uk](mailto:vickie.fear@eastleigh.gov.uk)

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

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

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

## Expression of Interest

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

- Your name / the name of your collective
- Contact details including email, phone number and current address
- A short statement (approx. one side of A4) outlining your proposed approach to this project including initial ideas about:
  - the creative activities you would run eg. drawing, photography, singing, creative writing etc
  - if you have a target audience in mind eg. families with children, retirees etc.
  - any key locations for your walk eg. Hamble Common, Old Bursledon etc.
  - approximate length of walks (either distance or duration)
  - the number of walks you would run if more than two.



- Links to your website, any online video content about previous or ongoing projects (max. three) and any professional social media accounts
- Your CV (max. three pages)

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

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

If you would prefer to submit your EOI in another format such as audio or video please contact Vickie Fear at least one week in advance of the deadline to discuss file transfer: [vickie.fear@eastleigh.gov.uk](mailto:vickie.fear@eastleigh.gov.uk)



Image: View of Southampton Water from Netley cricket field

## **Selection Process & Criteria**

Eastleigh Borough Council Officers will review all submissions received by the deadline and determine a shortlist of Artists for interview.

Short interviews will enable the EBC Officers to discuss the proposals with applicants and make appointments which allow for a varied programme of Creativity Walks.

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

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

### **Selection Criteria**

Following assessment of whether applicants meet the essential requirements (Pass/Fail), EBC Officers will prioritise the creation of a varied programme of Creativity Walks, appealing to a range of ages and abilities and ensuring walks across all three Parishes.

If there are multiple applicants proposing similar Creativity Walks, Officers will score against two criteria:

Criteria 1 – Evidence of capability to deliver high-quality experiences for participants

Criteria 2 – Quality of proposal to deliver high-quality experiences for participants

### **Timescales**

**Deadline for submissions: Midday, Thursday 1<sup>st</sup> May 2025**

Notification of shortlist decision: By Thursday 8<sup>th</sup> May 2025

Interviews of shortlisted Artists: Week commencing 12<sup>th</sup> May 2025

Decision and appointment of successful Artists: By Friday 16<sup>th</sup> May 2025

Project Completion: By 30<sup>th</sup> September 2025

## Further Information

### Privacy Notice

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

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

### Why we need your personal information

Category of personal data we may request includes:	Purpose of requesting information:
<b>Suppliers</b>	
<ul style="list-style-type: none"> <li>Name</li> <li>Address</li> <li>Contact details (e.g., telephone number, email address)</li> </ul>	<ul style="list-style-type: none"> <li>To manage the procurement and tender process in accordance with the Public Contracts Regulations 2015</li> <li>To manage the contractual and/or business relationship with potential suppliers</li> </ul>
<b>Local residents and business operators</b>	
<ul style="list-style-type: none"> <li>Name</li> <li>Address</li> <li>Contact details (e.g., telephone number, email address)</li> <li>Photographs</li> </ul>	<ul style="list-style-type: none"> <li>To process and respond to enquiries/complaints from local residents and business operators regarding the Project</li> <li>To obtain feedback from the local community regarding the Project</li> </ul>
<b>Newsletter Subscribers</b>	
<ul style="list-style-type: none"> <li>Name</li> <li>Address</li> <li>Contact details (e.g., telephone number, email address)</li> </ul>	<ul style="list-style-type: none"> <li>To enable local residents to receive updates on the progress of the Project</li> </ul>
<b>Who we may share your data with includes but is not limited to:</b>	
<ul style="list-style-type: none"> <li>Case Management Officers</li> <li>Project Steering Group</li> </ul>	
<b>Lawful basis for using your personal data:</b>	
Article 6(1)(b) – contract Article 6(1)(a) – consent Article 6(1)(e) – public task	
<b>Lawful basis for using your special personal data:</b>	
N/A	

### Who your information may be shared with

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

We will only use your information in ways which are permitted by the General Data Protection Regulation and the UK Data Protection law.

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

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

### **How long your personal information will be held**

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

### **Data Protection Officer**

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

Data Protection Officer  
Eastleigh Borough Council  
Eastleigh House  
Upper Market Street  
Eastleigh SO50 9YN  
Email: [DP@eastleigh.gov.uk](mailto:DP@eastleigh.gov.uk)

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

The Office of the Information Commissioner  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AX  
Website: [www.ico.org.uk](http://www.ico.org.uk)  
Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

## **Diversity & Equality Policy**

### **1. Equality affects quality of life**

For our council this means:-

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

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

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

### **2. Services to our community**

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

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

### **3. Employment**

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

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

## Map

The administrative boundary of Bursledon, Hamble and Hound is shown within the yellow boundary on this OS map:

