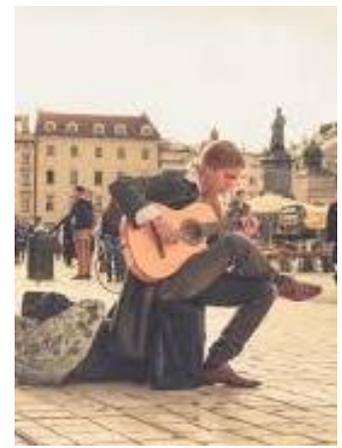


Eastleigh Town Centre Arts Engagement Proposal – August 2020



Three strands of work:

1. Family engagement

Shopping as a family is hard work, but short and light touch cultural activities that enable them to enjoy a moment together can help encourage families to pop in during the weekend, and feel that the Town holds enough entertainment to distract from the challenges of managing children in a shopping environment.

2. Eastleigh al fresco

This is about creating a mood reminiscent of European cities, creating a programme of music and carefully programmed street theatre that is focused around outdoor seating. The programme will be shared with businesses who wish to have an outdoor presence and we would work with them to advertise the dates when this will take place.

3. Visual Arts

This is a programme to create visual art work in the town, clearly branded to match the other activities. It also includes activities where public can feed into artwork, or make something to be part of a bigger installation. Some of it will be very temporary (eg. Chalk artists) and some if it may form an end piece that can be displayed within an empty shop unit or can be photographed and shared as a gallery. This can also crossover into the family programme (eg. Families could contribute to making bunting which gets hung across the streets)

Family Engagement

- Increase footfall with specific family creative activities
- Encourage families to spend longer in town through storytelling performances
- Package this up as specific event days to enable clear and effective communications and encourage families to choose Eastleigh as their shopping destination to experience something a little different
- Connect with the library and toy stores to encourage participation/ collaboration.

Activities-

Bearface Theatre Storytime

Bearface are local artists who specialise in collaborative storytelling for families where the story is created using the ideas of the audience. They are theatrical but not intimidating, meaning that they are able to draw people into their story without feeling that they are being “performed at”. Stories can be created that explore positive things about Eastleigh and to celebrate the town.

Bearface Online can be found here: <https://www.thepointeastleigh.co.uk/events/bearface-storytelling-aug-2020/>

Circo Rum Baba



Circo Rum Ba Ba is a well established, highly experienced women's circus theatre company which fuses spectacular theatre with a diverse range of circus skills and disguise. We are proposing we book one of their walkabout acts to enable people to encounter something surreal and surprising together, encouraging positive social media, promoting conversation with friends about what they saw. We can also build promotion around it - "Have you spotted the giant octopus? Take a photo to win a prize"

Monster Hero Safari Digital Trail



A digital trail through the town where participants are able to collect characters on their phone by finding them in shop windows
<https://monsterherosafari.com/>

An inexpensive but current way of encouraging families to stay longer in town.

Street Installation activity



We would like to work with local artists on an activity suitable for families to engage with, which would form some kind of installation for the town (similar to the yarn bombing concept). Some ideas to begin include producing bunting that captures something about residents, sewn by local artist Harriet Riddell on her bicycle powered sewing machine, with additional bunting created through public workshop activity.

An alternative might be hanging natural materials based mobiles with local artists Linda Miller and Jill Maguire. Crafting activity would be designed to be Covid compliant (eg. Kits in bags for safe making, or feeding into an artwork with ideas and suggestions rather than doing the practical making)

Where this installation goes depends on permissions – if we were able to install bunting then that could be semi-permanent and added to across September, so that each time a resident visits there is a little bit more decoration present.

Family Event Schedule – 3 Saturdays of activity. Outline below is an example Saturday

	Reach	Cost (for one Saturday)
Bearface perform three 1 hour slots during the day, with 3 stories in each slot.	250 people depending on footfall	£1000
Circo Rum Baba	Approx 500 people depending on footfall	£1000
Monster Hero Safari Digital Trail		£150
Street installation activity	This is dependent on the activity chosen, however we would look for any activity to have a good level of reach	£350 dependant on activity chosen and materials required
		£2,500

Cost for 3 Saturdays = £7,500

Eastleigh al fresco

- Encourage people to eat and drink in the town centre, focusing on businesses who are positive about utilising the streets and creating an specific event time (Sat PM and EVE) that can be clearly advertised and advocated
- Increase dwell time during these events by creating a positive “holiday mood”, using live performers in music, dance or visual based street arts, using local artists and a mixture of professional and community programming
- Engage with businesses who are positive about outdoor seating opportunities and work with them to advertise these days of cultural activity to ensure that we have an audience for the performers

Activities-

Music based artists

Curated programme of professional musicians and community artists performing around the outdoor seating of participating cafes/ restaurants. A range of styles from classical and jazz through to blues/ rock, utilising live instrumentalists and inspiring DJs (eg. Vintage Gramophone DJs)

- Community performers
- Local professionals
- Talented young people
- Walkabout musicians who create songs on the spot
- Specific more theatrical performers, such as street dancers with music



Suggest 5 Saturdays of activity Street arts style entertainment 12pm – 2pm, then more traditional musical offering 5pm - 9pm	Reach based on one Saturday	Cost (for one Saturday, based on 12pm – 2pm, 5pm - 9pm)
	300 people	£450

Cost for 5 Saturdays = £2,250

Visual Art

- Visual artists at work to observe and engage with in varying levels
- Create end pieces which remain - (at least temporarily) after the artist has completed, and can be displayed/shared in a variety of ways
- Engage with businesses and create a visual representation of their stories through an interview process
- A programme that grows through the town – something different appearing every week

Some suggested activities -

Shop Stories

Capturing the people behind the businesses. We would interview owners/ managers to get their stories and create artisan style beautifully designed vinyls to highlight their business that can be displayed in their windows or in empty units/ other window spaces.

The stories would also be shared as a gallery through social media channels and there is potential for more reach if we are able to partner with Eastleigh BID.

Screening – Pavement Art



Screening is the process of using chalk, pastels or other natural paint products to create pavement art. The artists create a floor mural that encompasses some consultation with public passing by to promote discussion whilst they work.

It can be participatory but due to Covid we would propose this is problematic to manage so we would be better focusing on a kind of mural being formed over a day.

Screening is effective but an expensive option as the UK company who leads on it are based in Liverpool and would travel down. We could however explore a local alternative.

Live graffiti or visual art



Local artist Kezia Hoffman creates graffiti murals and is able to work on freestanding boards to create a piece across a day. These works could be created in the public space so that people can watch the process and feed in their ideas, then these can be displayed around town.

We could also ask an artist working in a different medium to go through the same process on a large scale.

Eastleigh Tapestry

Harriet Riddell creates tapestries using fabric and thread, incorporating her observations and individual stories. The participants power the sewing machine by cycling on her bike and as she talks to them she creates a representation of their ideas on the fabric.



Suggest 3 Saturdays of activity	Reach based on one Saturday	Budget
Depending on the activity there will be different costs entailed. If you would like to proceed it might be more helpful to agree a budget and we can look to maximise impact based on your preferences	500	£3.5k

Arts Programme in Context

This programme is designed for the purpose of renewing customer interest in using the town centre, encouraging longer dwell times and engaging stores with a mutually beneficial activity that changes the conversation from any wider agenda.

The challenge we face is that the initial footfall appears to be low, so dropping visual artists into streets without a kind of advertised programme is unlikely to reach many people and doesn't create the "vibe" of something having changed. Our experience of the #ConnectionPoint programme during Lockdown is also that engagements that require people to do something self led (eg. Scavenger hunts) may not get much take-up and it is challenging to create that public excitement around them at present.

In order to encourage people into town this programme is designed to be a month of activities that can be signposted, advocated and encourages local partners to share and potentially join in.