



# Update and Community Engagement Plan – Eastleigh Museum

## Options Appraisal - ‘Creating a Story of Place’

November 2020

### 1. Introduction

This document is an overview of **Work Package 1** (*Understanding the task, the collections, the location and town*), as part of the Options Appraisal that Cultural Associates Oxford (CAO) is developing for Eastleigh Museum, which is part of the Hampshire Cultural Trust (HCT). To follow is a summary of the work undertaken so far by CAO, together with a Draft Community Engagement Plan for the Museum.

### 2. Aims

- To engage Eastleigh’s local communities in the reinterpretation and redevelopment of Eastleigh Museum
- To develop an Options Appraisal and feed into the development of a Design Brief for the redevelopment of Eastleigh Museum for HCT
- To embed HCT in this process as a means to (re)establish HCT and the museum within Eastleigh borough’s local community
- To (re)embed the Museum’s role within its local community and with partner organisations, therefore placing the Museum on the map as a venue to visit in Eastleigh, and to also highlight contemporary and social issues which link to its local history
- To aim for social impact through participation and remove barriers to participation with the Museum
- To encourage effective partnerships across Eastleigh

### 3. Hampshire Cultural Trust’s Mission

HCT’s **mission** is to provide great arts, heritage, museums and creative programming, working closely with local and national partners, and placing communities, HCT’s collections and their stories at the heart of everything HCT does.

#### 4. Findings – Work Package 1

List of organisations CAO has engaged / spoken with so far:

*NB – there are still some organisations we are waiting to engage with.*

Name	Position	Organisation
Nikola Moore	Head of Arts and Culture	Eastleigh Borough Council
Jean Robert-Jones	CEO	One Community
Julia Allan	Head of Voluntary Sector Support	One Community
Janne Rowehl, Mark Barden, Robin Iles	Collections Team	HCT
Amy Whittlesea	Cultural Coordinator - ICE	Ashcroft Arts Centre / ICE Project
Caz Creagh	Learning and Participation Manager	Eastleigh Borough Council
Cat Cooke	Cultural Coordinator – Horizon 20:20	Horizon 20:20
Paola Palma	Cultural Coordinator – Industrious Minds / Still Curious	Industrious Minds
Teresa Swann (date of meeting TBC)	BID Manager	Eastleigh Business Improvement District
Guy Riddoch (date of meeting TBC)	Eastleigh Local Area Manager	Eastleigh Borough Council
Debbie Gent (date of meeting TBC)	Business Mentor	Sorting Office
Susan Harbottle (date of meeting TBC)	Assistant Project Manager	Southampton City of Culture Bid

List of local groups and organisations for consultation in **Appendix 1**

#### 5. Comment and Reflection from research undertaken so far:

Below is a summary of the conversations CAO has had with key stakeholders, which demonstrate the need for a comprehensive community engagement programme to help prioritise areas of focus for Eastleigh Museum.

**Overall:**

- There is a significant amount of civic pride in Eastleigh and a love for the town, the borough and surrounding areas from those who live there, which is very infectious
- There is a real love and admiration for Eastleigh Museum amongst community organisations. It is seen as a badge of pride for the town.

- For a small town, Eastleigh has a unique heritage with a strong and vibrant industrial background – railways, transport (Spitfire), airport, links to port in Southampton, Pirelli etc.
- Eastleigh has lots of elements to its locality / identity – railway links, commuter town, young professionals, young families moving in, proximity to larger cities such as Southampton and Portsmouth, local universities and Colleges – i.e. Solent University, Eastleigh College
- There are opportunities for partnerships and engagement that cover the whole of the borough and not just Eastleigh town centre
- There exists plenty of willingness to work together, to develop partnerships and enhance dialogue

#### **Eastleigh Borough Council:** *(Critical stakeholder in the future planning of the museum)*

- Eastleigh Borough Council is ambitious and wants to ensure that culture is strengthened across the borough, not just in the town centre
- The Culture Team is now well-funded and is now fully-resourced and includes a learning / participation team that was established as part of its new cultural strategy. The strategy also *seeks to connect arts, culture and employability, developing artists/ arts professionals for the future as well as enabling creative thinking to flourish, to develop a dynamic, innovative and proactive workforce.*
- Opportunities to work more closely with local schools and colleges, the Business Improvement District (BID) and Solent LEP, Southampton City of Culture Bid etc.
- Council wants to create more opportunities especially for younger families moving to the area
- Nikola Moore (Head of Arts and Culture) could be a lynchpin in the future to help bring disparate groups together
- There is a focus on young people, but Eastleigh also has a large elderly community which also bring certain opportunities

#### **Community Groups:**

- Eastleigh Museum is in a unique position. It already works closely with established partners such as One Community and Young people's services / partners (about to start the HCT 'Industrious Minds' project)
- Organisations like One Community are excellent at working with volunteers and other local groups / organisations. The current volunteers in the museum all feel very close to the museum and want it to do well.
- One Community see the museum as their front door on the High Street and they are very keen to maintain links to the museum and their shop-window
- There is a tremendous amount of local knowledge, a willingness to establish partnerships and links across the borough

#### **Audiences:**

- Young people need things to do in Eastleigh – they need space to create – *everyone hangs out in the green*
- Good connections exist with Young People services across the borough
- Elderly community in Eastleigh is very apparent, with a high amount of care homes – opportunities to create outreach with that community

#### **Creative / Culturally activity Groups:**

- Eastleigh has a creative community, hub of makers (Sorting Office), hub for small businesses, maker's market, film festival, festivals, Mela, theatres – plenty of low-hanging fruit for the Museum to engage with

- Organisations like The Bridge Education Centre, CAMHS and HCT roles that work county-wide (for example the Young People’s coordinator) can help to create creative opportunities with other venues across the borough

#### **Opportunities:**

- Eastleigh Museum can take the lead and be a lynchpin for culture in Eastleigh
- HCT’s Eastleigh collections are unique and can play a role in telling the story of Eastleigh in diverse and interesting ways
- The redevelopment of the Museum can be a flagship for the community museums and community-centred practice for HCT
- Eastleigh Museum already serves a function within Eastleigh and this is a strong basis on which to develop its role and displays
- Eastleigh Borough Council, One Community, local businesses, the creative community and local services are extremely positive about working in partnership and collaborating with HCT on the museum’s role, narratives, displays (permanent and temporary) and programming
- The development of a ‘cultural quarter’ in Eastleigh through the Local Area Manager provides significant opportunities for the Museum
- There is a readiness to share contacts, resources and ensure the local groups and community in Eastleigh benefit from the redevelopment by joined-up thinking
- Good things are happening through Eastleigh Library, the Swan Centre etc. which can be factored into future planning

#### **Redevelopment:**

- Take a community-led approach and involve the people of Eastleigh from across the borough through each stage of the planning, design, redisplay and programming through open consultation in the actual building
- Strategically approach the consultation and redevelopment with social impact through participation – this would provide benefits for people and groups in Eastleigh as well as HCT
- Listen to local residents, organisations and groups, and develop the museum’s role as well as the stories it tells and the objects it displays
- Bring in HCT collections to give the depth of history and place, whilst reflecting on contemporary identity and narratives to help shape opportunities for the future
- Develop a Cultural Board to find the balance of the strategic priorities of HCT with local concern’s / priorities and discover where these align
- Work in partnership with Eastleigh Borough Council and especially with its creative learning and participation team
- Showcase the unique and multi-faceted HCT collections that are relevant to Eastleigh and the surrounding areas
- Approach contemporary issues that meet Eastleigh Borough Council’s local priorities, such as job creation, more services for young families, and bring in HCT’s collections to give the depth of history and place whilst reflecting on opportunities for the future

#### **Challenges:**

- There isn’t a clear understanding of the relationship between HCT, the museum and organisations like One Community as well as other community groups
- Projects across Eastleigh and the borough are still very siloed and discrete. There is a lack of partnership across the borough.
- Resource is insufficient across culture in the borough, especially on creative and community projects
- What is the remit of One Community? What contract exists? What governance is in place? Who really manages the relationship?
- Local people aren’t always aware of what’s happening in Eastleigh – seem to know more about Portsmouth and Southampton

- Is there sufficient resource within the HCT to drive forward a community engagement plan / initiative for Eastleigh Museum in the next few years and what investment will be made to help achieve HCT's objectives?

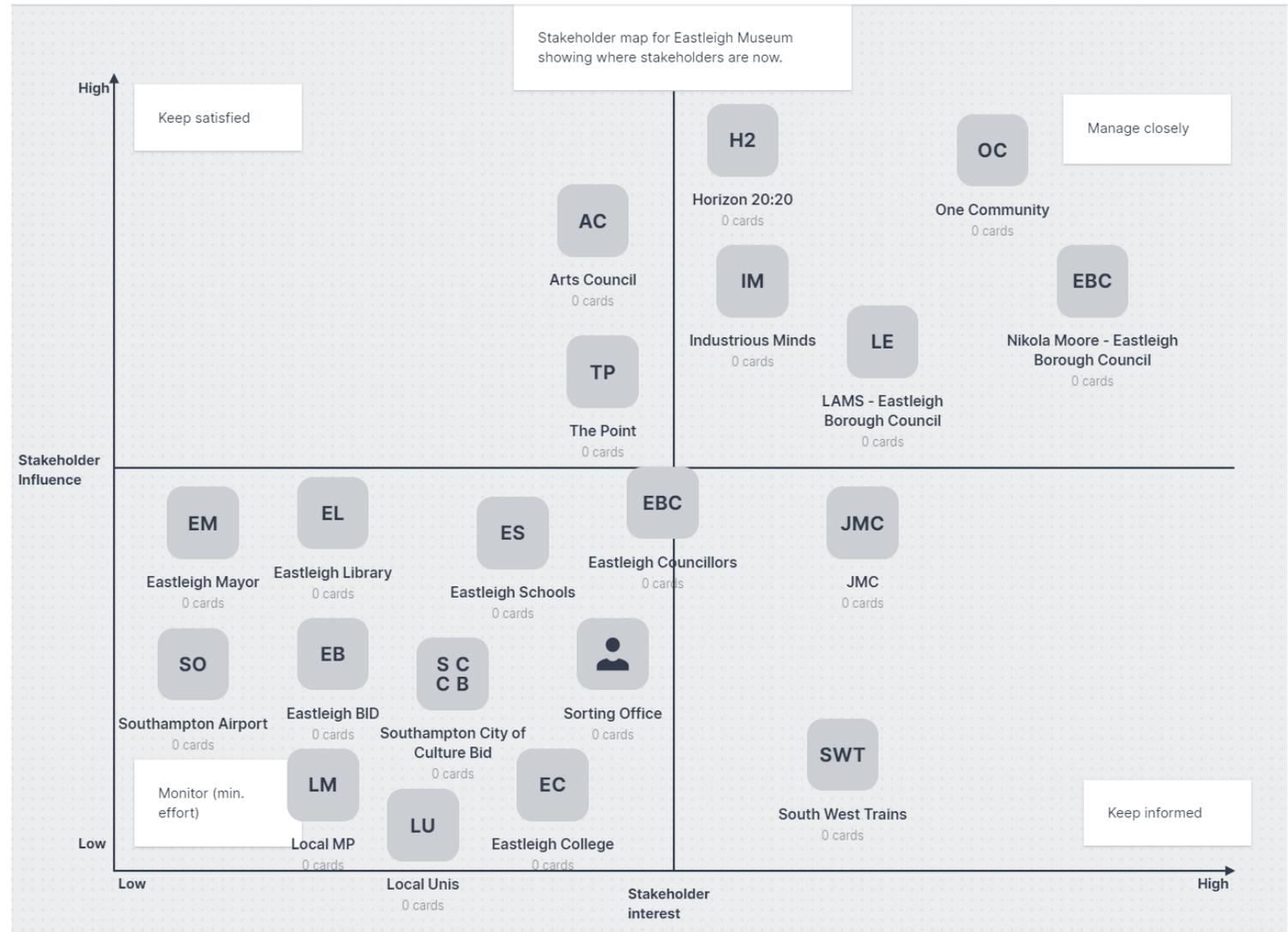
## 6. Eastleigh Stakeholder Engagement Map

This draft Eastleigh Museum Stakeholder Engagement map outlines where key stakeholders have been mapped by levels of influence and interest in the museum.

The map shows where stakeholders currently sit, but the aim would be to shift some of them towards higher levels of influence and interest.

This could be done by the development of a stakeholder engagement plan, which could be developed as a future piece of work. It will be critical to help maintain relationships, grow and develop partnerships and improve the reputation of HCT and the museum.

Furthermore, it is vital that someone has the responsibility for managing the relationships with the various stakeholders to ensure that they are continually being managed and kept informed during and after this programme of work.



## 7. Community Engagement Plan

The community engagement plan looks at the steps up to March 2021 which focus on engaging, listening, feeding back and working with organisations and groups that lives and work in Eastleigh. It will aim to consult borough wide through targeted and open consultations.

CAO Activity	Approach	Outcomes
<p>Community consultation</p> <ul style="list-style-type: none"> <li>- Stories of Eastleigh</li> <li>- Role of community museum</li> <li>- Local concerns</li> <li>- Begin the HCT / Community partnership approach</li> </ul> <p><i>We recommend 1 x HCT staff member to be part of the consultations</i></p>	<ul style="list-style-type: none"> <li>• Hold consultation with current Eastleigh Museum Volunteers (in partnership with One Community)</li> <li>• face to face in Museum?</li> <li>• online with group in the Museum</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Co-planned consultations with Paola / The Bridge / <i>Industrious Minds</i></li> <li>• Consult with partner organisation / any younger people that are engaging with <i>Industrious Minds</i></li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Open calls for interested people who live across the Borough (2 x online consultations)               <ul style="list-style-type: none"> <li>- Partnership with <i>Echo / Hampshire Chronicle</i> and <i>Eastleigh News</i></li> <li>- One Community Newsletter</li> <li>- Social media platforms – Facebook groups / Instagram / twitter                   <ul style="list-style-type: none"> <li>○ (also use HCT / One Community social media platforms)</li> </ul> </li> </ul> </li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Engage with targeted groups (approach Eastleigh groups and organisations identified in appendix 1)</li> </ul>	<ul style="list-style-type: none"> <li>• Highlight:               <ul style="list-style-type: none"> <li>- historical narratives (<i>Transport / Railway / Pirelli / Spitfire / WW1 activities / prominent figures</i>)</li> <li>- current areas of interest (<i>Health &amp; Wellbeing / environmental / reducing isolation / social cohesion / young people's provision</i>)</li> <li>- local activities of interest (<i>Unwrapped festival / exhibitions / film festival</i>)</li> </ul> </li> <li>• Identify local advocates / potential members of museum story group</li> <li>• Start building a relationship between HCT and Eastleigh communities / group</li> <li>• Develop HCT / One Community collaboration</li> </ul>
<p>Support the development of Eastleigh Community Arts, Culture and Heritage Board</p>	<ul style="list-style-type: none"> <li>• Identify / approach local partners (<i>EG - Eastleigh Borough Council / One Community / Industrious Minds / Eastleigh Creatives / LEP</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Eastleigh stakeholders to come together to think about the arts, heritage, creative activities together (meet quarterly)</li> <li>• Support development of 'Terms of Reference'</li> <li>• Identify common areas of activity / prioritisation</li> <li>• Identify key activities over the short / mid term</li> <li>• Feed into Design Brief</li> </ul>

Development of Museum story group	<ul style="list-style-type: none"> <li>Recruit through consultation in Dec</li> <li>Meet in December, January, February</li> <li>Present findings of CAO consultation</li> <li>Agree guiding principles / ToF / themes</li> <li>3 meetings</li> <li>In-depth discussions with HCT / Architect team</li> </ul>	<ul style="list-style-type: none"> <li>Start processing of focusing <ul style="list-style-type: none"> <li>Narratives</li> <li>Role of museum</li> <li>Links with local activities / groups</li> </ul> </li> <li>New approaches in redevelopment of the museum (community-centred)</li> <li>Feed into Design Brief</li> </ul>
Consultation exhibitions / open meetings / feedback opportunities	<ul style="list-style-type: none"> <li>Invite all groups / people who took part in consultation to hear about the consultation's findings</li> <li>Presentation of main themes / narratives / roles identified through consultation</li> <li>Online presentation / in Eastleigh Museum / Swan Centre / possibly community centres</li> </ul>	<ul style="list-style-type: none"> <li>Continual consultation and partnership with local people</li> <li>Feedback on main themes</li> </ul>

## 8. Community consultations – Outputs

Series of Round tables and 1:1 consultations:

- Topics of local history that are important and relevant to local people
- Contemporary issues that resonate locally
- Opportunities to link with local activities
- Local groups (re)link with HCT and recognise community-led practice
- Identify local advocates and key members of Eastleigh's community
- Collaborate with Industrious Minds project - include younger people

Feedback to groups:

- Feedback on common themes re: narratives / social role and concerns of local groups
- Exhibitions (online and face to face)
- Highlight initial themes to take forward
- Develop and reinforce the HCT community-led and local partnerships

Development of Eastleigh Community Arts, Culture and Heritage Board (ECACHB):

- HCT leading and being recognised as an important local partner re: Arts & Culture in Eastleigh
- HCT developing a focused forum of partners across Eastleigh Borough to come together to focus on the Arts, Culture and Heritage

Development of Museum Story Group:

- A diverse and representative group of local people to shape the redevelopment options
- A relationship with local people to the development of the community role of the museum
- Identify themes to develop
- Feed into the Design Brief and highlight narratives and role of Eastleigh community museum
- Provide a link with HCT & local communities
- Advocacy and networks for the museum’s redevelopment

9. Schedule for Community Engagement Plan

November	December	January	February	March	April	May
<b>Community consultation</b>						
Social media comms	Consult online meetings X 6					
Newspaper comms	One comm / Industrious Minds / open meetings	Open meetings / targeted groups				
	Online survey	Online survey				
	<b>Community consultation feedback (f/b)</b>					
			f/b Exhibition	f/b Exhibition		
			f/b re design brief			
<b>Eastleigh Museum Story Group</b>						
	Identify story group members	Recruitment story group members / ToF	Museum story group key themes	Museum story feedback / HCT / One community / public	Identify how story group continues	
<b>Eastleigh Community Arts, Culture and Heritage Board (ECACHB)</b>						
		Identify partners / ToF	ECACHB meeting	Identify common activities / themes (short / long term)		ECACHB meeting
		Design brief development	CAO design brief & options appraisal development		CAO design brief presentation	

## Appendix 1

### Eastleigh Community Groups / Organisations

Organisations		Community Centres
Age Concern Eastleigh	Eastleigh CAMHS	Velmore Community Centre
Asian Welfare and Cultural Association	Youth Offending Team	Hexagon Centre
Bishopstoke History Society	Eastleigh Young Carers Project	Wells Place
Chrysalis	Energy Youth Centre (Groundwork)	Horton Heath Community Centre
Churches Together in Eastleigh (Hope Eastleigh)	The Bridge (Groundwork)	
Disabled Peoples Voice - Hampshire	The Hub	
Eastleigh & District Disability Forum	Eastleigh Youth & Community Trust -The Pavilion on the Park	<b>Theatres</b>
Eastleigh & District Local History Society	Youth Strike for Climate, Eastleigh	The Point
Eastleigh BID	Fledge Youth Support	Chandler's Forde Chameleon Theatre Company
Eastleigh Borough & Romsey MENCAP Society	Eastleigh College	
Eastleigh Borough Twinning Association	Eastleigh Aid	Eastleigh Drama League
Eastleigh District Scouts	Eastleigh Good Neighbours (EGN)	
Eastleigh District U3A	Eastleigh Gurkha Nepalese Association (EGNA)	Eastleigh Creatives
Eastleigh District Girl Guides	Eastleigh Railway Preservation Society Ltd (ERPS)	Groundwork South - Energy Youth Centre
Eastleigh Football Club	Eastleigh Good Neighbours (EGN)	Hampshire County Federation of WI's
		Mid Hants Railway (The Watercress Line)

## Appendix 2

### Existing activity in Eastleigh:

The Point	Unwrapped festival	Mela
Eastleigh Creatives	Film festival	