Eastleigh's Culturaland Creative Industries Stratesy 2015-19





opening statement

Over the life of Eastleigh's first cultural strategy 2009-14 the strategic importance of the creative industry sector to Eastleigh's economic and cultural offer has grown considerably. This document is designed to reflect on the delivery of that strategy and also give high level indicators for the future direction of travel.

www.creativeeastleigh.co.uk

cultural investment

Delivered:

- The Creation Space. Putting Eastleigh on a level with cultural hubs in Europe
- **The Berry Theatre.** Taking cultural provision into the south of the Borough
- The Sorting Office. Much needed studio space for sixteen emerging businesses
- **The West Wing.** Easy in easy out start up office space for creative practitioners
- The Techub. An ideas crucible for the digital and media sector

These now sit alongside our core offer of:

- The Point: now a National Portfolio Organisation
- The Concorde; iconic music venue
- Thornden Hall: orchestral standard concert hall
- The d@rt: digital arts centre
- **The Ageas Bowl**: not only a home for Hampshire cricket but a stadium for large scale events and concerts

With the support of EBC Culture Unit:

- The Hampshire Music Service was successful in its bid to become a Music Hub
- The Creative Eastleigh Network was set up and now has over 300 members
- The SOCO Music Project leased The Magistrates Court as a hub for music development



Click for D.@rt Centre

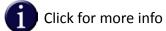


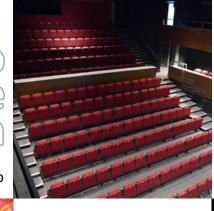
Click for The Concord Club



Click for Thorden Hall

new to the borough











































apprenticeships

The Point has led the way in offering technical apprenticeships

The Culture Unit is helping talented graduates through paid internships

associate companies in Eastleigh has a range of Associate Schemes which help exciting young

creative companies break through into the main stream

graduate companies 1

Eastleigh offers early career support to Graduate Start-ups

Creative learning 1 200 projects in the community led by our Creative Learning team offer

over 50,000 opportunities for residents each year









celebrating culture

Over the last five years, new events and festivals have been added to the calendar:

- Enliven which celebrates design and fashion
- Unwrapped with its focus on street arts
- Eastleigh Film Festival taking film out into the heart of the town
- **The Mela** one of the largest multi-cultural events in the south of England

These events not only make Eastleigh a great place to live but support local businesses by bringing new customers and audiences into the town









Enliven fashion event

Careers Day, The Point

Eastleigh Film Festival, Swan Centre

leadership

- As a new National Portfolio Organisation, The Point is not only at the heart of the cultural landscape in Eastleigh but is also a national beacon of good practice in the delivery of the arts
- The Culture Unit thrives on partnerships and works with all our local Universities, with local businesses and with Trusts and Foundations to further the cultural and creative industries agenda

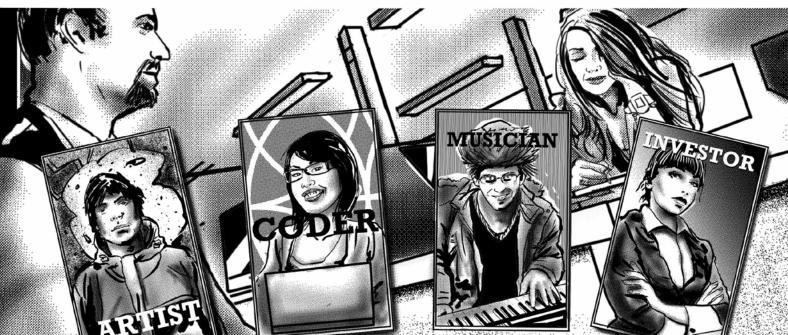


key challenges

There are 3 main challenges to the delivery of culture and creative industries development in the future

- The Digital Challenge, making sure the borough is digitally enabled, and to be in the forefront of digital production
- The Financial Challenge in an age of continuing austerity to continue to draw in investment and maintain standards
- The Maintenance of Assets; buildings need looking after, technology
 moves at a fast rate, a skilled, motivated creative workforce needs to be
 retained, there is an on-going need for investment

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The vision for the future

Key priorities for the next five years

Eastleigh Borough Council has taken the long view in its nurturing and development of the creative sector, allowing seeds planted to grow and mature. Over the next five years we will:

- •Develop the Techub into an R&D hub for digital design, coding and an inspiration lab to engage girls and young women into careers in the digital sector
- •Find innovative ways to fund and support digital start-up companies particularly in the areas of e-tourism, heritage interpretation, and digital theatre production
- •Extend our programme of support through our Associate Artist programme across the Eastleigh Creative Campus [The Point, The Sorting Office, The Techub]





We are ambitious and inspirational and attract inward investment across the creative portfolio of nearly a million pounds a year. Our partners, supporters, audiences, participants and investors have been crucial to our past development and will continue to be significant stakeholders in the creative economy and ecology. Over the next five years we will:

- •Pivot our theatres, studios and R&D spaces to add focus to our commercial potential and contributed income and investment strategy
- •Increase the number of our European projects
- Nurture and acknowledge received benefits
- Establish an endowment fund to support the work of our theatres

We will continue to be a centre for research and intelligence, providing big data that will help place shaping, business growth & creative industries action zones

- •In collaboration with the University of Winchester establish and support a creative industries research network for our region
- •Commission new research into the economic and social impacts of local investment in the creative sector
- •Assess the evidence from our research to inform future policy in the sector and to enable better targeting of resources

The Eastleigh Creative Quarter has developed into an inter-linked campus of hubs, studios and production houses across performance arts, designer makers, digital and film which have played a crucial role in the regeneration of the town centre, making a significant contribution to the local economy. Over the next five years we will:

- Support the development of a Fab Lab where arts
 & science meet for creative engagement
- •Establish pop up shops and exhibition spaces, both real & virtual to showcase the work of our creatives
- •Re-focus the Techub has an R&D and networking space supporting digital design, coding, and e-commerce
- Maximise the cultural capital of having 30 new productions a year developed in The Point's Creation Space
- •Maximise the opportunities for the campus hubs to support and develop our satellite venue The Berry Theatre, as a crucible for digital production and new writing





Digital connectivity will be crucial to the success of any business in the 21st Century, in a global economy we will lobby for investment and delivery of Eastleigh's digital future. Over the next five years we will:

- •Work with our partners in the HE Sector and Arts Council, England to support the development of Broadcast ready creative content
- •Support the development of a mesh network to link our campus facilities
- Give business support to our creative associates to protect their intellectual property
- Make bridges and facilitate joint projects between the digital sector/designer makers/performance companies

Our creative hubs are production houses, researching and prototyping new work; work that is 'Made in Eastleigh'. Over the next five years we will:

- •Develop the Made in Eastleigh brand and the range of product and create new markets for that work
- •With Winchester School of Art and Southampton Solent university, support the retention and development of the textile and fashion industry
- •Establish a new independent film makers network based at Techub

Our Hubs are also community facilities and contribute to significant social change. They are inclusive and accessible and our vision is to continue to support and expand our horizons whilst remaining rooted in our community. We will seek as wide an audience for our work as possible. Over the next five years we will:

- •Ensure our venues continue to offer open studio days, public events, and go, look and learn opportunities
- •Continue to offer outreach, education, and community projects which go out from our venues and into the heart of our communities; into libraries, schools and historic buildings
- Organise and support free festivals and events
- Take high quality professional work on tour
- •Attract the best creative talent into Eastleigh and facilitate the in direct engagement with the local community

The development of our creative campus and our partnerships with the HE Sector, local business, Arts Council, England and the Trusts and Foundations that support our work, will enable us to deliver the next generation of creatives and make links with industry who will benefit from their creative capital.

Over the next five years we will:

- Establish a digital design network at Techub
- Establish a coders network at Techhub
- Continue to support graduate and early career creatives through our Associate Artist Programme
- Provide sector specific production space in each of our hubs





The Point is at the apex of our cultural offer and from 2015 joins Arts Council England's cohort of National Portfolio Organisations.

Over the next five years we will:

- •Raise our international profile particularly our support in the development of the dance sector
- Become a regional leader in the development of circus
 aerial creativity
- •Be a central resource to engage the community in the arts, whether as audience, participant or as creative talent

Major Events and Anniversaries will give focus to cultural events and engage with the potential for cultural tourism. Over the next five years we will:

- •Develop the Eastleigh Film Festival as a showcase for film, a joint development with local businesses and a focal point for careers and industry development
- •Continue to grow the Enliven Fashion & Design event supporting a network of regional fashion designers, with its unique collaboration with the charity sector and its potential to engage with schools, Further Education, independent makers and gifted amateurs
- •Grow Eastleigh UnWrapped from a one day Street Arts Festival into a weekend showcasing the work of local, regional, national & international artists and performers

Engagement with audiences in and out of buildings is important, and if communities are finding barriers to participation and access, we will take opportunities directly to them. In the next five years we will:

- Develop ways to stream creative product directly into homes
- •With our investment in portable projection, LED lighting systems and other lightweight kit, we are now enabled to take work into libraries, churches, historic buildings, bowling alleys and trains, all of which will be host venues for arts events
- •We will continue our programme of work for those who require additional support to enable them to enjoy arts and culture alongside their peers.

We will continue to support social investment into our communities through arts development initiatives that will inspire and engage and we will create pathways for talent and potentials to grow. In the next five years we will:

- •Increase our apprenticeship and intern programme
- Develop pre-work training and inspiration opportunities through pop up Labs and Training Centres offering insights into careers and jobs in the sector
- •We will develop a new career pipeline for girls wanting to work in digital and tech industries
- •We will roll out our work experience programme across the Eastleigh campus
- •We will work with our universities, particularly the University of Winchester and Winchester School of Art , to prepare creative graduates to make the transition from the safe university environment into a sustainable career in the creative industries





The Berry will develop as a centre of excellence for the creation of contemporary family theatre and literature. It will provide a gateway to culture for our communities in the south of the borough.

- •The Language Festival a new event to bring together all methods of communications from coding to dance, the written word to signing. The apex of a The Berry Theatre developing programmes of new writing, authors events, and digital production
- •Agincourt 600 will not only create new theatre productions commissioned by The Berry Theatre but will also support the development of new digital interpretation of heritage and assist the local visitor economy

