

# Vision for Public Art at One Horton Heath

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December 2025

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## Introduction

Eastleigh Borough Council is undertaking One Horton Heath as the Developer as well as the Owner and Local Authority for the site. Taking a long-term view of how to build a sustainable development of new homes and a new community, the Council is holding itself to high standards. It has the same expectations for delivery of high-quality public art, as it would have of an independent property developer but also wants to lead by example in the delivery of its adopted Public Art Strategy 2023 - 2028.

Aims for the One Horton Heath development include innovation; an approach which can be replicated in public art commissioning, going beyond the easy or traditional, and thinking ambitiously about impact.

This Vision sets out a ten-year plan for public art commissioning at One Horton Heath, aligning with the construction timeline for the site and setting out a considered plan for high-quality commissioning which can enable innovation and have meaningful impact.

The Public Art Vision can be considered a sister document to the Design Code for the development. It describes the context; looks at case study examples of public art elsewhere to learn from; sets out some guiding principles and outlines key strands of programme, the timeline for delivery and how the available funds will be spent.

## Vision Statement

Public art is a key tool for creating a sense of place at One Horton Heath. We will deliver a nationally significant programme of commissioning which helps to articulate the identity of a new community and strengthens connections with our neighbours.



## Background

One Horton Heath is a development by Eastleigh Borough Council, aiming to deliver 2500 homes in total. The Council's priorities for the development include:

- Creating an attractive and healthy place to live
- Ensuring prosperity and economic growth within the community
- Leading the delivery of sustainable development within the Borough
- Providing a wide variety of homes that are genuinely focussed on meeting needs within the area.

The whole development is located within the Fair Oak and Horton Heath Parish; and within the administrative boundaries of the Hedge End, West End and Botley (HEWEB) and Bishopstoke, Fair Oak and Horton Heath (BIFOHH) Local Area Committees (LAC) for the Borough of Eastleigh. The

development is therefore subject to approvals by the Horton Heath Development Management Committee (HHDMC) which brings together Councillors from HEWEB and BIFOHH.

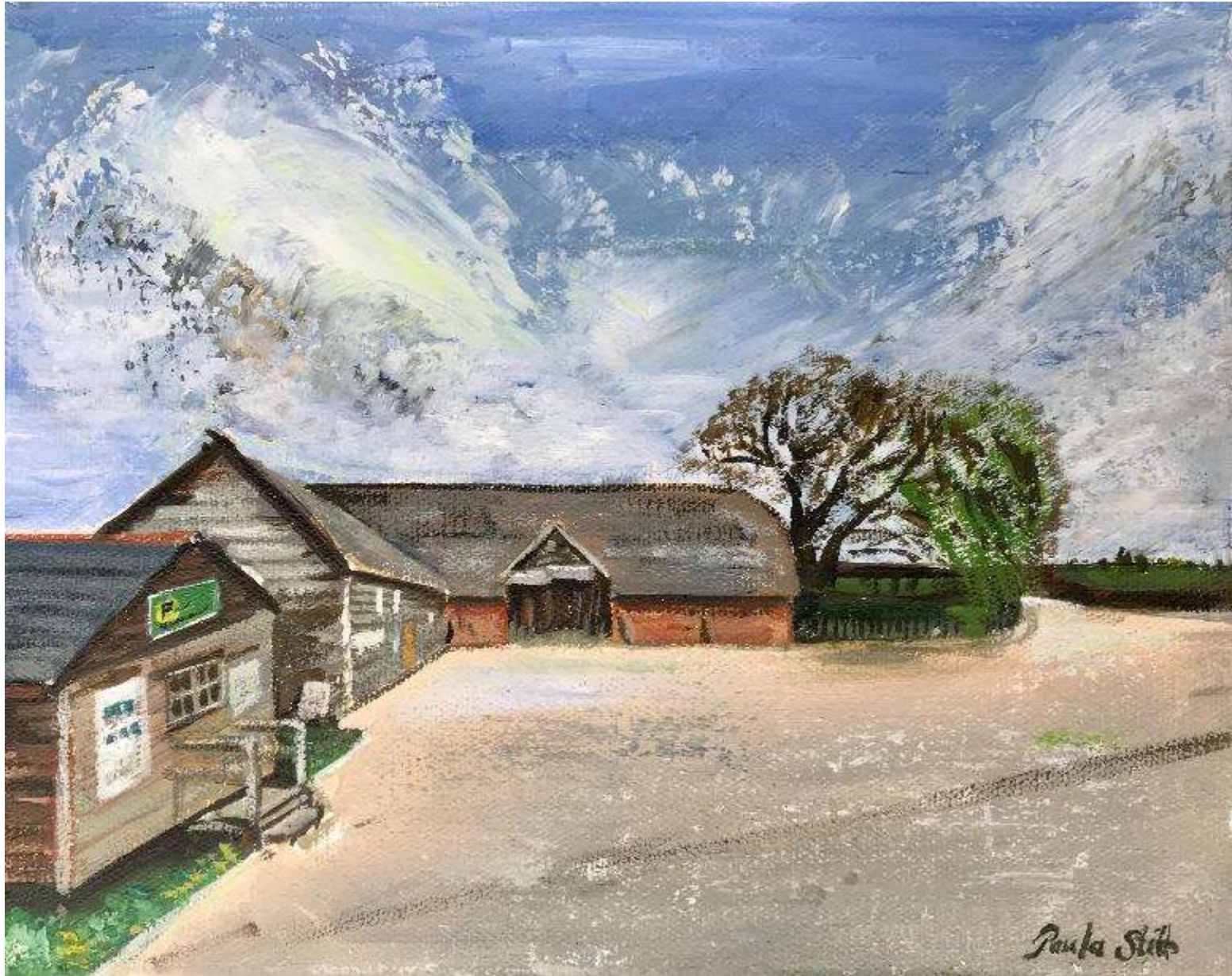
The scheme aims to take an 'infrastructure-first' approach: the Council's work on-site so far has included constructing the main link road joining Allington Lane in the north to the Southern Gateway roundabout joining Burnetts Lane and Chalcroft Way; as well as installing ground source heat pumps for housing in the Lower Acre; and ecological initiatives including bat roosts and tree planting.

The Council is developing One Horton Heath in nine phases but by implementing key infrastructure in the early phases it is hoped that many residents will have access to a range of amenities as soon as they move in.

Planning obligations for development within Eastleigh Borough require delivery of public art or a developer's contribution for public art for developments of 10 or more residential units, 1000sqm or more of commercial space, or developments which have a significant impact on the public realm.

Whilst the Developer's Contributions paid for public art are scheduled to be paid in line with the phases of construction, the Council will be guided by this Vision to make early payments if this can help to facilitate commissioning in line with the infrastructure-first approach.





5 Image: *Chalcroft Farmhouse* by Paula Still

## Historic Context

The site of the One Horton Heath development is spread across fields historically used for agriculture, and medieval forest before that (some remnants of which remain). In the north, the Farmhouse at Firtree Farm is the only listed building within the boundary of the development. Firtree Farm was used for producing crops, dairy farming and stabling horses. Other farms including Chalcroft farm (dating back to the medieval period) and Foxholes Farm have been demolished but many of the field boundaries have been retained and inform the layout of the development.

South of the site in neighbouring Hedge End, neolithic and bronze age remains have been found at Dowd's Farm. These have previously been marked with Public Art commissions in Hedge End.

## Current Context

### Community

One Horton Heath will consist of a mix of open market rented and sale properties and affordable homes. The first of these, within the First Residential Parcel (also known as The Lower Acre) is due for completion in 2027 delivered by Eastleigh Borough Council under the eastbrooke homes banner. 35% of the development is classed as affordable homes, including some which will be retained by the Council as social housing.

An underlying idea within the development is for homes to be designed as tenure-blind so that there is no visible difference between owned/ rental, market rate or affordable housing. This aims to break down prejudices and strengthen community cohesion.

Not unusually for a development of this scale, there has been some opposition to the plans, primarily from neighbouring residents in the villages of Fair Oak and Horton Heath. The public art programme can create opportunities to engage the neighbouring communities in activities which can enhance their lives and build relationships with people moving into the area.

Fair Oak and Horton Heath Parish currently houses around 11,000 residents (10,212 at 2011 census) and whilst only a 15 minute drive from Hedge End town centre and 20 minutes from Eastleigh, the two connecting villages have a more rural feel than the suburbs of the nearest towns.





Fair Oak and Horton Heath Parish Council has 15 elected volunteer Councillors, and 16 members of staff support the management and delivery of community services and facilities at the Parish Offices in Fair Oak, Woodland Community Centre, Horton Heath Community Centre and Lapstone Playing Fields. Additionally, The Fountain Cafe, an independent Community Interest Company uses a new building provided by the Parish Council in New Century Park in 2024, and nearby Fair Oak Village Hall is managed by an independent charity.

Fair Oak benefits from schools for all ages within the village, and there are a good number of community activities for all ages and interests including sports and fitness, uniformed groups, clubs and societies and religious worship.

The new development will include a new Primary School and Sports Field; numerous play areas; and a community building. Following completion of the development, some land ownership and maintenance responsibilities will be transferred to the Parish Council. Public art projects will need to factor in consultation with the Parish staff as key stakeholders if they are to take on long term maintenance of artworks.

### **Culture & Creative Industries**

Whilst it is felt in the Fair Oak and Horton Heath Parish that people involved with sports and leisure activities are well catered for, the same is not said for those with an interest in culture and the arts. The nearest facilities for practicing dance or theatre are in West End Parish, but most will travel to the

Berry Theatre in Hedge End, The Point in Eastleigh (both owned and managed by the Borough Council) or even facilities in Winchester, often by car.

There are no galleries, artists' studios or performance venues within the Parish. There are two privately run facilities for music rehearsal/recording studios in Fair Oak and Horton Heath and the local dance company rehearses in The Lapstone pub.

The new development at One Horton Heath could offer new opportunities for the current and new communities to engage with culture and the arts on their doorstep. Creating the infrastructure for communities to establish their own activities could enhance health and wellbeing and create employment opportunities within the creative industries – one of the fastest growing sectors of the UK economy, and a sector which offers flexibility for those balancing work and caring commitments.

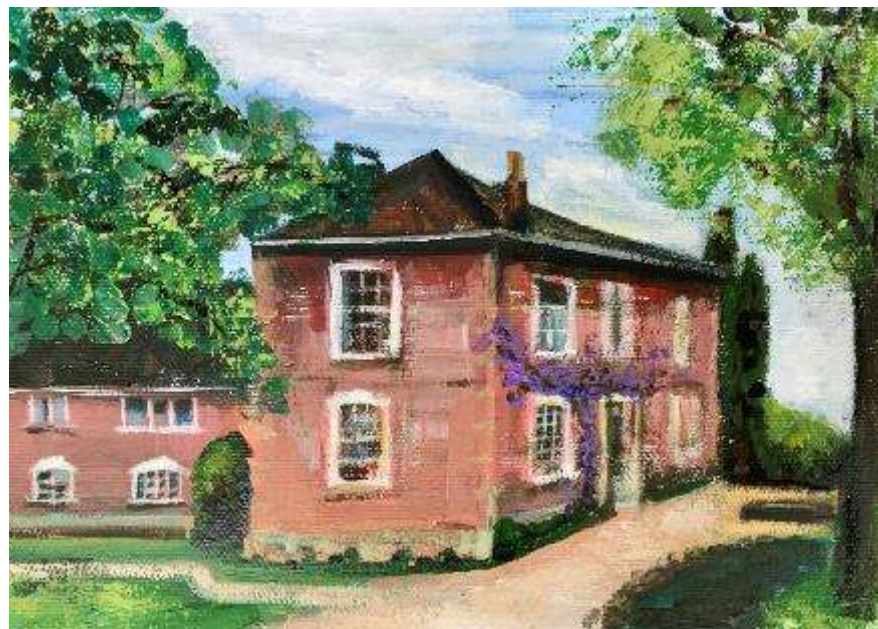


As an example, equipping a community space with a sprung floor, changing rooms and stage would be a simple intervention to support those interested in performance within walking distance from their homes. Similarly, designing a raised platform and incorporating seating and electrical hook up points in the Market Square could transform the space into an outdoor stage for special events.

The Point presents *Unwrapped*, an annual outdoor arts festival at Leigh Road Recreation Ground in Eastleigh and Greta Park in Hedge End every June. Arts Council England are supportive of The Point expanding this programme to new communities. In 2023 *Unwrapped* 'popped up' at the Cricket Field in Netley with a good turn out from local families asking for it to be repeated annually. If a suitable space is created within One Horton Heath, *Unwrapped* could become a regular feature here too.

Offering Artist's Studios to rent at Fir Tree Farmhouse and creating exhibition space with good lighting in a community or commercial space could support the local visual arts community to develop their practices in the area, rather than travelling to Southampton or Winchester for suitable space.

Whilst some of these ideas are beyond the remit of the public art programme, it's important to consider these suggestions in parallel with the Vision for Public Art to identify opportunities for enhancing new facilities and involving artists at concept stage. Artists in residence could support the development of some of these ideas through creative community consultation.

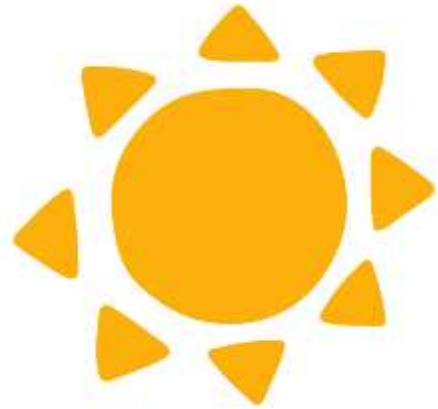


### **Economic activity**

One Horton Heath will have three main hubs for commercial activity, Chalcroft Business Park at the south end of the development (already operational); the Local Centre, a key location for small service businesses e.g. newsagents, hairdressers etc; and Firtree Farmhouse, a listed building west of the centre which is likely to be converted into office space and augmented with additional units in the surrounding grounds.

There may be opportunities to work in partnership with businesses on public art projects, both during production i.e. sourcing materials, fabrication etc but also through sponsorship and expanding the reach of communications and participation.





### **Climate & Environment**

Responding to the climate crisis, One Horton Heath aims to deliver a sustainable development using renewable energy and innovative new technologies. A large solar farm dominates the centre of the development and sustainable energy sources are being used throughout the site to ensure no reliance on fossil fuels. Every home will have an electric vehicle charging point included as standard and an eco-friendly car club scheme will be available throughout the site.

In accordance with national policy, the development aims to deliver Biodiversity Net Gain by preserving and enhancing wildlife corridors and habitats for native species. Ecology networks have been built into the site's infrastructure and new homes have been built for bats, Barn Owls and Great Crested Newts.

Raising awareness of biodiversity across One Horton Heath is a key priority for public art commissioning and where possible public art should actively promote enjoyment of nature.

Fair Oak and Horton Heath Parish has signed up to the Greening Campaign and new residents of One Horton Heath will be encouraged to participate in the activities organised as part of the Five Pillars of the campaign:

- Space for Nature
- Energy Efficient Warmer Homes
- Health Impacts of Climate Change
- Cycle of the Seed
- Waste Prevention.

Public art engagement activities could connect into the Greening Campaign programme to broaden its reach.

### **Transport Links**

Sustainable travel options have been prioritised during the design of One Horton Heath.

There is an extensive network of footpaths and cycleways across the site, creating a good opportunity for a functional and attractive wayfinding scheme. Stakeholders have expressed an interest in a multi-functional scheme which both signposts the active travel routes and provides information about biodiversity.

Hedge End railway station is a thirty-minute walk to the south, along good footpaths. The site will be served by a regular bus service into Eastleigh and Hedge End town centres and both railway stations. Up to thirteen locations for bus shelters have been identified within the development but these could be bespoke shelters rather than standard shelters to create visual interest and enhance the development's unique identity.

## Public Art Policies in Eastleigh Borough

All of the following documents are accessible on the Public Art Policies page of the Council's website:

<https://www.eastleigh.gov.uk/parks-leisure-and-culture/arts-and-culture/public-art/eastleighs-public-art-policies>

### Eastleigh Borough Council's Public Art Strategy (2023 – 2028)

All public art projects in Eastleigh should align with the Council's current Public Art Strategy (2023 – 2028), adopted in June 2023. The strategy sets out that *'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.'*

It defines public art as 'the principle of involving artists in the conception, development, and transformation of the public realm'; describes what is meant by the public realm; and lists public art forms.

The strategy connects to relevant national policies and both the Council's Local Plan (2016 – 2036) and Corporate Plan (2023-2026), outlining how public art can help to achieve our priority aims across the Borough.

The Public Art Strategy identifies seven key principles that apply to public art in Eastleigh Borough, and these should underpin all future commissioning in One Horton Heath:

- Encourage high-quality design and environmental standards
- Improve accessibility and legibility
- Enhance public open space and other recreational facilities
- Raise the profile of town and village centres
- Empower local people and communities
- Celebrate heritage, biodiversity and culture
- Advocate and promote the benefits of public art

### Public Art Process & Procedure

A set of guidelines accompany the Council's Public Art Strategy, offering a free online resource for anyone commissioning public art. [Public Art Process and Procedure](#) makes recommendations for good practice in commissioning and outlines the five-stage process for successful public art projects:

Stage 1: Preparation

Stage 2: Artist Selection

Stage 3: Proposal and Development

Stage 4: Delivery

Stage 5: Completion

All commissioning in One Horton Heath should follow this process and projects should also adhere to the recommended principles for good practice:

- having a clear overall vision
- involving key stakeholders in the process
- involving the artist at the earliest stage of development
- having a clear decision-making and approval process.

### **Public Art Visions for BIFOHH and HEWEB**

This Vision serves in parallel with an existing Public Art Vision for Bishopstoke, Fair Oak and Horton Heath (BIFOHH) adopted by BIFOHH Local Area Committee (LAC) in 2023, and with a Public Art Vision for Hedge End, West End and Botley (HEWEB) adopted by HEWEB LAC in 2025.

Whilst the context of the One Horton Heath development and the scale of the associated public art programme warrants a dedicated Vision, it is beneficial to understand the concerns of BIFOHH and HEWEB communities described in their local area Visions for Public Art to make conceptual or thematic connections which can strengthen connections across administrative boundaries.

In BIFOHH the themes identified for commissioning are:

- Biodiversity and Ecology
- Sustainability and Climate Change
- Sustainable Transport and Connections
- Cultural Heritage and Identity



At the heart of HEWEB's Vision is a Community Curatorial Statement:

"We assert that public art in Hedge End, West End and Botley will be seen as a celebration of community spirit, a catalyst for connection, and a commitment to a vibrant, sustainable future."

The Vision's guiding principle of community co-creation emphasises:

- Involving local people and valuing local talent and perspectives
- Fostering collaboration and inclusivity in our artistic initiatives



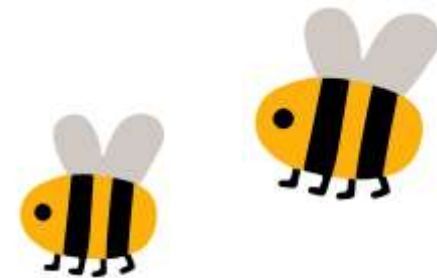
- Nurturing artistic growth through creativity and innovation
- Viewing public spaces as sites for shared artistic expression
- Acknowledging our strong connection to the natural environment.

Sustainability and the natural environment are a mutual concern for BIFOHH and HEWEB. In both Visions, active travel and sustainable transport are also identified as priorities for public art commissioning locally; supporting residents to enjoy using walking and cycling routes and be less reliant on private vehicles which create congestion and air pollution.

## Public Art Statement

A Public Art Statement for the first phase of delivery has been prepared by the Council's Public Art Officer and approved by the Steering Group. The Statement draws together key requirements for the programme; setting out the purpose and aims of the programme as well as draft timescales and budgets to enable progression to detailed planning in the Vision stage.

During development of the Public Art Statement key themes for commissioning were written which are carried through to this Vision and the creation of Artist Briefs.



The themes are:

**Sustainability** – thinking long term about our impact on the environment and how we can make a positive difference to the world around us.

**Innovation** – One Horton Heath is a radical development. Let's take risks and be challenged by exciting ideas.

**Connectivity** – encouraging active lives and bringing people together.

**Quality** – we care about doing things well and creating somewhere special.

**Become One** – welcoming new neighbours and celebrating the diversity of our expanding community.

Other considerations to incorporate in the Artists' Briefs include:

**Cohesion** – Public Art will help to create a strong identity across the whole development, enhancing the sense of place.

**Longevity** – commissions need to have long term impact and enduring relevance.



## Public Consultation & Community Engagement

As described in the Council's Public Art Strategy, consultation with residents and stakeholders is an important part of public art commissioning. However, at the time of writing this Vision, there are no residents yet living within the One Horton Heath development.

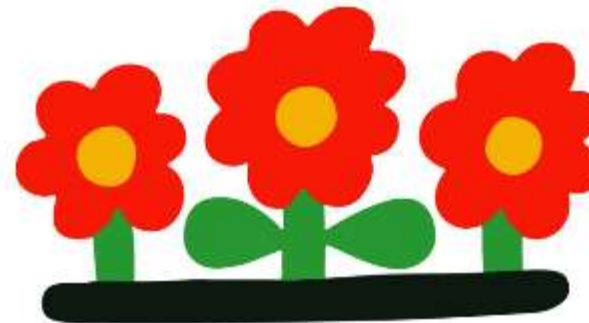
Consultation is therefore focused on engaging nearby residents in the Fair Oak and Horton Heath Parish; anyone who self-declares as interested in living in the development when it is completed; and key stakeholders including Borough Council and Parish Council members and staff, and community ambassadors including local schools and community groups.

Delivery of public art at One Horton Heath is guided by a Steering Group consisting of:

Cllr Steven Broomfield,  
Cllr Michelle Marsh,  
Cllr Richard Gomer,  
Cllr Bruce Tennent,  
Cllr Colin Bird (FOHH Parish Council),  
Kitty Budden (EBC Lead Local Area Manager),  
Tim Dyer (Urban & Landscape Design Team Leader, representing the Owner)  
Vickie Fear (EBC Public Art Officer),  
And working closely with the Parish Clerk for Fair Oak and Horton Heath.

The Steering Group worked collectively to identify community contacts for consultation including:

Schools  
Scouts & Guides  
Youth Clubs at St Thomas's Church and Y-Zone  
Solent Youth Action  
Women's Institute  
Age Concern  
Sunnybank Care Home  
Hampshire & Isle of Wight Dementia Care  
Ramblers  
Sustrans  
AWCA  
Propbox Youth Theatre  
Pride  
OHH Ecological Steering Group







## Public Survey

In autumn 2024 the Steering Group developed a survey to gather the views of the public including Fair Oak and Horton Heath residents and anyone interested in moving to the new development.

The survey was published online on the Council's CitizenSpace portal and promoted by both Eastleigh Borough Council and Fair Oak and Horton Heath Parish Council through e-newsletters and social media. Local residents could also complete printed surveys in-person at the FOHH Parish Offices, however no completed surveys were returned.

The survey sought to gather quantitative data which could offer insight into broad consensus on community identity and concerns, and qualitative data through open questions which allowed respondents to share their feelings and ideas about their local area, culture and public art.

A collated summary of findings and full data collected are included in the Appendix. A collection of insights from survey responses are shared below.

It is worth acknowledging that whilst the survey was promoted to all residents, the responses are likely to have an inherent bias towards people with some interest in the arts and/or the One Horton Heath development.

## Findings

### Who responded to the survey?

- 94 responses
- 55% of respondents are aged 55 years or older.
- 71% of respondents live in Fair Oak or Horton Heath, and 55% of these have lived there for over 10 years.
- People answering 'other' live in Bishopstoke, Eastleigh, Chartwell, West End, Boyatt Wood and Hedge End.
- 22% of all respondents answered that they either **do** want to move to One Horton Heath or are undecided. These include a range of all age groups and residents of Fair Oak, Horton Heath and 'other'.

Asked about their favourite places or things in the area, the most popular responses were **Knowle Park** and **Stoke Park Woods**.

Other popular answers included:

- Itchen – river/riverside
- green/open spaces
- countryside
- fields
- walks and board walks
- wildlife
- views (especially from the top of the hill in Knowle Park)

Whilst there were some mentions of local pubs and the Fountain Cafe; respondents overwhelmingly favour outdoor sites and places where they can observe and connect with nature.

When asked for three words to describe their area, responses were broad and varied with some recurring themes.

Common negative words included:

- ruined
- congested
- traffic
- overpopulated / overcrowded / overdeveloped

Common positive responses included:

- convenient
- community
- quiet
- peaceful
- friendly
- home
- safe

Another common theme was connection to the natural environment with popular words including:

- green
- wildlife
- nature
- semi-rural



When asked about community events:

- 80% of respondents said that they had attended one of the events listed.
- The most popular event, attended by 51% of respondents was Remembrance Day.
- Other events popular with respondents included the Fair Oak Art & Craft Exhibition (31%), the D-Day 80<sup>th</sup> Anniversary (26%) and the Platinum Jubilee event (24%).

These results are unsurprising given the survey bias for people interested in the arts, and the dominant age group of respondents being older people.

When asked what other types of events people would be interested in attending, the following ideas were suggested by multiple respondents:

- Live music & music events
- Greening events & litter picking
- Carnival and parades
- Craft events



Survey respondents included regular attendees of organised groups/activities including:

- Scouts
- Eastleigh District U3A
- Sue Merrett School of Dance
- Guides/Brownies/Rainbows
- I Heart Art Class at Lapstone Pub
- Fair Oak Art & Craft Society
- Fair Oak and Bishopstoke Women's Institutes
- St Thomas's Youth Club
- Phoenix Revolution Cheerleading
- Rugby tots
- Durley House Swim School
- Winchester theatre classes
- Fair Oak Running Club
- Zumba
- Riverside concert band
- Bishopstoke players
- Wyvern FC Sunday League Football
- St Thomas Church
- Age Concern organised events
- Ramblers
- Slimming world



When asked how they usually travel to attend groups/activities:

- 73% usually travel by car
- 47% walk/wheel
- 12% travel by bus
- 10% cycle

When asked how they find out about local events, activities and news (multiple options could be selected):

- 66% answered social media
- 47% answered word of mouth
- 39% answered Council communications – website, email newsletter, Borough News

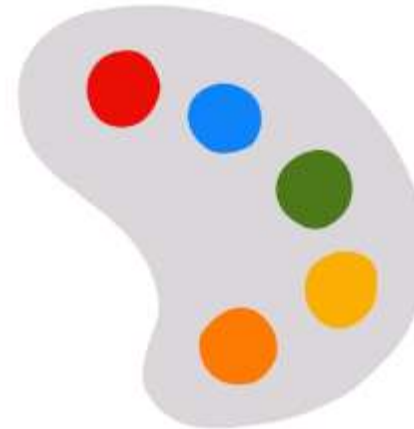
When asked about art, culture, creativity and public art:

- 59% of respondents answered that art and culture are important to them.
- 85% of respondents describe themselves as creative or do enjoy some creative activities.
- 30% of respondents feel that there are **not** enough opportunities to be creative in their community. 45% answered 'I'm not sure'.
- 45% of respondents are interested in new public art projects in the area.
- 67% of respondents would be interested in attending a talk, workshop, performance or launch event (some answered more than one of these as options).

- Of the 55% of respondents answering neutrally or negatively about their interest in public art projects, 54% (29 people) then answered that they would attend either a talk, workshop, performance or launch event.
- 45% of all respondents answered that they would be interested in attending creative workshops.

When asked what type of creative activities they enjoy doing, responses were broad and varied with some recurring answers including:

- Art / painting / drawing / photography
- Craft / making things
- Baking / cooking
- Knitting / crochet / sewing
- Woodwork
- Gardening
- Music / singing / dancing
- Writing / poetry



When asked what things they think new public art should celebrate in One Horton Heath, responses were broad and varied with some recurring themes including:

- Local history / heritage
- Local people
- Local artists/talent
- Nature / environment / biodiversity
- Farming / fields
- Open / green spaces
- Flora and fauna / wildlife / animals

Multiple respondents also suggested artworks which are:

- Quality
- Interactive/participatory
- Using recycled materials
- Seating
- Incorporating water

When asked for recommendations of community groups or individuals who could participate in public art projects popular responses included:

- Anyone / everyone / all
- Residents
- Community groups / projects
- artists



Some specific groups were suggested including schools, residential/nursing homes, scouts/girlguiding, WI, U3A, Bishopstoke Players, Riverside Concert Band, art society. Some respondents also gave suggestions related to protected characteristics including senior citizens and young people, people of colour, LGBTQ+, neurodiverse, people with disabilities.

When asked to rank artist selection criteria the responses were fairly equal with a slight preference for artists who live locally, have previous experience/track record, and proposals deemed to be good value for money.

Responding to an open question about ideas for public art or things they feel to be important, respondents shared a broad range of comments with some recurring concerns for local relevance:

*Art should surprise and provoke thought.*

*Be sympathetic to the local area*

*Local materials would be good.*

*Hard to vandalize, interesting to see and fun for all ages.*

*Relevant to local community, provocative.*

*Something unusual, a conversation starter but not eye-roll inducing! Either interactive or educational in a fun way.*

### Further analysis...

Whilst many respondents answered that they enjoy knitting/crochet/sewing, nobody mentioned the Knit & Natter group at Fair Oak library as a group they attend regularly, suggesting that many people do these activities as a solitary practice. This highlights **an opportunity to address isolation** with the public art programme and run collaborative projects or group activities.

Of those respondents who would not be interested in attending workshops, talks etc (31 respondents), 93% (30 people) also answered they are not interested in public art projects and 82% feel culture is not important to them. 71% of this group of respondents used negative words or phrases to describe their local area, 81% have lived in Fair Oak/Horton Heath for more than 10 years and 88% would not consider moving to the One Horton Heath development. These people are very unlikely to engage with the programme in any way so care needs to be taken to **develop projects which can have a positive impact on participants** and not make disproportionate efforts to reach people who would be almost impossible to engage with the programme.

For an area that is roughly 2 miles square, there is a very high proportion of car use in Fair Oak and Horton Heath demonstrated by the survey. Of the 27 people who mentioned traffic, busy roads or congestion in their three words to describe the area, 22 also answered that they mainly drive to groups or activities. For this programme we will need to

consider parking for participants and **try to encourage use of public transport or active travel** (walking/cycling).

A high proportion of respondents answered that they find out about local events, activities and news via social media. This survey did not break this down by platform but we know from other research available that people over 40 use YouTube and Facebook more than other platforms; most users of Instagram are 18-34; and the highest proportion of TikTok users are under 24.

To reach specific demographics, we will **need to use the appropriate social media platforms** to promote events and activities. An Instagram account is used by the One Horton Heath communications team, whereas the Council only uses Facebook, YouTube, LinkedIn and X.

Whilst the results of this survey show that a higher percentage of respondents aged under 34 feel that art and culture are important to them (90%) the numbers are too small (10 total respondents under 34yrs) to apply this as true for the wider population.

It is unsurprising that the public survey got very few responses from young people and a more tailored approach is needed with this age group, working directly with students through schools or youth clubs. Wyvern College are keen to be involved with OHH public art projects.



ONE

HORTON

HEATH



## Guiding Principles

To inform commission briefs and artist selection, a set of Guiding Principles are proposed, which aim to align with the One Horton Heath Public Art themes, Visions for Public Art in BIFOHH and HEWEB, and the findings from the Public Survey.

### 1. We will give nature a seat at the table

Our decisions will prioritise sustainability and caring for the environment. Public art needs to improve our connection to nature and consider cost/benefit for the natural world.

### 2. We will be inclusive

As many people as possible should be creative at One Horton Heath. Community participation is vital and there should be a range of opportunities for all everyone to get involved.

### 3. We will spend money carefully

High-quality public art should be present throughout the site for the enjoyment of all. Thoughtful planning and paying artists for their time and expertise are essential.

### 4. We can be flexible

Unexpected things occur every day and we will need to be responsive to challenges and new opportunities.

### 5. We will take risks

Great art can happen when we trust artists to do things differently. To do this we will need to work with experienced artists.

### 6. We will use and promote local resources

Sourcing locally can help to reduce carbon emissions and support economic growth. We will invest in future talent and work with local artists and suppliers as much as possible.





## Proposed Programme & Case Studies

The following pages map out the full programme of projects against the ten years forecasted for the construction programme against the Programme Budget (page 43).

### Residencies

Eastleigh Borough Council and The University of Southampton with John Hansard Gallery have committed to a partnership which (subject to Local Government Reorganisation) supports three PhD Studentships for artist-researchers in residence.

The three residencies will run back-to-back during construction of the development.

**2025 – 2028:** This artist/student will be appointed prior to completion of any residential units at OHH. Opportunities for

this artist include working closely with the OHH Development team; engaging with residents of the neighbouring village of Horton Heath; participating in consultation on community facilities being planned for construction in later phases; and engagement with the first residents as they move onto site.

**2028 – 2031:** The First Residential Parcel, known as The Lower Acre, is expected to be completed by spring 2028. The obvious focus for the second residency is engagement with the new community of The Lower Acre (381 residential dwellings), as well as residents of later phases as they move on-site. It is also expected that the primary school building will be completed in summer 2028.

**2031 – 2034:** The final residency offers an opportunity for research with the broadest community of new residents at OHH. Although potentially recruited much earlier, the artist will be able to work closely with the OHH Community Development Officer and EBC Housing team.

In addition to the focus for each residency described above, the Council is keen to work with artists interested in environmental issues, sustainability and green technologies. EBC and the University of Southampton with John Hansard Gallery have established this partnership to offer the artist residencies as PhD Studentships. It is hoped that this will enable both partners to further develop their approach of working innovatively on public art and co-creation.

The artist/researcher will be supported by Team EBC staff, as well as University of Southampton peers and Winchester School of Art supervisors, and the Curatorial and Creative Communities teams at John Hansard Gallery.

The partnership shares a commitment to community engagement and will be working collaboratively to extend the reach of the artist's work, through public events such as talks and workshops, or exhibitions of artwork where appropriate.

Additionally, the artist/student will be encouraged to develop relationships with local stakeholders including Fair Oak and Horton Heath Parish Council during their residency, and there may be opportunities to connect with local businesses.

EBC are currently exploring the options for offering workspace for artists in residence, which may be temporary studio/office space in existing buildings on/near the site; and in later phases could be fixed term use of new buildings.

Budget: £135,000 (3x £45,000) - Using contributions for Lower Acre, Upper Acre and The Folds.

### **Learning & Engagement**

Running throughout the delivery of the public art programme, artists will deliver public engagement events such as talks and workshops. These events will establish rapport between artists and residents, create a feeling of hospitality and

hosting; and build a community around the public art programme.

The events will also offer valuable learning opportunities for aspiring artists, young and old and strengthen the network of artists living locally by creating opportune moments to meet up and participate in informal networking.

Towards the end of the programme the Council will host a Public Art Conference, bringing together artists and project participants with sector specialists and local government peers to reflect on their experiences and share learnings. This will also serve the function of a celebration or 'launch' for some of the projects which may not have been suited to a public event previously.





## Southern Gateway

At the Southern Gateway the Steering Group has identified an opportunity to make a bold statement with public art that helps to signify the main arrival point into the development.

Working with the Lower Acre architects, the artist will be commissioned to design permanent artwork integrated into the balconies of the apartment block.

Budget: £90,000 - Using contributions for the Lower Acre.

Completion by December 2027 (aligns with the construction timeline and is subject to change).

Artist appointment:

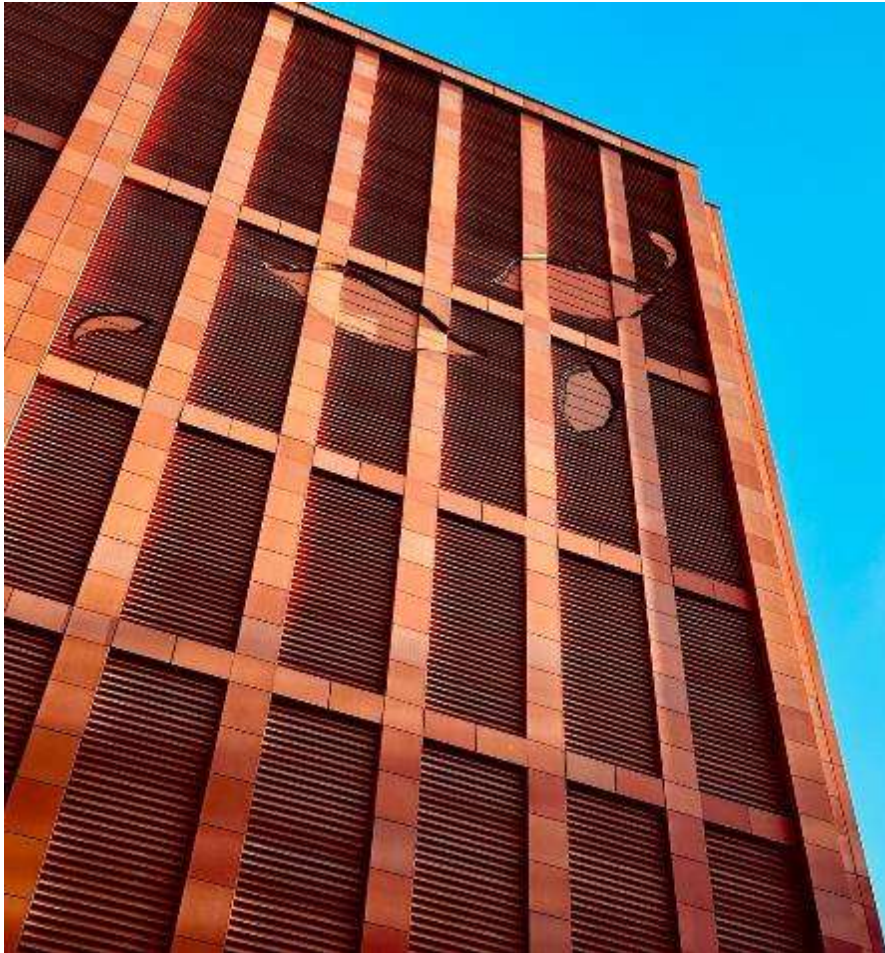
Artist Kerry Lemon will be invited to deliver this commission.

Kerry is one of the only artists in the country operating as a B Corp, holding herself and her work to the highest possible standards for environmental and social impact. She has created over 70 pieces of public art across the country and high-quality community engagement is a core part of her practice.

For the Southern Gateway commission Kerry will draw from ecology reports from One Horton Heath to design a scheme which reflects the flora and fauna of the site.

[kerrylemon.co.uk](http://kerrylemon.co.uk)





### **Case Study: Clare Twomey, *Anatomy of Time*, 2023**

Artist Clare Twomey was commissioned by Grosvenor to create an artwork based on Mayfair's local ancient plants and water ways for the façade of the Bond Street West Elizabeth Line station in London.

The placement of the leaves that cut through the building piers flow and lead our gaze towards the sky and the surrounding trees. Tracing the path of the River Tyburn, and carved into the surface of the building, the leaf shapes sustain a relationship with the architecture and local area.

The leaf patterns were inspired by William Curtis's *Flora Londinensis*, a pioneering study of urban nature that recorded 430 flowering species within a 10-mile radius of London.

Futurecity | Clare Twomey



## Northern Gateway

A public art feature incorporating water was a recurring response to the public survey.

At Quobleigh Breach a unique commission will be developed to celebrate the watercourses running through the development.

Budget: £105,000 - Using contributions for Quobleigh Breach

Completion by 2030 (aligns with the construction timeline and is subject to change).

Artist appointment:

For this commission three artists will be invited to develop proposals which will be presented to the community for consultation. This process will enable dialogue with stakeholders and careful consideration about ecology, public safety and ongoing maintenance requirements.



### **Case Study: Andrew Sabin, *Creancey Fountaun* (*L'Oriental*), 2019**

Chichester-based artist Andrew Sabin's work is inspired by the patterns and shapes of natural forms but sculpted with robust, long-lasting materials. This fountain piece by Sabin is constructed with concrete and steel but looks like some kind of naturally occurring form like a stalagmite or twisty old tree stump covered in algae and mosses.

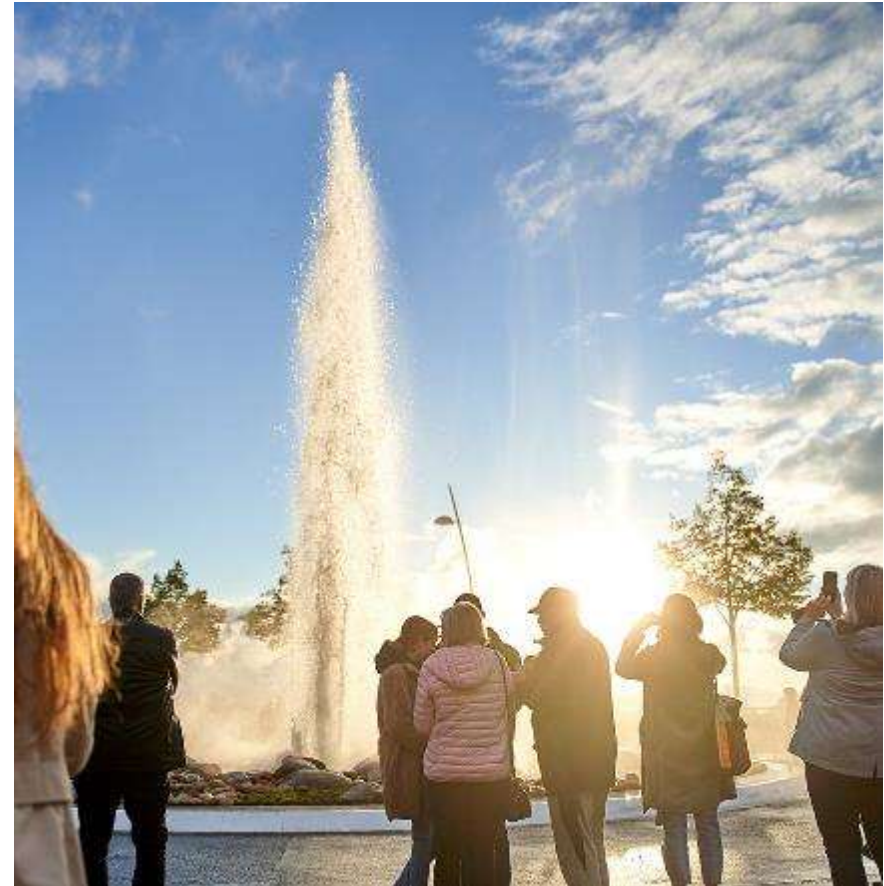
[Andrew Sabin | Creancey Fountaun Loriental](#)

### Case Study: Thomas Stricker, *The Monheim Geyser*, 2019

Alongside the River Rhine in Monheim, Germany, Swiss artist Thomas Stricker has created an artwork inspired by nature which contrasts with the surroundings of urban development.

Set in the centre of a roundabout, Stricker's artwork imitates the phenomenon of a naturally occurring geyser, sometimes appearing as a gently bubbling puddle, but interrupted by occasional violent jets of water and steam straight up into the air.

#### Monheim Geyser





## Bus Shelters

Embedding public art within public transport infrastructure will enhance the unique character of the development and could help to encourage use of the bus network.

Thirteen bus shelters are planned for the development, along The Avenue and Foxwood Road. The design will need to be compliant with the Highway Authority's specification and serve the needs of the bus operator (accommodating printed timetables and live data feeds where required).

The brief will encourage the appointed artist to use recycled materials and consider the practicalities for a functional bus shelter including future maintenance or repair. The Steering Group are also interested in some of the bus shelters incorporating climbing plants.

This project creates opportunities to work in collaboration with businesses providing this type of infrastructure.

Budget: £80,000 – Using contributions from Upper Acre.

Delivery: This commission may need to be delivered in two halves as Foxwood Road is expected to be completed later in the construction schedule than The Avenue.

Artist appointment:

The brief will be advertised as an open call for applications; three artists will be shortlisted to develop proposals and one selected to deliver the full project.



### Case Study: Aaron Scales, *Project Bottlestop*

Design student Aaron Scales designed this bus shelter for a project in Kentucky, USA. The sides are constructed from recycled beer bottles and the shelter incorporates solar powered LED lighting.

[Inhabitat | Project Bottlestop](#)



### Case Study: Ebenezer Akakpo, Maine bus shelters

Traditional Ghanaian symbols for hope and friendship adorn Portland-based artist Ebenezer Akakpo's contest-winning bus stop design.

The shelter is mostly ordinary — black aluminium posts, clear glass, and a bench — except that its sides and ceiling are decorated in ornate red, green, and blue panels, an arresting splash of creativity in an otherwise utilitarian structure.

Creative Portland ran a design competition and commissioned four artists to design bespoke bus shelters. Akapo's design is made with laser cut, powder coated steel panels, fixed to the standard frame.

[Akakpo.com](http://Akakpo.com)





## Bat House

Pond Cottage has been retained as a bat roost but with temporary boardings on the windows and partial cladding it looks very unattractive. It is currently uncertain whether Pond Cottage will be retained or whether a new purpose-built bat house is required.

Working closely with the bat licence holder and following consultation with Natural England, we will commission an artist to develop artwork which either:

1. wraps Pond Cottage, or
2. forms part of the design of a bespoke structure.

In the scenario of developing a bespoke structure, an interim low cost improvement could also be explored for Pond Cottage such as inviting a street artist to paint the building.

An important part of the brief will be accommodating signage and interpretation to educate passersby about the use of the building, discouraging vandalism. The Steering Group are also interested in incorporating nearby seating or cameras which can allow people to watch bat movement in and out of the roost but we will need to take Natural England's advice on this.

Budget: £35,000 – Using contributions for Upper Acre. Additional funding may be accessible through the OHH ecology budget to enhance this project.

Delivery: the schedule for this project will depend on which option can be pursued and will need to align with the construction schedule for Chalcroft.

Artist appointment:

Depending on the option being taken forward, artist appointment could be by direct invitation to commission a specific aesthetic or by inviting applications from artists.



Image: Pond Cottage (Condition in Spring 2025)



### Case study: Richard Woods, *Stones*, ongoing

Artist printmaker Richard Woods uses pattern and surface in a playful way, often using colourful, graphic interpretations of traditional materials like wood flooring or stone built walls.

This house in Finland has been transformed by Woods' distinctive aesthetic covering the exterior walls.

[richardwoodsstudio.com](http://richardwoodsstudio.com)

### Case study: Jim Isermann, *Untitled (Frome)*, 2008

Isermann was commissioned by Foreground to design a colourful pattern which could be applied across hoardings and boarded windows throughout the town of Frome.



[Foreground | Jim Isermann](#)

### Case study: Curtis Hylton, *Pompey Pelican*, 2022

Portsmouth Creates commissioned Reading-based muralist Curtis Hylton to transform Angmering House with a floral design of a giant bird.

[We Shine | Curtis Hylton](#)





## Wayfinding

Integrated throughout the development's green infrastructure, this project will deliver a multi-purpose waymarking scheme which signposts active travel routes and educates about local biodiversity.

This project offers a good opportunity to work with local school children during the development of concept and design.

Budget £127,000 – Using contributions for Holme and Homestall

Delivery: Completion of this project could be dependent on multiple parcels of construction and installation may need to be managed in sections.

Artist appointment:

The brief will be advertised as an open call for applications; three artists will be shortlisted to develop proposals and one selected to deliver the full project.



## Case study: Differentia

Northumberland-based artist collective Differentia have installed public art including wayfinding schemes across the UK, often incorporating interpretation about local history, geography and wildlife.

[differentia.co.uk](http://differentia.co.uk)

**Case study: Nicola Henshaw, *The Peculiar Pot*, 2023**

Thame Town Council commissioned artist Nicola Henshaw to work with the local community designing a wayfinding trail of sculptures.

Collaborating with a storyteller to write 'The Story of Thame' with residents, Henshaw then designed way markers that incorporate the story, key visual motifs and a QR code connecting to online digital interpretation.

The artworks are made from sand cast, anodised and powder coated aluminium.

Thame Town Council | Nicola Henshaw



## Local Centre

At the local centre there is an opportunity for an artist to have significant impact on the design and functionality of public space. This could take the form of intervention within the landscaping scheme, bespoke seating or staging, or a specific focal point.

The Steering Group would like an artist to consider the needs of different groups of people, for example young girls and older people both use seating, and the former enjoy performance spaces. It would also be valuable to consider creation of shelter from rain and sun and utilise bright colours.

Budget: £150k – Using contributions for Folds and Local Centre

Completion by December 2029 (aligns with the construction timeline and is subject to change)

Artist appointment:

A complex and high impact commission in the Local Centre should be delivered by an artist with a strong track record of previous projects and could either be commissioned by direct invitation or through a limited competition shortlist.



### Case Study: Hideo Furuta, *Adamson Square*, 2005

Artist Hideo Furuta was commissioned to redesign the town square of Creetown in Dumfries and Galloway. Creetown owed its growth to the business of granite extraction, and the local quarries were indeed what originally brought artist Hideo Furuta to the town. The local granite is intrinsic to the design of the square and echoed in the solidity of the traditional architecture of the buildings that surround it.

The design for the new town square is a collaboration between artist, landscape architect and community and relates to the natural, cultural and built heritage of Creetown.

[Ginkgo Projects | Adamson Square](#)



### **Case study: Denman & Gould, *Courtyard Constellation***

Tiger Developments commissioned Dorset-based artist Denman and Gould duo to design a meeting point outside their new student accommodation block, Cumberland Place in Southampton.

The piece features over 1200 individually cast pieces on a grid mapping 11 astronomical constellations. The colour palette is inspired by the hand-painted colour index of old British geological survey maps, developed by artists and scientists in the 19th Century.

[denmangould.com](http://denmangould.com)



### **Case study: Morag Myerscough, *Joy Garden*, 2022**

Artfelt commissioned renowned artist/designer Morag Myerscough to transform the central courtyard at Sheffield Children's Hospital. Myerscough ran fragrance and colour workshops with hospital families and staff to inform the design for the planting and the floor mural, and she worked with Sheffield-based fabricator Design Workshop Ltd to build a bespoke pavilion.

[moragmyerscough.com](http://moragmyerscough.com)



## Community Performance/Carnival

Towards the end of the development, a large-scale community performance would enable residents to build strong social connections and be part of an ambitious event.

Respondents to the public survey demonstrated appetite for performance and the Steering Group voiced a strong desire from residents to have a carnival. The Community Performance could be ambulatory, moving between and celebrating the open spaces including the Local Centre, Upper Acre and Lower Acre.

The brief for the lead artist or producer could draw on the rural heritage of the site, exploring food production, cycle of the seasons or connection with nature and the land.

Budget: £60k – Using contributions for The Folds

Artist appointment:

The Point in Eastleigh is well placed to lead this project, devising the concept, developing volunteering opportunities and working with the community cast.

Images: Community cast for *Cinderella's Wellies* in rehearsal at The Point and; *Timothy the Yeti*, an immersive storyworld production at The Point.





### Case Study: *St Just Ordinalia*, 2021

The villagers of St Just in Cornwall come together on the village green to perform the Cornish medieval mystery plays known as the Ordinalia.

The Ordinalia are a trilogy of three separate plays designed to be performed by one community over a three day period. They were designed to be played in a round amphitheatre known as a Plen an Gwari (Playing Place) of which St Just has one of the two remaining operative ones. It is the oldest working amphitheatre in Great Britain. Over 5000 people attended the plays in 2021, and the community is fundraising to perform the plays again in 2026.

[stjustordinalia.com](http://stjustordinalia.com)

### Case Study: Heart of Glass, *'And, on that note'*, 2014

Collaborating with a cast of hundreds of local residents, 'Heart of Glass' produced a community performance at Langtree Park Stadium as part of 'Silent Night' on 10<sup>th</sup> December 2014.

The commission combined sculpture, performance and audience participation from a 500 strong 'emotional choir', providing the soundtrack to a visual spectacle. A team of 35 locally based artists, students from St Helens College and Carmel College, dancers from 'Watch This Space Productions' and a Cheerleader group performed to an audience of 1500 people.

[heartofglass.org.uk](http://heartofglass.org.uk)





## Granary Barn

The oak frame of a small granary barn has been retained and stored by the OHH development team. Incorporating the frame within a public art commission creates an opportunity to celebrate the farming heritage of the site.

Alternatively, the frame could also be utilised for the creation of the bespoke Bat House commission.

Depending on the appointed artist's approach, this project may benefit from additional fundraising to secure a heritage grant.

Public responses to the survey identified a keen interest in woodworking and DIY, and there is an active local network of Men's Shed groups who could be involved with a project led by an experienced and visionary lead artist.

Budget: £82,000 – Using contributions for Chalcroft.

Delivery: Completion by 2034 (aligns with the construction timeline and is subject to change).

Artist appointment:

For this commission three artists will be invited to develop proposals which will be presented to the community for consultation. This process will enable dialogue with stakeholders and careful consideration about function, public safety and ongoing maintenance requirements.



## Case Study: Heather Peak & Ivan Morison, *Silence*, 2021

Commissioned by The Oak Project in partnership with Yorkshire Sculpture Park, Heather Peak and Ivan Morison's *Silence – Alone in a World of Wounds* was unveiled at Yorkshire Sculpture Park on World Environment Day on 5 June 2021.

It is a sculptural space made of natural materials, including timber and thatch, which acts as an extended open pavilion with passageways and a chamber providing space for quiet reflection and connection to the natural world.

[peakmorison.org/Silence](https://peakmorison.org/Silence)

### Case Study: Theaster Gates, *Sanctum*, 2015

Commissioned by Situations, Chicago-based artist Theaster Gates collaborated with AN-Architecture to build a temporary performance space with reclaimed materials as part of Bristol 2015 European Green Capital.

The structure was built within the bombed out remains of Temple Church and hosted performances by 800 performers non-stop for 24 days.

Situations | Theaster Gates



### Case Study: Material cultures, *Stilt House*, 2019

*Stilt House* is a carbon negative, 30m<sup>2</sup> building made with hemp-crete and a spruce stud frame. It is a highly flexible space designed by a group of 14 students and built by them in 12 days, led by David Grandorge and Paloma Gormley as part of Unit 7 at the London Metropolitan University.

The project was awarded the Architects' Journal Small Projects Prize for Sustainability in 2020.

[materialcultures.org](http://materialcultures.org)



## Play Spaces

One Horton Heath has a play strategy which outlines four formal play spaces, as well as sites for informal play across the development.

Informal play sites could be enhanced with bespoke playable artworks. Commissioned pieces would need to prioritise accessibility, the highest safety standards and be fabricated from robust materials, ensuring they are low-maintenance and permanent.

This commission could enhance the connection to rural heritage and/or consider use of recycled materials.

Budget: £62k – Using contributions for Round Copse and Chalcroft

Completion: Delivery by 2035 (aligns with the construction timeline and is subject to change).

Artist appointment:

For this commission three artists will be invited to develop proposals which will be presented to the community for consultation. This process will enable dialogue with stakeholders and careful consideration about public safety and ongoing maintenance requirements.



### Case Study: Nils Norman *Yr Iard*, 2017

*Yr Iard* is a permanent playground designed by artist Nils Norman made in response to the St Fagans Museum collection of historical buildings and objects.

Researched, designed and made over a three year period whilst artist in residence, the project was supported by Arts Council Wales and The Heritage Lottery Fund, and the artist worked with pupils from Woodland High School and children and families from Hywel Dda Primary School.

[dismalgarden.com](http://dismalgarden.com)

### Case Study: Studio Ossidiana, *Horismos*, 2020

Architect's practice studio Ossidiana were commissioned to design a playground for a school in Vleuten, The Netherlands.

The artwork is designed as a labyrinth to foster children's imagination, offering places to hide and encounter; an adventurous child-sized landscape to explore and climb. Constructed from concrete and finished by a terrazzo specialist, the surface is tactile and in some places glitters with tiny crystals.

[studio-ossidiana.com](http://studio-ossidiana.com)



### Case Study: Superuse studios, *Blade Made Playgrounds*, 2008

Superuse designed a new playground in Rotterdam for Kinderparadijs Meidoorn with five decommissioned wind farm rotor blades. The base of the blades have been used as four towers, placed around an existing concrete slab.

The cut off parts are spread around the garden and connect the towers. Between the towers a net provides an opportunity for climbing and prevents balls ending up in the backyards around the playground.

[superuse-studios.com](http://superuse-studios.com)

## Programme Budget

Budgets breakdowns by phase	Phase 1: LA	Phase 2: QB	Phase 3: UA	HS	Holme	Folds	Centre	Chal	RC	
	£ 180,429	£ 132,440	£ 198,445	£ 94,600	£ 70,950	£ 241,230	£ 94,600	£ 127,710	£ 56,760	Sub-totals
Vision - Approx 30 days	£ 10,000									£ 10,000
Commissions	£ 90,000	£ 105,000	£ 115,000	£ 72,000	£ 55,000	£ 135,000	£ 75,000	£ 102,000	£ 42,000	£ 791,000
Artist Residencies	£ 45,000		£ 45,000			£ 45,000				£ 135,000
Learning / Talks / Conference	£ 2,000	£ 2,000	£ 2,000	£ 2,000	£ 1,000	£ 20,000		£ 1,000	£ 1,000	£ 31,000
Comms	£ 4,365	£ 3,574	£ 4,678	£ 4,410	£ 2,307	£ 2,045	£ 2,410	£ 3,553	£ 2,246	£ 29,588
Legal / finance	£ 2,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 2,000	£ 2,000	£ 1,000	£ 2,000	£ 13,000
Hospitality / room hires etc		£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 8,000
Project Management @ 10%	£ 18,043	£ 13,244	£ 19,845	£ 9,460	£ 7,095	£ 24,123	£ 9,460	£ 12,771	£ 5,676	£ 119,716
Contingency @ 5%	£ 9,021	£ 6,622	£ 9,922	£ 4,730	£ 3,548	£ 12,062	£ 4,730	£ 6,386	£ 2,838	£ 59,858
<b>TOTAL</b>	<b>£ 180,429</b>	<b>£ 132,440</b>	<b>£ 198,445</b>	<b>£ 94,600</b>	<b>£ 70,950</b>	<b>£ 241,230</b>	<b>£ 94,600</b>	<b>£ 127,710</b>	<b>£ 56,760</b>	<b>£ 1,197,163</b>
Start year	2024	2026	2027	2027	2029	2029	2029	2030	2033	
Finish year	2027	2030	2032	2030	2031	2035	2033	2034	2035	

## Payment schedules

The first payment of Developer's Contributions associated with the Lower Acre (£60,143) was formally approved towards the Public Art programme in May 2024. This has enabled work to progress on this Vision and the first Artist Residency.

Following approval of the Outline Planning Permission in October 2025, it is expected that the remaining Contributions for the whole site (£1,197,163) will be paid in three part payments (approx. £400,000) in the following stages:

- One third prior to Occupation of the 1st Dwelling on the Site
- One third prior to Occupation of the 200th Dwelling
- One third prior to Occupation of the 300th Dwelling.

Alternatively, two further payments for the Lower Acre Contributions will be made to this schedule and payments secured for each parcel individually.



## Appendices

### 1. Public Survey

#### One Horton Heath Public Art Survey 25<sup>th</sup> November 2024 – 13<sup>th</sup> January 2025

Eastleigh Borough Council is preparing a Vision for Public Art at One Horton Heath and we want to hear from local residents and people who would like to live in the new development with their views on public art as well as creativity and community more broadly, to inform its content.

The Vision sets out a ten-year plan for public art commissioning on the site, and mirroring the Council's Public Art Strategy it aims 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 defined by the Strategy as "the principle of involving artists in the conception, development, and transformation of the public realm" and art forms can include:

- 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.

**This survey has 24 questions, it should take around 10 minutes to complete.**

**Thank you for your time and interest in completing this survey.**

#### Section 1: About you

1. What is your age?

*Please tick one*

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

2. Where do you live?

*Please tick one*

- Horton Heath
- Fair Oak
- Other:

3. How long have you lived in the area?

*Please tick one*

- Less than 1 year
- 1-5 years
- 6-10 years
- More than 10 years
- I do not currently live in Fair Oak or Horton Heath

4. Would you consider moving to One Horton Heath?

*Please tick one*

No	Maybe/undecided	Yes, one day	Yes, as soon as I can

5. Where/what is your favourite place or thing in the area?  
*Example: This might be a specific tree, bench, pub or view.*

## Section 2: Your community

6. What three words would you use to describe your area?
7. Which community events have you attended in Fair Oak & Horton Heath:  
*Tick all that apply*
- Spring Clean event
  - D-Day 80<sup>th</sup> Anniversary
  - Earth Day
  - Remembrance Day
  - Fair Oak Art & Craft Exhibition
  - Christmas Lantern Parade
  - Christmas Craft event
  - Christmas Trail
  - Platinum Jubilee event
  - Other:
8. What other kinds of events would you be interested in attending in your area?
9. Do you regularly attend any of these groups/activities?  
*Tick all that apply*
- Eastleigh District U3A
  - Fair Oak Women's Institute
  - Fair Oak Art & Craft Society
  - I Heart Art Class at Lapstone Pub
  - Fair Oak Welcome Club
  - Quinn Raiders Country & Western
  - St Thomas's Youth Club
  - Y-Zone Youth Centre
  - Scouts

- Guides/Brownies/Rainbows
- Trefoil Guild
- Sue Merrett School of Dance
- Phoenix Revolution Cheerleading
- Other:

10. In normal circumstances, how do you usually travel to attend groups or activities?  
*Tick as many as apply*

- Car
- Bus
- Taxi
- Cycle
- Bus
- Walk/wheel

11. In the last 12 months how have you find out about events, activities or news in your area?  
*Tick as many as apply*

- Social media
- Posters/flyers
- Local newspaper/magazines
- Council communications – website, email newsletter, Borough News
- Word of mouth
- Other:

## Section 3: Culture and creativity

12. How important is art and culture to you?  
*Please tick one*

Very unimportant	Fairly unimportant	Neither important or unimportant	Fairly important	Very important

13. Would you describe yourself as a creative person?

*Please tick one*

No, not at all	Not really but I do enjoy some creative activities	Yes, and I do some creative hobbies	Yes, and I spend a lot of time being creative	Yes, and my profession is creative

14. What kinds of creative activities do you enjoy doing?

15. Do you feel there are enough opportunities to be creative in your community?

*Please tick one*

- Yes
- No
- I'm not sure

16. What kind of cultural/creative activities would you like to have more of in your area?

#### Section 4: Public art

17. How interested are you in new public art projects in the area?

*Please tick one*

Very uninterested	Fairly uninterested	Neither interested or uninterested	Fairly interested	Very interested

18. What are some things that you think new public art should celebrate in One Horton Heath?

19. Which of the following would you be interested in attending?

*Tick as many as apply*

- Artist talks
- Creative workshops
- Performance as a participating performer
- Performance as an audience member
- Launch events

20. Who are some specific community groups or individuals that should be involved in public art projects?

21. What do you think is most important when choosing an artist to create new public art?

*Please rank from 1-6 by putting a number in the left-hand box*

	Previous experience/track record
	Diversity/representation
	Live locally
	Profile / how well known they are
	Their commitment to sustainability/protecting the environment
	Cost / good value for money

22. Is there anything else you would like to tell us about public art such as an idea or other things you think are important?



### **Section 5: Contact details**

Thank you for completing the survey!

If you would like to be kept informed about the One Horton Heath public art programme and the final report please add your name and email address.

You do not have to provide these if you would prefer to stay anonymous.

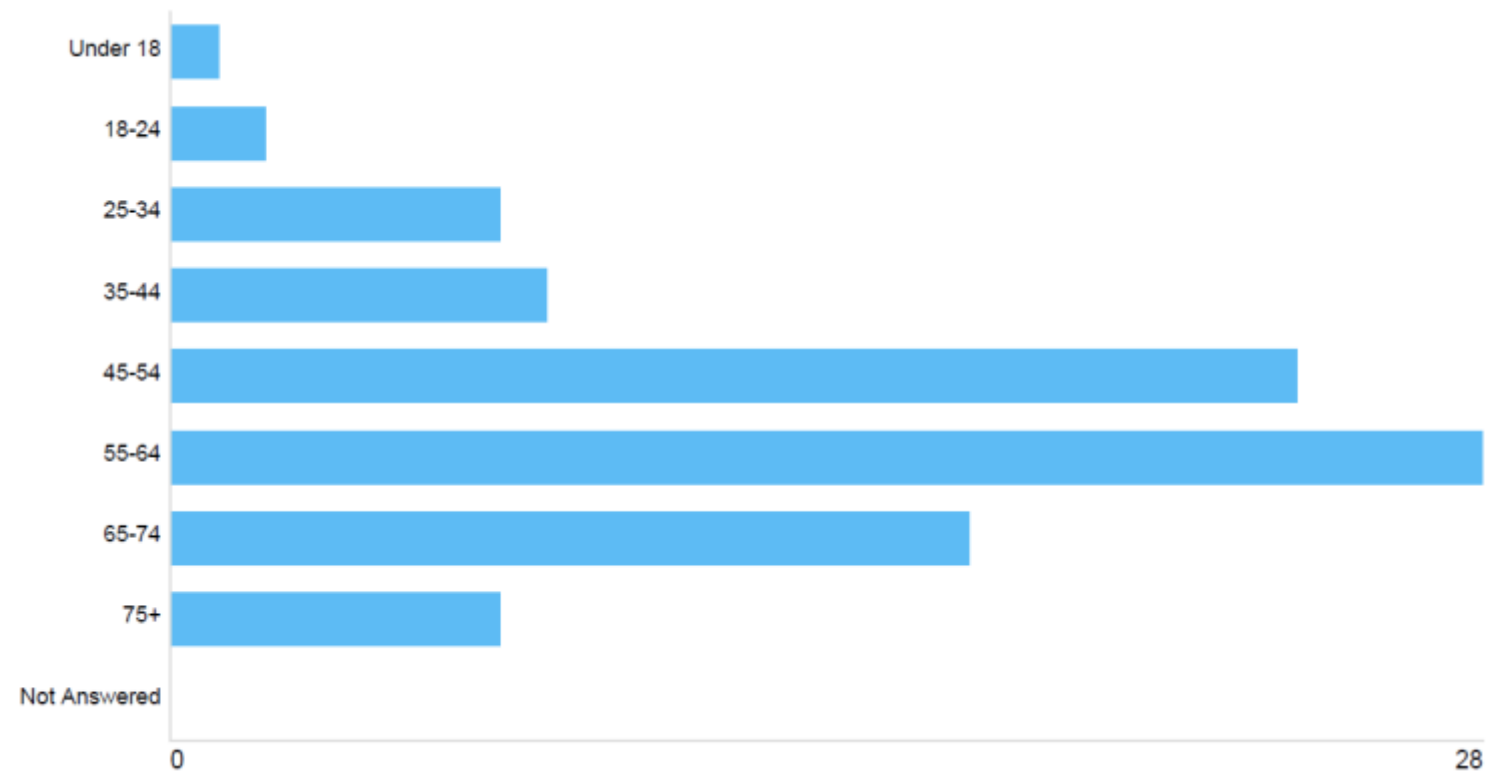
23. Name:

24. Email:

## **2. Summary of survey findings**

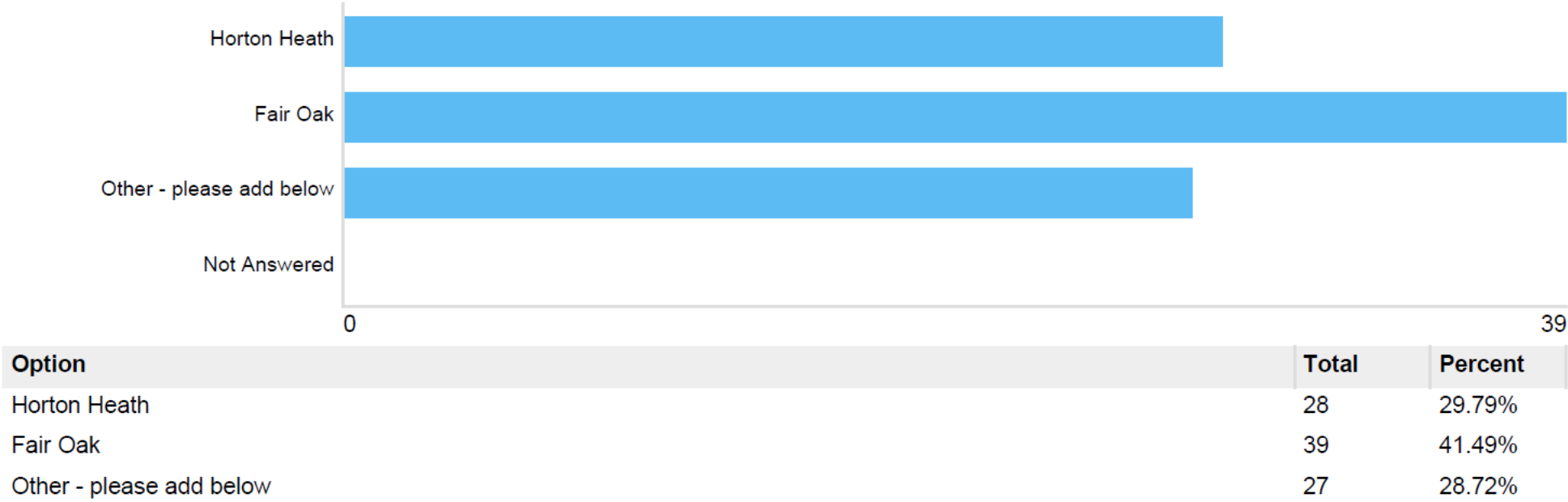
The following pages illustrate the findings from the public survey.  
There were 94 responses.

Question 1: What is your age?



Option	Total	Percent
Under 18	1	1.06%
18-24	2	2.13%
25-34	7	7.45%
35-44	8	8.51%
45-54	24	25.53%
55-64	28	29.79%
65-74	17	18.09%
75+	7	7.45%

Question 2: Where do you live?



Other:  
Bishopstoke, Eastleigh, Chartwell, West End, Boyatt Wood, Hedge End

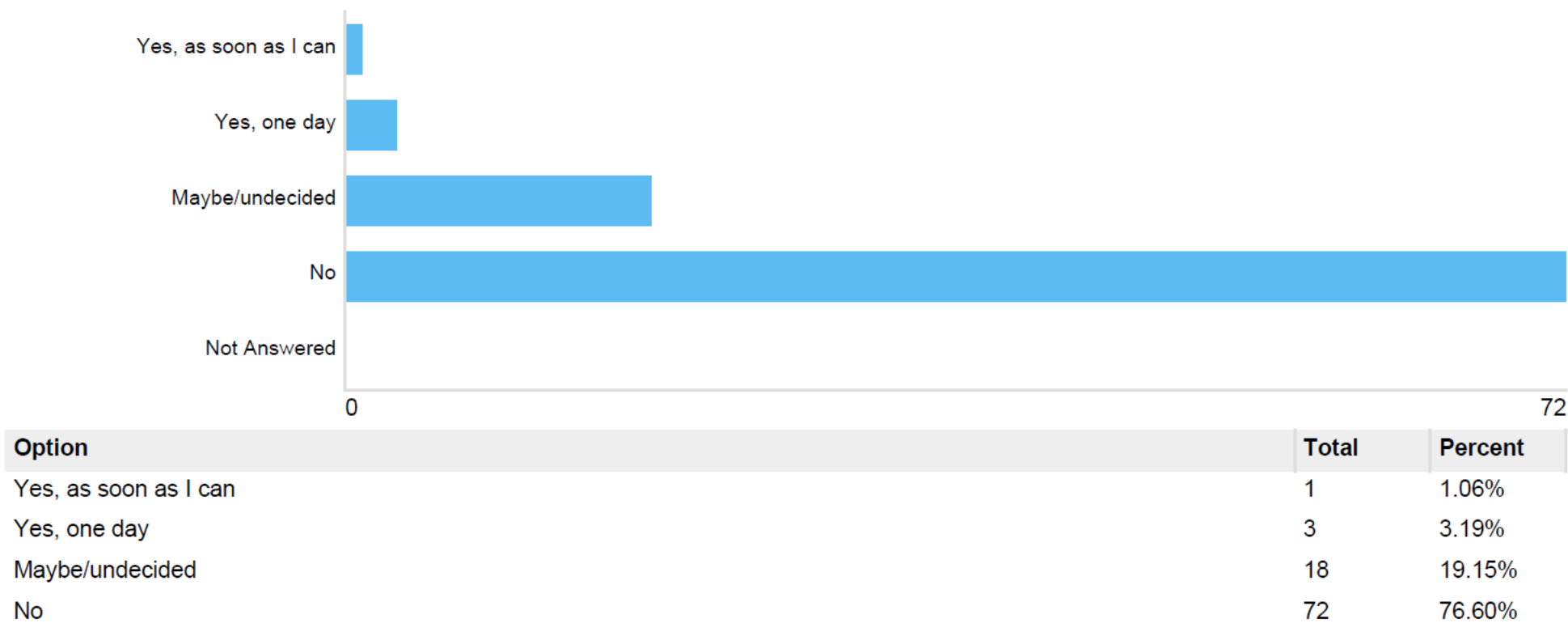


### Question 3: How long have you lived in the area?



Option	Total	Percent
Less than 1 year	2	2.13%
1-5 years	10	10.64%
6-10 years	6	6.38%
More than 10 years	74	78.72%
I do not currently live in Fair Oak or Horton Heath	2	2.13%

Question 4: Would you consider moving to One Horton Heath?



## Question 5: Where/what is your favourite place or thing in the area?

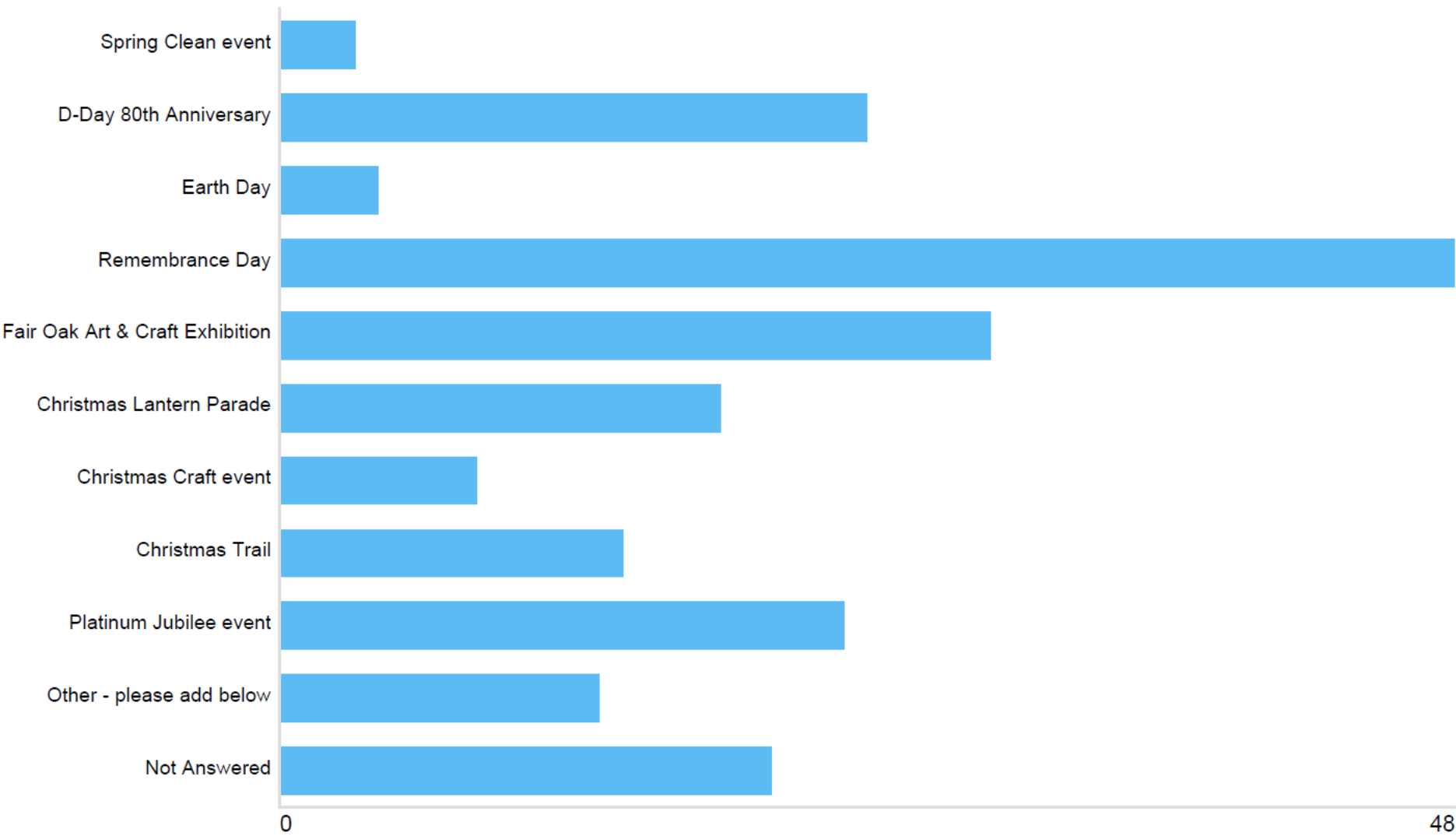


**Question 6: What three words would you use to describe your area?**





# Question 7: Which community events have you attended in Fair Oak & Horton Heath?



## Question 7: Which community events have you attended in Fair Oak & Horton Heath?

Answered other:

Frequent events at FO schools and Scout hut, Carnival, Tree planting, Street parties for Royal events, St Thomas church events, Greening at the pavilion, Organised Walking, None- was not aware of them, Bonfire night, Village fair, Lighting the beacon, Wyvern 10k

## Question 8: What other type of events would you be interested in attending in your area?



## **Question 9: Do you regularly attend any of these groups/activities?**

Ticked, in order of popularity:

Scouts, Eastleigh District U3A, Sue Merrett School of Dance, Guides/Brownies/Rainbows,  
I Heart Art Class at Lapstone Pub, Fair Oak Art & Craft Society, Fair Oak Women's Institute, St Thomas's  
Youth Club, Phoenix Revolution Cheerleading

Also:

Rugby tots, swimming at Durley House

Fair Oak Running Club, School events

Berry Theatre

Zumba at the village hall

Riverside concert band, Bishopstoke WI, Bishopstoke players

Itchen valley walks.

I do theatre classes in Winchester but there is nothing local in this area

Wyvern FC Sunday League Football

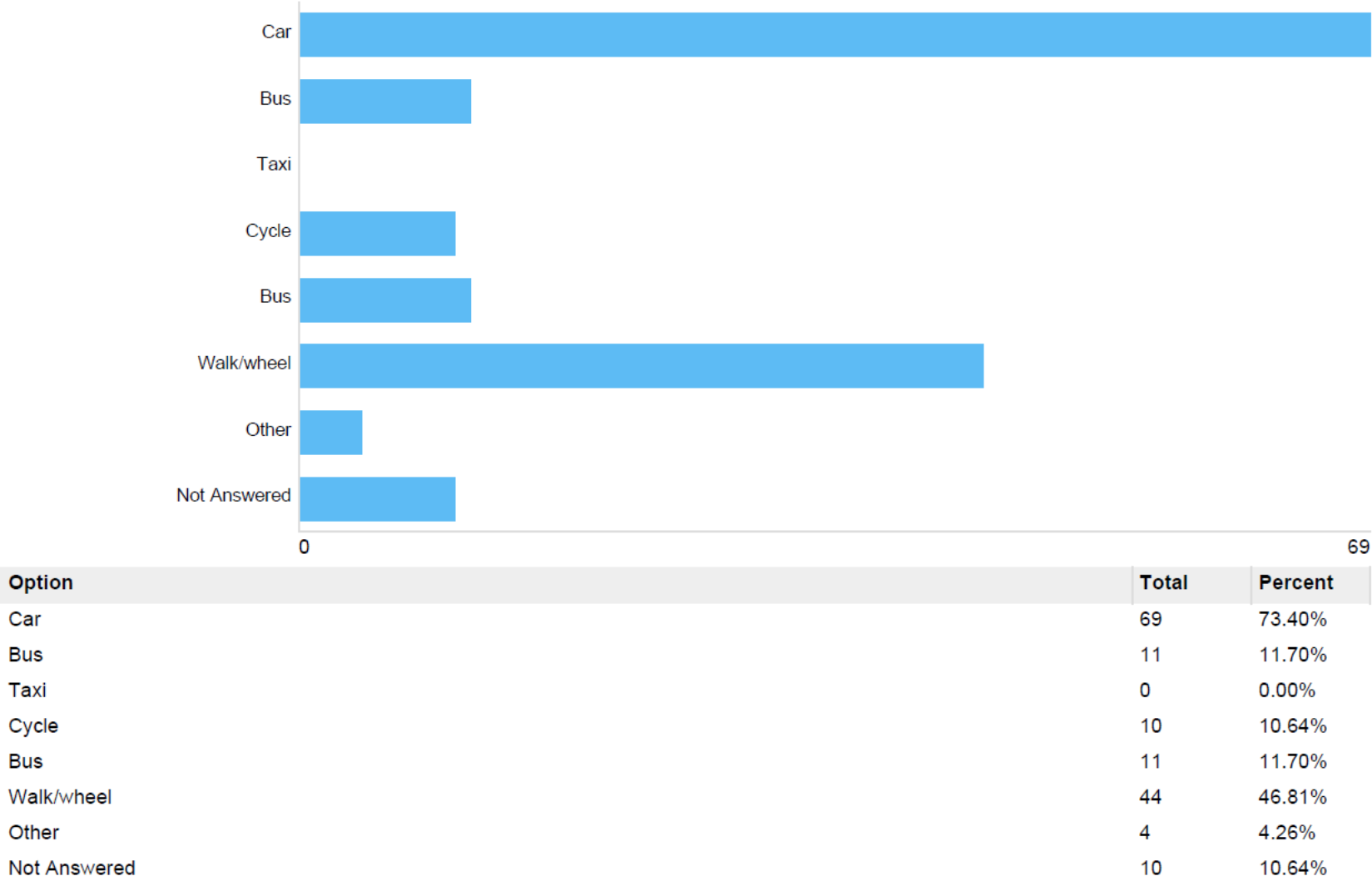
St Thomas Church

Age Concern organised events

Ramblers

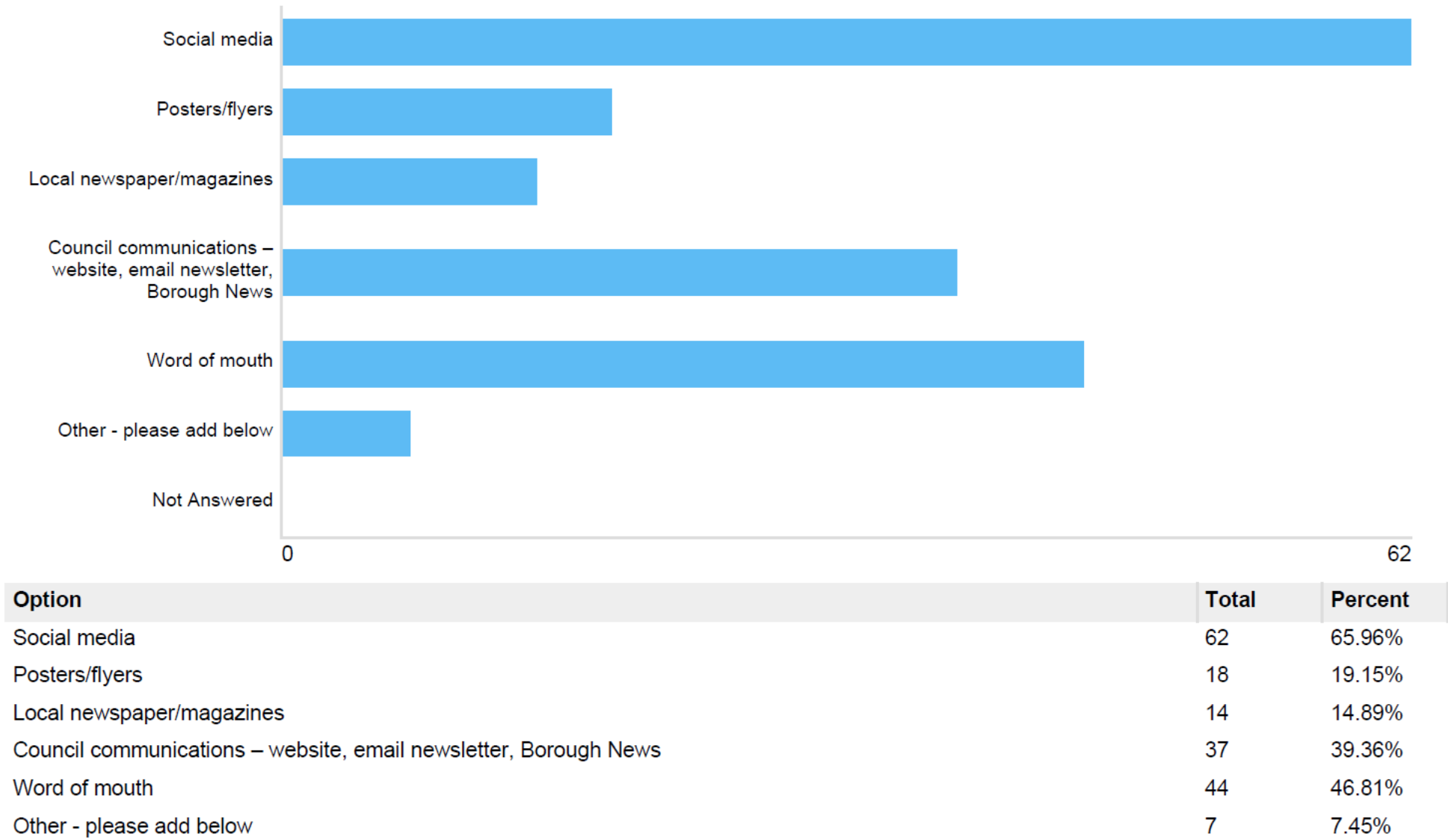
Slimming world

Question 10: In normal circumstances, how do you usually travel to attend groups or activities?

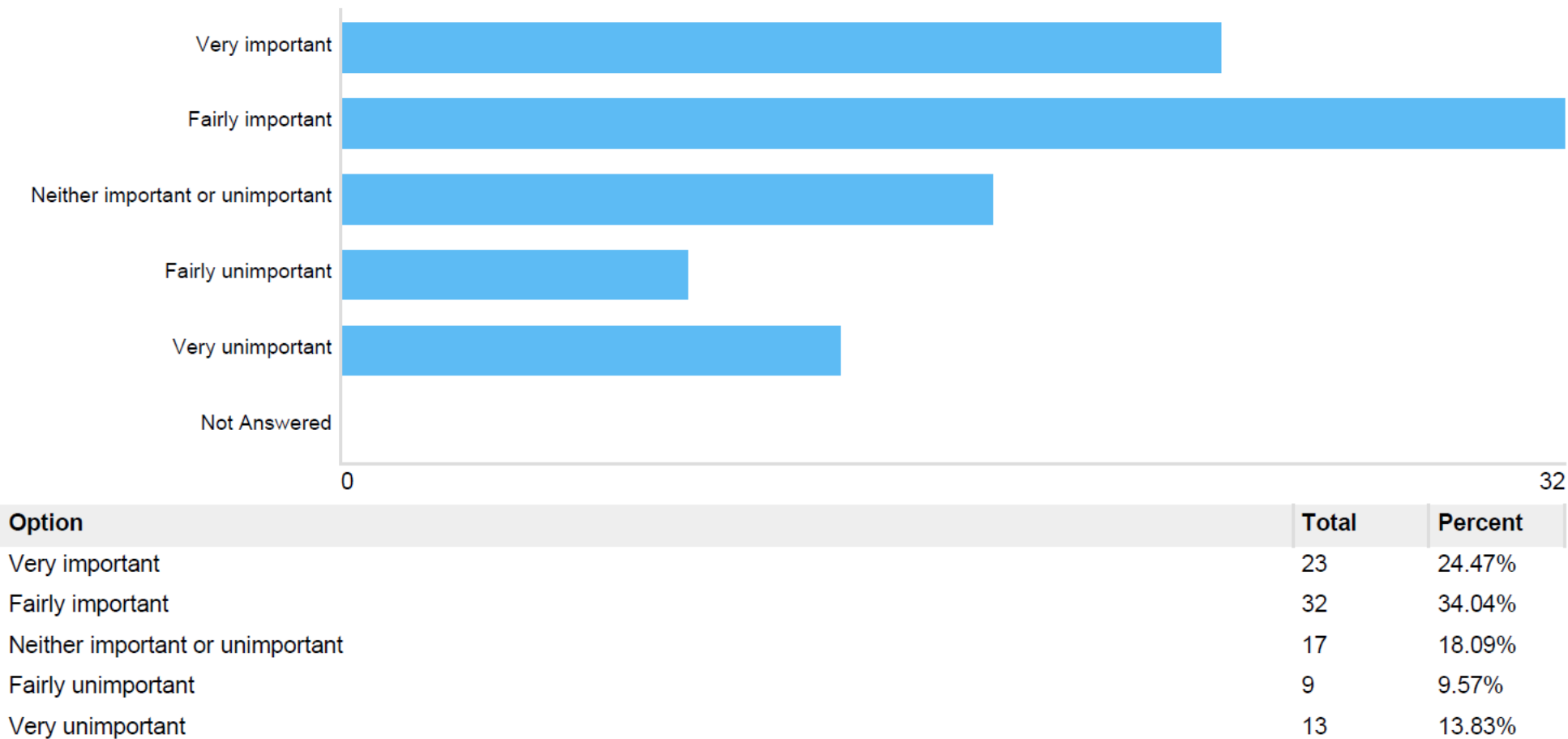




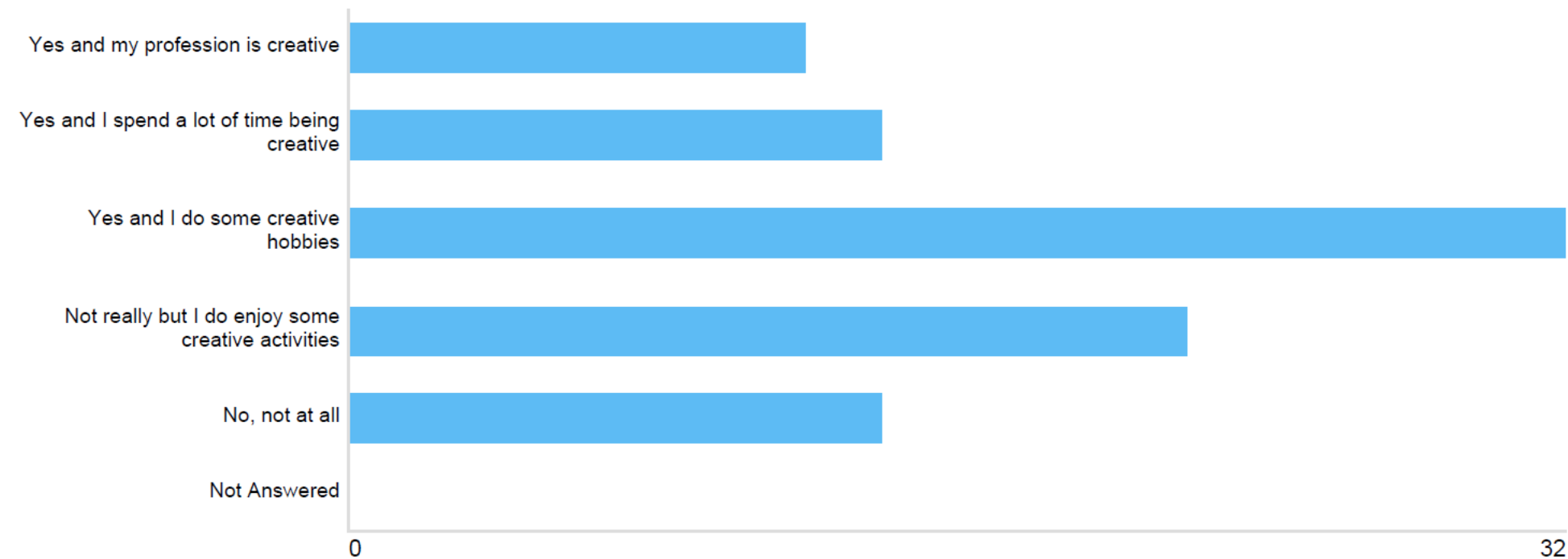
Question 11: In the last 12 months how have you find out about events, activities or news in your area?



Question 12: How important is art and culture to you?



Question 13: Would you describe yourself as a creative person?



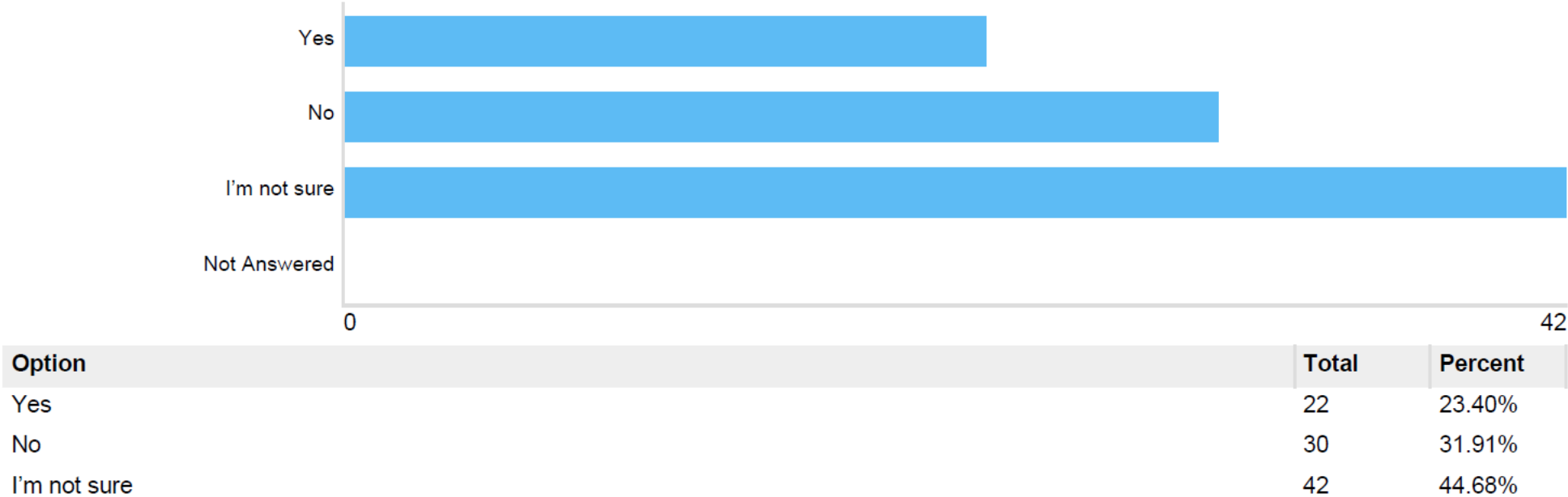
Option	Total	Percent
Yes and my profession is creative	12	12.77%
Yes and I spend a lot of time being creative	14	14.89%
Yes and I do some creative hobbies	32	34.04%
Not really but I do enjoy some creative activities	22	23.40%
No, not at all	14	14.89%

Question 14: What type of creative activities do you enjoy doing?





Question 15: Do you feel there are enough opportunities to be creative in your community?

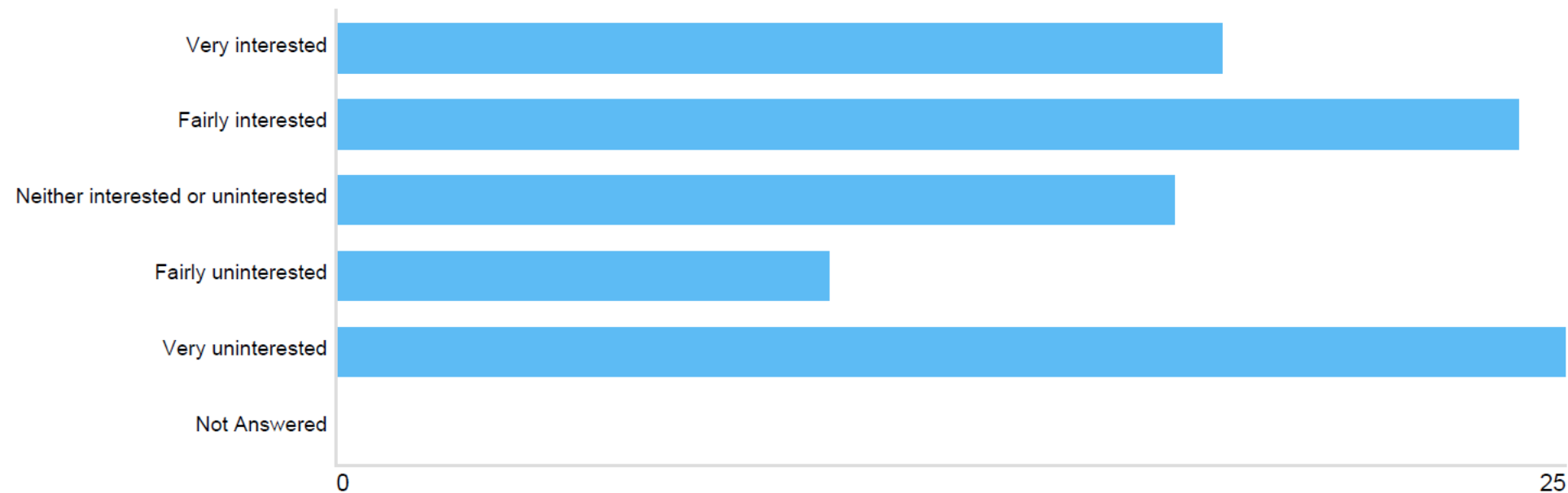


**Question 16: What type of cultural/creative activities would you like to have more of in your area?**

A word cloud visualization of responses to the question 'What type of cultural/creative activities would you like to have more of in your area?'. The words are arranged in a horizontal, somewhat circular pattern, with larger words indicating higher frequency. The colors of the words correspond to the categories they represent: blue for outdoor gatherings, red for cooking/baking, yellow for music, green for nature/environment, purple for art/painting/drawing, and brown for DIY/repair.

**DIY / repair / mend / men's shed** Poetry Comedy **Cooking / baking** choirs / bands  
**outdoor gatherings** book groups **Music** Youth arts/theatre  
Picnics Barbecues grow your own veg/fruit community garden Forest schools Musical Theatre  
rambles walking Preservation of the natural environment Floral Live / acoustic music  
Running plein-air painting **art / painting / drawing** Adult dance lessons  
Seasonal creative things ceramics photography  
Art therapy Screen printing / lino printing Dedicated creative arts centre exhibitions  
Other versions of knit and knitter Groups creating public art life drawing

Question 17: How interested are you in new public art projects in the area?



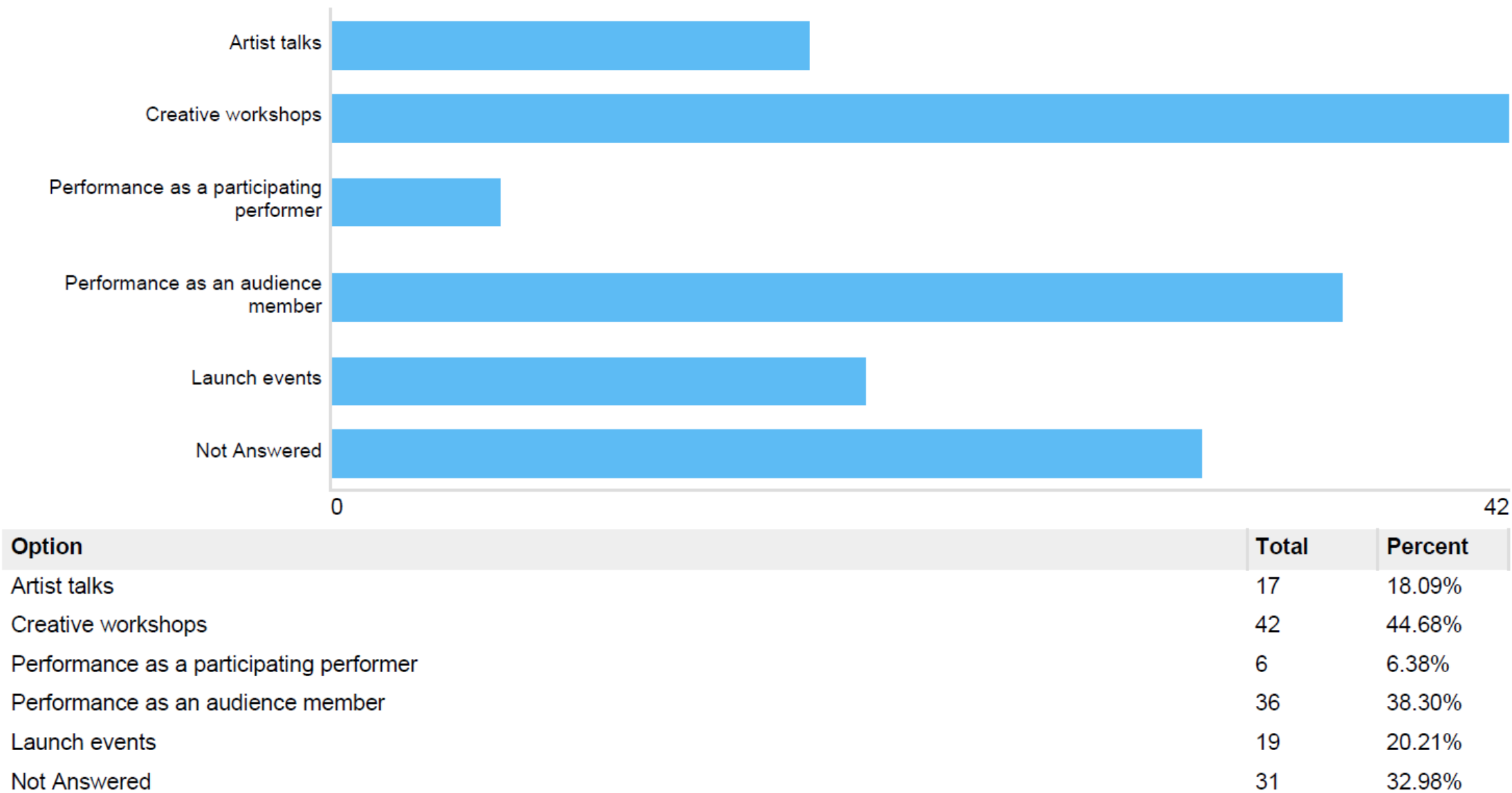
Option	Total	Percent
Very interested	18	19.15%
Fairly interested	24	25.53%
Neither interested or uninterested	17	18.09%
Fairly uninterested	10	10.64%
Very uninterested	25	26.60%

Question 18: What are some things that you think new public art should celebrate in One Horton Heath?





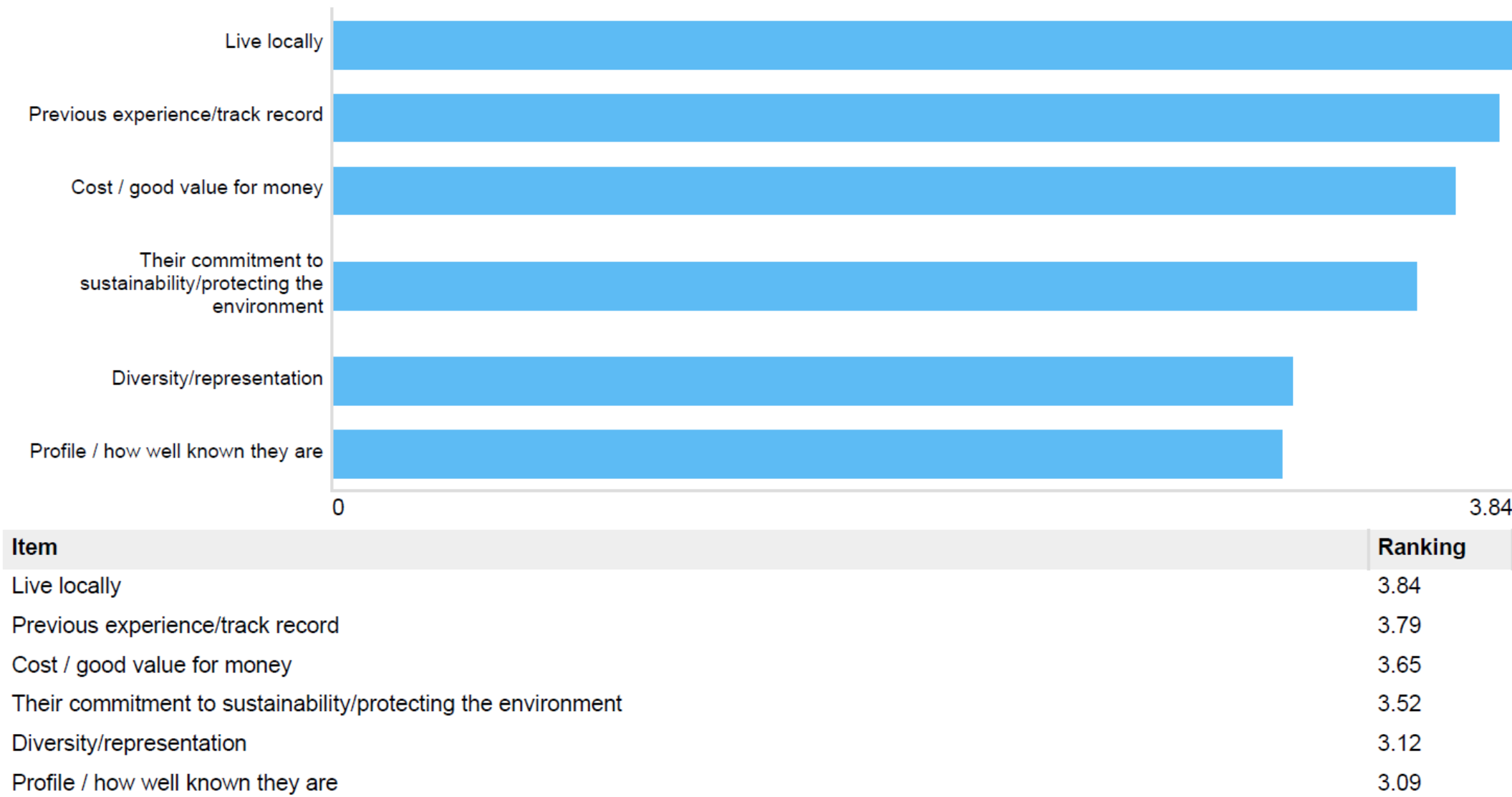
Question 19: Which of the following would you be interested in attending?



**Question 20: What specific community groups or individuals do you think should participate in public art projects?**

LGBTQ+      People of colour      A garden designer  
Parish Council Neurodiverse      **Anyone / everyone / all**      Metal workers  
Residential / nursing homes      Musicians  
Senior citizens      **residents**      unknown/new artists      **artists**  
U3A      street artists      comedians  
Youth groups / Young people      **community groups / projects**  
Schools/Wyvern college  
charities      Scouts / Girlguiding      dance schools      Bishopstoke players  
Riverside concert band      Art society      sports clubs      WI  
The farm next to Horton Heath lights for people with disabilities

Question 21: What do you think is most important when choosing an artist to create new public art?  
Please rank from 1 - 6



## Question 22: Is there anything else you would like to tell us about public art, such as an idea or other things you think are important?

A statue of Benny Hill made out of recycled glass milk bottles would be good.

Art should surprise and provoke thought. It should take you unawares. It should be a norm, embedded within our everyday lives.

Be sympathetic to the local area

Cheep/free

Completely locally sourced and relevant to Hampshire history

Consider impact. Size and frequency.

Please don't try to be controversial. Local materials would be good.

Cost effective and appropriate. Not spending money for the sake of it

Create activities on walls, similar to those found at Moors Valley Country Park. Hard to vandalize, interesting to see and fun for all ages.

Plaques en route giving local history and or natural detail, eg. history of bluebell woods etc...

Green spaces are better

Have you seen the murals of MyDogSighs. So much detail and that would be a joy to see. I prefer durable objects rather than ephemeral activities.

Relevant to local community, provocative.

Accessible to all ages as you need to excite youngsters about art and it's purpose.

I think the cost needs to be realistic

Music and art are important but cost needs to be sensible and items/events useful e.g. benches with a sculpture on. Events that raise money for charities etc.

I would rather it wasn't an abstract sculpture as this is not engaging to the majority of the public, and instead something that residents can connect to, interact with and be proud of.

Something unusual, a conversation starter but not eye-roll inducing! Either interactive or educational in a fun way

a community project

Interesting to look at. Easy to understand and feel good image. Pleasing. British

Botanical. Nautical. Wildlife rather than political or cultural.

It should be remembering historic events, local people to retain history

It should be timeless if possible

It should not be controversial, such as the statues which have offended recently

It should not celebrate/honour anyone

Anything that has a natural theme and is not fashioned concrete, stone, metal, paintwork etc.

Some wonderful seating areas, for example, under a natural pergola.

Water feature, Themed garden areas, Natural trails

Make it blend in with the surroundings

Public art paid for by public funds should be acceptable to the majority of those who have to live with it in their environment, not things that will upset or attract vandalism.

Quality street art should not be ruled out and an approved community street art space would be good.

Something tall and prominent

Spend the money on lollipop ladies to keep children safe or funding the Point Theatre to give young people a chance.

There are people with skills that aren't being passed on, such as knitting, sewing, crochet, but also metal work and their stories of being apprenticeship at Eastleigh Works and other industries.

Also the history of the strawberry farms and the fair oak strawberries going up to Wimbledon.

And more should be told about Fair Oaks names and the history behind road names such as Sandy Lane and Shorts Road because of the sand pits (helping with D-day). Why the football estate was named etc.

They need to be protected and maintained. Nothing worse than when artwork gets into a poor state.

Use local children - school and youth groups as it's their generation that will grow up and live/use the development.

Vandal proof!

We need things that enhance the environment for the local wildlife

You could do a play on how hard it is to actually get housing.



## Other comments:

Engage the schools and colleges, stop employing these consulting and events companies to find 'artists' who charge a fortune. Put that money back into the Point theatre where young people and groups can express themselves and grow.

I do theatre classes in Winchester but there is nothing local in this area

Art should surprise and provoke thought. It should take you unawares. It should be a norm, embedded within our everyday lives.

I am happy to attend meetings and get involved, and I am super excited about more art in Horton Heath!

I'm a mixed media artist with a background in textiles. I had a studio at The Sorting Office Eastleigh but now work from studio at home. I'm an avid crocheter and it's my way to unwind. The cafe could have a crochet club! I used to run a group called 'crochet and chatter'!

Spend the money on lollipop ladies to keep children safe or funding the Point theatre to give young people a chance.

I've always felt that Horton Heath doesn't have its own heart and we're tagged onto Fair Oak. I love the things our Parish Council do for us and things like the hanging baskets getting to Horton Heath makes such a difference, even the Christmas lights on Horton Heath Community Centre.

My hope is that once local resentment subsides after the construction people have left, that we begin to build a community here.

I'm very impressed with Gather, the new cafe within the Boorley Green Community Centre.

I like the idea of enriching the environment by good design enhanced by specific artwork.

As an arts lecturer and programmer in an art centre this makes me SO excited and I am more than willing to get involved and help try to bring a younger/more contemporary art scene to the area in addition to the craft societies etc already thriving :)

Art should not be seen as pretentious or elite.