



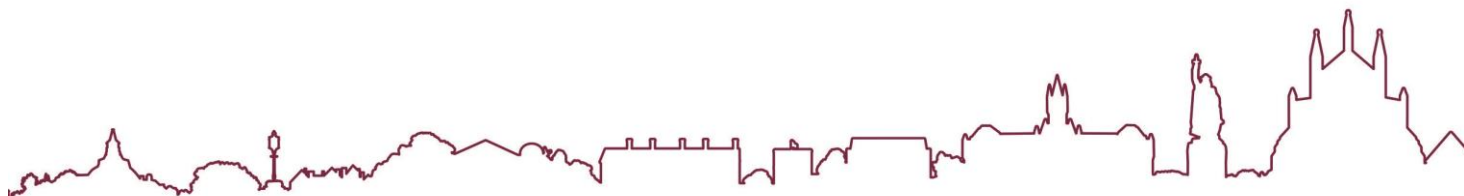
Meeting	West of Waterlooville Forum (Virtual Meeting)
Date and Time	Tuesday, 29th October, 2024 at 6.00 pm.
Venue	This meeting will be held virtually and a live stream can be listened to via YouTube at www.youtube.com/winchestercc

Note: If you are a member of the public and would like to listen to the live stream of the meeting, you can do so via the council's YouTube channel (www.youtube.com/winchestercc)

AGENDA

PROCEDURAL ITEMS

1. **Chairperson's Welcome**
2. **Apologies and Deputy Members**
3. **Appointment of Vice Chairperson for the 2024/25 Municipal Year**
4. **Disclosure of Interests**
To receive any disclosure of interests from Members and Officers in matters to be discussed.
Note: Councillors are reminded of their obligations to declare disclosable pecuniary interests, personal and/or prejudicial interests in accordance with legislation and the Council's Code of Conduct.
5. **To note the future meeting date for 2024/25**
Future virtual meeting date of the Forum is scheduled to be held on:
 - Tuesday 4 March 2025
6. **Minutes of the previous meeting held on 5 March 2024 (including any matters arising) (Pages 9 - 14)**
7. **Public Participation**



To receive and note questions asked and statements made from members of the public on general matters of interest and/or matters relating to the work of the Forum. This period is for a maximum of 10 minutes.

NB members of the public are required to register with Democratic Services three clear working days before the meeting (see below for further details).

Members of the public and visiting councillors may speak at the Forum, provided they have registered to speak three working days in advance. Please contact Democratic Services **by 5pm on Wednesday, 23 October 2024** via democracy@winchester.gov.uk or (01962) 848 264 to register to speak and for further details.

BUSINESS ITEMS

8. **Grainger Progress Report on West of Waterlooville MDA (Report) (Pages 15 - 18)**
9. **Waterlooville Town Centre Regeneration Update (Report) (Pages 19 - 60)**
10. **Arts Update - October 2024 (WWF120) (Pages 61 - 152)**
11. **Public Open Space (Verbal Update)**
12. **Newlands Parish Council Update (Report) (Pages 153 - 154)**
13. **Any Other Business**

**Laura Taylor
Chief Executive**

All of the Council's publicly available agendas, reports and minutes are available to view and download from the Council's [Website](#) and are also open to inspection at the offices of the council. As part of our drive to minimise our use of paper we do not provide paper copies of the full agenda pack at meetings. We do however, provide a number of copies of the agenda front sheet at the meeting which contains the QR Code opposite. Scanning this code enables members of the public to easily access all of the meeting papers on their own electronic device. Please hold your device's camera or QR code App over the QR Code so that it's clearly visible within your screen and you will be redirected to the agenda pack.



21 October 2024

Agenda Contact: Claire Buchanan, Senior Democratic Services Officer
Tel: 01962 848 438 Email: cbuchanan@winchester.gov.uk

MEMBERSHIP

West of Waterlooville Forum

Winchester City Council

Cllr Neil Cutler (Chairperson).

Cllr Bennett

Cllr Chamberlain

Cllr Langford-Smith

Deputies: Brook, Clear and Porter

Havant Borough Council

Councillors:

Bowdell, Andrew Briggs and Harrison (plus one vacancy)

Deputies: Harris (subject to ratification by Havant BC)

Hampshire County Council

Councillors:

Ann Briggs and Brent

Deputy: Branson

The Parish Council of Newlands

Councillors:

Crichton and Read

Quorum = 5 members

Terms of Reference

Primary objectives of the fora

The fora have no formal decision making powers, but can make recommendations on suitable arrangements relating to democracy and community representation.

The fora will:

1. Meet 3 times per year. Virtual meetings have proved successful and it is proposed that these continue.
2. Comment and advise on the next stages of the implementation of the MDA.
3. Monitor and comment on progress relating to the development of the MDA including the implementation of planning conditions and requirements of planning obligations (s106 agreements) and s278 agreements (highway works).
4. Seek to promote and support community development activities within the development area and provide advice on how these should progress.

5. Secure the establishment of appropriate local democratic structures for the emerging community.

How this will be achieved

1. Each meeting will receive the following input:
 - a. Update on the physical development of the MDA (from the developer).
 - b. Report on the community development activities and any issues arising within the MDA.
 - c. Discussion on infrastructure.

Key stages of the fora:

Stage 1 – Planning	Stage 2 – Emerging	Stage 3 - Establishing
<u>Start:</u> Initial master planning <u>End:</u> Outline planning consent / start on site.	<u>Start:</u> Start on site <u>End:</u> Establishment of a residents association or parish council as applicable.	<u>Start:</u> Establishment of a residents association or parish council <u>End:</u> Future community governance agreed and established.
<ul style="list-style-type: none"> Act as a sounding board where ideas, options and issues relating to the development can be considered before becoming part of the formal planning process. Consider and advise upon the infrastructure required 	<ul style="list-style-type: none"> Receive updates on the progress of development and compliance with relevant planning conditions and S106/S278 agreements Input into creation of a community development strategy 	<ul style="list-style-type: none"> Receive updates on progress in establishing the community and any emerging issues Consider and advise upon a strategy for the ownership and management of the social infrastructure and community assets. Receive updates on the progress of development and compliance with relevant planning conditions and S106/S278 agreements
Lead: Service Lead – Built Environment	Lead: Service Lead – Built Environment	Lead: Service Lead – Community & Wellbeing

The fora will be subject to annual review.

Membership

West of Waterlooville:

- | | |
|----------------------------|---|
| • Winchester City Council | 4 elected representatives (inc. Chair) |
| • Havant Borough Council | 4 elected representatives (inc. Vice Chair) |
| • Hampshire County Council | 2 elected representatives |
| • Newlands Parish Council | 2 representatives |

Officers

Lead Officer

Steve Lincoln

Community Worker

TBC

Quorum

The fora will be quorate if five voting representatives are present.

Method of working and voting rights

All representatives are expected to seek to reach conclusions by general consensus. Where any voting representatives on the Forum requires a formal vote to be taken, this shall be by a show of hands by those voting representatives present and voting (as per the membership set out above).

Public Participation procedure

There will be a period of 10 minutes maximum at the beginning of each forum meeting when the Chair will invite the public, including local interest groups, to raise any general matters of interest and/or matters relating to the work of the forum.

An individual speaker will be limited to a maximum of three minutes per agenda item. Where a number of members of the public wish to speak they will be encouraged to agree the allocated maximum ten minutes between them.

The Chair will retain discretion to manage the public speaking process, and may limit individual speakers to less than three minutes, or take other steps necessary in order to maximise public participation in an appropriate way.

Members and Officers will not provide an immediate response to public comments raised from the floor. All comments and queries will be noted and the Chair will invite Officers and/or Members to respond to specific points during the round table debate and discussion amongst forum members that follows.

Members of the public should contact the Democratic Services Officer 3 working days before the meeting (preferably telephone or email) so that as many people who wish to speak can be accommodated during the public participation sessions. Once the period of public participation has drawn to a close, there will be an opportunity for elected members who are not on the forum (i.e. Cabinet or Ward

Members) to speak in advance of questions and debate amongst forum members at the Chair's discretion.

The forum will then debate the item with any conclusions and recommended recorded.

FILMING AND BROADCAST NOTIFICATION

This meeting will be recorded and broadcast live from the Council's YouTube channel. The meeting may also be recorded and broadcast by the press and members of the public – please see the Access to Information Procedure Rules within the Council's Constitution for further information, which is available to view on the [Council's website](#). Please note that the video recording is subtitled, but you may have to enable your device to see them (advice on how to do this is on the meeting page).

Public Document Pack Agenda Item 6

WEST OF WATERLOOVILLE FORUM

Tuesday, 5 March 2024

Attendance:

Councillors:

Winchester City Council

Cutler (Chairperson) (P)

Brook (P)
Chamberlain (P)

Read (P)

Havant Borough Council

Bowdell
Lloyd

Patel
Robinson (P)

Hampshire County Council

Briggs (P)

Brent

Newlands Parish Council

Berry (P)

Crichton (P)

—

Others in Attendance that did not address the meeting:

Councillors S Achwal, V Achwal and Langford-Smith

Officers in Attendance:

Julie Pinnock – Corporate Head of Planning and Regulatory Services,
Winchester City Council
Steve Lincoln – Service Lead - Communities and Wellbeing, Winchester City
Council
Emalene Hickman, Culture and Creative Sector Development Officer,
Winchester City Council
Rose Chapman – Principal Planning Officer, Winchester City Council
Mark Maitland – Community Officer, Winchester City Council
Louise Weaver – Community Infrastructure Team Leader, Havant Borough
Council
Steve Weaver - Development Manager, Havant Borough Council
Wayne Layton – Executive Head of Regeneration, Havant Borough Council

Others in attendance:

Chris Williams, Grainger plc
Jeanette Murray-Jones, Barrett David Wilson Homes
Jo Breckon, Studio Response
James Gough, GJG Consultancy

Apologies:

Councillor Bowdell – Havant Borough Council

[Full recording of meeting](#)

1. **CHAIRPERSON'S WELCOME**

The meeting was held virtually and the Chairperson welcomed all representatives in attendance.

2. **DISCLOSURE OF INTERESTS**

Councillors Brook and Read declared a personal (but not prejudicial) interest due to their role as members of Newlands Parish Council.

3. **MINUTES OF THE PREVIOUS MEETING HELD ON 31 OCTOBER 2023
(INCLUDING ANY MATTERS ARISING)**

Arising from the minutes of the previous meeting, points were raised as follows:

- (a) Update from Barrett David Wilson (BDW) Homes - A verbal update was provided by Jeanette Murray-Jones, Head of Customer Care who advised that an updated phasing plan had been provided to residents which included roads that BDW would cover, and the timescales involved in this process. It was reported that the first phase would be extended by approximately four weeks due to unforeseen issues following discussions with the Highways Inspector that needed to be rectified so completion had now been advised to residents as January 2025. Going forward residents would be made aware two weeks in advance with progress updates and details of the duration of works due to take place. BDW confirmed they would be happy to discuss concerns regarding access with residents.

Additional car parking would be placed on the development, in agreement with Grainger, to ease parking pressures for customers and residents.

It was agreed that communication of changeovers to next phases and other progress updates from BDW should also be passed on via the Clerk of Newlands Parish Council (clerk@newlands-pc.gov.uk) to ensure the entire community and service providers were kept informed.

In addition, the Forum requested that BDW display adequate signage to assist delivery drivers (online grocery companies etc) and investigate

arrangements for the sharing of electric vehicle charging points going forward to assist residents.

RESOLVED:

That the minutes of the previous meeting, held on 31 October 2023, be approved and adopted.

4. **PUBLIC PARTICIPATION**

No members of the public were present to make representations.

5. **ARTS PROGRAMME UPDATE (PRESENTATION FROM STUDIO RESPONSE AND GJG CONSULTANCY)**

The Chairperson welcomed Jo Breckon (Studio Response) and James Gough (GJG Consultancy) to the meeting who provided an update and presentation summarising the work and progress made to date, the consultation and community engagement process, the initial findings, emerging themes and the planned trajectory for the revised Arts Programme. A copy of the presentation had been circulated with the agenda pack.

At the conclusion of the presentation, the Forum raised questions which were responded to by Jo Breckon, James Gough and the relevant officers present on the following points:

- (a) Building stronger links between the development and WaterlooVille Town Centre area.
- (b) Incorporate the history of the whole WaterlooVille area.
- (c) Building connections with FERIA Urbanism who are working on the masterplan development for the WaterlooVille Town Centre.
- (d) Cross boundaries and future proofing of the area going forward.

The Chairperson thanked those present for attending to provide an informative presentation and update on the progress carried out to date in respect of the Arts Programme.

RESOLVED:

That the presentation be received and the comments of the Forum, as set out above, be noted.

6. **DEVELOPER'S PROGRESS REPORT ON WEST OF WATERLOOVILLE MDA (REPORT)**

The Chairperson welcomed Chris Williams (Grainger plc) to the meeting.

The Forum referred to the update report that was circulated with the agenda pack for information and comment.

In addition, a general update on the latest position and a summary of key items were provided which included details on the following points:

- (a) Planning – delivery of the community areas was progressing, supporting heavily the development of the community to try and reduce fragmentation. It was the aim to submit plans for the town park phase 2 area to have this in place and useable by Summer 2025, along with the western community nature reserve and additional tree planting in this area would be explored. Phase 6 (local centre including medical areas) masterplan for the whole area to be treated as a single entity would be progressed by the end of 2024.
- (b) The land sale of Phases 10b and 11b completed with Bargate Homes just before Christmas period who would be submitting planning applications for those phases shortly. Early discussions were taking place with a developer for Phases 8 and 12 with future updates to follow.
- (c) Infrastructure – Discussions were taking place with Hampshire County Council regarding the roads and getting items ready for maintenance and adoption.
- (d) Two new team members appointed: Project Manager and Community Development Manager, both starting in post during mid-March.
- (e) The Grainger Team would be establishing the introduction of surgeries over the next month for the community to have ‘drop in’ sessions on fixed dates to meet with Project Managers and have face to face contact and a direct route for issues to be raised directly with the team for resolution. The surgeries would be open for all parties on the Forum to join should they wish to do so.
- (f) Reference was made to management issues, particularly the space within Phase 3a, where there were ongoing management and snagging matters to be discussed and resolved between Grainger and BDW Homes which the Forum emphasised must be remedied expeditiously.

Members raised questions on matters contained in the update report and the verbal update set out above. These were responded to by Chris Williams and relevant officers present on the following points:

- (i) Grainger clarified that deed of covenant information (in the absence of management packs) was available to residents wishing to sell their properties by contacting Grainger via the Berewood inbox in the first instance.
- (ii) Development of the Local Centre – Concerns were expressed that the development of the centre was taking longer than expected. It was anticipated that the masterplan for Phase 6 would encourage a co-ordinated approach and smoother transition for developers coming in. However, this would also be dependent on the time taken to progress through the planning and consultation process. The delivery of each of the elements within the masterplan were likely to develop at different speeds and would be influenced by external parties.

- (iii) Joint West of Waterlooville MDA Planning Committee – The Forum suggested that the master plan for the local centre be taken to the Joint West of Waterlooville MDA Planning Committee for determination. Members emphasised that the joint committee should be the mechanism used for the consideration of relevant planning applications wherever possible.

RESOLVED:

That the comments raised by the forum on the matters set out above, be noted and the update report from Grainger, be received.

7. NEWLANDS PARISH COUNCIL UPDATE (VERBAL UPDATE)

Councillor Crichton provided a verbal update and made reference to the ongoing problems with the transfer of land within Wellington Park and the completion of the 104 agreement. Councillor Crichton advised that the discussions with Grainger proved extremely helpful and stated that as part of the consent for the industrial area in Wellington Park, Hampshire Highways had recently issued a traffic regulation order announcement for Darnel Road which was incorrect and also highlighted an issue that they had failed to notify and consult Newlands Parish Council which has been in existence for 6 years; this was also the case with the development of the second school. He wished to draw this matter to the attention of the Forum to ensure Hampshire County Council representatives took this matter forward.

Furthermore, Councillor Crichton expressed concern regarding the adoption of the open space which remained outstanding. Councillor Robinson reported that she would investigate this matter and would report back in due course.

Councillor Berry made reference to a number of matters, including the removal of the play area which was stipulated within the s106 agreement, flooding issues on the open space between the first entrance to Newlands Parish Council up to the play area and lack of markings on fire hydrants.

In response, it was reported that the fire service were following up on the marking of the hydrants and were aware of their location. In respect of the play area, Councillor Robinson reported that the area was not considered suitable for use as a play area by young children and clarified that under the s106 agreement, there was no requirement to replace the play equipment but that the area remain as an amenity space. It was noted that there were other play area facilities nearby.

The Service Lead: Communities and Wellbeing reported that he had been assured that the city council had carried out various remedial maintenance works to the area which had been outstanding and overdue for some time. In terms of the ongoing legal matter regarding the drainage issues on the open space, Winchester had been experiencing many difficulties getting Taylor

Wimpey and particularly, Southern Water to align which had resulted in limited progress.

RESOLVED:

That the update be received and noted.

8. **ANY OTHER BUSINESS**

- (i) Waterlooville Town Centre Regeneration Update
Wayne Layton (Havant BC) provided a verbal update regarding the Waterlooville Town Centre regeneration. He confirmed that Havant had procured Fera Urbanism to carry out a masterplan for the town centre. Since the last meeting of the Forum significant engagement had taken place and a further exhibition event was scheduled to be held from 14th – 16th March.

Members of the Forum were encouraged to attend the event and asked to 'spread the word' in wards and parishes to maximise attendance with the aim of drawing out themes and building strong connectivity going forward. The need to continue a primary focus on place making was emphasised, with art and the public realm featuring as significant areas where the Council could achieve the biggest impact, whilst noting the effects of the retail park in enhancing Waterlooville.

RESOLVED:

That the update be received and noted.

- (ii) The Forum were advised that the next scheduled virtual meeting was due to take place on Thursday, 27 June, 2024.

The meeting commenced at 6.00 pm and concluded at 7.40 pm

Chairperson

West of Waterlooville Forum Report

October 2024

Chris Williams
Senior Project Manager

Lea Hampton
Community Development Manager

Phase 8 - Park View

- Sold – Bloor Homes

Phase 12 - Barnfield

- Sold – Persimmon Homes

Facilities

Northern Allotments

- A planning application for the Northern Allotments is currently with Winchester City Council. Having received comments from Hampshire Highways, the team are now within reach of having approval allowing commencement on site early 2025.

Southern Allotments

- Southern Allotments is currently being tendered with aim to have start on site Q2 of 2025 pending ecological constraints. Aim to have this area including carpark delivered ahead of opening of Southern Primary School.

Town Park Phase 2

- A revised planning application is being reviewed by both Winchester City Council & Havant Borough Council. Assuming planning approval, the aim would be to commence this on site 2025.

Community Nature Reserve

- Community Nature reserve is being reviewed in accordance with ecological constraints and the proposed planting strategy, this may see minor changes requiring planning submissions. Goal however for the team is installation and works being done next year so planning submission imminent.

Phase 6A

- Discussions with the various stakeholders which forms Phase 6A are ongoing. The intension is for Grainger to update the previous work done for the public consultation and present again as a refresher for all involved.

Cricket Pavilion

- Technical review of the scheme underway, main concerns currently with compliance of current design with uplifted building regulations since the approval in 2022. Currently reviewing at a technical level to ensure that no issues, should there be no major issues then aim would be to commence on site in 2025.

School Extension Land

- A reserved matters planning application for 27 units was submitted to Winchester City Council. Having received comments from Hampshire Highways, the team are currently reviewing the information and will be providing further information to Hampshire Highways to address their comments / observations.

Blue Star Land

- An outline planning application was submitted to both Havant Borough Council and Winchester City Council. Comments on the application have been received however we are awaiting comments from Hampshire Highways in relation to the application.

Infrastructure

Phase 5 Infrastructure

- Works on site currently with aim to be completed by April 2025. This road however will not be open to the public as a through road once complete in accordance with S106 requirements.

Phase 4 Infrastructure

- Aim to commence works on site by summer 2025 with completion by end of year, like phase 5 this will not be open to the public but will allow the physical access to the Southern Access Junction works planned in 2026.

Southern Access Junction

- Transport reviews underway with HCC as well as commencement of surveys and needs for the detailed design. Current design aims to remove the need to conduct works on the culvert within London Road, looking to commence on site in 2026.

Safe Routes to School

- Working through the planning application for this phase of footpath, awaiting resolution of a few consultee comments, however if all works well then aim to have this on site and completed next year prior to opening of the Southern School.

General Adoptions

- A significant amount of work has been conducted on the wording of the agreements with HCC, taking on board several items related to SUDS and the current transition of HCC to potentially become a SAB. This has seen a 9-month delay on the agreement of the wordings; however it is now hoped that there will be a swift closure to the agreements enabling significant progression on site for all infrastructure.

Completed within the period:

- **Ecology & Wildlife Conservation**
 - Wilder Schools programme with HIWWT. Three-year project at Berewood Primary – creating wildflower beds, pollinator corridor, living sculpture and workshops
 - Litterpicks
- **Education & Training**
 - Volunteer role: Enterprise Advisor for HCC supporting careers programmes in local schools / colleges. Delivering careers talks / assemblies / creating careers resources
 - Work experience placements (14 – 18 years)
 - Taster music workshops (7 – 15 years)
 - Seasonal Crafting activities (children and adult sessions)
 - MH Workshops (adults)
- **Resident Communications**
 - Berewood News – updates on the development, sharing partners' events, focus on new businesses / amenities for residents (June & December yearly)
 - “You asked . . . We actioned” drop-in surgery. Offering information on the development, financial support, shared ownership guidance, keeping warm.
 - Managing Berewood inbox queries
- **Social Value Outcomes**
 - Redrow – site visits for local students.
 - Food Bank monthly donations

Partners met with to discuss opportunities:

- HIWWT / Berewood Primary / Cowplain School / Oaklands Catholic School / Crookhorn School / HSD College / Newlands Comm Grp / Community First / Newlands Parish Council / Southern Music Project / Havant Youth Hub / Itchen College (Outreach team) / 2nd Waterlooville Scouts / The Spring / Clanfield Centre / Connect2Support Hants / Police / Citizens Advice / Chichester Academy Trust / Hitting the Cold Spots (Environment Ctr) / SERT (training provider in construction) / Bloor / Barratts / Redrow / Morgan Sindall / Bargates / Vivid / Denmead Community Ctr / Horizon Leisure / Winchester City Council / Havant Borough Council / Hampshire County Council / Dragon Fly Arts / ASDA

Future Initiatives:

- Community Garden (Yew Gardens, Havant)
- Money Matters – Spring Initiative – budgeting workshop for young people and adult 1:1 bookable financial support
- Future drop-in surgeries
- Brokering more social value opportunities from partners on the development e.g. Morgans Sindall

Waterlooville Regeneration

West Of Waterlooville Forum
October 29th 2024



Progress

- Public Meetings
- Masterplan Procurement
- CCTV
- Building a Team
- Relationship Building
- Some Interventions

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WATERLOOVILLE

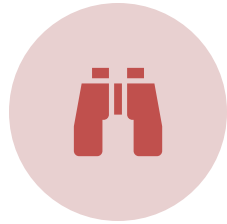
TOWN CENTRE MASTERPLAN



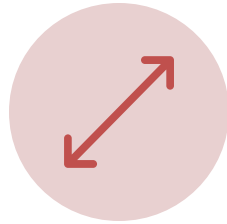
Recap: Why we need a Masterplan?



IT SHOWS THE BOROUGH'S
INTENT.



CREATES A CLEAR VISION FOR
DEVELOPMENT.



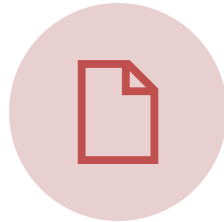
WILL HELP ATTRACT
DEVELOPERS AND GIVES
CONFIDENCE TO THE
MARKET.



GIVES THE COUNCIL MORE
POWER TO ACQUIRE
PROPERTY.



IT CAN FACILITATE INWARD
INVESTMENT FROM
GOVERNMENT AND OTHERS.



IT BECOMES A
SUPPLEMENTARY PLANNING
DOCUMENT.



QUICK WINS



What we did

- **Assembled a team with the right expertise**
- **Community-led research**
 - Walking tours
 - Public meetings
 - Workshops
- **Market-led research**
 - Engaged landowners and developers
 - Carried out market insights
- **Partnership working**



What it told us



Quick Wins

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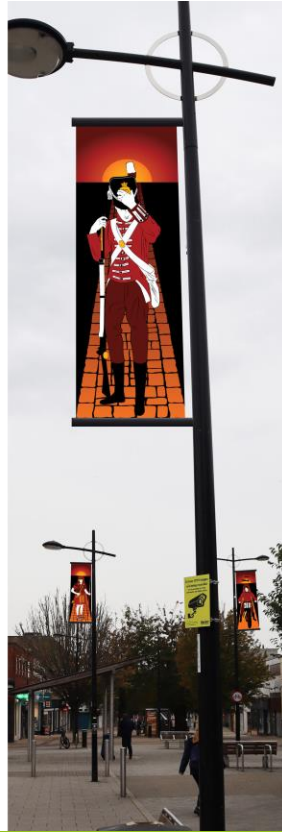


Identified from Masterplan

Enhance the aesthetic look of the town centre



1. Historic Banners



2. Waterloooville Boxing Club



3. Wellington Way

Wellington Way is now under construction
with a completion date of **April 2025**

Naming the buildings
Cleaning
Vacant Shop Scheme
Canon refurb

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4. John Lewis

Met with John Lewis.

They are responsible for the maintenance of the building.

5th June - They have been out to clear ivy & gutters.

Working with them to look at a community art project to cover & replace the defaced wooden boards that currently cover the building.

Winter 24



5. Street Art Programme

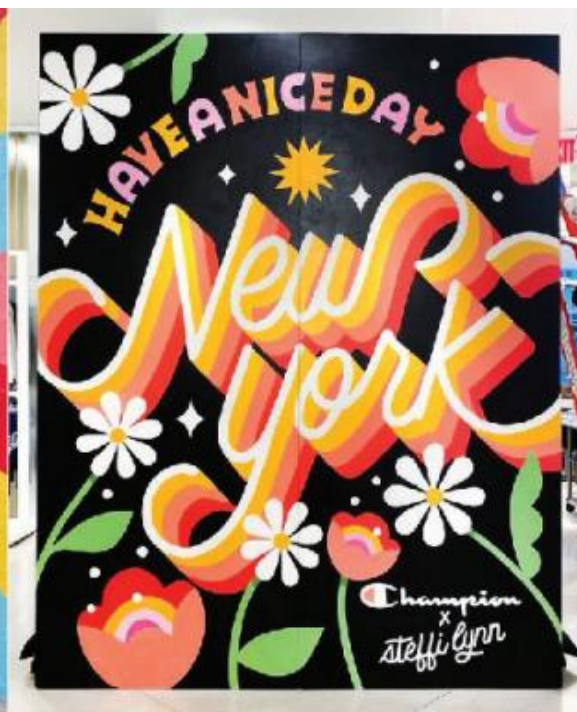
Permission has been granted to use the Old Sweet Shop wall for some Street Art.

Now working with local artists to come up with design Concepts – this is 1 of 6 locations in the town centre.

There will be Phase 1 Winter 24 & completed end of Summer 25.

Working closely with Winchester and their current public art programme for the Berewood Development.





6. Street Cleansing & Furniture Refurb Programme

Met with Norse & discussed street cleansing & maintenance programme.

Highstreet is in the process of being jetwashed.

Working internally with CELT to look at benches & anything else we can re-paint to add some more colour to the town Centre.

Deliver programme Winter 24/ Spring 25.

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7. Pocket Park

2 concept proposals submitted,
due diligence underway prior to
contracting the works.

The works will include one or more
of the module concepts presented
on the masterplan boards budget
dependant.



Events



Waterlooville Car Show

Saturday 25th May 10.30am – 3.30pm

Family fun in Waterlooville town centre
with classic cars, hot rods, super
cars and more!



Please note: Cars shown are representative, and not guaranteed to attend the event.

Use the QR code for more
information or visit
www.havant.gov.uk/waterlooville



Brought to you by

Havant
BOROUGH COUNCIL



Feedback from you...

'Today was an absolutely fabulous day for Waterlooville town centre, the sun was shining, lots of beautiful old vintage cars, everyone was happy and smiley enjoying the atmosphere, not seen the town centre that busy in 10+ ish years. Please more events like this, it makes a huge difference and was brilliant to see'

'Lots of positive feedback flying around on Facebook. Well done to all of the exhibitors, organisers, helpers, visitors, band and music officials. Waterlooville was buzzing!!'

'Great atmosphere, we couldn't stay too long but managed to visit some local businesses as well whilst there, nice event. Look forward to the next!'

Page 3
'Well done to all involved. More like this needed to bring our town back to life. Just shows the people will come for the right things'.

'It was really uplifting to see so many people enjoying themselves. Well done to all concerned'

'You made my sons day – he is now saving for his future car!'



Feedback from the businesses...

‘We had a brilliant day – we have been open for two years now and had our best day ever!’

Little Bay Eatery

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‘We got some extra staff in for this day and were so pleased we did – tired feet at the end of the day – more events need to happen like this – it was great!’

Costa

We also spoke to Jakes Barbers, The Waterloooville Fruit & Veg shop, Harvest Brownies, Superdrug, The Pound Shop & Greggs – all of whom had record days & said how brilliant it was to have hundreds of people in the town centre as it should be!





Calendar of Events 24/25

- Successful Waterlooville Music & Arts Fest – Aug 24
- Working with Brays Markets and neighbouring authorities to expand on the current market offer. Also exploring specialist market ideas.
- Working on options for Christmas 24, speaking to local businesses & community groups to deliver Christmas markets & other celebrations.



Create Waterloo Business Association



As a team we have engaged with a lot of local Waterloooville businesses.

We have established a business-led placemaking committee – Waterloooville Business Association to oversee the activation of meanwhile spaces, using ideas from local people to coordinate events and activities.

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Sep & Oct meetings completed – next date is end of November.

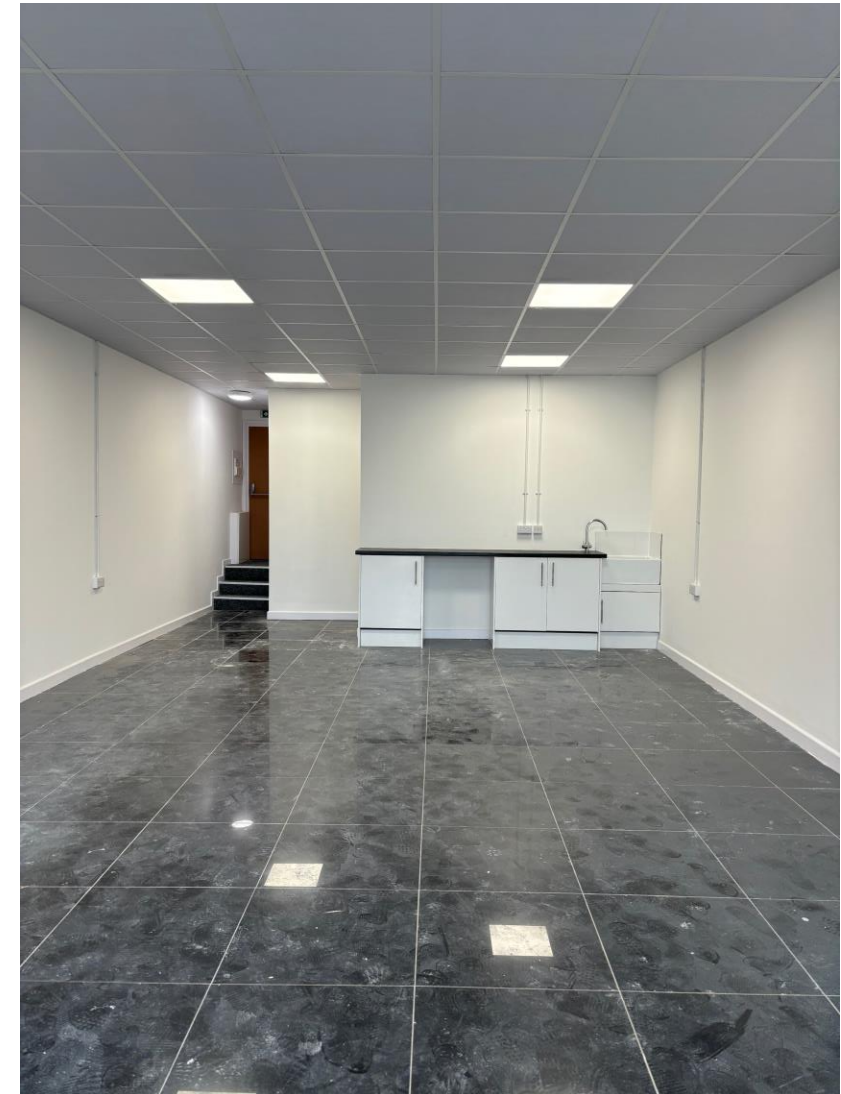


Pop Up Shop



The Waterloo Pop Up Shop will be open with its first tenet in from November 24. The Pop Up Shop will be active for 1 year. The aim of this is to support the local community & help individuals get established on the high-street.

November 24.



Vacant Shop Scheme



Vacant Shop Scheme

Phase 2 – An AMAZING response with additional business support for applicants.

Regen team has worked really hard to assess the EOI's & full applications. Have met with everyone face to face including fine 'Dragons Den' type interviews.

We now have 6 successful funding agreements.

The scheme was over subscribed & full funding has been allocated.



The Exchange





- **An all day venue, opening in time for Christmas**
- **Modern, vibrant, comfortable, fun**
- **Will draw visitors to the town and surrounding businesses**
- **Breakfast, lunch, dinner, bar & cocktails, coffee**
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- **Part of the 'Kassia' Group (Pasha, Chandlers, Kassia Lounge, The Pacific)**
- **Bingo & Quiz nights, special events**
- **Community engagement**



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Mini Town





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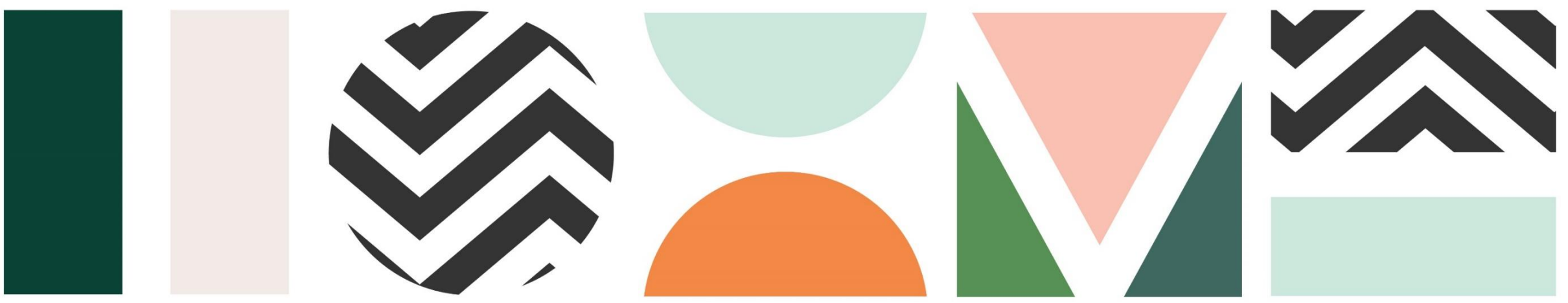
Questions?

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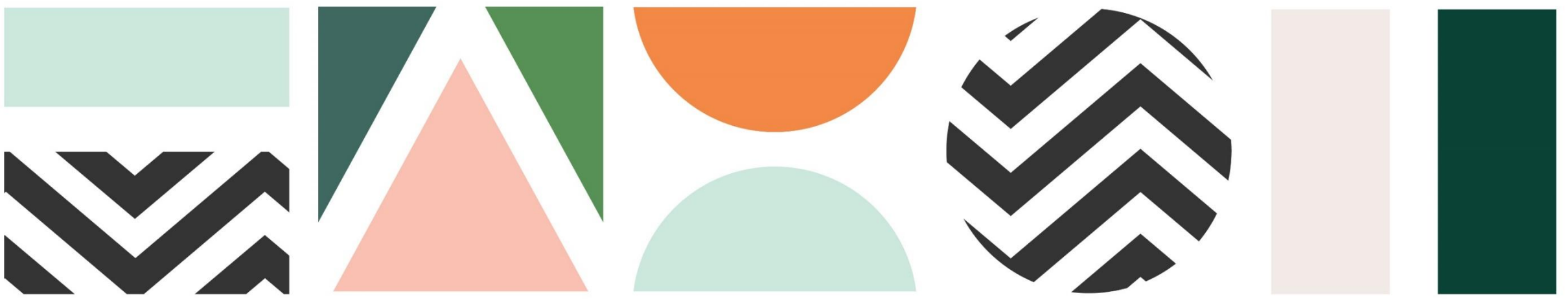


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REPORT TITLE: ARTS UPDATE OCTOBER 2024

29 OCTOBER 2024

REPORT OF CABINET MEMBER: Cllr Lucille Thompson, Cabinet Member for Business & Culture

Contact Officer: Andrew Gostelow Tel No: 07980732149 Email: AGostelow@winchester.gov.uk

WARD(S): DENMEAD/SOUTHWICK & WICKHAM

PURPOSE

This report outlines the progress made on the Arts Programme for West of Waterlooville during 2024 and outlines the agreed approach to completing the next phase of delivery during 2024-2026.

RECOMMENDATIONS:

That the Forum notes the decision taken at the Cabinet Member for Business & Culture Decision Day, held on 11 September 2024 (DD76), which included:

- a) Approval of the West Waterlooville Public Art Plan (2024) and the implementation of phase one of the proposed work, to be completed in 2024-25 / 2025-26 as set out in the Plan,
- b) The creation of the community commissioning panel, an element of the Public Art Plan, will be comprised of a cross-section of residents and stakeholders. Through this channel, representatives from Winchester City Council, Studio Response and Grainger PLC will take the lead on decision making, consulting Newlands Parish Council, Havant Borough Council and the West of Waterlooville Forum on any changes to the prescribed plan,
- c) Updates and reports will continue to be issued to the WoW Forum.

IMPLICATIONS:1 COUNCIL PLAN OUTCOME1.1 Tackling the Climate Emergency and Creating a Greener District

The West Waterlooville Major Development Area (MDA) is proposed, by the developer, to remain approximately 50% green and blue space. Residents have highlighted that access to nature and wildlife are a positive of living in the area and would like to see better signage and pathways to encourage a car-free lifestyle. The Public Art Plan can reflect this local sentiment and explore ways to maximise on the opportunities presented by the area.

1.2 Homes for all

The plan has community at its heart. The development has been built in phases, by several different developers and covers a multitude of local authority, parish and electoral boundaries leading to some fragmentation of the community. This programme seeks to overcome some of these geographic challenges and use art as a tool to bring people together. The community will be empowered to participate and have their say in a meaningful way.

1.3 Living Well

Within the West of Waterlooville Public Art Plan the phase one programme offers residents not only the opportunity to participate in cultural and creative activities, but also to input into the future of the area in which they live. It will encourage people to come together and collectively consider what art is and how it can be used as a tool to create change and celebrate a place. The phase one programme will be delivered in a variety of ways, ensuring those that need extra support to participate will be able to do so.

2 FINANCIAL IMPLICATIONS2.1 This programme is funded through a Section 106 agreement completed in 2012 with developer, Grainger PLC.2.2 Developer contributions, as required by the Section 106 agreement are as follows and will be paid in instalments:

- 1) £100,000 (indexed) prior to occupation of 150 residential units
- 2) £100,000 (indexed) prior to occupation of 500 residential units
- 3) £100,000 (indexed) prior to occupation of 1,000 residential units
- 4) £100,000 (indexed) prior to occupation of 1,500 residential units
- 5) £100,000 (indexed) prior to occupation of 2,000 residential units

2.3 The first instalment was received by the Council and used to contract Future City to deliver a Public Art programme which was fulfilled to varying levels.

- 2.4 Part of the second instalment (c£79,000) was used by Grainger to complete feasibility and ground water testing to realise the ambitions of the Future City programme. A Deed of Variation, which covers this and other variations to the Section 106 obligations, is currently awaiting completion with an outcome anticipated by the end of October. The council is therefore proceeding on the basis that the variation regarding the arts contribution amount is approved and will be completed and that the monies previously spent by Grainger should be treated as deducted from the contributions now paid to WCC.
- 2.5 The reduced second instalment and third instalment, plus indexation (£186,412), was received by Winchester City Council in 2023.
- 2.6 It was agreed consultants, Studio Response, would receive £41,500 to review, consult, create and deliver a new plan.
- 2.7 Funds currently held by Winchester City Council total c£194,380, of which £24,382 is committed to paying Studio Response as fees for contracted work. Leaving £169,998 balance.
- 2.8 The fourth and fifth instalments from Grainger, at £100,000 plus indexation each, are expected as 1,500 and 2,000 occupation thresholds are met.
- 2.9 The phase one programme, for delivery in 2024-26, requires c£120,000 as detailed on page 47 of the Public Art Plan. Please see appendix one.
- 2.10 The remainder of current contributions (£49,998) remains available to support the delivery of the programme and, if not spent by the end of phase one, will be carried forward to fund future phases of the Public Art Plan.

3 LEGAL AND PROCUREMENT IMPLICATIONS

- 3.1 Phase one of the Public Art Plan provides residents with opportunities to attend creative writing workshops and input into the wider / future public arts programme. This is proposed under the Plan following consultation with the developer and Havant Borough Council in accordance with the 106 agreement, which states that the share of the public art contribution payable to Winchester City Council shall be: *“used in consultation with the Developer and Havant for supporting arts development initiatives to promote the arts within the development and the immediate vicinity to assist integration of the development into its surroundings and to include maintenance of art of a permanent or temporary nature and/or payments of grants or other costs to artists”*.
- 3.2 In this current phase one of delivery, any artists, agencies, support services and art installations will be procured by experienced management consultants Studio Response, in line with the council’s Contract Procedure Rules and the Procurement and Contract Management Strategy. Studio Response were appointed as the council’s agents for the period 2023-2026 after a competitive procurement exercise in 2023.

- 3.3 Any agency or artists will be contracted and remunerated by Winchester City Council in accordance with the council's Contract and Financial Procedure Rules.

4 WORKFORCE IMPLICATIONS

- 4.1 The Service Lead for Economy and Tourism and the Culture and Creative Sector Development Officer will manage the consultants (Studio Response) ensuring that milestones and requirements are being met. They will also liaise with key stakeholders such as Grainger PLC, Newlands Parish Council and Havant Borough Council.
- 4.2 Officers will ensure the project is progressing within indicated timelines and completed within the budget, ensuring a high-quality, value for money output is achieved.

5 PROPERTY AND ASSET IMPLICATIONS

- 5.1 This proposal seeks to create participatory and temporary works of art, therefore not incurring any ongoing maintenance or ownership implications.
- 5.2 Any temporary installations which require landowner or planning permission will be negotiated with the relevant parties at the earliest opportunity.

6 CONSULTATION AND COMMUNICATION

- 6.1 The need for a review of the existing Public Art Plan, the development of a renewed plan and overall approach was discussed at a meeting of the West of Waterlooville Forum on 1 November 2022.
- 6.2 In 2023 Winchester City Council appointed public art consultants Studio Response to manage a review of the existing plan and develop a renewed plan for Public Art at West of Waterlooville.
- 6.3 The review was completed alongside a community engagement plan which consisted of workshops, interviews and questionnaires conducted between September 2023 and March 2024. The findings of the review and community consultation were shared with the Forum on 5 March 2023. Learnings have been embedded into the renewed West of Waterlooville Public Art Plan.
- 6.4 The West of Waterlooville Forum councillors were sent the new Public Art Plan and accompanying case studies on 2 July 2024. They were invited to discuss the plans with their constituents as appropriate and offer written feedback and / or attend a feedback session on 12 August 2024. Verbal feedback welcomed the new direction of travel, felt encouraged that activity would be able to commence quickly and that progress is being made. Councillors commented that anything that can reinforce the sense of community in the area would be a positive. No written feedback was received.
- 6.5 On 11 September 2024 the Public Art Plan and an associated paper was taken to a Cabinet Member Decision Day. The Public Art Plan was approved

and the delivery of the phase one programme, led by Studio Response, was agreed.

6.6 Studio Response will work with the Community Development Manager at Grainger to amplify messaging and increase engagement with the Plan moving forward.

6.7 Officers at Winchester City Council are in dialogue with officers at Havant Borough Council and will continue to explore synergies and connections through the arts and regeneration plans.

7 ENVIRONMENTAL CONSIDERATIONS

7.1 Sustainability requirements and green commissioning will be explicit in briefs to artists.

7.2 Community engagement findings suggest that environmental stewardship is important with many asking for improved pathways and cycleways to reduce car dependency. Many also highlighted nature, wildlife and views of the countryside as things they loved about the area.

8 PUBLIC SECTOR EQUALITY DUTY

8.1 None.

9 DATA PROTECTION IMPACT ASSESSMENT

9.1 None.

10 RISK MANAGEMENT

10.1 The council's current overall risk appetite is defined as MODERATE.

Risk	Mitigation	Opportunities
Financial Exposure	Funds for the project are provided by the developer through Section 106 contributions. Winchester City Council are managing the funds to ensure transparency and effective project delivery.	Potential to apply for match funding to increase overall funds available.
Exposure to challenge	All procurement will be managed in accordance with the council's Contract Procedure Rules. Consultation is at the heart of the project, ensuring people have the opportunity, should	

	<p>they wish, to have their voice heard.</p> <p>Funds being used are fulfilling a planning obligation and expenditure needs to comply with the terms of the relevant 106 agreement.</p>	
Innovation	Creating a community commissioning panel gives residents a voice in future projects, allowing them to create innovative solutions to problems which they face where they live.	
Reputation	The team in place have the necessary skills and experience to ensure an arts programme is delivered well and in a timely fashion. Careful communications will ensure the community feel a connection to the programme and expectations are managed and met.	A successful programme could help to restore the community's faith in lead organisations if they have felt let down in the past.
Achievement of outcome	The experienced team have the skills and knowledge to deliver a successful public art programme which will improve the landscape of West Waterloo and give residents an opportunity to feel heard.	A very successful programme will result in an increased sense of community and wellbeing.
Property	<p>This proposal seeks to create participatory and temporary works of art, therefore not incurring any ongoing maintenance or ownership implications.</p> <p>Any temporary installations which require landowner or planning permission will be negotiated with the relevant parties at the earliest opportunity.</p>	

Community Support	By participating in this project, the community will have an opportunity to have their say and influence the programme.	Commissioning panel members will have the opportunity to undergo training and learn how art can be used as a tool to support communities more widely.
Timescales	Timescales for phase one are reasonable and achievable. Timescales for next phases are dependent on Section 106 instalments being received.	Opportunity to accelerate payments to advance programme quickly.
Project capacity	Hiring Studio Response to manage the overall programme reduces officer involvement to contract management.	Studio Response have expert knowledge in Public Art, identifying opportunities which may have otherwise been missed.

11 SUPPORTING INFORMATION:

11.1 **Background**

In 2023 the council appointed public art consultants Studio Response to carry out a review of the partially completed existing public art programme and conduct a new community engagement programme. Then bring forward their recommendations for the approach to the new programme for and creating a revised fully costed programme of public art.

11.2 **Review**

Studio Response conducted a review of the existing programme which had a variety of projects in various stages of completion. They examined the strategic objectives, planning, implementation and impact of the projects. The review concluded that whilst community was often cited as central to projects, this wasn't always the reality. It also concluded that projects which were incomplete were not thoroughly costed or feasible enough to continue developing without significant risk. Therefore, a complete reset was agreed, and the result is the new Public Art Plan for West of Waterlooville (2024).

11.3 **Consultation**

Community and stakeholder engagement activities, outlined above (section 4), were carried out alongside the review.

11.4 **New Programme**

We believe the arts programme should be firmly anchored into and owned by the community itself and therefore the phase one arts programme focuses on a sustained period of artist-led engagement and research.

11.5 The purpose of this approach is to garner the input of a greater proportion of residents. This more sustained exploration of what's important to residents

and listening to their stories and anecdotes from living at West Waterlooville will then allow us to consider how public art can address these findings and make a positive impact / add value to the area.

11.6 **Artform**

In interactions with community members and stakeholders, recurring themes around names and the ways in which places are described in relation to each other has emphasised the importance of language to the broader themes of identity, connection and sense of place. The proposal will use words to unpick why names, descriptions, words and stories are so important to West Waterlooville and to further explore and interrogate the emerging themes. The decision to use 'words' as the art-form for the project is also based on the current arts provision in the area ensuring it complements, rather than competes with, local practicing artists.

11.7 **Phase one**

Phase one will feature two complementary strands of creative activity:

- Strand 1: The appointment of an established writer who will spend one year researching, observing and writing about Waterlooville. The creative output will be a new piece of writing about the area which will be shared with residents and the wider community.
- Strand 2: Three micro projects throughout the year focused on residents within the development. Artists will actively work with residents, creating and documenting stories, anecdotes, ideas or conversations about Waterlooville and peoples' experiences of living in the area. They will temporarily display residents' words within the development in eye-catching, creative and distinctive ways.

11.8 In addition to the writing commission phase one of the Plan includes setting up a community panel. A community engagement expert will be appointed to create a community member led panel. The Terms of Reference and governance will be put forward to the West of Waterlooville Forum for comment. The panel will receive training and mentoring to take on an advisory role about the future of public art in the area, influencing the programme for the years following the delivery of phase one.

11.9 With the creation of the community panel, it is suggested that there is no longer a need for the West of Waterlooville Arts Panel to meet. The representatives from Winchester City Council, Studio Response and Grainger PLC will take the lead on decision making, consulting Newlands Parish Council and Havant Borough Council and WoW Forum on any changes to the prescribed plan. Updates and reports will continue to be issued to the WoW Forum, as previously.

11.10 Furthermore, phase one also includes the creation of an evaluation framework. This will allow the successes and challenges of the arts programme to be properly evidenced, allowing partners to make an informed decision about future phases of the programme.

11.11 Conclusion

With its basis in consultation, the outcomes will be responsive to people and place, rather than resulting in formulaic, off-the-shelf approaches to public art commissioning. Working with several different writers, the process will reflect diverse voices. The approach aligns strongly with Winchester District's Cultural Strategy's placemaking priorities which states that "there is an opportunity to use the place as a canvas and allow culture to grow from the community". (p.13).

11.12 Future phases

At the end of phase one, the community panel will come together with appropriate partners to make their suggestions on what phase two and three of the Public Art Plan could incorporate. Studio Response will then issue an updated Public Art Plan and a road map for the later phases which will detail the approach to future works, including indicative timelines, informed by the suggested programme.

- 11.13 The proposed approach to development of the arts programme seeks to ensure the community are at the heart of the programme and responsive to their wants and needs. The overall vision for the plan is "*For public art to have a positive impact on the day to day lives of the residents of West Waterlooville.*" At this stage it is too early to say what future projects might look like and the form the public art will take. However, this programme presents an opportunity to see public art truly embedded within the community, offering pride of place, a sense of ownership and a feeling of togetherness.

12 OTHER OPTIONS CONSIDERED AND REJECTED

- 12.1 A pre-selected programme of public art could be deployed in a 'top-down' manner, but this would have little significance to the residents and would likely fail the community and wellbeing elements of the Section 106 obligation.
- 12.2 Consideration was given to the council delivering the programme from existing teams. However, limited resources available do not allow for this.

BACKGROUND DOCUMENTS:-

Previous Committee Reports:-

West of Waterlooville Forum. [WWF119 - Report Title: Arts Programme Update](#) - 1 November 2022

West of Waterlooville Forum. [Arts Programme Update Presentation](#) – 5 March 2024

Other Background Documents:-

Cabinet Member for Business & Culture Decision Day - 11 September 2024. [Agenda and decision.](#)

APPENDICES:

Appendix 1 West Waterlooville Public Art Plan (2024)

Appendix 2 West Waterlooville Public Art – Case Studies

West Waterlooville Public Art Plan

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April 2024



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Introduction

Public art has been a constituent part of the West Waterlooville (WW) Major Development Area (MDA) since the planning process, and the inclusion of public art within its planning permissions and obligations presented a significant opportunity for art to be embedded into the development from the outset. To date this potential has remained more latent than active.

This new Public Art Plan is the result of the review and reset of the art programme for WW commissioned by Winchester City Council (WCC) in 2023. It draws on the findings of the review - which concluded that the previous iterations of the arts programme struggled in terms of reach, creative realisation and delivery - and on a period of light touch engagement. The latter has been invaluable both in terms of the intelligence garnered as well as enabling a better understanding of the complexities of reaching and engaging residents. The process has been supported by discussions with partners and stakeholders including Grainger, Newlands Community Group, Newlands Parish Council, local residents, local arts and craft providers, other agencies working in Newlands, and regional arts organisations.

We recognise that since work on the arts programme commenced in 2011 the context which it has had to navigate - on an international, national, regional level - has changed. On a hyper-local level, WW has evolved. The number of residents has increased by nearly 10

fold and there is now a growing sense of community and increased attempts to deliver activities for residents that aim to bring people together¹. Against this backdrop of change, what was considered the “right” approach in 2011 and 2013 (when a second arts programme was launched), is unlikely to be a valid solution for bringing the arts into WW in 2024 and beyond.

And of course WW will continue to evolve. There are a number of years of construction work still to take place which will change the development further both socially and geographically. Crucially this will see the development of community facilities including the local centre which will provide retail units, healthcare facilities and a community space, as well as a second primary school and the cricket pitch and pavilion. Proposals for public art need to keep one eye on the future, building in resilience to respond to ensuing opportunities and constraints, whilst seeking to retain some form of presence through inevitable periods of change and flux.

We recommend a fresh approach; a change of direction and a call to the community of WW to get involved and fully take ownership of their arts programme. Our proposal has three distinct yet linked elements: a writing commission, establishment of a Community Commissioning Panel and evaluation.

¹ In part this can be attributed to the establishment of Newlands Parish Council, and the work of Newlands Community Group as well as the work of the Grainger community development manager.

What is Public Art?

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Public art is a place-based creative process encompassing a broad spectrum of art practices and forms. The results produce both permanent and ephemeral commissions of craft and visual art, architecture and design (including functional works), lighting installations, film, photography and new technologies, literature and poetry, performance and celebratory arts, as well as socially engaged practice (with its experiential emphasis on process rather than outcomes), environmental, community and participatory arts.

Art in the public realm is continually shifting and evolving, often to develop new approaches to further engage communities. At its most fundamental, it is site-responsive, and it is about the process of artists responding to people, place, culture and heritage: art that belongs to and grows out of a place, rather than being simply placed within it. It is in this process that its strength and impact lie.

Our strategic approach to public art for WW views the delivery of events, engagement and experiential work to be as equally valid as the creation of permanent works. Use of the term 'public art' within this document therefore encompasses this pluralism of creative methodologies.

Public art can add enormous value to a community's cultural, aesthetic and economic vitality. It is now a well accepted principle of public and private developments that public art contributes to a community's identity, fosters community pride and a sense of belonging and enhances the quality of life of residents and visitors alike. Towns and cities gain real value through public art. Benefits can include:

- Provision of opportunities for communities to directly affect where they live
- Enhanced local partnerships
- Maximised benefits for visitors to an area
- Raising the profile of the area in question
- Stimulating and attracting inward investment
- Securing local distinction and great public spaces, thereby contributing to social, economic and cultural wellbeing of the community.

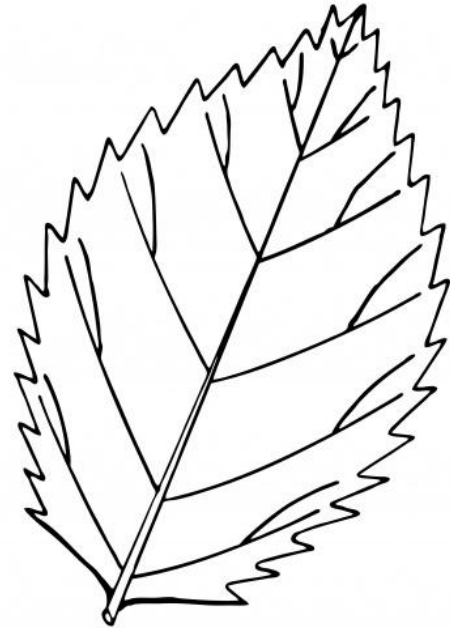


Vision for Public Art at West Waterlooville

We need a clear and consistent ambition for public art at WW that can be easily communicated to residents and stakeholders alike and which is a touchstone that underpins all future phases of the arts programme. This vision is:

For public art to have a positive impact on the day to day lives of the residents of West Waterlooville.

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This is supported by the following aims:

Relevance

To be relevant and to grow out of engagement with residents so that it responds to their opinions, ideas, needs and wants, rather than being imposed on them

Distinctiveness

To be site-specific by creating art that resonates with its local context

Community Identity

To contribute to building a community and to its developing sense of place and identity

Cohesion

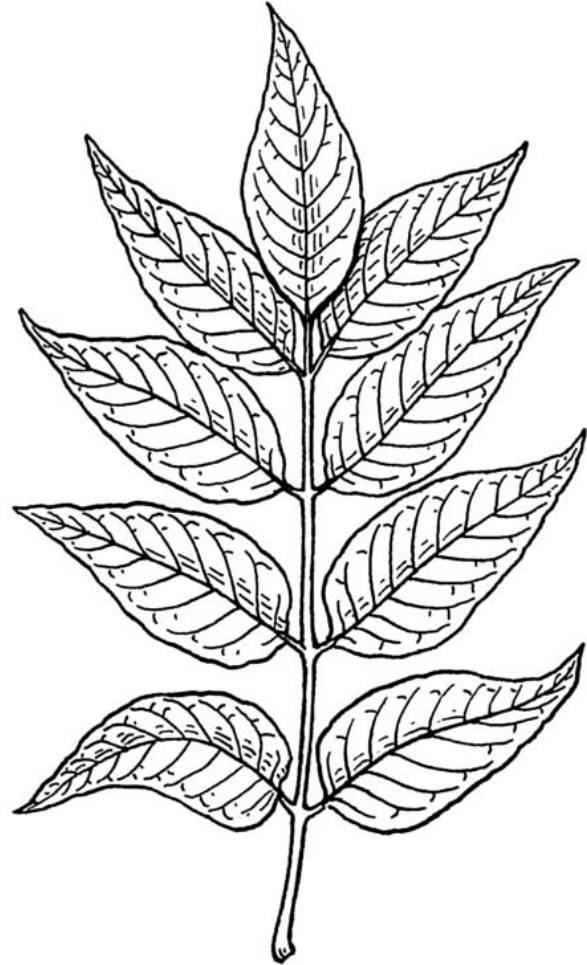
To work to unravel and overcome the complexity of location in terms of connections, barriers, boundaries and names

Quality

To strive to deliver artworks of quality by working with suitably skilled artists who are supported and given the resources needed to make the best possible work

Inclusiveness

To be inclusive and accessible to all residents, enabling participation for all that wish to be involved whilst also reaching people who choose not to 'actively' participate



About this Public Art Plan

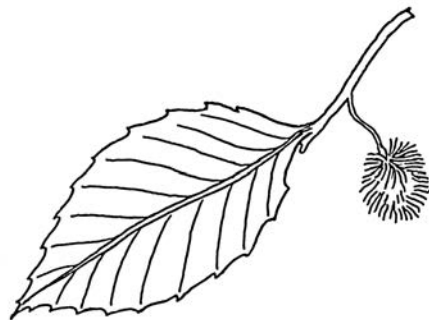
This document's rationale is to:

- Establish a clear vision which ensures that there is objectiveness and clarity about what we want to achieve. Checking back against this throughout the programme's duration can ensure integrity
- Set out clear and achievable proposals for public art that have been devised within the identified parameters and in response to the development and its residents
- Set out processes to guide how the public art commissions will be delivered
- Provide confidence to stakeholders by offering reassurance that good practice principles are in place and are adhered to
- Provide a route map to which we can be held accountable.

This Plan defines a first phase of new activity that aligns with the refocused vision for public art. The proposal has clearly defined outcomes, but is also integral to future phases of the arts programme, as these outcomes will provide the foundations upon which further iterations are shaped.

For the avoidance of doubt this Plan considers the area to which it applies to be defined as the WW MDA, inclusive of both development areas known as Berewood and Wellington Park.

What to call the development has been a subject of much discussion throughout our work to date. For clarity and consistency in this Plan we refer to the MDA as West Waterlooville (WW). However the strategy looks to work towards addressing a number of existing confusions around the name and identity of place.



West Waterlooville Major Development Area

West Waterlooville is a Major Development Area in the south-east of Winchester District, adjoining Waterlooville. On completion it will result in over 3,000 new homes - including 40% affordable housing - two new primary schools as well as leisure, retail, employment and community facilities. Around half the development site is being retained as green public open space, and there is an extensive restoration and conservation programme for meadows, woodland and the river Wallington, alongside SUDS developments, footpaths and allotments.

The site is owned and developed by Taylor Wimpey PLC and Grainger PLC. Taylor Wimpey secured outline planning for the development of the smaller, northern part of the site (previously known as Old Park Farm), in 2008 (Winchester Planning Ref. 05/00500/OUT). Now known as Wellington Park, this aspect of the development is complete, with Taylor Wimpey developing 553 residential units there.

In 2012 Grainger was granted outline planning permission for 13 phases of development and full planning permission for phase 1 work, for what is known as Berewood, allowing for the construction of up to 2,650 residential units (Winchester Planning Ref. 10/02862/OUT). Grainger is the 'master developer' for Berewood; it sells

parcels of land to other housing developers (including Redrow and Bloor Homes, for example) to bring forward. Whilst a number of phases at Berewood are complete and occupied, construction work is ongoing.

A local centre which will provide community facilities including small retail units and a health centre is anticipated to be developed over the next few years². Work on its community centre is due to commence in 2025. In the interim a temporary Community Hall has been provided which has a capacity to host 60 people. The first phase of work on the town park, which includes a skate park, play area and multi-use games area, is complete. Second phase work which includes provision of a cricket pitch and pavilion is estimated to be complete in 2026. There is also a Community Nature Reserve that runs down the west side of the development, providing a network of paths and cycleways.

Waterlooville itself can be reached within around five minutes drive, or a 1 mile walk from the development and is connected to the town by two bus routes. Winchester is 20 miles away, however travelling to the city by public transport is not straightforward. Since planning consent was given, permission was also given to a large out of town retail park which sits adjacent to WW and Waterlooville itself and offers a range of outlets and supermarkets. For those able, this can be reached on foot from WW, although Waterlooville town centre regeneration work highlights the poor quality of the pedestrian experience.

²Berewood Newsletter, September 2023 [Berewood-Newsletter-Sept-2023-compressed.pdf](#) berewoodhampshire.co.uk

Local Cohesion

In their everyday lives, residents of WW negotiate a complex and multi-layered array of geographical and local government boundaries, which create points of differences and separation between them in a number of ways.

The Taylor Wimpey development is called Wellington Park and the Grainger site is known as Berewood³. Within Berewood itself, the various phases that have been brought to market by the different developers also have different names (e.g. Elm Green, Oak Vale, Linn Rise). The local government boundaries result in those living in close proximity relying on different authorities for core service provision and political representation.

There are even instances when a single street is split between Winchester District and Havant Borough, for example Foxtail Road in Wellington Park, (which also finds itself split between three different electoral wards), and Newlands Avenue in Berewood. The location of the Proxima Park employment hub between Wellington Park and Berewood can be perceived as a physical barrier between residents of the north and south of the development.

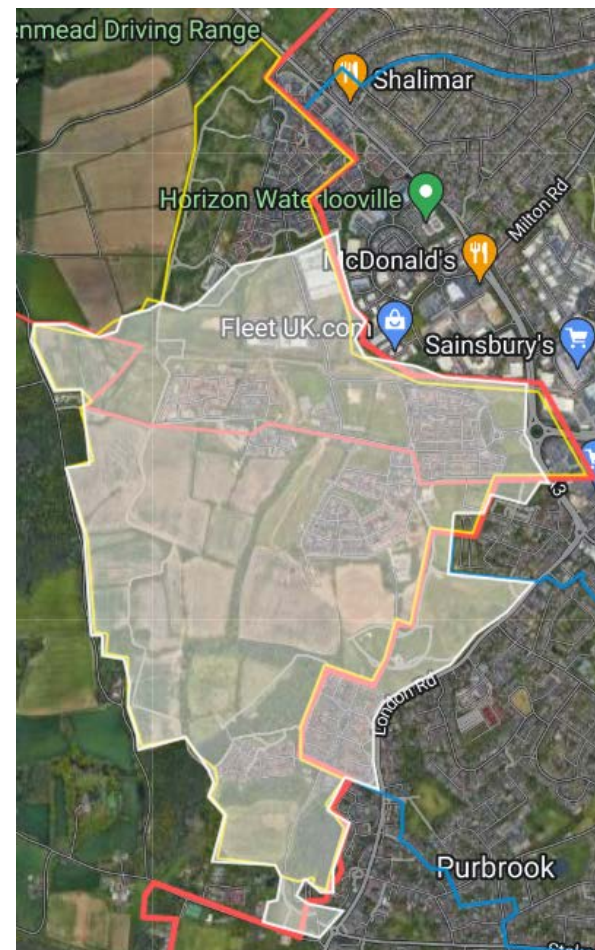
Map Key

Shaded area = Berewood Development area

Yellow Line = Newlands Parish Council boundary

Red Line = Winchester City Council boundaries (inc wards)

Blue Line = Havant Borough Council ward boundaries



³. Berewood is a blossoming new neighbourhood in Waterlooville with a warm, welcoming community. <https://berewoodhampshire.co.uk/>

The nomenclature of the development underpins these points of difference and has been raised anecdotally through our consultation as an important issue. The MDA's original name - West of Waterlooville - projects an undervaluing of the development's positioning within its broader geographic context; *"we're not even a place, we're just somewhere west of somewhere else"* (consultee response, November 2023).

At the West of Waterlooville Forum meeting in March 2024 it was stated that there is a move to now describe the area as West Waterlooville, which links the community more directly to its nearest town. However other consultees explained that in describing where they live, both West of Waterlooville and West Waterlooville are often not specific enough, a greater understanding is achieved when they explain that they live on Berewood or the Berewood estate. Of course Berewood does not include the Wellington Park development, hence for some Newlands⁴ is a more inclusive description of the area.

The importance of the names used for the area manifests in a very visual way when signage is considered. There remain references to Berewood on a number of major road signs alongside a number of new Winchester City Council signs welcoming you to Newlands.

Overall, there is a sense that these issues around barriers, boundaries and names are relevant to community cohesion, identity and sense of place.



4. A new community has been established at West of Waterlooville, the development area situated at the south-east extremity of the Winchester District adjoining Waterlooville in the neighbouring Havant Borough. <https://newlands-pc.gov.uk/wp-content/uploads/2022/02/Newlands-Parish-Profile-V1.0.pdf>

Strategic Context

Waterlooville Town Centre Regeneration

Havant Borough Council is developing a masterplan for Waterlooville town centre with the assistance of external planners, designers, and architects. This masterplan aims to provide a vision and plan for future regeneration, identifying key areas of growth, development, and improvements to the local economy and surrounding areas.

Improving accessibility, connectivity, and the overall pedestrian experience between West Waterlooville, and Waterlooville town centre is a key element identified in the initial phases of the new masterplan development.

The bypass implemented in the mid-1980s diverted traffic away from the town centre, creating space for commercial, cultural, and social activities. However, the infrastructure built for diverted traffic, such as wide fast dual carriageway roads, has created barriers to movement and deterred walking and cycling between the town centre and surrounding neighbourhoods.

“One of the worst consequences of this is the deterrence effect to walking and cycling between the Newlands and Berewood neighbourhoods and the town centre. With thousands of new homes being built, that means thousands of potential customers, diners, shoppers, visitors, and guests are not making the trip into town to

support the local economy. Interventions are needed here to make access more direct, more convenient, and more attractive.”⁵

In the short term it has been proposed by the team leading this work that temporary and colourful artwork or motifs on the ground could mark the route between the town centre and the new neighbourhoods, particularly as the route passes through the Asda car park. Additionally, proposals include installing a super-wide zebra crossing over Maurepas Way to better connect the town centre with its surroundings.

Whilst the majority of WW’s residents live in Winchester district, we recognise the precedent of their lived experience which is not restricted by what the Winchester District Cultural Strategy calls “invisible borders”; we will look to explore synergies and opportunities if appropriate as the arts programme develops.

Winchester District Cultural Strategy

In March 2024 Winchester City Council approved a new Cultural Strategy for the period up to 2030. Co-designed with a raft of stakeholders and partners across the district, it presents shared ambitions for cultural development and aims to create the

conditions for partnership working and collaborative delivery which is at the heart of its proposed approach.

The strategy recognises and seeks to build on Winchester's established cultural and creative sector and aims to *"balance the wants and needs of the residents with the desire to encourage tourism whilst taking into account wider considerations. It is also noted that the differences between the needs of urban and rural communities, heritage and contemporary culture and, appetites of younger and older audiences should be considered throughout."*

The Strategy presents a clear vision - *Winchester District's creative dynamism enriches lives and makes amazing things happen* - alongside a suite of values, priorities and themes.

Whilst recognising the complexities around WW residents accessing cultural provision across Winchester District due its location at the outer edge of its boundaries and also that not all of the development sits within the District, the Cultural Strategy has to be considered as providing an important contextual framework for this Plan. We have therefore looked for synergies between our proposals and its priorities, as well as ways that the Public Art Programme can support its ambitions. Both identify the importance of inclusiveness, environmental responsibility, and distinctiveness of place, and the implementation of this Plan will contribute to the strategic priority of placemaking.

Despite administrative barriers, collaborative initiatives with neighbouring districts hold immense potential for breaking free from administrative constraints and fostering a collective sense of belonging. By strategically directing efforts towards "border areas" and actively involving residents from both sides in the creative process, we can overcome division and cultivate a vibrant cultural landscape that knows no boundaries. This approach not only enriches the artistic tapestry of the region but also strengthens social bonds and promotes mutual understanding among diverse communities.

To turn this vision into reality it's essential to advocate for policies and processes that actively support cross-border collaboration and establish robust frameworks for sustained engagement and dialogue. By uniting communities across administrative lines through shared creativity and a profound sense of belonging, we can ensure that the plan remains rooted in its specific locale while remaining inclusive and accessible to all who call these "borderlands" home.

Public Art at West Waterlooville

As part of the planning permissions for West Waterlooville MDA obligations pursuant to public art were put in place. With regards to Taylor Wimpey's development – Wellington Park – this was contained in a Section 106 Agreement. The funds received were used to appoint external support to develop a Public Art Strategy for the MDA and to proceed with a small number of arts commissions and projects.

Regarding Grainger's planning permissions for Berewood, there was both a planning condition and planning obligation in the Section 106 Agreement pursuant to public art. The Section 106 contributions to Winchester City Council to be made by Grainger are triggered by occupancy levels of 150, 500, 1,000, 1,500 and 2,000 units. As such there remain funds to be transferred to WCC in respect of public art.

The Section 106 Agreement states that the Arts Contribution shall be:

Used in consultation with the Developer and Havant for supporting arts development in initiatives to promote the arts within the Development and the immediate vicinity to assist integration of the Development into its surroundings and to include maintenance of art of a permanent or temporary nature and/or payments of grants or other costs to artists.

Public Art Programme Review and Reset

The process of integrating the arts into the development commenced in 2011; by 2022, and following a breakpoint in the programme in part due to the COVID-19 pandemic, concerns were raised about its governance and financial controls, as well as the nature and quality of the commissions which were either partially or fully realised, or unable to be realised.

Studio Response and GJG Consultancy conducted a review into the arts programme in 2023, with a view that its findings be a central tenet to informing this revised Public Art Plan. Summarised below are its key findings which pertain to the proposed way forward for the reset arts programme.

The review process commenced by trying to understand the strategic framework that underpinned all phases of the arts programme since 2011. By analysing key strategic documents we identified a plethora of statements of intent, variously referred to as *principles, visions, objectives* and *aims*. We considered these statements collectively to look for commonalities and consistent threads. In so doing it became apparent that the overwhelming focus of the Arts Programme for was intended to be its relationship with and impact on the community.

When considering the extent to which this clear community focus was applied to the actual development and delivery of the arts programme it became apparent that overall, the community engagement that has been delivered to date feels like a series of missed opportunities. Despite the numerous objectives that related to 'community' in its broadest sense, there has not been a sustained programme of work that has focused on embedding the views, values, needs, wants and aspirations of the residents of WoW at the heart of the arts programme.

The WW Public Art Strategy - which established the first iteration of the arts programme - did identify community focused issues as a priority, however the execution of commissions was generally poor meaning very little sustained impact occurred.

The vision for the second phase of the arts programme, which had a focus on Berewood, was disappointingly scoped primarily by the appointed consultation as a desk-based research exercise. The brief to artists set the bar high in terms of expectations around community engagement⁶. What was delivered however was focused on the themes of the proposed commissions and was not about the artworks themselves; the decision about what these would be was made by a selection panel and presented to residents with little regard for community consultation.



6. For example stating that the final artworks should “have been formed through an engagement with local concerns and aspirations” and that the engagement should “encourage dialogue, discussion and debate”

PUBLIC ART IN NEWLANDS

What we love about where we live...



What challenges do we face?

LACK OF IDENTITY...
"WHAT IS NEWLANDS?"
NEED INFORMATION BOARDS

LACK OF AWARENESS ABOUT WHAT IS HERE

HOW TO ACCESS FUNDING FOR PROJECTS

CARS... PARKING SPEEDING

PUBS

WIDE RANGE OF RESIDENTS!
LOTS OF SKILLS

What are the opportunities?

BETTER SIGNAGE

ZEBRA CROSSINGS - TRAFFIC MANAGEMENT

EVENTS... TO BRING PEOPLE TOGETHER

OUTDOOR THEATRE

BBA SPACES

RESIDENTS CLUBS

BLOSSOM AVENUE

YOUTH CLUBS

WHEELCHAIR ACCESS TO NATURE & THE POND

COMMUNITY HALL STAGE & BAR

IN 10 YEARS TIME...

TREES WILL BE GROWN

OUTDOOR SPACES...
BBQ'S
SEATING
PICNICS

CYCLE PATHS

THAT LOOKS LIKE SCULPTURE

UNDER 11'S SPORTS

NATURE TRAIL, ZEN GARDEN

EVENTS - FESTIVALS/FETES

STREET ART -
• SELFIE SPACES
• LOOK UP!
• MOSAICS
• HISTORY BOARDS 'DID YOU KNOW?'

MORE BINS

GEOCACHING ROUTE

13 MARCH

NEWLANDS COMMUNITY HALL

Consultation and Engagement Review

This section presents an overview of the progress made in implementing the Community Engagement Plan for this public art plan.

The community engagement plan aimed to foster connections between stakeholders and the community to ensure the successful delivery of the public art programme associated with the development area. Four workshops were delivered reaching under 50 people. We looked to work with existing providers of community art and craft activities. This was useful in engaging people but also highlighted that not many residents are engaged in organised activities on the estate. The lack of any informal meeting spaces including cafes and pubs makes engagement more challenging.

Key Activities Implemented to date:

Stakeholder Engagement Meetings:

- Several stakeholder engagement meetings were held to gather input and build support for the public art programme. These meetings included representatives from the community, local authorities, artists, and other relevant stakeholders.
- The meetings focused on defining public art, understanding the community needs, and identifying potential values for the programme.
- Community workshops were organised, providing opportunities for hands-on activities related to the public art plan.
- Surveys and questionnaires were distributed digitally to gather insights and opinions from community members.

Outcomes Achieved:

Increased Community Engagement:

- The implementation of diverse engagement channels resulted in increased participation from community members with a range of backgrounds and perspectives.
- Stakeholder engagement meetings provided valuable input and support for the public art programme, ensuring that it aligns with the needs and interests of the community.

Enhanced Understanding of Community Needs:

- Through the surveys, workshops, and discussions, a deeper understanding of the community's needs and desires regarding public art was achieved.
- Insights gathered from these activities has informed the development of this plan, ensuring it addresses relevant community priorities.

Fostering Creativity and Dialogue:

- Community members have actively participated in these programmes, contributing their ideas and perspectives to shape the future of public art in the development area.
- However there remains a significant number of people who have not been engaged with the programme and are not aware of it.

Responses

Recruitment for workshop attendees has had challenges. A number of different channels have been used, leaflet drops, promotion through community newsletters and social media, as well as using connected community representatives to support engagement. Although those attending have been enthusiastic and engaged in the process numbers have to date been low and not representative of wider social and age profile of the area.


The findings from the work to date should therefore be considered indicative and should be further tested with a wider audience in advance of major strategy decisions. Some of the challenges and opportunities are well outside the scope of a public art programme as identified by participants during the workshops (see pages 16, 20 & 28). Questionnaires while very limited in response (5) mainly reveal little to no knowledge of the previous public art strategy. For those who had been previously engaged with the programme there was a sense that there had been limited progress.

Public art can't be tasked with addressing all issues relating to community satisfaction and cohesion in a residential development like West Waterlooville, but given time, resources and the right approach, it can certainly make a difference. We have listed these wider concerns below to provide a context for the public art programme to sit within.

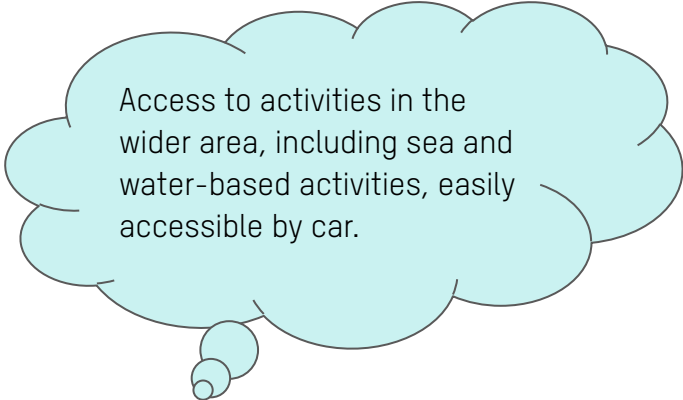


Summary Findings from Community Workshops

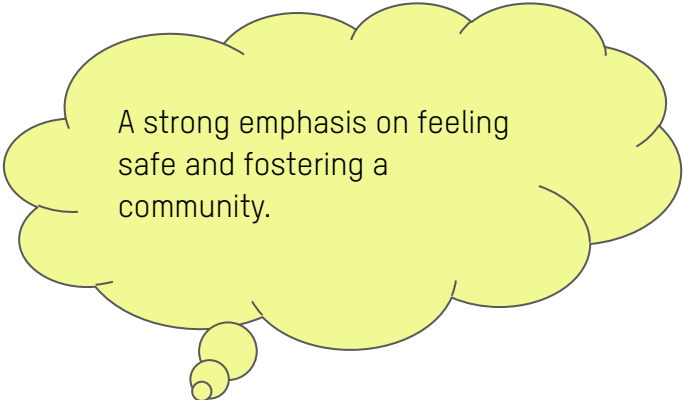
What we love:



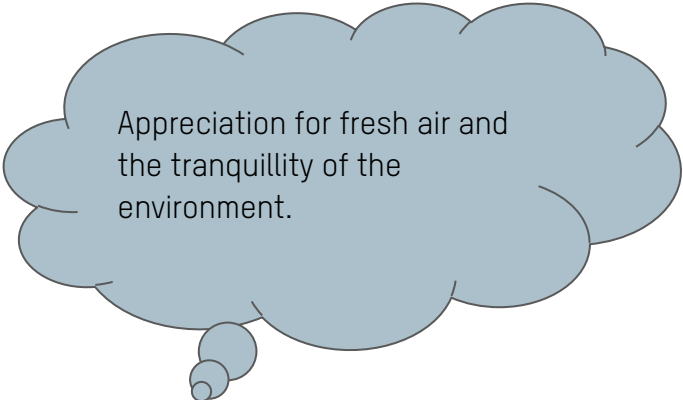
Nature, wildlife, and views of the countryside are cherished aspects of West Waterlooville / Newlands.



Access to activities in the wider area, including sea and water-based activities, easily accessible by car.



A strong emphasis on feeling safe and fostering a community.



Appreciation for fresh air and the tranquillity of the environment.

The challenges we face:



Limited local activities for children and families, leading to a sense of lack.



Dominance of residential housing without diverse amenities.



Lack of connected footpaths and cycleways, contributing to a car-dependent lifestyle.



Accessibility issues including lack of wheelchair-friendly infrastructure and difficulty in getting around.



Parking shortages and congestion due to excessive car usage.



Decline of countryside areas, leading to a loss of identity for Newlands.



Insufficient public transport options exacerbating dependency on cars.



Poor signage affecting navigation and accessibility.



Busy roads and safety concerns for pedestrians.

Opportunities Identified:



Planting more trees and fruit trees to enhance the natural environment.



Establishing better marked and sign posted nature trails, parklands, and community gardens to promote outdoor activities.



Introducing zen or sensory gardens for relaxation and mental well-being.



Improving signage and footpath infrastructure for better navigation.



Creating community spaces with bars, hosting events, festivals, and street art to foster social cohesion.



Enhancing accessibility, especially in wildlife areas, to ensure inclusivity.



Encouraging intergenerational interactions through the creation of shared spaces and activities.



Developing sensory parks, book exchanges, and public seating areas for communal enjoyment.



Introducing sculptural benches and pop-up art events to enrich public spaces.



Establishing a community hub as a central point for engagement and coordination.



Promoting alternative modes of transportation to reduce car dependency.



Providing opportunities for residents to engage with nature through educational programmes and activities.

These findings provide an understanding of what those residents who engaged with the programme value, the challenges they face, and the potential opportunities for enhancing the quality of life in WW.

Place/Space: Building upon the workshop findings that emphasised the desire for nature, community, and identity, the concept of "place" in WW extends beyond physical landscapes to encompass the emotional and cultural connections residents have with their surroundings. It involves transforming spaces into meaningful places by enhancing natural features, fostering community engagement, and preserving cultural heritage.

Community/Identity: Rooted in the workshops' emphasis on fostering community and addressing the lack of identity, the concept of community in WW revolves around strengthening bonds among residents and celebrating the area's unique character and history. This involves promoting inclusivity, creating shared spaces for interaction, and cultivating a collective identity that reflects the diversity and aspirations of its residents.

Emerging Questions

1. What Defines Our Sense of Place?

Building upon the workshops' appreciation for nature and community, this question explores the elements that contribute to WW's unique character and sense of place, including its natural landscapes, cultural heritage, and community initiatives.

2. How Can We Foster Community Cohesion?

Reflecting the emphasis on community and the challenges of limited local activities, this question seeks to explore strategies for nurturing a sense of belonging and connectedness among residents, including the role of shared spaces, collaborative projects, and inclusive initiatives.

3. What Does Inclusivity Look Like?

Drawing from the discussions on accessibility and lack of identity, this question delves into how West Waterlooville can create an inclusive environment that accommodates diverse needs and perspectives, addressing issues such as accessibility, representation, and cultural sensitivity.

4. How Can We Balance Growth with Preservation?

Reflecting concerns about the loss of countryside and identity, this question explores the tension between development and conservation in WW, seeking ways to align the planned development while preserving its natural beauty.

5. What Shapes Our Collective Identity?

Building on community and identity, this question investigates the factors that shape West Waterlooville's collective identity, including shared experiences, cultural influences, and community narratives, and how these evolve over time.

6. How Can Public Spaces Reflect Our Values?

Inspired by suggestions for community spaces and activities, this question considers how WW can design and manage public spaces to align with community values, promote social interaction, and enhance residents' quality of life.

7. What Role Does Technology Play in Shaping Community Life?

Reflecting on emphasis on community engagement and accessibility, this question explores the impact of technology on community dynamics, communication patterns, and access to resources, and how to leverage it for positive change.

8. How Can We Empower Residents to Shape Their Future?

Rooted in the desire for community involvement and improved amenities, this question addresses mechanisms for meaningful resident participation and decision-making in shaping the future of WW, ensuring that residents have a voice in driving positive change and shaping the destiny of their community.

These emerging concepts and questions build upon the workshop findings, providing a framework for further exploration and action in shaping the future of WW.



PUBLIC ART in NEWLANDS

LOTS OF DIFFERENT SHAPES & SIZES

MONUMENTS

EVENTS / FESTIVALS

What we love about where we live

★ THE PARK

★ LOVELY COUNTRYSIDE

★ GREAT STAFF

★ WERE CARED FOR

★ REALLY FRIENDLY PLACE TO LIVE

★ THERE'S LOTS GOING ON IN THE AREA

★ SAILING & WATER SPORTS

★ ENJOY WALKS TO THE PARK

★ COUNTRY VIEWS FROM OUR WINDOWS

WELLINGTON VALE
5 MARCH 2024.

EMMA@IMAGISTIC.CO.UK



What are the challenges?

★ LACK OF AMENITIES - PUB / CINEMA

★ GETTING AROUND - IMPOSSIBLE FOR WHEELCHAIRS !! & NOT GOOD FOR WALKING

★ VERY BUSY ROADS & LACK OF PUBLIC TRANSPORT

★ NOT MUCH FOR YOUNG PEOPLE TO DO

★ WE'RE LOSING THE COUNTRYSIDE

★ LACK OF PARKING !! & DISABLED SPACES

★ ACCESSING PUBLIC SPACES IMPOSSIBLE!

★ WATERLOOVILLE TOWN CENTRE

★ BETTER FOOTPATHS

★ PEDESTRIAN CROSSINGS

★ PUBLIC SEATING

What would make it better?

★ CAFE / BOOKSHOP

★ POP UP ART GALLERY

★ OUTDOOR THEATRE

★ PARK / GARDENS - SAFE TO WALK AROUND "SENSORY"

★ BRING YOUNG & ELDERLY TOGETHER

★ INCLUDE STUDENTS IN PROJECTS

★ BOOK EXCHANGE / COMMUNITY LIBRARY

★ PAVEMENT ART

★ MARKETS

★ MURALS

★ BAND STAND

★ INCLUDE 'ACTIVITIES' & GAMES

Proposal

The Arts Programme can work harder for WW and make a greater contribution to the development's narrative. There is huge scope and potential to integrate public art into WW and in devising this plan we identified lots of different approaches that could be adopted. What we realised however was that this was in affect an attempt to offer up methodologies of applying public art from the top-down; as solutions to defining the programme they were actually of little value as we had not fully explored and identified the questions and issues facing the residents of WW and they were not firmly anchored into and owned by the community itself. This goes hand in hand with our acknowledgement that the consultation we've been able to run as part of this process has been limited.

In the same way that the approach to community engagement in previous iterations of the arts programme contributed to issues that developed around its delivery, we believe that sustained engagement holds the key to delivering a programme of note.

For this reason we propose a phase 1 arts programme that focuses on a sustained period of artist-led engagement and research. The purpose of this approach is to garner the input of a greater swathe of residents. This more sustained exploration of finding out what's important to residents and listening to their stories and anecdotes from living at WW will then allow us to consider how public art can address these findings and make a positive impact / add value to the area.

In our interactions with community members and stakeholders recurring themes around names and the ways in which places are described in relation to each other has emphasised the importance of language to the broader themes of identity, connection and sense of place. Alongside this sits the relationship of WW to Waterlooville town centre and how this is intertwined with the recognised objective for WW to integrate with its broader geographic landscape, and subsequently also impacts on developing for the community a stronger sense of belonging. There is a sense that the residents of WW seek the provision of services and opportunities that foster community spirit. With 77% of residents surveyed as part of the development of Winchester district's new cultural strategy saying that cultural and creative activities help them feel part of the community, our proposed approach establishes a strong platform for exploring, building and deepening these community connections.⁷

⁷ Winchester District Cultural Strategy (2024), p.21.

Our proposal will use words to unpick why words, names, descriptions and stories are so important to WW and to further explore and interrogate the emerging themes and questions identified above.

With its basis in consultation, the outcomes will be responsive to people and place, rather than resulting in formulaic, off-the-shelf approaches to public art commissioning. Working with a number of different writers, the process will be one of collective endeavour.

Our approach aligns strongly with Winchester District's Cultural Strategy's placemaking priorities which states that "there is an opportunity to use the place as a canvas and allow culture to grow from the community". (p.13).

The aim of this phase of work is therefore to:

Use the power of words through writing and storytelling to connect with and engage residents at West Waterlooville in the arts programme

This is supported by the following objectives:

- To create artworks that will inspire future creative projects
- To create a series of temporary artworks that ignite the arts programme
- To empower local people to take ownership of the arts programme and to be part of the decision making process
- To offer points of conversation, interest and stimulate debate

Community Commissioning Panel

In addition to the writing commission we propose setting up a community commissioning panel. The community commissioning panel is based on the The Protocol of New Sponsors.⁸ This methodology of public art commissioning lays down the basis for the stages of building an artistic project that is intended to be democratic and whose origin is a commission from citizens, residents, employees or any other group of persons with a motivated interest in the development of a work of art.

The establishment of a Community Commissioning Panel (CCP) in West Waterlooville aims to engage diverse members from various sectors of the community in shaping local cultural programming and fostering civic engagement. The CCP will comprise volunteers representing different demographics, expertise, and backgrounds, recruited through inclusive channels. Members will receive comprehensive training and mentoring in commissioning processes and community engagement methods to effectively fulfil their roles. Additionally, they will have opportunities to meet with artists, participate in site visits, and learn from other projects, enriching their understanding of cultural development and fostering collaboration with local creative communities.

Meetings, characterised by participatory formats such as the World Café method, will provide a platform for members to contribute their expertise, share insights, and co-create initiatives that reflect community needs and aspirations. Through collaborative decision-making, the CCP will explore community needs, spark ideas, and develop plans responding to the strategy to advance cultural vibrancy and civic engagement in West Waterlooville.

Steps for the recruitment and establishment of a community commissioning panel for the Newlands public art programme:

- ❑ Define Objectives: Clearly define the objectives and goals of the public art programme. Determine the purpose of the community commissioning panel within this context.
- ❑ Identify Stakeholders: Identify key stakeholders who will be involved in the establishment and operation of the community commissioning panel. This may include local government officials, community leaders, artists, residents, and other relevant people.
- ❑ Develop a Protocol: Develop a protocol or set of guidelines for the community commissioning panel. This should outline the objectives, selection criteria, roles and responsibilities, and decision-making process of the panel.

⁸ The Protocol of New Sponsors, <http://www.nouveauxcommanditaires.eu/en/44/protocol>

- ❑ Recruit Panel Members: Recruit panel members from the local community using a variety of methods such as public announcements, community events, social media, and local organisations. Ensure diversity and representation from different demographics and backgrounds within the community.
- ❑ Training and Orientation: Provide training and orientation sessions for panel members to familiarise them with the objectives, protocol, and expectations of the community commissioning panel.
- ❑ Establish Communication Channels: Set up communication channels for panel members to stay connected and engaged. This may include email lists, online forums, or regular meetings



Evaluation

The success over the next ten years of the public art plan in West Waterlooville hinges on its ability to engage the community and adapt to changing circumstances. Community engagement forms the bedrock of this initiative, ensuring that the art reflects the values, aspirations, and identities of the residents it serves. Evaluation thus becomes an essential ingredient, serving as a means to gauge how effectively these community insights are integrated into the evolving plan.

As West Waterlooville undergoes demographic shifts and changes in its physical landscape over the span of the next decade, the art plan must remain adaptable. An iterative evaluation framework allows for constant monitoring of these changes, enabling the plan to evolve alongside the community it serves. This ensures that the arts programme remains relevant and meaningful, resonating deeply with residents throughout the years.

Moreover, evaluation goes beyond mere monitoring; it drives improvement. By iteratively assessing the effectiveness of implementation, stakeholders can identify strengths, weaknesses, and areas for enhancement. This continuous refinement process leads to higher quality artworks and more impactful community experiences, maximising the plan's overall effectiveness.

By actively seeking feedback from residents and stakeholders, the evaluation process can foster a greater sense of ownership and connection to the art plan. This amplifies its positive effects on social cohesion, cultural enrichment, and economic vitality. Furthermore, an iterative evaluation approach ensures the long-term sustainability of the plan by proactively addressing sustainability challenges such as maintenance issues or shifting community needs.



In essence, an iterative evaluation process transforms the public art plan from a static blueprint into a dynamic, responsive framework. It empowers stakeholders to actively shape outcomes, ensuring that the art remains a vibrant reflection of West Waterlooville's evolving identity and spirit throughout the ten-year period and beyond.

Therefore, based on our evaluation rationale, it is recommended that we appoint an individual evaluation specialist to lead on the development of an evaluation framework for the overall programme. This framework would provide a structured approach to assess the programme's efficacy, efficiency, and overall impact in delivering the aims and objectives of the programme. Additionally, we will incorporate evaluation mechanisms within the commissioned writing strands and the community commissioning panel work. By integrating evaluation into these processes, we can ensure that insights gained contribute directly to refining and enhancing the program's outcomes and objectives.



Strengths of the Proposal

Creative Collaboration

We will appoint a local arts partner experienced in working with writers to help facilitate and support the writing commission, thereby supporting the local creative economy and ensuring the commissions build on local knowledge and expertise

Added Value

The chosen artform – writing / storytelling – does not duplicate any existing activity that is being delivered by existing creative groups within the community, e.g. Dragonfly Arts and Createful

Resources

The proposed activities are suited to the main space available for gathering – Newlands Community Hall – should a space be required and could also be delivered at Wellington Vale Care Home that is keen to be involved in activity

Equality & Inclusivity

There is a universality to the proposal; we believe everyone has a voice to be listened to and a story to tell, should they wish to. The activity will be targeted and taken out to people across the development. Those that choose to not actively participate can still engage as viewer / audience member in a way that can inspire more personal or introspective responses. An online presence and use of social media adds to its inclusivity and accessibility, as does its ability to be shared non-visually and still have impact.⁹

Timely Impact

Arts activity will start quickly once appointments are made.

9. The Winchester District Cultural Strategy (2024) highlights a change in post COVID behaviour in that there is a greater expectation for 'hybrid' or digital events and a greater expectation of being able to engage in culture and creativity from home. (p.3). The Strategy goes on to reinforce the importance of creating both physical and digital access to cultural and creative activities.

Legacy

The approach ensures that future phases of the arts programme are developed from strong foundations of creative work. The establishment and maintenance of a Community Commissioning Panel provides a legacy of empowered and transparent community decision-making for the future phases of the arts programme.

Flex

With several more years of construction work planned for WW the proposed approach presents an agile, phased delivery model. Not only does it allow for greater engagement to kick-start activity, but it gives more time prior to locking down any future proposals, which could include permanent artworks. During this time WW will continue to evolve and additional opportunities for integrating artworks may be identified. This plan exists as a 'live' document and will be refreshed at the end of this first phase of activity in order to present the proposals and methodologies for the next phases of the Arts Programme's delivery.

Quality

Combining local partner with artform expertise with Studio Response's production and management expertise will ensure a focus on providing creative outcomes of quality and relevance.

Environmental Responsibility

Aligning with Winchester District's Cultural Strategy, we believe in safeguarding our environment. Requirements around sustainability and green commissioning will be explicit in briefs to artists. Indicative community engagement findings suggest that environmental stewardship is important, particularly when considered alongside nature, wildlife and views of the countryside being identified as aspects of WW that are loved

Strategic

Aligns with Section 106 agreements pertaining to public art (as presented above) and with the new Winchester District Cultural Strategy (2024)

Delivery

The creative programme will be centred around writing/storytelling and the power of words to connect people. The programme will feature two complementary strands of creative activity:

Strand 1: The appointment of an established writer who will spend one year researching, observing and writing about Waterlooville. The creative output will be a new piece of writing about the area which will be shared with residents and the wider community.

Strand 2: Three micro projects throughout the year focused on residents within the development. Three mid-career writers and three Assistant Facilitators will be appointed. They will actively work with residents, creating and documenting stories, anecdotes, ideas or conversations about Waterlooville and peoples experiences of living in the area. Working with Studio Response they will temporarily display residents words within the development in eye-catching, creative and distinctive ways.

Each strand will not work in isolation and it is envisioned that the Strand 1 writer will act as a mentor for Strand 2 writers, offering support and guidance throughout the creative period and vice versa.





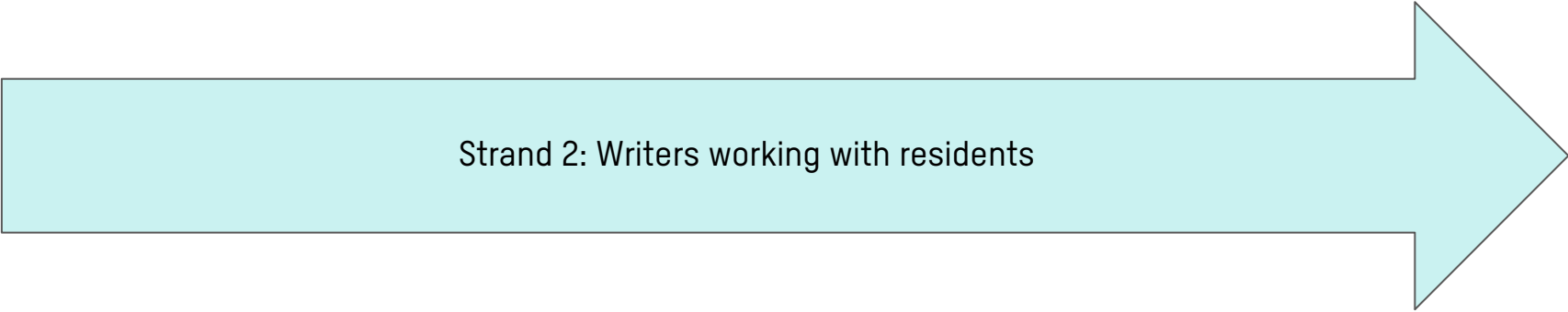
Strand 1: Main project writer

The established author appointed for Strand 1 will research, observe and listen to create a unique new piece of writing inspired by West Waterloo. The intention for this strand of activity is to produce a high quality piece of writing which spotlights the community and brings to light perhaps overlooked or unnoticed aspects of the area.

This writer will bring with them experience and knowledge which will support and offer a mentorship opportunity to the writers involved in Strand 2 of the programme.

Goals for Strand 1:

- The creation of a new piece of writing to inspire further creative projects within the area and build a legacy for this programme.
- Establishing a pride in the area and the creative potential within it.



Strand 2: Writers working with residents

Three mid-career writers with specific skills in engagement and facilitation, particularly outside of traditional venue based settings, will be partnered with three early or mid-career writers keen to develop their skills in this area of work. We will recruit writers with relevant skillsets; who are geographically based locally to West Waterlooville; and who have different backgrounds and experiences, to make up a dynamic and diverse team.

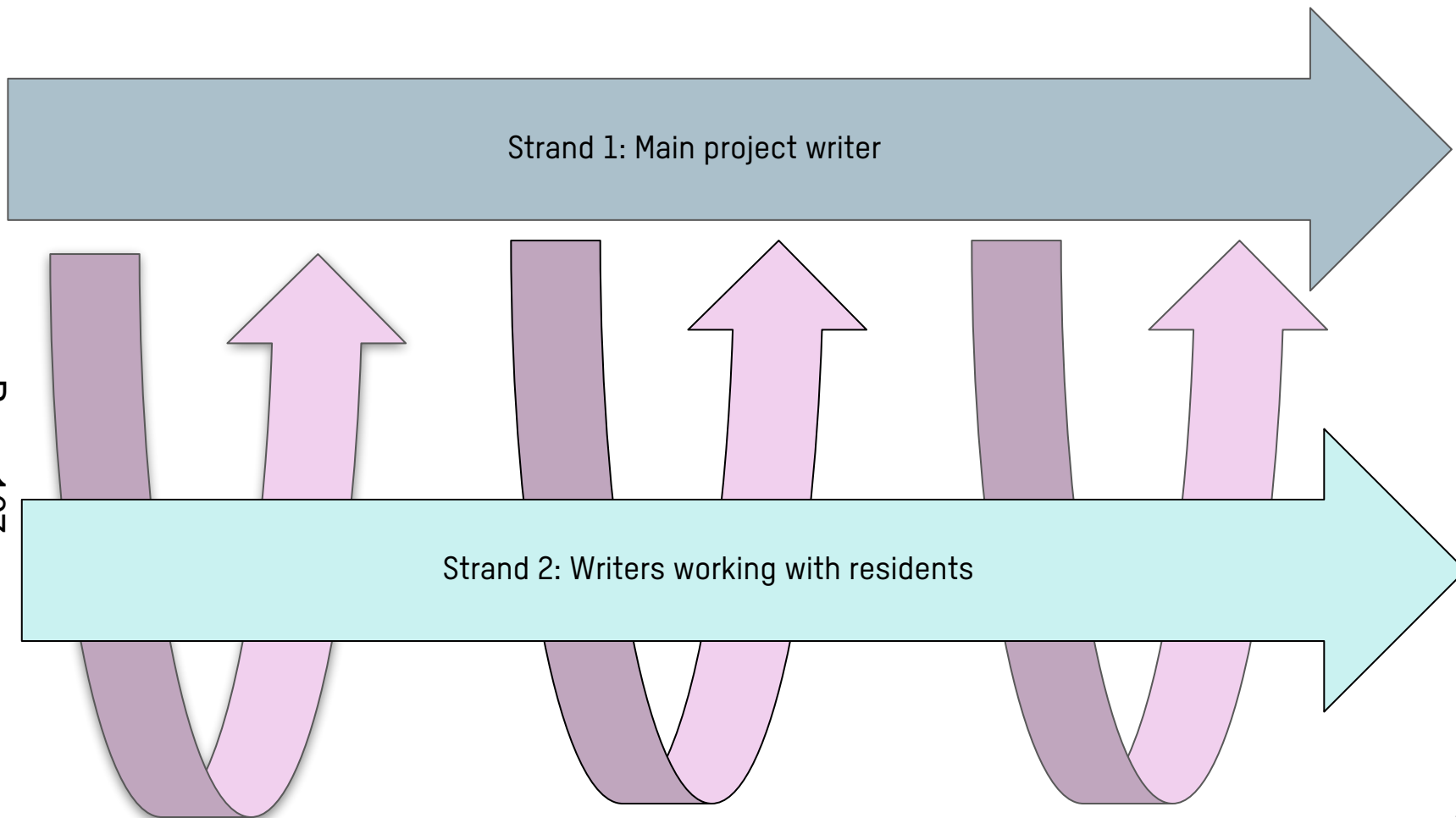
The intention of these micro projects is to delve deeper into the hyper-local nature of the development, identifying and nurturing different neighbourhood relationships through creative activities. This project strand is about giving residents opportunities to creatively express their individual voices and the writers appointed will have experience in facilitating and instigating conversations.

Goals for Strand 2:

Visually present residents words through temporary interventions within the wider development (eg via designed posters, hoardings, reverse graffiti etc).

Ignite an interest in the programme, using these interventions as 'teasers' and prompts for people to want to discover more about how to get involved.

Ensure year long outputs and a changing landscape of visual inspiration for residents to read and respond to.



Supporting the Programme Locally

We will appoint a local arts partner experienced in working with writers to help facilitate and support this programme in the following ways:

- With Studio Response they will advise and assist with appointing all the writers for the programme, ensuring a range of voices are represented via inclusive and accessible recruitment methods.
- They will support and assist the writers artistically during the course of their projects, offering professional support and guidance.
- Alongside Studio Reponse they will provide resources to the writers to ensure successful and respectful approaches to engagement with local residents are made.
- They will lead on the facilitation of practical workshops within the area as required. Taking responsibility for logistics as well as GDPR and safeguarding, ensuring provision is made for residents who may have different needs and require specialised support.
- As appropriate they will document programme activity and with Studio Response establish ways to evaluate the programme responsibly.
- They will help with building the project's legacy and will be a continued connection for local residents throughout future stages of the overall programme.



At three points throughout the year the Strand 2 writers will each work with Studio Response to share within the development the creative outputs from residents, sharing words from workshops publicly with the wider community.

We will work with a graphic designer to create a simple visual language for these works to ensure a consistency throughout the year with the works themselves changing with each season and writer.





Join Rumpus Room Artists and Writers in residence Rosemary Geary and Lucy Grainger for The Beings workshops

What does it mean to create in times of extinction and destruction? What's the place of art and the artist in the unfolding ecological collapse; how can we be of service? The Beings workshops offer a space to explore how to be in our times.

Throughout four workshops, titled and themed as following; Being Lost, Being Human, Being Capable and Being Sad, we will engage with the work of Donna Haraway, Thom Van Dooren and Anna Lowenhaupt Tsing, whose work offers radical ways of thinking about our place in a damaged world. Each session will include an introduction to the ideas and a space to reflect on them through music and art prompts. No prior knowledge of these theorists is needed, the workshops are meant to be an accessible and enjoyable exploration of their work, we'll figure things out together!

Tues 22nd June
Tues 29th June
Tues 6th July
Tues 13th July

6-7.30 pm
(with breaks)

Workshops on
Zoom (using
otter.ai for
captioning)

16-25 year olds

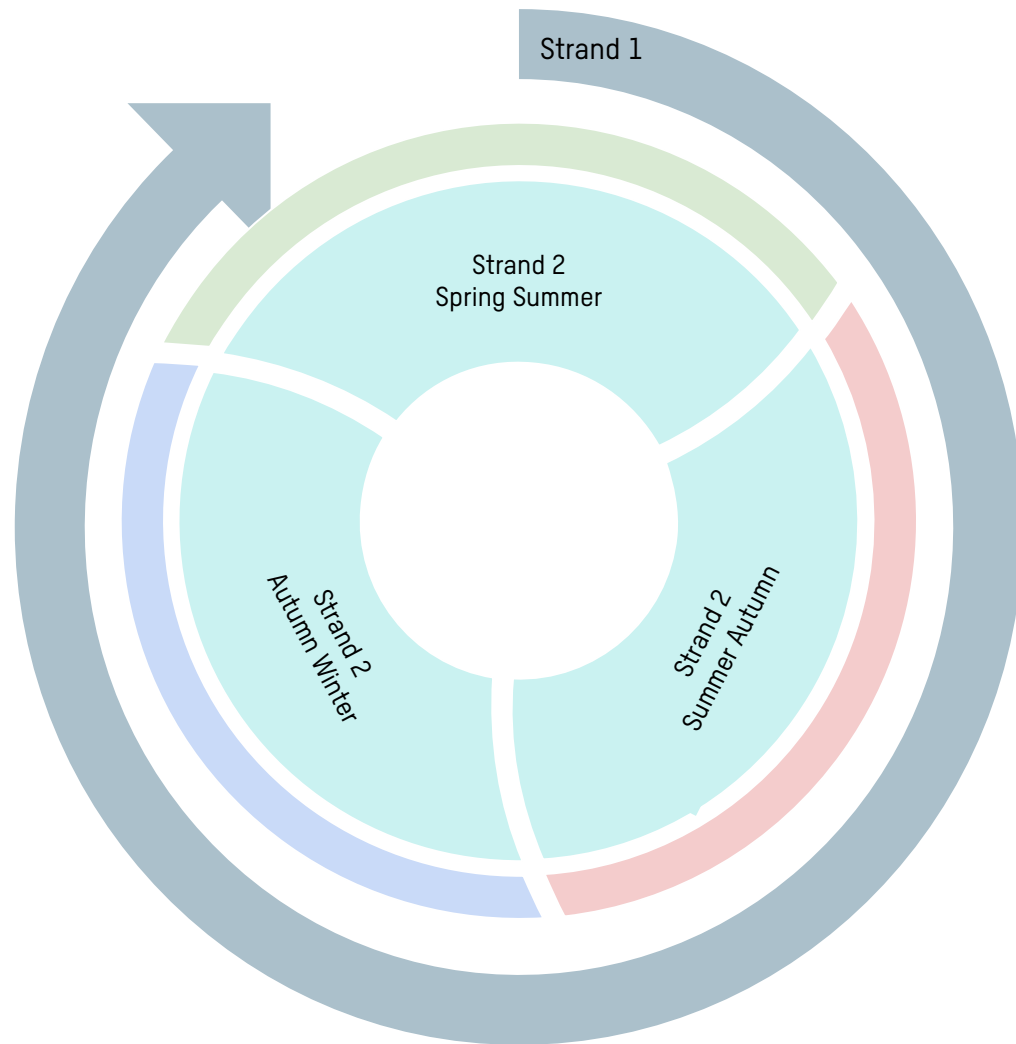
To book please email
rumpusroomteam@
gmail.com



Strand 1: Main
Writer, working
continuously
over 12 months

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Strand 2:
6 writers working
on 3 seasonal
projects
throughout the
year



Project Management: Roles and Responsibilities

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Studio Response

- Visual lead for the programme and main programme coordination.
- Responsible for recruitment across the programme.
- Main liaison point for Community Commissioning Panel (a group drawn from the community that will be supported to inform the public art programme) and Winchester County Council.
- Ensuring accessible and engaging designs are publicly shared in innovative ways throughout the development via directly liaising with and managing the appointed graphic designer for the programme.

Arts Partner

- Supporting writers across all strands of the programme.
- Assisting with facilitation and management of workshops within Strand 2.
- Supporting the Strand 1 writer in their role as mentor for Strand 2 writers.
- Assisting with recruitment of writers, utilising pre-existing professional networks to widely share opportunities.

Writers and Designers: Roles and Responsibilities

Strand 1 Writer

- Research and develop ideas connected to West Waterlooville through exploring the area in depth.
- Regularly speak with and discuss with Strand 2 writers what they are learning from workshops, offering advice and support as required.
- Creation of a new piece of writing which reflects West Waterlooville.

Strand 2 Writers

- Planning engaging workshops and events centred around the written word for a range of residents.
- With the Arts Partner aim to reach a cross section of residents through actively approaching and speaking to people within the development about the programme.
- With the Arts Partner select texts and stories from residents which can be shared widely within the area.

Graphic Designer

- Creating an accessible and engaging visual identity for the programme.
- With Studio Response lead on fabrication of designs into physical interventions within the development at 3 points throughout the year.
- Create digital assets to share the programme online, either via dedicated websites or social media platforms.

Budget for Delivery

Arts Partner	Supporting writers across all strands of the programme.Assisting with facilitation and management of workshops within Strand 2.Supporting the Strand 1 writer in their role as mentor for Strand 2 writers.Assisting with recruitment of riters, utilising pre-existing professional networks to widely share opportunities.	7,500
Community Commissioning Panel	Facilitating and recruiting 10 individuals from the community, establishing regular meetings and resources required for trips and expenses.	16,600
Recruitment	Ensuring accessible and inclusive recruitment processes for all creatives involved in the projects.	2,160
Visual Identity and Graphic Design	Presenting words in unique and different ways throughout the development over the course of one year.	15,000
Strand 1 Writer Project	Year long activity working towards the completion of a new text about West Waterlooville	38,975
Strand 2: Writers Project	3 seasons of activity led by mid career writers & assistant writers (est. 10 workshops per season)	26,530
Evaluation	Development of an evaluation framework for the public art programme	7,500
	Contingency	5,700
	TOTAL (ex VAT)	119,965

Procurement

Studio Response will lead on the procurement of all partners, the Strand 1 writer, designer / visual artist, being responsible for developing briefs, longlisting and promoting opportunities, evaluation, interviews and appropriate reporting. Contracts will be issued by Winchester City Council which will also be responsible for payments.

Winchester City Council's contract thresholds will be adhered to:

Up to £10,000	Single quote
£10,000 to £100,000	A minimum of three quotes sought

'Light touch' approach which includes cultural event organisation services, and which will be applied to the arts partner recruitment:

Up to £25,000	Single quote
£25,000 to £250,000	A minimum of three quotes sought

Appropriate contract packages will be drawn up with WCC once the Public Art Plan is approved.



Conclusion

The Review of the original arts programme made a series of recommendations. The table below sets out how these have been addressed in this new Public Art Plan.

Report Recommendation	How Recommendation is Addressed
Vision, Aims, Objectives, Themes: These need to be reviewed, refocused and refined to better align with the needs, values and expectations of current residents.	This has been refined to one overarching vision and supported by a small number of objectives.
Public Art Policy: WCC should consider developing a district wide Public Art Strategy, supported by Supplementary Planning Guidance (SPG) which sets the context for art within the planning system. The latter could provide a source of revenue for future arts commissioning across the district.	This sits outside of the current scope of work. However the findings of any evaluation associated with the programme could provide a strong evidence base which could be influential in the decision to develop a Public Art Strategy for Winchester District, which could also support the ambition of the Winchester District Cultural Strategy.
Community Engagement: A renewed, sustained approach to community engagement is required to establish what the current residents of West of Waterlooville want and expect of an Arts Programme, defining how it is made relevant to the needs and values.	This Plan is fundamentally about the importance of sustained community engagement.
Commission Process: Establish a transparent commission process which provides clarity on roles and responsibilities and acts as a route map for addressing key issues, (such as adoption of permanent artworks if appropriate) and managing expectations (for example around interpretation and evaluation).	This Plan defines a clear commission process for the proposed first phase of activity, which will be revised for subsequent phases dependent on the type of arts commissions proposed.

<p>Equality: A more transparent approach to equality, accessibility and inclusivity needs to be taken.</p>	<p>Inclusivity is central to this Plan, both in terms of its strategic approach and delivery mechanisms.</p> <p>The focus of Phase 1 is to ensure that the Arts Programme is anchored in the views of the community.</p>
<p>Governance: Review the approach to management and decision making, carefully considering the relationships between the AAP, the WoW Forum, Grainger, council officers and councillors, consultants, independent arts professionals and community representatives.</p>	<p>The establishment of a Community Commissioning Panel lays the foundation for a more transparent and equitable approach to decision making.</p> <p>It is proposed that a small steering group consisting of WCC and Grainger's Community Development Manager is established to advise and oversee the Arts Programme's implementation.</p>
<p>Sustainability: The Arts Programme must acknowledge the climate emergency and set out a green commissioning framework which provides guidance on how to embed environmentally sensitive approaches at all stages, particularly around the use of sustainable materials as well as consideration of future proofing and management.</p>	<p>Environmental responsibility will be integral to the commissioning approach.</p>
<p>Winchester City Council's emerging Cultural Strategy: The Arts Programme should look to align with the emerging priorities and objectives of the region's new Cultural Strategy</p>	<p>There are synergies between the new Cultural Strategy and this Public Art Plan which have been identified throughout this document.</p>

This plan sets out a first phase of activity which will not only provide opportunities for residents of West Waterlooville to engage (as participant and viewer) in arts activity that is relevant and distinct to place, but also seeks to greater empower residents to take decisions about the programme itself. It will provide strong foundations and direction for future phases of activity.

Following approval, the next steps will be to develop the programme's timeline and the required briefs in order for procurement to proceed.

Image Credits

- p4 The Portland Pigeon, The Portland Inn Project, <https://www.theportlandinnproject.com/the-clay-end/the-portland-pigeon/>
- p5 Image top: The Portland Pigeon, The Portland Inn Project, <https://www.theportlandinnproject.com/the-clay-end/the-portland-pigeon/>
- Image bottom: Spoonbridge and Cherry, Claes Oldenburg, Minneapolis, Minnesota
- p11 Images all from Berewood Newsletters, Berewood Hampshire, <https://berewoodhampshire.co.uk/whats-on/>
- p15 Creative Writing workshop with artist Emma Benyon, Studio Response
- p19 Image top: Creative Writing workshop with artist Emma Benyon, Studio Response
- Image bottom: Workshop with artist Heloise Godfrey-Talbot, Barry, Vale of Glamorgan, Studio Response
- p20 Imagistic workshop recording by Emma Paxton, West Waterloooville, 2023, GJG Consultancy and Studio Response
- p26 Images all from Berewood Newsletters, Berewood Hampshire, <https://berewoodhampshire.co.uk/whats-on/>
- p27 Imagistic workshop recording by Emma Paxton, West Waterloooville, 2023, GJG Consultancy and Studio Response
- p31 Artwork launch event for The Woodlands, Dinas Powys, Studio Response
- p32 Geraint Ross Evans, workshop for Clare Garden Village, Cowbridge, Studio Response
- p33 Image from Berewood Newsletters, Berewood Hampshire, <https://berewoodhampshire.co.uk/whats-on/>
- p36 Open Source stock images
- p40 Image top: Artist workshop, Heloise Godfrey-Talbot, Barry, Vale of Glamorgan, Studio Response
- Image bottom: Open source stock images
- P41 Image top: Studio Response poetry wall, Cardiff Bay
- Image bottom: Jeremy Deller, Quadrat Shopping Centre, Cardiff, 'Art Across the City Programme', Locws International, 2014
- p42 Images clockwise from left: A Slideshow of London, Zaynab, My London Story: Poems on the Buses poetry competition, Museum of London, BBC 100 and Transport for London (TfL). 'The City Speaks', Severn Arts, Worcester, 2021. 'Under the Bush Shelter', Ruth Daniell, Poetyy in Transit, Vancouver, Canada, 2020. 'The Park' Scarlet Lillie, up to 11 years winner for Kings Heath Poetry Competition, Bus Stop Poster, Kings Heath, Birmingham, 2019 Anshika Lal and Caprice Jackson, of Tiny WPA, installing the Rain Poetry exhibition, Vernon Park, Philadelphia.
- p43 Images clockwise from left: Rosemarie Geary and Lucy Grange, The Beings Workshops, Rumpus Room, Glasgow Patience Worth billboard. 'Art is Magic', Jeremy Deller. Aleesha Nandrrha and Jahzel Marshall, 'Mini Stories', Art Block, South London Gallery, 2020. Found image.
- p48 Studio Response site visit

Thank you

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Contact:
Jo Breckon
jo@studio-response.com

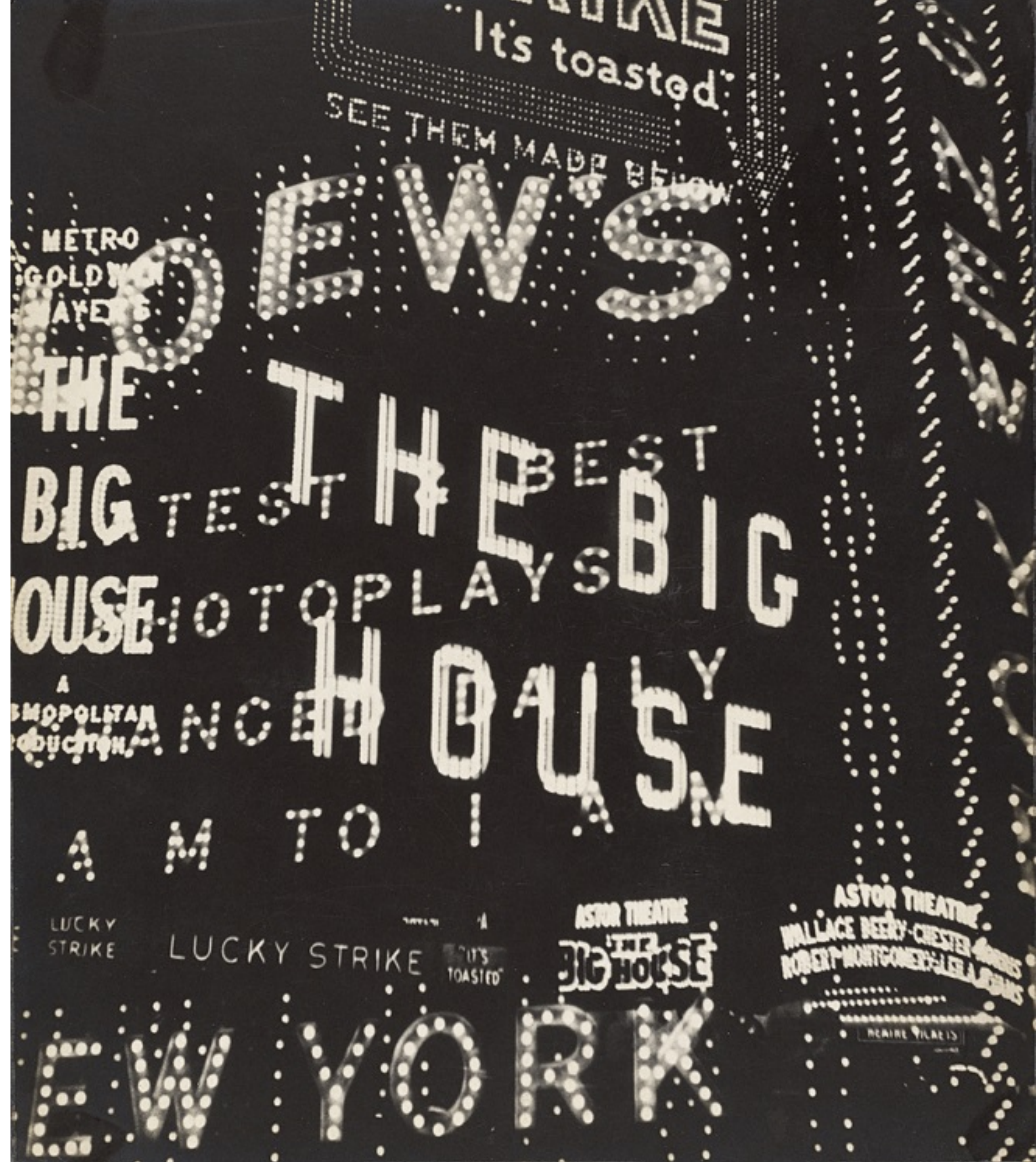


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Why Words, Why Writers?

Names, how places are described, how people chose to describe where they live to others, has a significance. The impact and consequence associated with such a small word – “of ” – in West ‘of’ Waterlooville demonstrates this and links to identity and sense of place.

Writers spend time looking for exactly the right word for the right situation, worrying about the exact placing of a comma, because for writers finding the perfect way to convey an idea, a message, an emotion, is what they do. Everyone is ostensibly speaking the same language, but the communication gaps are vast and deep in places. Because of their understanding of and skill in using language, a writer might be uniquely placed to find ways of communicating across these gaps.



Strengths of our Proposal and why it is appropriate for West Waterlooville:

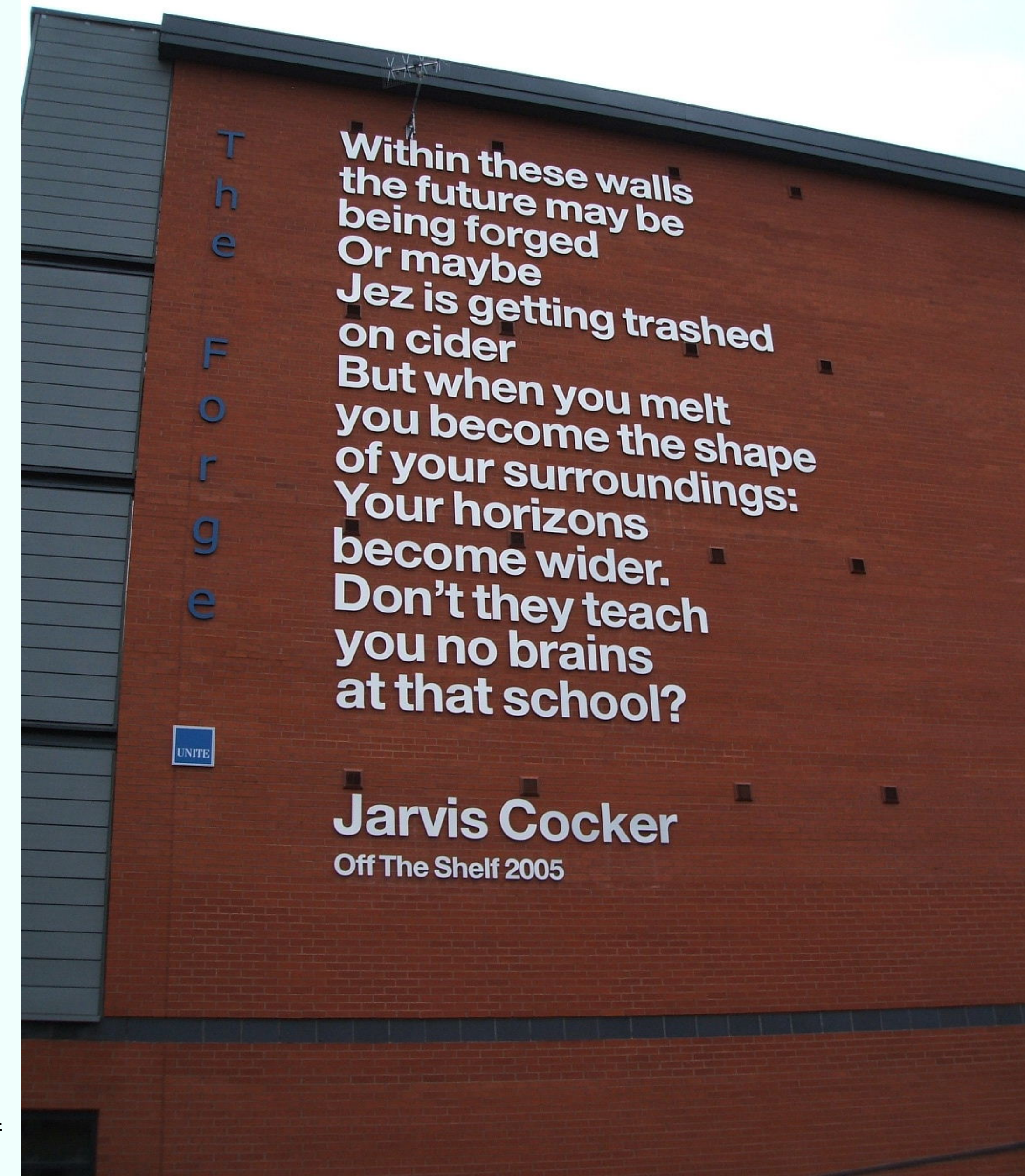
- The programme shares a **universality**, everyone's voice/story is equally valid.
 - Even if you don't want to share your voice, you can engage with the project in a more passive way through simply **reading** the words which appear throughout the site in the course of the year as opposed to writing.
 - It is an **accessible approach**– the project can have an online element and we can easily translate visual **words into audio**.
 - The words shared throughout the development will be large, easy to read and **visually engaging**.
- We will not duplicate existing cultural community provision within the area. This project respects this and **does not take focus away** from local providers.
- It includes elements of **mentoring and skills development** within the area for local writers/creatives.
 - We have identified a local organisation with the skills and experience to partner with us who have a **proven track record** in commissioning the written word workshops.
 - The activity is suited to the community resources currently available – it doesn't need studio space / specialist equipment etc; it can be **flexible and fleet of foot**.
 - We propose temporary outcomes which will **change throughout the year**. In so doing we keep the project fresh and also test the water within the development as to what they may like to see in the future.



Strand 1: Case Studies

Case Study 1:

Off the Shelf: Text in the City Sheffield



For the 11 years the Off the Shelf Festival of Writing and Reading, working with Public Art Consultant Paul Swales, has commissioned writers to create text for pieces of public art. This innovative ongoing project is called Text and the City. A variety of projects have been realised including a poem by Benjamin Zephaniah cut out of steel balconies in a new block of flats, a poem by Jarvis Cocker on the wall of student accommodation and, most recently, a major piece commissioned from Poet Laureate Andrew Motion and sited on one of Sheffield Hallam University's tallest buildings on Howard Street, Sheffield.

As the project developed, a simple and consistent use of font and graphics has been adopted. Instead of working with another artist such as a sculptor or visual artist, Text and the City has worked with a graphic design company who have brought their own creative vision of a clear, readable font for the work. High profile writers have been commissioned to create new work specific to the place in which it is to be displayed. Public Art Consultant Paul Swales says that he has found it “*a joy to work with writers*” and he has been consistently impressed by the work produced, work *that truly speaks to the place it is read in*”.

This work is about an individual writer's response to a specific place. Paul Swales believes this is a way of working which allows the writer's own creative voice and vision to be articulated and makes a space for the reader's own imagination and creative response. As part of the project, opportunities are sometimes made for the writers to share their work and practice with local schools and other groups.

Image: Andrew Motion for Off the Shelf



How is this relevant to Waterlooville?

- The project has clear aims and objectives – to raise the profile of poetry in the city and enhance the city-scape visually.
- There are clearly defined briefs that take into account the physicality of the outcome at the end of the commissioning period.
- A consistent use of strong visual identity gives the pieces a city-wide identity and ensures they are clearly readable.
- It is an example of how new writing can be integrated into the built environment, whether permanent or temporary
- By commissioning experienced writers they come up with a valuable creative response and the ability to execute the project successfully.

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Image top: Sheffield writer Warda Yassin unveils love poem for city
Image bottom: Sheffield Hallam University students illustrate the festival

Case Study 2: Simon Armitage: Blossomise

Commissioners: National Trust and Faber

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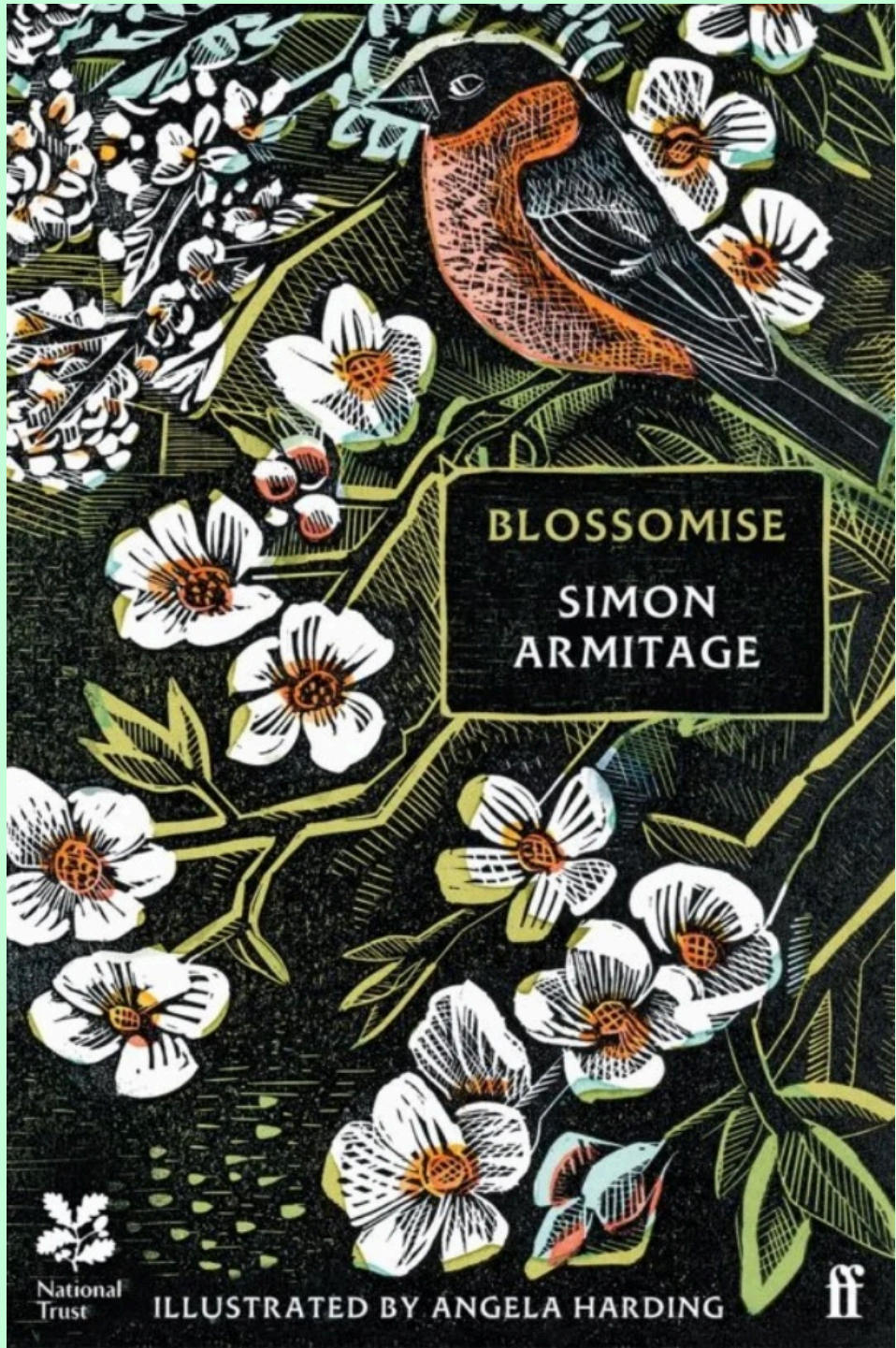
Illustrations by Angela Harding



'Blossomise' is a two year commission exploring themes such as folklore, seasonal rhythms, the beauty of nature and the loss and restoration of blossom.

The commissioned collection will consist of 10 poems and other works, which will be released over 2023 and 2024. They'll be created by Simon and his band LYR (Land Yacht Regatta) in collaboration with communities and other creatives across England, Wales and Northern Ireland.

The artists have collaborated with choirs, young film-makers and local communities to create the performances, taking place throughout the country.





Old Jaguar parked under apple blossom tree becomes snow leopard.

Simon Armitage, Poet Laureate
In collaboration with the National Trust



Constellations bloom in orchards of April skies. The stars blossomise.

Simon Armitage, Poet Laureate
In collaboration with the National Trust

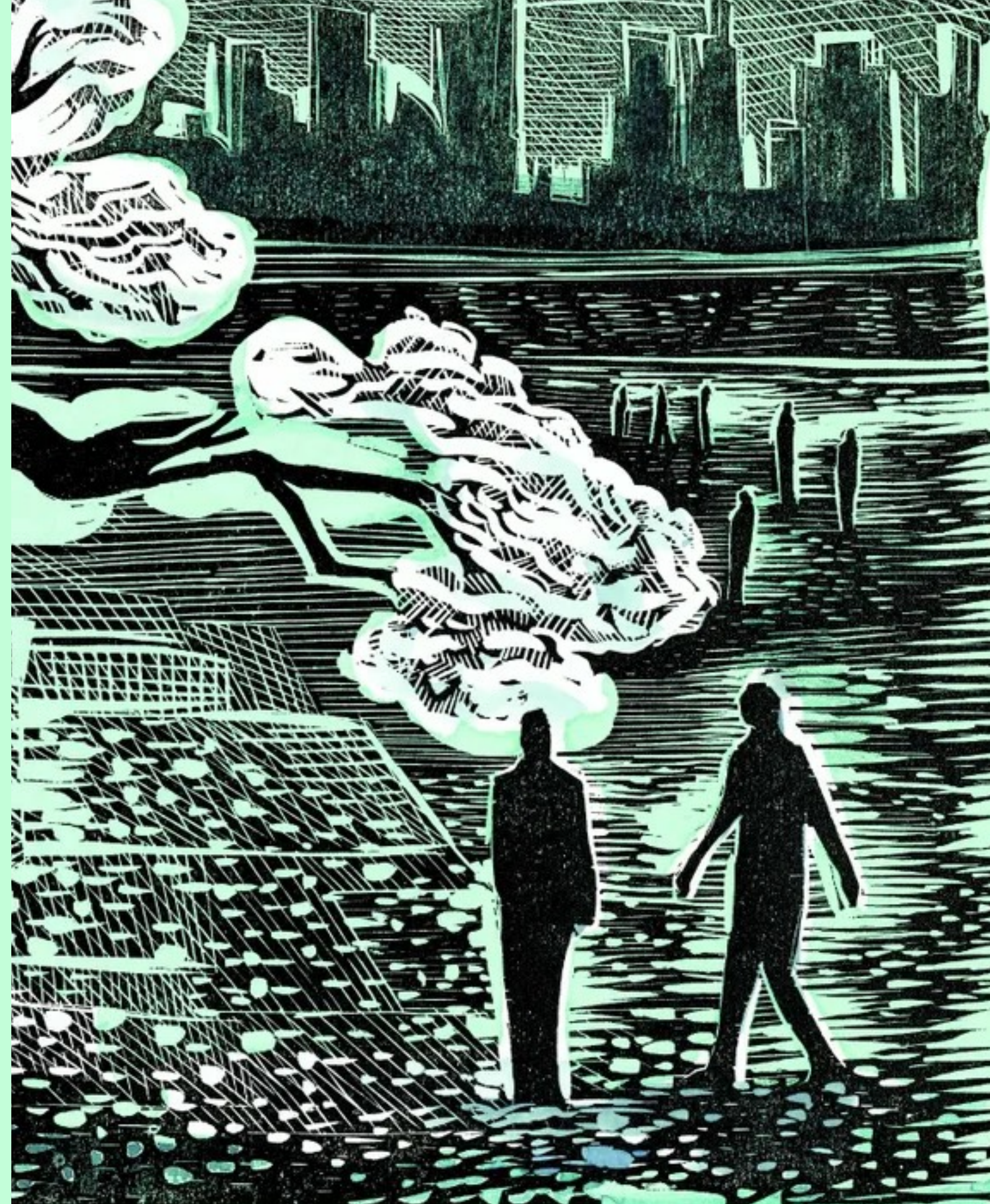
This is your call to create.
What will blossom inspire in you?

#BlossomWatch

How is this relevant to Waterlooville?

- Simon Armitage's national profile has been used effectively to draw attention to the annual 'blossom watch' campaign. Working with an established writer in Waterlooville could have a similar effect, raising the profile of the area and increasing a sense of pride.
- Although primarily a project in which the output is a new volume of poetry, the online campaign has allowed poetry to be shared positively on platforms such as X in smaller bite-sized pieces, creating alternate and more accessible ways to experience the commission.
- The project also draws similarities in the mixed use of poetry as song lyrics. Working with words in a similar way our Strand 1 writers commission would have the flexibility to be used within song, online in posts, as video content and also as inspiration for further creative activity within the development.

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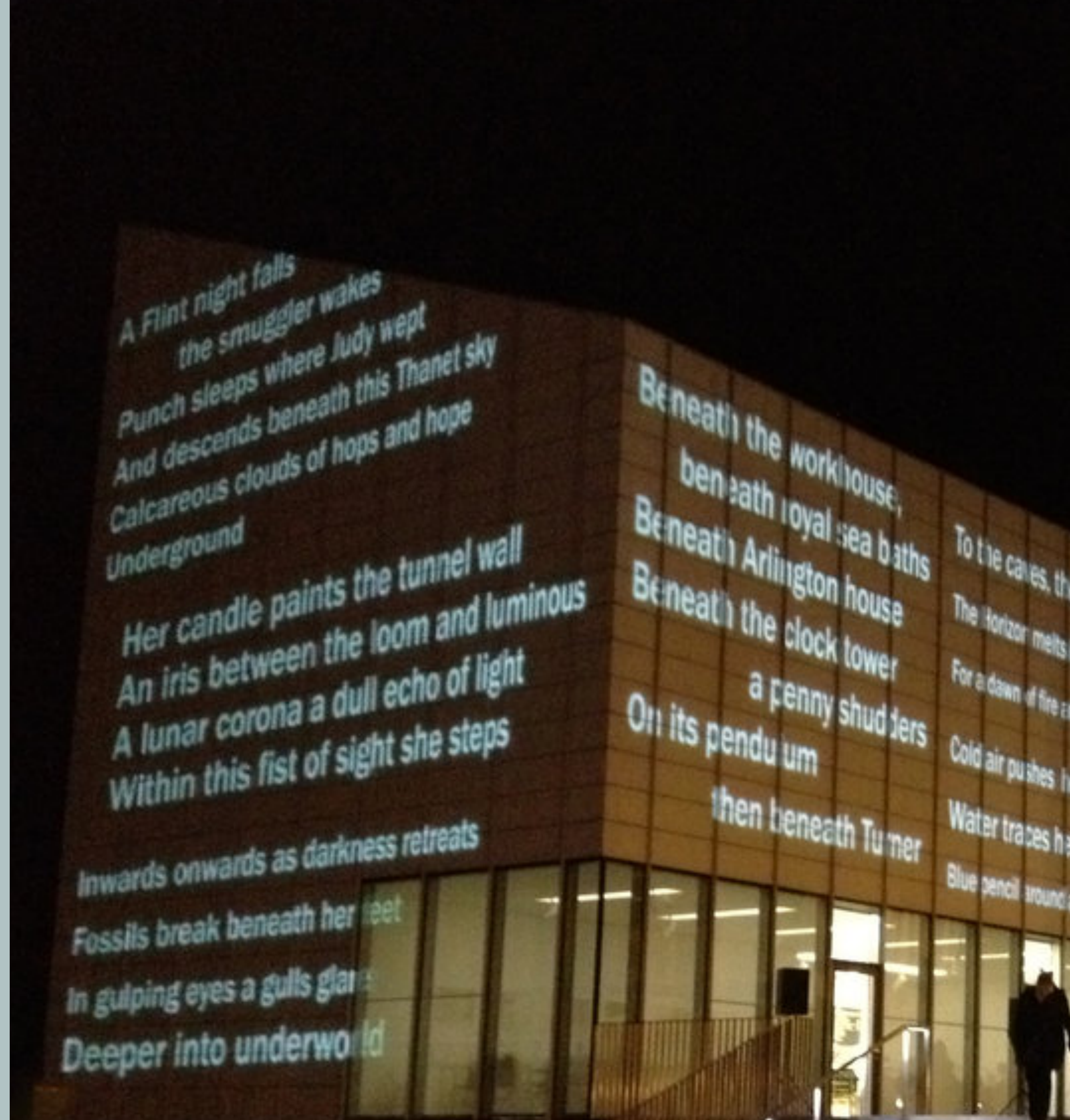


Illustrations by Angela Harding

Case Study 3:

Lemn Sissay: Poetry Isle

Poetry Isle was designed and delivered by arts organisation 'Workers of Art' in partnership with Community Development at Thanet District Council and Arts Council England.



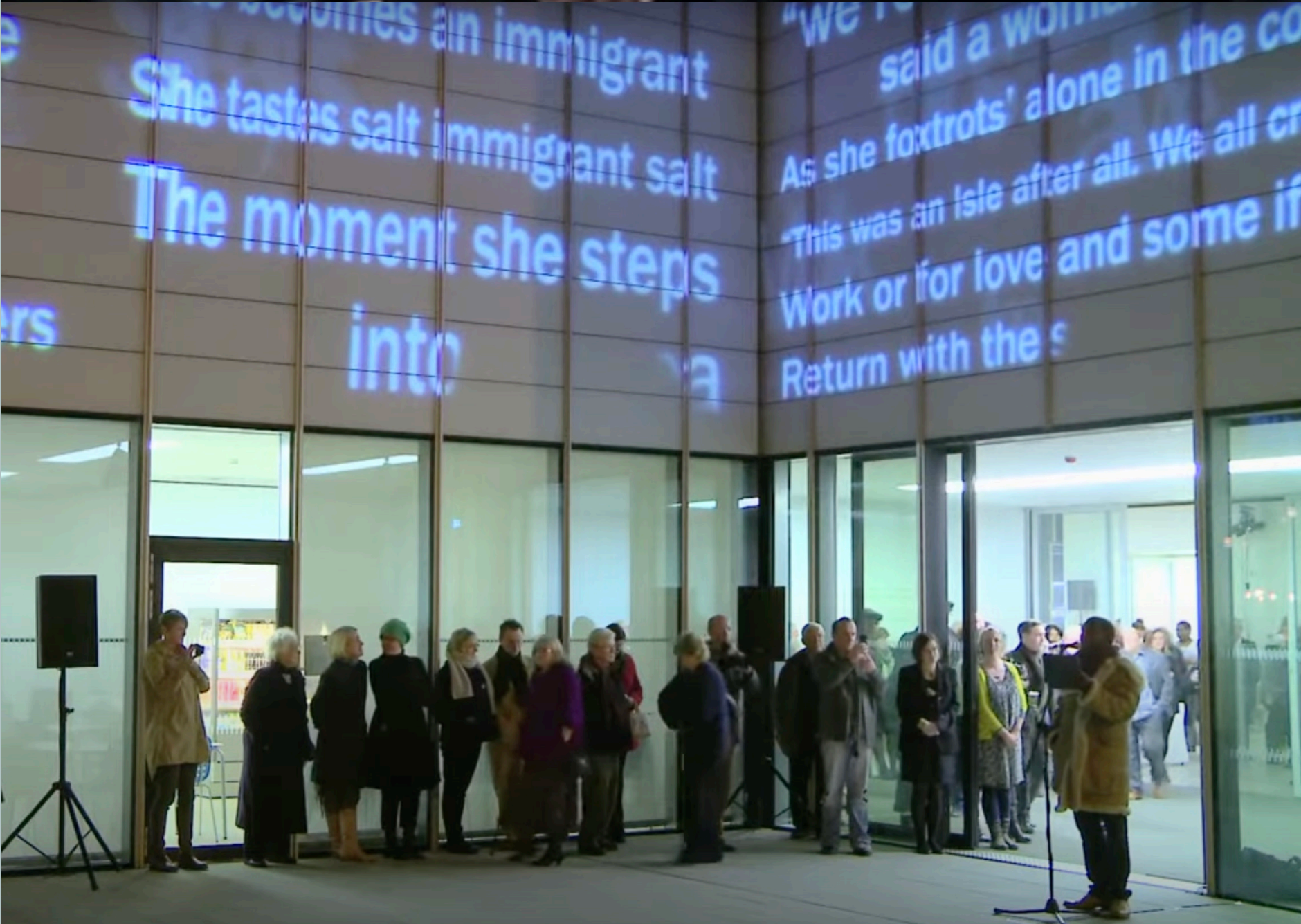
Lemn Sissay worked with three communities within Thanet - Minster, St Nicholas at Wade and Margate. From the communities he gathered thoughts, feelings and memories about the places they live - these then inspired the poem he wrote for the people of Thanet.

The poem was presented as part of a community celebration on the 26th January 2012 in each of the three places about which it had been written. In St. Nicholas at Wade the poem was translated into a song, in Minster a dance was performed at the Abbey and in Margate the poem was projected onto the Turner Contemporary building.

The Project aimed to explore the role of the artist within our changing communities and more specifically to promote, inspire and stimulate a love of poetry.

Kent based projection company Clever Projections created a dynamic and visually stimulating projection of the poem that was launched on the day of celebration and remained on the building for 4 nights. Students from Christchurch University were involved in the design of the animation.

Among the local artists taking part were the company "StevensonThompson" in collaboration with associate dance company "Moving On". International composer, conductor and musician Tony Castro created a song inspired by the poem. This was sung by a local community choir "The Big Sing".



Images right: Opening night event, 26 January 2012

How is this relevant to Waterloooville?

- Poetry Isle had many different dimensions and ways for the local community to get involved. This included opportunities to take part in and/or experience many different artforms.
- The main opening event was celebratory, Sissay's work elevated the stories and the life of the town and created a newsworthy event which brought a pride to Thanet
- The project connected groups of people together, creating lasting partnerships. For example the Big Sing Choir which was created for the purpose of performing the poem remained together following the event and is now one of the largest community choirs in the UK. They have also gone on to work with other contemporary artists and composers.
- Writers such as Sissay, who are experienced in sharing their words outwith the traditional book format, in landmark works such as the one pictured (right) can bring a playfulness to language that can be appreciated across generations.

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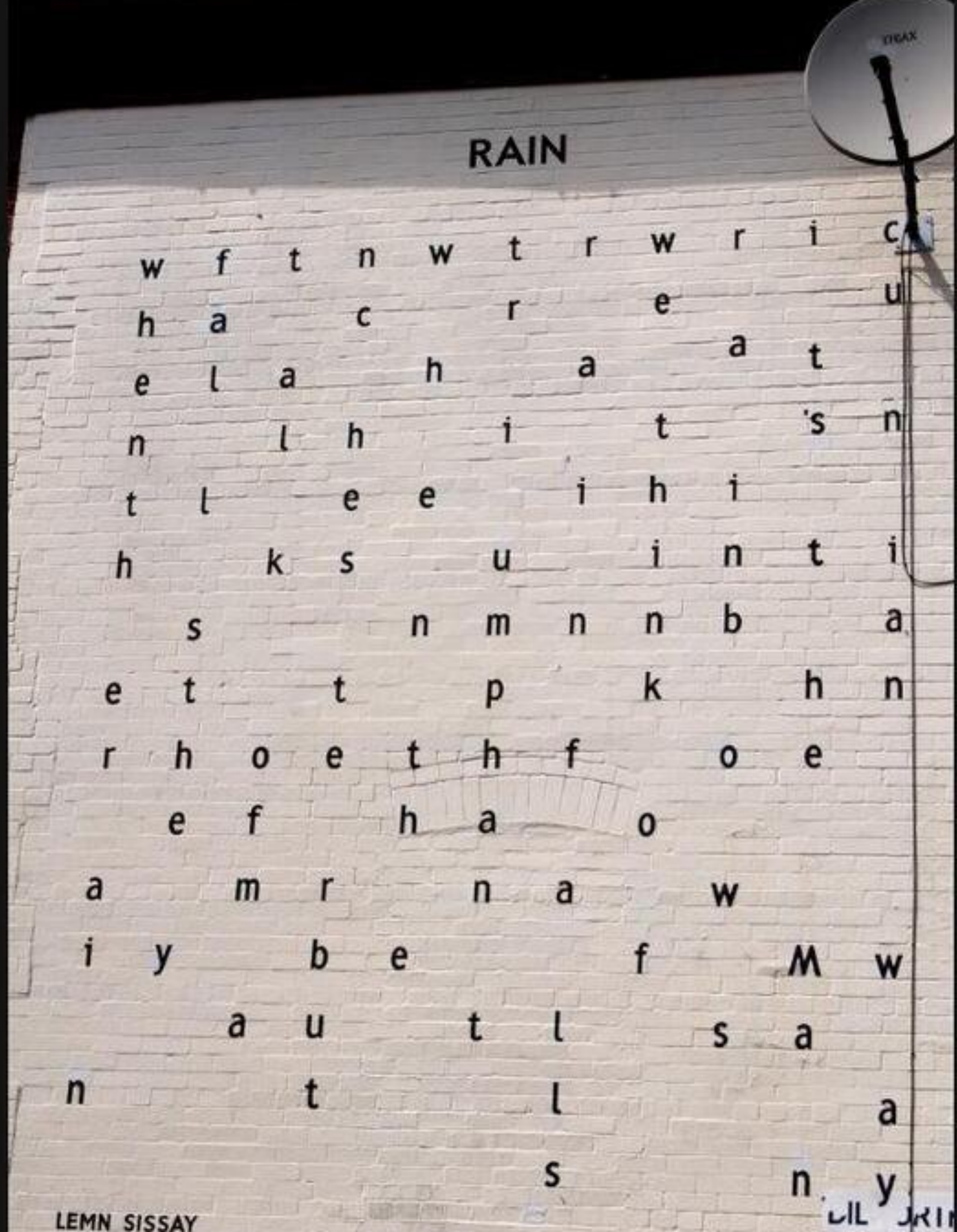


Image: Lemn Sissay, Rain

Case Study 4:

Rowan McCabe: Door to Door Poetry



Door-to-Door Poetry is a project by Rowan McCabe. Starting in his home town of Newcastle upon Tyne, Rowan began knocking on strangers' doors and asking what is important to them; he then went away and wrote a poem about this, free of charge, before bringing it back and performing it on their doorstep.

The project was funded by Arts Council England and was featured in the Guardian, on BBC Breakfast and on NPR.

Rowan blogged about the entire experience and you can read the stories of the people he met and the poems he wrote for them here; from the beginnings of the project and his visit to the infamous Byker Wall, to his journey around the whole of England, including his trip to the Anti-Fracking Nanas in Blackpool and the isolated island of Lundy.

Rowan also performs on stages as well as doorsteps and has appeared at Glastonbury Festival and the Royal Albert Hall.

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This article is more than 7 years old

The world's first door-to-door poet: 'I thought people would tell me to piss off'

At this year's singularly muddy Glastonbury, Rowan McCabe explained why he was delivering bespoke poetry to bedraggled campers



Poet's calling ... Rowan McCabe offers his services to a festivalgoer.



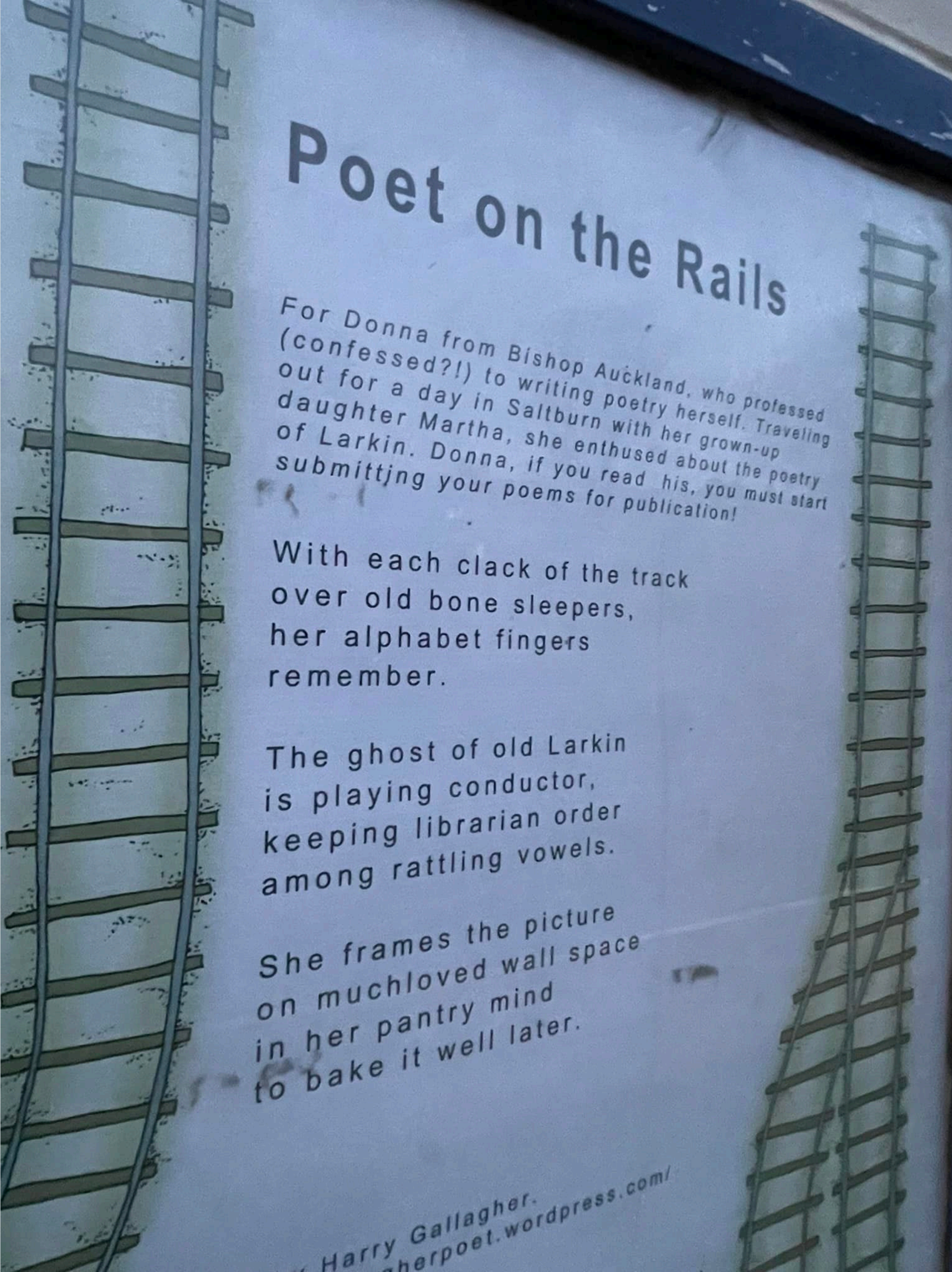
HIP YAK POETRY SHACK
25 - 28 JULY 2024
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LEMN SISSAY • DIZRAELI
KATE FOX • BOHDAN PIASECKI

TESTAMENT • JASMINE GARDOSI • REBECCA TANTONY
DEANNA RODGER • ROWAN MCCABE
SHAGUFTA K IQBAL • EDWARD TRIPP • ERIN FORNOFF
IONA LEE • IFOR AP GLYN • JOSIE ALFORD
ALEX VELLIS • ELLIE BROOKS
EILEEN GBAGBO • JAY SANDHU
JEMMA HATHAWAY • CERI BAKER

HOSTS
LIV TORC • JONNY FLUFFYPUNK
ELVIS MCGONAGALL

SHOWS
POETRY SHORTS • SPIN • HOT POETS
SPICY SERENADE • DOOR-TO-DOOR POET



How is this relevant to Waterloooville?

- Rowan's project is a good example of how a writer could approach the project in a non-tradition way, involving the local community but in a quieter way.
- The work is focused on conversations and stories from people who perhaps felt their words were not 'worthy' of poetry. The individual nature of how he works allows people to feel listened too and included.



Strand 2: Case Studies

Case Study 5:

Art Assassins X Cecilia Knapp:
Honey Locust Baby

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and kind of encrypt your life story or secrets

Image: Honey Locust Baby film still



and kind of encrypt your life story or secrets

How is this relevant to Waterlooville?

- The project illustrates the pairing of writers working in a project based way with young people and what successful co-creation can look like.
- The project is location-specific, drawing on the urban areas in which the Art Assassins live and their different relationships to the area.
- Cecilia Knapp was a well chosen writer for working with this group and she was able to gently guide and support the Art Assassins, allowing them to feel an ownership of the project. The selection of appropriate writers for Strand 2 workshops is essential to our proposed programme.
- The project utilises Instagram and TikTok as platforms to engage young people, in a similar way our Strand 2 writers could use social media to reach groups within the development and allow them to create online communities.

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Image: Art Assassins Instagram grid

Case Study 6: The New Mothers Writing Circle



EMPOWERING NEW MUMS



How is this relevant to Waterloooville?

- The project focuses on certain groups who perhaps feel they do not have time to take part in a creative activity just for themselves
- The project created a strong sense of community and allowed mothers to build a local support network which endured past the organised workshop period.
- Even groups that are considered 'unlikely' to want or be able to participate due to circumstances can be reached and engaged when projects are shaped and marketed by those experienced in doing so.
- As well as collective impact writing projects can bring about positive impact on individuals in a very personal and meaningful way

Image: New Mothers Writing Circle Testimoni-wall

It was much, much more valuable to me than just any baby class. It connected me with my creativity and myself at a time when nothing else did.

I was a little bit terrified when I signed up as someone who had not done creative writing since school, but having taken part I wish every mother had the opportunity to be part of a group like this. These conversations about motherhood are so important, and it feels like no-one else is having them.

I really enjoyed the focus on creativity. At a time in your life where everything becomes about the practicalities of being responsible for a small human it was so wonderful to set aside an hour or two a week to create.

I valued that the focus was the mums and not the kids.

The nicest thing for me was the sense of community fostered within the group - it felt a very supportive and non-judgemental 'safe space' to air thoughts and

I found the actual writing exercises stimulating right from the start, but they became more and more profound for me as we went along. I use writing in my professional life but had been wondering whether it was something I would go on with at all. It really seemed impossible. I feel that not only has the group brought my confidence back

Words to Walls,
Words to Floors,
Words for all





Channel 4, Proud All Over, Brand Campaign

A nighttime photograph of the New York State Supreme Court Building. The building's classical architecture, featuring a large portico with columns and a pediment, is visible. The text "WE ARE THE VOICES BEHIND THE WALL" is projected in large, bright yellow-green letters across the middle of the building's facade. The background shows a dark sky and a modern skyscraper to the right with some lit windows.

**WE ARE THE VOICES
BEHIND THE WALL**

"The Writing On The Wall" art installation projects writings by incarcerated people onto the sides of buildings, such as The New York State Supreme Court Building,



Ed Ruscha, Honey, I Twisted Through More Damn Traffic Today, High Line, New York

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Status Report – Newlands Parish Council

1. The Parish has changed its management team in preparation for taking on responsibilities for open space and facilities such as allotments, the Sports Pavilion and the Community Centre by appointing Luke Hayter, formerly the Parish Warden, as Operations and Assets Manager tasked with developing a five-year organisation and staffing plan. A Minutes Clerk will also be appointed to allow the Clerk to concentrate on these changes.
2. Regular meetings continue to be held with Grainger with the Parish represented by the Clerk and Operations Manager to plan the transfer of assets.
3. Transfer of public open space from Winchester City Council to the Parish in Wellington Park is still delayed by the failure by Taylor Wimpey and Southern Water to conclude the S104 agreement but it is hoped that will occur shortly so that road adoption can also commence. The RFO has started preparations for land and commuted sum transfer.
4. Taylor Wimpey have not yet resolved the issue of tree planting over the sewer easements in the open space adjacent to the Old Park Farm Stream which has delayed the initial transfer of this area to Winchester City Council.
5. Discussions have taken place with Havant Borough Council on the need for them to adopt their areas of public open space within Wellington Park.
6. Discussions are under way with Havant Borough Council on creation of a foot and cycle access between Brambles Farm and Wellington Park as part of their Wellbeing Strategy.
7. Initial discussion has taken place with Havant Borough Council on resolution of the management of the Town Park which lies within both Districts.

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