

# Artist Quarters

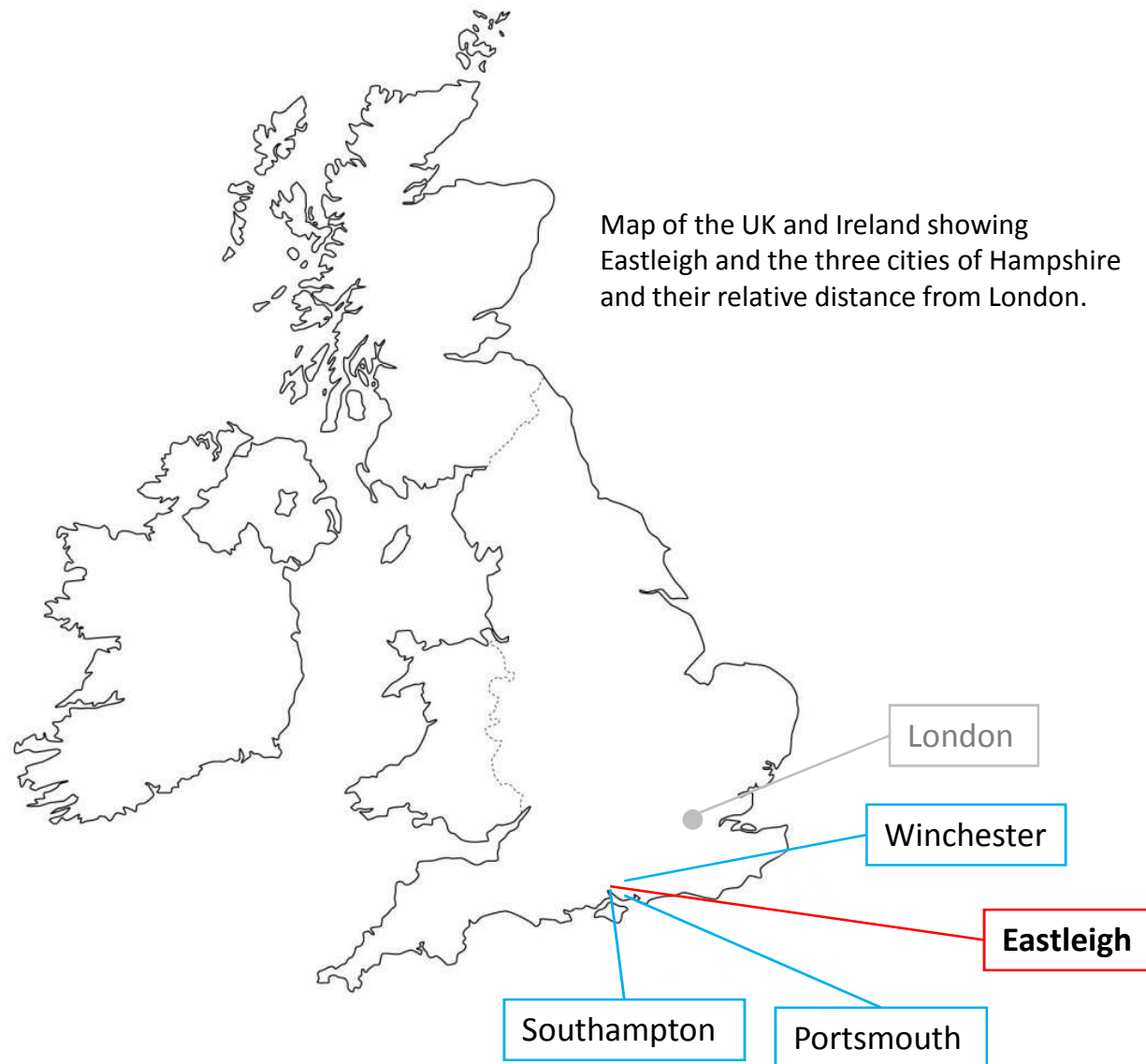
A new and unique local authority initiated programme supporting start-up entrepreneurs in performing arts

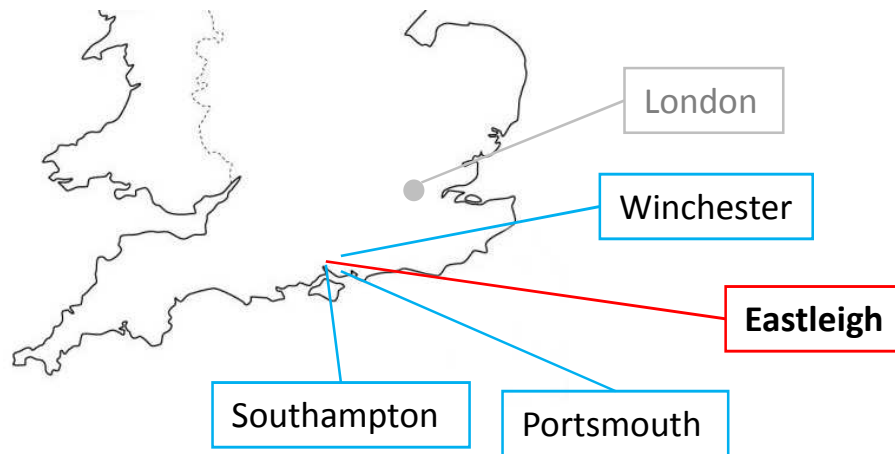


Udifydance by Peter Langdown, 2010

**Dr Cheryl Butler**  
Head of Culture  
Eastleigh Borough Council, UK  
[cheryl.butler@eastleigh.gov.uk](mailto:cheryl.butler@eastleigh.gov.uk)

# Eastleigh in Hampshire, UK





UNIVERSITY OF  
**Southampton**

THE UNIVERSITY OF  
**WINCHESTER**

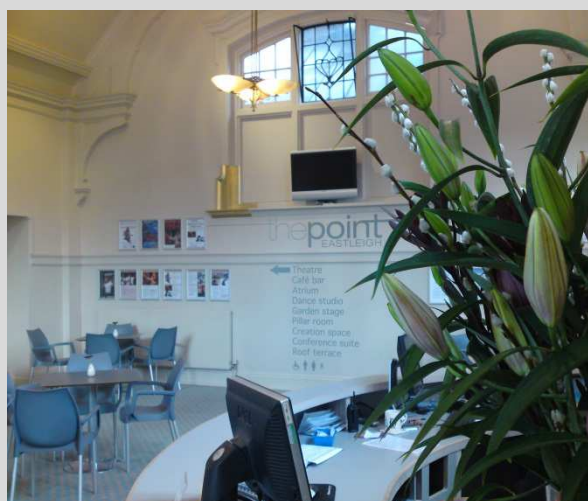


- Eastleigh is at the centre of a creative hub fed by four universities producing over 7,000 graduates in cultural and creative disciplines every year (Smith, 2009).
- The number of creative firms and creative jobs in Eastleigh are both above the national average (Chapain, 2010).
- Arts participation in Eastleigh is 50.6% which is above the 45.2% national average (Audiences South et al, 2010).
- The performing arts, music and visual arts are the largest employers in the UK's creative industries sector (DCMS, 2011).
- In 2010 the creative industries accounted for 5.1% of employment in the UK (1.5 million people) and this figure continues to rise (DCMS, 2011).

#### References

Audiences South, Cultural Consulting, Elson, M., Freeman, C. (2010) The South Hampshire and Hampshire Cultural Infrastructure Audit. Winchester: HCC, PUSH  
 Chapain, C. (2010) Creative Industries in the Partnership for Urban South Hampshire (PUSH) Area. Birmingham: Centre for Urban and Regional Studies  
 DCMS (2011) Economic Estimates Bulletin. London: UK Department for Culture, Media and Sport  
 Smith, M. (2009) Supporting Creative Industries and New Artists in Southampton and the Wider PUSH Sub Region. Southampton: 'a space'









The Point is the only venue in the UK with a creation space and accommodation on the same site as a professional theatre and arts complex.





## Artist Quarters

- Artistic mentorship and the support of a dedicated Creative Producer;
- Specialist business skills advice and guidance in administration, marketing and audience development.
- Facilitated access to regional networks and events;
- Opportunities to share work in progress and gain feedback from audiences, artists and other creative people;
- Office space and access to rehearsal and performance space;
- Complimentary tickets for shows and a concessionary rate for training events and conferences at The Point.



## University research partnerships

MA (Res) research by Peter Knight at the University of Southampton, 2010.

*Investigating Eastleigh as a case study of cultural and creative regeneration in the UK\**

\*The report can be accessed at [www.creativeeastleigh.co.uk](http://www.creativeeastleigh.co.uk).

PhD research by Paul Spencer at the University of Winchester.

*Art, Culture and Creative Industries in the UK: Case Studies in South Hampshire*

Artist Quarters is a case study for this research and there is an on-going evaluation of the programme and a longitudinal study documenting the career development of the individuals enrolled onto the programme.



