

## **ALTON'S SHARED CREATIVE VISION**

### **What we believe in**

We believe that

1. current developments in Alton need to deliver lasting benefits for the town. In particular, in relation to the arts.
2. the arts are intrinsic to the community requirements of Alton and should be considered in the decision-making in relation to provision of community facilities in Alton.
3. providing a range of services that are accessible to all local people, new employment and new facilities for the local community will attract people to Alton.

### **How can this be achieved?**

We believe that this can be achieved by the creation of a mixed-use arts facility that will successfully strengthen the community facilities in the town centre.

### **How our solution must have the community at its heart**

A mixed-use arts facility will provide access to high quality arts facilities for:

1. those in the local community who currently are not able to access the current facilities or only with considerable difficulty. In particular, those with mobility requirements;
2. young people in our community who currently have limited or no access to appropriate social and performance space;
3. our increasingly diverse town through multicultural performance opportunities and a place to meet other community members across all ethnicities.

### **How our solution must have long term financial benefits for our town**

A mixed-use arts facility within Alton provides commercial opportunities for the town, such as:

1. employment (including but not limited to front of house, box office, maintenance, cleaning, catering, IT and marketing);
2. longer term increased reputation of the town as a place to visit and live resulting in increased income for the town across different commercial areas.
3. revenue generation (including but not limited to hire fees, income from any catering offered on site, services offered to users, commission on box office takings, fees for using marketing services, hire of spaces for corporate events, children's parties, choir rehearsals);
4. increased footfall to the town centre and surrounding area impacting positively on income for local shops, catering and other services in the town centre;
5. opportunity for further financial support from sponsorship from local business and funding from trusts, foundations and corporate organisations to support the arts and social mobility/diversity.

### **What does Alton need in a mixed use arts venue?**

- A large, flexible performance space capable of accommodating large performing ensemble with an audience of 200-250, and which can be configured in a number of ways for concerts and staged performances, dinners, dances, exhibitions, dance shows, rehearsals; lectures, conferences, public meetings, etc.;
- A number of adjacent rooms which can be used for meetings, rehearsals, dressing rooms, local radio broadcasting etc.;
- Stage lighting, film projection equipment, and sound amplification systems;
- Retractable tiered seating;
- Bar and catering facilities; adequate toilets and washrooms;
- Adequate parking and easy access from the centre of town, the railway station and bus stops.

**Rebekah Abbott** Musical Director, Luminosa, Luminosa Chamber Choir and Luminosa Young Voices  
**Lii Carr** Conductor, Ancora Female Voice Choir  
**Chris Gardner** Conductor, Alton Concert Orchestra and Cantique Chamber Choir  
**Neil Gibbs** Head of Drama, Amery Hill School  
**Brian Good** Bagatelle (Secretary and Treasurer), Alton Morris  
**Jane Gray** Chairman and Artistic Director, Opera Loki  
**Tim Guilding** Chairman, Alton Fringe Theatre  
**Andrew Joy**, District and County Councillor  
**Christopher Lawrence** Chairman, Alton Operatic and Dramatic Society  
**Dr. Chris Leggett** Chairman, Alton Concert Orchestra  
**Ian W. Morrish** Director of Music, Alton Concert Band  
**Carolyn Robson** Musical Director, Alton Community Choir  
**Angela Small** Senior Co-ordinator, Home-Start Hampshire  
**David Way** Director, Wey Valley Radio  
**Tony Willman** Assistant Chairman, Alton Concert Band