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**NOTICE OF MEETING**

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**ECONOMIC DEVELOPMENT, CULTURE & LEISURE SCRUTINY PANEL**

**WEDNESDAY, 12 NOVEMBER 2014 AT 6.00 PM**

**CONFERENCE ROOM A - CIVIC OFFICES**

Telephone enquiries to Joanne Wildsmith CCDS Tel: 9283 4057  
Email: [joanne.wildsmith@portsmouthcc.gov.uk](mailto:joanne.wildsmith@portsmouthcc.gov.uk)

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**Membership:**

Councillor Julie Swan (Chair)  
Councillor Simon Boshier  
Councillor Ben Dowling  
Councillor Hannah Hockaday  
Councillor Lee Hunt  
Councillor Matthew Winnington (Vice-Chair)

**Standing Deputies**

Councillor Alicia Denny  
Councillor David Fuller  
Councillor Phil Smith  
Councillor Lynne Stagg  
Councillor Alistair Thompson

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(NB This Agenda should be retained for future reference with the minutes of this meeting.)

Please note that the agenda, minutes and non-exempt reports are available to view online on the Portsmouth City Council website: [www.portsmouth.gov.uk](http://www.portsmouth.gov.uk)

**AGENDA**

- 1 Apologies for absence**
- 2 Declarations of Members' Interests**
- 3 Minutes of Previous Meeting - 22 October 2014**

The minutes of the EDCL Scrutiny Panel meeting of 22 October 2014 will

follow, for approval at the meeting.

**4 Review - Revitalising local high streets and secondary shopping centre areas in the city (Pages 1 - 44)**

**i) Traders' Associations**

The following traders' representatives have been invited to attend, with some of their ideas having been forwarded to the panel separately:

- Tony Broome, Cosham
- Jenni Catlow, Albert Road
- Tobi Stidolph, Castle Road

**ii) Role of Town Centre Management**

Papers by Alan Cufley, Head of Assets, Business and Standards and Barry Walker, City Centre Manager attached - to be presented by Barry Walker at the meeting (these were deferred from meeting of 22 October).

**iii) Libraries and paper from Cultural Services**

Lindy Elliott, Library & Archive Services Manager to attend to discuss ideas raised involving the Library Service, including the visits of the mobile library to the shopping areas.

**iv) Future of High Streets Conference** - report by Cllr Swan as Chair of EDCL Scrutiny Panel attached (which was deferred from meeting of 22 October).

**v) Planning documents**

District Centre maps are available to view on pages 67-70 of the Portsmouth Plan <https://www.portsmouth.gov.uk/ext/documents-external/pln-portsmouth-plan-post-adoption.pdf> with descriptions of the shopping areas up to page 74. Other maps have been sent separately to the panel.

**vi) Parking Provision in secondary shopping areas**

Following discussion with Michael Robinson, Parking Operations Manager at the last meeting the attached summary document has been provided by the Head of Transport and Environment.

## **5 Date of next meeting**

To discuss a suitable date for the EDCL panel's next meeting to continue this review.

Members of the public are now permitted to use both audio visual recording devices and social media during this meeting, on the understanding that it neither disrupts the meeting or records those stating explicitly that they do not wish to be recorded. Guidance on the use of devices at meetings open to the public is available on the Council's website and posters on the wall of the meeting's venue.

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# Agenda Item 4

ECDL Scrutiny Panel - 22 October 2014

## TOWN CENTRE MANAGEMENT AND BUSINESS GROUPS

**When deciding a plan for each retail centre we collate several key pieces of information. This helps then set the goal for each centre and identify the steps that may be required to achieve the goal.**

### **INITIATION**

Who currently uses the centre

Who is expected to use the centre in the future

Determine Desires/Expectations - question and listen

Document Desires/Expectations as outcomes - list of goals and targets

What makes the centre different - its differentiators

### **OPERATIONS**

Define a 'management' group - from businesses who want change

Other than chair/leader and minutes secretary (often TCM initially) do not give roles

Do something - an event or activity

Decide if funds are required and how funds will be raised (set up account)

#### ***Later***

Find the barriers and resolve

Set Terms of Reference, Articles of Association etc

Not for Profit Company and Officers

### **TOWN CENTRE MANAGEMENT**

Look to help with events and activities (limited time & funds)

Guidance - by TCM

Premises Licence

Temporary Event Notice - Licensing

Event Application - Events Team

Encouragement

Experience - other groups

### **EVENTS and ACTIVITIES**

Event

Celebrations

Entertainment

Markets, Street Trading, or similar

## **BUSINESS GROUPS/ACTIVITIES CURRENTLY SUPPORTED**

### **CITY CENTRE**

Informal business group  
Meetings set for 2015  
Weekly Market  
Christmas Market  
Occasional Markets  
Things for Kids to Do Event  
Christmas Lights  
Christmas Lights-On Event  
Regular Exhibitions  
Activities from Time to Time  
TCM Event Applications

[Guildhall Square Christmas tree lights only]  
[Events and Tree provision by others]

### **COSHAM**

Informal business group - active chair  
Meetings from Time to Time  
Monday Market  
Christmas Lights and Christmas tree plus lights  
Christmas Lights-On Event  
Occasional Exhibitions  
Activities from Time to Time  
TCM Event Applications

### **NORTH END**

Informal business group in the past  
No business group at present  
Christmas Lights  
Lights Celebration Event by Church  
TCM Event Applications

### **CASTLE ROAD**

Informal business group  
Meetings from Time to Time  
Christmas Street Event by Business Group  
Simple Christmas Festoon Lights  
Lights Celebration Event by Business Group  
Business Group Event Applications  
Independent Group  
TCM support for festoon lights

### **SOUTHSEA**

Informal business group  
October meeting to re-establish group  
Arts & Collectables - Monthly Market  
Farmers - Monthly Market  
Love Southsea - Monthly Market weekends  
Continental Market - Italian 3 per year  
Christmas Lights and Christmas tree plus lights  
Christmas Lights-On Event  
Occasional Exhibitions  
Activities from Time to Time  
TCM Event Applications

### **ALBERT ROAD**

Formal business group  
Regular Meetings and AGM  
Christmas Lights (no tree 2014)  
Christmas Lights Celebration Event  
Street Events by Business Group  
Mainly Independent Group  
TCM Event Applications

### **DRAYTON**

Informal business group in the past  
No business group at present  
Christmas tree and tree lights  
No Events

### **PAULSGROVE**

No business group  
David Horne organises event  
Christmas Lights and Christmas tree plus lights  
Christmas Lights-On Event  
Event Application by David Horne

### **FRATTON**

No business group at present  
Initial meeting to establish interest  
Further motivation required  
Work with Fratton Big Local group

***BARRY WALKER CITY & TOWN CENTRE  
MANAGERS OCTOBER 2014***

## **EDCL Scrutiny Panel - 22 October 2014**

### ***'Revitalising local high streets and secondary shopping centre area in the city'***

#### **TOWN CENTRE MANAGEMENT**

This document provides an overview of the role of Town Centre Management.

##### **ROLE SUMMARY**

To work with businesses, local community and PCC to lead the promotion and management of initiatives designed to maintain, support and enhance the position of Portsmouth City Centre as a sub-regional shopping centre.

- To co-ordinate the aims of the City Council with the aims of business.
- To create an environment in which business can flourish.
- To represent business needs to the City Council.
- To co-ordinate the different City Council functions where they impact on Town Centres.
- To maximise the benefit and minimise the detriment of Town Centre developments.
- To be a conduit and a catalyst.

In more simplistic terms town centre management focus on two key issues: How many people come and how long they stay. The terminology is footfall and dwell time.

##### **TOWN CENTRES**

Nearly everyone depends on our town centres for access to shopping, entertainment, leisure, culture, public services and transportation. Portsmouth town centres are natural locations for trade and commerce and, in a very real sense, they are the heart of their community. Their management is central to the prosperity and well-being of whole communities as they are the main drivers of the sub-regional and local economy. A local centre is also very important to the community surrounding it. Additionally the City Centre acts as a focal point for local government and public administration. It is therefore difficult to overstate the importance of these centres.

These town centres are no longer about the 9 – 5 economy. The value of the evening and night time economy in terms of jobs, and business creation, is also very important. The evening and night time economy is worth about £450 million to Portsmouth. Developing leisure activities and places to meet within the local community would also have many benefits.

Footfall in the City Centre is about 9% down over the past 10 years and shows a decrease this year so far of 6%. Southsea has decreased by 21% over the past 10 years and shows an increase this year so far of 5%. The deeper and earlier decline in Southsea would reflect the greater impact of Gunwharf Quays on Southsea.

The 80s and early 90s saw a decline in most town and city centres due to out of town developments which led to a “town centres first” planning policy and the development of town centre management initiatives. We are facing a similar crisis now due to the internet and a change in retail patterns. Centres must now be more than a retail hub. Nationally Town centres are under threat. Visits to town centres have declined by over 20% in the last 5 years. In Portsmouth over the past 5 years footfall has declined by 7% in the City Centre and decreased in Southsea by 6%.

Centres now need to be much more than shops and must have an affinity with their communities if they are to succeed. There has never been a more important time to help town centres meet the challenges facing them.

## **CO-ORDINATED APPROACH**

Town Centre Management aims is to develop a co-ordinated pro-active approach which helps ensure that our town and city centres are desirable and attractive places at all times of the day. Town Centre Management is a partnership between the public and private sectors and brings together a wide-range of key interests to promote the vitality and viability of a town centre and maintain its key role as the heart of its community.

Externally we also need to promote a co-ordinated offer. The City has a disparate retail offer with the sub-regional shopping offer in effect being split across three primary retail centres. These primary retail centres, The City Centre, Southsea Town Centre and Gunwharf Quays, are inextricably linked in determining our City's competitive position and it is the combined offer, which will differentiate our City from its regional competitors. It is therefore critical that these three centres work together to deliver a positive shopper, visitor, employee and resident experience. These centres together define the overall City retail offer and it is by working together that they contribute effectively to the City's economy.

A mind's eye image of a City is invariably based on the perception of the retail offer. When a town or city is named, say, Southampton, Chichester, Guildford, Brighton, most people will think about the Town Centre and its shopping experience before its cultural / theatrical offering. Likewise, all centres, and in particular the City Centre, have a particular role in delivering Civic Pride and determining how residents view their local authority.

The character of the City may be defined by its unique 3-Centre retail offer however the District Centres of Cosham, North End together with Albert Road and Elm Grove each has a specific role that is particularly important for residents and employees.

### **Focus**

Town centre management initiatives have also been focused on resolving environmental, security or marketing issues applicable to each centre.

We have initiated and supported Pubwatch schemes in the City Centre, Southsea and North End. We also initiated and support the Portsmouth Business Crime Reduction Partnership. These initiatives will have contributed to the falling crime rates.

Environmental Improvement projects commenced in the City Centre have also been delivered in Southsea, Albert Road, North End and Cosham. There has also been an interim improvement project in the City Centre pending the northern quarter development capital. The City Centre Manager has always acted as 'the Client' for these schemes.

We initiated the '3 Centre Retail Strategy', now incorporated into the City Planning documents, and we are working with City Centre, Southsea and Gunwharf business representatives to publicise the comprehensive offer that defines Portsmouth.

In Southsea the focus has been on specific programmes to protect the centre from the challenges presented by Gunwharf Quays and the development of the City Centre northern quarter. The Portsmouth Shopping Study Update of October 2009 identified issues facing Southsea and concluded that the Southsea Retail Centre has fallen in national ranking, and was a relatively unattractive location for retail investors. These problems needed to be addressed and we developed a clear Southsea Town Centre brand identity, which has been shared with the Southsea Beach group and Southsea Directory, and this has created a visual presence. The introduction of Hampshire Farmers Market, Love Southsea Market, occasional Continental Markets and the Arts & Collectables market, together with the annual Southsea Food Festival, has created an appealing identity that is supported by the local community. This is sound platform on which the marketing of Southsea can be developed.

The provision of Christmas Lights for the city was contracted out in 2008 thereby containing the cost and allowing a wider provision of the service. The development of Christmas Lights delivered to town and local centres across the city has engaged the communities in their area with switch-on events and celebrations. More recently the 'Shop Local' campaigns and the introduction of welcome banners engages the community. Similarly, the Independents Day launch has been well supported by the business community and sole traders.

The on-going delays to the city centre northern quarter development threaten the future of the City Centre. Specific focus and much work must now be undertaken to enhance the City Centre offer. If its status were to continue to decline as a sub-regional centre, it will have a long term negative impact on our retail and tourism industry. It cannot be isolated and set aside. What happens to the City Centre will enhance or be a liability to our tourism offer. The loss of these visitors will damage Portsmouth for many years to come.

A strategy for the city centre would include transport and access, environmental quality, cleanliness, safety and security and things for kids to do. It would indicate how what the City Centre has to offer would be improved and highlight strengths so as to attract people and investment. Town Centre Management plays a key role in delivering these strategic objectives and, as well as performing the role of client as it has done before with other schemes, could detail Action Plans that identify how the strategy is to be delivered.

The local authority, business partnership and involvement of key interests working through project groups mean that town and city centre management can:

- Create environments that are clean and safe by better management together with focussed investment in maintenance and security.
- Improve transport, parking, orientation and accessibility.
- Add vitality through professional marketing and events programmes.
- Stimulate growth by inward investment and development and through work with existing businesses.
- Develop branding that stresses distinctiveness and changes perceptions.
- Celebrate local heritage through tourism and destination management.
- Expand opportunities through developing training and employment programmes.
- Increase choice and diversity by promoting and integrating new amenities, residential development and the night-time economy.
- Enhance quality through public art and major infrastructure improvements to the public realm.
- Ensure that the town or city centre is welcoming to all and an experience worth having.

Through effective operations teams we will see an improvement in environmental quality with planting, greening, cleansing and community safety schemes, and this will make the city centre a more attractive place to visit and in which to trade. The more strategic initiatives will play a key role in attracting substantial investment into the centre; in helping to resolve transport and access deficiencies; in making centres places people want to live; and in creating vibrant trading and business environments.

## **GOING FORWARD**

Town Centre Management continues to respond to the new challenges facing our town and city centres. There will now be a greater focus on the City Centre.

Southsea Town Centre has both a clear and improved identity and a marketing plan will now be developed.

Through business groups and our own activity, we will continue to help the District Centres thrive.

It is possible that the skills and know-how held within Town Centre Management could be used enable all centres, including local centres, to achieve their potential.

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Report to: EDCL Scrutiny Panel - 22 October 2014

Report by: Councillor Julie Swan, Chair of EDCL Scrutiny Panel

Title: The Future of UK High Streets: Driving Local Growth and Regeneration

I attended the conference along with Claire Upton-Brown, City Development Manager, on 18 September in London, to bring back ideas to the panel for their consideration. Penny Mordaunt MP was the 1<sup>st</sup> speaker, as High Streets Minister, who referred to the Cosham Traders Association and how they had helped to rejuvenate Cosham High Street. The contribution of Tony Coombes, owner of a Key Cutting business in Cosham was highlighted.

Delegates were directed to the **Great British High Street** website: [www.thegreatbritishhighstreet.co.uk](http://www.thegreatbritishhighstreet.co.uk) who are running a campaign called 'Love your local market'. This campaign has helped to rejuvenate many local high streets and provides ideas that have worked in the past to help increase footfall.

There is a **Christmas Market Action Day** campaign to be held nationally on December 6<sup>th</sup>, also accessible from the same link as above. Need further information on this.

Ideas raised to help stimulate **market days**:

- Free Parking
- Youth Markets (encourage young traders by promoting reduced price young traders licenses)
- Combine youth theatre and dance on youth market days
- Themed Market Days
- Encourage traders by setting stall costs at £10 per table and reduce table size to 6ft maximum
- Night time Markets to encourage evening economy

**Problems** that affect shopping areas and reduce footfall:

- Business Rates
- Tatty shop fronts
- No 'main draw'
- Too many hot food takeaways

Can hot food takeaways be restricted, especially close to schools?

**Ideas for tackling Tatty Shop Fronts -**

- (i) **Art projects** - if businesses sign up to this then we could potentially look at some sort of art project, perhaps in conjunction with the University/Local Artists to 'paint' shutters so that when shops are closed the area looks good (refer to article called "Culture on the High Street").
- (ii) Also check out a scheme called '**nominate your neighbourhood**' which ran a Street Art Programme via The Londonist (online paper) - the Street Art increased footfall by 75%.

**Main Draw -**

- (i) Key shops
- (ii) Community attractions can include a Medical/Health Centre

- (iii) Attract shoppers via a '**Makers Emporium**' where closed premises are re-opened to allow micro business artisans to have a stall/area within the space where they can sell their own produced wares. These premises would need to be properly run by an experienced Retail/Store Manager who would be there to assist the business owners with how to display and sell goods whilst advising on invoicing and receipts etc. (everything that being a store manager generally entails). These 'artisans' can be encouraged to gain their own shops by reducing rates on empty properties in the area for a period of time after which they have established and grown too big for the Emporium. Thus ensuring a flow of local companies and helping to give people a hand to move from small home units to retail sales.
- (iv) Keep key services such as tax offices and **housing offices** on local high streets to encourage local footfall - give people a reason to come to the high street, need to find attractions that match the needs of the local community. Obviously these will differ by area.
- (v) **Pop up shops** - Check out a scheme called Pop Up Britain, has its own programme manager. Used local colleges to encourage students studying businesses to come up with business ideas and get them out into the local area. Can easily combine with business projects as long as sufficient business mentoring takes place.

**Other issues raised for future exploration by the panel:**

**Promotions** - Shop Local/Use it Lose it campaigns. Also the potential for artisan shops within certain areas to get together to offer an e-business although I would expect that this would really only work in the Palmerston/Albert Road areas so not suitable for this project.

**Transport** - links to footfall and bus routes.

**Loss of retail units** - Potential to use landlord licensing schemes to prevent shops being converted if the premises have flats above them.

Personal ideas for further discussion with EDCL Panel:

- Does the Pompey Community Bus ever visit Cosham/Paulsgrove area?
- **Moveable exhibitions** - the City Museum runs exhibitions for differing periods of time which often prove very popular with residents and attracts people from outside the area. The current project concerns WW1 where people can even research their own local family during the war. Is there a possibility that information from these exhibitions (not valuable pieces) could be reduced in size and reduced to fit into an average vacant shop unit? There is a potential to open two additional 'museum' type shops in Paulsgrove and Cosham. Exhibitions could be changed on a regular basis as the Museum changes and updates its displays - if we started with WW1 and gave people the opportunity to research their families, encouraging local schools to visit in smaller groups people would get used to them being there - if they are rotated every 3 months it also gives people something different to visit. Are there any PCC owned premises in these areas suitable? Is there an allowance in the CDL/Planning and Regeneration budgets to allow for such a scheme?

- **Software for local traders** to sell their products online for delivery called Open High Street - but this does depend on local traders actually getting together as people would shop the various stores and have one delivery from all combined.

Research shows that for every £10 spent with a local business £8 of that is spent within the local community as opposed to shopping with large stores online.

Councillor Julie Swan,  
Chair Economic Development, Culture & Leisure Scrutiny Panel

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# Secondary Shopping Areas

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Parking Restrictions

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Matt Crowder

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## **Table of Contents**

Tangier Road.....	1
Milton Road .....	2
Eastney Road .....	3
Havant Road (Drayton).....	4
Winter Road.....	6
Copnor Road (North) .....	8
Copnor Road (South).....	10
London Road (Hilsea).....	11
Allaway Avenue.....	12
Fawcett Road .....	14
Elm Grove .....	16
Queen Street.....	18
New Road .....	20
Kingston Road .....	21
Highland Road .....	24
Clarendon Road (The Strand).....	25
Portsmouth Road (Cosham).....	27



## Milton Road



Page 14

There are two 1 hour no return within 1 hour Monday-Saturday 8am-6pm limited wait bays in Milton Road. The first is located from outside 275-279 and the second outside 1-9 Anvil Court.

There are two bus stops located in this area opposite one another. The other surrounding roads contain a number of disabled bays and have yellow lines but are otherwise unrestricted residential parking.

## Eastney Road



Page 15

There are numerous 1 hour no return within 1 hour limited wait bays within the Eastney Road area, though there is a variation in the times of operation.

Outside 173-187 Eastney Road the bay is 7 days a week operating from 8am-6pm.

The other bays located on Eastney Road outside 162-166 and 144-156, Middlesex Road outside 169 Eastney Road and two bays in Suffolk Road outside 149 and 151 Eastney Road, are all Monday-Saturday 8am-6pm.

There are 2 bus stops within the road, one outside the Co-Op and the other outside Bransbury Park.

The other surrounding roads contain a number of disabled bays and have yellow lines but are otherwise unrestricted residential parking.



In the Havant Road (Drayton) area there are numerous 1 hour no return within 1 hour limited wait bays Monday-Saturday 8am-6pm. These are located in Havant Road outside 133-145, 194-212, 228-232 and 242-282 (the Church) and 2 bays within Aldsworth Close.

There is an additional shared bay in Drayton Lane. This is in effect Tuesday-Thursday and Saturday as a 1 hour no return 1 hour bay and on Monday and Friday permit holders only for the mobile library.

Two bus stops are within this area of Havant Road and an additional one in Lower Drayton Lane. Other than double yellow lines, the other roads in the area are unrestricted residential parking.

# Winter Road

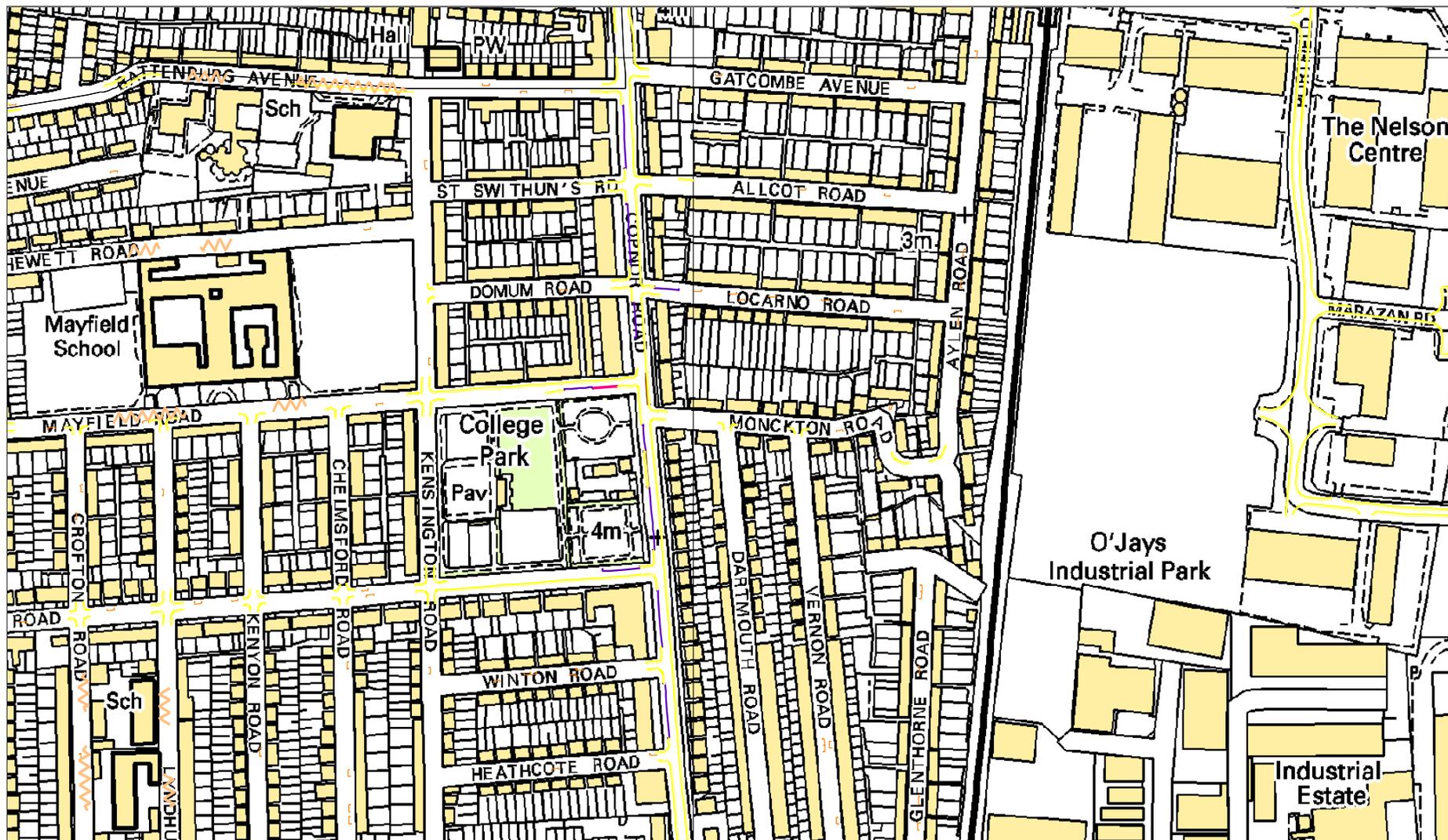


In the Winter Road area there are numerous 1 hour no return within 1 hour Monday-Saturday 8am-6pm limited wait bays. These are located in Winter Road outside 103-107, 117-129, 133-143 and 149-161, Liss Road outside 133 Winter Road and Emshott Road outside 113 Winter Road.

There is a single yellow line located in Grayshott Road outside Milton Glass which operates between Monday-Friday 8am-5pm to allow the shop to load/unload their vehicles. Additionally, there are 4 bus stops within the road on both sides, 2 at either end of the row of shops.

Other than double yellow lines, the other roads in the area are unrestricted residential parking.

### Copnor Road (North)



Along Copnor Road (North) there are numerous 1 hour no return within 1 hour limited wait bays operating between Monday-Saturday 8am-6pm, all on the western side of the street between Batternburg Avenue and Kirby Road, with additional bays in Mayfield and Kirby Roads.

The final two bays between Kirby and Heathcote Roads are again 1 hour no return within 1 hour limited wait bays, but are in operation Mon-Fri 9am-5pm.

Other than double yellow lines and disabled bays, the other roads in the area are unrestricted residential parking.

## Copnor Road (South)



On Copnor Road (South) outside 147-155 and Wallington Road outside 145 Copnor Road there are 1 hour no return within 1 hour limited wait bays in operation Monday-Saturday 8am-6pm.

Also in Wallington Road there is a single yellow line outside Boxalls running Monday-Saturday 8am-6pm. Other than double yellow lines and disabled bays, the other roads in the area are unrestricted residential parking.

## London Road (Hilsea)



In the area of London Road (Hilsea) between Amberley and Merrivale Roads is a 1 hour no return within 1 hour Monday-Saturday 8am-6pm limited wait bay.

Just South of Merrivale Road there are two bus stops, one on either side of the road.

Other than double yellow lines and disabled bays, the other roads in the area are unrestricted residential parking.



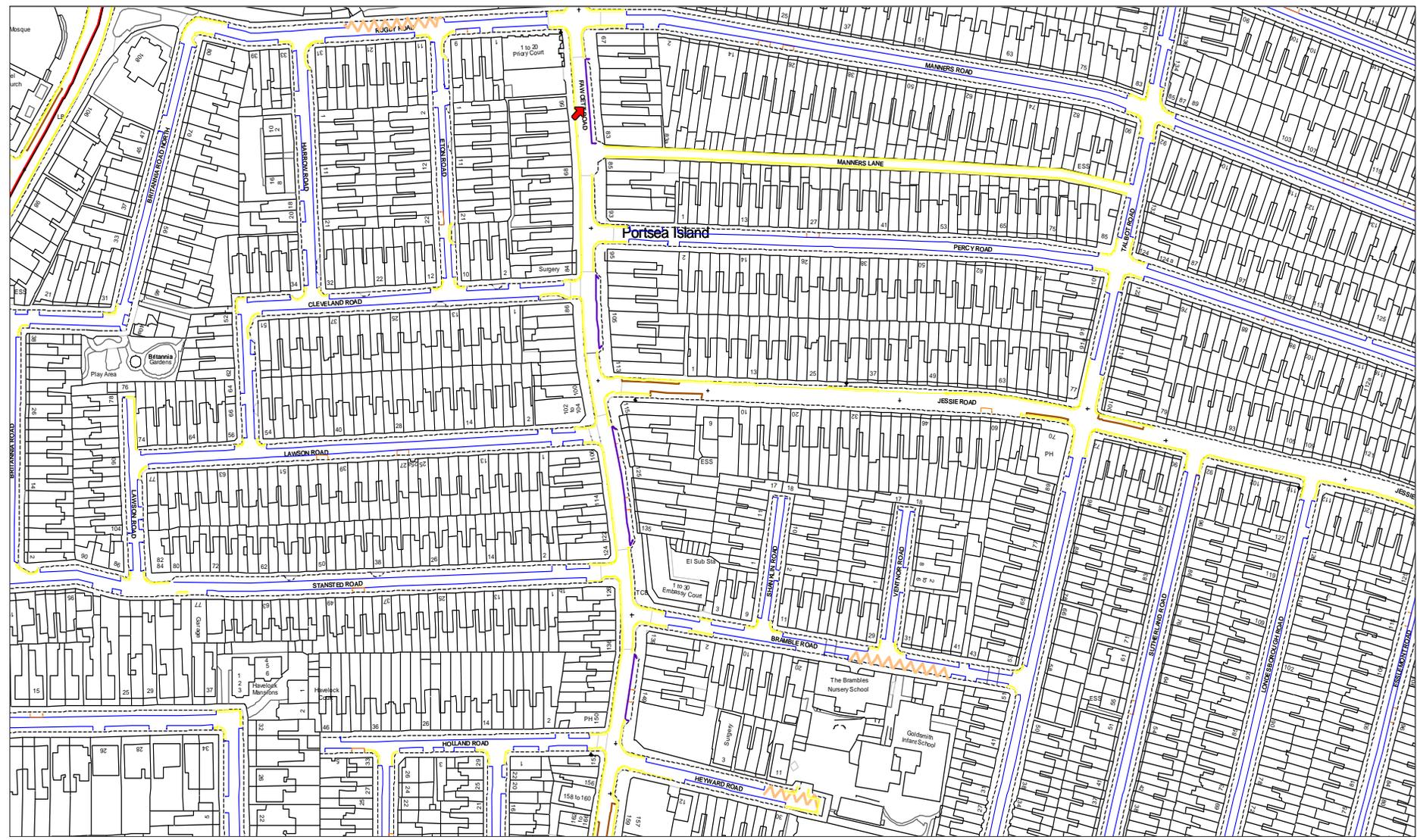
Allaway Avenue has three 1 hour no return within 1 hour limited wait bays operating Monday-Saturday 8am-6pm, located outside 135-165 and outside and opposite 205-223. There are two bus stops outside and opposite 171-195. The remainder of this road being unrestricted parking and double yellow lines.

Within Marsden Road there are a variety of restrictions, start close to the junction with Allaway Avenue with 3 disabled bays, next to which is a 1 hour no return within 2 hours Mon-Sat 9am-5pm limited wait bay. There is then an access road, south of which is a 3 hour no return within 1 hour Mon-Sat 9am-5pm limited wait bay. The remainder of the road is made up of a small section of unrestricted parking, a couple of additional disabled bays and double yellow lines.

Along Bourne Road is a small section of unrestricted parking, two 3 hour no return within 1 hour Mon-Sat 9am-5pm limited wait bays at the rear of 205-215 Allaway Avenue. The remainder of the road contains another area of unrestricted parking and double yellow lines.

Other than double yellow lines and disabled bays, the other roads in the area are unrestricted residential parking.

# Fawcett Road



Along Fawcett Road's eastern kerb there are numerous 1 hour no return within 1 hour limited wait bays in operation Mon-Sat 8am-6pm. The road is also made up of double yellow lines due to being fairly narrow. It also has a number of bus stops along its length and on Jessie Road.

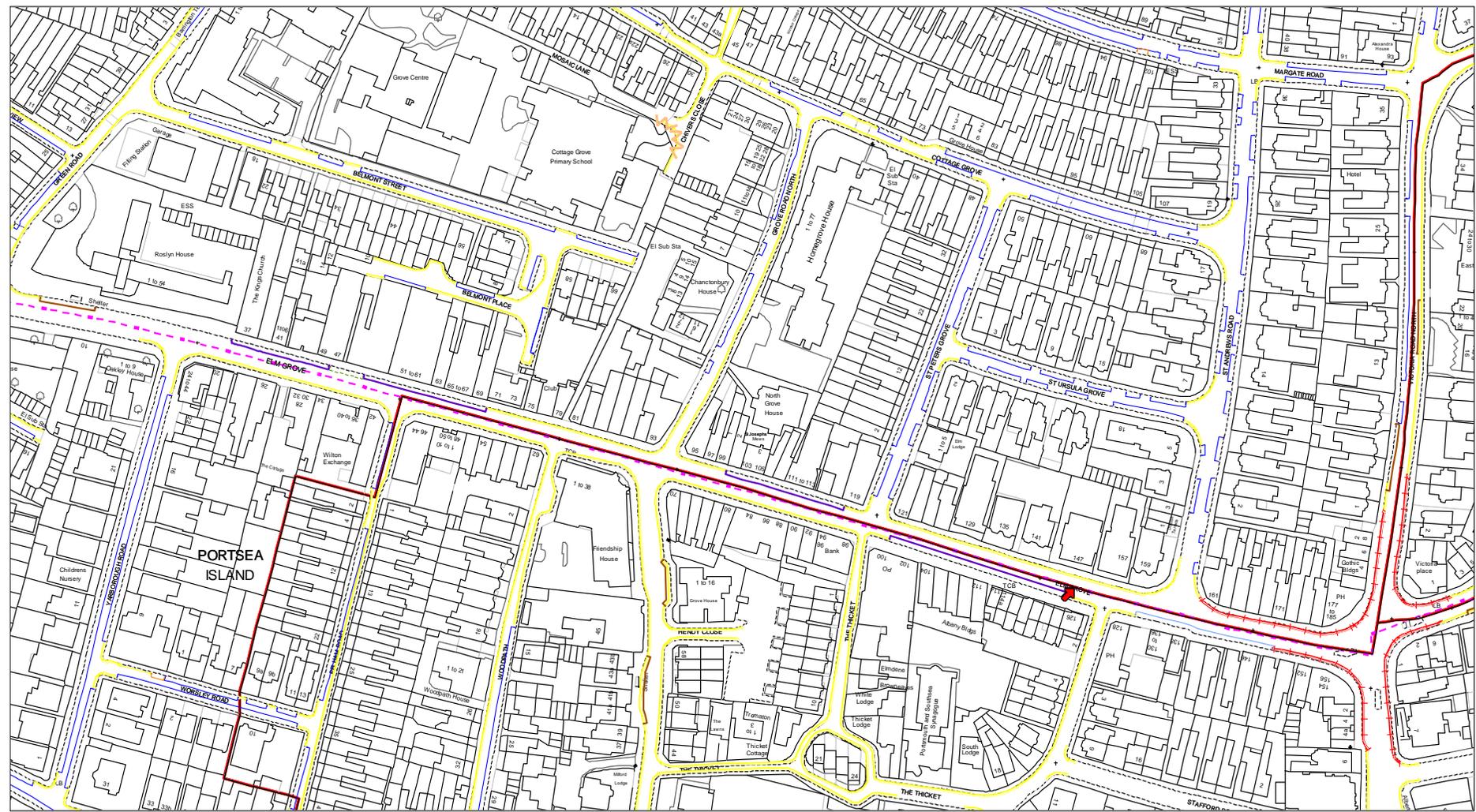
The side roads around Fawcett Road were previously made up of two separate residential parking schemes which have currently been suspended pending review.

The first of these being the roads above Jessie Road which was the MB zone, a 2 hour no return within 4 hour limited wait bay, with an exemption for residents and business with permits

The second scheme located in the roads below Jessie Road was the MC zone, a permit holders only residential scheme between 5pm-7pm.

With the removal of these two zones and other than double yellow lines or disabled bays, the surrounding roads are currently unrestricted residential parking.

# Elm Grove



Elm Grove is made up of numerous 1 hour no return within 1 hour Mon-Sat 8am-6pm limited wait bays along its length between the Thicket and Yarborough Road. There is an additional pay and display bay between 130-148, where the first hour is free additional time after which needs to be paid for.

Outside the Tesco (47-49 Elm Grove) there is a loading bay in operation Mon-Fri 8am-11am. Outside this time this is an unrestricted bay.

Both above and below Elm Grove there are residential parking schemes in operation 24 hours a day. The roads above are a mixture of 2 and 3 hours no return within 4 hours. The roads below Elm Grove and to the east of Grove Road South are 2 hours no return within 4 hours.

The roads below Elm Grove to the east of Grove Road South, other than disabled bays and double yellow lines, are made up of unrestricted residential parking.

# Queen Street

Page 30



There are a number of different restrictions along Queen Street. Outside 6-18 and between Aylward and Bishop Streets are 1 hour no return within 1 hour Mon-Sat 8am-6pm limited wait bays. Outside Carter House is a 3hour no return within 1 hour Mon-Sat 8am-6pm limited wait bay. Opposite Drake House is a pay and display bay which is in operation 7 days a week 8am-6pm.

Two Disabled bays (8am-6pm) and a small loading bay are located outside 19-31 Pounds Gate. Additional loading bays are on Queen Street opposite Hanover Street and just inside Admiralty Road outside Marlborough House, both operating 8am-5pm.

Along the main road there are two bus stops, the first outside 50-55 and the second outside 131-139.

There is also a small stretch of unrestricted parking along the Queen Street, located opposite the junction with Aylward Street.

On both sides of Queen Street are residential parking schemes which have a 1 hour no return within 2 hour limited wait, where residents and businesses with permits are exempt.

All other areas of the main road and side streets are covered by double yellow line restrictions.

## New Road



Page 32

Within the New Road area, other than double yellow lines, bus stops, disabled bays and a single yellow line (in Langford Road Mon-Fri 9am-1pm), the parking is unrestricted residential parking.

# Kingston Road





Along the length of Kingston Road's eastern side are 1 hour no return within 1 hour Mon-Sat 8am-6pm limited wait bays, with an additional two of these bays located in Hanway Road either side of its junction with Kilminster Close.

Kingston Road also has numerous bus stops along its length on both sides of the road.

There are disabled bays located outside 106-112 Kingston Road.

The rest of Kingston Road is covered by double yellow line restrictions exempt for a small section of single yellow line outside 70-82 which runs from Mon-Sat 8am-6pm- after this time it is unrestricted parking.

Other than double yellow lines and disabled bays, the side roads are all unrestricted residential parking.

## Highland Road

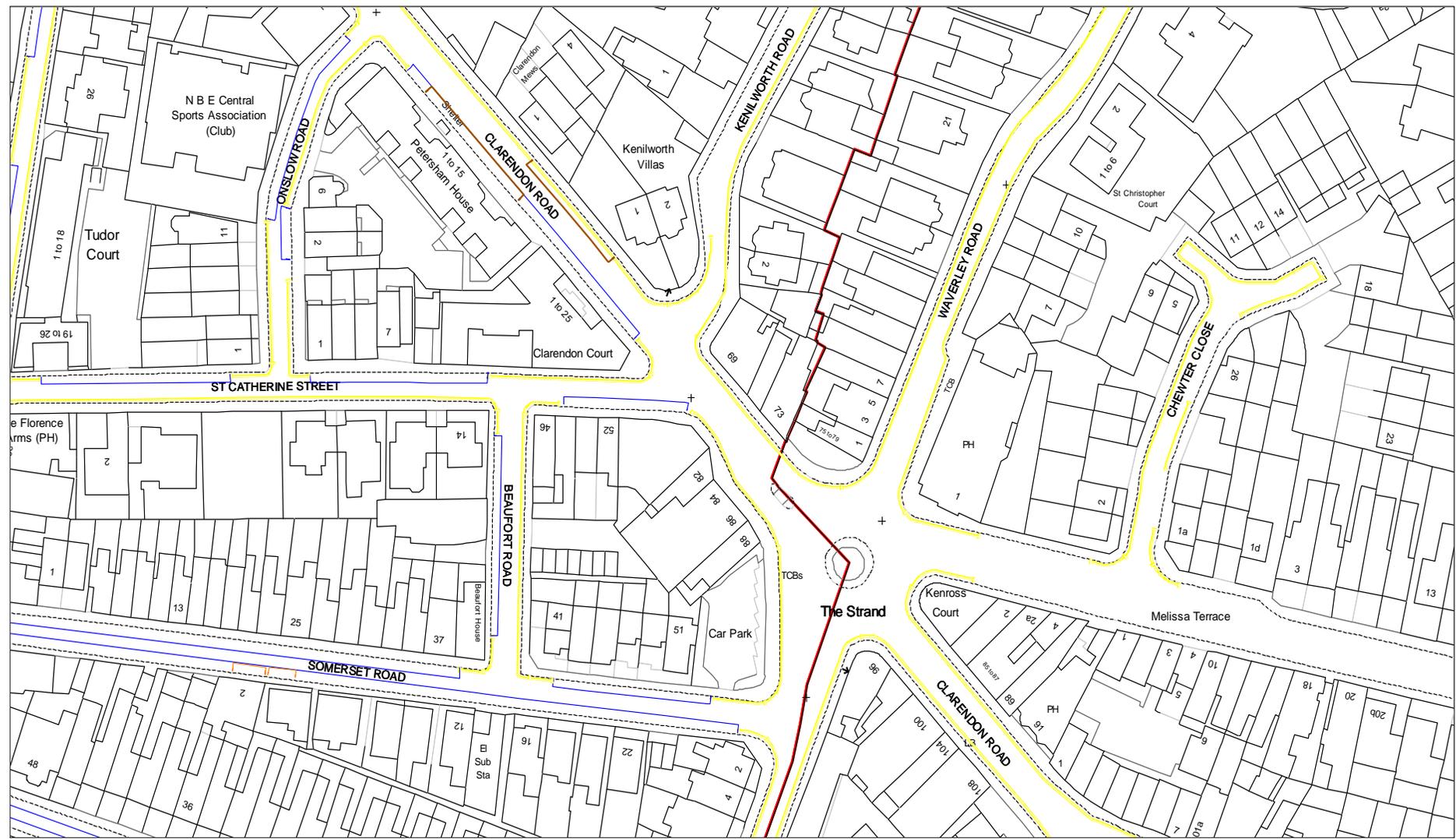


Highland Road contains three 1 hour no return within 1 hour Mon-Sat 8am-6pm limited wait bays, outside 97-109, 121-139 and 145-155. There is also an additional bay in Hellyer Road outside 163/165 Highland Road.

There are bus stops located outside 175 Highland Road and in Winter Road close to its junction with Highland Road.

Other than double yellow lines and disabled bays the surrounding roads are unrestricted residential parking.

# Clarendon Road (The Strand)



Clarendon Road, Onslow Road, St Catherine Street, Beaufort Road and Somerset Road are all a part of the KC residential parking scheme. This is a 3 hour no return within 4 hour limited wait bay 24 hours a day, with residents and businesses who have permits being exempt.

There are bus stops located on Clarendon Road outside and opposite Petersham House and along Waverley Road.

The other roads above Clarendon Road, other than double yellow lines and disabled bays, are unrestricted residential parking.

# Portsmouth Road (Cosham)



Opposite the Highbury Buildings on Portsmouth Road is a 3 hour no return within 1 hour Mon-Sat 8am-6pm limited wait bay. Directly outside this building is a bus stop and double yellow lines.

There are two other limited wait bays along Portsmouth Road and one in Windsor Road. The first being outside 65-73 Portsmouth Road is a residential parking scheme, 2 hours no return within 4 hours Mon-Fri 6am-6pm. The second is outside 1-9 Portsmouth Road and is a 1 hour no return within 1 hour Mon-Sat 8am-6pm limited wait bay. Windsor Road has a 24 hour residential parking scheme with a limited wait of 2 hours no return within 4 hours.

The other surrounding roads, other than double yellow lines, bus stops and disabled bays, are unrestricted residential parking.

## Portsmouth's Shopping Areas: Driving local growth and regeneration

This paper is a submission to the ECDL Scrutiny Panel that responds directly to Cllr Julie Swan's report, 'The Future of UK High Streets: Driving local growth and regeneration'. It aims to pick up many of the points raised by Cllr Swan and to provide additional information to the Scrutiny Panel to inform their ongoing consideration of the role of local shopping centres in driving growth and regeneration.

I have worked closely with the Museums Service Manager to identify a way forward for Cllr Swan's proposal for moveable exhibitions to be housed in empty shops. While the current capacity of the Museums Service offers a particular challenge to extending service delivery beyond Museum buildings in terms of staffing, funding, and ensuring care of collections to professional standards, we have set out a proposal to carry the idea forward that builds on a range of successful community engagement projects across the city, including *Lest We Forget* and *A Tale of One City* (for reference, brief outlines of these projects are included as Appendix 1).

### Proposal

Building on recent community outreach work within Museums, it is possible to envisage a community-based project, in the spirit of Cllr Swan's idea, delivered with the support of external funding (e.g. Heritage Lottery Fund) which would:

- Attract footfall into under-used shopping areas
- Showcase community identity and pride
- Address the under-representation of some local communities in city collections (Paulsgrove for example)
- Can easily partner with any additional locally-based campaigns to support the role of town shopping areas in local economic growth and regeneration, building and supporting the role of local communities in driving forward growth and regeneration.

We propose to create an outreach project based in an empty shop within town shopping areas. The shop would host a wide range of activities utilising local collections that support communities to research and present elements of their own history, as identified by the community itself.

Previous projects undertaken by Museums have built strong links with local community groups, including in Copnor, Baffins, Paulsgrove and Cosham, which can be utilised to attract and recruit people into the project.

For example, a Paulsgrove-based project focused on collecting stories and photos of Paulsgrove past and present would also address the under-representation of Paulsgrove in city collections, while providing the community with a unique opportunity to explore and present the history of the community. Activities could be based in the empty shop that facilitate this exploration and also train community members to develop and care for a heritage collection and curate an exhibition. The Service could also train and support community volunteers to staff the venue.

Funding for the project would be generated through an HLF bid for £75k to cover the costs of delivering and running the project, including buying in staff to deliver and oversee it. Match-funding from the local authority would be required to support the bid and would comprise free use of the venue (no business rates, no rent, no service charges etc).

## **Identified issues for high streets and how to move forward**

Cllr Swan's paper also raises a range of issues that have been the focus of work within the City Development and Cultural Services, including within a recent paper on developing Portsmouth's local and specialist street markets that highlighted the potential for local markets to contribute to skills development (including developing business skills for young people and marginalised communities) and supporting local start-ups. The campaigns raised by Cllr Swan (Great British High Street; Christmas Market Action Day; Pop-Up Shops) have been utilised all over the country and provide a pragmatic research base and best-practice models for carrying such ideas forward locally.

As the Panel will already know, to move forward with many of the ideas being examined during their investigations, engagement with local communities will be vital. Local communities are in the best position to identify localised issues and possible solutions and are absolutely vital in driving forward buy-in among local residents, ensure spaces are used and even reduce anti-social behaviour.

- Ideas of a Shop Local/Use It or Lose It campaign is a good way to kick-start meaningful engagement with local communities on what is valued locally in the high street.
- Street audits in shopping areas have been used in other areas (e.g. Brighton) to capture how local shopping areas and high streets are being used, which people visit and why, what features are valued by the local community and how local communities are using and moving around high street and shopping spaces. Street audits can also kick-start discussions in local communities about the importance of these spaces to Portsmouth's economic growth and regeneration. They are also useful in assessing different use of shopping areas and high streets by different groups during the day or night.
- Empty shops and unused spaces used as temporary or permanent community spaces. This has been achieved with great success in a number of areas. The Empty Shops Network has also worked in Portsmouth before and has experience of the local area. A 'mixed-economy' model of partnership working between public, private and voluntary sector works particularly well in these projects, particularly when partners are based in local communities.
- Culture on the High Street – the University of Portsmouth would be an excellent partner for supporting arts projects in the heart of local communities. The CCI faculty in particular has a legacy of community engagement and a wealth of experience in this area that would allow them not only to showcase the work of local students, but also support the creation of arts projects directly from local communities themselves.
- Makers Emporium – the ongoing success of makers markets at the Square Tower, Guildhall, and Palmerston Road highlight the potential for this proposal. Again, private, voluntary and public partnerships offer the strongest opportunity for delivery, bringing together makers in local communities with established creative industries, for example. The role of the local authority in this becomes central in facilitating the development of such projects, for

example, identifying sites, promoting and publicising through existing networks (e.g. Flagship).

- An audit of empty shops in local communities (or citywide) – audits are carried out most often by local authorities, either as a one-off snapshot or more regularly to provide local councillors and communities with ongoing data on local and independent retail growth or decline. For example, Cherwell Council carried out an empty shop audit in Banbury Town Centre showing 53 empty town centre (ground floor) units in May 2014, which had fallen to 44 when the audit was repeated in September.

I hope that this submission is helpful to the panel in their considerations and welcome any questions that arise from it or throughout the Scrutiny process.

S Baily

Head of Cultural Services & Development

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