



NOTICE OF MEETING

CABINET MEMBER - THE LEADER (CULTURE, LEISURE AND ECONOMIC DEVELOPMENT PORTFOLIO)

FRIDAY, 15 MARCH 2024 AT 10.00 AM

COUNCIL CHAMBER - THE GUILDHALL, PORTSMOUTH

Telephone enquiries to Lisa Gallacher, Local Democracy Officer - Tel: 023 9283 4056
Email: lisa.gallacher@portsmouthcc.gov.uk

If any member of the public wishing to attend the meeting has access requirements, please notify the contact named above.

Membership

Councillor Steve Pitt (Cabinet Member)

Councillor John Smith

Councillor Mary Vallely

(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

Deputations by members of the public may be made on any item where a decision is going to be taken. The request should be made in writing to the contact officer (above) by 12 noon of the working day before the meeting and must include the purpose of the deputation (for example, for or against the recommendations). Email requests are accepted.

AGENDA

- 1 Apologies for absence**
- 2 Declarations of members' interests**
- 3 Parks Fees and Charges (Pages 5 - 18)**

Purpose

To seek approval for annual changes to the fees and charges levied for the use of Parks facilities for the financial year 2024-2025.

RECOMMENDED

That the fees and charges be approved in accordance with the attached schedules (Appendix A).

4 Library and Archive Service Charges 2024 (Pages 19 - 30)

Purpose

To review the charges levied by Portsmouth Library and Archive Service in respect of room and equipment hire; charges for Inter-Library Loans and Music Set hire and specialist services provided by the Portsmouth History Centre.

RECOMMENDED

- (1) That the proposals provided in Appendix 1 for the increases in room and equipment hire charges for the Menuhin Theatre on the Third Floor Central Library; hire of IT Training Suites at Carnegie, Cosham and Central Library and increases to Inter-Library Loan and Music Set charges are agreed and implemented from 1 April 2024. The reason for increases is to ensure full cost recovery of these services.**
- (2) That the proposal for the Archive Service charges to remain as they are (see Appendix 2) is agreed for implementation from 1 April 2024.**

5 Museum Admission Charges Increases (Pages 31 - 42)

Purpose

To update Members on increases in Museums Service admission fees and charges.

RECOMMENDED

- (1) To approve the admission charges as referred to in this report and as listed in Appendix 1.**
- (2) That the Director of Culture, Leisure and Regulatory Services is given the authority to offer pricing in line with these fees and charges for bespoke requests.**

6 Tourism and Visitor Economy Update 2023-24. (Pages 43 - 122)

Purpose

- (1) To update on activity and results related to the Tourism and Visitor Economy Strategy 2023-28 and associated Visit Portsmouth Tourism Marketing Communications Plan 2023-24 and agree the new marketing plan for 2024-25.
- (2) To agree ongoing charges related to Visit Portsmouth Membership and other web and print advertising.

RECOMMENDED

- (1) To approve the Tourism Marketing and Communications Plan 2024-25.**
- (2) To approve the charges for membership and other advertising as outlined in the report and associated appendices.**

7 Revenue Funding Grants 2024 - 2025 (Pages 123 - 132)

Purpose

To seek approval for the proposed funding levels for the Revenue Grant payments to cultural organisations for the financial year 2024/25.

RECOMMENDED

That the Revenue Grant payments as outlined are agreed for the financial year 2024/25.

8 Hotwalls Artist Studios Annual Update (information report) (Pages 133 - 138)

Purpose

To share information and key highlights from the provision and operation of the Hotwalls Artists Studios through 2023/24.

9 Seafront Arts Programme (information report) (Pages 139 - 140)

Purpose

To update on the progress of the creative enhancement programme for the Southsea Coastal Scheme.

10 Accessible Beach Huts Update (information report) (Pages 141 - 144)

Purpose

To provide an update on the progress of the Accessible Beach Hut capital project.

11 The Detectives, Conan Doyle Collection (information report) (Pages 145 - 150)

Purpose

- (1) To update Members on the successful delivery of The Detectives Project, £100,000 funded by the Arts Council in August 2021 – January 2024. Funding was sought from the Arts Council's Library fund, looking at Health and Wellbeing and Culture and Creativity, part of the Universal Libraries Offer.
- (2) This project is a part of the Conan Doyle Collection and leads on from the previous successes of working with past volunteers, looking at ways to develop and support future volunteers.

Members of the public are permitted to use both audio visual recording devices and social media during this meeting, on the understanding that it neither disrupts the meeting nor 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.

Whilst every effort will be made to webcast this meeting, should technical or other difficulties occur, the meeting will continue without being webcast via the Council's website.

Agenda Item 3



Portsmouth
CITY COUNCIL

Title of meeting: Culture, Leisure and Economic Development Decision Meeting

Date of meeting: 15 March 2024

Subject: Parks Fees and Charges

Report by: Director of Culture, Leisure and Regulatory Services

Cabinet Member: Councillor Steve Pitt

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

1.1 To seek approval for annual changes to the fees and charges levied for the use of Parks facilities for the financial year 2024-2025.

2. Recommendations

2.1 **That the fees and charges be approved in accordance with the attached schedules (Appendix A).**

3. Background

3.1 In line with Audit Commission recommendations and Financial Rules the fees and charges have been reviewed and market rates applied where appropriate. In the majority of cases, the increase is in line with CPI.

3.2 Please refer to Appendix A 'Charges for 2023/24' for the proposed list of charges.

3.3 Site hire fees increase in line with CPI. Clarification is sought for charity events to provide assurance the money is being received by the named charities. Additionally where a commercial company is organising an event to raise money for charity and therefore paying the charity hire rate, a minimum donation to the charity equivalent to the difference between the charity hire rate and that of the commercial hire rate of the land would be expected.



- 3.4 The Reviving Victoria Park project funded by the National Lottery Heritage Fund is reaching conclusion on delivery of the capital works, with planned activities running until 2026. During this time the activities plan promotes a large number of events of differing types and sizes, as well as playing host to other community and commercial events that will be encouraged to use the park as a venue. The project team have developed guidance for events considered to be a 'good fit' for the park and an events pack to inform potential organisers of the amenities available, restrictions that will apply and the application process.
- 3.5 Charges are closely aligned to those already shown on the schedule for other parks and open spaces, but with a range to cater for differing sizes and funding parameters. The additional category for stalls allows assessment based on the number and size of stalls and a further category for food and drink concessions attending project events.
- 3.6 Personal and fitness trainer charges increase in line with CPI. A permit application fee is retained due to the administration involved in setting up a permit, but renewal fees have been removed to encourage annual update of relevant documentation. The deposit charge is £300 and consistent with the charge for events (where applicable).
- 3.7 Sports charges including football, cricket and rugby pitch hire charges increase in line with CPI.
- 3.8 Local benchmarking has shown the current charge to hire an adult football pitch, with use of changing rooms, is the lowest charge of any local authority in Hampshire.
- 3.9 The hire charges for the newly created Artificial Grass Pitches and grass pitches at King George V Football Complex are to be set by the operator, Hampshire Football Association to reflect the local market and quality of facilities available. The price for a grass pitch for a partner club matches the rate for hire of a council maintained pitch for the remainder of this season. These prices will be reviewed annually.
- 3.10 Great Salterns Golf Course continues to produce a net income for the council. Golfers pay for their round either by purchasing a season ticket, or by purchasing a 'pay-and-play' green fee. The course has retained an increased season ticket membership (compared to pre-pandemic) and the number of rounds played continues to outperform the south regional figures.
- 3.11 The course offers extremely good value locally and satisfaction levels are considered to be high. It is recommended that rather than applying inflationary increases, any increases are carefully targeted where opportunities are identified. Season ticket prices are proposed to increase by £10-30 subject to age and ticket type and green fees proposed to increase by £1, as shown in Appendix A.



- 3.12 Great Salterns promotes active and healthy lifestyles to all residents with a 40% discount on green fees to Leisure Card holders and concessionary rates to juniors, young adults and senior citizens.
- 3.13 Where course conditions are temporarily affected by factors outside the council's control, it is proposed that the Parks Manager and Course Professional may be given authority to apply a reasonable temporary reduction to green fees for the duration considered necessary.
- 3.14 The use of buggies is not permitted on the course when the course is waterlogged (usually over the winter months). Whilst this may lead to a reduced number of holes available on the course, those players who rely on a buggy may not be able to play at all. For 2024/25, it is proposed to apply a 15% discount to the cost of a season ticket to any player who is registered as an authorised buggy user at the course and holding the required insurance.

4. Reasons for recommendations

- 4.1 Charges have been reviewed and adjusted, where appropriate, to reflect the rates currently being charged in the market, maximising income, but also ensuring value for money and retaining discounted rates where possible to charitable organisations and Leisure card holders.

5. Integrated impact assessment

- 5.1 An Integrated Impact Assessment is attached as Appendix B.

6. Legal implications

- 6.1 There are no legal implications arising from the recommendations in this report.

7. Director of Finance's comments

- 7.1 The fees and charges have been reviewed taking into account the need to maximise income whilst ensuring that services remain competitive.

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Signed by:

Stephen Baily
Director of Culture, Leisure and Regulatory Services

Appendices:

- Appendix A - Charges for 2024/25
- Appendix B - Integrated Impact Assessment

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

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Signed by:
Cabinet Member for Culture, Leisure and Economic Development

APPENDIX A

CULTURE, LEISURE and REGULATORY SERVICES

Charges for 2024/25 to be operative from 1 April 2024, showing base rate including VAT where applicable.

	CHARGES 2023/24, £	CHARGES 2024/25, £
SITE FEES - PARKS and OPEN SPACES		
Small local community / local charity event	Free	Free
Event for up to 250 people - local community / charity	112.00	120.00
Event for up to 250 people - non-charity	225.00	240.00
Event for over 250 people	on application	on application
- guide minimum price - local community / charity	225.00	240.00
- guide minimum price - non-charity	449.00	480.00
Commercial event	on application	on application
SITE FEES - VICTORIA PARK		
Small local community / local charity event	Free	Free
Partner events contributing to NLHF project outcomes	Free	Free
Event for up to 250 people - charity / community (subject to size and funding)	50.00 - 112.00	55.00 - 120.00
Event for up to 250 people - non-charity	112.00 - 225.00	120.00 - 240.00
Event for over 250 people - charity / community (subject to size and funding)	112.00 - 225.00	120.00 - 240.00
Event for over 250 people - non-charity	225.00 - 449.00	240.00 - 480.00
Large commercial events - suitability assessed upon application	on application	on application
Commercial stalls (markets) - based on commercial rating / size	25.00 - 80.00	27.00 - 85.00
Food and drink concessions for NLHF project events	10% of takings	10% of takings
SITE FEES - Deposit	300.00	300.00
a refundable deposit is often not required and based on the likelihood of the event causing damage taking into account: - size of the event - weather conditions and time of year - number and type of vehicles driving onto the site		
PERSONAL and FITNESS TRAINERS		
1-10 CLIENTS (group fitness classes)		
- 1 session per week - charge shown per quarter	121.00	129.00
- 2 sessions per week - charge shown per quarter	242.00	258.00
- 3 sessions per week - charge shown per quarter	363.00	387.00
- 4 sessions per week - charge shown per quarter	483.00	516.00
10+ CLIENTS (group fitness classes)		
- 1 session per week - charge shown per quarter	161.00	172.00
- 2 sessions per week - charge shown per quarter	322.00	344.00
- 3 sessions per week - charge shown per quarter	483.00	516.00
- 4 sessions per week - charge shown per quarter	644.00	688.00
Permit application fee	50.00	50.00
Permit renewal fee	-	-
Deposit (payable upon granting of permit)	300.00	300.00

APPENDIX A

CULTURE, LEISURE and REGULATORY SERVICES

Charges for 2024/25 to be operative from 1 April 2024 unless stated otherwise, showing base rate including VAT where applicable.

	CHARGES 2023/24, £	CHARGES 2024/25, £
CRICKET		
All day	107.50	115.00
All day - Colts	64.50	69.00
Half day	82.50	88.00
Half day - Colts	49.50	53.00
Half day - Colts - mornings only	33.00	35.00
After 6.00pm	58.00	62.00
After 6.00pm - Colts	34.50	37.00
Schools - per match - Monday to Friday - finish by 6.00pm	48.50	52.00
FOOTBALL (from 1 June)		
Per pitch - with changing room facilities - Adults	64.50	69.00
Per pitch - with changing room facilities - Juniors / 9v9	38.50	41.00
Per pitch - with changing room facilities - Mini Soccer	16.50	18.00
Per pitch - without changing room facilities - Adults	38.50	41.00
Per pitch - without changing room facilities - Juniors / 9v9	23.00	25.00
Per pitch - without changing room facilities - Mini Soccer	12.50	13.00
Double banked match - with changing room facilities - Adults	94.50	102.00
Double banked match - with changing room facilities - Juniors / 9v9	57.00	62.00
Double banked match - without changing room facilities - Adults	57.00	62.00
Double banked match - without changing room facilities - Juniors / 9v9	34.00	37.00
Schools - per pitch - per hour - with changing room facilities	25.00	25.00
Schools - per pitch - per hour - without changing room facilities	15.00	16.00
RUGBY (from 1 June)		
Per pitch	64.50	69.00
Off-pitch training session - 50% of pitch fee per session	32.00	34.00
Per pitch - Juniors	38.50	41.00
Off-pitch training session - 50% of pitch fee per session - Juniors	19.50	21.00
ROUNDERS		
Per pitch - per match	15.00	16.00
BASEBALL AND SOFTBALL		
Per pitch - per match	38.50	41.00
BRANSBURY PARK SPORTS - NETBALL		
Per court - per 1¼ hours	15.00	16.00
Per court - per 1¼ hours - Juniors	9.00	10.00
Charge per 1¼ hours for floodlights (in addition to hire charge)	15.00	16.00
BRANSBURY PARK SPORTS - 5-A-SIDE FOOTBALL		
Per pitch - per hour	27.50	29.00
Per pitch - per hour - Juniors	16.50	18.00
Charge per hour for floodlights (in addition to hire charge)	12.00	13.00
BRANSBURY PARK SPORTS - TENNIS		
Per court - per hour	7.00	7.00
Per court - per hour - Juniors	4.50	5.00
Charge per hour for floodlights per court (in addition to hire charge)	5.50	6.00
Reservation fee for block booking of tennis courts - 20% of court fee (Leisure Service Committee, 4 June 1990)		
CHANGING ROOMS (from 1 June)		
Refundable deposit for issue of a set of changing room keys for the season	25.00	25.00
Charge for not cleaning or causing damage to allocated changing room, not clearing litter on allocated pitch or not returning issued equipment to allocated changing room	25.00	25.00

APPENDIX A

CULTURE, LEISURE and REGULATORY SERVICES

GREAT SALTERNS GOLF COURSE CHARGES

Charges operative from 1 April 2024 - 31 March 2025

	1st April 2023 - 31st March 2024			1st April 2024 - 31st March 2025		
SEASON TICKETS	<u>Start Fees</u>			<u>Start Fees</u>		
	<u>Ticket Cost</u>	<u>Weekday</u>	<u>Weekend</u>	<u>Ticket Cost</u>	<u>Weekday</u>	<u>Weekend</u>
MAXI TICKETS						
Offers unlimited play						
Adult 7 Day	£659.00	N/A	N/A	£689.00	N/A	N/A
Adult 5 Day	£499.00	N/A	N/A	£499.00	N/A	N/A
Senior Citizen 5 Day	£469.00	N/A	N/A	£499.00	N/A	N/A
Intermediate (22-25 years)	£369.00	N/A	N/A	£379.00	N/A	N/A
Intermediate (18-21 years)	£269.00	N/A	N/A	£279.00	N/A	N/A
Junior Maxi	£99.00	N/A	N/A	£99.00	N/A	N/A
FLEXI TICKETS						
Offers a reduced annual fee plus a Start Fee per round						
Adult 7 Day	£369.00	£5.00	£6.00	£389.00	£5.00	£6.00
Adult 5 Day	£299.00	£5.00	N/A	£319.00	£5.00	N/A
Senior Citizen 5 Day	£239.00	£5.00	N/A	£259.00	£5.00	N/A
Off-Peak Start Fee (available with Flexi Ticket, times as advertised)		£4.00	£4.00		£4.00	£4.00
Junior Off Peak	£39.00	£2.00	£3.00	£39.00	£2.00	£3.00
5 Day Tickets allow play Monday - Friday excluding Bank Holidays						
A Direct Debit scheme is available to those who wish to spread payments, at 3% handling charge (not Junior Off Peak)						
Junior Off-Peak: Monday-Friday after 10.00am & after 3.00pm Saturday, Sunday & Bank Holidays						
Registered buggy users receive a 15% discount to above charges due to restrictions implemented when course is waterlogged						
All Season Ticket prices include an amount for Golfers' Insurance, Adult £9.00, Juniors £7.00.						
GREEN FEES		<u>Weekday</u>	<u>Weekend</u>		<u>Weekday</u>	<u>Weekend</u>
Standard						
Adult		£20.00	£26.00		£21.00	£27.00
Senior Citizen		£17.00	£22.00		£18.00	£23.00
Junior		£12.00	£14.00		£13.00	£15.00
Off Peak						
Adult		£14.00	£14.00		£15.00	£15.00
Senior Citizen		£11.00	£11.00		£12.00	£12.00
Junior		£8.00	£8.00		£9.00	£9.00
Reduced Course Ticket						
Adult		£15.00	£17.00		£15.00	£17.00
Senior Citizen		£12.00	£14.00		£12.00	£14.00
Junior		£9.00	£10.00		£9.00	£10.00
Midweek 11-Hole Ticket (anytime, Oct-Mar)						
Adult		£14.00			£15.00	
Senior Citizen		£11.00			£12.00	
Junior		£8.00			£8.00	
Leisure Card Holders: 40% discount on Green Fees						
Off-Peak Ticket: available as advertised (times vary through the year)						
Reduced Course Ticket: applicable when only 12 - 17 holes available for play. If less than 12 holes Off-Peak Ticket applies						
All Green Fees include an amount for Golfers' Insurance of 28p (Reduced Course Tickets 20p)						
Penalty Charge for use of Golf Course without current ticket £20.00 in addition to Green Fee or Start Fee charge						
Junior Rates: apply to under 18 years of age						
Intermediate Rates: apply to 18 to 25 years of age						
Senior Citizen Rates: apply if aged 65 or over on 1st April 2024						
Bank Holidays: weekend rates and conditions apply						
CANCELLATIONS WITH LESS THAN 6 HOURS NOTICE MAY BE SUBJECT TO A CANCELLATION FEE						

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Form name	Integrated Impact Assessment
Reference	IA592169116
Date	04/03/2024



Policy details

Request date	04/03/2024 10:09
Directorate	PCC Culture Leisure and Regulatory Services
Service	Parks and Open Spaces (Culture and Leisure)
Title of policy, service, function	Parks Fees and Charges 2024/25
Type of policy, service, function	Existing
What is the aim of your policy, service, function, project or strategy?	Annual review and update of fees and charges for parks facilities
Has any consultation been undertaken for this proposal?	no

Equality & diversity - will it have any positive/negative impacts on the protected characteristics?

With the above in mind and following data analysis, who is the policy, service, function, project or strategy going to benefit or have a detrimental effect on and how?	It is proposed to apply a 15% discount to the cost of a season ticket to any player who is registered as an authorised buggy user at the course and holding the required insurance. This recognises there are periods in the year when no buggies are permitted on the course.
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<p>Will any of those groups be affected in a different way to others because of your policy, project, service, function, or strategy?</p>	<p>No. Access to the golf course for all users is dictated by weather conditions.</p>
<p>If you are directly or indirectly discriminating, how are you going to mitigate the negative impact?</p>	<p>Participants have the option to buy a season ticket or 'pay-a-you-play' green fee.</p>
<p>Who have you consulted with or are planning to consult with and what was/will be your consultation methodology?</p>	<p>The Course Professional at Great Salterns Golf Course, who administers the register of authorised buggy users and manages the course availability throughout the year.</p>
<p>How are you going to review the policy, service, project or strategy, how often and who will be responsible?</p>	<p>The availability of a discount will be reviewed upon the setting of charges for 25/26 and will take into account the number of registered and authorised buggy users and their feedback during the next year.</p>

Crime - Will it make our city safer?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Housing - will it provide good quality homes?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Health - will this help promote healthy, safe and independent living?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Access to parks and formal sports amenities play an essential role in enabling local residents to maintain their physical health and wellbeing.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Monitoring of usage and participation.</p>

Income deprivation and poverty - will it consider income deprivation and reduce poverty?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Amenities have been considered independently and appropriate adjustments to fees and charges made. The discount provided by the Leisure Card continues to apply to many of the services offered as do the rates for hire by charities or organisations raising money on behalf of charities.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Leisure Card statistics are kept and monitored with regard to use of the card for the services offered. The Leisure Card scheme is promoted through Libraries, Housing Hubs and on the Council's website.</p>

Carbon emissions - will it reduce carbon emissions?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Energy use - will it reduce energy use?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Climate change mitigation and flooding - will it proactively mitigate against a changing climate and flooding?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Natural environment - will it ensure public spaces are greener, more sustainable and well-maintained?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Air quality - will it improve air quality?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Transport - will it make transport more sustainable and safer for the whole community?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Waste management - will it increase recycling and reduce the production of waste?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Culture and heritage - will it promote, protect and enhance our culture and heritage?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>The report includes an update on the services offered and a review of the past year to show the public how the new charges have been arrived at.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>An annual report will continue to go forward each year to Members.</p>

Employment and opportunities - will it promote the development of a skilled workforce?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Economy - will it encourage businesses to invest in the city, support sustainable growth and regeneration?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Social value

<p>Please explain how your policy, service, function, project or strategy delivers Social Value</p>	<p>Access to parks and formal sports amenities play an essential role in enabling local residents to maintain their physical health and wellbeing and local events often provide wider benefits to local communities.</p>
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Involvement

Who was involved in the Integrated impact assessment?	Adrian Rozier
Name of the person completing this form	Adrian Rozier
Date of completion	2024-03-04

Agenda Item 4



Portsmouth
CITY COUNCIL

Title of meeting:	Culture, Leisure, and Economic Development Decision Meeting
Date of meeting:	15 March 2024
Subject:	Library and Archive Service Charges 2024
Report by:	Director of Culture, Leisure, and Regulatory Services
Cabinet Member:	Councillor Steve Pitt
Wards affected:	ALL
Key Decision:	No
Full Council decision:	No

1. Purpose of report

- 1.1 To review the charges levied by Portsmouth Library and Archive Service in respect of room and equipment hire; charges for Inter-Library Loans and Music Set hire and specialist services provided by the Portsmouth History Centre.

2. Recommendations

- 2.1 **That the proposals provided in Appendix 1 for the increases in room and equipment hire charges for the Menuhin Theatre on the Third Floor Central Library; hire of IT Training Suites at Carnegie, Cosham and Central Library and increases to Inter-Library Loan and Music Set charges are agreed and implemented from 1 April 2024. The reason for increases is to ensure full cost recovery of these services.**
- 2.2 **That the proposal for the Archive Service charges to remain as they are (see Appendix 2) is agreed for implementation from 1 April 2024.**

3. Background

- 3.1 Room hire and other charges for Portsmouth Libraries are agreed by this committee annually. The proposals in this year's report are aimed at applying broadly a 6.7% increase on room hire charges.
- 3.2 Reservation charges for items held in stock by Portsmouth Libraries were abolished, along with overdue fines, in 2018. Charges remain for Inter-Library



Loans and the hire of multiple copies of music scores for choral groups. These have not been reviewed since 2018, hence the proposed increases.

3.3 The charges for the Archive Service were reviewed in 2023 and kept at the same level. Following a benchmarking exercise with neighbouring local authorities, it is proposed these charged are retained at the same level.

4. Reasons for recommendations

4.1 This year's proposed increase in charges is consistent with the figure that is being applied by Portsmouth City Council Finance colleagues to factor in inflation in their budgets for general charges.

5. Integrated impact assessment

5.1 An integrated impact assessment has been completed. See Appendix 3.

6. Legal implications

6.1 Library charges and fines are subject to the Library Charges (England and Wales) Regulations 1991 (the "Regulations") made under section 8 of the Public Libraries and Museums Act 1964 and the proposals in this report are in general accordance with those Regulations.

6.2 Where charges are made in accordance with the Regulations the amount and incidence of the charges are at the discretion of the Council as library authority.

6.3 The Council has a duty under the Regulations to display in a conspicuous place within each library premises occupied by it a notice which is easily readable specifying the library facilities made available by the authority for which it makes a charge in accordance with the Regulations and, in the case of each such facility, the amount of the charge or the basis on which the charge will be calculated.

7. Director of Finance's comments

7.1 The fees and charges have been reviewed and increased in line with inflation in order to remain resilient against rising costs and to ensure the financial sustainability of the libraries service.

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Signed by:

Stephen Baily
Director of Culture, Leisure and Regulatory Services



- Appendix 1: Library Service charges
- Appendix 2: Archive Service charges
- Appendix 3: Integrated Impact Assessment

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

.....

Signed by:
Cabinet Member for Culture, Leisure, and Economic Development



Appendix 1

Libraries Service current and **proposed** charges from 1 April 2024
Discounted rate for charities and Portsmouth City Council shown in (brackets)

Portsmouth Central Library Menuhin Room Hire

Menuhin Theatre				
Capacity: 1,536 square feet/ 142.7 square metres			Seating Capacity: 100	
Charges	Current	Current discounted rate for Charities and PCC	Proposed	Proposed Discounted rate for Charities and PCC
Hourly charge during library opening hours	£38.50	(£23.00)	<u>£41.00</u>	<u>(£24.50)</u>
Daily charge during library opening hours	£192.50	(£115.50)	<u>£205.00</u>	<u>(£123.00)</u>
Weekly charge during library opening hours	£962.50	(£577.50)	<u>£1,027.00</u>	<u>(£616.00)</u>

Outside of Central Library opening hours, (shown below), an additional charge of £26.50 per hour will be added to all Room bookings for the provision of an Attendant; to deliver security, access, and support for the duration of the event.

Central Library opening hours	Open	Close
Monday	09:30	17:00
Tuesday	09:30	18:00
Wednesday	09:30	18:00
Thursday	09:30	18:00
Friday	09:30	17:00
Saturday	10:00	15:30
Sunday	Closed	

Equipment charges per event:	Current	Current discounted rate for Charities & PCC	Proposed	Proposed discounted rate for Charities & PCC
Daily Projector & screen: <i>(please confirm if laptop is required)</i>	£15.00	N/A	£16.00	N/A
Weekly Projector & screen	£60.00	N/A	£64.00	N/A
Daily Flip chart	£10.00	N/A	£10.50	N/A
Weekly Flip Chart	£40.00	N/A	£42.50	N/A
Daily Piano (upright)	£23.00	(£22.00)	£24.50	(£23.50)
Weekly Piano (upright)	£92.00	(£88.00)	£98.00	(£93.50)
Daily: Piano (Steinway Model D Grand)	£45.00	(£40.00)	£48.00	(£42.50)
Weekly Piano (Steinway Model D Grand)	£180.00	(£160.00)	£192.00	(£166.50)
Piano tune £80.00	£75.00	N/A	£80.00	N/A
IT training suites	£20.00	(£18.00)	£21.00	(£19.00)
Reservations for Inter-Library Loans	£4.50	N/A	£5.00	N/A
Reservations for Music Sets	£18.00	N/A	£20.00	N/A

Appendix 2

Archive Service Charges

Portsmouth History Centre **proposed** charges 1 April 2024

Chargeable Description	Per	Current	Proposed
Baptism, Marriage & Confirmation Certificates	Certificate	£31.00	Retain
Digital/photography & High-Res images. <i>*For private research</i>	Per image	£7.00	Retain
Scan to CD Rom	Per CD	£1.00	Retain
Photography permits (for whole day use)	Per permit	£10.00	Retain
Images by external provider	-	At cost	Retain
Postage (minimum & additional cost)	-	£5.00	Retain
Research & Transcription fees	30 mins 60 mins	£15.00 £30.00	Retain Retain
Prints from microfilm and microfiche - not High-res	A4 B&W A3 B&W	£0.50 £1.00	Retain Retain
Staff supported copying	A4 B&W A3 B&W A4 Colour A3 Colour	£0.50 £1.00 £1.50 £1.50	Retain Retain Retain Retain



Appendix 3 Integrated Impact Assessment



Integrated Impact
Assessment Library ar

Form name	Integrated Impact Assessment
Reference	IA592302480
Date	04/03/2024



Policy details

Request date	04/03/2024 13:57
Directorate	PCC Culture Leisure and Regulatory Services
Service	Library and Archive Service
Title of policy, service, function	Library and Archive Service Charges 2024
Type of policy, service, function	Changed
What is the aim of your policy, service, function, project or strategy?	To review the charges levied by Portsmouth Library and Archive Service in respect of room and equipment hire; charges for Inter-Library Loans and Music Set hire and specialist services provided by the Portsmouth History Centre. The reason for increases is to ensure full cost recovery of these services.
Has any consultation been undertaken for this proposal?	yes
What were the outcomes of the consultations?	Charges have been compared with neighbouring authorities for benchmarking purposes.
Has anything changed because of the consultation?	yes
Please provide details	Archive charges have been retained at 2023 levels.
Did this inform your proposal?	yes
Please provide details	One of the aims of the The Portsmouth History Centre (PHC) Strategy is to make services more accessible to a broader range of customers, some of whom may be disadvantaged by increased charges. Therefore we have kept the PHC and other Archive charges in line with neighbouring authorities for 2024.

Equality & diversity - will it have any positive/negative impacts on the protected characteristics?

<p>With the above in mind and following data analysis, who is the policy, service, function, project or strategy going to benefit or have a detrimental effect on and how?</p>	<p>The charges are applied to all who wish to make a hire of the Menuhin Theatre or the IT training provision.</p>
<p>Will any of those groups be affected in a different way to others because of your policy, project, service, function, or strategy?</p>	<p>No.</p>
<p>If you are directly or indirectly discriminating, how are you going to mitigate the negative impact?</p>	<p>N/A</p>
<p>Who have you consulted with or are planning to consult with and what was/will be your consultation methodology?</p>	<p>We will respond to customer feedback directly if there is a query around negative impact on protected characteristics.</p>
<p>How are you going to review the policy, service, project or strategy, how often and who will be responsible?</p>	<p>The policy is reviewed annually and we will respond to customer feedback if it is found that the charges negatively impact protected characteristics.</p>

Crime - Will it make our city safer?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p> <p>Page 26</p>
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Housing - will it provide good quality homes?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Health - will this help promote healthy, safe and independent living?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Income deprivation and poverty - will it consider income deprivation and reduce poverty?

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?	The majority of bookings for the Menuhin Room are from other PCC departments or local charities. These are both subject to reduced hire charges. Other organisations booking are profit-making and room/equipment hire is factored into their event charges.
How are you going to measure/check the impact of your proposal?	We will respond to individual feedback flexibly, according to need.

Carbon emissions - will it reduce carbon emissions?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Energy use - will it reduce energy use?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Climate change mitigation and flooding - will it proactively mitigate against a changing climate and flooding?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Natural environment - will it ensure public spaces are greener, more sustainable and well-maintained?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Air quality - will it improve air quality?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Transport - will it make transport more sustainable and safer for the whole community?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Waste management - will it increase recycling and reduce the production of waste?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Culture and heritage - will it promote, protect and enhance our culture and heritage?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Increased use of the Menuhin Theatre, the Steinway grand piano and the provision of cultural activities will be a positive impact.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>All income from Menuhin Theatre hire will be re-invested in the space, enhancing the space for future cultural events and activities.</p>

Employment and opportunities - will it promote the development of a skilled workforce?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Economy - will it encourage businesses to invest in the city, support sustainable growth and regeneration?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Social value

<p>Please explain how your policy, service, function, project or strategy delivers Social Value</p>	<p>Buy increasing hire costs in line with inflation and ensuring full cost recovery of our services, we are maintaining value for money.</p>
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Involvement

Who was involved in the Integrated impact assessment?	Michael Gunton; Mark Zumpe
Name of the person completing this form	David Percival
Date of completion	2024-03-04

Agenda Item 5



Portsmouth
CITY COUNCIL

Title of meeting: Culture, Leisure and Economic Development Decision Meeting

Date of meeting: 15 March 2024

Subject: Museum Admission Charges Increases

Report by: Director of Culture, Leisure and Regulatory Services

Cabinet Member: Councillor Steve Pitt

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

To update Members on increases in Museums Service admission fees and charges.

2. Recommendations

2.1 To approve the admission charges as referred to in this report and as listed in Appendix 1.

2.2 That the Director of Culture, Leisure and Regulatory Services is given the authority to offer pricing in line with these fees and charges for bespoke requests.

3. Background

3.1 In line with Audit Commission recommendations and Financial Rules the admission fees have been reviewed and market rates applied where appropriate. In the majority of cases, the increase is in line with CPI.

3.2 The museum service offers free admission to all its historic venues with the exception of the D-Day Story and Charles Dicken's Birthplace. Charles Dicken's Birthplace is free for all PO1-6 residents and schools. The D-day Story offers extensive discounts of up to 40% to all local residents every year. In addition, the museum team are running an ambitious D-Day 80 sponsorship drive to fund up to 10,000 local children to visit the museum for free including transport and



Portsmouth City Council

an educational session. Sponsorship for over 1,400 children has already been secured. This project will focus primarily on low-income areas.

- 3.3 The D-Day Story and Charles Dickens Birthplace Museum admission tickets are priced very reasonably in comparison to other heritage attractions and general days out.
- 3.4 The Charles Dicken's Birthplace admission fees have not been raised for a considerable amount of time and given that admission will remain free to local people the proposal is to raise them by 20 % from the 1 April, 2024. This is still a very competitive price and accounts for the years where the price has remained the same. See appendix 1 for increases.
- 3.5 The D-Day Story admission fees were last raised in 2023 by 6% with no adverse effect or complaints. The admission price had not been recently raised in the years before that. It is therefore proposed to raise the admission tickets by 11% from the 1 April 2024. Leisure card holders will still receive a 40% discount and veterans of WW2 remain free.

4. **Reasons for recommendations**

These increases are necessary to meet service income targets and balance the rising costs of services and staff. The increase is necessary to address a budget shortfall. With so much on offer for free this is the best opportunity the service currently has for immediate and resource efficient income generation. There is a very low risk of any adverse feedback at all because of these increases which will bring the D-Day Story and Charles Dicken's Birthplace Museum closer in line with comparative venues. These charges have been benchmarked against a variety of local attractions. For example, a visit to D-Day Story will still be cheaper than a visit to the Spinnaker Tower. As we grow visitor numbers, particularly in this anniversary year of D-Day 80, this will have a positive cumulative effect to meet our income targets. This proposal has been thoroughly benchmarked against other local attractions and days out. See Appendix 2.

5. **Integrated impact assessment**

- 5.1 Integrates Impact Assessment attached at Appendix 3



6. Legal implications

6.1 There are no legal implications arising directly from the recommendations in this report.

7. Director of Finance's comments

7.1 The proposed increases are necessary if the Museums Service is to achieve its budgeted income targets. The impact of these prices increases on visitor numbers will need to be closely monitored, with future year's pricing reviewed should it be significantly detrimental.

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Signed by:

Stephen Baily

Director of Culture, Leisure and Regulatory Services

Appendices:

Appendix 1 - Admission Charges 2024 - 2025

Appendix 2 - Benchmarking

Appendix 3- Integrated Impact Assessment

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on



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Signed by:
Cabinet Member for Culture, Leisure and Economic Development

Appendix 1 - Museum Admission Charges

Charles Dicken's Birthplace Museum Admission Fees

Ticket Type	2023-24	2024-25
Adult	£4.60	£5.50
Senior	£4.10	£4.90
Child/ Student	£3.50	£4.20
Group Adult	£3.50	£4.20
Group Senior	£3.00	£3.60
Group Child	£2.35	£2.80
Disabled Adult	£3.70	£4.40
Disabled Senior	£3.30	£3.90
Disabled Child/Student	£2.80	£3.35

D-Day Story Admission Fees

Ticket Type	2023-24		2024-25	
	On the door	Online	On the door	Online
Adult	£14.35	£12.91	£15.95	£14.35
Senior	£11.45	£10.30	£12.70	£11.45
Students/ Children	£7.20	£6.48	£8.00	£7.20
Family	£35.80	£32.22	£39.75	£35.80
Disabled Adult	£11.45	£10.30	£12.70	£11.45
Disabled Senior	£9.20	£8.28	£10.20	£9.20
Serving Armed Forces	£11.45	n/a	£12.75	n/a
Group Adult	£11.48	n/a	£12.75	n/a
Group Senior	£9.16	n/a	£10.15	n/a

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Appendix - 2 Museums Report Benchmarking

	Adult	Senior	Child	Family
D-Day Story (current)	£14.35	£11.45	£7.20	£35.80
D-Day Story (proposed)	£15.95	£12.70	£8.00	£39.75
Tank Museum	£21.50	£21.50	£11.65	£54.50
Mottisfont NT	£17.00	£17.00	£9.00	£45.00
Blue Reef Aquarium	£14.35	£13.35	£11.10	£48.90
Spinnaker Tower	£16.25	£15.00	£12.85	£56.25
Weald & Downland	£17.50	£15.00	£8.50	£46.50
Milestones	£18.50	£15.00	£13.00	£56.00
Brooklands	£23.90	£23.90	£11.00	-----
Fishbourne Roman Palace	£13.00	£12.00	£6.50	£35.00
Beaulieu	£27.50	£26.50	£16.50	£73.00
Mary Rose	£34.00	£33.00	£24.00	-----
Arundel Castle	£29.00	£29.00	£12.00	£70.00
Marwell Zoo	£19.00	£15.00	£15.50	-----
Winchester Cathedral	£12.50	£10	£6.50	-----
HMS Victory	£34.00	£33.00	£24.00	-----
Royal Pavilion	£18.00	£18.00	£11.00	£47.00
Jane Austen's House	£13.50	£13.00	£6.00	£32.00
Gilbert Whites House	£18.00	£17.00	£6.00	£38.00
Brighton i360	£19.95	£19.95	£9.95	-----
Amberley Museum	£17.00	£15.00	£8.50	£45.00
New Theatre Royal	£33.00-£34.00	-----		
Flip Out	£18.00	£18.00	£18.00	-----
Imax Cinema 3D	£16.00	-----	-----	
Hollywood Bowl	£14.90	£14.90	£11.99	

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Form name	Integrated Impact Assessment
Reference	IA592708731
Date	05/03/2024



Policy details

Request date	05/03/2024 13:30
Directorate	PCC Culture Leisure and Regulatory Services
Service	Musuems
Title of policy, service, function	Museum Admission Fees Increases
Type of policy, service, function	Existing
What is the aim of your policy, service, function, project or strategy?	Income generation
Has any consultation been undertaken for this proposal?	no

Equality & diversity - will it have any positive/negative impacts on the protected characteristics?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Crime - Will it make our city safer?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
--	-------------------------------------

Housing - will it provide good quality homes?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
--	-------------------------------------

Health - will this help promote healthy, safe and independent living?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
--	-------------------------------------

Income deprivation and poverty - will it consider income deprivation and reduce poverty?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
--	-------------------------------------

Carbon emissions - will it reduce carbon emissions?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
--	-------------------------------------

Energy use - will it reduce energy use?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Climate change mitigation and flooding - will it proactively mitigate against a changing climate and flooding?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Natural environment - will it ensure public spaces are greener, more sustainable and well-maintained?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
--	-------------------------------------

Air quality - will it improve air quality?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Transport - will it make transport more sustainable and safer for the whole community?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Waste management - will it increase recycling and reduce the production of waste?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Culture and heritage - will it promote, protect and enhance our culture and heritage?

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?	The proposal will generate income for the museum service. Negative impacts will be mitigated by providing discounts for lower incomes
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How are you going to measure/check the impact of your proposal?	Financial monitoring/ visitor figures
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Employment and opportunities - will it promote the development of a skilled workforce?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Economy - will it encourage businesses to invest in the city, support sustainable growth and regeneration?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Social value

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Involvement

Who was involved in the Integrated impact assessment?	Museums service
Name of the person completing this form	Cathy Hakes
Date of completion	2024-03-05

Agenda Item 6



Portsmouth
CITY COUNCIL

Title of meeting: Culture, Leisure and Economic Development Decision Meeting

Date of meeting: 15 March 2024

Subject: Tourism and Visitor Economy Update 2023-24.

Report by: Director of Culture, Leisure and Regulatory Services

Cabinet Member: Councillor Steve Pitt

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

- 1.1 To update on activity and results related to the Tourism and Visitor Economy Strategy 2023-28 and associated Visit Portsmouth Tourism Marketing Communications Plan 2023-24 and agree the new marketing plan for 2024-25.
- 1.2 To agree ongoing charges related to Visit Portsmouth Membership and other web and print advertising.

2. Recommendations

- 2.1 **To approve the Tourism Marketing and Communications Plan 2024-25.**
- 2.2 **To approve the charges for membership and other advertising as outlined in the report and associated appendices.**

3. Background

- 3.1 An Information Only report was brought to committee in November outlining activity carried out by the team between March and September 2023. This report will give a general overview of the year and more detail around marketing activity, completed and planned, between October 2023 and March 2024.
- 3.2 Domestic Marketing
In the summer and autumn we ran a main season campaign with partners Victorious Festival, Portsmouth Historic Dockyard, Spinnaker Tower, Gunwharf



Quays, The D-Day Story and South Western Railway. The campaign consisted of large outdoor screens at Waterloo Station and a digital campaign running alongside and managed in-house. The London campaign with JCDecaux delivered over 8.94 million impressions and there were over 615,000 over-deliveries. The digital campaign delivered over 4.1 million impressions, reaching 1.18 million people and generating almost 38,000 link clicks. The full report 'Visit Portsmouth summer and autumn 2023 campaigns with partners' is attached at Appendix 1.

- 3.3 A further campaign will run for two weeks from 18 March again using the Waterloo Special and D6 screens on platforms at Waterloo from 18 March for two weeks. This will feature our two platinum partners, Victorious Festival and Portsmouth Historic Dockyard, plus a general destination advert and one focussing on D-Day 80 and The D-Day Story.
- 3.4 In December the team promoted Christmas in Portsmouth with a designated landing page on the website compiling festive events and content, as well as the #EventAdvent running from 1 to 24 December, shining a light on specific events happening each day. Between 1 and 25 December the Christmas-related pages on the Visit Portsmouth website had 14,798 views (23.8% of the site total). These came from 10,463 users (33.1% of the total). The most popular page was for the Commercial Road Christmas Market, which alone generated 6,688 views from 5,074 users. This represents a year-on-year increase in views of 11.5%.
- 3.5 During the autumn months the team, working with the in-house design team, created the 2024 Visitor Guide and Mini Guide. We used a painting by a local artist as the cover image to raise awareness of the cultural and creative industries in the city - and because it is a great painting! The brochures were launched just before Christmas and in distribution from the new year.
- 3.6 A digital campaign to support distribution of the visitor guides and encourage staying visits to the city ran in January. The campaign reached 271,457 people, generating 529,971 impressions and 6,636 clicks through to the Brochures page on Visit Portsmouth (where you can download the brochure or request a printed copy).
- 3.7 Over the period 1 April 2023 to 31 January 2024 the Visit Portsmouth website had the following traffic:
840,422 sessions
631,685 users
1,419,996 page views
4,385,110 events ('Events' are Google's new term for engagement with a page or its contents. Examples of events include clicking on links, watching videos, scrolling 90% of the way down a page, or downloading material such as brochures or images.) Going forward we will seek to benchmark digital activity against other similar destinations.



- 3.8 The Visit Portsmouth social media channels for the same period had the following results:
Facebook:
Impressions - 3,036,703
Reach - 2,952,375
Clicks - 115,482
Reactions, comments and shares - 36,184
Instagram:
Impressions - 103,304
Reach - 97,180
Interactions (shares, likes, comments, saves and follows) - 4,729
Twitter:
Impressions - 304,000 (approx.)
- 3.9 All the above are for organic posts, i.e. unpaid, regular content. Across Facebook and Instagram combined our paid adverts also drove an extra:
Impressions - 5,795,902
Reach - 2,133,319
Clicks - 93,633
- 3.10 In January the team invested in a half-page advertorial in the Guardian Travel Guide at a late price and are working with South Western Railway on a full-page advertorial in the Evening Standard which will encourage visits to the city by train. This will be published the week before the London outdoor campaign goes live and was again offered at a favourable rate.
- 3.11 Team Portsmouth attended Excursions Trade Show at Wembley Stadium in January, with partners joining as stand sharers or with literature on display depending on their level of a membership. The show's visitors were principally group organisers and coach operators. 40+ contacts were made to follow up. A familiarisation visit to the city is planned for the Spring to include those who expressed an interest at this event.
- 3.12 To market to the Meetings, Incentives, Conferences and Events (MICE) market Portsmouth will have a presence at the PA Show in London in February supported by Portsmouth Guildhall and the University of Portsmouth. A new Venues in Portsmouth brochure is being produced to showcase the many unique event spaces in the city.
- 3.13 Plans are now being made to showcase Portsmouth tourism businesses during English Tourism Week in March. This will include a range of offers for local residents at city attractions, venues and transport operators.
- 3.14 International Marketing
Much of our international marketing is carried out with regional partners such as Tourism South East, England's Coast, and Isle of Wight Tourism.



- 3.15 In January we had a joint pod with IOW on the South East England stand at Vakantiebeurs Tourism Show in the Netherlands. This is a very busy show with one trade day followed by three public days. The show was again very popular with more than 71,000 visitors in total. Lots of interest in our area and good knowledge of Portsmouth and good intention to visit. For the first time there were lots of queries about travelling around the UK by train, an indication perhaps of people choosing greener transport options for travel.
- 3.16 Portsmouth was represented at Visit Britain's Showcase Event in Greenwich in January to which a range of international buyers were invited, and the following day attended ETOA's (European Tourism Association) Britain and Ireland Marketplace event. The latter consisted of 30 face-to-face meetings with global buyers.
- 3.17 There was good interest in Portsmouth at these events and heartening that operators were again looking beyond established areas and routes for the first time since the pandemic. All meetings will be followed up and contacts shared with destination partners as relevant.
- 3.18 Marketing continues to the northern Europe market through activity booked with Tourism South East and as part of the England's Coast membership.
- 3.19 The Visit Portsmouth team continue to support the International Port especially as regards cruise visits to the city. Meetings are held with Shore Excursion companies and working with Shaping Portsmouth a further Cruise Business Event was held in November to enable local tourism businesses to talk to these excursion companies directly.
- 3.20 The Visitor Information Point at the Hard endeavours to open for every cruise call so those on the shuttle bus exploring the city independently can pick up more information. In addition, the volunteer welcome organised through Shaping Portsmouth at the International Port continues to be really well received by cruise visitors.
- 3.21 The team also work closely with Brittany Ferries and are considering further marketing to the French market in partnership with Isle of Wight Tourism.
- 3.22 Partnerships
Local, regional and national partnerships continue to be crucial to the team's work, with an income target set at £100,000 annually for marketing support from local partners. In 2023 we piloted a new membership scheme, enabling partners to sign up once for a range of activity with annual membership options from £1,500 to £17,000. There is still the option for partners to opt into selected activity such as Visitor Guide or website advertising on a stand-alone basis if they wish.
- 3.23 The partnership levels, website advertising options and Visitor Guides advertising rate cards are attached at Appendices 2, 3 and 4. Mostly we have

kept charges the same as the pilot year with any increases or changes being within current inflation figures. Any increases for the publication rate cards will be made later in the year and be in line with, or less than, inflation.

- 3.24 To date the team have achieved income of just under £110,000, with all of this being invested in increased marketing including fully financing the design and print of the destination publications and a major part of the main season campaigns.
- 3.25 Regional and national partnerships are also key, and we will continue with our SLA agreement with Tourism South East and membership of England's Coast both of which support domestic, group and international marketing. We will also further explore opportunities with our near partners such as Isle of Wight Tourism.
- 3.26 Regular Destination Network Meetings are held enabling partners to get updates on marketing activity and hear from tourism businesses across the city enabling better network and collaboration. In 2023-24 nine meetings have or will be held.
- 3.27 Sustainability
In February the team launched the new Visit Portsmouth Green Tourism Award scheme. This is a free scheme open to all tourism businesses in the city and is based, with permission, on a successful similar scheme on the Isle of Wight.
- 3.28 The team continue to encourage sustainable transport to the city, with all the main season campaigns including a South Western Railway message, this year supplemented by the Evening Standard advertorial. Sustainable travel around the city is also encouraged with information online and the new refreshed Millennium Promenade guide books available from Information Points.
- 3.29 Research
The latest Visit Portsmouth Visitor Survey was conducted in December 2023, building on (and comparing with) our existing annual survey results. 2,372 people filled out the online questionnaire, in which they were divided into one of three categories: Visitors (those who had been to Portsmouth within the past two years), Lapsed Visitors (those who had been within the past two to five years) and Non-Visitors (those who hadn't ever been, or had done so more than five years ago).
- 3.30 We asked visitors a range of questions including one of overall visit enjoyment. Over half of Visitors awarded the full five stars, and with a further 42% giving four stars it means that 92.5% were pleased with their trip.
- 3.31 For the first time we asked a question about how much the role of the environment/green travel plays when deciding where and how to travel. 40% of those surveyed stated they gave it some consideration.
- 3.32 Despite this travel by car was still the top choice for 78.3% of visitors. There was also a good showing for those who travelled by train, selected by 21.2% of



Visitors (up markedly on the 16% who said the same last year, a good result given the number of strike days).

3.33 The most stated reason for visiting the city was for sightseeing (65.2%), followed by shopping (50.4%), and then visiting friends and relatives (22.3%). Most visitors (55.6%) came to Portsmouth on a day trip, with 15% staying one night, 18.5% staying for two and 10.9% staying three or more nights. The full report: '2023-24 Visit Portsmouth Survey results' is available at Appendix 5.

3.34 Visitor Information

The team provide a Visitor Information Service in the Hard bus station, open seven days a week April to September and 4 days a week the rest of the year. The staffing of this is funded almost fully by the sale of vended food and drink, tickets for local attractions and gifts in the shop. In the period March 2023 to January 2024, the service answered over 22,000 in person queries.

3.35 Information Points are also provided at Portsmouth Museum and Art Gallery, The D-Day Story, Gunwharf Quays and Central Library.

3,36 The Marketing and Communications Plan 2024-25 is attached at Appendix 6, outlining planned activity for the forthcoming financial year. More detail will be added as membership are confirmed and full available budget agreed.

4. Reasons for recommendations

4.1 The Marketing and Communications Plan 2024-25 provides a blueprint for activity throughout the year, again enabling better planning while always remaining a living document to be adapted as opportunities arise.

4.2 The piloted membership model has enabled the team to better plan activity, having certainty in partner spend earlier in the year, rather than asking for financial support for each marketing element. It has also enabled us to formalise the support offered to partners and report back to them on this.

5. Integrated impact assessment

5.1 An integrated impact assessment is attached at appendix 7.

6. Legal implications

6.1 There are no legal implications arising directly from the recommendations in this report.



7. Director of Finance's comments

7.1 The charges related to Visit Portsmouth Membership and other web and print advertising has been reviewed taking into account the need to maximise income whilst ensuring the service remains competitive. The Tourism service will deliver the recommendations contained within this report within the approved budget

.....
Signed by:
Stephen Baily
Director of Culture, Leisure and Regulatory Services

Appendices:

- Appendix 1: Visit Portsmouth summer and autumn 2023 campaigns with partners - report.
- Appendix 2. Visit Portsmouth Membership Opportunities 2024-25
- Appendix 3. Visit Portsmouth publications - display adverts rate card 23-24
- Appendix 4. Visit Portsmouth publications - Accommodation adverts rate card 2023-24
- Appendix 5. 2023-24 Visit Portsmouth Survey results.
- Appendix 6. Visit Portsmouth Tourism Marketing Communications plan 2024-25
- Appendix 7. Integrated Impact Assessment, Tourism and Visitor Economy Update March 2024

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

.....
Signed by:
Cabinet Member for Culture, Leisure and Economic Development

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**VISIT PORTSMOUTH
2023 CAMPAIGN
REPORT**

Executive overview

Visit Portsmouth joined with partners across the destination for a summer/autumn 2023 campaign running in two bursts. These campaigns comprised poster sites in London and a supporting digital element. The summer burst ran from June to August, with the autumn in September and October. Both targeted London and the surrounding areas, with summer reaching people as they planned their holiday getaways, then in autumn building on the good interest, as well as pushing the shoulder season and October half term. Supporting partners were Victorious Festival, Portsmouth Historic Dockyard, Spinnaker Tower, Gunwharf Quays, The D-Day Story and South Western Railway.

For the 2023 campaign Visit Portsmouth booked advertising space with JC Decaux after the company offered a selection of different options to what we'd utilised previously, including the large impactful advertising boards at Waterloo Station. Partners agreed to trial these new options which offered good value for money.

The digital campaign that ran alongside (and beyond), used Meta ads across Facebook and Instagram, as well as mobile ads included by JC Decaux as an added extra - further details below.

Campaign results at-a-glance

The London campaign with JC Decaux drove nearly 8.94 million impressions. There were over 615,000 over-deliveries.

The digital campaign delivered over 4.1 million impressions, reaching 1.18 million people and generating almost 38,000 link clicks. They also achieved significantly lower cost per click figures than industry benchmarks, meaning we had to spend less money than competitors to drive clicks on the ads and through to our website.

On the Visit Portsmouth website there were year-on-year increases in users, sessions, page views and pages per session during both the summer and autumn campaigns - comparing against previous periods when we've also run ads in London and online.



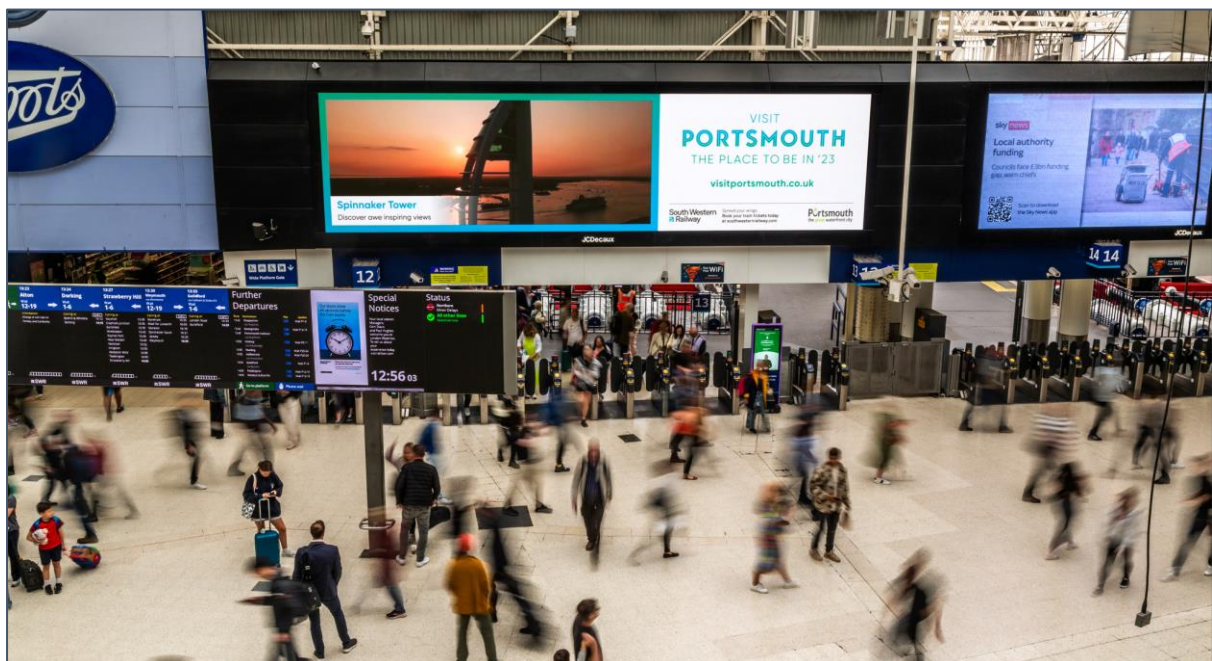
VISIT PORTSMOUTH
2023 CAMPAIGN
REPORT
SUMMER

London poster campaign

For the London poster campaign with JC Decaux we took 1x Digital Rail Special and 24x Rail D6 posters. These were displayed from 26 June to 9 July, with the D6 posters live all day and the Rail Digital Special running 4pm to 7pm Tuesday to Friday and 10am to 4pm Saturday (for the Commuter and Leisure Commuter audiences respectively).

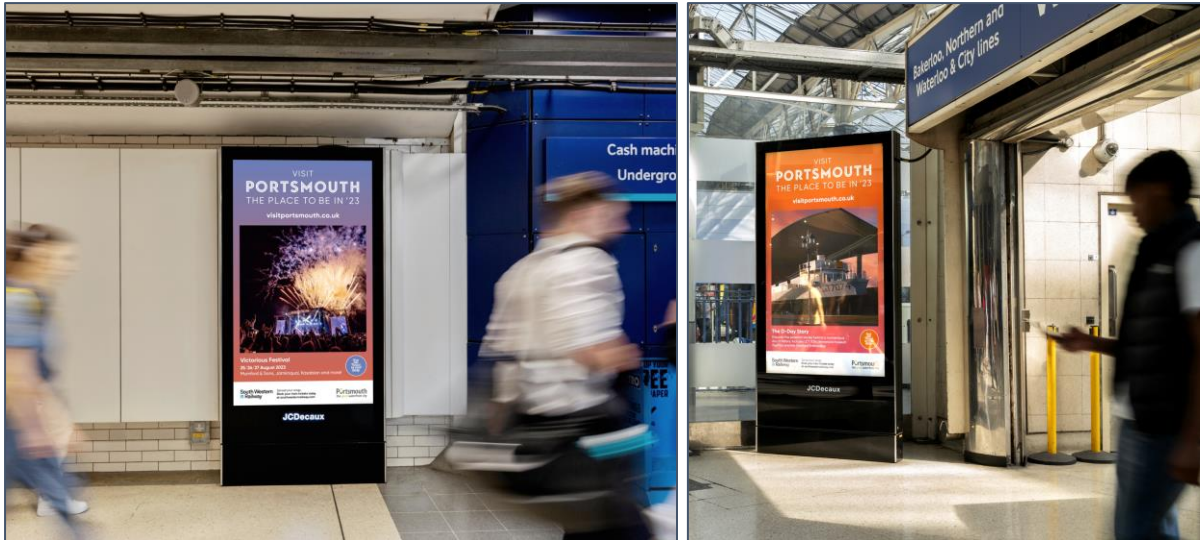
The Digital Rail Special utilised five different creatives - one each for Portsmouth Historic Dockyard, Victorious Festival, Gunwharf Quays, Spinnaker Tower and The D-Day Story. All had a striking image or video, alongside the Visit Portsmouth name and our campaign tagline: The Place to be in '23. South Western Railway was included in a banner along the bottom of every ad, which included the brand logo and URL for booking.

The Victorious Festival and Spinnaker Tower adverts used video, whilst the remaining three had still imagery.



An example of the Digital Rail Special in place, showing a Spinnaker Tower advert.

The D6 posters all used still imagery (albeit with animated elements to help catch the eye), and featured the Visit Portsmouth name and tagline at the top, with South Western Railway details at the bottom.



Rail D6 ads in place, showing ads for Victorious (left) and The D-Day Story (right).

Poster campaign - results

In total these posters generated 4,429,375 impressions - a 5.8% increase on the projection of 4,186,555.

As part of their offer JC Decaux also included mobile ads, which are detailed further in the Digital Campaign section below. When the posters and mobile ads were combined, the JC Decaux campaign as a whole generated 4,765,445 impressions. This is an over-delivery on what was promised of 5.5%, or 248,639 impressions in real terms.

Midway through the campaign JC Decaux ran a series of Visual Impact Measurements, to see what in the ads drew and held people's attention, where they looked and how long they dwelled on an advert.

It showed that the imagery was strong and had good interest, with skylines and people/faces doing particularly well. There was also a good showing for the Visit Portsmouth name and messaging, with people's eyes journeying through the ad from the image to the name and downwards to the additional information.

That said, video was found to draw and hold attention more than still imagery, so this influenced part two of the campaign for autumn (which is covered in detail later in this report).

South Western Railway

Whilst South Western Railway (SWR) didn't have an advert in its own right, the operator was included on every single poster across both the Digital Rail Specials and Rail D6s. The footer-style banner included the brand name, logo and URL, and London locations were selected where South Western Railway operates services to Portsmouth (to not only promote SWR but encourage more people to take the train on one of its major routes).

SWR was also included within the landing page on the Visit Portsmouth website, being mentioned in the content's introduction, with links to both the South Western Railway website and also its SWR Rewards platform. This was not only because SWR is a key partner but also to further promote sustainable travel into Portsmouth.

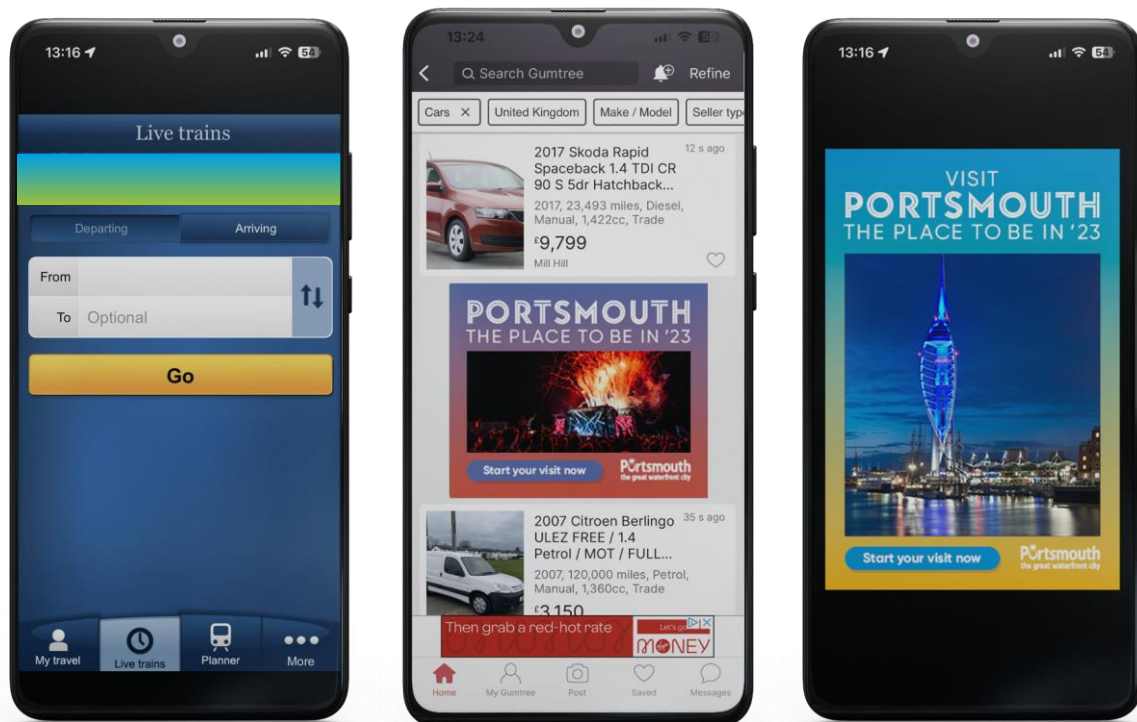
During the course of the digital campaign there were strike days where services were impacted. As such we didn't include a dedicated South Western Railway ad within the digital element of the campaign, to ensure we didn't have negative sentiment among the comments and replies. Instead, SWR featured more heavily in the autumn digital campaign.

Digital campaign

Mobile app ads

As noted above, JC Decaux ran a series of mobile app ads to support the digital poster sites. These promote brand awareness and ad recall, capitalising on our campaign being top-of-mind for those who had recently seen the digital posters.

The ads took the form of: banners, MPUs (Mid-Page Units) and Interstitials (full page ads). The second two used similar creative to the D6 poster sites, whilst the banners went with a more generic Visit Portsmouth text-only message to work within the very narrow dimensions.



Mock ups of the ads for, left-to-right: Banner, MPU, Interstitial.

These ran for the same period as the digital banners (26 June to 9 July).

JC Decaux delivers its mobile ads across a host of apps and channels, including Facebook, Instagram, YouTube, National Rail, Met Office, Parkrun, TuneIn, Snapchat and more.

The ads were initially delivered to those in London Waterloo and the immediate surrounds, but part-way through the campaign it was extended out to also cover Richmond, Twickenham, Guildford, and Clapham.

Mobile app ad results

These ads generated 336,070 impressions, a 1.8% increase on the projected 330,251. The average view time was 12.4 seconds, an improvement on the 10 seconds JC Decaux more regularly sees.

The click through rate did especially well, with our 0.09% result eclipsing JC Decaux's average of 0.03 to 0.04%.

The best CTR was seen on Fridays (0.11%) followed by Tuesdays and Saturdays (both 0.1%). Worst was Thursdays (0.07%) followed by Mondays and Wednesdays (both 0.08%), although the range from worst to best isn't huge.

Perhaps unsurprisingly the larger ads delivered the best click through rate, with the narrow banners delivering the least.

Meta ad campaign

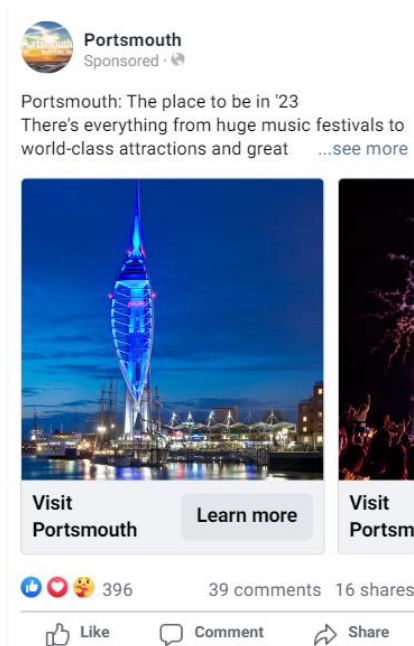
The Meta ad campaign used identical imagery to the London poster campaign for familiarity and ad recall.

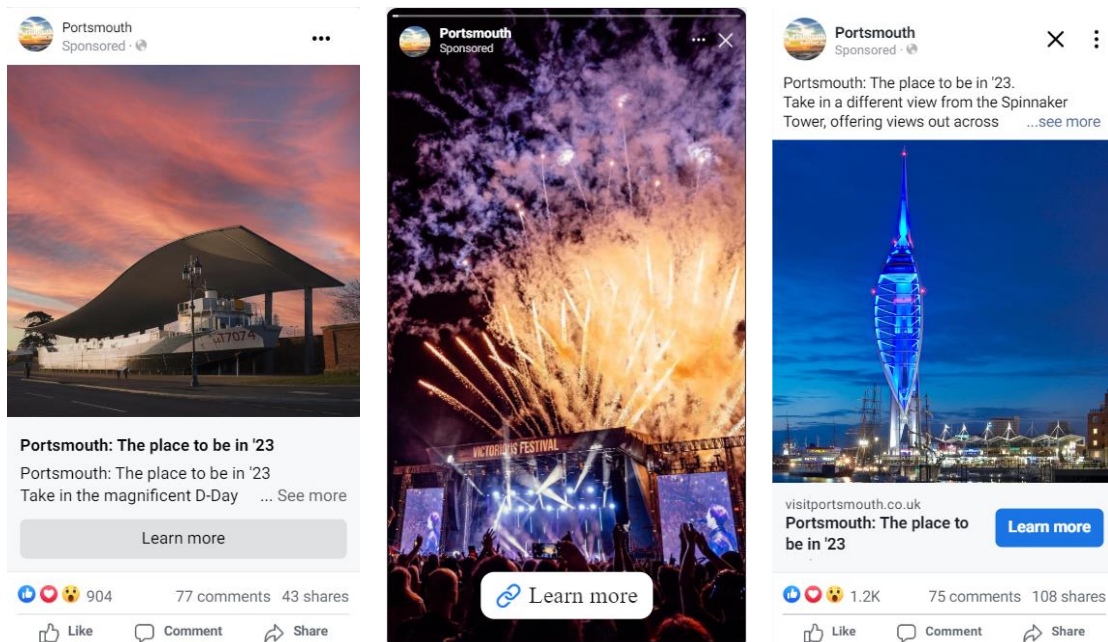
Last year we deployed a video-heavy campaign, using new film content to generate interest and awareness, albeit at the expense of clicks through to the website. This time, with no new video content and aiming to vary the ad creative, we elected for imagery. As such, clicks through to the Visit Portsmouth website were set as a campaign objective.

Clicks were directed towards a new landing page on the Visit Portsmouth site, featuring content about the main partners, as well as general information about the city. It also contained imagery from the campaign to reinforce familiarity.

Six separate ad sets were created, with the budget split evenly across partners. There was a main destination advert that pulled together all the campaign creative into one carousel and had a broad message to cover Portsmouth more generally - as well as individual ads for Portsmouth Historic Dockyard, Victorious Festival, Spinnaker Tower, Gunwharf Quays and The D-Day Story.

The carousel ad was optimised to show the best performing tile first, or the one which Facebook's algorithm thinks would have the most impact on each specific user - which also gave us the added benefit of shuffling the deck and ensuring certain partners aren't favoured in the running order.





Screengrabs of the Meta ads in a variety of placements: the Destination ad as it appeared in the Facebook Feed, the Gunwharf Quays ad on Messenger Stories, the Portsmouth Historic Dockyard ad in the Instagram Feed, the D-Day Story ad in the Facebook Video Feed, the Victorious image ad in Facebook stories, and the Spinnaker Tower ad in the Facebook Business Feed.

Note: all ads appeared across numerous placements, the above is for illustration.

All our ads targeted similar geographic areas (mostly those travelling in and around London, as well as places in easy reach of Portsmouth on South Western Railway's lines into the city). However, the demographic targeting was tweaked for each; the Victorious ads reaching those with an interest in live music, D-Day for history buffs, Gunwharf Quays for shopaholics, and so on.

The Victorious Festival budget ended up being split between two ads, with 70% going on static, image-based ads and click throughs like the others, whilst the remaining 30% went on a video ad delivered in the last few weeks running up to the festival, using the same creative as was used in the Digital Rail Special.

The digital campaign budget was initially split into two, with half the spend going on an initial two-week rush whilst the poster sites were live, and the remaining half to be spent over the remaining seven weeks, running throughout summer. However, August saw a real improvement in the Cost Per Click metric - which our Meta Ad Adviser attributed to lower auction competition over the summer months driving costs down. As such we used a portion of leftover budget in August (money that was earmarked for late opportunities or to further boost the autumn campaign) to take advantage of these favourable conditions. This made the spend over time look more like an inverted bell curve.

Meta campaign results

In total the digital campaign drove 2,624,182 impressions, with a reach of 1,279,999. With 27,709 link clicks we had a click through rate of 2.16% and a cost per click of 0.11.

Our achieved click through rate was 140% above average, with Wordstream benchmarking CTRs for the travel and hospitality industry at 0.9%. Wordstream also puts the industry's average cost per click at £0.50, making ours (£0.11) around a fifth of that.

Website results

During the period of the London campaign (26 June to 9 July) the Visit Portsmouth website saw the following increases year-on-year:

Users +27.1%

Sessions +25.2%

Page Views +17.5%

New Users +28.4%

The Pages Per Session metric did see a -1.5% drop, though this would be expected owing to the large bounce rate anticipated on content-dense landing pages (especially those with multiple external links to other organisations).

Over the full period of the digital campaign (26 June to 28 August) the year-on-year increases were:

Users +10.6%

Sessions +11.2%

Page Views +6.4%

New Users +11.3%

Pages Per Session +0.6%



VISIT PORTSMOUTH
2023 CAMPAIGN
REPORT
AUTUMN

Autumn results at-a-glance

Poster sites generated 4,508,885 impressions (an 8.9% over delivery on the 4,141,993 promised - or in real terms an extra 366,892 impressions).

The social media campaign delivered:

Impressions - 1,492,392

Reach - 585,491

Click throughs: 12,146

Clicks (all): 20,125

Poster campaign approach

Our agreement with JC Decaux included a second set of ads to run during autumn, using almost the same placements as in summer:

1x Digital Rail Special (running 4pm to 7pm Tuesday to Friday and 10am to 4pm Saturday)

24x Rail D6s (running all day)

These were all around London Waterloo railway station from 25 September to 8 October inclusive.

No Mobile In-App Ads were included in the autumn run.

Campaign creative was kept purposefully similar to that of the summer, to promote ad recall from those who had seen the previous set. It was also to build on previous success, as JC Decaux (through its Visual Impact Measurement tool) reported good visibility for the Visit Portsmouth brand name and URL in heatmaps of where people focused their attention. That said, the heatmaps also illustrated that video content generated more impact and kept attention longer than still imagery. To that end we included more video ads than in the summer, including one composite destination-wide ad pulling in footage from all partners.

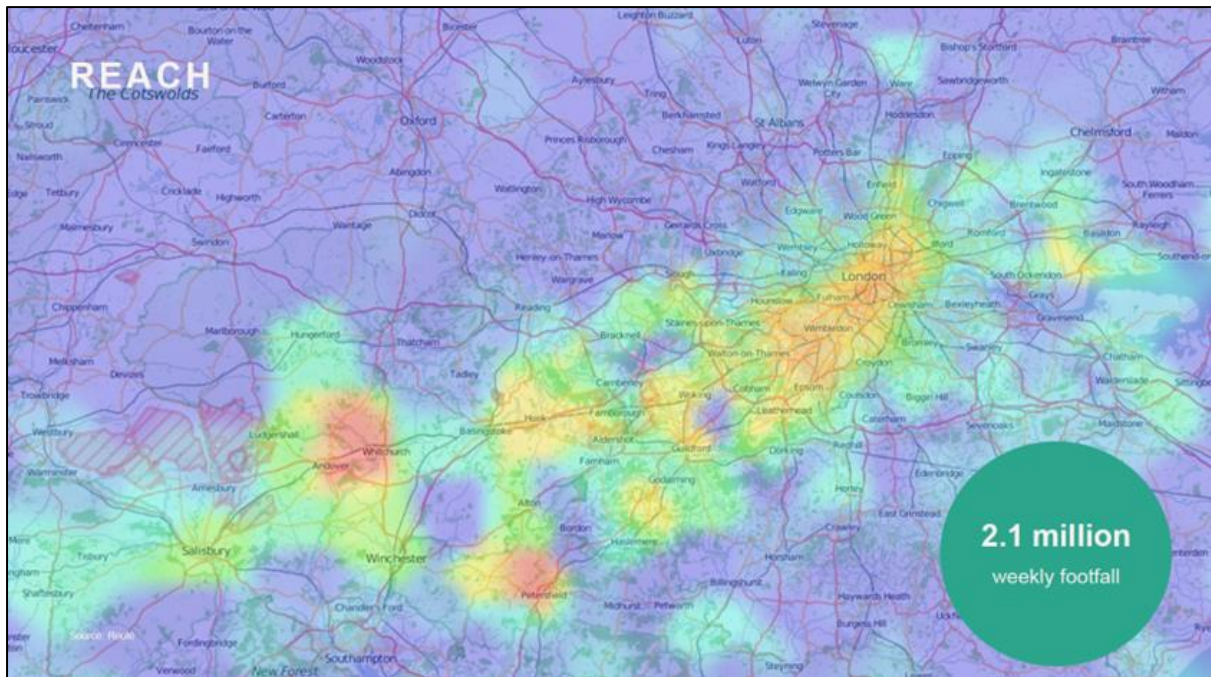
To provide a strong destination message we (with the approval of all partners) changed the order of how ads would display in the Digital Rail Special. This involved running destination ads every other, in between the individual ads for each of our five partners (giving a total run of ten ads, which would then repeat).

The D6 ads remained largely unchanged from summer in both content and delivery.

Poster campaign - results

The autumn ads generated 4,508,885 impressions (an 8.9% over delivery on the 4,141,993 promised - or in real terms an extra 366,892 impressions).

The weekly footfall through the location of our poster sites is approximately 2.1 million, with many coming from London and the towns/cities to its immediate south west (along the corridor serviced by South Western Railway).



Social media campaign

As in summer, the autumn campaign comprised a digital element, with Meta ads again chosen - albeit with a slight shift towards video content to better mirror the poster creative.

There was a destination-wide ad, plus one for each of the partners (including South Western Rail, with extra budget to offset the summer when it had no social ads owing to ongoing industrial action).

For the destination-wide ad, two creatives were provided - one video and one carousel of five images which each clicked through to the Visit Portsmouth website. Facebook could then deliver whichever of the two ads it estimated each individual user would react best to. Videos were also used on the Spinnaker Tower and Victorious Festival ads, whilst Gunwharf Quays, Portsmouth Historic Dockyard and The D-Day Story stuck with still imagery.

Ads using video content typically perform better for awareness and engagement metrics, but less so for clicks through to a website/destination/Instant Experience. To try and mitigate this somewhat we selected Landing Page Views as a key target and allowed Facebook's AI to deliver optimised creative to those people most likely to be receptive to it (albeit with our key demographic targeting still in place, as per the summer campaign).

Ads ran for exactly one month, from 27 September to 27 October.

Social media campaign - results

The ad campaign reached a total of 585,491 people, generating 1,492,392 impressions. There were a total of 149,783 video plays.

The ads generated 12,146 clicks through to the website, for a click-through rate of 0.81% and a cost per link click of £0.33. This represents a slight decrease on the Wordstream benchmark CTR (0.9%), although our cost per link click was still a third lower than the industry average (£0.50).

It's worth noting the difference between website click-throughs and more general clicks on the ads themselves. Total ad clicks (comprising video interactions, content expansions or clicks through image carousels) took the number of clicks up to 20,125, for a rate of 1.35% and a cost per click of just £0.20.

Website results

During the period of the London campaign (25 September to 8 October) the Visit Portsmouth website saw the following year-on-year increases:

Users +22.3%
Sessions +20.2%
Page Views +14.9%
New Users +21.3%

Over the full period of the digital campaign (27 September to 27 October) the year-on-year increases were:

Users +33.2%
Sessions +41.4%
Page Views +27%
New Users +42.8%

Campaign results- total

Poster campaign

Impressions promised: 8,328,548
Impressions delivered: 8,938,260
Mobile In-App Ad impressions: 336,070
Overdelivery: 609,712
Overdelivery as a percentage: 7.3%

Digital campaign

Impressions: 4,116,574
Reach: 1,183,667
Ad clicks: 76,825
CPC: £0.13
Link clicks: 37,955

If you have any queries or feedback about this report, please contact Tourism@portsmouthcc.gov.uk.

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Visit Portsmouth

The official destination marketing organisation for the Great Waterfront City, promoting Portsmouth domestically and internationally.

Through year-round campaigns, attendance at trade shows and our 24/7 digital presence, we showcase Portsmouth to a global audience including holidaymakers, daytrippers, tour operators, travel agents, event organisers, travel groups and press.

Visit Portsmouth provides free, impartial advice on the city's attractions, events, accommodation, transport options and lots more besides. The website and social media channels run alongside the council's in-person Visitor Information services, which provide tourists and residents with all the practical information they need to make informed decisions on what to do and where to go.

The Visit Portsmouth website typically attracts over 850,000 visits each year, from visitors at home and abroad (nearly 75% of traffic is domestic and 25% comes from overseas). Additionally we have popular Facebook, Twitter and Instagram accounts, whose posts collectively enjoy an annual reach of over 7 million. The Facebook page now has around 40,000 follows, Twitter over 16,700 and Instagram over 3,700.

All basic website listings are completely free - to fully showcase the city and ensure visitors have the opportunity to make informed decisions based on their own requirements, with all the information available to them.

The team also offer a range of membership and advertising opportunities for tourism businesses to purchase, including digital, outdoor and print options.

Campaigns

Recent large-scale campaigns saw Visit Portsmouth advertise in London at Waterloo Station during summer and autumn 2023 and Spring 2024 thanks to buy-in from partners across the destination and beyond. A full report for the autumn and summer elements is available on request along with a detailed marketing plan outlining all main activity.

Headline figures from summer and autumn 2023:

The London outdoor campaign with JC Decaux drove nearly 8.94 million impressions.

The associated in-house digital campaign delivered over 4.1 million impressions, reaching 1.18 million people and generating almost 38,000 link clicks.

Visit Portsmouth Publications

The official destination publications include a main Visitor Guide - A4 in size, with a dedicated accommodation section - and Mini Guides produced in a range of languages. The publications are distributed nationally and internationally, in hard and soft copy, to promote Portsmouth to our target markets. As well as distributing the Guides ourselves, we also work with partners to push them further beyond our own reach and encourage more digital downloads.

Tourism Partner Membership Packages (running April to March)

Platinum Tourism Partner, £17,000 per year, max 3 Included in main season campaigns (to value of £10,000) Homepage banner on Visit Portsmouth for six months - February, April, June, August, October, December - approximately 55,000 views. Free featured website listing. Full page premium display advert (inside front/back cover) in the Visit Portsmouth Visitor Guide and Mini Guide. Feature in Visit Portsmouth e-newsletter x 3 - 6,300 active subscribers. Monthly bespoke featured social media post - (40,000 Facebook page likes, 16,700 Twitter followers, 3,700 Instagram followers). Content featured in all international campaigns. Stand share at Excursions Trade Show

Gold Tourism Partner, £10,000 per year. Included in main season campaigns (to value of £5,000) Homepage banner on Visit Portsmouth for four months, one per quarter - approximately 38,000 views. Free featured website listing Full page display advert in the Visit Portsmouth Visitor Guide and Mini Guide. Feature in Visit Portsmouth e-newsletter x 2 - 6,300 active subscribers. Monthly bespoke featured social media post - (40,000 Facebook page likes, 16,700 Twitter followers, 3,700 Instagram followers). Content featured in all international campaigns. Stand share at Excursions Trade Show

Silver Tourism Partner, £3,000 per year. Half page display advert in the Visit Portsmouth Visitor Guide and Mini Guide (+£1,500 to increase to full page). Feature in Visit Portsmouth e-newsletter x 1 - 6,300 active subscribers. Free website listing including video and downloadable material. Two featured blogs per year with a link to partner website - approximately 1,000 views apiece. Leaflet distribution at Excursions Trade Show.

Bronze Tourism Partner, £1,500 per year. Quarter page display advert in the Visit Portsmouth Visitor Guide and Mini Guide. 1 x feature in Visit Portsmouth e-newsletter - 6,300 active subscribers. Free featured website listing. One featured blog per year with a link to partner website - approximately 1,000 view apiece.

Accommodation Partners

Bronze, £1,500 per year. Half page advert in the accommodation pages and line listing in Mini Guides. 1 x feature in Visit Portsmouth e-newsletter - 6,300 active subscribers. Free featured website listing. One featured blog per year with a link to partner website - approximately 1,000 view apiece

Bronze plus, £2,000 per year. All of above plus: Full- page advert in the accommodation pages, enhanced website listing including video and downloadable material, two featured blogs, featured promotion at international marketing events.

Design your own

Please get in touch if you would like a bespoke package comprising the Visitor Guide adverts and any of the 'bolt on' aspects that best suit your needs. As well as the options listed above there are large and small banner ads (detailed below) which can be added. A final price will then be provided based on your unique package.

Visitor Guide only - You can also opt for a Visitor Guides-only package, contact the team for 24/25 rate cards and options.

Visit Portsmouth website banners

Advertising on the Visit Portsmouth website is designed to look as ingrained to the site as possible - to avoid the jarring experience that comes with pop-ups or intrusive banner ads. Therefore, the site's paid ads appear alongside editorial content in banners and carousels.

These banners appear throughout the site, to create a magazine-style look and feel.

The homepage carousel is the most prevalent, reaching among the largest percentage of site visitors at the start of their journey. The What's On and Things To Do pages are also popular options, generating some of the largest shares of web traffic across the website.

With each of these advertising spaces, you get to decide the image that is included and the website or page it directly links to. All non-advertising images link internally, but with paid ads these can be directed to your website or ticket booking platform.

In addition, each listing from our advertising partners is given more weighting on the website, so it appears high up in the site results for users browsing through.



Homepage, What's On and Things To Do pages banner (top of page):

£525 per month, £5,500 for a full year.

Banner adverts at the top of other website pages will be priced according to traffic using the above as the maximum. For example a page receiving half the homepage traffic would cost £262.50 per month.

Small banner ads at the foot of pages: £90.00 per month.

*All listed prices are **exclusive** of VAT. Please note, all accommodation establishments need a quality star rating or TripAdvisor review of 3+ stars for advertising inclusion.*

Next steps

For more information or to discuss options, please get in touch with Jane or David:

Jane Singh: telephone 02392 834636, or email Jane.Singh@portsmouthcc.gov.uk

David Howells: telephone 02392 834638, or email David.Howells@portsmouthcc.gov.uk.

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BOOK BY 31/08/23 FOR
EARLY BIRD DISCOUNT

Portsmouth
the great waterfront city

VISIT PORTSMOUTH GUIDES 2024

DISPLAY ADVERT BOOKING INFORMATION

Portsmouth City Council is delighted to offer a range of advertising opportunities in the Visit Portsmouth destination publications for 2024.

Portsmouth is packed with things to do and fast becoming Britain's favourite waterfront destination, with more and more to offer every year. Portsmouth's irresistible mix of history and heritage, shopping, lively arts, great restaurants, bars and a programme of year-round events attracts over **10 million visitors** per year.

ABOUT THE GUIDES

VISIT PORTSMOUTH OFFICIAL VISITOR GUIDE

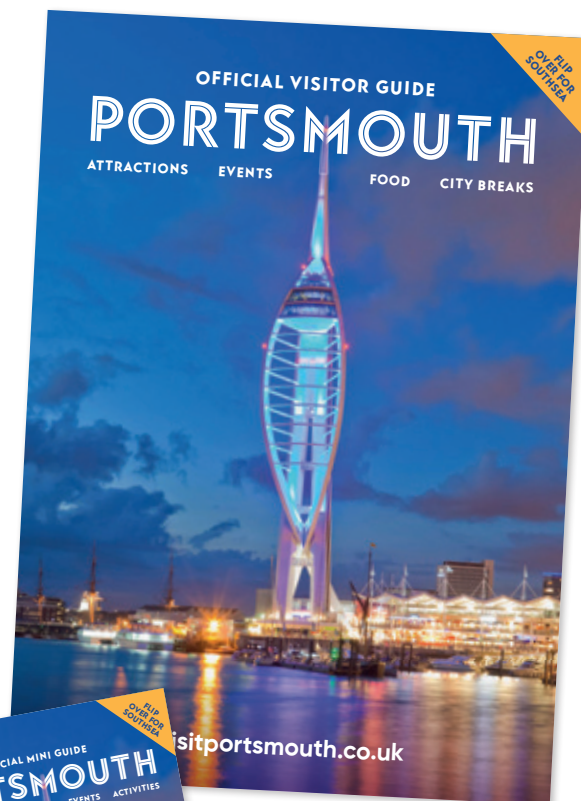
Our full colour official guide is A4 in size and has 52 pages, 50,000 are printed.

The guides are mailed free of charge on request and are also available to pick up at many locations.

Guide requests are made:

- Via **visitportsmouth.co.uk** or by phoning visitor information services.
- In response to national press and travel supplements.
- In response to advertising campaigns, including outdoor campaigns in London area.
- At key travel and consumer trade shows and mailed to the travel trade and group organisers.
- At Visitor Information Centres nationwide
- At Portsmouth International Port

In addition, 35,000 copies are distributed via our distribution company. The A4 guide is aimed at the domestic market in North London and from the Northern Home Counties up to the South Midlands. Visitor Information Centres, Accommodation Providers and other outlets that prefer to order their stock are supplied by the distribution company also.



ASK
ABOUT
OUR EASY
PAYMENT
PLANS!

WANT TO SEE THE CURRENT GUIDE?

You can request a copy of the official guide and mini guide online by visiting www.visitportsmouth.co.uk and searching request brochure. Alternatively, view an online version of the the official guide on your computer or mobile device.

VISIT PORTSMOUTH GUIDES 2024

DISPLAY ADVERT BOOKING INFORMATION

VISIT PORTSMOUTH MINI GUIDE

Our Portsmouth Mini Guide is DL in size and has 40 pages, 100,000 are printed and your adverts will also be included in updated versions of our German and Dutch Mini Guides this year.

These are available:

- Via brochure fulfilment service, targeting – Hampshire, West Sussex, Surrey, Berkshire, Oxfordshire, Dorset and London.
- Targeting outlets, accommodation providers, public libraries, garden centres, leisure centres, family pubs and restaurants, public buildings, golf clubs, tea/coffee shops etc;
- At Portsmouth International Port and on-board Brittany Ferries;
- Locally in Portsmouth at city attractions, venues, visitor information centres, accommodation providers, libraries etc.
- At key travel and consumer trade shows and mailed to the travel trade and group organisers.

All publications are also available to download from the Visit Portsmouth website which receives in excess of 850,000 site visits annually www.visitportsmouth.co.uk

HOW TO BOOK

To book your advert entry:

1. Select the advert size you require in the A4 official visitor guide and/or DL mini guides
2. Complete the booking form supplied
3. Read and accept the terms and conditions
4. Sign and return the booking form to:
Portsmouth Museum and Art Gallery
Museum Road
Portsmouth
PO1 2LJ

Send your advert artwork to:

tourism@portsmouthcc.gov.uk
by **Saturday 30 September 2023**

ARTWORK SUPPLY GUIDE

When you book, you will need to supply high-resolution artwork of your advert by Saturday 30 September 2023. Please supply files to the following specification:

- high-resolution PDF or JPG format
- Minimum 300dpi
- All images should be CMYK (not RGB)
- Fonts embedded, or converted to outlines/paths
- File name to include your attraction name

If artwork is supplied incorrectly we will attempt to fix the problem. If we are unable to correct the artwork your advert may be withdrawn and still charged in full.

Please email your artwork to tourism@portsmouthcc.gov.uk or send CD/DVD/USB flash drives to:
Portsmouth Museum and Art Gallery
Museum Road
Portsmouth
PO1 2LJ

WANT TO ADVERTISE BUT DON'T HAVE AN ADVERT?

Our creative team can design your advert for you **free of charge** - all adverts in the Visitor Guide can take advantage of our design service in the event that you do not have appropriate artwork available.

For more information please call **023 9283 4636** or email tourism@portsmouthcc.gov.uk

WANT TO SEE THE CURRENT GUIDE?

You can request a copy of the official guide and mini guide online by visiting www.visitportsmouth.co.uk and searching request brochure. Alternatively, view an online version of the the official guide on your computer or mobile device.

ENQUIRIES AND BOOKING

If you require any further information to make your booking, please call **023 9283 4636** or email tourism@portsmouthcc.gov.uk

OFFICIAL GUIDE ADVERT OPTIONS AND PRICES

SELECT YOUR ENTRY ON THE BOOKING FORM SUPPLIED

EARLY BIRD DISCOUNT OFFERS

Book in either guide for a 10% discount, or book in both guides and receive a 15% discount. Early bird offer only valid for bookings received by **31/08/23**.

	OFFICIAL A4 VISITOR GUIDE	Regular price	Early bird price A4 Visitor Guide <small>10% OFF</small>	Early bird price A4 Visitor Guide if booking ads in both publications <small>15% OFF</small>
A	1/8 PAGE	£414	£373	£352
B	1/4 PAGE	£817	£735	£694
C	1/2 PAGE LANDSCAPE	£1506	£1355	£1280
D	FULL PAGE WITH BLEED	£2957	£2661	£2513
E	FULL PAGE PREMIUM PLACEMENT Inside front cover	£3226	£2903	£2742
F	FULL PAGE PREMIUM PLACEMENT Inside back cover	£3065	£2759	£2605

All prices are **EXCLUDING VAT** which is applicable at 20%.



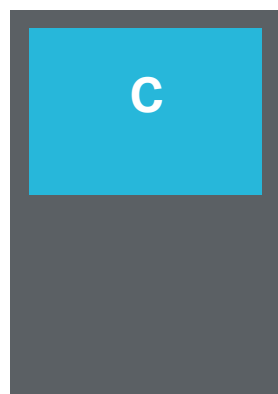
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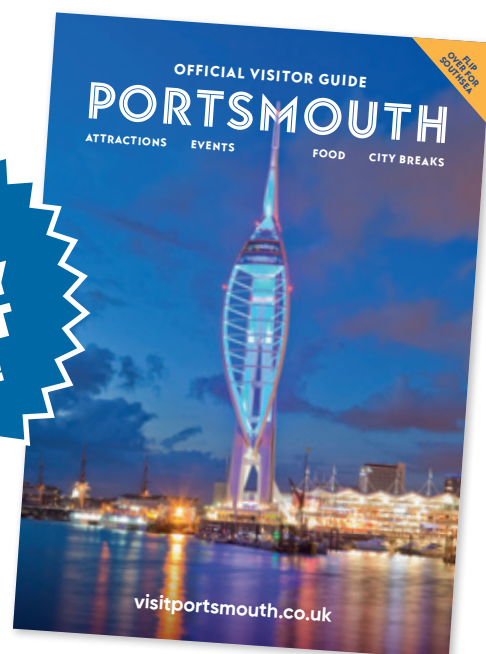
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**FULL PAGE /
FULL PREMIUM**

210mm wide x
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(+ 3mm bleed)



YEAR-LONG PARTNERSHIPS

You may want to consider a year-long partnership with Visit Portsmouth. One payment offers a range of promotional activity including advertising in the destination publications.

Contact tourism@portsmouthcc.gov.uk to find out more.

MINI GUIDE ADVERT OPTIONS AND PRICES

SELECT YOUR ENTRY ON THE BOOKING FORM SUPPLIED

EARLY BIRD DISCOUNT OFFERS

Book in either guide for a 10% discount, or book in both guides and receive a 15% discount. Early bird offer only valid for bookings received by **31/08/23**.

	MINI DL GUIDE ADVERTS	Regular price	Early bird price Mini Guide <small>10% OFF</small>	Early bird price Mini Guide if booking ads in both publications <small>15% OFF</small>
G	¼ PAGE	£624	£562	£530
H	½ PAGE	£1199	£1079	£1019
I	FULL PAGE WITH BLEED	£2178	£1960	£1851
J	FULL PAGE PREMIUM PLACEMENT Inside front cover	£2419	£2177	£2056
K	FULL PAGE PREMIUM PLACEMENT Inside back cover	£2298	£2068	£1953
L	DOUBLE PAGE	£5917	£5325	£5029

All prices are EXCLUDING VAT which is applicable at 20%.



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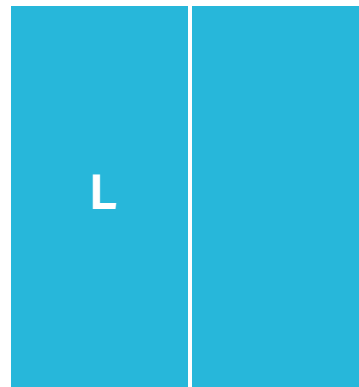
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DOUBLE PAGE

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ENQUIRIES AND BOOKING

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BOOK BY 31/08/23 FOR
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Portsmouth
the great waterfront city

VISIT PORTSMOUTH GUIDES 2024

ACCOMMODATION ADVERT BOOKING INFORMATION

Portsmouth City Council is delighted to offer a range of advertising opportunities in the Visit Portsmouth destination publications for 2024.

Portsmouth is packed with things to do and fast becoming Britain's favourite waterfront destination, with more and more to offer every year. Portsmouth's irresistible mix of history and heritage, shopping, lively arts, great restaurants, bars and a programme of year-round events attracts over **10 million visitors** per year.

ABOUT THE GUIDES

VISIT PORTSMOUTH OFFICIAL VISITOR GUIDE

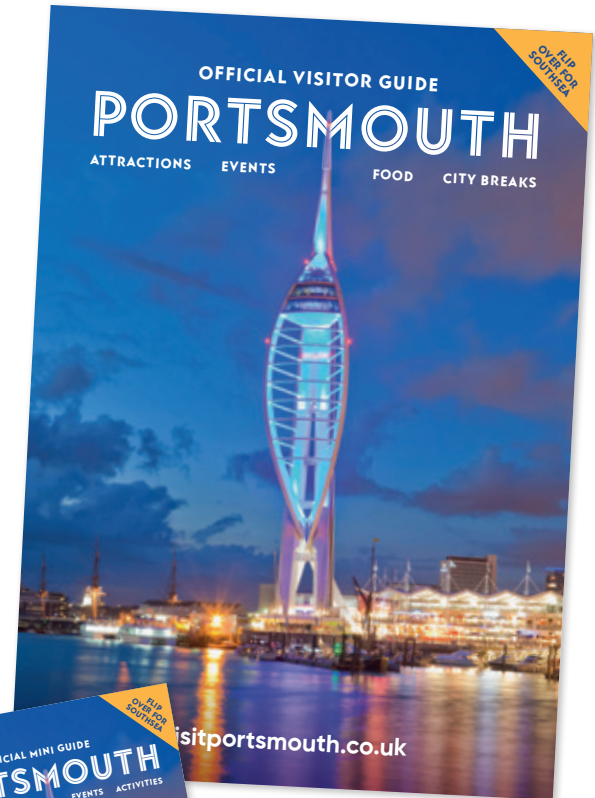
Our full colour official guide is A4 in size and has 52 pages, 50,000 are printed.

The guides are mailed free of charge on request and are also available to pick up at many locations.

Guide requests are made:

- Via visitportsmouth.co.uk or by phoning visitor information services.
- In response to national press and travel supplements.
- In response to advertising campaigns, including outdoor campaigns in London area.
- At key travel and consumer trade shows and mailed to the travel trade and group organisers.
- At Visitor Information Centres nationwide
- At Portsmouth International Port

In addition, 35,000 copies are distributed via our distribution company. The A4 guide is aimed at the domestic market in North London and from the Northern Home Counties up to the South Midlands. Visitor Information Centres, Accommodation Providers and other outlets that prefer to order their stock are supplied by the distribution company also.



ASK
ABOUT
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VISIT PORTSMOUTH GUIDES 2024

ACCOMMODATION ADVERT BOOKING INFORMATION

VISIT PORTSMOUTH MINI GUIDE

Our Portsmouth Mini Guide is DL in size, has 40 pages and a print run of 100,000.

These are available:

- Via brochure fulfilment service, targeting – Hampshire, West Sussex, Surrey, Berkshire, Oxfordshire, Dorset and London.
- Targeting outlets, accommodation providers, public libraries, garden centres, leisure centres, family pubs and restaurants, public buildings, golf clubs, tea/coffee shops etc;
- At Portsmouth International Port and on-board Brittany Ferries;
- Locally in Portsmouth at city attractions, venues, visitor information centres, accommodation providers, libraries etc.
- At key travel and consumer trade shows and mailed to the travel trade and group organisers.

All publications are also available to download from the Visit Portsmouth website which receives in excess of 850,000 site visits annually www.visitportsmouth.co.uk

AN ACCOMMODATION ADVERT IN OUR OFFICIAL A4 VISITOR GUIDE ENSURES YOUR BUSINESS IS INCLUDED IN THE LISTINGS SECTION OF OUR MINI GUIDE.

HOW TO BOOK

To book your accommodation advert entry:

1. Select the advert size you require.
Complete the booking form supplied
2. Read and accept the terms and conditions
3. Sign and return the booking form to:
Portsmouth Museum and Art Gallery
Museum Road
Portsmouth
PO1 2LJ
4. Send your text and photos for your advert to:
tourism@portsmouthcc.gov.uk
by Saturday 30 September 2023

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C

YOUR NAME HOTEL

Map page 26
Ref F6

Southampton Road, Portsmouth, Hampshire PO6 4SH
Telephone: 023 9212 3456
Email: enquiries@ yourhotel.co.uk
Website: www.yourhotel.co.uk

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Price: From £99 - £165 per room per night
Rooms: 174 **En suite:** All

Facilities:



D

YOUR NAME HOTEL

Map page 26
Ref F6

Southampton Road, Portsmouth, Hampshire PO6 4SH
Telephone: 023 9212 3456
Email: enquiries@ yourhotel.co.uk
Website: www.yourhotel.co.uk

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Rooms: 174 **En suite:** All

Facilities:

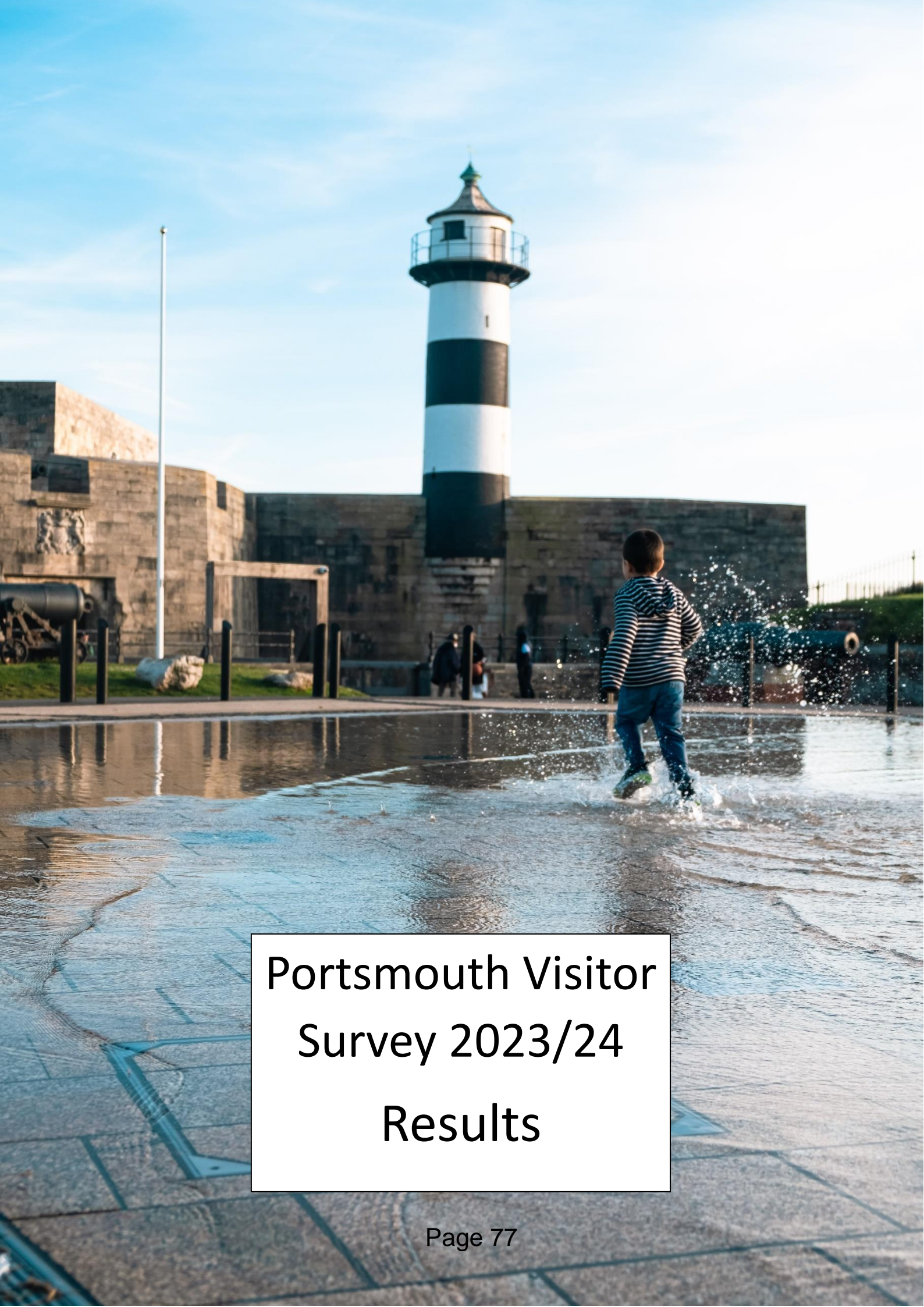


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Size (w x h)	210 x 297mm	
Approx. number of words	300	
Number of Pictures	up to six	
PRICE	Standard	Early bird
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(NOT ACTUAL SIZE)



Portsmouth Visitor
Survey 2023/24
Results

Green travel

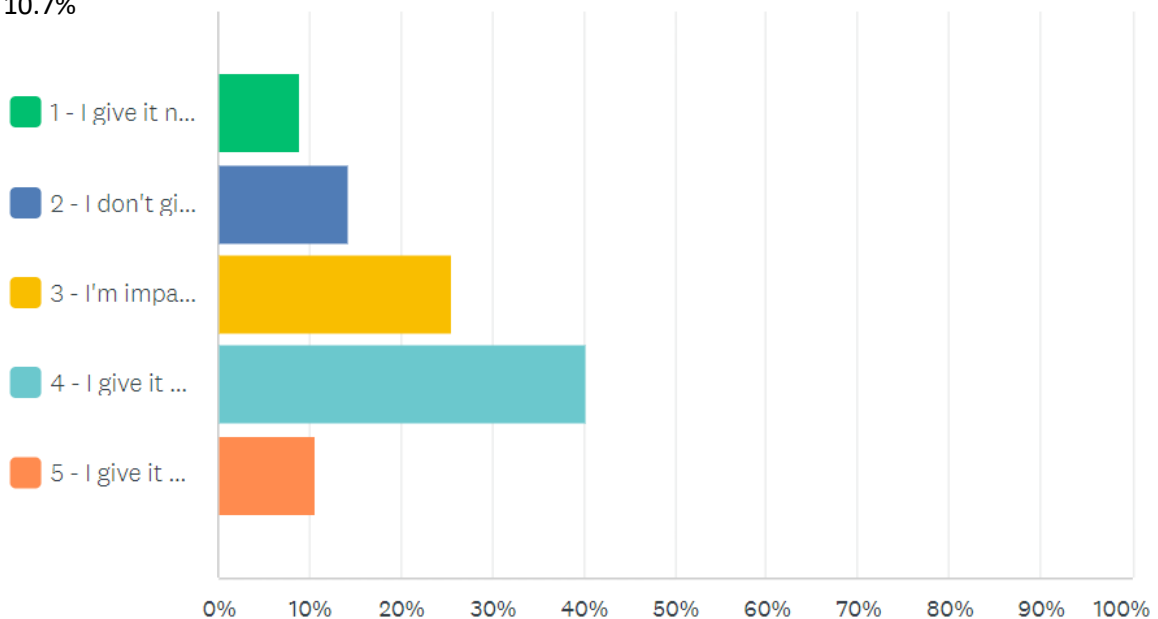
This year we did away with asking questions about how the Covid-19 pandemic had influenced travel decisions and activities, replacing it with a question regarding the issue of green travel. We asked all three groups how much a role the environment plays on where and how they travel, providing five possible answers:

1. I give it no consideration
2. I don't give it much consideration
3. I'm impartial
4. I give it some consideration
5. I give it major consideration

All groups showed an almost identical trend, with a gradual increase from one to four before a rather sharp drop off for five.

The exact split for Visitors was:

1. 9%
2. 14.3%
3. 25.6%
4. 40.4%
5. 10.7%



Among Lapsed Visitors it went:

1. 6.24%
2. 16.11%
3. 23.28%
4. 43.45%
5. 10.91%

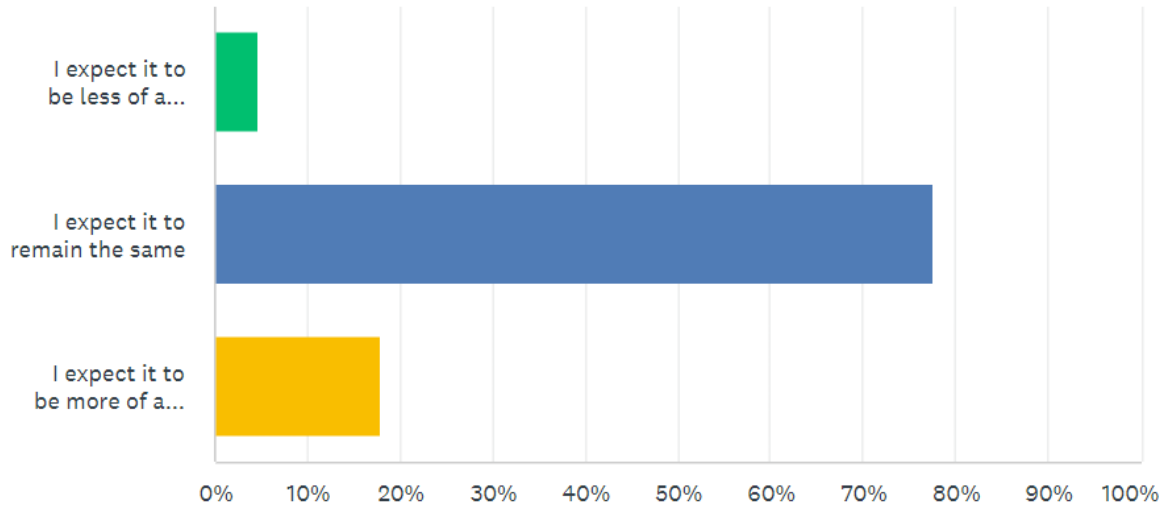
Non-Visitors scored:

1. 5.26%
2. 7.89%
3. 27.82%
4. 46.99%
5. 12.03%

Green travel- looking ahead

As well as asking how much green travel plays an impact today, we also sought to ascertain how much respondents see the issue impacting their behaviours over the year to come.

The vast majority of Visitors (77.6%) said they expected it to stay the same, but of the remaining two options, 17.8% said it would be more of a concern for them, with just 4.6% saying they'd pay it less consideration.



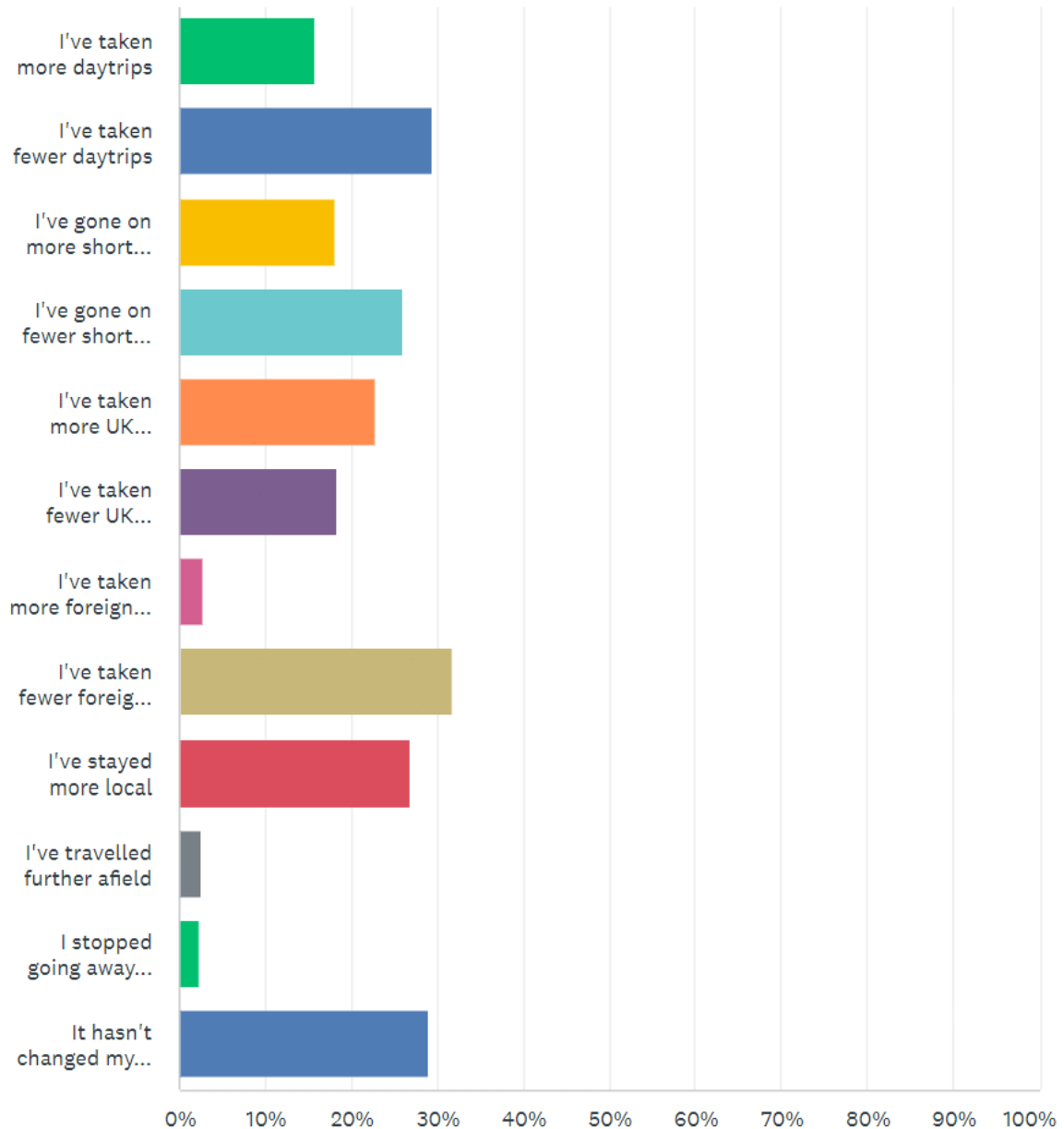
Meanwhile, 73.5% of Lapsed Visitors expected their behaviours to remain unchanged, with 22.3% expecting more change next year and 4.3% anticipating less.

For Non-Visitors the split was 75.2% seeing no change, 21.1% thinking green travel will play a bigger role, and just 3.8% expecting less of an impact.

Cost of living

With the cost of living still an ongoing concern for many, we repeated our question this year regarding ways it had - or hadn't - influenced how visitors travel, where they go and for how long; encompassing foreign trips, domestic holidays, short breaks and daytrips.

In this multiple-choice question, where respondents could select all statements that applied, 31.8% of Visitors said they'd taken fewer foreign holidays (the most common answer). This was followed by "I've taken fewer daytrips (29.3%), "It hasn't changed my behaviour" (29%), "I've stayed more local" (26.9%) and "I've gone on fewer short breaks" (26%).



Last year, the most popular answer (by a reasonable distance) was "It hasn't changed my behaviour" at 37% (representing a year-on-year drop of 8%). Other results back up 2023 being a leaner year than the one before, with "I've taken fewer foreign holidays" jumping 3.8 percentage points from last year's 28%, "I've stayed more local" increasing 2.9% from its previous 24%, and "I've taken fewer daytrips" rising 6.3% from the 23% who chose this in 2022/23.

When looking at the responses from Lapsed and Non-Visitors, the cost of living seems to have made a real impact, with the number of respondents who reported taking more daytrips, short breaks and foreign holidays all dropping.

For those who said they were taking more daytrips than last year, the results were:

Visitors - 15.76%

Lapsed Visitors - 11.1%

Non-Visitors - 5.64%

On taking more short breaks, the split was:

Visitors - 18.18%

Lapsed Visitors - 12.45%

Non-Visitors - 9.4%

Domestic holidays saw:

Visitors - 22.91%

Lapsed Visitors - 17.32%

Non-Visitors - 11.65%

Surely enough the trend was reversed for the response "I've stopped going away altogether", specifically:

Visitors - 2.3%

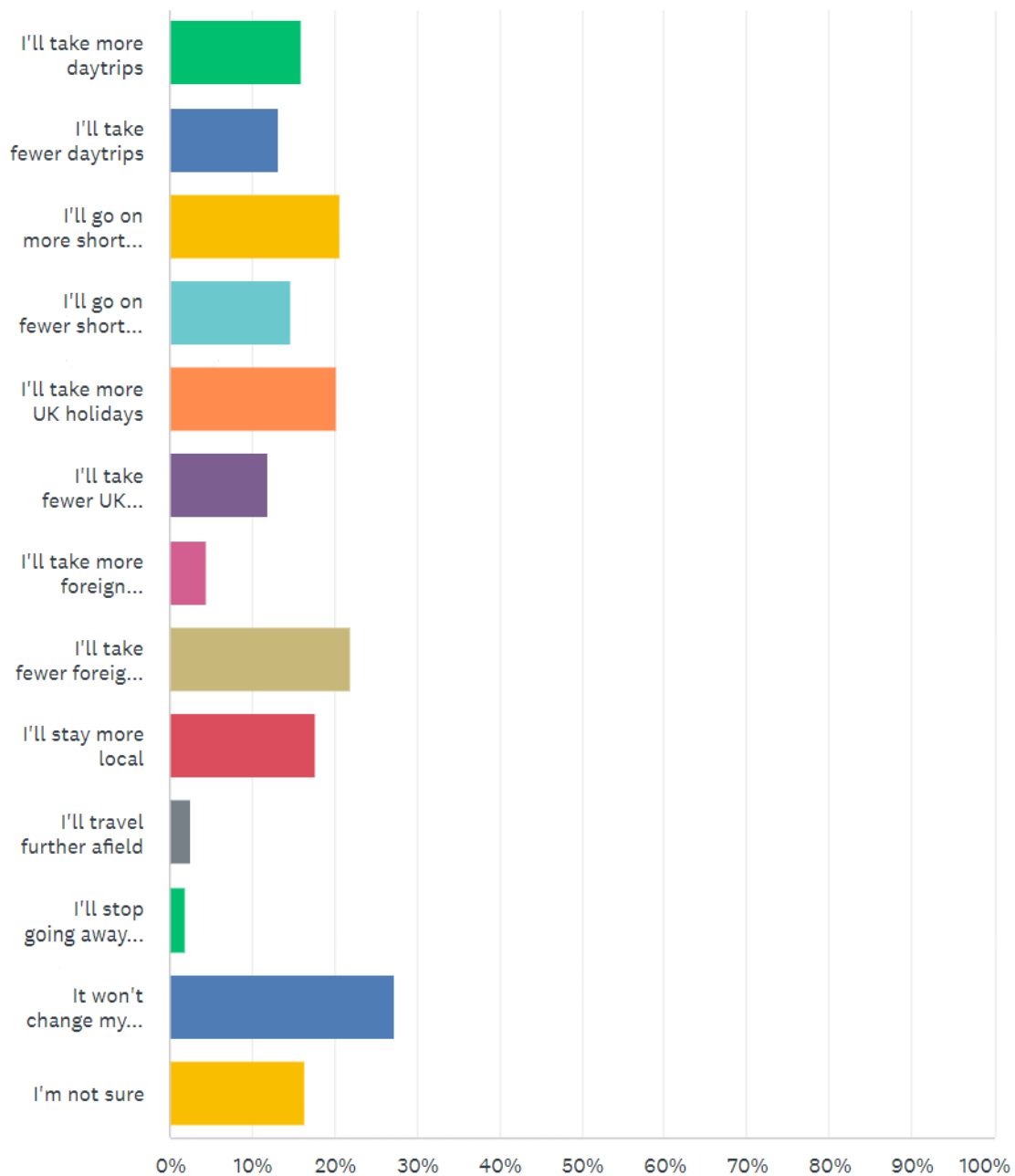
Lapsed Visitors - 5.71%

Non-Visitors - 8.65%

Cost of living- looking ahead

Visitors are more optimistic about the cost of living in 2024 than they were in 2023. When asked how it would affect their travel in the coming year, respondents most commonly said it would have no impact (27.3%). The other popular answers were "I'll take fewer foreign holidays" (22%), "I'll go on more short breaks" (20.8%) and "I'll take more UK holidays" (20.3%). Only 1.9% said they feared it would stop them going away altogether, although 16.4% said they were unsure how these concerns would affect their travel plans.

The number of respondents expecting to take fewer foreign holidays was four percentage points higher last year (26%), whilst those who said cost of living concerns would have no impact was 7.3% lower at the end of 2022 than this year. Uncertainty also looks to be abating, with those not sure of the impact it will have dropping 2.6% year-on-year.



Lapsed and Non-Visitors aren't feeling quite so optimistic, with similar trends as witnessed in the previous question.

Those who agreed with the statement "I'll take more daytrips" was:

Visitors - 16.04%

Lapsed Visitors - 11.73%

Non-Visitors - 7.95%

The same but for short breaks was:

Visitors - 20.78%

Lapsed Visitors - 19.94%

Non-Visitors - 13.64%

For UK holidays it was:

Visitors - 20.29%

Lapsed Visitors - 19%

Non-Visitors - 13.26%

Again, the trend reversed for those expecting to stop going away altogether:

Visitors - 1.94%

Lapsed Visitors - 2.49%

Non-Visitors - 3.41%

Visitors

This next section solely concerns Visitors. The sections for Lapsed and Non-Visitors can be found from page 26 onwards.

Why Portsmouth?

We asked Visitors why they chose to come here (a multiple-choice question where respondents could select as many answers as they like). By some distance the most popular answer was "I had been before and enjoyed", polling 64%. Next most popular was "I wanted to visit a specific attraction" at 27.8%, followed by "I was visiting people I know" on 17.3%.

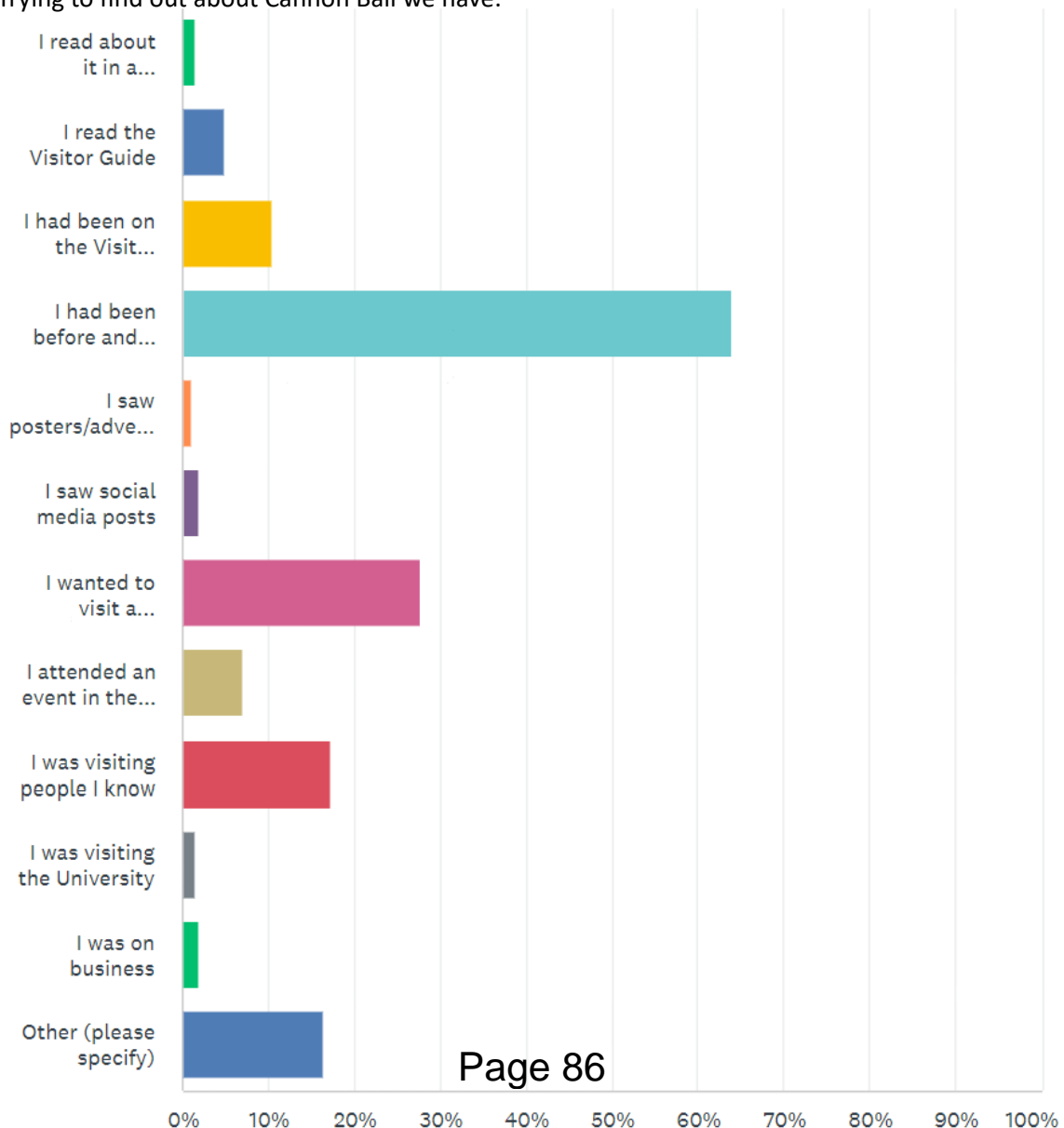
Year-on-year comparisons aren't so straightforward for this question as we bulked out the answers quite significantly based on what people had written in the 'Other' comment box in previous surveys. In fact, 'having visited before and enjoyed' was one such answer, alongside coming to Portsmouth for University-related purposes and on business.

In the 'Other' section this time we had a number of answers that were already offered in the multiple choice, as well as a popular showing for visiting to watch football or to catch a ferry.

Some other highlights included:

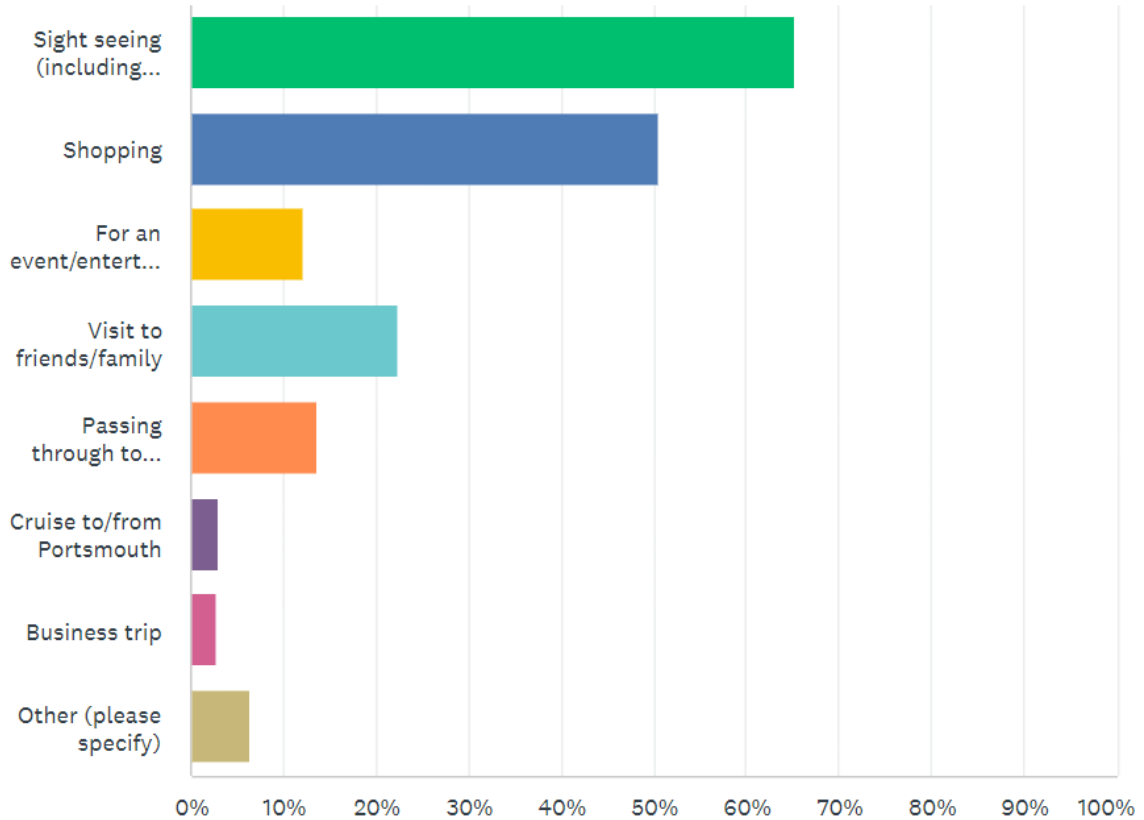
"I was group leader of some Italian students for English Courses and Work experience. 5 weeks there and I fall in love with Portsmouth."

"Trying to find out about Cannon Ball we have."



What type of trip?

Next we asked Visitors to classify their type of trip, asking whether it was for sightseeing (the most popular answer at 65.2%), shopping (next most common at 50.4%), or visiting friends and relatives (22.3%). The first two show a small year-on-year increase of four and three percentage points respectively. VFR (visiting friends and relatives) was down by around 2.5%, although we did see a marked increase in this segment during and after the pandemic.

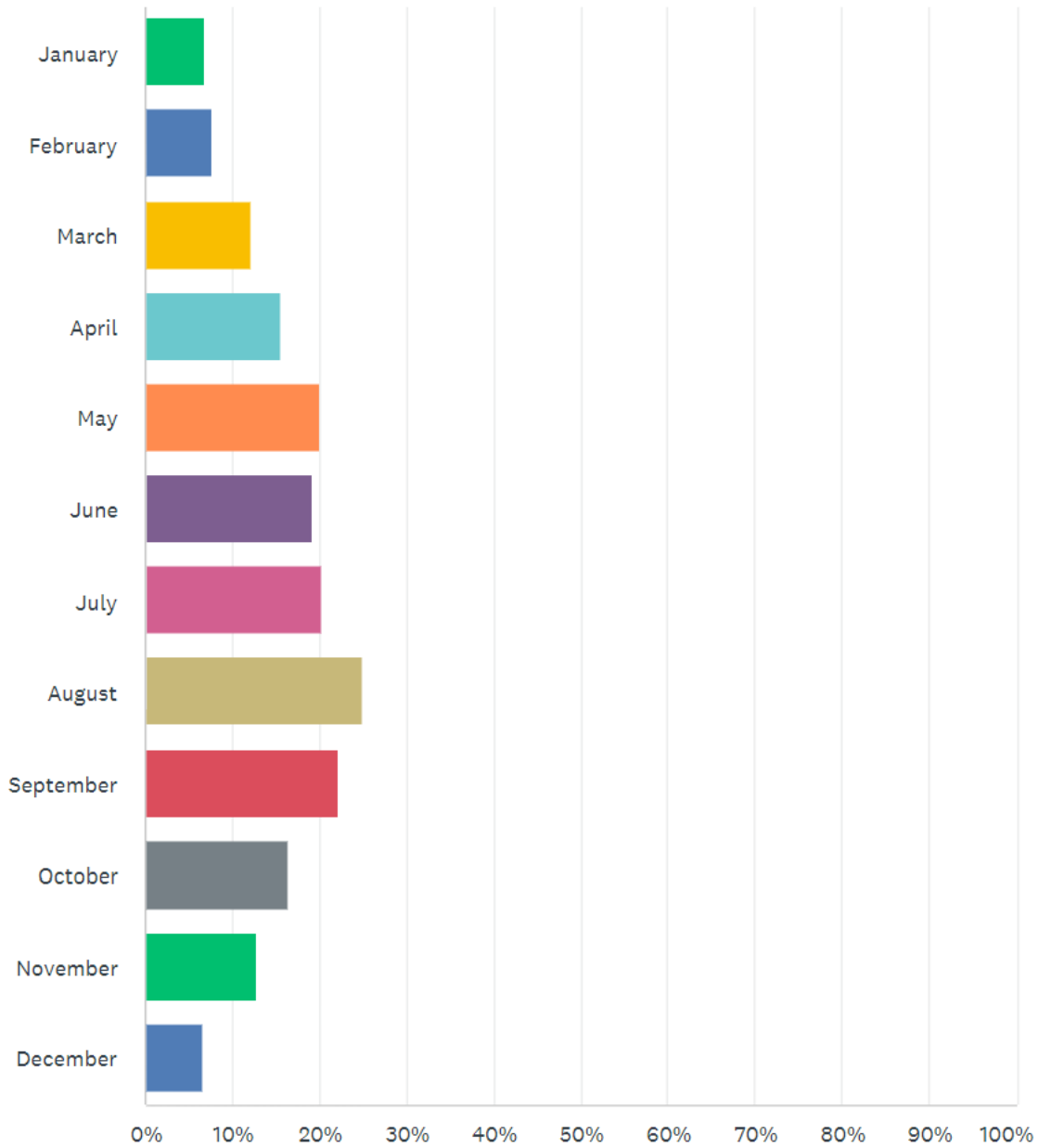


Month of visit

In last year's survey we began asking people the months in which they visited Portsmouth. We repeated it this year and saw marginally different.

As expected, the summer months proved most popular, but it was August which came out on top this time (a surprise last year was that - albeit a close-run thing - more people reported visiting in September).

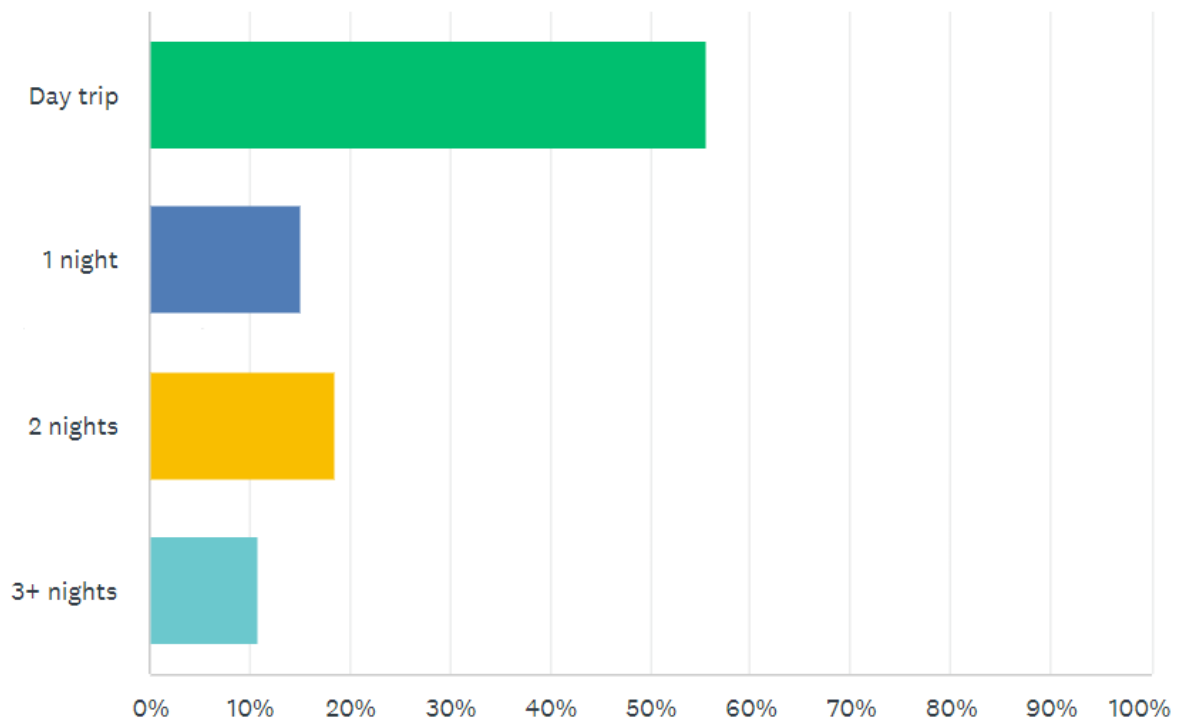
Those two months remained the most popular this time around (polling 25% and 22.3%), and were followed by July (20.2%), May (20%) and June (19.1%). Bottom of the pile was December on 6.6% (though this would be hamstrung by the survey going out from the end of November) and January - 6.9%.



Length of stay

We again asked Visitors how long they stayed in Portsmouth, and once more it was daytrippers who came out on top. Some 55.6% came just for the day, with 15% staying one night, 18.5% staying for two and 10.9% staying three or more.

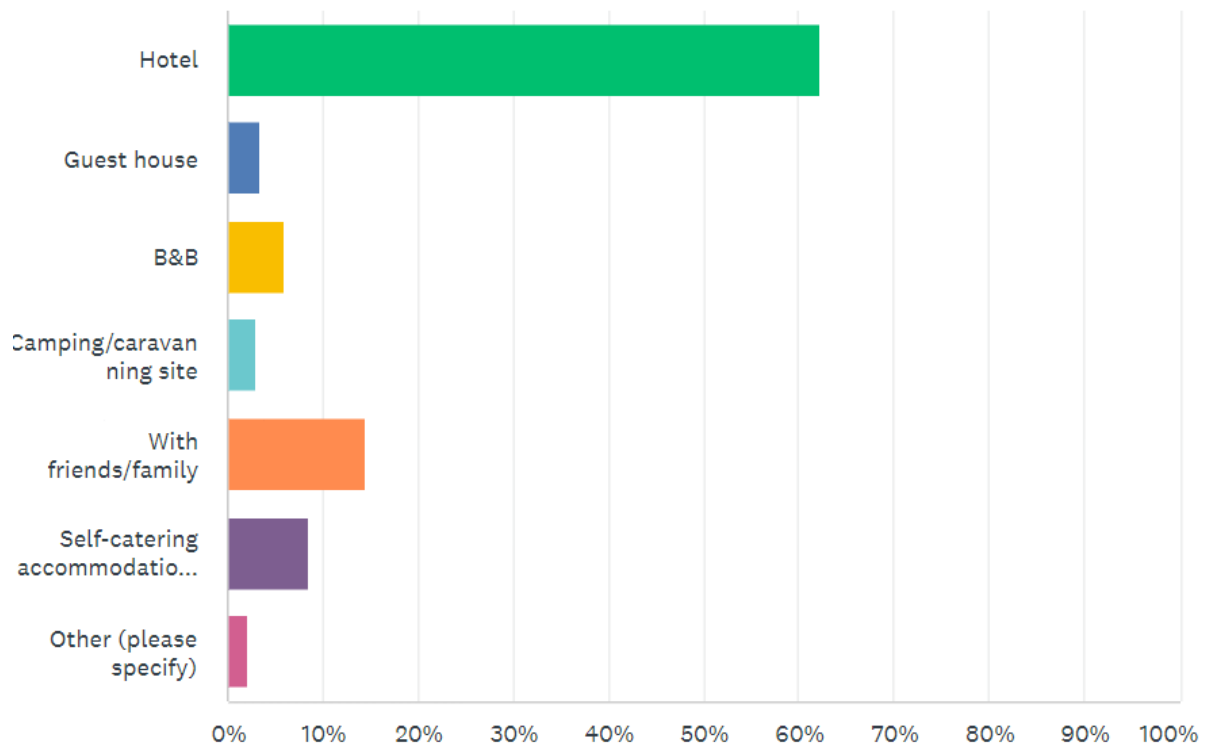
The daytrip market is up very marginally on the 55% recorded last year (which itself was a steep drop from the 66% of the year before, owing to pandemic rules and behaviours). The number staying three or more nights stayed almost identical, whilst there was just a 1% difference in the other two.



Accommodation

For those who stayed the night, hotels were by far the most popular option at 62.3% (up from 60% last year). Many of the remainder stayed with friends or relatives (14.6%, down from 19% last year) or in self-catering accommodation (8.5%, largely unchanged year-on-year).

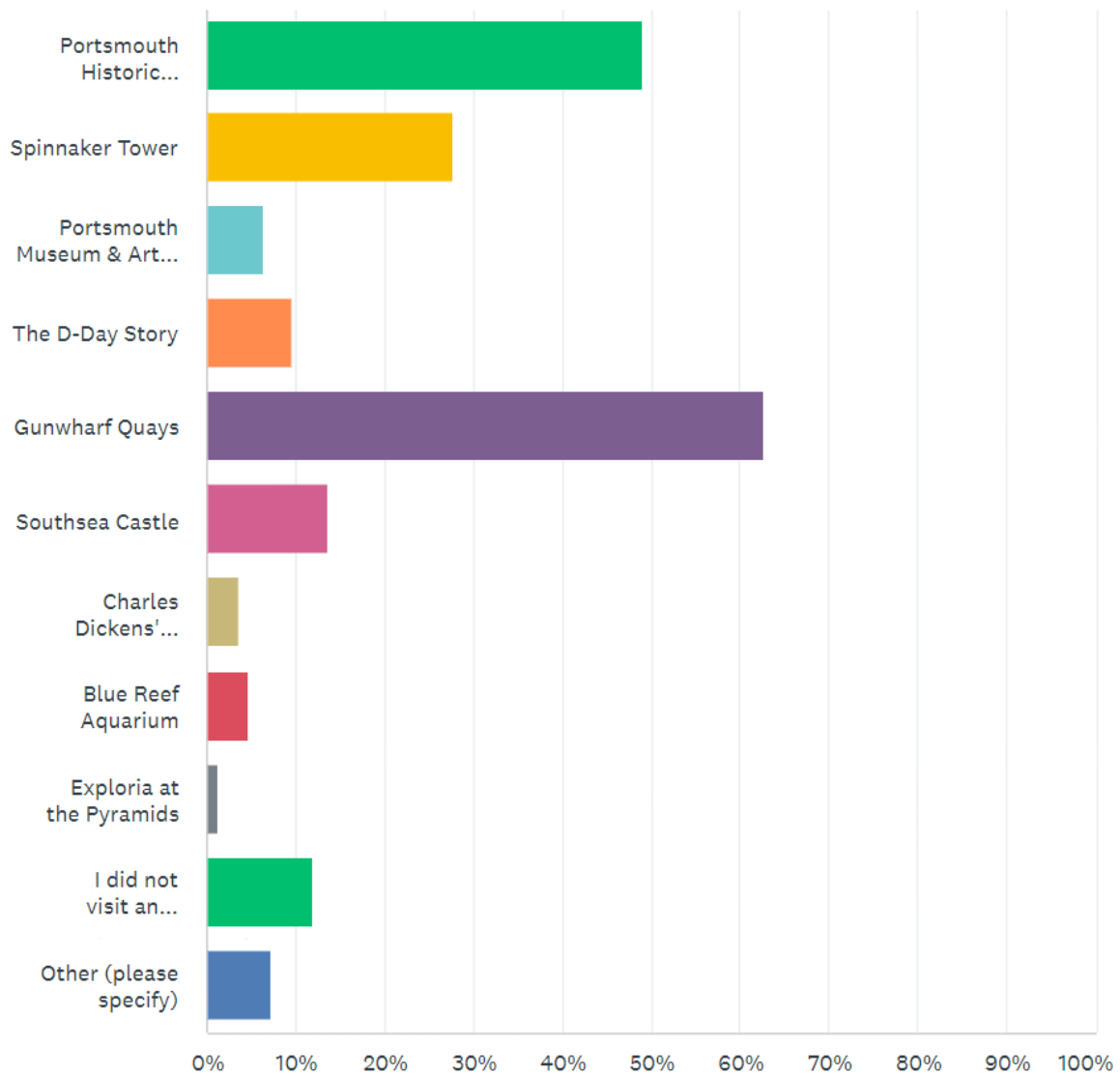
Of course, it's worth noting that some respondents may have picked the Hotel option (especially as it was the first answer in the list) when their accommodation could perhaps more accurately be deemed a guest house or B&B.



Attractions visited

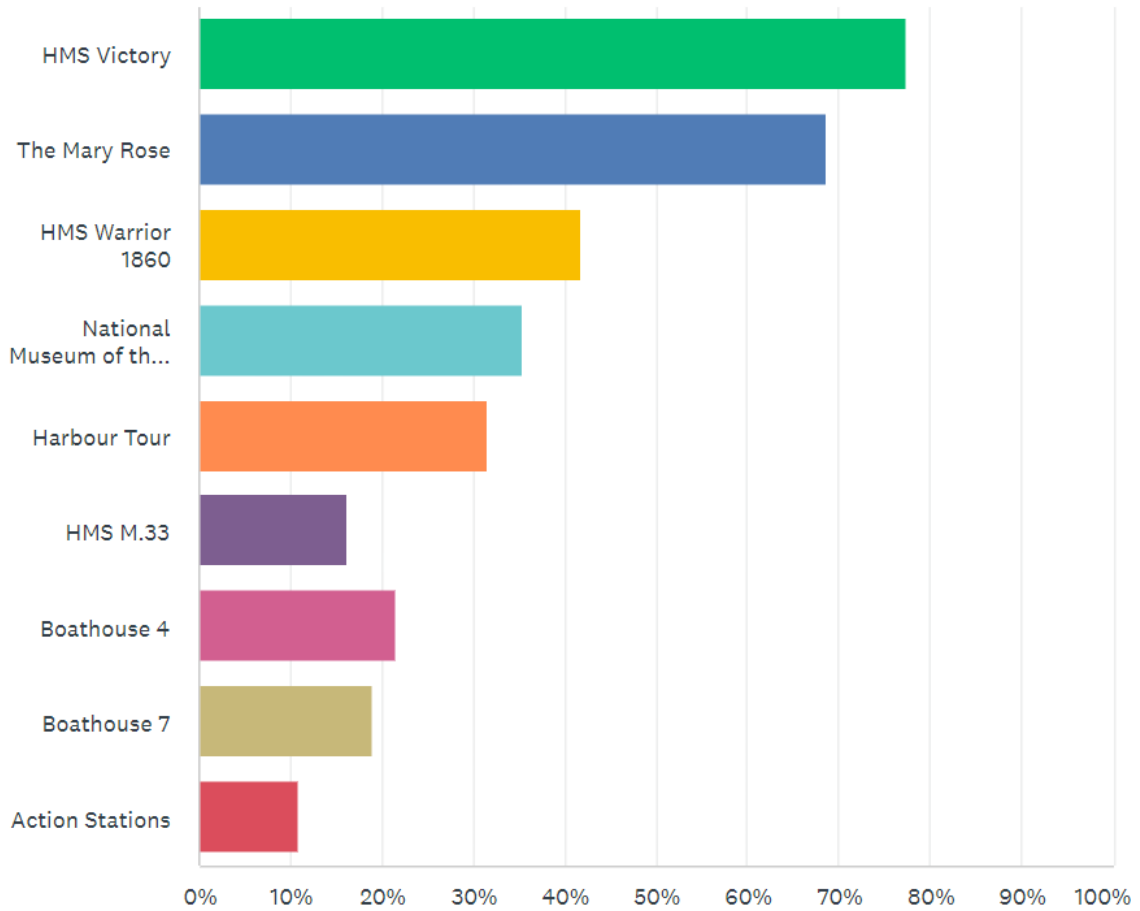
When it comes to attractions visited, Gunwharf Quays and Portsmouth Historic Dockyard remain most popular among our respondents - and have seen their status increase further still. They came out on top this year, with Gunwharf Quays polling 62.6% (up from 61% last year) and Portsmouth Historic Dockyard being visited by 49.1% of Visitors (up from 46%). Spinnaker Tower also saw an increase (from 26% to 27.8%), as did Southsea Castle (up one percentage point to 13.7%).

The number of people who said they didn't visit an attraction dropped from 15% to 12%.



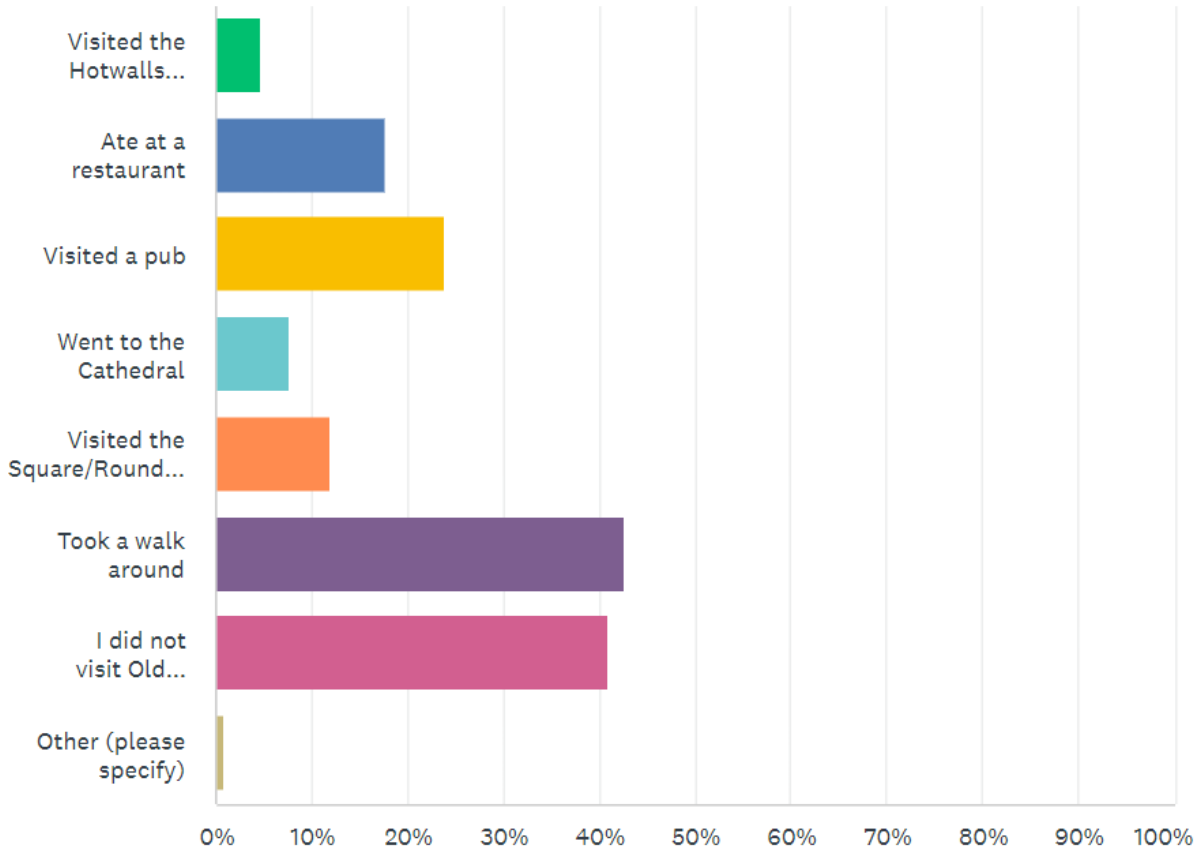
Within the Dockyard

We followed up with those who said they'd visited Portsmouth Historic Dockyard to find out where they went. The trend saw a similar pattern to last year, with HMS Victory coming out on top (77.5% of visitors, up on the 75.8% last year), followed by The Mary Rose (68.6%, up from 64.9%) and HMS Warrior (41.8%, up from 40.8%).



Old Portsmouth

We asked visitors whether they'd been to Old Portsmouth during their trip and if so, what they got up to whilst they were there. Those who went most commonly reported taking a walk around the sights (41.1%) and visiting a pub (25%) or restaurant (16%). Those who went for a walk and a restaurant were down slightly on last year's results, which came in at 42.7% and 17.7% respectively. Pub visitors increased a small amount, though, from last year's 23.9%.



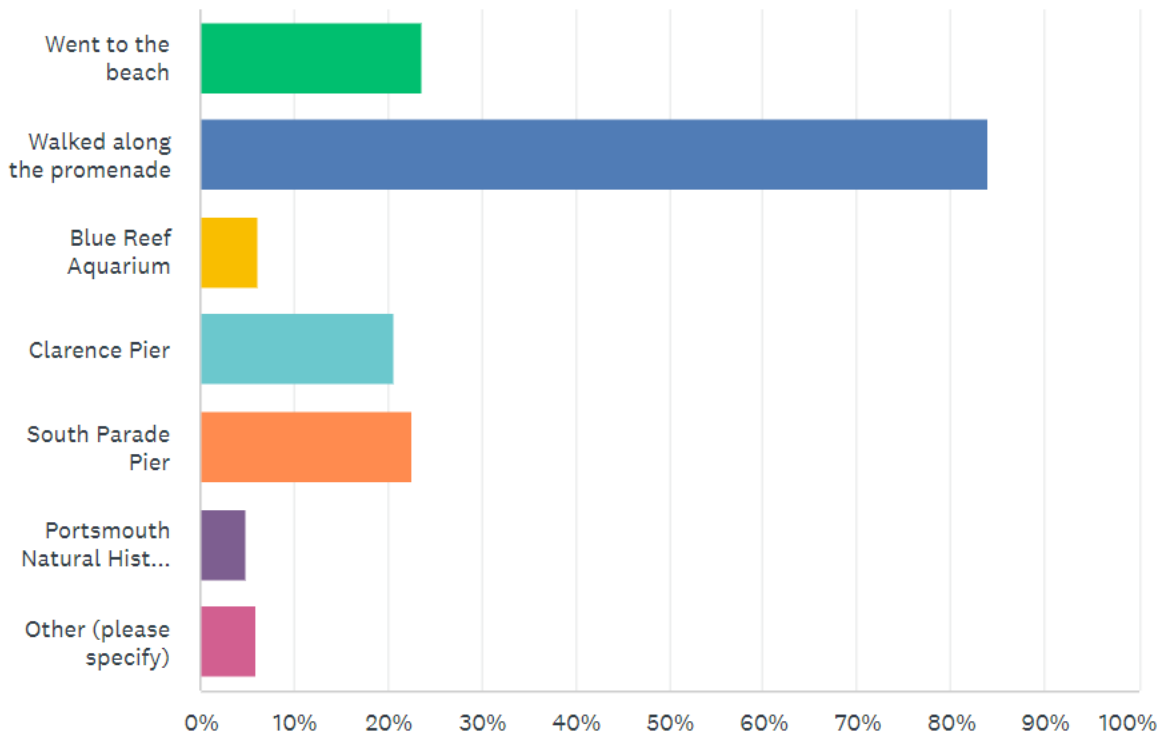
Visits to the seafront

Southsea Seafront remains one of the city's biggest draws, featuring either as the main reason to visit, or something bolted on to also do when coming primarily for the shopping or attractions.

This year we saw a marginal increase in people reporting trips to the waterfront, with 74.1% of Visitors saying they had been to see the sea (up slightly from the 73.7% recorded last year).

For those who'd done so, going for a walk along the promenade remained top of the pile - featuring in the itineraries of 84% of Visitors (though slightly down on the 85.8% figure from last year, perhaps as a result of the ongoing Southsea Coastal Scheme).

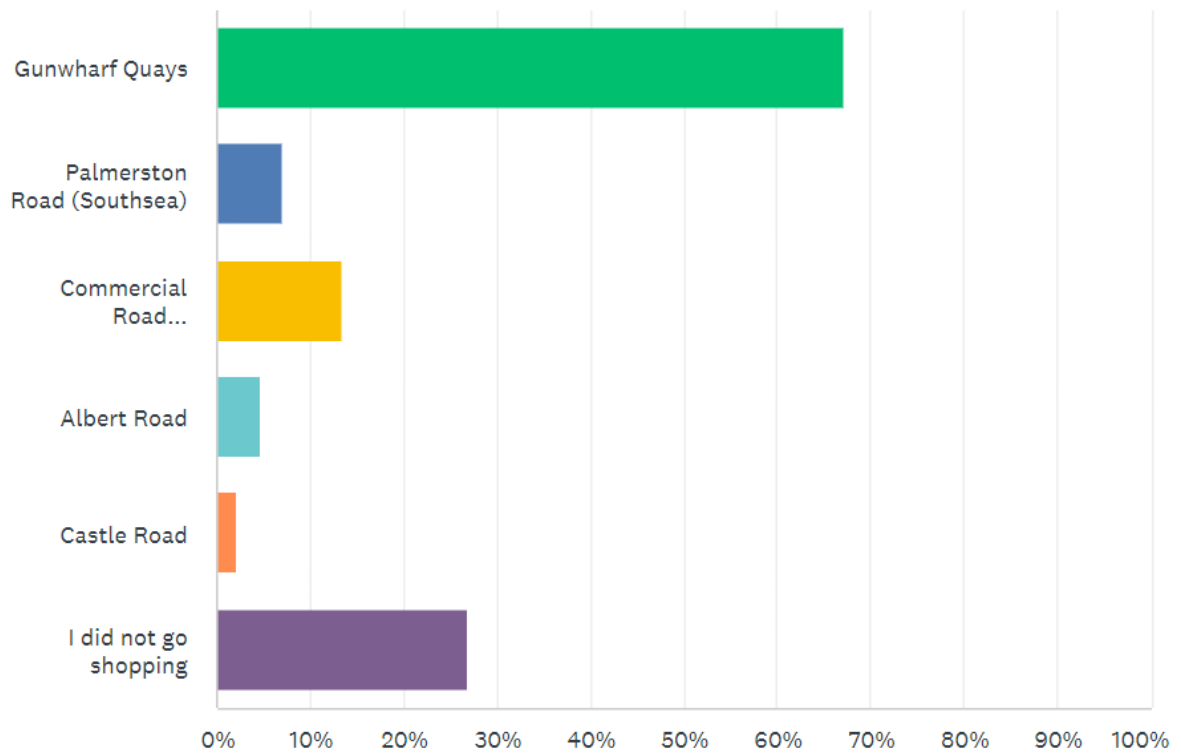
Elsewhere there wasn't much to separate visits to the beach (23.6%) and to the two piers, with South Parade Pier polling 22.6% and Clarence Pier 20.7%. Year-on-year this represents a 3% fall in trips to the beach, but makes a good showing for South Parade Pier, which saw an almost 4% increase year-on-year.



Shopping

As noted already, Gunwharf Quays is a large draw for Visitors to Portsmouth, and this was reinforced in the shopping section, where 68.6% of people said they'd been to the waterfront outlet centre. What's more, this was one of the few responses to the shopping question that posted a year-on-year increase, growing from the 67.2% who said the same last year.

Elsewhere, Commercial Road proved next most popular with 11.1% (down from 13.3% last year), followed by Palmerston Road on 6.6% (down from 7%).

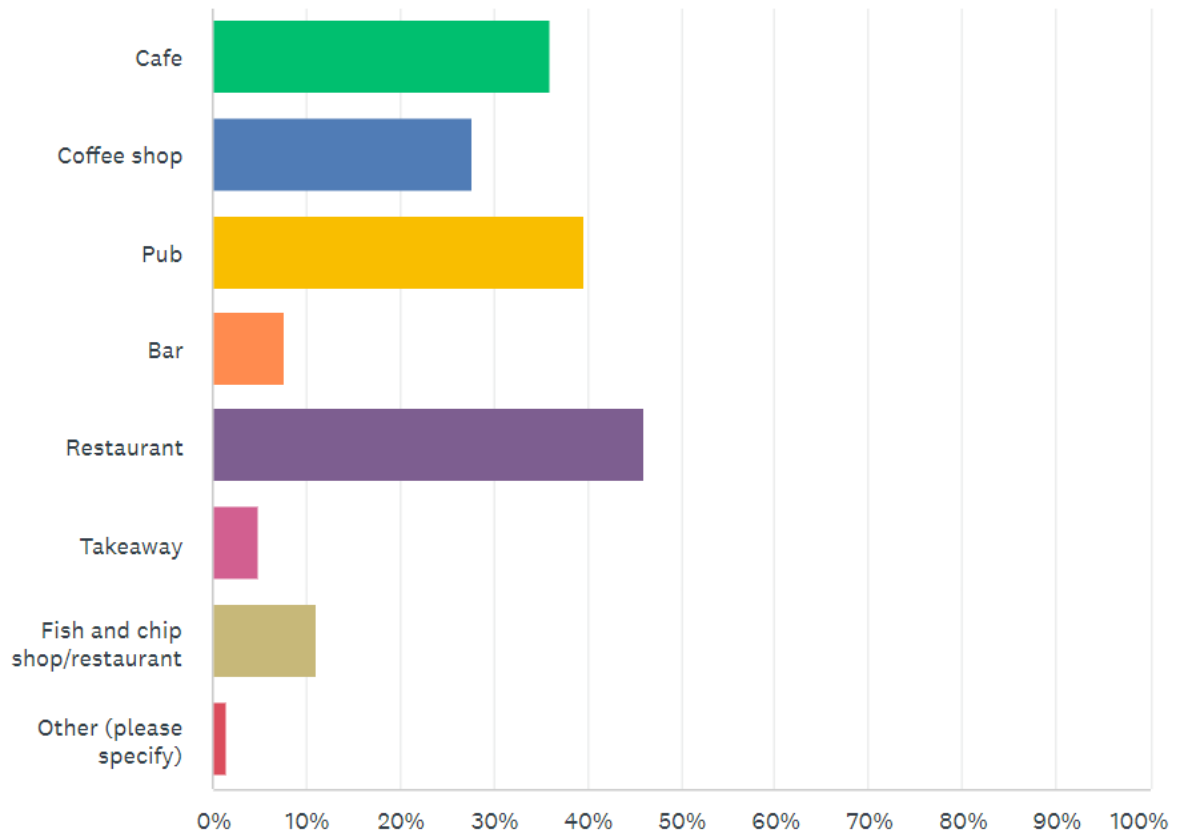


Food and drink

Some 82.2% of Visitors said they went out for food and drink during their trip, up slightly on the 80% who said so last year. We then asked all those who said they had been out for food and drink where they went.

When segmenting by type, restaurants came out on top (46.1%), then pubs (39.6%) and cafes (36%). These results are largely in line with responses from last year.

Pizza Express, Spinnaker Tower and Brasserie Blanc were some of the specific names that came up most often.

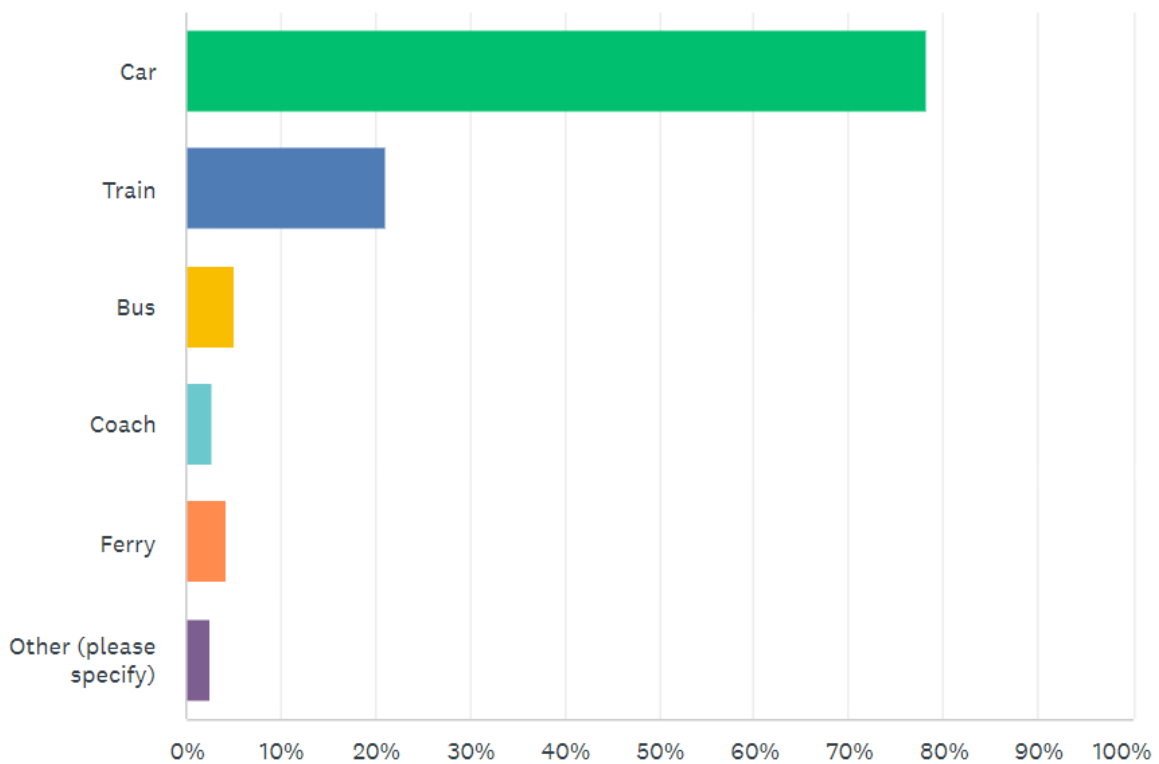


Travel to Portsmouth

There's always a clear favourite when it comes to ways of travelling to Portsmouth, and this year was no exception, with 78.3% of Visitors coming to the city by car. What's more, despite over half of respondents saying they give green travel "some" or "major" consideration, this figure actually increased year-on-year by just over 1.5 percentage points.

Despite this, there was also a good showing for those who travelled by train, selected by 21.2% of Visitors (up markedly on the 16% who said the same last year). There were similarly large jumps for those who took the bus (increasing from 1.6% to 5.2%), ferry (going from 1.9% to 4.3%) and coach (1.9% to 2.9%).

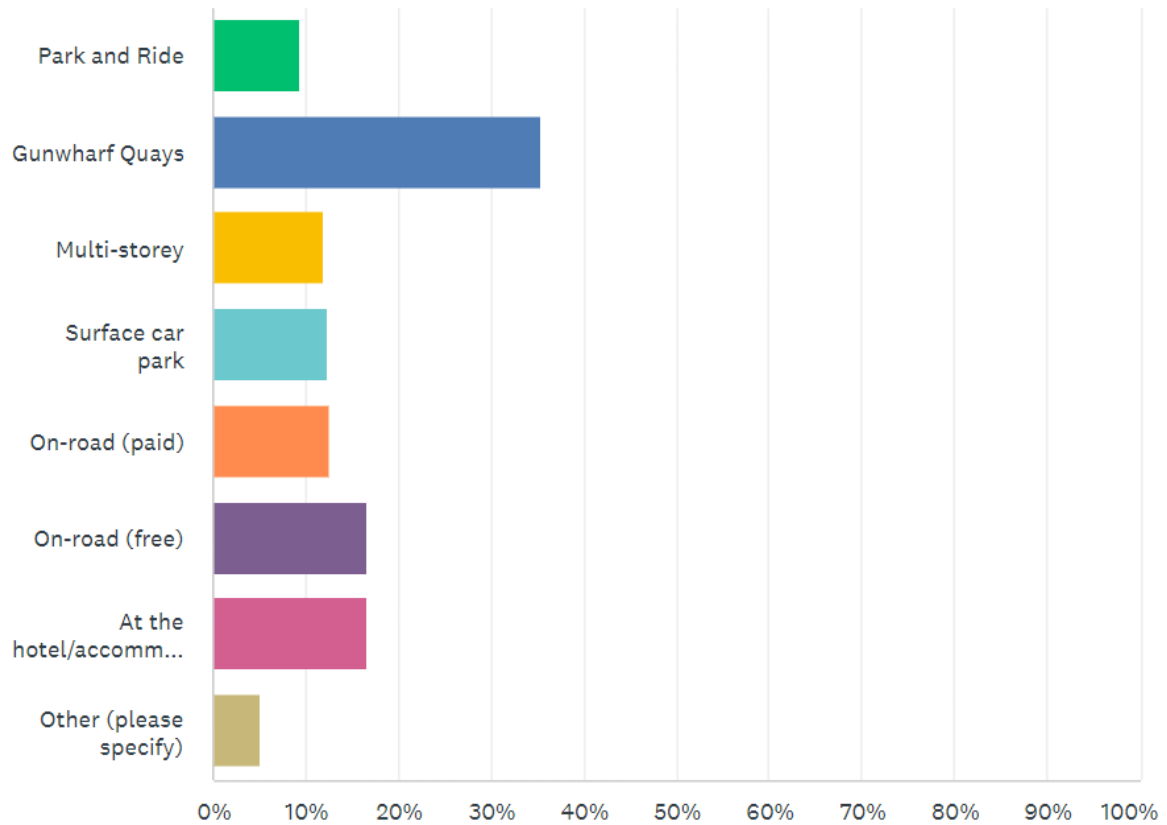
Note: These total more than 100% as we gave people the option to select as many responses as were applicable in case they used different modes of transport for each visit, or split their journeys across multiple transport options.



Parking

Somewhat unsurprisingly given the popularity of Gunwharf Quays as a destination, the centre's underground car park came out on top for where people left their cars, taking 35.4% of the vote. It was followed by parking at the hotel or free on-road spaces which took an identical 16.6% apiece.

Though still accounting for the smallest percentage, Park & Ride saw some of the largest growth, increasing from 7.3% last year to 9.3% this time around.



Enjoyment

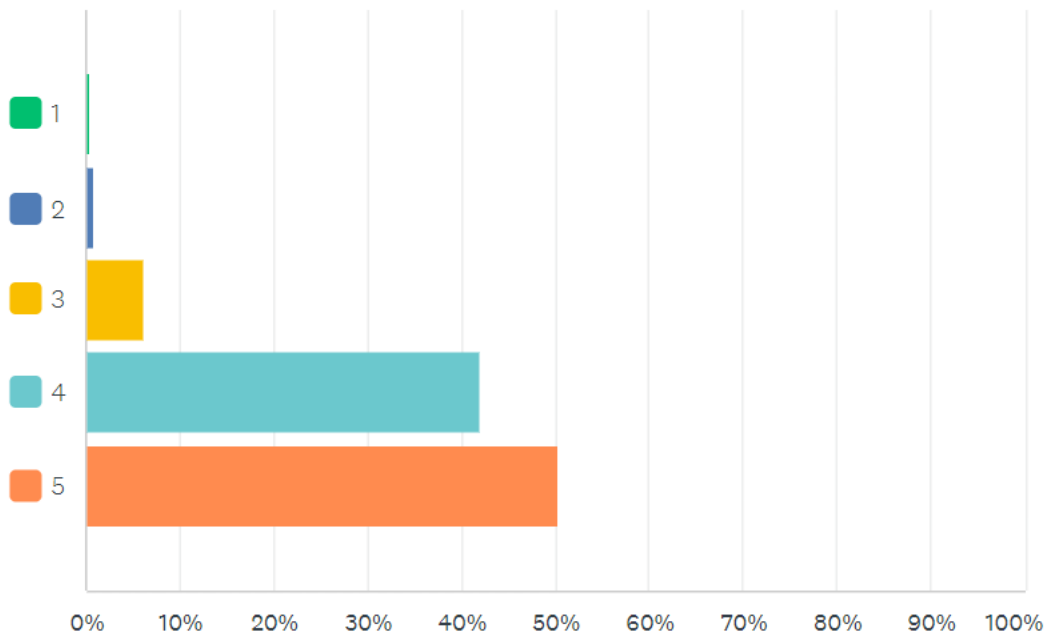
Having covered how Visitors travelled and what they did, we turned our attention to whether or not they enjoyed their trip to Portsmouth. Respondents were asked how much they enjoyed on a scale of one to five, with one being the worst and five the best.

Over half of Visitors awarded the full five stars, and with a further 42% giving four stars it means that 92.5% were pleased with their trip.

The full results were:

- 1. 0.5%
- 2. 0.87%
- 3. 6.19%
- 4. 42.08%
- 5. 50.37%

This gives a weighted average score of 4.41, a slight increase on the 4.38 recorded last year.



Likelihood of returning

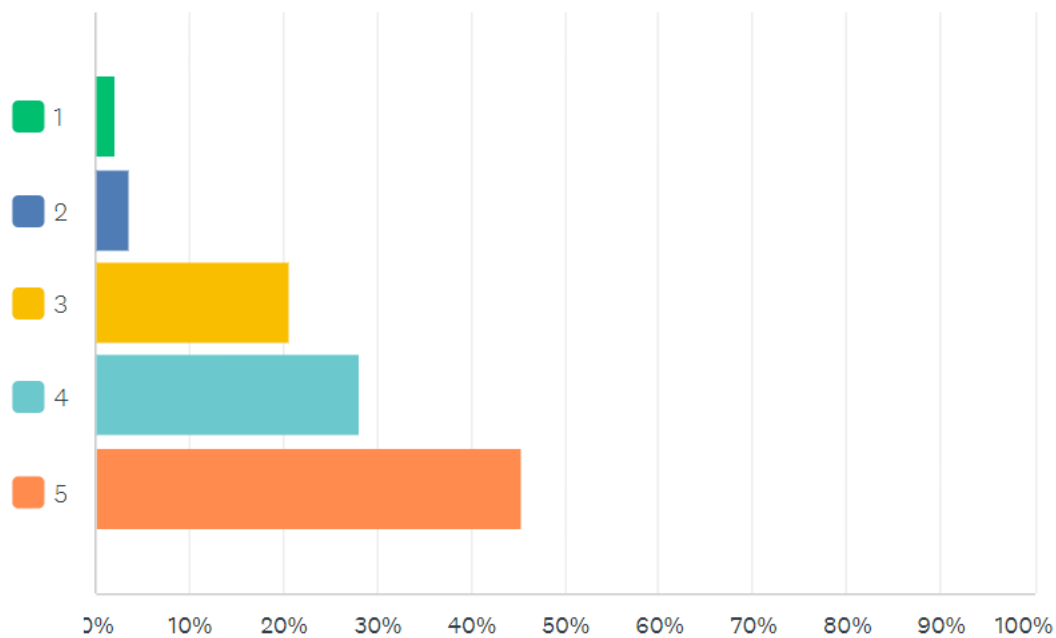
Similarly we asked Visitors how likely they thought it would be they'd come back to Portsmouth next year, using the same scale.

Here, 47.6% gave a score of five, whilst 26.2% gave four - giving a positive rating from 73.8% of Visitors.

The full breakdown was:

- 1. 1.98%
- 2. 4.09%
- 3. 20.2%
- 4. 26.15%
- 5. 47.58%

This provided a weighted average score of 4.13 out of five - just a fraction over the 4.11 from last year.



Lapsed Visitors

The following questions were specifically asked to Lapsed Visitors - those who had been to Portsmouth more than two years ago but fewer than five.

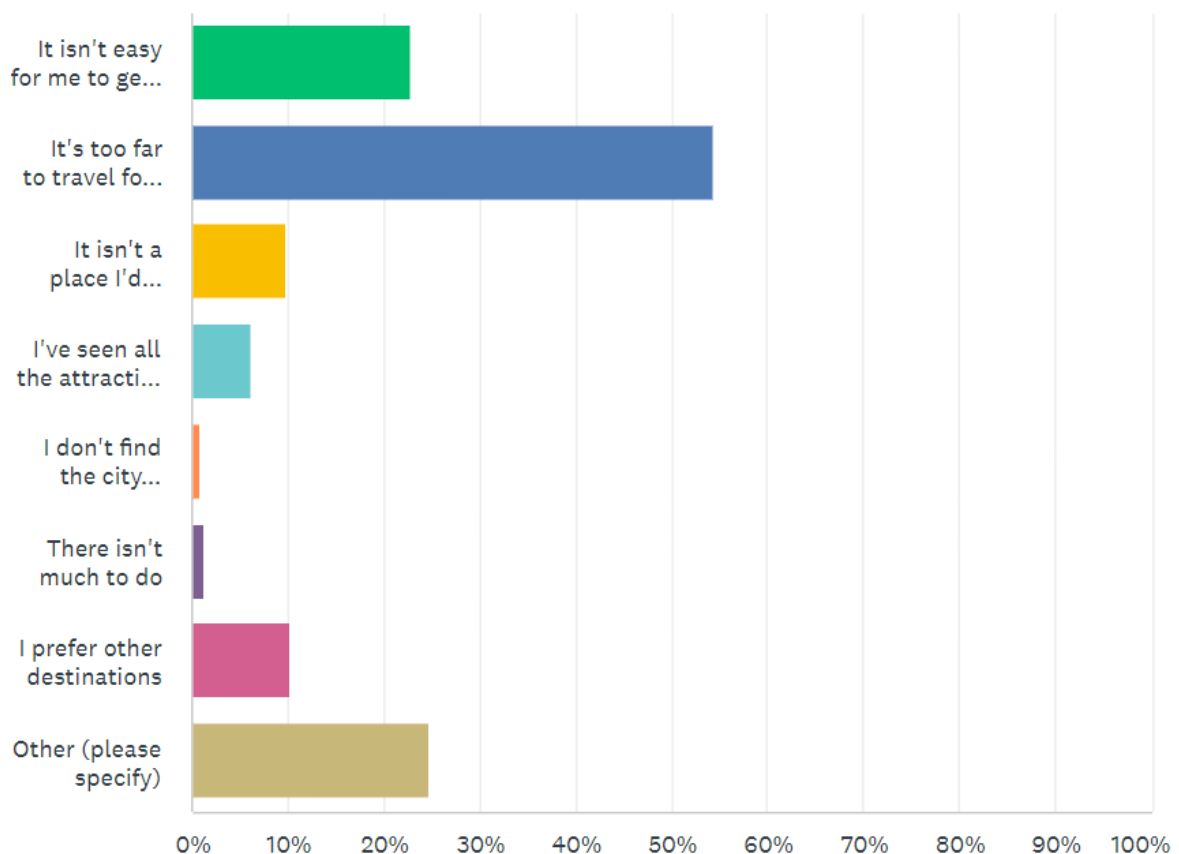
Why not Portsmouth?

Just as we asked Visitors why they chose Portsmouth, we quizzed Lapsed Visitors on why not. As in previous years, the simple fact that Portsmouth is too far from home was given by the majority of respondents (54.3%, down from 55.5% last year).

This continues to illustrate the need to position Portsmouth as a staying destination, to alleviate any concerns about distance and prove it's worth the journey.

The next most common response was "It isn't easy for me to get to" at 22.9% (up from the 21.2% of last year). Preferring other destinations and simply not considering Portsmouth as a place for a short break took around 10% each.

For those who selected 'Other', many mentioned simply not getting around to it, the cost of travel, having responsibilities that preclude them from travelling, and a notable amount who said they had plans to visit this year.



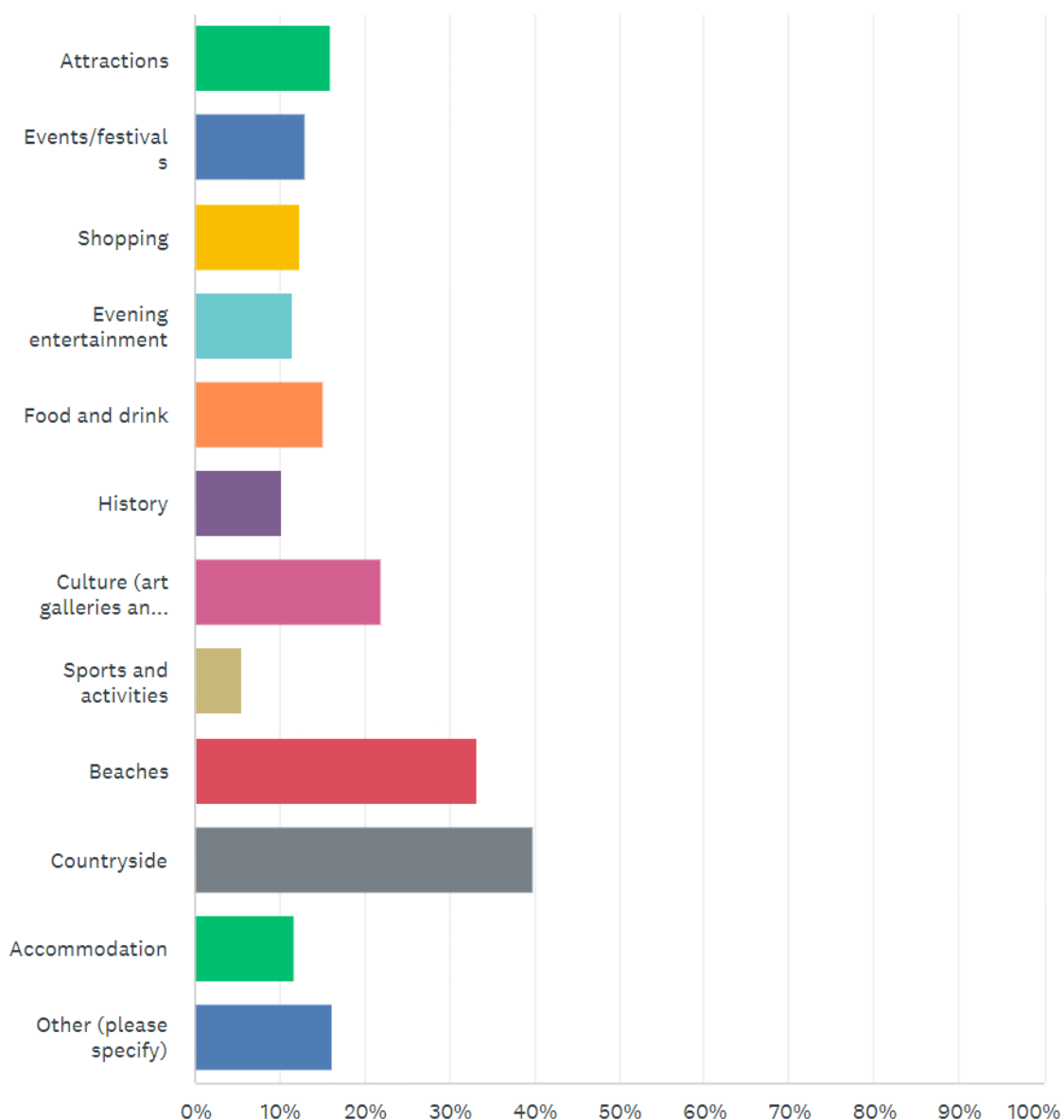
When quizzed on where they prefer to go instead of Portsmouth, Cornwall was mentioned most frequently, followed by Bournemouth, London, Spain and Devon - in that order.

What can you get more of elsewhere?

Lapsed Visitors were asked what they feel they can get more of elsewhere, with countryside topping the bill, being named by 40% of respondents (up from 38% last year). Beaches came a relatively close second on 33.2% (up from 32.6%).

Reassuringly, those who said they could get better attractions elsewhere dropped from 17.4% to 15.9%, whilst shopping also saw a (small) improvement, from 12.9% last year to 12.3% this time around.

In the 'Other' free text field, the most commonly occurring word was, in fact, "Nothing", with many recipients saying there were other reasons as to why they'd not visited recently (with distance to travel, time, and financial concerns cropping up once again).



Non-Visitors

Finally we reach the questions for Non-Visitors, covering why they've not been to Portsmouth (at least not in recent memory) and what could entice them to make the journey.

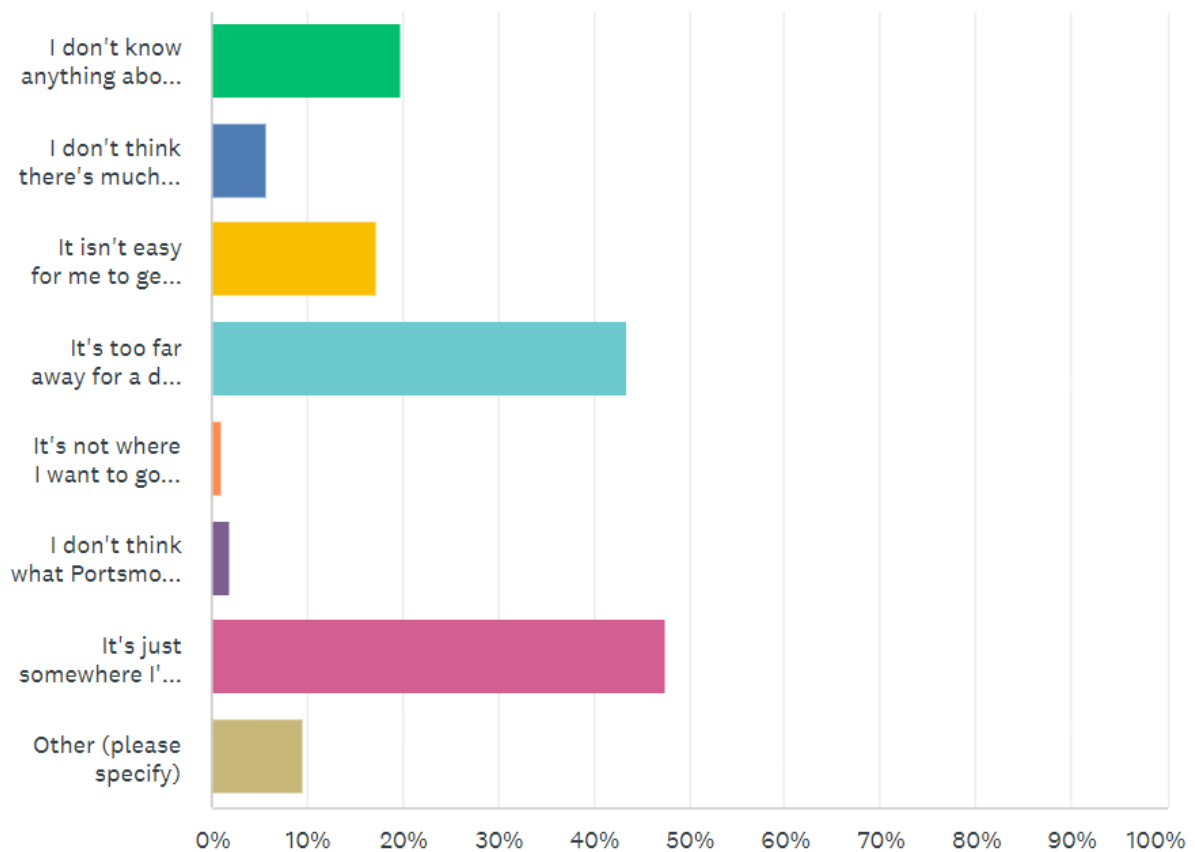
Why haven't you visited?

First up we sought to ascertain why Non-Visitors hadn't been to Portsmouth. As with the Lapsed Visitors, geography played a big part, with the largest share (50.8%) saying it was too far for them to travel.

Second most common was "It's just not somewhere I've considered", which was cited by 44% of respondents. This has dropped from the 47.5% who gave this answer last year (when it was the most common response of them all).

Others include "It isn't easy for me to get to" (25.9%, up from 17.3% last year) and "I don't know anything about the city" (15.4%, down from 19.7%).

A great many of the 'Other' responses are variations on "I just haven't got round to it yet".

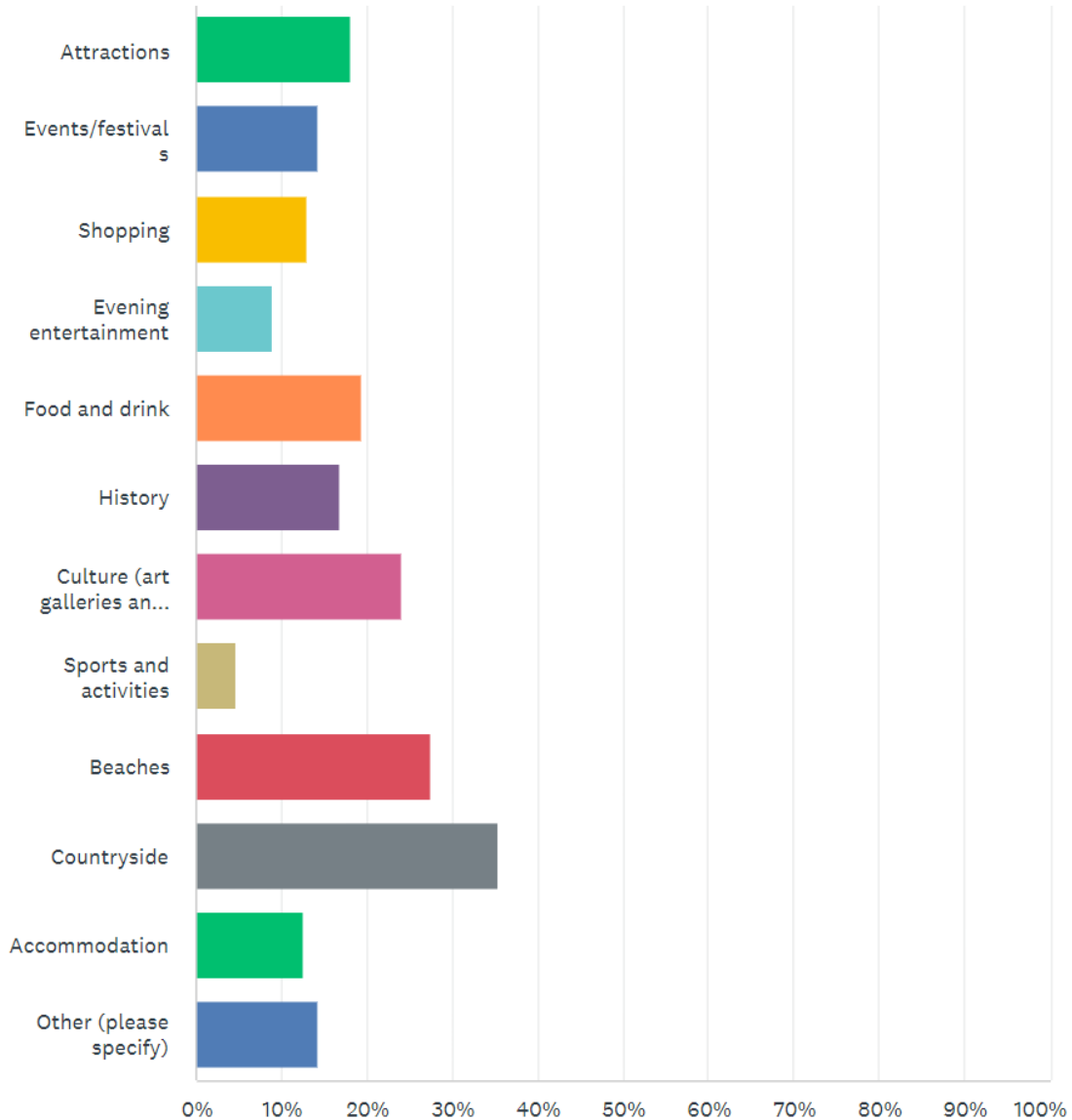


What can you get more of elsewhere?

As with Lapsed Visitors, we sought to find out what people go to other destinations for (and by extension what they believe Portsmouth may not be able to offer so strongly).

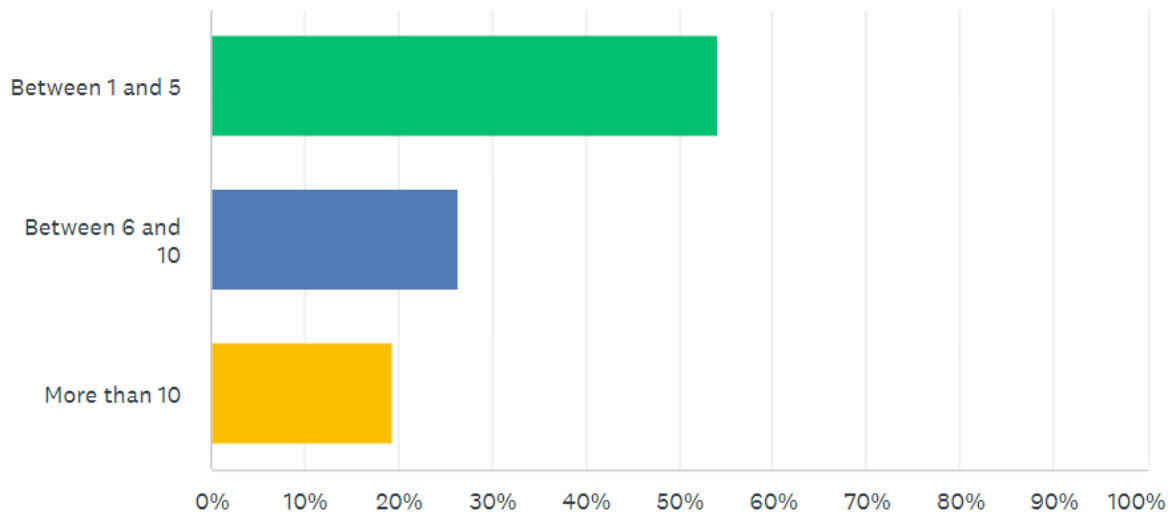
"Countryside" and "Beaches" were again the top two answers, polling 35.4% and 27.4% respectively.

Again, those who preferred attractions elsewhere were notably lower year-on-year, with 18.1% saying it this time around, compared with 24.7% previously. There was a similar shift among those saying they could get more evening entertainment elsewhere too, with last year's 11.7% dropping to 8.9% this time around.

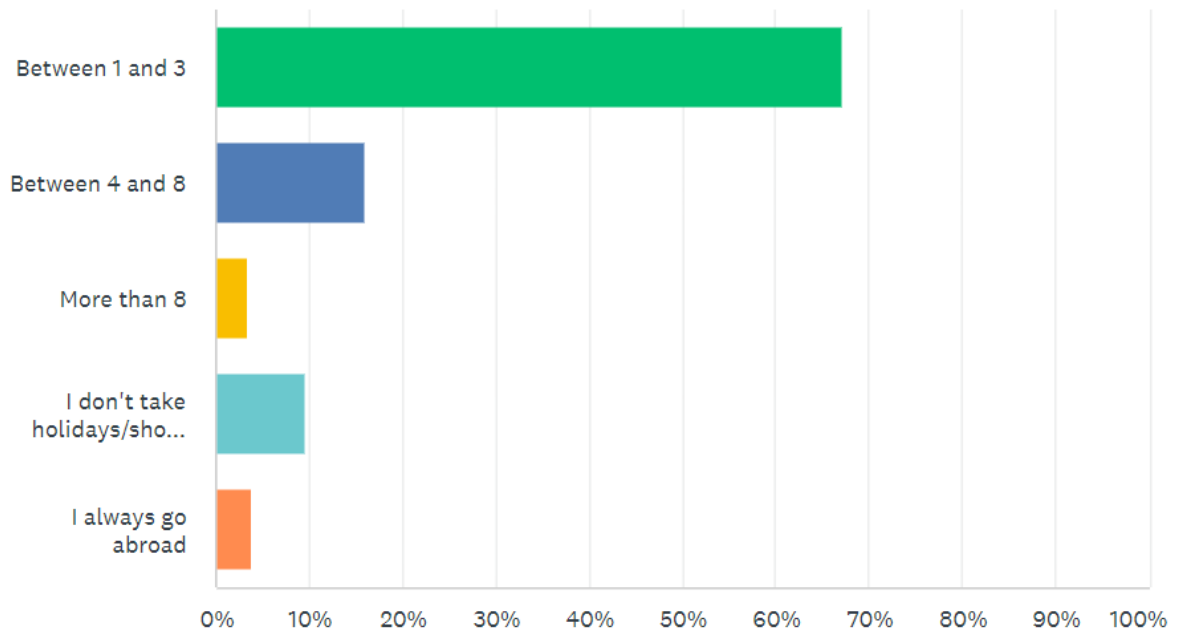


Daytrips and short breaks

Non-Visitors were asked how many daytrips they usually take in a year. Most said between one and five (54.2%), whilst just over a quarter (26.5%) said six to ten, and 19.3% said they take 11 or more.



They were also asked how many short breaks/holidays they take in the UK each year. Over two thirds (67.2%) take one to three UK holidays annually, dropping to 16% who take four to eight. Some 9.5% don't take any holidays at all, whilst 3.8% said they always go abroad.



Demographic questions

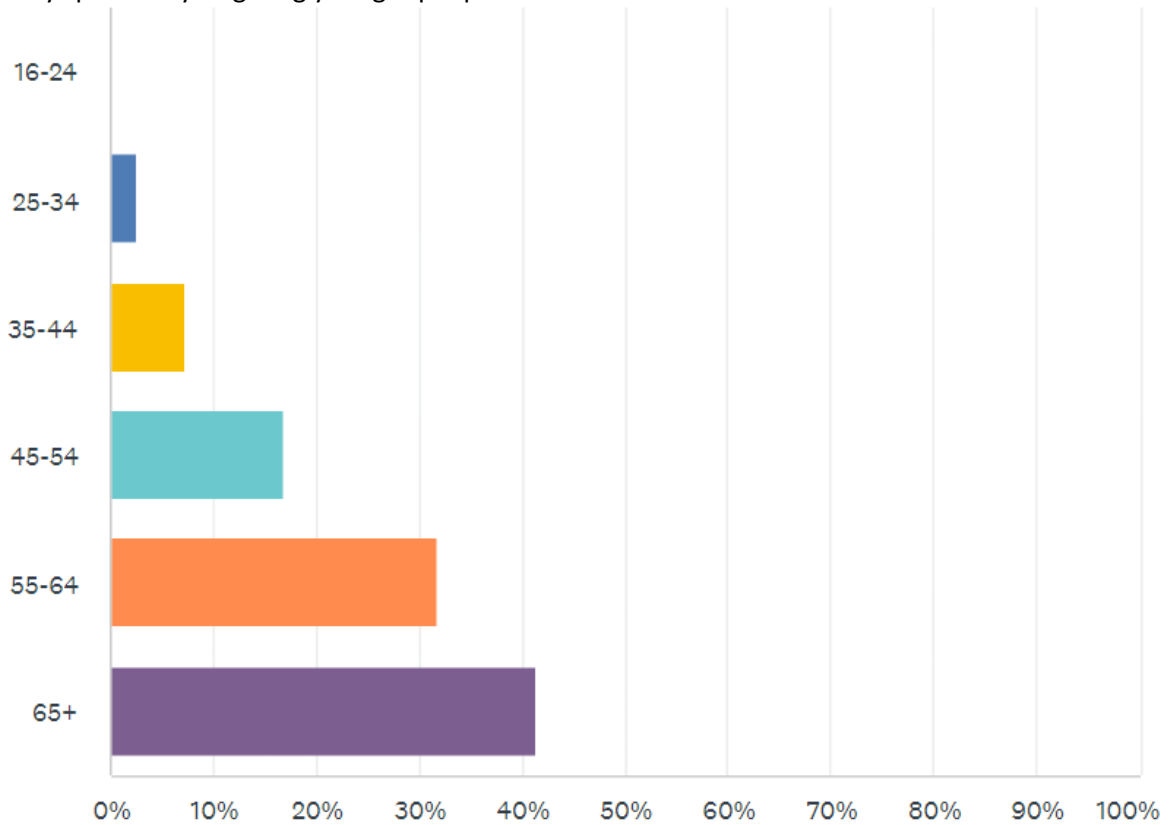
The survey concluded by bringing all three groups back together for a series of demographic questions. This helps ascertain who took the survey so the results can be viewed through this prism (and, equally crucially, who *didn't* take the survey).

Postcode data showed a good spread across much of the England, as well as some representation in Scotland, Wales and Northern Ireland.

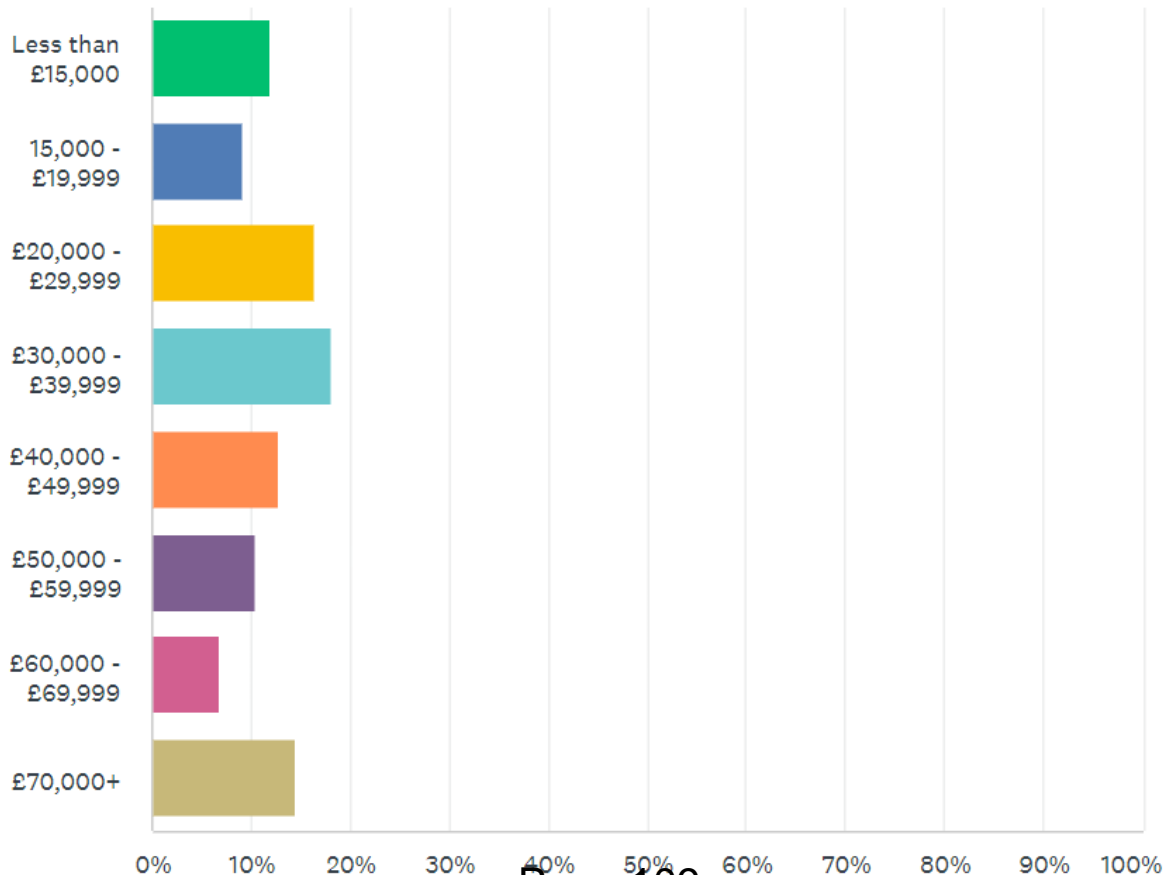


Our survey audience skewed older than the UK as a whole, with 41.3% of respondents being aged 65+, whilst a further 31.9% were aged 55-64 (making for almost three quarters of respondents being aged 55 or above). At the other end of the scale, just 0.3% were aged 16-24. This is something to

consider for future surveys to get a more representative split, or to supplement with an additional survey specifically targeting younger people.



There was a reasonably even split across household incomes, with just 10% difference between the most and least common responses (in this case "£20,000-£29,999" and "£60,000-£69,999" respectively). Similar responses were seen last year.



If you have any questions about this survey or the responses within, please contact the Visit Portsmouth team on: Tourism@portsmouthcc.gov.uk



Portsmouth
the great waterfront city

VISIT PORTSMOUTH - TOURISM MARKETING COMMUNICATIONS PLAN 2024-2025

This marketing and communications plan 2024-2025 details planned activity in line with the target markets detailed in the Tourism and Visitor Economy Strategy 2023-2028. Activity will be measurable, reported on and shared with partners and stakeholders throughout the year.

Primary Target Markets

- Two Hours from Portsmouth – Day Visitors including Domestic Group visits.
- Overnight/Short-Break Market – Staying Visitors
- International and domestic cruise passengers
- International – Europe and North America

Secondary Markets

- Visiting Friends and Relatives (VFR)
- Business and Conference Market
- International Markets – rest of world

Key Messages - under the umbrella theme: Portsmouth, the Great Waterfront City

- Portsmouth, Discover More in '24
- D-Day 80th anniversary
- Isle of Portsmouth / Island City
- Cultural city with world class events
- Modern city with stories to tell
- Stay longer, discover more

Marketing campaigns will be driven by specific events or key periods in the marketing calendar and, where appropriate, will be run in conjunction with our major destination partners to maximise spend and reach. These will be flexible and dynamic with the Visit Portsmouth digital channels being key to delivery.

Primary Target Markets
Domestic day and short break visitors

Activity	Date	Objective	Product Offerings/Themes	Communication Channels
Staying/Short Break campaign	As relevant and to include Jan/Feb and school holidays.	Give consumers an experiential experience of what they can expect from the city which delights and engages them in order to push them along the funnel to decide to visit and stay.	Destination publications Experiential campaigns Videos	Digital Social Media Publications Lead generation campaign
Main season campaigns with major destination partners	Pre-Easter June - Aug Sept/Oct	Awareness of the wide and varied attractions and things to see and do in Portsmouth to drive up day visitors. To include D-Day 80 promotion Focus on sustainable transport/travel by train.	Attractions Shopping Culture Waterfront Museums Open Spaces	Outdoor advertising e.g., rail network/London Waterloo/underground Digital paid for campaign
Attraction/event specific campaigns	All Year	Drive up visitors to specific events or attractions. (where pertinent include offers with partner attractions/transport). Focus in 24 on D-Day 80. Focus in 25 - Portsmouth 100/Pride/Sailing events.	D-Day 80 Family fun Evening Entertainment Christmas in the City Food and Drink	Digital - free and paid for Publications
Press and PR	All year	Raise awareness of Portsmouth in general and breadth of offer	As relevant following requests	National and international Press.
Localisation of national campaigns and anniversaries	Across the year	Leverage national campaigns and special dates by localising marketing messages to Portsmouth-specific	e.g.: D-Day 80 English Tourism Week Heritage Open Days	Website/PR Social Media E-newsletters Publications
Promotion of events and cultural activity	Across the year	Highlighting creativity to drive new and repeat visits to the city	Major events Cultural attractions	

Primary markets cont.

Domestic Group Visits

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
Group Travel	Attendance at marketing events including Britain and Ireland Marketplace, Excursions Group Travel Show	Destination partners/ Regional partners	Strength of varied offer Themed visits Accessible location Range of accommodation and cultural offer
Group Travel	Development of additional bookable themed product	Visit Portsmouth	Range of themes
Group Travel	Familiarisation visit for group organisers	Visit Portsmouth/partners	Range of offer for groups

International and Domestic Cruise Visitors

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
Cruise passengers into Portsmouth	Cruise Passenger Programme: Meet and Greet, Cruise Business Event.	Visit Portsmouth and partners. Shaping Portsmouth International Port	Strength of varied offer Themed itinerary options Portsmouth welcomes cruise business
Cruise passengers Portsmouth and Southampton	Targeted marketing to Shore Excursion Companies to grow share of cruise excursions into Portsmouth. Further development of themed itineraries Visit Portsmouth website improved content	Visit Portsmouth	Strength of varied offer Themed visits Accessible location Range of accommodation and cultural offer

Primary Markets cont.

International, Europe and North America

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
Europe and North America	Partners in campaigns: Europe North America	Tourism South East	Strength of varied offer Themed visits Accessible location Range of accommodation and cultural offer
Europe and North America	Attendance at marketing events such as Britain and Ireland Marketplace.	Visit Portsmouth	Range of themes
Europe	Campaign targeting north west France market	Brittany Ferries/IOW	Possible continuation of 'Say 'Oui' to the south, the south of England'
Europe	Information at arrival and departure Ports/Ferries	Visit Portsmouth International Port	Strength of varied offer Range of accommodation and cultural offer
Europe	Attendance at relevant international marketing events and trade shows with regional partners	Visit Portsmouth Tourism South East	Strength of varied offer Themed visits Accessible location Range of accommodation and cultural offer

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Secondary Markets

Visiting Friends and Relatives

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
University students and family	Attendance at relevant University events Marketing collateral available for open days etc. Visit Portsmouth digital channels.	Visit Portsmouth University of Portsmouth	Stay longer and discover more
Residents and visiting family	Visit Portsmouth digital channels	Visit Portsmouth	Range of offer

Secondary markets cont.

Business and Conference Market

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
Business and Conference Market	Meet Beyond London: Portsmouth - Gold Destination Partner range of activity.	Visit Portsmouth Tourism South East Destination Partners	Portsmouth is open - for business. Unique locations Accessible location
	Website - Venues in Portsmouth (VIP) pages and Venues in Portsmouth publication.	Visit Portsmouth	Portsmouth is open - for business. Unique locations Accessible location
	Visit Britain International Events programme Portsmouth destination on VB website	Visit Britain Visit Portsmouth	Portsmouth is open - for business. Unique locations Accessible location
	Familiarisation visits and tours, attendance at relevant events e.g. PA Show.	Visit Portsmouth Tourism South East	Unique locations Accessible location

International - rest of the world

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
International - rest of the world	Britain and Ireland Marketplace Other opportunities as they arise re. Increase in interest in south coast from other international markets.	Visit Portsmouth	Strength of varied offer Themed visits Accessible location Range of accommodation and cultural offer

Measurement

Success metrics for each campaign will vary, informed by each campaign's own specific aims, objectives, channels, content and budgets. The metrics will be determined before each campaign and shared with all relevant parties for consensus. Digital campaigns will most typically use reach, impressions, website visits, video views and ad recall. Other campaigns would likely use web traffic, brochure downloads, poster views, media coverage and more - based upon the unique set of objectives and channels.

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Form name	Integrated Impact Assessment
Reference	IA582904822
Date	02/02/2024



Policy details

Request date	02/02/2024 14:30
Directorate	PCC Culture Leisure and Regulatory Services
Service	Tourism and Marketing
Title of policy, service, function	Tourism and Visitor Economy Strategy 2023-28, update on activity March 2024
Type of policy, service, function	Existing
What is the aim of your policy, service, function, project or strategy?	Increase tourism income to support local tourism businesses
Has any consultation been undertaken for this proposal?	no

Equality & diversity - will it have any positive/negative impacts on the protected characteristics?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Crime - Will it make our city safer?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Housing - will it provide good quality homes?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Health - will this help promote healthy, safe and independent living?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Income deprivation and poverty - will it consider income deprivation and reduce poverty?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Carbon emissions - will it reduce carbon emissions?

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?	Part of the activity is to increase visits to and around the city by sustainable transport. There is also a new Visit Portsmouth Green Tourism Award for businesses.
How are you going to measure/check the impact of your proposal?	Survey visitors and work with local and regional transport providers to measure any change in visitor behaviour.

Energy use - will it reduce energy use?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Visit Portsmouth Green Tourism Award scheme - those applying for this may look to reduce their energy use as part of the application process.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>We will report on the number of businesses achieving the award and the measures they are taking to reduce energy usage.</p>

Climate change mitigation and flooding - will it proactively mitigate against a changing climate and flooding?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Although not fully relevant the new Green Tourism Award will aim to make businesses more aware of climate change and to take appropriate actions.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>We will report on the number of businesses achieving the award and the measures they are taking to reduce energy usage.</p>

Natural environment - will it ensure public spaces are greener, more sustainable and well-maintained?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Air quality - will it improve air quality?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>If the marketing activity encouraging use of sustainable transport is successful then this may have some impact on air quality.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Survey visitors on their means of transport to and around the city.</p>

Transport - will it make transport more sustainable and safer for the whole community?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>As previously, the team are actively encouraging visitors to travel by sustainable transport both to and around the city.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>We will survey visitors on their use of sustainable transport means.</p>

Waste management - will it increase recycling and reduce the production of waste?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Culture and heritage - will it promote, protect and enhance our culture and heritage?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Increasing Visitor Economy income supports heritage and cultural venues and creative industries. The marketing activity showcases the city as an inviting, vibrant, cultural and historic destination making it appealing to visitors. All activity aims to make Portsmouth a city people want to visit.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Economic impact reports will measure any increases in income.</p>

Employment and opportunities - will it promote the development of a skilled workforce?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>The Visitor Economy supports around 12,000 local jobs and any growth in tourism will see a growth in jobs.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Economic Impact Reports include job numbers for the industry.</p>

Economy - will it encourage businesses to invest in the city, support sustainable growth and regeneration?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Growing the visitor economy and showcasing Portsmouth in a positive manner encourages an increase in both tourism businesses and events, related jobs, and can assist with regeneration projects.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Economic Impact Reports will measure this impact.</p>

Social value

Please explain how your policy, service, function, project or strategy delivers Social Value	By helping to maintain and grow the Visitor Economy we are helping to ensure that tourism attractions, cafes, restaurants, bars, event venues, outdoor events etc continue to stay open in the city and are there for local residents to also enjoy.
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Involvement

Who was involved in the Integrated impact assessment?	Jane Singh, David Howells
Name of the person completing this form	Jane Singh
Date of completion	2024-02-02

Agenda Item 7



Title of meeting: Culture, Leisure and Economic Development Decision Meeting

Date of meeting: 15 March 2024

Subject: Revenue Funding Grants 2024 - 2025

Report by: Director of Culture, Leisure and Regulatory Services

Cabinet Member: Councillor Steve Pitt

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

1.1 To seek approval for the proposed funding levels for the Revenue Grant payments to cultural organisations for the financial year 2024/25.

2. Recommendations

2.1 That the Revenue Grant payments as outlined are agreed for the financial year 2024/25.

3. Background

3.1. A core level of revenue funding has been provided to a range of cultural organisations as an essential part of the wider cultural offer across the city. In all instances the core level of funding as proposed in this report is then used by the organisations as seed corn funding to leverage in funding from other sources to support the on-going running costs of these cultural organisations.

3.2. All revenue grant payments are supported by a detailed Service Level Agreement reporting against which has to be provided prior to the release of any payments. The payments are also provided to the organisations in two equal instalments pending receipt of the reporting information.

3.3. The information required ranges from updated business plans and audited accounts through to a range of operational policies and evidence of insurance policies. The Service Level Agreement also stipulates specific requirements depending on the nature and function of the organisation and requires them to respond to newly

adopted council policies such as the PCC Social Value policy and the Reduction in carbon emissions.

3.4. The proposed revenue grant contributions for 2024/25 are as follows:

Organisation	Purpose of the Revenue Grant	Proposed Grant for 2024/25
Aspex Visual Arts Trust	To support the work of Aspex as the primary contemporary visual arts space in Portsmouth	£16,900
Bournemouth Symphony Orchestra	To enable the orchestra to have Portsmouth as a key concert centre with high quality concerts and outreach programmes	£25,000
City of Portsmouth Preserved Transport	To provide specialist storage and maintenance for specific historic vehicles from Portsmouth's Museums collection	£8,680
Peter Ashley Activity Centres	To support the development of the outreach programme and delivery of activities	£3,000
Kings Theatre	To support the programme of work at the Kings Theatre including the development of education and outreach programmes	£48,000
New Theatre Royal	To support the programme of work at the New Theatre Royal including the of education and outreach programmes	£77,000
Portsmouth Creates	To support this facilitating cultural organisation in the delivery of their work with individual creatives and bespoke projects	£50,000
Portsmouth Guildhall	To support the ongoing delivery of the key actions outlined in the detailed funding agreement and business plan	£103,000
Portsmouth Pride	To support the delivery of the Portsmouth Pride event	£10,000*

3.5 Please note the allocation towards Portsmouth Pride has already been secured from an agreed sum within Resources and will not be funded from within Culture, Leisure & Economic development budgets. It is listed here in order to ensure that the principals of the application of a Service Level Agreement model and split payment are agreed.

4. Reasons for recommendations



- 4.1. The provision of revenue funding to cultural organisations has a long history in Portsmouth and both officers and members have gone to considerable lengths to protect the revenue funding through the periods of budget reductions. The continued provision of this funding both acknowledges the strategic importance of

these organisations but also the role this funding provides in attempting to leverage in financial support from other bodies such as Arts Council England and the National Lottery Heritage Fund.

5. Integrated impact assessment

- 5.1. Integrated Impact Assessment attached at Appendix A.

6. Legal implications

- 6.1 The Council has a specific statutory power under Section 145 of the Local Government Act 1972 to make contributions (which would include grant funding) towards the pursuit of arts, entertainment and cultural objectives and may also rely on the general power of competence for local authorities in the Localism Act 2011, section 1

7. Director of Finance's comments

- 7.1 The revenue grant payments proposed will be met from the 2024/25 budget provision.

.....
Signed by:
Stephen Baily
Director of Culture, Leisure and Regulatory Services

Appendices:

Appendix A- Integrated Impact Assessment

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

.....
Signed by:
Cabinet Member for Culture, Leisure and Economic Development

Form name	Integrated Impact Assessment
Reference	IA588759456
Date	21/02/2024



Policy details

Request date	21/02/2024 12:28
Directorate	PCC Culture Leisure and Regulatory Services
Service	Partnership & Commissioning
Title of policy, service, function	Revenue Grant funding 2024/25
Type of policy, service, function	Existing
What is the aim of your policy, service, function, project or strategy?	The report is proposing the level of revenue grant funding to cultural organisations for the 2024/25 financial year.
Has any consultation been undertaken for this proposal?	no

Equality & diversity - will it have any positive/negative impacts on the protected characteristics?

With the above in mind and following data analysis, who is the policy, service, function, project or strategy going to benefit or have a detrimental effect on and how?	It is anticipated that the funding for the Portsmouth Pride event will have a specific role in promoting equality for some of the protected characteristics under the Equality Act 2010
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<p>Will any of those groups be affected in a different way to others because of your policy, project, service, function, or strategy?</p>	<p>No</p>
<p>If you are directly or indirectly discriminating, how are you going to mitigate the negative impact?</p>	<p>No</p>
<p>Who have you consulted with or are planning to consult with and what was/will be your consultation methodology?</p>	<p>No</p>
<p>How are you going to review the policy, service, project or strategy, how often and who will be responsible?</p>	<p>We would expect such work and it's impact to be reported through the annual reporting of how the funding has been used against the annual service level agreement.</p>

Crime - Will it make our city safer?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Housing - will it provide good quality homes?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Health - will this help promote healthy, safe and independent living?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>we anticipate that the work and activities delivered by the organisations in receipt of the revenue funding may include projects or activities which support and promote involvement in culture as a means of improving physical and mental health.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>We would expect such work and it's impact to be reported through the annual reporting of how the funding has been used against the annual service level agreement.</p>

Income deprivation and poverty - will it consider income deprivation and reduce poverty?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>We expect the organisations in receipt of the revenue funding to have initiatives in place to support access to their services for low income families as a way of removing price as a barrier to access. Some organisation may also have specific initiatives with low income families as part of outreach programmes.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>We would expect such work and it's impact to be reported through the annual reporting of how the funding has been used against the annual service level agreement.</p>

Carbon emissions - will it reduce carbon emissions?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Energy use - will it reduce energy use?

<p>This section is not applicable to my policy</p>	<p><input checked="" type="checkbox"/></p>
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Climate change mitigation and flooding - will it proactively mitigate against a changing climate and flooding?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Natural environment - will it ensure public spaces are greener, more sustainable and well-maintained?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Air quality - will it improve air quality?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
---	-------------------------------------

Transport - will it make transport more sustainable and safer for the whole community?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
---	-------------------------------------

Waste management - will it increase recycling and reduce the production of waste?

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Culture and heritage - will it promote, protect and enhance our culture and heritage?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Provision of the revenue grants ensure that some of the cultural infrastructure of the city can be maintained and active in delivering a substantial programme of activity both directly in venues and through outreach and education programmes or with and for artists and cultural practitioners. All organisations work across the whole city providing opportunities to engage directly with culture and heritage, supporting both residents and visitors. All activities provided through these grants enhance the cultural activity of the city, promote and engage directly with supporting the thriving Cultural Industries through job and employment and well as enhancing the overall visitor offer for the city.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Detailed service level agreements will be in place to underpin the delivery of the work associated with each of the individual grants.</p>

Employment and opportunities - will it promote the development of a skilled workforce?

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Areas of work delivered by some of the organisations in receipt of revenue funding will to be to develop, support and grow the creative industries across the city and, where practical across all art forms. Such work will likely include artist network meetings, artists database and wider networking opportunities.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>We would expect such work and it's impact to be reported through the annual reporting of how the funding has been used against the annual service level agreement.</p>

Economy - will it encourage businesses to invest in the city, support sustainable growth and regeneration?

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?	The creative industries is one of the growth areas of the city with many creatives deciding to live and work here. The provision of the revenue grants to cultural organisations enable continued industry specific support, access to specialist information and sharing of knowledge across a wide range of art forms and specialisms.
How are you going to measure/check the impact of your proposal?	We would expect such work and it's impact to be reported through the annual reporting of how the funding has been used against the annual service level agreement.

Social value

This section is not applicable to my policy	<input checked="" type="checkbox"/>
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Involvement

Who was involved in the Integrated impact assessment?	Claire Looney
Name of the person completing this form	Claire Looney
Date of completion	2024-02-21

Agenda Item 8



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Subject:	Hotwalls Artist Studios Annual Update
Date of meeting:	15 March 2024
Report by:	Director of Culture, Leisure and Regulatory Services
Cabinet Member:	Councillor Steve Pitt
Wards affected:	All

1. Requested by

1.1. The Director of Culture, Leisure and Regulatory Services.

2. Purpose

2.1. To share information and key highlights from the provision and operation of the Hotwalls Artists Studios through 2023/24.

3. Information Requested

- 3.1. The Hotwalls Studios development is a historic regeneration scheme of the 19th century Point Battery arches in Old Portsmouth which were transformed into 13 workshops and an eatery, providing a dedicated artistic and cultural hub and securing a sustainable future for this Scheduled Ancient Monument and its listed buildings.
- 3.2. The city council manages this award-winning site which supports both the development of creative businesses in the city and the sustainable re-use of these historic assets. The development provides incubator space to support local artists and it supports access to affordable studio space. The development has become a hub for the city's creative community.
- 3.3. The last 12 months have been a productive and busy period for Hotwalls Studios as they have continued to evolve and develop. The overarching management of Studios has moved from being part of the Museum Service to Partnership &



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Commissioning and the Hotwalls Development Manager moved to a different role within the Council. The Events and Operations officer is currently

acting up in the role of development manager and a new Development Manager has recently been appointed and is expected to start in their new role in the near future.

- 3.4. We have seen 6 studios welcome 8 new tenants over the past year after 6 studios were vacated as their tenancies came to an end. The studios were filled incredibly quickly with considerable interest from a wide range of individual artists. We have also seen Hannah Matthews open her studio to the public, which makes Hotwalls the home to the only open taxidermy studio in the UK.
- 3.5. Supporting the new artists who have taken up spaces has allowed a focus on how we best support artists whilst they have a studio space and more support in now factored into the last 2 years of the artists tenancy to encourage them to start seeking follow on space or consider what the best model for their business will be. Other specialist support is provided for this through linking in with the Council's Economic Development team.
- 3.6. From September to present, there has been no Events and Operations Officer in place whilst the present incumbent has assumed the role of acting Development Manager. Despite the reduced capacity, a strong events programme has still been delivered over the last 12 months.
 - 12 monthly Open Studios
 - 12 monthly Guest Artist residencies
 - Creative Market
 - Christmas Market
 - Stitch and Sew Market
 - Fire and Glaze Market
 - Print and Press Market
 - Lizzie Cornelius exhibition
 - Karl Rudziak exhibition
 - Alice Hume exhibition
 - Hollie Thornley and Alice Hume exhibition
 - Circles, Cycles and Cylinders, Hotwalls Studios group show
 - Hollie Thornley exhibition
 - Makers guild ceramic demonstration
 - FOURSANDEIGHTS exhibition



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- 3.7. Alongside the events programme various workshops organised and delivered independently by Hotwalls artists in their studios and in the Round Tower have also taken place across a wide range of artistic mediums.
- 3.8. The events programme is also bolstered by private hires and subsidised community use of the Round Tower. Over the last 12 months this has included:
- PortsFest Spanish guitar concert
 - The Traders Keep
 - Your Voice 2 exhibition by Motiv8
- 3.9. Over the last 12 months several projects have been delivered or are in progress:
- HNBS have replaced all non-compliant electrical cabling across the site.
 - Areas of the decking between Studios 7 and 13 have been repaired as has the decking and lights on The Canteen terrace.
 - The water ingress causing a heavy leak in Studio 10 has been solved and works have been completed.
 - An unpleasant odour in Studio 11 has been solved after the tenant was moved offsite to a temporary studio elsewhere. The odour has been eliminated after the floorboards were removed and further investigations carried out. Artists are now back in occupation in Studio 11.
 - Ongoing repairs to both the fire and intruder alarm systems continue due to water ingress in these Scheduled Monuments
 - 5 of the Sea Buckthorn trees have reached the end of life for their species. The Council's arboriculturalist confirms that the Sea Buckthorn trees were an experimental species tried at this location, it was the first time this species Sea Buckthorn had been produced as a standard tree rather than as a shrub. The trees thrived in the location but seemingly only have about a 20 year life span, this could be for many reasons, most likely is the harsh environment and the amount of fertile soils/growing medium that is available to the tree below the root system.
Working with the arboricultural team, a large project has been undertaken that involved removing trees, replacing trees, deinstalling and installing lighting and installing new gravel to bring the site up to standard. Exposure to the harsh weather conditions does cause on-going difficulties and a review of the external lighting in the trees will be occurring.
 - Telephones and Wi-Fi at Hotwalls has all been updated over a phased programme to ensure the least disruption to tenants.
 - Repairs are ongoing to fight water ingress in the Round Tower. Floorboards have been replaced and an industrial dehumidifier is now installed in the space to help with the high moisture levels.



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Being in a scheduled historic monument and in a coastal environment, it was always anticipated that the Hotwalls would be a complex site to maintain and so it continues to be. We work closely with other Council services and Historic England to support the historic fabric of the spaces whilst trying to meet the needs of the artists.

- 3.10. The Hotwalls Studios website launched in January 2023. It was developed thanks to funding from the Cultural Recovery Fund. Over the past 12 months, the site has seen 30,000 visitors and is regularly updated with new information, workshops, and events. The site has also been replenished with a new set of images taken by two freelance photographers in September and December 2023 and this is regularly updated to reflect the current artists and their outputs.
- 3.11. Over the last 12 months 6 artists reached the end of their tenancies at Hotwalls after being granted an extension on their leases. After receiving moving on support and one to one mentoring from the Development Manager, all 6 tenants found new studio spaces either within council spaces or private studios.
- 3.12. We currently anticipate that a further 3 tenants will be reaching the end of their leases in the next 12 months and we will continue to support these tenants as they look for new spaces in the city and will encourage them to explore new revenue streams to support their businesses as they move on from the incubator spaces the Hotwalls provides. Any vacancies will be filled through an open process to see recruitment of a diverse selection of new tenants to move into the vacant studios as they arise.
- 3.13. The adjustments to the lease model as outlined in the update report to Culture, Leisure and Economic Development in February 2023 have been applied to all the new tenancies and will continue to be monitored. We anticipate that this revised model will enable us to support more local creatives and ensure that the Hotwalls Studios continue to be an attractive and relevant destination for visitors as the site renews and evolves with changing tenants.
- 3.14. With an anticipated reduction in the churn of artists in and out of spaces we hope the next 12 months will enable us to expand the very successful larger arts market to three times per year which feedback from the artists has demonstrated will be very welcomed. The Events programme will continue to be wide and varied with 21 events organised by Hotwalls studios and/or their tenants in the diary for the next 12 months.



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Signed by
Stephen Baily
Director of Culture, Leisure and Regulatory Services

Appendices:

Nil

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
CLED Hotwalls Studios Update - 10 th February 2023	CLED Hotwalls Studios Update 2023

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Agenda Item 9



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Subject:	Seafront Arts Programme
Date of meeting:	15 March 2024
Report by:	Director of Culture, Leisure and Regulatory Services
Cabinet Member:	Councillor Steve Pitt
Wards affected:	All

1. Requested by

1.1 The Director of Culture, Leisure and Regulatory Services

2. Purpose

2.1 To update on the progress of the creative enhancement programme for the Southsea Coastal Scheme.

3. Information Requested

3.1 Portsmouth City Council has committed to delivering a creative programme to enhance the Southsea Coastal Scheme. The enhancements are being coordinated by the Seafront Arts Programme Officer who came into post in September 2023. This is a Portsmouth City Council post but working very closely with Coastal Partners colleagues.

3.2 The seafront arts programme aims to:

- Enhance the coastal scheme for local residents
- Attract visitors to the seafront from outside the city
- Celebrate Portsmouth's communities, identity and heritage
- Feature a combination of works, large and small, by local, national and internationally recognised artists
- Include both permanent and temporary artworks in a range of artforms
- Provide new opportunities for local artists to exhibit their work



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3.3 Additionally, it should take into consideration a range of practical requirements:

- Offer good value for money to the taxpayer
- Fit appropriately within the Southsea Coastal Scheme
- Be suitably robust for the public realm
- Be suitably robust to withstand harsh coastal conditions

3.4 A steering group has now been established to guide the programme. The purpose of the group is to ensure that there is a transparent, balanced and effective approach to the programming, commissioning and selection of artworks. The group, made up of partners from across the city's creative sector, will meet every six weeks.

3.5 The process of applying for additional funding from Arts Council England is now underway. The application will bid for a project grant to fund a series of public art commissions.

3.6 While much of the programme is still in development, the first commission is underway. Portsmouth City Council is commissioning a high-profile British writer to pen a new poem which will be integrated into the area of the scheme in front of Southsea Castle, referred to as the 'Theatre of the Sea'.

.....
Signed by
Stephen Baily
Director of Culture, Leisure and Regulatory Services

Appendices: None

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

Agenda Item 10



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Subject:	Accessible Beach Huts Update
Date of meeting:	15 March 2024
Report by:	Director of Culture, Leisure and Regulatory Services
Cabinet Member:	Councillor Steve Pitt
Wards affected:	Eastney & Craneswater

1. Requested by

1.1. The Director of Culture, Leisure and Regulatory Services.

2. Purpose

2.1. To provide an update on the progress of the Accessible Beach Hut capital project

3. Information Requested

- 3.1. The original project scope was to install four new accessible beach huts to the eastern end of the existing 18 huts on Eastney Esplanade, identical in design and aesthetic. In order to support accessibility for all user groups these beach huts will require ramped access to overcome the door threshold associated with a standard hut and a consideration as to how the hirers can reach them as the existing hardstanding in front of the current beach huts is too narrow if the tenants are using the outside space.
- 3.2. The city council currently manages 112 beach huts across three locations which are extremely popular for both annual and weekly lets. The addition of four new accessibility friendly huts will open the market to user groups currently unable to use existing huts without assistance.
- 3.3. Planning permission was approved in April 2022 with a number of preliminary activities required as conditions needing discharge before works could begin. These included a full ecological survey of the area, a construction and environment management plan, and plans of the foundations of the proposed units.



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- 3.4. The ecology survey was required due to the build zone being sited within a Site of Importance to Nature & Conservation (SINC) and had to take place across a number of months so that flora and fauna could be assessed within its flowering seasons. In order to cover the broad window of the season this took place across the spring and summer of 2023.
- 3.5. The final survey report was received in November 2023. The survey picked up the presence of Japanese Knotweed and recommended that a plan to eradicate the plant from the area would be a sufficient balance to the loss of the natural habitat beneath the area of the proposed concrete base. This was reported to the Parks team who manage Japanese Knotweed within the city and they confirmed that this area could fall within any existing and ongoing treatment and eradication plans
- 3.6. A Construction and Environmental Management Plan (CEMP) was drawn up by H2O Geo in December 2023 to satisfy the condition of planning. The requirement of a CEMP was due to the nature of the SINC designated space and proximity of works to the sea, the bed of which is also within a protected zone.
- 3.7. An application to discharge the planning conditions was made in January 2024. The 8 week period required to discharge conditions indicates that a response will be issued late March which will allow for build works to take place from April onwards. Allowing for contractor workload we anticipate build to happen over April and May.
- 3.8. All necessary procurement documentation is being prepared to secure contractors for both laying of the concrete base and erection of the beach huts.
- 3.9. Consultation has been undertaken with several wheelchair users to look at the adaptations which will be needed in order to make the beach huts accessible for persons requiring mobility assistance.
- 3.10. A plan for how we manage bookings and prioritise those with accessibility requirements is being drawn up in the near future to ensure that once constructed the beach huts can be used at the earliest opportunity.

.....
Signed by
Stephen Baily
Director of Culture, Leisure and Regulatory Services



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Appendices:

Nil

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

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Agenda Item 11



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Subject:	The Detectives, Conan Doyle Collection
Date of meeting:	15 March 2024
Report by:	Director of Culture, Leisure and Regulatory Services
Cabinet Member:	Councillor Steve Pitt
Wards affected:	All

1. Requested by

1.1. Cabinet Member for Culture, Leisure and Economic Development

2. Purpose

2.1. To update Members on the successful delivery of The Detectives Project, £100,000 funded by the Arts Council in August 2021 – January 2024. Funding was sought from the Arts Council's Library fund, looking at Health and Wellbeing and Culture and Creativity, part of the Universal Libraries Offer.

2.2. This project is a part of the Conan Doyle Collection and leads on from the previous successes of working with past volunteers, looking at ways to develop and support future volunteers.

3. Information Requested

3.1. This project was a success. *'100% of participants agreed that the project did meet their expectations'*

3.2. *'...there is overwhelming evidence to suggest that the Detective Project has not only reduced but has transformed anxiety levels amongst participants, to the extent that they are now able and capable of experiencing new opportunities which would previously have been unattainable to them.'* Flying Geese, External Evaluators.



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- 3.3. The Detective's project has contributed to Portsmouth's creative and cultural economy as demonstrated by the 50+ separate cultural experiences which would not have taken place without this project being funded. These experiences generated 24,847 separate engagements with the Conan Doyle Collection.
- 3.4. It was intended to give Detectives an opportunity to contribute at their own level to 10 (18 delivered) different cultural projects or 4 (10 actual) separate individual tasks within a cultural setting, (100 new products or commissions were produced in total) giving Detectives the skills they requested to realise their ambitions. Detectives are people who may have a physical or learning disability, are neurodivergent, or come from a substance misuse or mental health background and are looking at gaining skills or wellbeing benefits through volunteering within a cultural setting.
- 3.5. Skills were gained by using the Conan Doyle Collection as a resource to design and deliver projects led by the Detectives and trained and guided by staff, artists, authors or creatives for the wider public, therefore spreading the word about this amazing Collection.
- 3.6. *'Absolutely loved the immersive experience. Brilliant use of the space & wonderful to have something so modern & unusual in libraries. Having been 'immersed' the physical art came alive. I had no clue of the synopsis of the books but am keen to read them now as very relevant to modern day themes. A very big well done! ♡ PS: more please! ☺* 'Audience comment
- 3.7. There was a Community Development Officer post (22.2 hrs) recruited through this project, delivered by two members of staff. 32 Detectives were recruited. 5 have since gained paid employment. In addition to this, one Detective got to the second round for an interview with Google, one Detective is about to interview for Hampshire Library Service as a library assistant. All attributed these successes to their time with The Detectives project and confidence and skills gained by taking part.
- 3.8. Volunteers are continuing to volunteer for the Conan Doyle Collection or Library Services, and in addition have gained other voluntary roles in other organisations (e.g. Connor Toy Library/delivering art workshops to mental health groups/John Pounds Centre)
- 3.9. We have reached 14,903 physical audience members through performances and exhibitions and we have seen 18,287 audience numbers through online, written or broadcasting offers, raising the profile of the Conan Doyle Collection within Portsmouth, nationally and globally.



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3.10. *"I was the one telling the children why they were making leaves and dinosaur masks. I explained that they were in connection to Doyle's Lost World, which detailed a time where dinosaurs roamed the world. Now people know that it's not just Jurassic Park, but Doyle that came up with that concept."* Quote by a Detective

3.11 Successes include:

- *'A surprising, unexpected outcome of this project is that the neurodiverse and vulnerable adult participants have a natural skill to understand how heritage can become more accessible and benefit from alternative approaches to interpretation to ensure that it is relevant and meaningful to everyone.'* Flying Geese, External Evaluators
- Empowering people - one Detective was a speaker for Worldwide Doyle 2023, for an International Audience alongside other professionals such as lecturers, authors and PCC's Senior Archivist.
- Deeper knowledge of the Conan Doyle Collection, all Detectives had handling training and a 'hands on' experience searching for archives, and one Detective with a passion for cars researched and created the 'Conan Doyle Boys and Their Cars' Exhibition, shown in Portsmouth History Centre.
- Development of an International audience for Worldwide Doyle, seeing 50 people attending each talk in 2023 and relationships and networks with individual international fans and academics strengthened.
- Building new audiences through regular events and activities while providing many opportunities within cultural settings to empower those in our community who need it the most.
- Work experience opportunities were created within two branch libraries for those Detectives interested. One Detective wrote user friendly instructions for the new printing system, Princh, and is continuing to volunteer at Northend Library.
- Detectives now regularly volunteer for other council events, such as Portsmouth Book Fest.

3.12 Next Steps: 10 Detectives remain, 4 who previously took part in devising and hosting projects, wish to continue volunteering for the Conan Doyle Collection and will now be making the magazines accessible by indexing, adding these to the library Spydus catalogue for public access, and a new task has been created -

scanning the magazines. This will help preserve the magazines and allow easier and quicker access to them for future researchers and academics.

3:13 Alongside this, the Education and Community officer will continue to mentor and support Detectives with their personal goals such as seeking paid employment,



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gaining additional skills and providing space and tasks that encourage constant weekly engagement with others.

- 3.14 Continuing to develop regular events and projects for members of the public that are in co production with and the Detectives, e.g. a regular monthly open day, themed on different parts of the Collection.
- 3.15 *'It is clear that the 'change mechanism' to feed into future projects is the presentation of the participants' creative output for public consumption. It suggests that previously, any intervention/ volunteering/opportunity that participants may have experienced to date may have been for their own enjoyment and creativity, rather than having significance for the public as well. This has been significantly rewarding for participants.'* Flying Geese, External Evaluators
- 3.16 Case study from a Detective:
Before I began the Detectives project I lived with depression. I had low self-confidence, my mental health was in a bad place and I had a background of substance misuse. Due to this, I was shy, not very communicative and very self-contained. I was also a massive technophobe... [A task] brought me a real sense of ownership. I also was asked to sit on interview panels for the project and contribute with suggestions. Because of my role in the project, I have developed confidence. This resulted in [project outcome]. I gained so much confidence that I now teach people in art workshops for MIND, which is something which I developed outside of the project and organisation. I am now more confident in conversations and engaging on personal level. Where I didn't before, I ask questions back to continue the conversation. I am now willing to come out of my comfort zone and attend events that I had no prior experience of. My experience has been fantastic, it's the point of the project. My experience and development shows evidence that we can support neurodiverse people to stand alongside and be equal to academics. It is incredible and how the world should be. The project exceeded my expectations. I am so proud of what I achieved.'

.....
Signed by
Stephen Baily



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Director of Culture, Leisure and Regulatory Services

Appendices: None

Background list of documents: Section 100D of the Local Government Act 1972

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Title of document	Location

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