

Appendix 1

Developing watersport in Portsmouth 2016 - 2020



**“The cure for everything is salt water
– sweat, tears, or the sea”**

Isak Dinesen



Foreword

Portsmouth is a great waterfront city. Unique in its identity as the UK's only island city, it enjoys a stunning natural environment, boasts a rich marine and maritime heritage, and can look forward to a dynamic future.

Over the last five years, plans to regenerate the city have been gathering pace, and the city is now truly on the map. However, as much as it has defined our past, the waterfront will shape our future too. We have waterfront developments in the pipeline, most significantly at Tipner; and a growing reputation as a centre for marine and maritime business and enterprise. The Seafront is becoming increasingly important as a focus for the visitor economy, and as a venue for large-scale events that can showcase the best of the city to the rest of the world.

We must never forget though that the reason we want to bring more businesses to the city, and attract more visitors, is to improve the quality of life for Portsmouth people, by creating jobs, opportunity and wealth. And we want to ensure that living in Portsmouth is a great experience.

To achieve this, we need to identify what is special about our city, and make the absolute most of it. For Portsmouth, the special ingredient is water, so as well as thinking about the land-based activity, we need to consider what happens on and in the waters around the city. How can we support and develop water-based sport and recreation for the benefit of residents, and to attract business, investment and visitors? The buzz around the development of the Ben Ainslie Racing HQ in Old Portsmouth, and the planned events for the Summer, speaks of a huge potential opportunity in Portsmouth around watersport.

In developing this document, we have spoken to a wide range of organisations and individuals, who have given generously of their time, knowledge and opinions. We have explored opportunities, risks and some of the obstacles in the way, and arrived at four areas to focus on in the short to medium term:

- Safe and inclusive participation
- Assets and facilities
- Promotion of the city
- Education and skills

This is an exciting time for Portsmouth, and we need to catch and ride the wave to even greater successes. I look forward to working with you on the next phase of our journey.

***Councillor Linda Symes, Cabinet Member for Culture, Leisure and Sport
March 2016***



Our partners in developing this strategy

Many partners have contributed to this strategy document, reflecting the wide range of organisations involved in watersport in Portsmouth. Our particular thanks go to:

Richard Gunn, Commodore, Tudor Sailing Club

Tania Almond, Triathlon Development Officer, Portsmouth City Council

James Hinves, Participation Manager and Sue Hornby, Development Director, British Canoeing

Danny Churcher, General Manager, Portsmouth Watersports Centre

Charlotte Doyle, Sports Development Manager and Alex Cole, Sports Development Assistant, University of Portsmouth

Max Tressler, President, Portsmouth University Windsurfing Society

Tomas Lloyd, Business Development Manager, Portsmouth College

Billy Ansell, European Projects Co-ordinator, Portsmouth City Council

Alison Mayor, Southsea Sub-aqua Club

Sarah Porter, Hampshire and Isle of Wight Co-ordinator, Amateur Swimming Association

Leon Ward, Sailability, Royal Yacht Association

Southsea Sea Angling Club

Madeleine Campbell, School Sports Partnership Co-ordinator

Portsmouth University Sailing Club

Adrian Saunders and Peter Guy, Portsmouth Sailing Club

Geoff Holt MBE DL, WetWheels

Bob Evans, Secretary, Eastney Cruising Association

Ed Phillips and Hereward Drummond, Portsmouth Sail Training Trust

Gareth Storey, Watersports Centre Development Officer and Simon Dickie, Head of Youth and Community, British Rowing

Duncan Trusswell, Sport Development Manager and Susanna Moore, Regional Development Officer, Royal Yachting Association

Lindsay Cunningham, Deputy Headteacher, Portsmouth High School for Girls

Southsea Rowing Club

Warren Tucker (Facilities and Planning Relationship Manager) & Andrew Hanson (Local Government Relationship Manager) , Sport England



Our vision for watersport in Portsmouth

Portsmouth's growth and character have been influenced by its geographical location and relationship to the sea. Home to the Royal Navy since the 17th century and located predominantly on an island, the city retains a strong maritime heritage distinguished by its historic, diverse and vibrant waterfront. The city has a rich natural environment with internationally protected harbours and other nationally and locally protected sites. Of course, the main waterfront attraction is Southsea and the southern waterfront, home to the seafront promenade and the extensive open space that is Southsea Common. The seafront is the main focus for leisure activity by the sea, and is home to many of the city's historic buildings and streets. There are over 6 million visits per year to the seafront.

The seafront brings great benefit to the people of the city and its visitor economy, and a strategy is in place to develop the area further for leisure and tourism, including by attracting world class events. There is more to the Portsmouth waterfront than Southsea, though.

On the eastern coast, the internationally designated harbours are unique areas for people to enjoy. To the west, the Naval Base and Commercial Port give way to the shore line at Tipner, leading up past Hilsea Lido to Port Creek, and leading towards Port Solent & Horsea Island in the northwest corner of the city on the northern reaches of Portsmouth Harbour. This abundance of waterfront opens up unique opportunities for the city. It means that Portsmouth can offer varied and attractive lifestyle choices to residents; can appeal to visitors looking for a range of experiences; and presents advantages for businesses and investors.

As well as the natural waterspaces, there are many and varied watersports and coastal recreation facilities in the city already:

- Portsmouth Watersports Centre
- Mountbatten Centre, swimming pools, the Pyramids
- Hilsea Lido
- Various club facilities in private ownership
- Beach volleyball court in Southsea





These facilities support hundreds of individuals actively participating in sports or sports administration, to ensure that there is a vibrancy in the city. However, we know that there are improvements that could be made to the existing facilities that would improve access and participation.

There are already many events that build on what exists and add to the identity of Portsmouth as a Great Waterfront City:

- Portsmouth Triathlon - fast developing as an event of national significance
- Regattas for various local watersport clubs, including the The Portsmouth Grand Challenge Cup, or Pompey Grand as it is affectionately known, a trophy contested by the top crews from the Hants & Dorset Amateur Rowing Association and the Coast Amateur Rowing Association (Kent and Sussex).
- The annual Christmas "Hot Turkey" race
- Events celebrating children and young people such as the Beach Olympics

In 2015, these were augmented by the America's Cup World Series events in Portsmouth, a world class sailing regatta that brought an international profile for the city. This year, we will host the second of these events, cementing what we hope will be a long-lasting association with the oldest trophy in international sporting competition.

The city therefore already has a thriving watersport and coastal recreation community and some excellent facilities. The challenge now is to work within the national and local policy contexts to build on this foundation and harness the energy that exists to take the watersport opportunity and ensure there is a significant impact for residents, visitors and business.

The strategic and policy context

National Watersport Context

National sport development is led by Sport England, who are focused on helping people and communities across the country create a "sporting habit for life". The organisation will invest over £1 billion of National Lottery and Exchequer funding between 2012 and 2017 in organisations and projects that will:

- Help more people have a sporting habit for life
- Create more opportunities for young people to play sport
- Nurture and develop talent
- Provide the right facilities in the right places

Watersports make up a significant part of the Sport England portfolio, with recognised sports including a number of variants of angling, canoeing, dragon boat racing, sailing, sub-aqua, swimming, triathlon and water-skiing. Recognising that a number of issues are common across the sports, the national governing bodies for canoeing, rowing and sailing (linking with angling and water-skiing) are now working closely together as Team Watersports to promote participation and development in these areas.

Alongside this, there are specific national campaigns to encourage participation in sport, including the This Girl Can campaign, considering how to increase participation amongst women and girls. Research shows that women are less likely to participate in sport than men. Regular activity improves women's own physical and mental health, but women also have a strong influencing role within their own families. Girls in particular can be more influenced by sporty mums than sporting heroes or big sporting events. Targeting women in the city to participate in water sports could help them change their behaviours and encourage their children to adopt a lifelong sporting habit.

In 2013, research was released by Arkenford on behalf of a number of national water-related organisations which gave an insight into trends in watersport participation. The headlines from this research were that nationwide participation in watersports was at the highest level since 2007, with a sharp increase since 2012. It was also noted that leisure time spent at beaches was at an all time high, and that there was an increase in casual participation rather than more regular participation. Participation amongst females and older groups was growing most strongly. The report noted that the highest concentration of events and activities was in the south of England, and especially in the Solent area.





More recent research produced by Sport England in partnership with the Outdoor Industries Association, Getting Active Outdoors: a study of demography, motivation, participation and provision in outdoor sport and recreation in England noted that traditional outdoors participation is changing, driven by trends including:

- The rise of "lifestyle sports", including surfing and skateboarding, wakeboarding and kite-surfing
- Technology ingrained lifestyles
- Participation for functional and lifestyle reasons, not "sport" - noting that for some, formalised structures are a reason not to take part

These trends are all relevant to Portsmouth, and so we need to be aware of them, and taking them into account in our planning and actions.

The Local Context and Challenge

Positive lifestyles

The environment in which people live can impact on their health and well-being. Design of a place and location of developments can help people build physical exercise into their daily routine, improve mental health and influence their access to health, leisure and recreation facilities.

Creating an environment that supports healthy lifestyles is particularly important in Portsmouth, where there are acute health inequalities and lower life expectancies than surrounding areas. Life expectancy differs between wards in Portsmouth with people in Drayton and Farlington living on average 7 years longer than people in Charles Dickens. Portsmouth also suffers from high levels of obesity with 52% of adults classed as obese (2005) compared to a national average of 37%. Obesity is one of two major contributory factors to low life expectancy in the city. Childhood obesity is a particular issue in Portsmouth with 1 in 5 children classified as obese at 11 years of age.

The natural environment of the city provides great opportunities for people to be active. The coast and shorelines provide wonderful environments for walking and cycling for example; areas such as Southsea Common are particularly lovely because of their proximity to the sea. The coastal environment of the city of Portsmouth provides a range of sporting opportunities for people to be active.



The city is developing a Sports Strategy with six objectives aimed at strengthening sport in Portsmouth. A wider physical activity strategy is also in development, to ensure the range of opportunities to participate in physical activity is as wide as possible. This Strategy is a companion document to each of these pieces of work.

The local economy

As a functional economic area, Portsmouth is part of the wider Solent region, with an unrivalled maritime and marine research base, and part of the strongest area in the world for intellectual capability in maritime and marine.

The coastal location, clustering of businesses, natural assets with sheltered havens and double tides and educational strengths place the area right at the heart of the UK's marine and maritime economy. The maritime sector, which includes leisure marine, makes an important economic contribution to the Solent economy. The leisure marine sector in the south east is the second largest in the UK worth £800 million and supporting 8,500 jobs with most of it concentrated in the Solent area.

The city also contributes significantly to a thriving visitor economy founded on significant heritage and natural assets. The visitor economy in the Solent LEP area is worth £3 billion, with assets including internationally recognised visitor attractions and supporting nearly 63,000 jobs. The past few years there have been some significant investments in the visitor economy infrastructure including the new Mary Rose Museum, as a new centre piece at Portsmouth Historic Dockyard.

Traditional Solent events such as the Boat Show, Cowes Week and Round the Island Race all add flavour to the local visitor offer. Despite this, there are still challenges to overcome about the perceptions of Portsmouth as a city.

However, in 2014 Portsmouth was chosen as the base for Sir Ben Ainslie Racing and will also be host to the Americas Cup World Series events in 2015 and 2016. It is hoped that in terms of providing a point of global recognition for the city, and changing perceptions, this will be a game-changer. The events will significantly boost the local economy as spectators visit the city and will promote Portsmouth as a waterfront city on an international level. Capitalising on this event and developing water sports facilities will strengthen the city's brand and help attract future water sports events to the city.



In developing a wider strategy for watersport in Portsmouth, it is important to think about how these opportunities can be broadened to promote the city as a destination for business and tourism, and to achieve a wider legacy of sports and physical activity participation locally.

The planning framework

The overall planning framework for Portsmouth is set out in the Portsmouth Plan, the core strategy for the city. The plan recognises the need for development across the city, including around Tipner, Port Solent and the Seafront, but equally that it will be important to protect the city’s open spaces and natural environment, both for recreational use and to safeguard important habitats.

The Solent coast is internationally important for its wildlife, with 90,000 waders and over 10 per cent of the global population of Brent Geese. Many of these birds travel thousands of miles to over-winter on the Solent. Internationally protected sites and species could be threatened by the need for improved flood defences and people accessing the coast for leisure (coastal squeeze and recreational disturbance), which could change the way these areas function. In particular recognition of this issue, a partnership of local authorities are developing the Solent Recreation Coastal Mitigation Strategy. It is anticipated that this work will be completed in 2017.

Seafront strategy and masterplan

The seafront strategy was developed in 2010, as a major part of the overall regeneration strategy for the city. It set out the vision for Portsmouth to become a European city break destination with world-class attractions. The strategy identifies:

- improvements that are needed to the seafront
- particular character areas for which more specific guidance will be developed
- plans to increase the range of events and cultural activities that take place
- proposals for attracting and sustaining investment in seafront regeneration.

The development of watersport and events in the city is a key element of delivering on the Strategy. The Seafront Strategy is supplemented by a Seafront Masterplan, adopted by Cabinet in 2013, which seeks to set out the background and context for development opportunities (including the redevelopment and re-use of existing buildings), and public realm improvements; and to articulate a clear identity / role for each of the Seafront’s six unique character areas.

What we were told

As well as considering the policy context, a great deal of consultation has taken place in developing a strategy for watersport and coastal recreation in Portsmouth. We are particularly grateful for the contributions from those organisations set out at the front of this document.

Almost all contributors described barriers that are preventing wider participation into water sport activity in the city, for example:

- There is a lack of expertise in marketing and advertising as many clubs operate on a volunteer basis and have a wealth of knowledge about their individual sport, but do not necessarily have business skills such as marketing, to target, attract and retain new members
- Requirement for people to be water confident to partake in water sport activities, this involves, cost time and some people overcoming fear of water
- Lack of storage facilities on the seafront are an issue for clubs
- Disability access to the beach also needs improving-ribbed matting that wheels can manoeuvre on, and that provide more underfoot stability.
- The City Council still isn't as strong as we could be on corporately supporting events and participation e.g. improving visibility of facilities, such as brown visitor signs highlighting the location of the water sports centre
- Clubs are currently working in their 'silos' but not necessarily selling the strengths of their particular club.
- All clubs locally feel that there is under-representation by people in the 20-40 age groups. People in this age group do not necessarily have the time or money to use on leisure activities. Improving accessibility to the sport in an affordable way and selling it as 'family time' or tapping into the experience market may help attract this age group
- Barriers to making water sports accessible to people with disabilities include physical access to water, transport and fear of misunderstanding each other's needs.



However, a wide range of opportunities are areas for development were also highlighted, including:

- A recognition that each club has its strengths, and many have areas in common that they want to develop, including increasing involvement with schools, improved disabled access into the sport, better facilities on the seafront and increased participation from people aged 20-40
- Setting up a water sports forum will enable clubs to share ideas and pool resources to help increase participation into water sports.
- A water sports network in the city will give the clubs a sense of direction and help them to define their unique selling point individually, but also identify how they fit into the overall offer of Portsmouth as the 'Great Waterfront City'. It is timely that the clubs do this now and exploit the opportunity of BAR coming to Portsmouth.
- The network can also work together to build a calendar of water sporting events for the city that can be used to encourage an increase in participation
- Portsmouth has the potential to brand as a national centre for water sports given the ACWS profile, local (including sub-regional) community of sailors and water sportsmen and reputation of University for Sports Science (5th in the country). A calendar of water sports events, such as 'Try a tri' day for triathlon, 'push the boat' with the Sailing club and numerous regattas will also help to encourage new participants
- There is the opportunity to create and develop better educational and career paths in maritime sector and water sports in the city.
- Many water sports providers in the City would be keen to see some sort of water sports event held to encourage new participants.
- Clubs could link up with swimming pools in the area with the focus on developing water confidence courses as opposed to swimming courses. Water safety is a life skill so a course may appeal to groups of young people such as Scouts, Sea Cadets and schools. It could link to Portsmouth life guards-may help to grow their volunteer numbers too.
- Develop more opportunities to "stretch" water sports by finding indoor bolt-on activities e.g. indoor rowing and kayaking training. Could also be marketed as a safe, noncommittal way to get into water sports.
- If facilities at Hilsea Lido were improved it could be used for open water swim training in safe environment and training to use wetsuits other water sports could also be taught, such as paddle boarding
- Interesting models emerging nationally using social media e.g. semi-organised "flash swims" (Cornwall model). Portsmouth may be able to develop this, it could be good practice for the triathlon participants and help promote the triathlon event
- Opportunity to develop inclusive water sports programme for people with disabilities. Need to link different groups and charities, such as Mary Rose School, WetWheels and Sailability who are actively involved in this area.



Developing watersport in Portsmouth

The opportunity for the city is exciting and significant. To ensure that we build on this , we have developed four main workstrands, each centred on a key objectives:

1. Taking the plunge – ensuring participation in watersports and coastal recreation is as safe, easy and inclusive as possible
2. Making the most of our coast – taking and making opportunities to make the most of facilities and assets across the city to improve the watersports and coastal recreation offer in Portsmouth
3. The Great Waterfront City – building on the watersports and coastal recreation opportunity to promote the Great Waterfront City
4. Like a duck to water – using the opportunity presented by watersport and coastal recreation to enhance the education and skills offer of Portsmouth



Objective One - Taking the plunge

Ensuring participation in watersports and coastal recreation is as safe and inclusive as possible

For most watersports, the first condition for participation is the ability to swim. Reliable data on swimming in the city does not exist although work is taking place to capture this through our wider sports strategy. Swimming and water confidence are pre-requisites if people are to participate safely in watersports.

However, beyond this, ensuring safety in watersport and coastal recreation is a challenge. The waters around Portsmouth are extremely tidal, sometimes deceptive, and it is not always clear where and when water can be safely accessed. There are ongoing challenges to manage "tombstoning" off sites such as South Parade Pier and the Hot Walls in Old Portsmouth. The water at Southsea is subject to tides that can make sea swimming treacherous. There are many and varied shipping movements through the harbours and across the Solent. Other areas, such as along the west of the city, have muddy areas that can catch water users unawares. Some areas are isolated, or less well used, with little support available should help be needed. There are challenges with water quality in some areas, notably around South Parade Pier and in Eastney.

However, for some people, the excitement and challenge of open water is part of the reason for taking part in watersport. For others, part of the appeal is closeness to the natural environment. For some, the chance to be away from a crowd, or formal organisation, is important. Balancing the temptations and opportunities with the need to ensure public safety is critical. Therefore we will:

- Work with partners including RNLI and National Governing bodies for watersport to assess key locations and ensure necessary equipment and signage is in place
- Develop a local water safety forum to take oversight of local water safety issues
- Work with partners including RNLI to develop information about coastal conditions and access to support informed choices
- Work with partners to develop and promote "safe" usage in the city, such as safe swimming areas, semi-organised swims, and designated routes for paddling.



Objective One - Taking the plunge

Ensuring participation in watersports and coastal recreation is as safe and inclusive as possible

It is important that every resident and visitor to the city thinks that the coastal environment and the water is something they can enjoy. Ensuring that the areas are safe, and so providing reassurance, contributes to this, but we know that barriers to participation can include perceptions (of the sports and of self, such as about body image), affordability, and physical capability.

There are national campaigns aimed at increasing participation in sports, including watersports, such as "This Girl Can", a Sport England campaign to encourage women and girls to take part. However, at a local level, many clubs and groups across the city report that they find it difficult to engage participants because there are misunderstandings about the sports. For example, clubs receive feedback that people think the sports are expensive, and require lots of investment in clothing, equipment, storage and membership or subscription fees. But many local clubs and facilities have well-stocked stores of equipment to get people started, or schemes for loans and hire. Portsmouth Watersports Centre is a facility where it is possible to participate without personal equipment.

Other clubs are looking at ideas to encourage participation by thinking about new formats for sports that might have wider appeal. So, for example, Eastney Cruising Association are developing a Gig Section, to build on the potential of Cornish Pilot Gigs as an easy and fun way for people to get involved. Some clubs are trying to promote their offer more widely to young people and families - for example, Southsea Rowing Club have lowered the joining age, and Tudor Sailing Club have promoted a reduced joining fee for families. Portsmouth Sailing Club are seeking to develop a pop-up sailing festival to give young people a taster of watersports, and Portsmouth Watersports Centre have held pop-up events on the Seafront to let people have a go.

However, these options need to be better publicised so that residents and visitors who want to try watersports know what is available to them, and how easy it is to get involved.



Objective One - Taking the plunge

Ensuring participation in watersports and coastal recreation is as safe and inclusive as possible

In Portsmouth, there is also a real opportunity to demonstrate how watersport can be for everyone. The Mary Rose school is a National Watersports Hub School, providing opportunities for children and young people with disabilities to take part in a sports programme indoors, before competing in an outdoor regatta every year. Geoff Holt, the Paralympic sailor, has developed WetWheels in Portsmouth, to ensure that people with disabilities can experience the water. Various watersports clubs in the city are working hard to develop inclusive opportunities to take part. Once again, there is a need to ensure that these opportunities are promoted in the widest possible manner, so that everyone who wants to take them up can.

- To help promote the opportunities available to residents, we will:
- Bring together a watersports forum of groups and businesses to explore opportunities for joint working and promotion
- Work with National Governing Bodies for watersports, local groups and the Portsmouth Watersports Centre to develop a wider range of opportunities to take part (for example, pop-up events)



Objective One - Taking the plunge

Case Study

Get Sailing: The Portsmouth Sailing Project

In Summer 2015, Portsmouth families were invited to take the chance of free sailing sessions in the wake of the America's Cup World Series races.

The sessions were organised for 9–14 year-olds by charities the 1851 Trust and the [Andrew Simpson Sailing Foundation](#), to inspire young people and give them a taste of the sport. The sessions were offered as part of the Portsmouth Sailing Project, funded by Travis Perkins plc and hosted by Portsmouth Sailing Club. The project set a target of providing sailing taster sessions for up to 1,000 young people aged 9–14.

Using specially adapted boats, disabled and able-bodied young people were able to sail together during three-hour sessions. The project aim was to inspire a new generation into sailing, break down barriers to participation and create an opportunity for young people of diverse backgrounds to take up the sport. The initial taster session was free, and families were then given information about affordable sailing sessions with local providers.

Cllr Donna Jones, Leader of Portsmouth City Council, said at the launch of the project, "This is an amazing opportunity for our young people. In Portsmouth we all live so close to the sea, but not so many of us know what it's like to get on to the water and experience the thrill of sailing. These sessions will take place immediately after the exciting World Series races, on the same stretches of the Solent. Youngsters will be following in the wake of some of the best sailors in the world."

Alasdair Akass, chief executive officer of the 1851 Trust, said: "We're offering children a unique experience. Sailing can give them a great sense of achievement, a taste of teamwork, and real confidence in themselves. They'll get around half a day at sea with some of the best instructors around. It's a great opportunity for Portsmouth youngsters."



Objective Two – Making the most of our coast

Taking and making opportunities to make the most of facilities and assets across the city to improve the watersports and coastal recreation offer in Portsmouth

As the UK's only island city, Portsmouth boasts a unique environment, which in turn creates unique opportunities. Yet, as already noted, work needs to be done to ensure that we make the best of the natural and built environment. Ensuring that safe access points to water are well promoted is an important part of this, but we also need to think broadly about the opportunities that some of our natural assets and buildings present.

Firstly, there are opportunities to think about what facilities are needed to provide access to the open water surrounding the city. A Sports Infrastructure strategy for Portsmouth will be developed, and this also needs to consider facilities for watersport, including slips and other access points. Alongside this, opportunities need to be considered for developing changing facilities near the water - thinking about existing spaces that could be easily converted or used differently.

The seafront

The Seafront Masterplan, developed in 2010 recognised the importance of watersport to the city, and incorporated ideas about possible facilities, including a "hub" at the Eastney end of the beach. Planned developments such as increased beach huts could link to the development of thriving watersport in the city, making Southsea a real destination, and there may be further development opportunities that could capitalise on the natural beauty of the seafront. Eastney Cruising Association, Southsea Sea Anglers, and the RNLI all have bases at the far eastern end of the seafront, where there are a number of marinas and other businesses. This is an area where the opportunities to explore facilities and assets must be considered. Canoe Lake is a key part of the overall seafront experience in Portsmouth. Held in great local affection and attracting a huge number of visitors to the park, the splashpool and the surrounding green, the lake itself is used by children and families for crabbing, for pedaloos, and by model boat enthusiasts. There may be an opportunity to think about how this could be used for some showpiece events, for example with kayaks, that use the facility differently. Moving along the seafront, tennis courts, outdoor gyms and the beach volleyball court all provide opportunities for recreation and physical activity in a stunning coastal location. The clubhouse for Southsea Rowing Club, based in the same location since the 1860s, enjoys stunning views across the Solent and direct water access, and consideration should be given to how this could provide a wider range of opportunities in the future.

In Old Portsmouth, the Ben Ainslie Racing headquarters is now based on the Camber. The high-specification building contrasts with the historic port area, and will be a symbol of the link between Portsmouth and watersport for years to come. The building is catalysing further ideas for watersport development in the Old Portsmouth area, but there are challenges in balancing these aspirations with the other interests in the area, such as commercial fishing. Over the coming year, the city council will undertake a full review of the area with the intention of accommodating as many interests as possible and continuing to support the development of watersport in the city.



Objective Two – Making the most of our coast

Taking and making opportunities to make the most of facilities and assets across the city to improve the watersports and coastal recreation offer in Portsmouth

The Seafront is of course a jewel in Portsmouth's crown, but there are many other watersport treasures in the city, and making more of these too is important.

Around the city

Northharbour Lake, currently used for the Mary Rose regatta, provides a potential opportunity to develop a different type of experience. At Hilsea, the moat is used for wakeboarding, a different and exciting element to the overall city watersport offer.

Hilsea Lido is a leisure facility, originally built in the 1930s, featuring a large Main Pool, which at 4.6 metres (15 feet) deep, is one of the deepest outdoor pools in the UK. Currently run by a community trust, the Lido is a challenging facility due to its age and the seasonal nature of leisure usage of outdoor pools. However, the size and depth of the pool makes it a unique proposition for the city, providing a potential opportunity for people to experience watersport in the outdoors but in a controlled environment (contributing too to objectives around water safety). For example, a scheme is already in place to allow people training for the triathlons to use the pool to practice transitions out of the water. Other clubs have expressed an interest in such ideas, and this should be taken forward, to provide a new dimension to city watersport, but also to support the long-term sustainability of the Lido. Consideration should also be given to whether this is a facility which might provide other opportunities for leisure and tourism, such as seen in other similar venues across the country (for example, Tinside and Droitwich).

On the eastern side of the city, part of Langstone Harbour, Portsmouth Watersports Centre is a huge asset. A modern and attractive building, well-equipped and staffed with expert coaches, the Centre is an excellent facility, but more could be made of this. The centre is not easily accessible, based next to the Eastern Road, with poor signage. More needs to be done to raise awareness of the centre and its activities, including through an increased programme of outreach work. To the west, the city council owns a number of waterfront assets, in the form of land and buildings, that could support an overall strategic direction around watersport in Portsmouth.



Objective Two – Making the most of our coast

Taking and making opportunities to make the most of facilities and assets across the city to improve the watersports and coastal recreation offer in Portsmouth

In many cases, assets on the waterfront are owned by the city council, and therefore a duty exists to ensure that these are managed in the interests of the wider city and to secure best value for taxpayers. This means that there are great opportunities, but also real challenges. A balance needs to be struck between the ambitions of the city, the competing interests that co-exist in any vibrant community, and the financial necessities of a local authority that needs to provide essential services to its population requires ongoing dialogue about the use of resources and assets.

In order to make the most of facilities and assets, we will:

- Consider the opportunities for improving watersports infrastructure in the city, including water access, changing and storage facilities , including funding opportunities
- Ensure asset and facility issues are considered as part of watersports forum discussions
- Work with the Portsmouth Watersports Centre to develop the awareness and usage of the centre
- Review waterfront property holdings and usage to create a comprehensive plan for their development (including a particular review of the Camber area)
- Engage with the Hilsea Lido Trust to explore options for watersport development on the site
- Consider opportunities for using inland water sites including Northarbour Lake and Canoe Lake to create new dimensions to the watersport offer in Portsmouth.



Objective Two – Making the most of our coast

Case Study

Portsmouth Watersports Centre

Portsmouth Watersports Centre is situated on the eastern side of the city. Owned by Portsmouth City Council, the Centre is leased and managed by Parkwood Leisure.

Previously an educational facility, the centre has diversified, and is now a well-established centre running an range of courses and programmes on outdoor pursuits, such as sailing, canoeing and kayaking, windsurfing, powerboating, climbing, and running team building and challenge events. The Centre has a fully equipped gym.

The Centre is fully accessible to clients who have physical disabilities, including those who use wheelchairs, and many of the courses offered are suitable for people with disabilities. All participants are provided with buoyancy aids, protective clothing and wetsuits where required, as well as other equipment.

In addition to formal programmes, the centre runs taster sessions and "experience" sessions, such as canoe tours, paddling over to a Grey Seal colony and bird sanctuaries or urban tours. These are aimed at broadening interest and widening participation.



Objective Three – The Great Waterfront City

Build on the watersports and coastal recreation opportunity to promote the Great Waterfront City brand to residents, business and visitors

Portsmouth has growing recognition as a city that is successful, vibrant and innovative. There is a £2bn investment plan to keep the regeneration of the city going, bringing more homes, jobs and opportunities in the future. The city hosts 9.2million visitors very year, a number that is expected to rise as attractions, such as the Mary Rose museum, develop and the reputation of the city for culture and events grows. Portsmouth's brand, as a Great Waterfront City, is gaining traction, as an authentic representation of what the city has to offer.

Harnessing the potential of watersport and coastal recreation as a contributing factor to this identity will support many of the objectives for promoting city widely as a destination. The Destination Marketing Partnership for the city has identified a number of critical areas to target, including marketing, events, sustainability, visual environment, the cultural offer and leisure interests. The watersport offer in the city can contribute to all of these areas.

Portsmouth already benefits from association with the global reputation of the Solent as a sailing destination, with events such as Cowes Week and the Round the Island Race regular fixtures in the calendar. Prestigious sailing events, such as the Volvo Ocean Race have included Portsmouth in the itinerary, and famous adventurers such as Sir Robin Knox-Johnson and Alec Rose have strong associations with Portsmouth. The addition of Sir Ben Ainslie to the canon of Portsmouth-based watersports heroes, and the America's Cup World Series events to be held in the waters off Southsea in 2015 and 2016, will add further lustre to the city, providing opportunities to take the Portsmouth story to a new national and international audience, and attract even more events and investment.

However, it is not just the big-ticket, global reach events and activities that are needed to develop the city as a destination with a unique identity and buzz. Growing and supporting what already exists is also important. The Portsmouth Triathlon continues to grow, and has the potential to become a nationally significant, 4000 competitor event, with a strong selling point around the extent to which the course can facilitate sub-two hour completion times, a benchmark in elite sport. This will provide opportunities for further marketing and promotion of the city, as well as a wider range of spin-off events, such as Try-a-tri, but also variants such as Paddle, Pedal, Pace events.



Objective Three – The Great Waterfront City

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Community club based events could also be further encouraged and supported. The annual coastal rowing regatta has a strong reputation for example, and the Hot Turkey Christmas race has a growing competitor base. The University Sailing Club has a formidable reputation and hosts national events. However, there could be opportunities to promote these events more widely and in a co-ordinated way, locally and nationally - linked into information about water access and opportunities. There may also be areas for consideration about the approach taken to events and how proactively these are supported by the local authority. Other opportunities could be explored, and learning should be taken from the 2015 pop-up sailing events, and experience of local watersports festivals, to see how this could be built on, perhaps by introducing additional elements, supported by other clubs and businesses in the areas. Existing events such as the Beach Olympics could be enhanced to become a real city institution, in the way that events such as Kids Week, run by angling associations, were for previous generations.

It is important to remember that local business will be a major beneficiary from increased watersport-based visits to the city, as this will lead to a growing customer base and spend. Creating a sustainable visitor proposition is not just about events though - it also encompasses experiences. Portsmouth and the surrounding area can offer so much that is exceptional. There are opportunities to see seals in Langstone Harbour, to paddle near submarines, to dive on wrecks of historic significance. The move towards marketing experiences and "lists" is a major trend, and one that Portsmouth could be well placed to capitalise on more.

Of course, Portsmouth is part of a wider region with many similar characteristics and advantages, and as well as presenting Portsmouth as the UK's only island city, it also needs to be clearly shown to be at the heart of a thriving region, which offers even greater opportunities. Windsurfing in Hayling Island is internationally renowned, as is the Isle of Wight sailing experience, and whilst in different administrative areas, form part of a wider south-coast offer.



Objective Three – The Great Waterfront City

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Encouraging investment and business tourism is another area where Portsmouth can use the watersports angle to develop a unique proposition. The BAR example provides a tangible example of how the city is positioning as a marine and maritime hub of excellence within the sub-region. The city has skills, sites, a critical mass of business and industry in marine and maritime sectors (including leisure marine) and a lifestyle offer that make it a strong candidate for investment decisions, over and above the wider considerations such as transport connectivity and developing infrastructure.

In order to build on the watersports and coastal recreation opportunity to promote the Great Waterfront City brand to residents, business and visitors, we will:

- Work with partners including other local authorities and the Destination Marketing Partnership to promote Portsmouth and the south coast as a visitor and business destination in light of the opportunities presented by the America's Cup spotlight, for example, through joint bid to GREAT UK Challenge Fund
- Consider pulling together an event and experience based programme to promote opportunities in the city, linked to other models for information on access and safe usage
- Ensure event and experience issues form part of watersports forum discussions and consider options for developing a local watersports festival, building on existing expertise.



Objective Three – The Great Waterfront City

Case Study

Ben Ainslie Racing and the America's Cup

Sir Ben Ainslie is the world's most successful Olympic sailor in. In 2013, he was an instrumental part in one of the greatest comebacks sport has ever seen. Sir Ben was brought onto the Team Oracle America's Cup race boat when the team trailed 8:1 to Team New Zealand. He managed to turn around that deficit, enabling Oracle to win and retain the trophy. Spurred on by the success in 2013, Sir Ben and his backers decided that the time was right to form a British team to contest the Cup.

Ben Ainslie Racing (BAR) chose to locate their team headquarters in the Camber, Old Portsmouth. Key to this decision were the water access, the transport connectivity, and the connection with a rich maritime heritage.

As an accepted challenger team, BAR, working in partnership with events specialist group Team Origin (which has been involved in world class sporting events including London 2012) have been successful in bidding to bring America's Cup World Series (ACWS) events to Portsmouth in summer 2015 and 2016. This will involve racing in the Solent, with the event "village" based in Portsmouth, across a number of venues along the seafront.

As Sir Ben explained:

" Portsmouth is far and away the best venue we have in the UK for America's Cup events...We expect half a million spectators each weekend to watch World Series races on the seafront. Such a good naturally situated race course, with such a viewing platform, is rare to find anywhere in the world."

The BAR HQ site will directly employ 100 people, and indirectly create or support an estimated 1000 further jobs. Events will increase this number further, as well as bring extensive economic benefits from increased visitors. There are also expected to be a number of less tangible benefits linked to an enhanced city brand.

Summing up his longer term vision, Sir Ben stated:

"We don't see this as a one-hit wonder for the America's Cup, just there for a couple of years. It will be a sustainable business model based in Portsmouth. We want to increase the profile of the marine and maritime economy in the south, and inspire the engineers, boat builders and designers of the future."



Objective Four – Like a duck to water

Using the opportunity presented by watersport to enhance the education and skills offer of Portsmouth

Research shows that young people's participation in sport can have dramatic impact on achievement in others areas of their lives, for example, educational achievement. Sport participation, as well as contributing to physical and emotional health, has also been shown to improve numeracy scores above non-participants. Sport participation can also improve other transferable skills and attainment levels in exams.

Portsmouth's waterfront provides lots of opportunities to take part in less traditional physical and sporting activity, and yet we know that too many children and young people in Portsmouth are not choosing to, or are not able to, take these up.

However, what many working in education and skills are emphatic about is the ability for the coast and the water to give experiences that take young people out of the everyday, presenting new horizons, different situations, fresh challenges. All of these elements can help young people develop growth mindsets that support confidence, ideas and aspirations and a different sense of self.

The chance offered by water based activity to enrich education is already being explored. The BAR headquarters development was predicated on the development of an education, training and skills component. This will see the development of apprenticeships and traineeships, but also a visitor centre that will showcase engineering and science. A programme that can be taken into city schools to bring the project alive for Portsmouth children will help secure the wider community benefit.

Portsmouth Sail Training Trust are also using watersport to bring a new dimension to education for some of the most deprived young people in Portsmouth. The charity seeks to deliver a full land and water base education and training programme, leading to accreditation, and is seeking to grow and work with more schools in the city. The programme is free to users, meaning that no-one should be prevented from taking part by their economic circumstances. Other organisations are seeking to capture what the water has to offer too - for example, Oarsome Chance, a charitable organisation seeking to develop a Realising Potential education and youth programme in the area.



Objective Four – Like a duck to water

Using the opportunity presented by watersport to enhance the education and skills offer of Portsmouth

The water is also defining how the further education, skills and training offer in Portsmouth is developing. The Royal Navy are working with partners including the local authority to develop a University Technical College in Hilsea, which will open in September 2017, providing specialist skills and training with a marine and maritime emphasis for tomorrow's engineers, inventors and scientists. In the Naval Base, the Portsmouth Naval Base Property Trust (PNBPT) is developing, with support from the Heritage Lottery Find through a £3.75m grant, a Boatbuilding & Heritage Skills Training Centre project in Boathouse 4. The project, which focuses on preserving and celebrating valuable traditional skills, will be delivered by a new south coast branch of the long established International Boatbuilding Training College, specialists in traditional boatbuilding training. Leisure marine will be integral to the project, and will further enhance Portsmouth's reputation as a city that celebrates and takes energy from the water.

Portsmouth University continues to grow and is a significant part of the city, with around 23,000 students. The waterfront location of Portsmouth is a selling point that differentiates the city and university from others and could influence choices for some students. The University has many thriving watersports clubs and societies, covering a range of sports, and in many cases strong links exist to local clubs and facilities, including the Watersports Centre. The University sailing club in particular is of high renown, and includes Olympic hopefuls in its number.

Encouraging schools and colleges to make best use of all that the water and coast has to offer in terms of educational and enrichment is important if there is to be a real legacy from events in the city. The wealth of opportunities provided in and through watersport must also form part of the information, advice and guidance offer in Portsmouth - there are numerous employment and training options in and around the city, and we must ensure that Portsmouth's children and young people are able to take advantage of these. At the other end of their learning, we could consider what chances exist to bring the water and coast alive from the early years - exploring unique opportunities such as Nature Nurseries or "coast schools" linked to the Forest School models. In less formal ways, the coastline can be used for scavenger hunts, and signage developed to be interesting and informative for younger children.

In order to use the opportunity presented by watersport to enhance the education and skills offer of Portsmouth, we will:

- continue to play an active role in the development of the University Technical College
- support the development of wider educational and skills opportunities in the city, including as an offshoot to the America's Cup



Objective Four – Like a duck to water

Case Study

Portsmouth Sail Training Trust

Portsmouth Sail Training Trust is a sail training organization, based in Portsmouth Naval Base. The aim of the Trust is to use sail training as a method of achieving a vision to raising the aspirations of inner city young people through their teenage years. The Trust is working with a number of secondary schools in one of the city, including where many of the pupils are disadvantaged in their education, because of economic circumstances, or because of a special educational need. The mission of the Trust is to enable young people to actively participate in the regeneration of the city.

The training delivered is both on the water and on dry land and results in the growth of confidence, teamwork and leadership skills whilst gaining valuable qualifications to enhance their careers. There are three broad aims to the work of the trust:

- **Broaden Horizons – for inner city young people**
 - Enable inner city young people to achieve their full potential
 - Build young people's self confidence, develop self esteem and facilitate self management.
- **Learn Life Skills**
 - Develop teamwork and leadership through participation in sail training where mutual trust and personal responsibility is essential.
 - Teach communication, problem solving skills and positive attitude
- **Instill Values**
 - To instill strong values, such as honesty, integrity and trust, to enable young people to be successful adults.

The training is provided free, and is funded through charitable donations, to ensure that no-one is excluded from taking part. All the Trust ask is that young people bring warm clothes and a good attitude. Young people participating in the programmes report the benefits they feel they gain. One year 7 pupil commented after their first day out:

“Today I felt really nervous and excited at the same time. I really enjoyed going on the net at the front of the boat because it helped my self-confidence and also helped me learn a bit more about boats. I really enjoyed today because it taught me something”



Action planning

In order to achieve the aspirations set out in the strategy document, we will:

Ref	Action	Short term - Year 1	Medium Term - 2-5 years	Responsible organisation/ officer
Taking the plunge - ensuring participation in watersports and coastal recreation is as safe and inclusive as possible				
1.1	Work with partners to assess key locations and ensure necessary equipment and signage is in place	x		PCC - Seafront Manager
1.2	Develop a local water safety forum to take oversight of local water safety issues, including neighbour authorities including Havant BC, Fareham BC and Gosport BC	x		PCC - Seafront Manager
1.3	Work with partners including RNLI to develop information about coastal conditions and access to support informed choices	x		PCC - Seafront Manager
1.4	Work with partners to develop and promote "safe" usage in the city, such as safe swimming areas, semi-organised swims, and designated routes for paddling.	x		
1.5	Bring together a watersports forum of groups and businesses to explore opportunities for joint working and promotion	x		PCC - Seafront Manager
1.6	Work with national governing bodies for watersports, local groups and the Portsmouth Watersports Centre to develop a wider range of opportunities to take part (pop-up events, Watersports festival etc linked to the developing Events Strategy		x	PCC - Director for culture and city development

Action planning

In order to achieve the aspirations set out in the strategy document, we will:

Ref	Action	Short term - Year 1	Medium Term - 2-5 years	Responsible organisation/officer
Making the most of our coast - making and taking opportunities to make the most of facilities and assets across the city to improve the watersports and coastal recreation offer in Portsmouth				
2.1	Develop plans for improving watersports infrastructure in the city, including water access, changing and storage facilities, and consider linked funding opportunities		x	PCC - Assistant Director for Culture and City Development
2.2	Ensure asset and facility issues are considered as part of watersports forum discussions	x		PCC- Seafront Manager
2.3	Work with the Portsmouth Watersports Centre to develop awareness and usage of the centre	x		PCC - tbc
2.4	Review waterfront property holdings and usage to create a comprehensive plan for their development (including a particular review of the Camber area)		x	PCC - Assistant Director for Culture and City Development
2.5	Engage with the Hilsea Lido Trust to explore options for watersport development on the site		x	PCC- Seafront Manager
2.6	Consider opportunities for using inland water sites including Northharbour Lake, Long Curtain Moat, Tipner Lake and Canoe Lake to create new dimensions to the watersport offer in Portsmouth.	x		PCC- Assistant Director for Culture and City Development

Action planning

In order to achieve the aspirations set out in the strategy document, we will:

Ref	Action	Short term - Year 1	Medium Term - 2-5 years	Responsible organisation/officer
The Great Waterfront City - build on the watersports and coastal recreation opportunity to promote the Great Waterfront City brand to residents, business and visitors				
3.1	Work with partners including other local authorities and the Destination Marketing Partnership to promote Portsmouth and the south coast as a visitor and business destination in light of the opportunities presented by the America's Cup spotlight, for example, through joint bid to GREAT UK Challenge Fund	x		PCC - Director for Culture and City Development
3.2	Pull together an event and experience based programme to promote opportunities in the city, linked to other models for information on safe access and usage		x	PCC - Director for Culture and City Development
3.3	Ensure event and experience issues form part of watersports forum discussions and consider options for developing a local watersports festival or other flagship event, building on existing local expertise	x		PCC - Seafront Manager
Like a duck to water - use the opportunity presented by watersport to enhance the education and skills offer of Portsmouth				
4.1	Continue to play an active role in the development of the University Technical college	x		PCC
4.2	Support the development of wider educational and skills opportunities in the city, including as an offshoot to the America's Cup	x		PCC