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**Title of meeting:** SCRUTINY MANAGEMENT PANEL

**Subject:** Update on progress delivering the recommendations agreed at Economic Development, Culture & Leisure Scrutiny Panel Revitalising Local High Streets and Secondary Shopping Areas in the City 18 March 2015.

**Date of meeting:** Tuesday 11 April 2017 at 3pm in Conference Room A.

**Report by:** Assistant Director of Culture and City Development

**Wards affected:** ALL Wards

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### **1. Requested by**

The report has been requested by the chair of the Scrutiny Management Panel.

### **2. Purpose**

As part of their remit the Scrutiny Management Panel has asked to revisit selected previous review topics to invite relevant officers to provide an update report to the Panel on what has been done to implement the decisions as agreed by Cabinet.

### **3. Background**

The original scrutiny panel had the following objectives:-

Objective 1: To understand the different characteristics of the local retail centres and the planning policy, licensing and other restrictions to development.

Objective 2: To consider the success of promotional activities, grant opportunities and initiatives in generating and retaining customers.

Objective 3: To review the sustainability of these centres within communities with a *diversity of retail, leisure and health uses*

The conclusions were as follows:-

- 1) The panel recognise the advantages of setting up traders' associations and value the role of Town Centre Management in encouraging these associations and events in the secondary shopping areas, acting as a point of contact and advice for the traders.

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- 2) The panel welcomed the Head of Environment and Transport's programme of measures to encourage sustainable methods of transport and the associated environmental benefits for the secondary shopping areas.
- 3) The panel recognised the importance of increasing footfall, length of stay and loyalty of customers in the secondary shopping areas through national and local initiatives.
- 4) The panel was excited by the prospect of the Head of Development & Cultural Services' move to anchor some cultural venues and events in the tertiary shopping areas to improve the sustainability of the shops and trading as seen in the opportunity for access to museum exhibition materials within Allaway Avenue in Paulsgrove.

Recommendations were as follows:-

1. The panel strongly encourage the setting up of traders' associations in as many parts of the city as possible. (Conclusion 1)
2. The city council should host two meetings per year, to which traders should be invited to share best practice, preferably in the spring and autumn. (Conclusion 1)
3. The Active Travel Team should approach traders and traders' associations to see how to assist in attracting people to cycle and walk to the secondary shopping areas. (Conclusion 2)
4. Town Centre Management and the appropriate officers should encourage bids for Community Infrastructure Levy (CIL) funding and lottery monies for improvement works and events to be held in the retail centres. (Conclusion 3)
5. The Head of Development and Cultural Services' officers should continue to explore external funding opportunities such as the Heritage Lottery Fund for when suitable sites are available for cultural venues within the secondary retail centres. (Conclusion 4)
6. The Head of Development & Cultural Services should explore the possibility of residents being able to purchase and collect tickets for PCC-led events at the PCC venues and facilities in the shopping areas. (Conclusions 3 & 4)

Update on implementation of recommendations above.

The amalgamation of the old City Centre Management team into City Development and Culture has taken place since the panel met. This has enabled the realignment of focus to focus on the city wide place making agenda and support focused economic growth. It has also ensured that there is a holistic approach to the way that these key areas are positioned within the wider city development agenda.

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1. The setting up of traders' associations.

A series of Trade associations meetings have been hosted by PCC which includes;

- City Centre Association (CCA) - covers the whole of Portsmouth City Centre. This is already a well established group
- Southsea and seafront traders -
- Albert Road traders - Albert Road .
- Castle Road traders - Castle Road.
- Fratton Traders Association - Fratton Road and surrounding roads.
- North End Traders Association - London Road, Kingston Road and Terrace and surrounding roads.
- Cosham Traders - covers Cosham retail areas.

2. City Council to host 2 meetings a year preferably in the Spring and Autumn

Representatives of City Development in the Council attend all meetings of the CCA, they are held quarterly other Council officers attend to talk on specific items relevant to the functioning of the City Centre. In addition a national resource has been brought to bear via the Healthy High Streets initiative.

Fratton Traders meet with City Development in a variety of venues in Fratton supported by Fratton Big Local. The Council has hosted meetings so far this year with Albert Road, Castle Road, North End and Southsea traders. A meeting was also arranged this year with Cosham Traders but no trader was able to attend. Meetings will continue as required but there has been varied response to these meetings.

3. The Active Travel Team should approach traders and traders' associations to see how to assist in attracting people to cycle and walk to the secondary shopping areas

Part of the role of the Active Travel team is to connect people and business by walking and cycling. Traders and Trade and Retail Associations are consulted on scheme development as a matter of course. Generally this is on a case by case basis so each scheme can be made clear to those affected and they can input toward it with comments on how it may affect them positively or negatively. Examples of where this has happened include new bike parking and installation of a zebra crossing on Albert Road, junction improvements on Fratton Road, the change of Cosham High Street to a one way system. Traders and Trade Associations were approached for thoughts and comments toward such schemes to help improve active travel to these locations.

Another project which relates to Active Travel is 'Quieter Routes' which utilises the 20mph road network across the City to provide safer and easier access by bicycle. This is due to be launched on the 11<sup>th</sup> April and one of the outcomes is to link secondary and tertiary shopping areas of the City. This improves active travel options for people wishing to access these shopping areas by bicycle, benefiting these locations and residents and visitors in the City.'

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4. Town Centre Management and the appropriate officers should encourage bids for Community Infrastructure Levy (CIL) funding and lottery monies for improvement works and events to be held in the retail centres.

Fratton partnership bid for £1million of funding from the National Lottery to set up a Big Local Area. The bid was successful and there is now a Partnership Board and a Community Development worker and admin staff, with a plan for projects in the area which came from a consultation with Fratton Residents and businesses.

There are 5 main aims of the plan:

- Making Fratton an attractive destination to work, live and play
- Improving and making the best use of the green space available
- Developing & improving community life
- Working with people to help them think about what they want, hope & need
- Breaking down barriers and involving the whole community

As regards the first aim City Development has works with the Fratton Traders to find ways of making Fratton an attractive destination to work/have a business in. One of the points raised by traders looked at the (negative) profile and image the Road has around the City, and the need to change this impression and increase footfall by holding an event in Fratton Road. The Fratton Family Festival has been held twice (in September 2015 and September 2016) with a third event planned for this year on September 17<sup>th</sup> 2017. The Community Development worker takes the lead on the event with help from a number of teams within PCC. The event is an alcohol free, well attended family event with music and activity, and traders bringing their shops into the street in the hope that the public will come and see what the road has to offer and re-visit regularly. It is also hoped that the event will attract businesses who may wish to locate in the area as there are a few empty properties.

The Council has carried out a public realm improvement project in the city centre, generally it is only the Neighbourhood Proportion of CIL that can be spent on infrastructure to improve areas. To date there has been some cycle parking provided within Milton which is neighbourhood CIL.

5. The Head of Development and Cultural Services' officers should continue to explore external funding opportunities such as the Heritage Lottery Fund for when suitable sites are available for cultural venues within the secondary retail centres.

Capturing the Spirit is a community archive project for Paulsgrove & Wymering. The project was initiated by the Paulsgrove and Wymering Trust (P&WT), an independent charity working for the residents of the area. Supported by Portsmouth Museum and Visitor Service the trust achieved a HLF Lottery bid of £99,000 for a 20 month project to capture the story of the residents of Paulsgrove and Wymering. P&WT manages the project with a little professional support from museum staff and supported use of a council shop venue.

The project was based in the shopping area as a way of taking history and culture to the people. The shopping centre in Allaway Avenue was an idea location in terms of centrality and access. The project makes use of 147 Allaway Avenue to deliver a four day a week

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drop in and some outreach into the community groups in surrounding venues. The venue was previously only open for a few half days a week and shuttered the rest of the week. Making use of this venue has enlivened the shopping centre.

Since the start in Sept 2016, the project has now engaged with a large number of residents, both in person at 147 and on-line via a strong Facebook presence. Being able to deliver this project from such a central and accessible site - especially for the target residents has been an excellent way of embedding the project in the community and has enabled a good deal of trust to develop for the residents.

6.The Head of Development & Cultural Services should explore the possibility of residents being able to purchase and collect tickets for PCC-led events at the PCC venues and facilities in the shopping areas.

Portsmouth Libraries have a good geographic spread across the city and opening hours that are convenient for local communities to access. For this reason various libraries have sold tickets for large city events. Cosham has repeatedly done so as there are relatively few alternative ticket sale venues in the north of the city. Most tickets are now of course bought on-line through a variety of on-line portals.

All libraries sold tickets for the music events associated with the Americas Cup 2015

Cosham and Southsea Libraries sold tickets for Victorious 2015

Cosham Library has also sold tickets for the following:

- Portsmouth Summer Show 2015 & 2016.
- Christmas Music @ Dockyard 2015
- Mutiny 2016
- Victorious 2016

In addition to the above, the Portsmouth Public Libraries are the primary venues for ticket sale and promotion for all library and archive events including the annual BookFest Festival.

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Signed by (Assistant Director)

**Appendices: Nil**

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

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

<b>Title of document</b>	<b>Location</b>