



NOTICE OF MEETING

CABINET MEMBER FOR CULTURE, LEISURE AND ECONOMIC DEVELOPMENT

FRIDAY, 29 JULY 2022 AT 10.00 AM

COUNCIL CHAMBER - THE GUILDHALL, PORTSMOUTH

Telephone enquiries to Allison Harper Tel: 023 9268 8014
Email: democratic@portsmouthcc.gov.uk

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

Information with regard to public access due to Covid precautions

- Following the government announcement 'Living with COVID-19' made on 21 February and the end of universal free testing from 1st April, attendees are no longer required to undertake an asymptomatic/ lateral flow test within 48 hours of the meeting however we still encourage attendees to follow the PH precautions we have followed over the last two years to protect themselves and others including vaccination and taking a lateral flow test should they wish.
- We strongly recommend that attendees should be double vaccinated and have received a booster.
- If symptomatic we encourage you not to attend the meeting but to stay at home. Updated government guidance from 1 April advises people with a respiratory infection, a high temperature and who feel unwell, to stay at home and avoid contact with other people, until they feel well enough to resume normal activities and they no longer have a high temperature. From 1 April, anyone with a positive COVID-19 test result is being advised to follow this guidance for five days, which is the period when you are most infectious.
- We encourage all attendees to wear a face covering while moving around crowded areas of the Guildhall.
- Although not a legal requirement, attendees are strongly encouraged to keep a social distance and take opportunities to prevent the spread of infection by following the 'hands, face, space' and 'catch it, kill it, bin it' advice that also protects us from other winter viruses.
- Hand sanitiser is provided at the entrance and throughout the Guildhall. All attendees are encouraged to make use of hand sanitiser on entry to the Guildhall.
- Those not participating in the meeting and wish to view proceedings are encouraged to do so remotely via the livestream link.

Membership

Councillor Steve Pitt (Cabinet Member)
Councillor Linda Symes
Councillor George Fielding
Councillor Russell Simpson

(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 Interest**

- 3 **Library Stock Policy (Pages 7 - 26)**

Purpose of report

The purpose of this report is to inform the Cabinet Member of how the library stock is managed and to make recommendations for its continuing management.

RECOMMENDED that the Cabinet Member

1. **Notes that the Library and Archive Service publishes its Stock Policy and collection management policy on the Library and Archive Service website - this will inform the public on how the Service seeks best value and that stock is acquired according to current legal guidance.**

2. **Agrees that the Library and Archive Service will purchase stock within the current legislation pertaining to libraries and publications.**

3. **Agrees that the Service continues to invest in digital offers- eBooks, eAudiobooks, eNewspapers and magazines and eMusic- as demand**

for these services continues to grow.

4. Agrees that of the unsolicited, self-published titles donated to the Library and Archive Service, only those that are by local authors or about Portsmouth will be taken on for stock.
5. Agrees that the Library and Archive Service continues to purchase reference books that develop the Portsmouth History Centre Collection.
6. Agrees that a continuing programme of stock disposal is carried out.

4 Museums Annual Review & Plan 2022-2023 (Pages 27 - 44)

Purpose of report

To review achievements of Portsmouth Museums in 2021/22 and to present the service priorities for the current financial year (Plan on a page, Appendix 1).

RECOMMENDED that the Cabinet Member:

1. Notes the achievements of 2021/22.
2. Agrees the activity to achieve museum sector and other standards being pursued.
3. Agrees that funding is sought to establish a robust and sustainable model for the operation of Eastney Beam Engine House.
4. Notes the range of partners including funders contributing to museum activity.
5. Agrees the D-Day Story develops the group offer, building on the investment in the museum and the arrival of Landing Craft Tank 7074.
6. Notes the proposals for the exhibitions at Portsmouth Museum and Art Gallery, including what follows Silver City - on the themes of the seashore (opening 2023) and costume (opening 2024).
7. Notes the proposals for the development of the National Portfolio Organisation (NPO) Advisory Board are to be pursued and the need to improve provision for users at the museum store in support of the NPO bid.

5 Musuems - National Portfolio Organisation bid (Pages 45 - 48)

Purpose of report

To update the Cabinet Member on the recent application to Arts Council England (ACE) for National Portfolio Organisation (NPO) funding.

6 Bookfest (Pages 49 - 54)

Purpose of report

To update the Cabinet Member on the success of the 2022 Festival and the return to in person events following the Pandemic.

7 Visitor Economy update (Pages 55 - 104)

Purpose of report

The purpose of the report is to update Members on the Visit Portsmouth team's marketing activity, partnership working and research from January to June 2022.

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.

This meeting is webcast (videoed), viewable via the Council's livestream account at <https://livestream.com/accounts/14063785>

Coronavirus Risk Assessment for the Council Chamber, Guildhall

Date: 1 April 2022 (based on Living safely with respiratory infections, including COVID-19, 1 April 2022)

Review date: Ongoing

Author: Lynda Martin, Corporate Health and Safety Manager, Portsmouth City Council

Coronavirus Risk Assessment for the Council Chamber, Guildhall

Manager's Name and Job Title completing Risk Assessment:	Lynda Martin Corporate Health and Safety Manager	Risk Assessment Dept:	Corporate Services	Date:	1 April 2022	Signature:	
		Location:	Council Chamber, Guildhall				

Hazard	Who could be harmed and how	All controls required	How controls will be checked	Confirmed all in place or further action required
Risk of exposure to Covid-19 virus - Ventilation	Staff, contractors and attendees	<ul style="list-style-type: none"> There are no longer capacity limits for the Guildhall Chamber. We encourage all attendees to wear a face covering when moving around crowded areas of the Guildhall and the council chamber. The mechanical ventilation system works efficiently and the South Special Rooms Supply and Extract fans are fully operational during times when the Council Chamber is in use. Pedestal fans - positioned in each of the wing areas and along the back wall behind the pillars, maximum speed and modulation setting. 	Staff will ensure ventilation system and fans are operational.	In place
Risk of transmission of virus - Risk mitigation	Staff, contractors and attendees	<p>The Guildhall has the following measures in place:</p> <ul style="list-style-type: none"> Face Coverings – as per government guidance, we encourage you to continue to wear a face covering whilst in the venue & crowded places especially when walking around the building. Enhanced Sanitisation & Cleaning – we will carry out enhanced cleaning procedures between meetings and we encourage you to sanitise your hands on entry and regularly throughout your visit at the sanitisation points provided. 	The Guildhall Trust and PCC Facilities Team to implement and monitor.	In place
Risk of transmission of virus - Hygiene and Prevention		<ul style="list-style-type: none"> Updated government guidance from 1 April advises people with a respiratory infection, a high temperature and who feel unwell, to stay at home and avoid contact with other people, until they feel well enough to resume normal activities and they no longer have a high temperature. From 1 April, anyone with a positive COVID-19 test result is being advised to follow this guidance for five days, which is the period when you are most infectious. Although not a legal requirement attendees are strongly encouraged to keep a social distance and take opportunities to prevent the spread of infection by following the 'hands, face, space' and 'catch it, kill it, bin it' advice that also protects us from other winter viruses. Wash hands for 20 seconds using soap and water or hand sanitiser. Maintain good hygiene particularly when entering or leaving. Hand sanitiser and wipes will be located in the meeting room. No refreshments will be provided. Attendees should bring their own water bottles/drinks. All attendees should bring and use their own pens/stationery. Attendees are no longer required to undertake an asymptomatic/ lateral flow test within 48 hours of the meeting however we still encourage attendees to follow the Public Health precautions we have followed over the last two years to protect themselves and others including vaccination and taking a lateral flow test should they wish. It is strongly recommended that attendees should be double vaccinated and have received a booster. 	The Guildhall Trust and PCC Facilities Team to implement and monitor.	In place
Financial Risk	Staff, contractors and attendees	<ul style="list-style-type: none"> The council meeting may need to be cancelled at short notice if the Covid-19 situation changes due to local outbreaks, local sustained community transmission, or a serious and imminent threat to public health. Technology in place to move to virtual council meeting if required and permitted by legislation. 	Financial commitments minimised wherever possible.	In place



Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Date of meeting:	29 July 2022
Subject:	Portsmouth Libraries Stock Policy
Report by:	Director of Culture, Leisure & Regulatory Services
Wards affected:	All
Key decision:	No
Full Council decision:	No

1. Purpose of report

The purpose of this report is to inform the Cabinet Member of how the library stock is managed and to make recommendations for its continuing management.

2. Recommendations

- 2.1 That the Library and Archive Service publishes its Stock Policy and collection management policy on the Library and Archive Service website - this will inform the public on how the Service seeks best value and that stock is acquired according to current legal guidance.**
- 2.2 That the Library and Archive Service will purchase stock within the current legislation pertaining to libraries and publications.**
- 2.3 That the Service continues to invest in digital offers- eBooks, eAudiobooks, eNewspapers and magazines and eMusic- as demand for these services continues to grow.**
- 2.4 That of the unsolicited, self-published titles donated to the Library and Archive Service, only those that are by local authors or about Portsmouth will be taken on for stock.**
- 2.5 That the Library and Archive Service continues to purchase reference books that develop the Portsmouth History Centre Collection.**
- 2.6 That a continuing programme of stock disposal is carried out.**

3. Background

- 3.1 The Library and Archive Service manages access to a wide range of books, digital services, and other items. The Service has an annual book fund available, and this book fund must fund the purchase of all books, eBooks, large print books and spoken word packs for all ten libraries (nine libraries plus the Mobile Library), as well as subscriptions to digital resources, fees to borrow books from other library authorities and courier fees.
- 3.2 It is vital therefore that the book fund continues to be protected to allow the Service to ensure that it is meeting the recreational and information needs of Portsmouth residents, students, employees, and visitors.
- 3.3 The stock team of one Information and Stock Librarian and one Stock Assistant (managed by the Service Development Manager) manage all the day-to-day aspects of purchasing stock, responding to requests, gathering statistics, promotion, putting together collections and invoicing and processing.

4. Reasons for recommendations

4.1 Collection Management

- 4.1.1. The library stock budget covers the purchasing of a wide range of book stock, digital services, newspapers and other items. It is crucial that the Service seeks best value so that the budget can meet customer demand. Portsmouth public libraries and Portsmouth Schools Library Service are part of the Central Buying Consortium. The Consortium is led by West Sussex Libraries who manage the procurement of the contract which is for the purchase of printed books. Being part of the Consortium enables Portsmouth to achieve discounts on book purchases and book servicing that we would not be able to negotiate on our own.
- 4.1.2 Using a book supplier who can service the books to library standards before sending them out is crucial. Our current suppliers will provide protective jackets on the books, add our own book date labels, and add Dewey classification labels where required. This saves time for the stock team and wider frontline library team and enables the books to be sent out to libraries quickly.
- 4.1.3 The stock team selects the books on a monthly basis. The book fund used to pay a fee to the supplier to select the books for us but as budgets have been reduced over the years the Library Service took the selection back in house so that staff are more able to select stock according to local demand.
- 4.1.4 The reservations and requests service is a fundamental mechanism for meeting local demand. Customers can make free reservations to obtain books from other libraries within the Service. This helps make the stock work harder and provides equal access for all in that customers can access the whole city's stock

for free regardless of where they live. This is important if someone has limited mobility or lives in an area with a smaller library.

- 4.1.5 Circulating book stock is an important way of making sure library branches have a regular input of new titles. When purchasing books, the stock team will decide whether to place the book on a circulating rota. There are several rotas which include smaller libraries and the four large libraries, and the book will be available for a number of months before moving on to the next library in the rota.
- 4.1.6 The requests service for items not in stock in Portsmouth Libraries is greatly valued. The Information and Stock Librarian will look at the requests every day and then either purchase the book (if it meets several criteria: it is in print and available to buy, it is an affordable price and it is likely to appeal to other customers). If the Librarian makes the decision not to purchase the book, then there is access to a nationwide inter library loans service that enables Portsmouth to borrow books from other library authorities for customers- we pay an annual fee from the stock budget for this service and again it helps us meet best value for money in that it means we don't need to purchase books that are unaffordable to us. The inter library loans service also enables Portsmouth to borrow music and playsets for local groups -something they would find very difficult without the support of the Library Service.
- 4.1.7 The Library and Archive Service also subscribe to a bibliographic records supplier. This enables the team to download bibliographic records for most titles, saving lengthy cataloguing processes for staff setting up a record from the beginning.
- 4.1.8 Digital services have become an increasing part of the stock budget spend. Demand for digital services such as eAudiobooks, eBooks and eNewspapers require the library team to allocate budget to spend on these each year. For eBook services this is a yearly platform/service fee and additional spend on each title. For eNewspaper services it is a yearly service fee and is the same for eMusic. The stock team regularly monitors the market to ensure we are providing best value and the eBook service goes through a competitive procurement process.
- 4.1.9 Large print and spoken word stock still sees demand in libraries for those who have not been able to move on to digital services. Therefore, it is crucial that we allocate funds to a small selection of new stock every month. To meet best value the Stock Team uses three suppliers to select stock on an ad hoc basis and the stock is circulated between libraries to maximise usage.
- 4.1.10 Although the traditional reference library of shelves of large volumes is a thing of the past now that many reference resources are online, there is still a need to allocate some stock budget to the purchasing of hard copy government papers and legislation.

4.2 Legislation and Censorship

- 4.2.1 The Library and Archive Service follow the statement on intellectual freedom, access to information and censorship issued by The Chartered Institute of Library and Information Professionals ("CILIP"). This statement was originally issued in 1963, revised in 1997 and 2005.

'Intellectual freedom is the right to access and share information, to intellectual activity and creativity, to expression and debate. A fair and prosperous democratic society is built upon access to information and ideas, the ability to develop knowledge and communicate with others...When a library and information service is funded by the public it should provide access to all publically available information as far as resources allow. Access should not be restricted on any grounds but the law and the legal basis of any restriction should always be stated. Library and information professionals should have full control over collection development, management and access within broad policies set by their organisation'.

- 4.2.2 The 2009 Museums, Libraries and Archives (MLA) Guidance on the Management of Controversial Stock in Public Libraries provides guidance to library authorities on the provision of library stock that may be considered controversial in nature, i.e. inflammatory and extremist. To reject stock solely because it is considered controversial would not be in the interests of intellectual freedom. Portsmouth Library Service evaluates controversial material according to our selection criteria and the principles of this policy.
- 4.2.3 Portsmouth Library Service welcomes customer suggestions regarding our stock but we will not add or remove any item of stock from our shelves solely at the request of any individual or group. Library staff and volunteers do not label items to warn customers of "offensive" or "harmful" content (although publishers may print these messages on books, for varying reasons).

4.3 Digital Library

- 4.3.1 Usage of the digital library offer has increased year on year since the introduction of the eBook service in 2015 and the subsequent addition of an eMusic offer in 2014 and eNewspapers in 2019. The pandemic led to an accelerated increase in people signing up to use these services and a huge increase in the number of downloads as people needed information and entertainment that they could access from home. Comparing January 2020 with January 2022, overall digital usage increased by 200%, including a 700% increase for PressReader. Therefore, it is vital the Library and Archive Service continues to invest in these services.
- 4.3.2 Borrowbox by Bolinda is the eAudiobook and eBook service that we currently offer in Portsmouth. Books are available to Portsmouth Library users with their library card 24/7 free of charge. The range of stock available is good, within the limits of what publishers will make available to libraries in this way. Most of the eBooks and eAudiobooks that are purchased are on the basis of one

borrower/one book e.g., buying one copy means one person can download and read the book at a time - it is not available for lots of people to download at once. To make the title available to more people the stock team would need to purchase more copies.

- 4.3.3 eAudiobooks are usually purchased on the basis that most remain in the library's Borrowbox collection in perpetuity. eBooks expire after either a maximum number of loans has been reached or a maximum time- period This means that when they expire the stock team either needs to purchase a new copy or loses access to the book. The publishers negotiate these arrangements with the supplier, so the Library and Archive Service has little control over what titles are available to our borrowers and for how long we keep them in stock. That said increasing numbers of publishers are becoming more open to the idea of making their bestselling titles available in this way and the market is changing all the time.
- 4.3.4 Borrowbox do have a small collection each month of 'Campaign titles'. These are eAudiobook and eBooks that can be downloaded by lots of people at the same time. These titles tend to be older bestsellers or lesser known/debut authors, but they do provide value in that reading groups can borrow the books and the stock team can promote these titles through our social media channels to maximise downloads.
- 4.3.5 The Library Service's eNewspaper service Press Reader is extremely popular in Portsmouth with an average of nearly 20,000 issues per month in 2021/22. It is an attractive offer with thousands of UK and international newspapers and magazines to download. When using the app once the customer downloads the title it is theirs to keep. Particularly popular in Portsmouth is the Portsmouth News and Sports Mail. The Library Service pays an annual service/hosting fee for Press Reader which gives Portsmouth customers access to all titles with their library card.
- 4.3.6 Freegal is a digital music service that allows customers 5 free tracks to download and keep each week and 5 hours streaming per day. The Library Service pays an annual hosting/service fee for Freegal which then gives Portsmouth customers access with their library card and library PIN.

4.4 Self- published books, local authors and donations

- 4.4.1 Portsmouth authors: Portsmouth Library and Archive Service has an important role to play in supporting local Portsmouth based authors. The Service endeavours to include one copy of titles by local authors in the Local Writers Room at Central Library- this is a reference collection. The Service may also take a limited number of donated copies of local authors' books for lending. Authors are also supported with Local Authors' Fairs in libraries and with opportunities to appear at Portsmouth BookFest, where space allows. The Service only has space to include self-published material by Portsmouth based authors who live or work within the PO postcode area.

4.4.2 Self-published books: except for authors with a local connection (see above), the library will not usually accept self-published books. Production standards tend to be lower and there is rarely any editorial oversight of content.

4.4.3 Donations: the library very much appreciates donations from the public, and they can provide valuable additions to library stock. However, not all donations are suitable, either due to age, condition, content or because the library already holds copies. Any donated items not required for stock will be sold, sent to a charitable organization, or otherwise disposed of.

4.4.4 Unsolicited books or other items sent by post will not be added to stock and due to the cost will not be returned to the sender.

4.5 Portsmouth History Centre

4.5.1. Purchasing books and online services for the Portsmouth History Centre offer is an important allocation of the stock budget. The History Centre pays an annual subscription to enable customers to access Ancestry Online and Find My Past online- two hugely popular online resources for customers wanting to research their family history. It is also crucial that any books about Portsmouth are purchased to maintain the local history collection for future generations and that the Naval collection is kept up to date. A hard copy of the Portsmouth News and Sports Mail are also purchased for the Archive.

4.6 Stock disposal

4.6.1 The Library Service purchases on average over 700 books a month with a commitment to saving some stock in the store and so a rigorous programme of stock work is needed so that there is space on the shelves to house the new stock.

4.6.2 Stock is removed from shelves for the following reasons:

- It is out of date- this is particularly important with non-fiction as older stock could give misleading information.
- It is not issuing well. We tend to use a guideline of no issues for 1 year- remove
- It is in bad condition- it has yellowing pages, or the spine is falling apart
- Changing fashions

4.6.3 After removal from the shelves, library staff will decide what happens next using the following criteria:

- If it is in bad condition, it should be removed and pulped as it is not suitable for sale. If it is a title that is still in demand despite its condition, staff should recommend to the Stock Librarian that a new copy is purchased.
- Can it be transferred to another library? It might not issue in one branch but may be popular in another.

- Should it be transferred to the Central Library Store? The working store is based in the basement of Portsmouth Central Library. The store holds 78,750 books and items and is the repository for stock that might be by authors who have gone out of fashion but may still be requested, books that form a series or for non-fiction that might be very specialised or may be dated but still valuable. The aim is to make sure the store is a working store and staff consider when transferring stock to it 'will people still want to borrow this stock in ten years' time?' The Stock Librarian will make a final decision on store items.
- If it is fiction that is in reasonable condition but is not issuing well or out of fashion, it can be kept for book sale in libraries.
- For non-fiction it can be sold on Amazon Marketplace. Marketplace will allow the stock to reach a broader audience when selling more specialist stock and to ask for a price that better reflects its desirability.

5. Integrated impact assessment (IIA)

5.1 Integrated Impact Assessment attached at appendix 1

6. Director of Finance Comments

6.1 Any costs associated with Library Stock will be met from within existing cash limits.

7. Legal Implications

7.1 The recommendations are consistent with the Council's statutory duties and powers under the Public Libraries and Museums Act 1964 and in particular section 7 of that Act

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

Appendices:

Appendix 1 - 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
Portsmouth Libraries Stock Disposal Policy 2013	Agenda for Cabinet Member for Culture, Leisure and Sport on Friday, 11th October, 2013, 1.00 pm Portsmouth City Council
Freedom of Access to Information	https://www.cilip.org.uk/page/FreedomOfAccessToInformation
Guidance on the management of controversial material in public libraries.	https://nag.org.uk/wp-content/uploads/2019/03/MLA-guidance-on-the-management-of-controversial-material-in-public-libraries.pdf

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

Integrated Impact Assessment (IIA)

Integrated impact assessment (IIA) form December 2019

www.portsmouth.gov.uk

The integrated impact assessment is a quick and easy screening process. It should:

- identify those policies, projects, services, functions or strategies that could impact positively or negatively on the following areas:
 - Communities and safety
 - Regeneration and culture
 - Environment and public space
 - Equality & diversity

Directorate:

Culture, Leisure & Regulatory Services

Service, function:

Library and Archive Service

Title of policy, service, function, project or strategy (new or old) :

Library and Archive Service Stock Policy

Type of policy, service, function, project or strategy:

- Existing
- New / proposed
- Changed ✓

What is the aim of your policy, service, function, project or strategy?

The purpose of this policy is to inform the Cabinet Member and members of the public of how the library stock is managed and to make recommendations for its continuing management.

Has any consultation has been undertaken for this proposal? What were the outcomes of the consultations? Has anything changed because of the consultation? Did this inform your proposal?

N/A

A - Communities and safety

Yes

No

Is your policy, proposal relevant to the following questions?

A1-Crime - Will it make our city safer? No

In thinking about this question:

- How will it reduce crime, disorder, ASB and the fear of crime?
- How will it prevent the misuse of drugs, alcohol and other substances?
- How will it protect and support young people at risk of harm?
- How will it discourage re-offending?

If you want more information contact Lisa.Wills@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cou-spp-plan-2018-20.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

How will you measure/check the impact of your proposal?

A - Communities and safety

Yes

No

Is your policy, proposal relevant to the following questions?

A2-Housing - Will it provide good quality homes? No

In thinking about this question:

- How will it increase good quality affordable housing, including social housing?
- How will it reduce the number of poor quality homes and accommodation?
- How will it produce well-insulated and sustainable buildings?
- How will it provide a mix of housing for different groups and needs?

If you want more information contact Daniel.Young@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/psh-providing-affordable-housing-in-portsmouth-april-19.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

A - Communities and safety

Yes

No

Is your policy, proposal relevant to the following questions?

A3-Health - Will this help promote healthy, safe and independent living? Yes

In thinking about this question:

- How will it improve physical and mental health?
- How will it improve quality of life?
- How will it encourage healthy lifestyle choices?
- How will it create healthy places? (Including workplaces)

If you want more information contact Dominique.LeTouze@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/psh-providing-affordable-housing-in-portsmouth-april-19.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

The Library and Archive Stock Policy explains how the library stock budget is spent and how decisions are made about what stock to purchase, what stock to retain and what stock to dispose of. The purchase of library resources for the public helps promote health, safe and independent living in that residents can access information and advice on a wide range of topics, include health and wellbeing, through book stock and through digital resources that can be accessed either in the library or from home.

How are you going to measure/check the impact of your proposal?

We measure impact through issue and download statistics and through customer feedback, which can be shared in the form of written feedback, online or verbally to frontline staff. We carry out a regular process of analysis of these statistics.

A - Communities and safety

Yes

No

Is your policy, proposal relevant to the following questions?

A4-Income deprivation and poverty-Will it consider income deprivation and reduce poverty? Yes

In thinking about this question:

- How will it support those vulnerable to falling into poverty; e.g., single working age adults and lone parent households?
- How will it consider low-income communities, households and individuals?
- How will it support those unable to work?
- How will it support those with no educational qualifications?

If you want more information contact Mark.Sage@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cou-homelessness-strategy-2018-to-2023.pdf>
<https://www.portsmouth.gov.uk/ext/health-and-care/health/joint-strategic-needs-assessment>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

Books, talking books, large print books, eBooks and all of digital services are available free of charge meaning that residents can access information and entertainment at no cost to them. The digital offers are available 24/7 from home and they are also provided free of charge. The Library Service stocks book and eBooks on a wide range of subjects. We also offer free reservations so that residents have equal access to the city's stock, regardless of which area they live in.

How are you going to measure/check the impact of your proposal?
Issue and download statistics and feedback.

A - Communities and safety

Yes

No

Is your policy, proposal relevant to the following questions?

A5-Equality & diversity - Will it have any positive/negative impacts on the protected characteristics? **Yes**

In thinking about this question:

- How will it impact on the protected characteristics-Positive or negative impact (Protected characteristics under the Equality Act 2010, Age, disability, race/ethnicity, Sexual orientation, gender reassignment, sex, religion or belief, pregnancy and maternity, marriage and civil partnership,socio-economic)
- What mitigation has been put in place to lessen any impacts or barriers removed?
- How will it help promote equality for a specific protected characteristic?

If you want more information contact gina.perryman@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cmu-equality-strategy-2019-22-final.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

The policy indicates how it is important that children's stock reflects the diversity of the city in terms of content and authorship. Positive representations of all protected characteristics are essential in this material.

More contentious material may be held in adult fiction and non-fiction but this collection should also reflect equality and diversity issues eg. regular changing displays marking contemporary movements such as 'Black Lives Matter' and other protected characteristics eg. LGBT History Month and Disability Awareness.

How are you going to measure/check the impact of your proposal?
User feedback; item issues; library footfall.

Environment and climate change

Yes

No

Is your policy, proposal relevant to the following questions?

B1-Carbon emissions - Will it reduce carbon emissions? **No**

In thinking about this question:

- How will it reduce greenhouse gas emissions?
- How will it provide renewable sources of energy?
- How will it reduce the need for motorised vehicle travel?
- How will it encourage and support residents to reduce carbon emissions?

If you want more information contact Tristan.thorn@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cmu-sustainability-strategy.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

B - Environment and climate change

Yes

No

Is your policy, proposal relevant to the following questions?

B2-Energy use - Will it reduce energy use? **No**

In thinking about this question:

- How will it reduce water consumption?
- How will it reduce electricity consumption?
- How will it reduce gas consumption?
- How will it reduce the production of waste?

If you want more information contact Daniel.Young@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/psh-providing-affordable-housing-in-portsmouth-april-19.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

Environment and climate change**Yes****No**

Is your policy, proposal relevant to the following questions?

B3 - Climate change mitigation and flooding-Will it proactively mitigate against a changing climate and flooding ? **No**

In thinking about this question:

- How will it minimise flood risk from both coastal and surface flooding in the future?
- How will it protect properties and buildings from flooding?
- How will it make local people aware of the risk from flooding?
- How will it mitigate for future changes in temperature and extreme weather events?

If you want more information contact Tristan.thorn@portsmouthcc.gov.uk or go to:<https://www.portsmouth.gov.uk/ext/documents-external/env-surface-water-management-plan-2019.pdf><https://www.portsmouth.gov.uk/ext/documents-external/cou-flood-risk-management-plan.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

B - Environment and climate change**Yes****No**

Is your policy, proposal relevant to the following questions?

B4-Natural environment-Will it ensure public spaces are greener, more sustainable and well-maintained? **No**

In thinking about this question:

- How will it encourage biodiversity and protect habitats?
- How will it preserve natural sites?
- How will it conserve and enhance natural species?

If you want more information contact Daniel.Young@portsmouthcc.gov.uk or go to:<https://www.portsmouth.gov.uk/ext/documents-external/pln-solent-recreation-mitigation-strategy-dec-17.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

Environment and climate change**Yes****No**

Is your policy, proposal relevant to the following questions?

B5-Air quality - Will it improve air quality? **No**

In thinking about this question:

- How will it reduce motor-vehicle traffic congestion?
- How will it reduce emissions of key pollutants?
- How will it discourage the idling of motor vehicles?
- How will it reduce reliance on private car use?

If you want more information contact Hayley.Trower@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/env-aq-air-quality-plan-outline-business-case.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

B - Environment and climate change**Yes****No**

Is your policy, proposal relevant to the following questions?

B6-Transport - Will it improve road safety and transport for the whole community? **No**

In thinking about this question:

- How will it prioritise pedestrians, cyclists and public transport users over users of private vehicles?
- How will it be safe and comfortable for children and older people to cycle and walk in the area?
- How will it increase the proportion of journeys made using sustainable and active transport?
- How will it reduce the risk of traffic collisions, and near misses, with pedestrians and cyclists?

If you want more information contact Pam.Turton@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/travel/local-transport-plan-3>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

Is your policy, proposal relevant to the following questions?

B7-Waste management - Will it increase recycling and reduce the production of waste? **No**

In thinking about this question:

- How will it reduce household waste and consumption?
- How will it increase recycling?
- How will it reduce industrial and construction waste?

If you want more information contact Steven.Russell@portsmouthcc.gov.uk or go to:

<https://documents.hants.gov.uk/mineralsandwaste/HampshireMineralsWastePlanADOPTED.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

C - Regeneration of our city

Yes

No

Is your policy, proposal relevant to the following questions?

C1-Culture and heritage - Will it promote, protect and enhance our culture and heritage? **Yes**

In thinking about this question:

- How will it protect areas of cultural value?
- How will it protect listed buildings?
- How will it encourage events and attractions?
- How will it make Portsmouth a city people want to live in?

If you want more information contact Claire.Looney@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/pln-portsmouth-plan-post-adoption.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

The Stock Policy aims to give Portsmouth residents and visitors access to a broad range of books and digital services that reflect and celebrate the culture of the city. The Libraries host many events for all ages and the yearly Portsmouth BookFest often links to new book titles that are in stock with author events. The libraries will actively purchase items, historical, current and future, that are authored by people with a link to the city or feature the city in some way in the text.

How are you going to measure/check the impact of your proposal?

Numbers attending events. Qualitative feedback at those events.

C - Regeneration of our city

Yes

No

Is your policy, proposal relevant to the following questions?

C2-Employment and opportunities - Will it promote the development of a skilled workforce? **Yes**

In thinking about this question:

- How will it improve qualifications and skills for local people?
- How will it reduce unemployment?
- How will it create high quality jobs?
- How will it improve earnings?

If you want more information contact Mark.Pembleton@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cou-regeneration-strategy.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

The provision of a wide and accessible range of books and eBooks that offer advice and help on careers, seeking employment, cv writing, literacy and numeracy.

How are you going to measure/check the impact of your proposal?
Surveys; user feedback.

Is your policy, proposal relevant to the following questions?

C3 - Economy - Will it encourage businesses to invest in the city, support sustainable growth and regeneration? **No**

In thinking about this question:

- How will it encourage the development of key industries?
- How will it improve the local economy?
- How will it create valuable employment opportunities for local people?
- How will it promote employment and growth to the city?

If you want more information contact Mark.Pembleton@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cou-regeneration-strategy.pdf>

Please expand on the impact on these issues your proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

Q8 - Who was involved in the integrated impact assessment?

Clare Forsyth, Service Development Manager

This IIA has been approved by:

Contact number:

Date:



Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Date of meeting:	29 July 2022
Subject:	Museums Annual Review and Forward Plan
Report by:	Director of Culture, Leisure and Regulatory Services
Wards affected:	All
Key decision:	No
Full Council decision:	No

1. Purpose of report

- 1.1 To review achievements of Portsmouth Museums in 2021/22 and to present the service priorities for the current financial year (Plan on a page, Appendix 1).

2. Recommendations

It is recommended that:

- 2.1 **The achievements of 2021/22 are noted.**
- 2.2 **Activity to achieve museum sector and other standards is pursued.**
- 2.3 **Funding is sought to establish a robust and sustainable model for the operation of Eastney Beam Engine House.**
- 2.4 **The range of partners including funders contributing to museum activity is noted.**
- 2.5 **The D-Day Story develops the group offer, building on the investment in the museum and the arrival of Landing Craft Tank 7074.**
- 2.6 **Proposals for the exhibitions at Portsmouth Museum and Art Gallery, including what follows Silver City -on the themes of the seashore (opening 2023) and costume (opening 2024)- are noted.**
- 2.7 **Proposals for the development of the National Portfolio Organisation (NPO) Advisory Board are pursued and the need to improve provision for users at the museum store in support of the NPO bid is noted.**



3. Background

- 3.1 The purpose of Portsmouth Museums is to give local communities and individuals the opportunity to engage with the city's amazing heritage and people, to tell their story, be inspired, learn new things, gain new skills and feel happier and more optimistic about the future.
- 3.2 By fulfilling this purpose Museums will make a significant contribution to the City Vision for Portsmouth as a happy, healthy city, rich in culture and creativity, with a thriving economy, where everyone has opportunities for lifelong learning and land and marine environments are protected and enhanced for future generations.
- 3.3 The full list of actions to be carried out in 2022/23 is shown at Appendix 1, the plan on a page. This shows indicative costs and key milestones. The actions are listed under the three strategic objectives for Portsmouth Museums. These are:
- Be more relevant to all our residents
 - Be more in the thick of it
 - Be more environmentally sustainable and resilient

4. Reasons for recommendations

- 4.1 Significant achievements in 2020/21 include the reopening of the majority of the council's museums in May and June following the end of the coronavirus pandemic with precautionary measures -such as one-way routes- still in place. An award from the Culture Recovery Fund helped to facilitate this, paying for additional staff for example. Visitor numbers, at just under 200,000, were pleasing in view of the late opening (and loss of visits at Easter). Ticketed visits at The D-Day Story were comparable to those of 2018/19 (ie 34,812 vs 38,149) mostly due to the interest generated by Landing Craft Tank (LCT) 7074 and the investment in the events programme and new audio guide; developments that have grown the experience, giving people a reason to revisit.
- 4.2 The service completed the Museums Strategy 2022-2026 as planned, continued preparation for the council's re-application for Accreditation -producing an Access Policy for example- produced a new Business Plan for The D-Day Story incorporating LCT 7074 to help ensure the viability of the museum and continued to prepare our application for National Portfolio Organisation status. Unfortunately, we were unable to secure funding to carry out the research to investigate barriers to access although we were encouraged by The Audience Agency report for The D-Day Story which notes 'the success of the museum in attracting and engaging with medium and lower culturally engaged [audience] segments'.



- 4.3 With the support of a range of partners -including lenders and funders and specialists -museum staff continued to work on the Silver City exhibition which showcases the city's remarkable civic silver collection and provides insight into what makes the city and its people special. Portsmouth Museum and Art Gallery also successfully contributed to the council's Holiday Activity and Food programme providing activities and hot, nutritious food for participants.
- 4.4 Other highlights of the year include giving young people the opportunity to join the museum team through the Government-funded Kickstart scheme. We employed over 20 young people through this initiative (20 posts). We have also recruited and trained new volunteers to join The DDS team working on Landing Craft Tank 7074.
- 4.5 The flooding of the basement at Eastney Beam Engine House in (January 2022) is also worthy of mention here - especially in light of the council's recent investment in this site. A report to investigate the reasons for the flood -and to better understand the movement of water throughout the site- was commissioned by Southern Water but this has yet to be shared.

Looking forward to the year ahead:

- 4.6 **Standards** This a theme running through our work this year, with the invitation to re-apply for Accreditation (the national benchmark for museums in England, covering all museum activity) expected in July 2022. Much of the preparatory work has been undertaken -with various key policies reviewed and formally approved. However, revision of a number of plans is still outstanding. In addition:
- The Zoo License for the Butterfly House is due for renewal. The inspection visit took place in May and the recommendations for improvement received. These are not too onerous and are already underway.
 - The Historic Environment Record (HER) is being audited by Historic England (HE). The process looks at nationally agreed requirements for HERs including content, data standards and access. HE will produce a report and action plan to help develop and enhance the HER over the next five years.
 - Our commitment to Welcome Host training for all members of the museum team continues and this year our VAQAS assessment is due. We await the findings following mystery shopper visits in June.
- 4.7 **Volunteers** Following the successful introduction of volunteers at The D-Day Story to run LCT 7074 and the work of the Gas Engine House Volunteers at Eastney, we will pursue funding to establish a robust and sustainable operational model for the Beam Engine House. This will be based on established good practice at other steam engine sites. We also plan to work with volunteers to provide access to the lighthouse at Southsea Castle although this project will also include capital works. In addition, Portsmouth Museums will proactively support the Library Service ACE-funded projects -'Volunteering Futures' and 'The Detectives'. We will also develop a standard work placement



offer for school and college aged children based at Portsmouth Museum & Art Gallery. This should enable us to offer a quality experience for a number of young people interested in working in the heritage / creative sector.

- 4.8 **Partnerships** Portsmouth Museums is involved in a number of externally funded projects and partnerships.
- An immersive digital project with the University of Portsmouth.
 - An #iwill, social impact project working with young people (funded by the Dulverton Trust)
 - The Flora Explorer project funded by the Headley Trust that will enhance access to the HLF Guermonprez Herbarium and the biological records it contains
 - The summer HAF programme which we will deliver this year in partnership with Aspex
 - Working with freelance specialists and creatives from across the city in delivery of our programmes
 - Working in dialogue with the National Lottery Heritage Fund and the National Museum of the Royal Navy to prepare the final reports for the Transforming The D-Day Story and Resurrecting A D-Day Hero / Landing Craft Tank projects
- 4.9 **Commercial** - At The D-Day Story the focus will be on developing the group market, building on the investment in the site and the opportunities offered by LCT 7074 to develop the group offer. This will include contributions from specialist staff and volunteers and will include developing joint group offers with attractions such as the Spinnaker Tower. Working with colleagues from Destination Marketing we will also continue to explore joint ticketing opportunities. At Portsmouth Museum and Art Gallery, the introduction of a stretch tent in the museum garden will enable us to develop the café and weddings offer and provide a venue for 'museum lates' and other events.
- 4.10 **Programming** - Following the opening of Silver City at the end of May, the emphasis will now be on the complementary programming, marketing and evaluation and the recruitment of volunteers -including a young peoples' panel- and the paid digital engagement post. As well as on social media platforms, the Silver City programme will take place both within communities and in the museum (approaching 30 different events are planned).
- 4.11 A Collections Workshop will be introduced at Portsmouth Museum & Art Gallery on the second floor, designed and programmed to enable visitors to view work taking place on the collections. As part of this we are relocating and refreshing the Football in the city gallery to incorporate recent work produced by the Pompey History Society.
- 4.12 Silver City is due to end in February 2023. We are therefore planning and developing the exhibition that will follow it. This will be on the theme of the seashore and will enable us to show items from a range of collections - social to



natural history as well as human impact on the coast. The exhibition will open in April 2023 (before Easter). Due to the tight lead-in there is almost no time to fundraise/commission content so we will work within existing (and modest due to the spend on Silver City) museum budgets. In order to maximise opportunities for fundraising and consultation with visitors we are therefore also planning for the exhibition that will follow Seashore (ie opening in 2024). This will be themed around costume. Portsmouth has an extensive collection of costume - much of it associated with work- that has not been displayed as an entity before and this is an accessible subject that we all have a stake in.

- 4.13 **National Portfolio Organisation (NPO) application** The NPO application was submitted in May. Should it be successful we will hear in October and the three-year programme of activity would start in April 2023. In the intervening period the funding agreement with Arts Council England (ACE) would be agreed. ACE requires that local authorities have an advisory board or steering group in place to oversee delivery of the NPO activity. We currently have two shadow NPO Advisory Board members in place and from now until October we need to further develop the board - drafting terms and conditions for example and deciding what skills and experience Board Members require and how we ensure they reflect the diversity of the city. To support the community engagement aspirations of the NPO application, work is needed to improve the facilities at the museum store to improve access for groups of people working with the museum collections.
- 4.14 Please remember that what is described above takes place against a backdrop of ongoing activity; the daily operation, management and maintenance of buildings, the recruitment, training and supervision of staff and volunteers, responding to enquiries from the public.
- 5. Integrated impact assessment**
- 5.1 Integrated Impact Assessment is attached as Appendix 2.
- 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 recommendations contained in this report will be implemented within the existing approved budget resources of the Museums Service.



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Signed by:

Stephen Baily

Director of Culture, Leisure and Regulatory Services

Appendices:

Appendix 1 - Museums Business Plan on a Page 2022/2023

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

Portsmouth Museums Plan on a Page 2022-23

Activity	Lead	Timescale All 2022/23	Museum budgets unless otherwise stated
Be more relevant to all our residents			
Submit NPO application to ACE focusing on inclusivity and relevance. Convene Shadow NPO advisory board and draft terms of reference + plans to recruit more board members if successful.	JM	May, result October	NA
		September	NA
Re-open all Portsmouth Museum sites including Café at PM&AG	JS AM	May	£ TBC
Open the 'Silver City - 500 years of Portsmouth's History' exhibition at PM&AG Deliver complementary/ audience development programme	SW JD	May	Various inc museum NLHF (£36,000)
	GS	December	
Complete Collections Workshop (and programme) and Football gallery. R&D the exhibitions that will follow Silver City in 2023 and 2024	KB CT	Open March	£5,025 (residue of exhibn budget post Silver City).
Promote the museums. Undertake research to better understand the visitor demographic / impact of programming	ME GS FOH	Ongoing	£10,000
Undertake Welcome Host training and VAQAS assessment	AMcG	June	(£10,000 source TBC)
Continue to offer opportunities for volunteers (inc supporting the Library projects, Volunteering Futures and Detectives) and work placements.	AMc RF KB		£0
Present first tranche of collections online in ways designed to test approaches, promote and evaluate response	AW		£3,700
Continue to prepare for Accreditation - national benchmark for museums, inc annual action plan for each site.	KB CT AW ALL	Invite July, submit December	£0
Be more in the thick of it			
Contribute to the city's HAF programme in partnership with Aspex	GS KB		£8,000 HAF
Deliver immersive digital project with the University of Portsmouth	RF AW		£0

Work with young people to deliver the #iwill social impact project	RF		Dulverton and PDDM Trust
Explore AHRC heritage hub status in partnership with the Mary Rose Trust and University of Portsmouth	JM		£0
Contribute to the city's Heritage Open Day programme	ALL		£300
Be more environmentally sustainable and resilient			
Continue to develop and promote DDS offer with emphasis on the group market	RF ME		£20,000 ? PDDMT
Purchase stretch tent for PM&AG garden with Cultural Enterprise Partnership (CEP) funding.	AM		CEP (£10,000)
Retain Zoo License for the Butterfly House at CHNHM, implement recommendations.	CT DC	DEFRA visit May,	£814 (visit)
Deliver Flora Explorer project to enhance access to the Guermonprez Herbarium and the biological data it contains.	CT		Headly Trust (£61,340 over 2 years)
Pursue funding to improve facilities at the museum store to increase access and use, to improve CCTV and repoint walls where needed and to fully replace the DDS roof.			Capital/other bid?
HER audit + award of £1,500 to enhance access	JMa	Dec	Historic England (£1,500)
Prepare final reports for the Transforming the D-Day Museum and LCT projects.	JM	June and September respectively	£0
Pursue funding to establish a robust operational model for Eastney Beam Engine House based on established good practice at similar sites.			£0
Submit bid to NLHF to provide public access to the lighthouse at Southsea Castle (use Coastal Community £50K as match).	JS	Autumn	£0
Install Pickett Hamilton Fort at new location	DE	Summer	Libor residue



Integrated Impact Assessment (IIA)

Integrated impact assessment (IIA) form December 2019

www.portsmouth.gov.uk

The integrated impact assessment is a quick and easy screening process. It should:

- identify those policies, projects, services, functions or strategies that could impact positively or negatively on the following areas:
 - Communities and safety
 - Regeneration and culture
 - Environment and public space
 - Equality & - Diversity - This can be found in Section A5

Directorate:

Culture, Leisure and Regulatory Services

Service, function:

Museums and Visitor Services

Title of policy, service, function, project or strategy (new or old) :

Annual review and plan for the year ahead (ongoing).

Type of policy, service, function, project or strategy:

- Existing
- New / proposed
- Changed

What is the aim of your policy, service, function, project or strategy?

To give local communities and individuals the opportunity to engage with the city's amazing heritage and people, to tell their story, be inspired, learn new things, gain new skills and feel happier and more optimistic about the future.

Has any consultation been undertaken for this proposal? What were the outcomes of the consultations? Has anything changed because of the consultation? Did this inform your proposal?

Consultation informed the Museums Strategy upon which the Annual Review / Forward Plan builds.

A - Communities and safety

Yes

No

Is your policy/proposal relevant to the following questions?

A1-Crime - Will it make our city safer?



In thinking about this question:

- How will it reduce crime, disorder, ASB and the fear of crime?
- How will it prevent the misuse of drugs, alcohol and other substances?
- How will it protect and support young people at risk of harm?
- How will it discourage re-offending?

If you want more information contact Lisa.Wills@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cou-spp-plan-2018-20.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

Yes in that it provides opportunities for engagement with cultural activity which has been shown to have significant benefits for those participating -especially people from lower socio-economic groups- in terms of wellbeing, confidence, community cohesion etc.

How will you measure/check the impact of your proposal?

We evaluate our activity to measure impact using quantitative and qualitative tools.

A - Communities and safety

Yes

No

Is your policy/proposal relevant to the following questions?

A2-Housing - Will it provide good quality homes?



In thinking about this question:

- How will it increase good quality affordable housing, including social housing?
- How will it reduce the number of poor quality homes and accommodation?
- How will it produce well-insulated and sustainable buildings?
- How will it provide a mix of housing for different groups and needs?

If you want more information contact Daniel.Young@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/psh-providing-affordable-housing-in-portsmouth-april-19.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

A - Communities and safety

Yes

No

Is your policy/proposal relevant to the following questions?

A3-Health - Will this help promote healthy, safe and independent living?



In thinking about this question:

- How will it improve physical and mental health?
- How will it improve quality of life?
- How will it encourage healthy lifestyle choices?
- How will it create healthy places? (Including workplaces)

If you want more information contact Dominique.Letouze@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cons-114.86-health-and-wellbeing-strategy-proof-2.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

Visiting museums and galleries has been shown to have positive benefits on wellbeing. This year we will contribute to the city's HAF programme, deliver activity relating to the Silver City exhibition in the community + support the Library Service's volunteering initiatives.

How are you going to measure/check the impact of your proposal?

We evaluate our activity to measure impact using quantitative and qualitative tools.

A - Communities and safety

Yes

No

Is your policy/proposal relevant to the following questions?

A4-Income deprivation and poverty-Will it consider income deprivation and reduce poverty?



In thinking about this question:

- How will it support those vulnerable to falling into poverty; e.g., single working age adults and lone parent households?
- How will it consider low-income communities, households and individuals?
- How will it support those unable to work?
- How will it support those with no educational qualifications?

If you want more information contact Mark.Sage@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cou-homelessness-strategy-2018-to-2023.pdf>
<https://www.portsmouth.gov.uk/ext/health-and-care/health/joint-strategic-needs-assessment>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

Participation in the city's HAF programme supports families facing poverty. We provide expenses for volunteers to help ensure that everyone can contribute / participate.

How are you going to measure/check the impact of your proposal?

We evaluate our activity to measure impact using quantitative and qualitative tools.

A - Communities and safety

Yes

No

Is your policy/proposal relevant to the following questions?

A5-Equality & diversity - Will it have any positive/negative impacts on the protected characteristics?



In thinking about this question:

- How will it impact on the protected characteristics-Positive or negative impact (Protected characteristics under the Equality Act 2010, Age, disability, race/ethnicity, Sexual orientation, gender reassignment, sex, religion or belief, pregnancy and maternity, marriage and civil partnership,socio-economic)
- What mitigation has been put in place to lessen any impacts or barriers removed?
- How will it help promote equality for a specific protected characteristic?

If you want more information contact gina.perryman@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cmu-equality-strategy-2019-22-final.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

The museum services provides a range of opportunities for people from communities from across the city to engage with their heritage. For example, our commitment to equality and diversity underpins the application to ACE for National Portfolio Organisation status.

How are you going to measure/check the impact of your proposal?

We evaluate our activity to measure impact using quantitative and qualitative tools.

B - Environment and climate change

Yes

No

Is your policy/proposal relevant to the following questions?

B1-Carbon emissions - Will it reduce carbon emissions?

In thinking about this question:

- How will it reduce greenhouse gas emissions?
- How will it provide renewable sources of energy?
- How will it reduce the need for motorised vehicle travel?
- How will it encourage and support residents to reduce carbon emissions?

If you want more information contact Tristan.thorn@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cmu-sustainability-strategy.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

B - Environment and climate change

Yes

No

Is your policy/proposal relevant to the following questions?

B2-Energy use - Will it reduce energy use?

In thinking about this question:

- How will it reduce water consumption?
- How will it reduce electricity consumption?
- How will it reduce gas consumption?
- How will it reduce the production of waste?

If you want more information contact Triston.thorn@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/pln-portsmouth-plan-post-adoption.pdf>

<https://democracy.portsmouth.gov.uk/documents/s24685/Home%20Energy%20Appendix%201%20-%20Energy%20and%20water%20at%20home%20-%20Strategy%202019-25.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

Should our NPO application (see above) be successful we will be looking to quantify the current carbon footprint of Portsmouth Museums and take action in a more formal way than at present to further reduce it.

How are you going to measure/check the impact of your proposal?

TBC

B - Environment and climate change

Yes

No

Is your policy/proposal relevant to the following questions?

B3 - Climate change mitigation and flooding-Will it proactively mitigate against a changing climate and flooding?



In thinking about this question:

- How will it minimise flood risk from both coastal and surface flooding in the future?
- How will it protect properties and buildings from flooding?
- How will it make local people aware of the risk from flooding?
- How will it mitigate for future changes in temperature and extreme weather events?

If you want more information contact Tristan.thorn@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/env-surface-water-management-plan-2019.pdf>

<https://www.portsmouth.gov.uk/ext/documents-external/cou-flood-risk-management-plan.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

The city's natural history collections contain data evidencing the impact of climate change and thus are a potential tool for engaging people - especially families with young children - with some of the issues.

How are you going to measure/check the impact of your proposal?

We evaluate our activity to measure impact using quantitative and qualitative tools.

B - Environment and climate change

Yes

No

Is your policy/proposal relevant to the following questions?

B4-Natural environment-Will it ensure public spaces are greener, more sustainable and well-maintained?



In thinking about this question:

- How will it encourage biodiversity and protect habitats?
- How will it preserve natural sites?
- How will it conserve and enhance natural species?

If you want more information contact Daniel.Young@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/pln-solent-recreation-mitigation-strategy-dec-17.pdf>

<https://www.portsmouth.gov.uk/ext/documents-external/pln-portsmouth-plan-post-adoption.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

As above, the city's natural history collection which has very good provenance is a repository of information about the biodiversity of the city and wider region. As work progresses on the collection we are providing data to biological recorders across the region. Through our displays, social media platforms etc we raise awareness of the natural world and the need for conservation of habitats.

How are you going to measure/check the impact of your proposal?

We evaluate our activity to measure impact using quantitative and qualitative tools.

B - Environment and climate change

Yes

No

Is your policy/proposal relevant to the following questions?

B5-Air quality - Will it improve air quality?

In thinking about this question:

- How will it reduce motor vehicle traffic congestion?
- How will it reduce emissions of key pollutants?
- How will it discourage the idling of motor vehicles?
- How will it reduce reliance on private car use?

If you want more information contact Hayley.Trower@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/env-aq-air-quality-plan-outline-business-case.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

B - Environment and climate change

Yes

No

Is your policy/proposal relevant to the following questions?

B6-Transport - Will it improve road safety and transport for the whole community?

In thinking about this question:

- How will it prioritise pedestrians, cyclists and public transport users over users of private vehicles?
- How will it allocate street space to ensure children and older people can walk and cycle safely in the area?
- How will it increase the proportion of journeys made using sustainable and active transport?
- How will it reduce the risk of traffic collisions, and near misses, with pedestrians and cyclists?

If you want more information contact Pam.Turton@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/travel/local-transport-plan-3>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

Is your policy/proposal relevant to the following questions?

B7-Waste management - Will it increase recycling and reduce the production of waste?

In thinking about this question:

- How will it reduce household waste and consumption?
- How will it increase recycling?
- How will it reduce industrial and construction waste?

If you want more information contact Steven.Russell@portsmouthcc.gov.uk or go to:

<https://documents.hants.gov.uk/mineralsandwaste/HampshireMineralsWastePlanADOPTED.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

How are you going to measure/check the impact of your proposal?

C - Regeneration of our city

Yes

No

Is your policy/proposal relevant to the following questions?

C1-Culture and heritage - Will it promote, protect and enhance our culture and heritage?



In thinking about this question:

- How will it protect areas of cultural value?
- How will it protect listed buildings?
- How will it encourage events and attractions?
- How will it make Portsmouth a city people want to live in?

If you want more information contact Claire.Looney@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/pln-portsmouth-plan-post-adoption.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

The forward plan for the year ahead includes activity to secure the future of the city's museum collections through activities to raise standards (as required by the national benchmark of accreditation), work on museum buildings (the majority are listed). It includes events and activities featuring the city's civic silver collection. Museums are inclusive shared public spaces contributing to community cohesion as well as providing inspiring opportunities to engage with collections.

How are you going to measure/check the impact of your proposal?

Achieving Accreditation (and NPO status).

C - Regeneration of our city

Yes

No

Is your policy/proposal relevant to the following questions?

C2-Employment and opportunities - Will it promote the development of a skilled workforce?



In thinking about this question:

- How will it improve qualifications and skills for local people?
- How will it reduce unemployment?
- How will it create high quality jobs?
- How will it improve earnings?

If you want more information contact Mark.Pembleton@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cou-regeneration-strategy.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

Our activity / special projects provide opportunities for people to gain confidence, new skills and experience. People who have worked with us as volunteers have gained paid employment elsewhere. We are committed to developing our staff.

How are you going to measure/check the impact of your proposal?
We evaluate individual projects to inform future plans.

C - Regeneration of our city

Yes

No

Is your policy/proposal relevant to the following questions?

C3 - Economy - Will it encourage businesses to invest in the city, support sustainable growth and regeneration?



In thinking about this question:

- How will it encourage the development of key industries?
- How will it improve the local economy?
- How will it create valuable employment opportunities for local people?
- How will it promote employment and growth in the city?

If you want more information contact Mark.Pembleton@portsmouthcc.gov.uk or go to:

<https://www.portsmouth.gov.uk/ext/documents-external/cou-regeneration-strategy.pdf>

Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?

Museums contribute to the cultural ecology and creative industries of the city and along with other cultural activity are fundamental to attracting businesses to invest.

How are you going to measure/check the impact of your proposal?

Number of freelance opportunities, number of additional jobs created through project funding.

Q8 - Who was involved in the Integrated impact assessment?

Jane Mee

This IIA has been approved by: Stephen Baily

Contact number: 02392834399

Date: 18/7/2022

Agenda Item 5



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:	NPO application
Date of meeting:	29 July 2022
Report by:	Director of Culture, Leisure and Regulatory Services
Wards affected:	ALL

1. Requested by

1.1 Cabinet Member for Culture, Leisure and Economic Development

2. Purpose

2.1 To update the Cabinet Member on the recent application to Arts Council England (ACE) for National Portfolio Organisation (NPO) funding.

3. Information Requested

3.1 The Museums bid for NPO status reflects the aspirations of the City Vision, the council's Museums Strategy 2020-2026 and the ACE strategy Let's Create. ACE has also identified Portsmouth as a Priority Place for support.

3.2 Our aim is to transform the cultural offer by involving and engaging with the people of Portsmouth in their own community setting. We will target people from some of the city's most socio-economically deprived and most diverse communities from Charles Dickens, Paulsgrove and Fratton Wards and other under-represented groups, enabling and empowering them to shape the development of the museum collections and the events and exhibition programmes at the city's museums. We will embed co-production in all that we do as a means of increasing representation.

3.3 Critical to our success will be the appointment of six new community connector posts led by a museum development post. This will be a diverse team of young people recruited from our target communities. Partnerships will also be key. Delivery of the NPO programme will involve individual freelance creatives to organisations including Aspex and the University of Portsmouth.

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- 3.4 To achieve NPO status Portsmouth Museums also has to address ACE's four investment principles - ambition and quality, environmental responsibility, dynamism and inclusivity and relevance - explaining how we plan to change and grow over the three years of the programme. Under ambition and quality for example we said our ambition is to have co-developed an approach for a new museum of Portsmouth developed in conversation and through practice with residents, creatives, partners and other stakeholders that was supported and championed by residents. We then had to state what we would achieve in year one and the actions required to get us there.
- 3.5 As a local authority we are required also to establish an advisory board, accountable to ACE for the delivery of the NPO. The advisory board needs to reflect the commitment to diversity and inclusion expressed in the Museums Strategy and integral to Let's Create. In order to meet NPO timescales we have taken the step of convening a Shadow NPO Advisory Board (with two members at present) so that we can draft the relevant Terms and Conditions and be ready to recruit more Board Members should our application be successful,
- 3.6 The NPO application was submitted in May. We will hear the outcome in October. Our bid is for just over a total of one million pounds for the three years of the NPO funding. If successful, the programme will begin in April 2023.
- 3.7 It should be noted however, that the bidding process will be highly competitive. Although we have endeavoured to fully meet ACE requirements and aspirations, this is of course no guarantee of success.

.....
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



Portsmouth
CITY COUNCIL

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Agenda Item 6



Portsmouth
CITY COUNCIL

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

Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Subject:	Bookfest 2022
Date of meeting:	29 July 2022
Report by:	Director of Culture, Leisure and Regulatory Services
Wards affected:	All

1. Requested by

1.1 Cabinet Member for Culture, Leisure and Economic Development

2. Purpose

2.1 To update the Cabinet Member on the success of the 2022 Festival and the return to in person events following the Pandemic.

3. Information Requested

3.1 Background to BookFest

3.1.1 Portsmouth BookFest was launched in 2010 by the Library and Archive Service, working in partnership with independent bookseller The Hayling Island Bookshop, with the aim of promoting reading for pleasure and encouraging attendance at book events by those who might not ordinarily attend book events.

3.1.2 The festival hosts events with bestselling authors and speakers and supports local writing talent and creativity through a programme of activity across a two-three-week duration. It sees collaboration with the University of Portsmouth, local writing and spoken word groups in Portsmouth and the South Hampshire region and several local venues.

3.1.3 The festival meets City aims and objectives by attracting visitors to the city and thus helping promote the Great Waterfront City as a destination. It also encourages reading for pleasure in local children and adults, helping to increase their skills. It contributes to the local economy by encouraging skills and confidence in local people.



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3.1.4 2022 was the eleventh festival and marked the return to in person events following the Pandemic. The 2021 festival had been delivered entirely online and was very successful, so it has been interesting to see how audiences have responded to in person events again. Some events were still offered online, responding to feedback from some attendees last year that they prefer to attend events online due to commitments and responsibilities at home or access issues.

3.2 Statistics and feedback

3.2.1 Ticket sales

A total of 740 tickets were sold for events. This was down on the previous three years (2021:1004, 2020: 1358 and 2019: 930) but an increase on 2018 (600). The fact tickets sales were slightly lower this year was not a surprise to the Library and Archive Service as the Omicron variant arrived in December and so some people were still worried about attending in person events in February and early March. However, of those who did attend many verbally expressed how pleased they were to be attending events in libraries and venues again. In fact, it was interesting to note that ticket sales were far higher for the in- person events than the digital events, suggesting that people are tiring of online events.

Of the events offered this year, the highest tickets sales were for David Lammy, Celia Clark's talk on Portsmouth, local author Pete Adams, Around the World in 10 Books and MysteryFest.

3.2.2 Audience data

It has been possible to analyse audience data from the feedback forms we received although it is worth noting that feedback forms were not collected at all events, including the Zoom events.

3.2.3 Areas:

- 48.2 % of audiences came from the PO1-PO6 area. This is comparable with previous festivals.
- 5.25 % came from PO postcodes PO7 and above
- 5.25 % came from outside of the PO area with SO (Southampton and Winchester area) being the most common postcodes. This tells us that although BookFest does attract audiences from further afield it is very much a local book festival. This reflects the fact that BookFest does not advertise widely outside of the city although programme leaflets were delivered to locations in Havant, Fareham and Petersfield. To advertise beyond the city would require a significant financial investment in transport and tourist hub campaigns and paid for social media targeted campaigns.



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3.2.4 Ages:

The following statistics show the breakdown of ages that attended BookFest events.

0-10	7.50%
11-20	5.50%
21-30	4.20%
31-40	8.40%
41-50	6.30%
51-60	7.30%
60+	29.40%
Prefer not to say	31.50%

3.2.5 BookFest continues to be a festival that attracts a high number of attendees in the 60+ age bracket. This figure reflects the availability of this audience age group to attend events at different times of the day and week and very much reflects the picture nationally of attendance at arts and cultural events. This year we saw less attendees than previous years in the 0-10 age group and this is because we did not host a Gruffalo or book character event this year. The 7.5% who did attend though very much enjoyed the storytimes that were on offer and the 11-20 age group attended and enjoyed the Octopus Medicine writing workshops that took place, with some incredibly mature and imaginative writing being produced. Around The World In 10 Books continues to be an annual event that attracts a wide range of ages.

3.2.6 BookFest this year was mainly a female audience with 51.5% of evaluation forms stating 'female' and only 11.55% stating 'male'. However, it is worth noting that 36.5% of respondents did not give their gender so it is misleading to assume the festival was predominantly female. It was also noted at the David Lammy event that there was a high number of male attendees. To attract more men to Bookfest events we plan to continue to offer events that promote current affairs and provide debate as it is in those areas that we've seen higher male attendance.

3.3 Diversity

- 92% of attendees described themselves as 'White', 'White British', 'White English' or 'British'. There was a small number of responses from attendees describing themselves as 'Asian and English', 'White Asian', 'Black African', 'Mixed race', 'Romanian' and 'Eastern European'.
- BookFest has been working hard to make the festival more accessible by presenting a more diverse range of speakers and authors. The David Lammy event drew a more diverse audience and this year the University presented an event called 'Diverse Voices' which celebrated Portsmouth writing from different communities. Around the World in 10 Books event contributes to making the festival more diverse in that it promotes an interest in reading books from across the globe.
- This is a good start, but BookFest has more work to do on talking to different communities about the events they would like to see in future years and this



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needs to be done by working in partnership with groups the Service accesses through other activities and events.

3.4 Feedback

Feedback about the quality of the events and what the audience gained from the events was very positive:

- The series of screen writing workshops run by a local author were particularly appreciated:

"just to let you know that I really enjoyed this afternoon at Carnegie: the really committed facilitator did a great job thanks for the opportunity".

"I have learnt a lot on how to give a character an edge and how props could really elevate the script."

- Writing workshops continue to be very popular in general with excellent feedback about Lucy Flannery and Scott Pack's workshops.
- The David Lammy event was a high-profile event which attracted lots of attention and many attendees verbally expressed how much they had enjoyed the event and most also purchased David's book. *"Fascinating event: great to meet David and have a chance to discuss current issues".* The University of Portsmouth partnered BookFest on this event and kindly provided an excellent lecture theatre and audio system on the evening.
- Audiences would like to continue to attend writing workshops, with good attendance and feedback at all the workshops offered.
- They greatly enjoy events about the local area or local people (Celia Clark's talk on Portsmouth, the talk on Julia Margaret Cameron and Pete Adams the local crime/thriller author were all very well attended and saw enthusiastic audiences).
- Political figures continue to be popular - David Lammy's event followed on from the hugely popular Alan Johnson event in 2019 and the Lord David Owen event in 2017. Audiences really enjoy the chance to ask questions and debate.
- The children's offer should continue to be expanded as it is clear there is real demand for activities and events, and it is planned that the 2023 festival will devote the whole of the half term week to children's events and workshops.

3.5 Staff support

This year the Service Development Manager was supported by a Library Assistant for ten hours per week. This proved to be very beneficial to the Manager and to the



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festival as the Assistant was able to ensure leaflets were distributed widely around the city and to focus on the social media promotion - something that is becoming more and more important to spend time on to increase the festival's reach.

.....

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

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Agenda Item 7



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(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:	Portsmouth Visitor Economy - Update January to June 2022
Date of meeting:	29 July 2022
Report by:	Director of Culture, Leisure and Regulatory Services
Wards affected:	All

1. Requested by

1.1 Cabinet Member for Culture, Leisure and Economic Development.

2. Purpose

2.1 The purpose of the report is to update Members on the Visit Portsmouth team's marketing activity, partnership working and research from January to June 2022.

3. Information Requested

3.1 This report provides an update on activity undertaken by the Visit Portsmouth Team in the first six months of 2022 to increase visits and spend in the destination and so maximise the benefits locally of the visitor economy.

3.2 The report includes updates on domestic and international marketing activity and results, partnership working and recent research results.

3.3 Although we are moving through a period of recovery and many destination partners are seeing good results, there are reports that visitor behaviour has changed with many more late bookings making planning difficult for businesses.

3.4 It is crucial at this time, along with further concerns around the cost-of-living crisis and rising fuel costs, that the Visit Portsmouth team continue to support local tourism businesses through funded marketing activity, advice and information.

3.5 Domestic marketing

Although Portsmouth is now starting to see a return in international visitors, the main

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focus over the last six months has been to continue work to regain the domestic market.

- 3.6 The first major campaign of the year ran over the February half-term period, funded by the Government's Welcome Back Fund, supported by the European Regional Development Fund.
- 3.7 Using Global Media, Visit Portsmouth ran an outdoor digital poster campaign for two weeks, from 14 to 27 February. The campaign was in six key locations in our target areas for the day visit market: Southampton, Brighton, Portsmouth, M3 Tower outbound/inbound, A3 Richmond Park and A3 Royal Kingston.
- 3.8 Building on previous relationships, Visit Portsmouth secured £37,000 worth of advertising for £15,000. Over the campaign the service actually delivered 297,245 plays - an increase of 256.6% on the forecast. This puts impacts at near 1.17 million.
- 3.9 The service also ran a radio campaign with Wave 105. The forecast reach for this campaign was 284,832 people, generating 1,828,782 impacts.
- 3.10 Website analytics data for 14 to 27 February shows an increase in visitors to the Visit Portsmouth website of 11.43% compared with the previous period, an increase of 31.63% month-on-month, and a 255.4% increase year-on-year (albeit comparing different periods of restrictions).
- 3.11 Web visitors who fit within Google's 'Travel Buffs' demographic increased 24.5% during this period, with some of the biggest gains being seen among the shopping-oriented categories.
- 3.12 The second campaign followed swiftly with a focus on English Tourism Week in March, launching this national week with the publication of our new 2022 Events Guide for Portsmouth and the start of a further outdoor and social media campaign.
- 3.13 The outdoor campaign had a London focus at Waterloo and included digital landmark billboards above 3 main escalators, digital escalator panels and six sheet posters, jointly funded by Visit Portsmouth and South Western Railway. This campaign again over-delivered with 3,360,601 delivered plays, way over the 1,169,000 booked plays. The total number of impacts generated from these poster sites was 8,166,220, with a frequency of x 14.7.
- 3.14 Throughout English Tourism Week a series of social posts were published to promote the week itself, whilst also shining a light on some of the biggest, best and most popular tourist attractions around the city. The campaign included a suite of

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images designed with #ETW2022 branding provided by Visit England, used with hero images of city attractions and beauty spots.

- 3.15 More than 55,000 people were reached through these social posts (all organic), driving 670 actions. Alongside the organic posts we ran a separate advertisement to promote the local-only deals (covered in more detail below). Facebook Adverts were chosen for this part of the campaign so we could more effectively limit the geographic target area, to only reach people within Portsmouth with the offers open to them. For £200 of ad spend we generated almost 65,000 impressions, reaching almost 22,000 people.
- 3.16 A designated landing page was created on the Visit Portsmouth website, featuring all the information on the event itself, some statistics on the importance of tourism to the UK, and promoting the city specifically. It too utilised the English Tourism Week branding from Visit England, but with recognisable Portsmouth landmarks included within.
- 3.17 The landing page also detailed some special limited-time discounts for local residents offered by attractions including Portsmouth Guildhall, the Spinnaker Tower, Portsmouth Historic Dockyard, The D-Day Story, Exploria and Hovertravel. The page was viewed some 2,327 times, with an Average Time on Page of almost three times the site average.
- 3.18 During English Tourism Week, the Visit Portsmouth website saw a: 32.6% increase in Users 33% increase in Sessions 23% increase in Page Views and 2.6% increase in Average Time on Page. Some of the biggest increases were seen on the Events pages, as people sought out things to see and do during a future visit, or to discover what was on imminently if they were already in the city.
- 3.19 The team also ran smaller campaigns and marketing activity around holiday periods and anniversaries e.g., New Year, Easter, Jubilee Weekend.
- 3.20 On social media the Facebook page has reached over 914,000 so far this year, whilst on Twitter it's 182,000. The Facebook and Instagram posts have enjoyed a total reach of 1.7 million - the biggest successes coming from a post promoting Visit Britain's 'Welcome to Another Side of Britain' campaign (387,000) and the 100-year anniversary of HMS Victory's move to dry dock (110,000). Other locally focused posts that did well include the re-opening of the Splash Pools and the announcement of Southsea Food Festival's return.
- 3.21 The Facebook and Instagram posts have generated over 11,500 reactions and driven almost 35,000 clicks through to our website. On Facebook, women account for 57% of our page likes. The 25-34 age range is the largest for page likes, followed by

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those aged 35-44. The Visit Portsmouth Facebook page now has 37,300 likes, putting Visit Portsmouth above Visit Brighton (29,600) and Visit Bournemouth (6,400).

- 3.22 Working with major destination partners (Portsmouth Historic Dockyard, Gunwharf Quays, Spinnaker Tower) and South Western Railway a main season campaign will launch in London and online in early July and be repeated in early September. This will include outdoor landmark digital billboards at Waterloo, across the London Underground and a social media campaign promoting different versions of a destination film using Facebook, YouTube and Sky platforms.
- 3.23 Press and PR is also a key marketing tool and our SLA with Tourism South East provides us with a dedicated PR resource. In the last full year 55 items were pitched achieving a 20% take-up including, in the last six months, the Guardian, Daily Mirror and Daily Express.
- 3.24 In addition, the service partnered with Govia Thameslink to be included in their paid blog series on Guardian Travel: 'Leisure Like a Local'. Portsmouth got a mention in three of the blogs, promoting independent places to eat, the abseil experience down Spinnaker Tower, and the Love Southsea Markets. Visit Portsmouth team have also arranged a further press visit from The Guardian to the Village Hotel for an upcoming piece on Eco Hotels (to be published) and submitted imagery to TransWilts and GWR for poster sites on the network.
- 3.25 As part of a Visit England campaign UniLAD shared a short video on their recent experiential press visit to Portsmouth (focusing on city foraging, Portsmouth Distillery and Hideout Coffee). This was amplified it on Visit Portsmouth social channels and the service worked with the UniLAD team on providing their City Guide with added exposure with physical posters and print outs installed across the city.
- 3.26 The team have also been working with partners to attract the **group market**, with a Visit Portsmouth presence at both the virtual Excursions trade show in January and the in person show at Twickenham Stadium in March. There was good interest in Portsmouth and as a direct result of a meeting at the show AGTO - the Association of Group Travel Organisers - are running a familiarisation visit for their members to Portsmouth in July.
- 3.27 International Marketing
In March Visit Portsmouth attended Explore GB, the Visit Britain flagship international marketing event - held virtually again this year. 60 meetings were held over four days with a range of international buyers, including tour operators and online travel agents. Although most expected some recovery this year, they are looking at 2023 as the main year for recovery to start, with 2024 being the year things return to around 90% of previous sales. A range of challenges were reported including the pandemic (some

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countries are still requiring negative test for return or not allowing international travel at all), Brexit, the war in Ukraine and the rise in living costs and fuel costs. However, Portsmouth was warmly received with many wanting more information to look to feature the city in future itineraries.

- 3.28 The team have been working closely with the International Port and Shaping the Future of Portsmouth as regards the Cruise market. Ambassadors have been greeting some of the cruise calls to provide information on Portsmouth to visitors and meetings have taken place with two of the principal Ground Handler companies (who create and sell most of the off-cruise excursions) to encourage more local excursions. Visit Portsmouth will host a Cruise Business Event with Shaping in November to which all relevant tourism businesses will be invited, to meet with the ground handler companies in person and find out more about working with the cruise industry.
- 3.29 Further plans for international marketing will be finalised this summer with activity taking place in the November to March period, hopefully with trade fairs open in person.
- 3.30 MICE marketing (meetings, incentives, conferences, events).
Visit Portsmouth attended Meet GB for the first time in February - Visit Britain's virtual international marketing event for the MICE market. This was a useful event with some good interest in Portsmouth and one confirmed lead.
- 3.31 The team also attended the PA Show/Confex in London in March as part of the Tourism South East 'Meet Beyond London' stand. Again, there was some good interest in the city and especially enquiries for away days and team building exercises as businesses start to bring staff back to the workplace. The service attended both these events as 'VIP - Venues in Portsmouth' as Visit Portsmouth supports partners during the recovery period for this market.
- 3.32 Partnership working
As ever partnership working is key to all activity carried out by the Visit Portsmouth team. This includes national and regional partnerships such as Visit England/Visit Britain, England's Coast, Tourism South East and South Western Railway. Working with these partners enables Portsmouth to have greater reach both domestically and nationally and join activity that the service could not afford to carry out on a stand-alone basis.
- 3.33 England's Coast promote the whole of the country's coastline to both a domestic audience and to Dutch, German, French, Spanish and Italian visitors. Portsmouth has coverage both on the website, in social media posts and in international marketing activity. In March this group launched '2023 Year of the Coast' at Explore GB. This initiative, running next year, will include the launch of England' Coast Path which when fully open will be the longest coastal path in the world.

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- 3.34 Local partnerships are also key of course. In recent times this has been more about supporting local businesses as they recover, than businesses buying into activity.
- 3.35 It is heartening though to see ongoing financial commitment to the main season campaign. The team have also started sales for new destination publications for 2023, this is likely to be more challenging than in the past, as businesses are still recovering with some potentially troubling times ahead.
- 3.36 Regular Visit Portsmouth Destination Network meetings are held at least six times a year to update partners on marketing activity and relevant city information. The meetings are also an opportunity to get a feel for how businesses are faring, sharing best practice and networking.
- 3.37 Research
Two pieces of research were published in the last six months, an interim 'Portsmouth Economic Impact Research' report and our Visit Portsmouth in-house online survey report.
- 3.38 The economic impact research was commissioned by Tourism South East and includes Cambridge economic impacts data 2016 to 2020, an accommodation study and Visitor estimates for 2021. This is an ongoing piece of research to be revised later this year.
- 3.39 As the report runs the Cambridge model data for 2016 to 2019 as well as the pandemic years this gives an update on pre-pandemic numbers which peaked at just over 14 million visits in 2019.
- 3.40 Visits for 2020 were estimated at just over 11 million but spend was of course massively down by an estimated 67% as visitors were more local and taking part in free outdoor activities when allowed for much of this year.
- 3.41 2021 figures are estimated using an alternate method to the Cambridge model as national data was not available and a new model is currently in development. Full details of the methodology are in the attached report. This interim report estimates 11.4 million visits in 2021, but the final report may revise this figure.
- 3.42 2021 saw the Visit Portsmouth team run its Visitor Survey once more. Though the survey is typically completed annually, this was the first iteration since 2019, owing to the huge changes brought about as a result of the pandemic. As in previous years, many questions were kept identical, so like-for-like responses could be collected and

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then analysed. Additionally, a number of new questions were added for 2021, to assess the impact of the pandemic on people's travel habits and general views.

3.43 Respondents were asked how much they enjoyed their visit to Portsmouth on a scale of 1-5, with 5 being the best. In 2021, 92.2% respondents ranked their visit as four or five stars. At the other end of the scale, just 0.4% and 0.8% gave one and two

stars respectively. Full details available in the appendix.

3.44 Future Plans

The Visit Portsmouth team will continue to work to the current marketing and communications plan through to March 2023. A new plan will be created and presented along with a report in the final quarter of the current financial year.

.....

Signed by

Stephen Baily

Director of Culture, Leisure and Regulatory Services

Appendices:

Appendix 1: Visit Portsmouth Survey Results 2021.

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
Portsmouth Economic Impact research, Tourism South East, March 2022	Tourism South East, registered office 40 Chamberlayne Road, Eastleigh, Hampshire

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Visit Portsmouth

Visitor Survey Results

2021/22

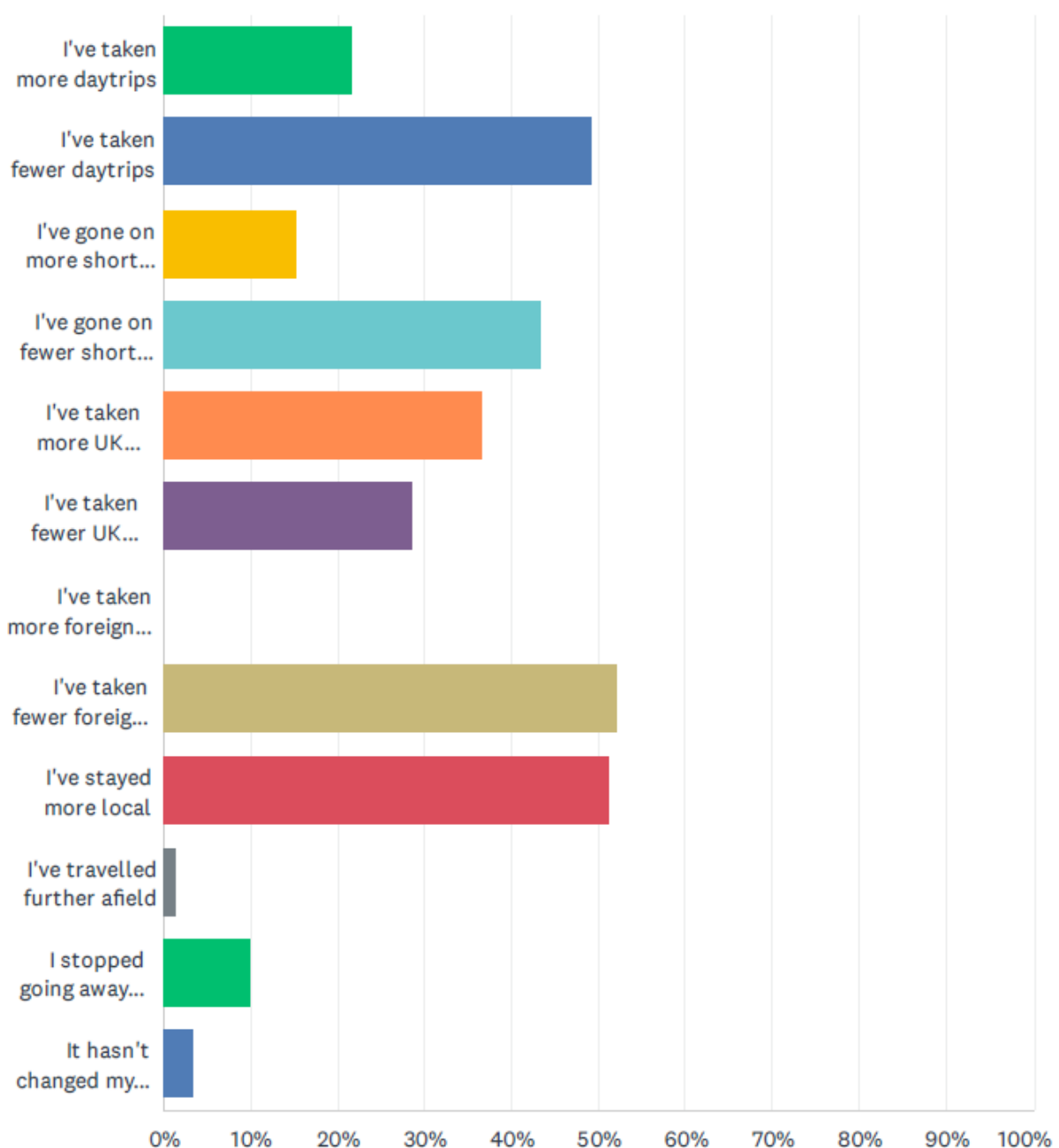


The Covid-19 impact

This year we added a question to ascertain how much the pandemic - and its associated restrictions, lockdowns and fears - impacted people and their travel plans. 49.2% of respondents said they had taken fewer daytrips as a direct result of the pandemic, with 21.8% saying the number of trips they'd taken had increased. It was a similar story around short breaks, with 43.5% saying they had taken fewer than usual over the past two years, whereas just 15.3% had taken more.

As expected, travel restrictions left more people searching for holidays at home. 36.6% of our respondents said they'd been on more UK holidays than usual these past two years, with 52.3% saying they'd taken fewer foreign holidays. Not a single respondent said they'd taken more foreign breaks than they had done pre-pandemic.

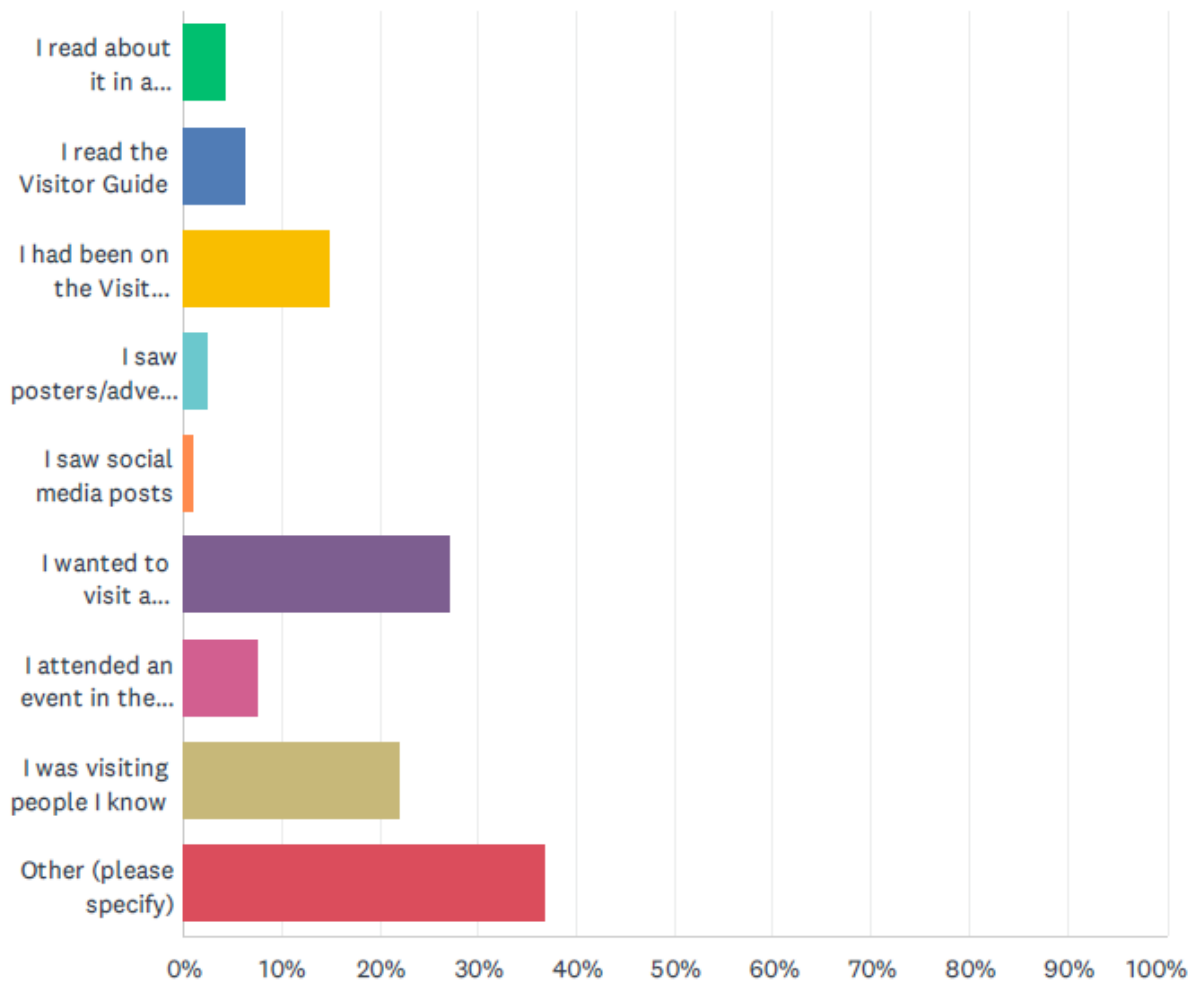
Almost one in ten (9.9%) respondents said the pandemic had stopped them going away altogether, whilst 3.4% reported the pandemic having had no impact on their travel habits whatsoever.



Why Portsmouth?

Just as in previous years, in 2021 we asked visitors what made them choose to come to Portsmouth. Of the options we provided, visiting a specific attraction came out on top (27%), followed by visiting friends or relatives (22.1%) and the Visit Portsmouth website (14.8%). These largely mirror the results from 2019, when the top three was the same, with only minor differences in the percentages.

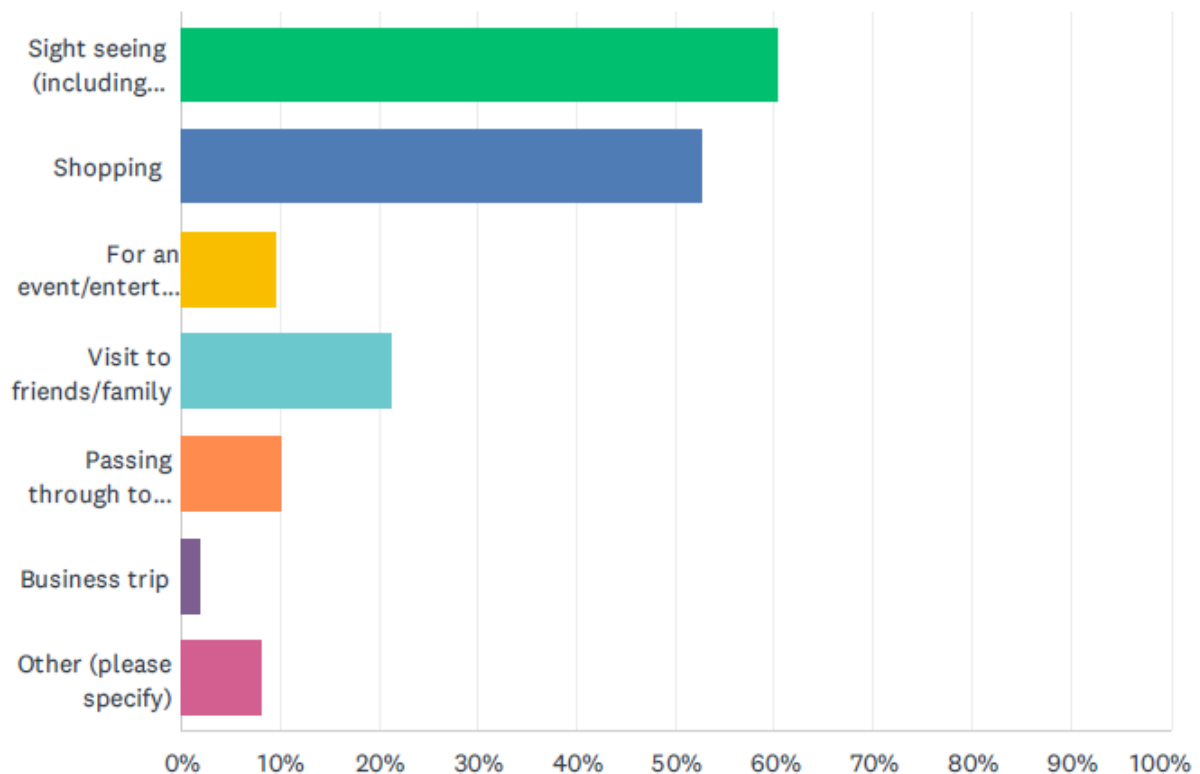
The 'Other' option also proved popular, garnering responses covering everything from heading back to old University stomping grounds, to supporting Portsmouth FC, and even going to hospital.



Type of trip

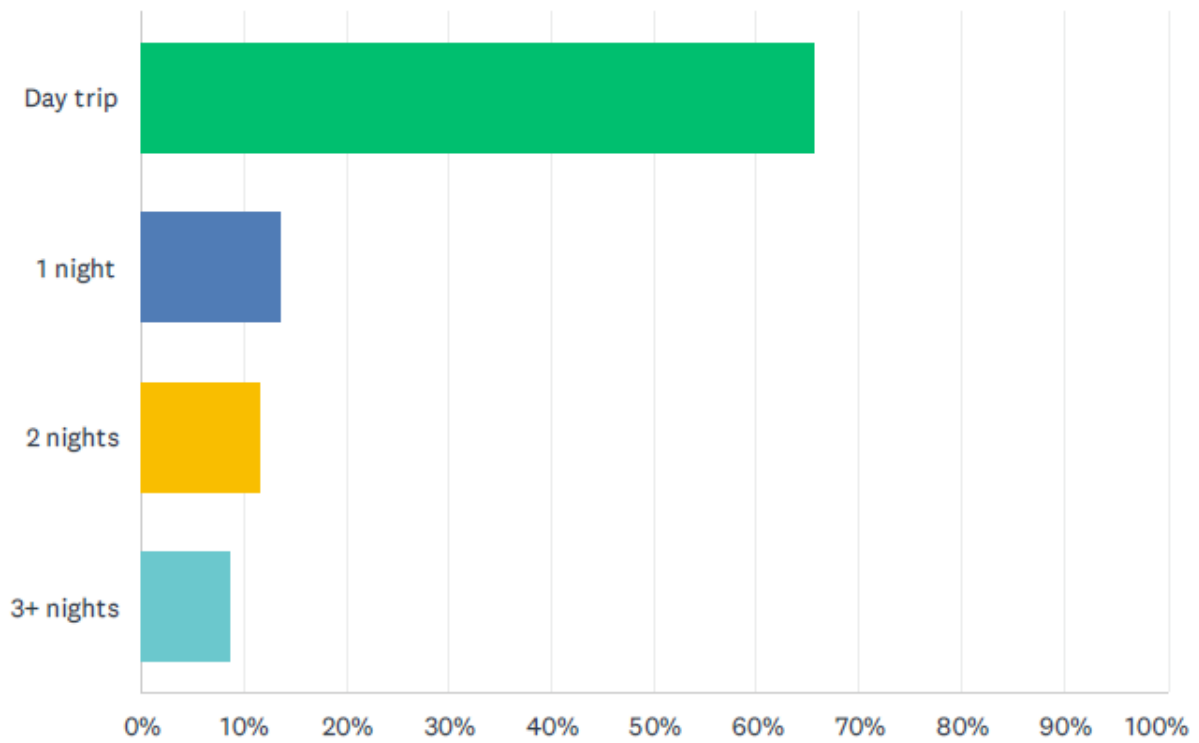
What visitors did on their trips to Portsmouth was also largely unchanged over the years. In 2021, 60.3% of respondents said they visited Portsmouth for sightseeing - a figure that stood at 60.5% in 2019. Similarly, 52.7% said they fitted shopping into their trip during 2021, as did 52.3% of respondents in 2019.

The largest difference concerned events, dropping from 17.9% in 2019 to 9.5% in 2021 - unsurprising, given how much had to be cancelled in line with government restrictions and concerns around the spread of the virus. This also impacted visits to friends and family, which dropped from 27.3% to 21.4%. That people decided against visiting friends and relatives here but continued to come for attractions and shopping should showcase how much of a draw the city is to culture buffs and shopaholics alike.



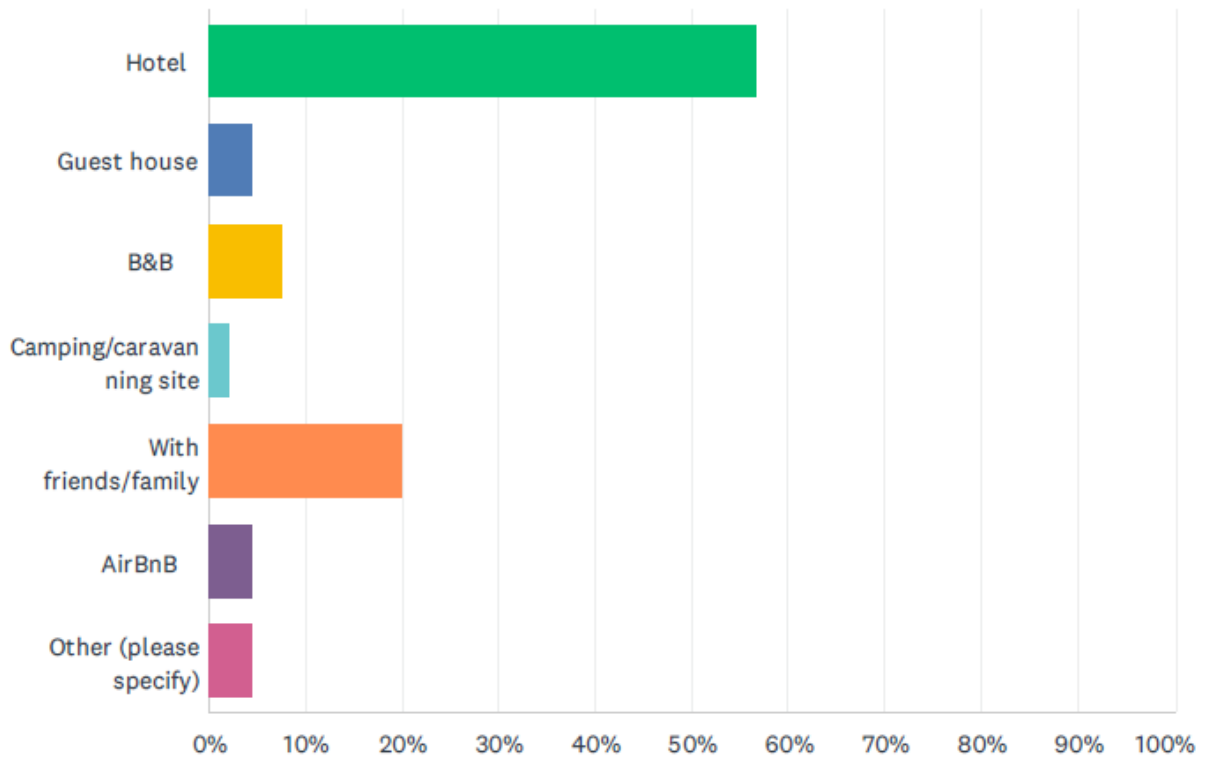
Length of stay

Daytrips remain by far the most common types of break in Portsmouth - and have become even more commonplace during the pandemic. 65.7% of respondents in 2021 stayed just for the day, compared with 55.2% in 2019. Of those who stayed longer this time around, 13.7% were here for one night, 11.8% for two nights, and 8.8% for longer.



Accommodation

Those who did stay the night chose most often to base themselves in a hotel. The figures were largely unchanged over the two most recent surveys, polling around 56% for both. Staying with friends and family dropped in popularity, most likely because of the fall in trips of that kind, as noted above. Instead, guest houses and B&Bs both saw increases, from 2.5% to 4.4%, and from 4.5 to 7.8% respectively.

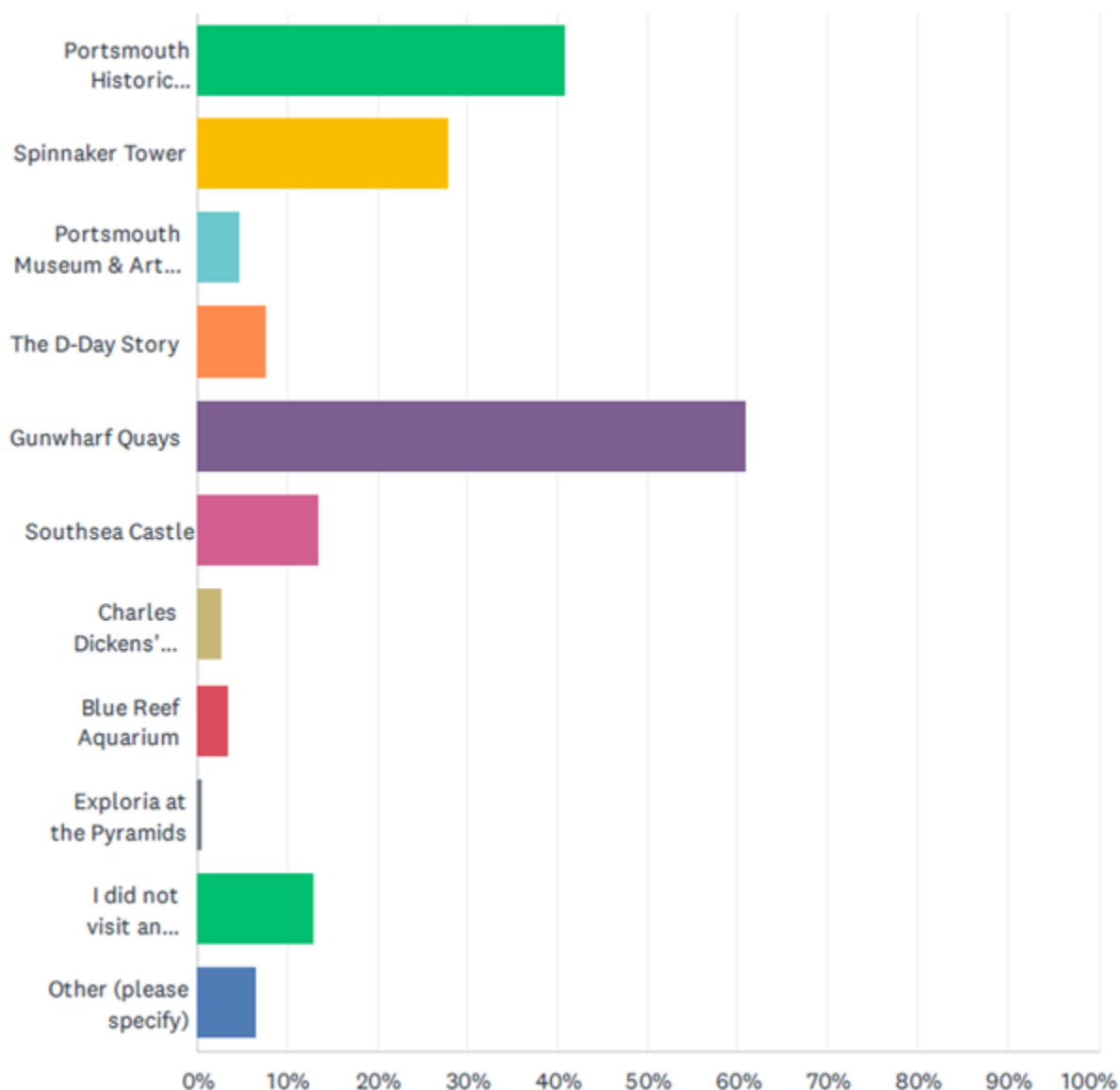


Attractions

As we've already covered, shopping was still a big draw for visitors, even amid fears of increased virus transmissibility indoors. Surely enough, Gunwharf Quays remained top of the list for attractions visited in our survey. Some 60.9% of respondents in 2021 found time in their trip to head to Gunwharf Quays, just slightly down on the 65% who did so in 2019.

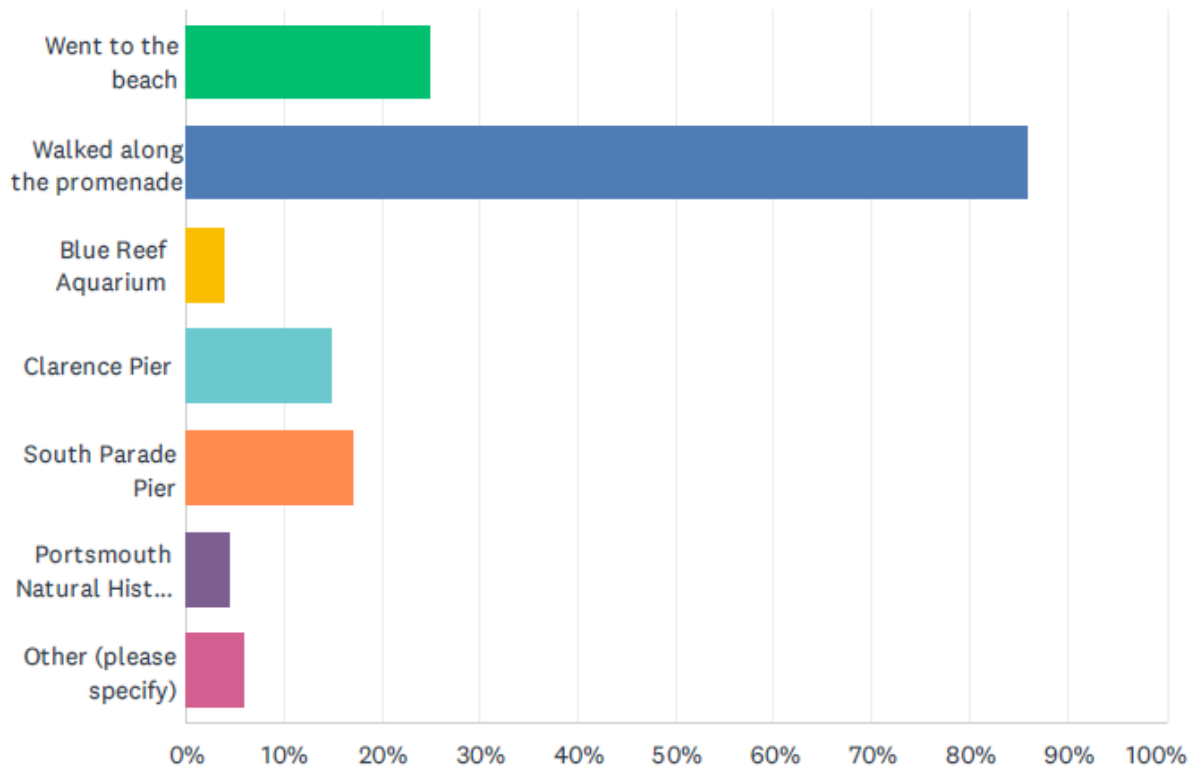
It wasn't such great news at Portsmouth Historic Dockyard, however, which dropped from 51% to 41% over the same period. However, the changes in regulations around what was able to open at different levels of lockdown meant that Gunwharf Quays was open for longer than the Historic Dockyard, which is likely to have played a large part in these results.

Other attractions also saw minor decreases - most likely as visitors flocked to the seafront and parks to explore more open areas in line with official health advice.



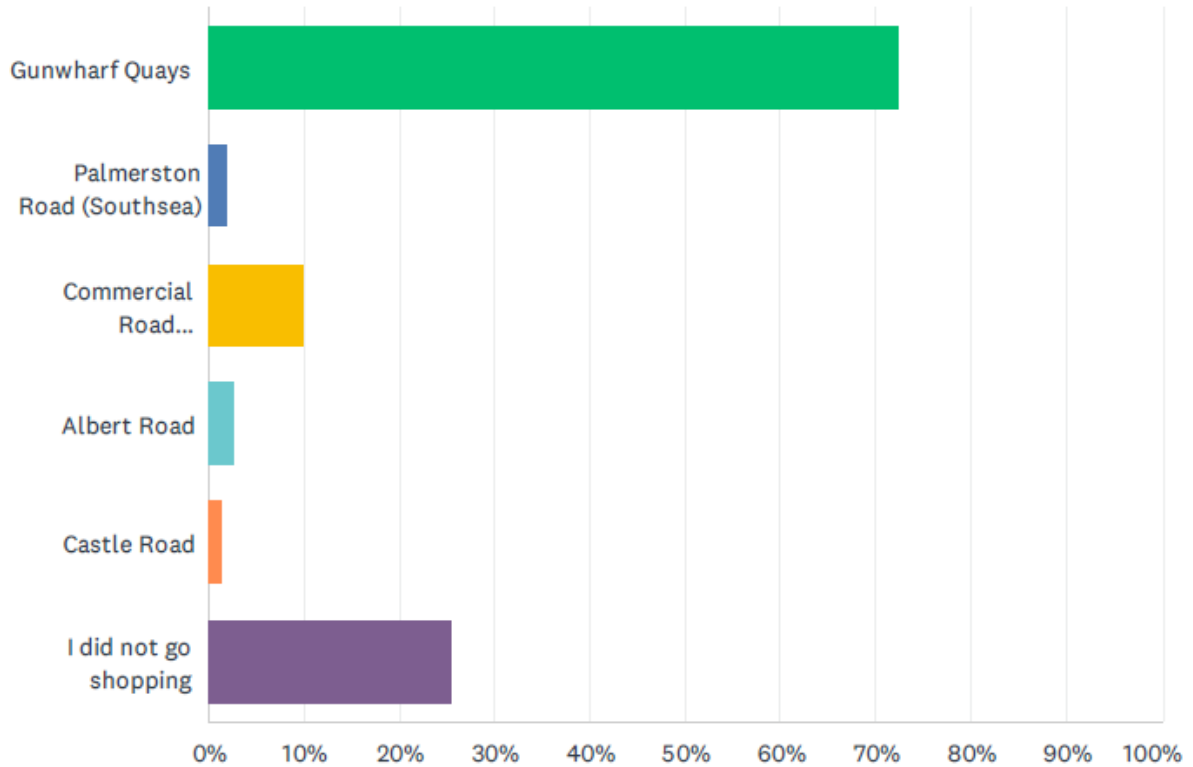
Seafront

The move towards open spaces is evidenced by responses to the question of whether people factored in a visit to the seafront during their trip. Whilst only a small increase, the share of people who headed to the water's edge still rose, from 76.3% to 77.2%. Whilst at the seafront, walks along the promenade remained popular, being enjoyed by exactly 86% of respondents in both 2019 and 2021. It wasn't such great news for indoor attractions, however. Those who reported having visited Clarence Pier, for example, fell from 25.7% to 15%.



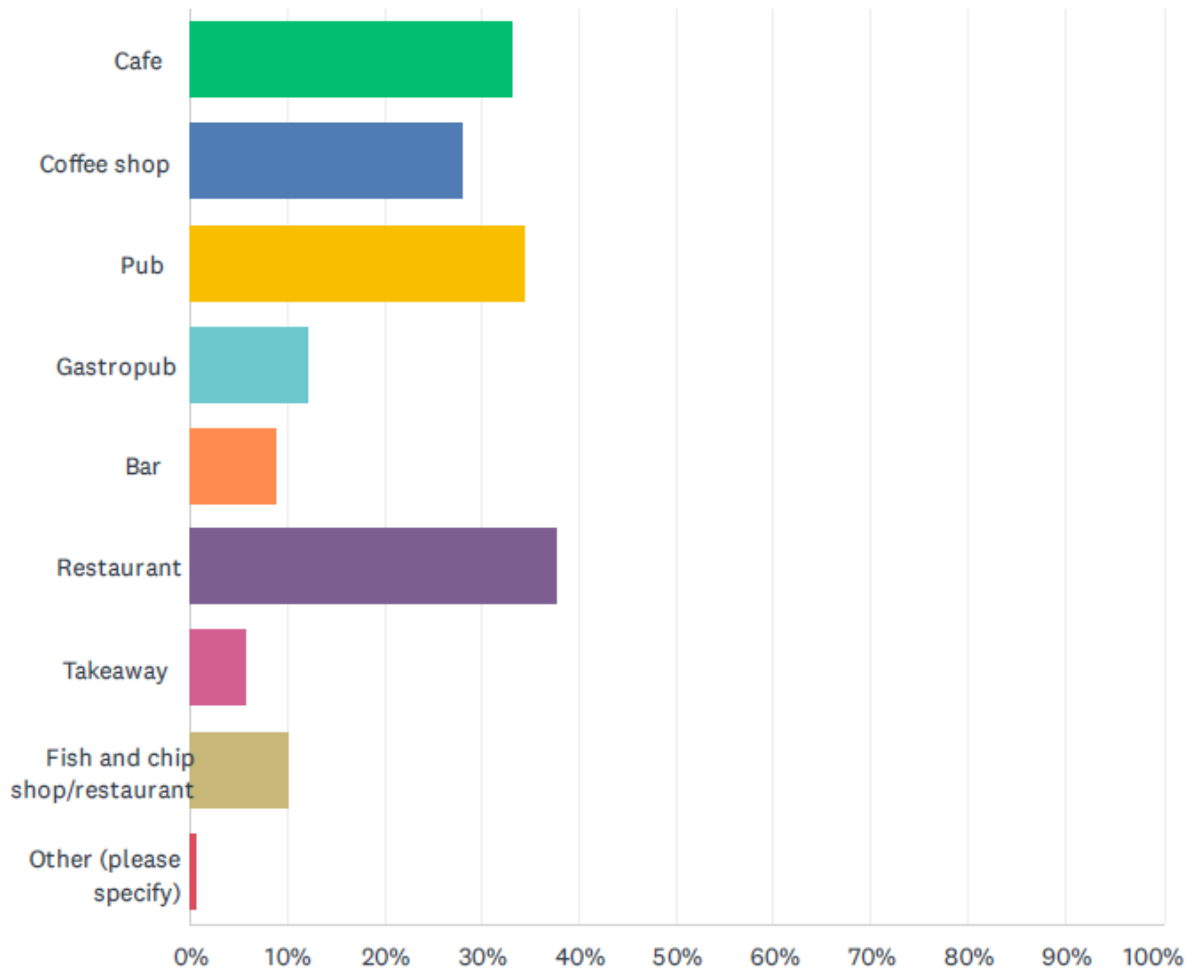
Shopping

As has been established, Gunwharf Quays is a major draw to the city, and it represented the shopping destination of choice for 72.6% of visitors in 2021. A further 10% went to Commercial Road. Interestingly, Albert Road overtook Palmerston Road into third place in our 2021 survey, with the number of people heading into central Southsea dropping from 9.4% to just 1.9%.



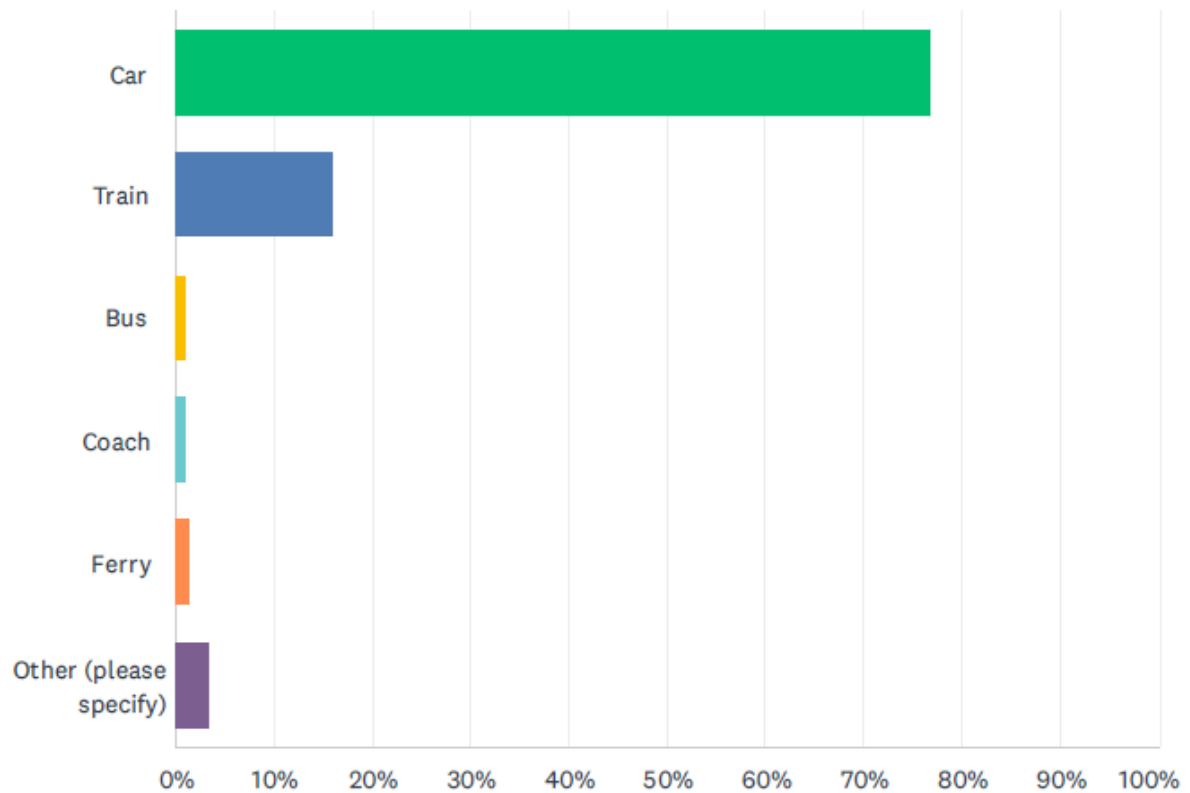
Eating out

Perhaps through concerns around the virus, or maybe because daytrips were on the up, the number of people eating at Portsmouth's restaurants, cafes and pubs saw a small decline in 2021. However, the numbers were still high. Some 77.2% of visitors headed out for food according to our most recent survey, whereas the figure was 84% in 2019.



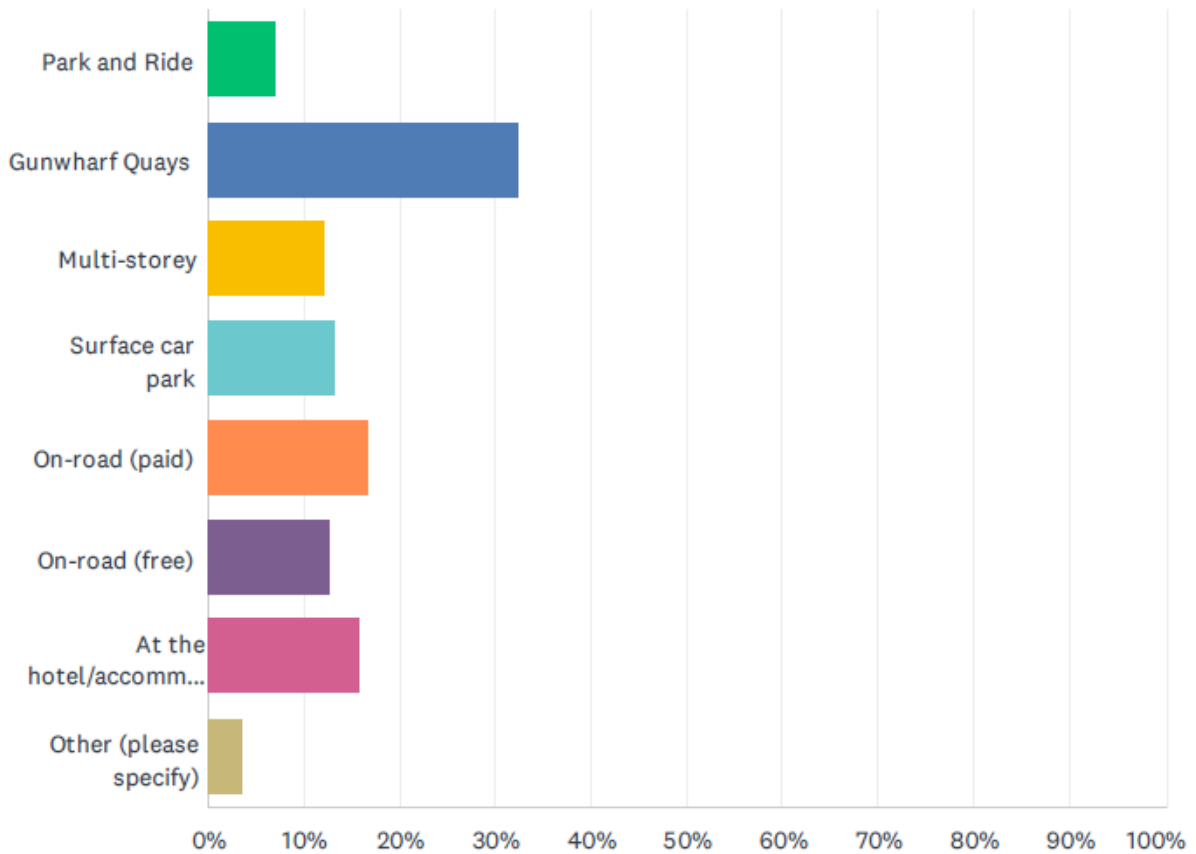
Travel

When it came to travel to Portsmouth, car was king. The share of people who drove themselves into the city rose in 2021, from 72.3% to 76.7% - almost certainly as a result of people wanting to keep distanced from others. Surely enough, the share of visitors who came in by train, bus or ferry saw decreases - though we must remember that many services were cancelled altogether or running limited timetables for much of the pandemic, which is also likely to have played a part.



Parking

As would be expected given its popularity, Gunwharf Quays wasn't just where many people visited, but also where they parked. In both recent surveys, the most popular parking option was Gunwharf Quays, taking around a 32% share. Elsewhere, 2021 saw an increase in those paying to park at the roadside - possibly to visit the seafront or Southsea Common, where much of the parking in the immediate surrounds is Pay and Display.



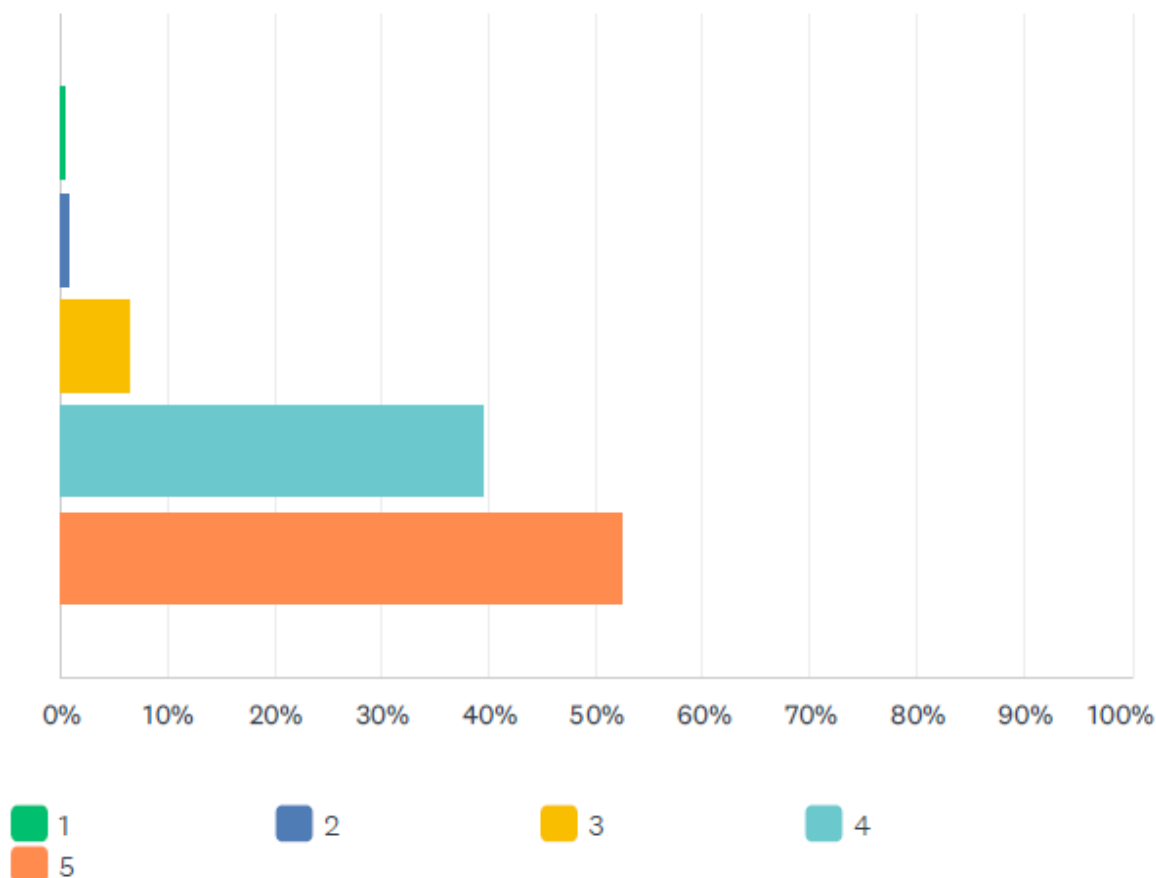
Enjoyment

We ask respondents to tell us how much they enjoyed their visit to Portsmouth on a scale of 1-5, with 5 being the best. We also ask them how likely they are to return next year, using the same scale.

In 2021, 52.5% of respondents ranked their enjoyment as a full five stars, with a further 39.7% giving four stars. This makes for a total of 92.2% respondents ranking their visit as four or five stars. At the other end of the scale, just 0.4% and 0.8% gave one and two stars respectively (as shown in the graph below).

Though good, these are still somewhat down on 2019, where 61.4% awarded five stars and 33.1% four stars (94.5% combined). However, with restrictions still in place for many visitors and the full experience of a trip away arguably still not yet back, this still seems a good result.

On their likelihood of returning, 47.9% of respondents in 2021 gave five stars, with a further 32.3% giving four (80.2% total). In 2019, five stars was given by 64.1% of respondents, with an additional 21.9% selecting four stars (86% total).

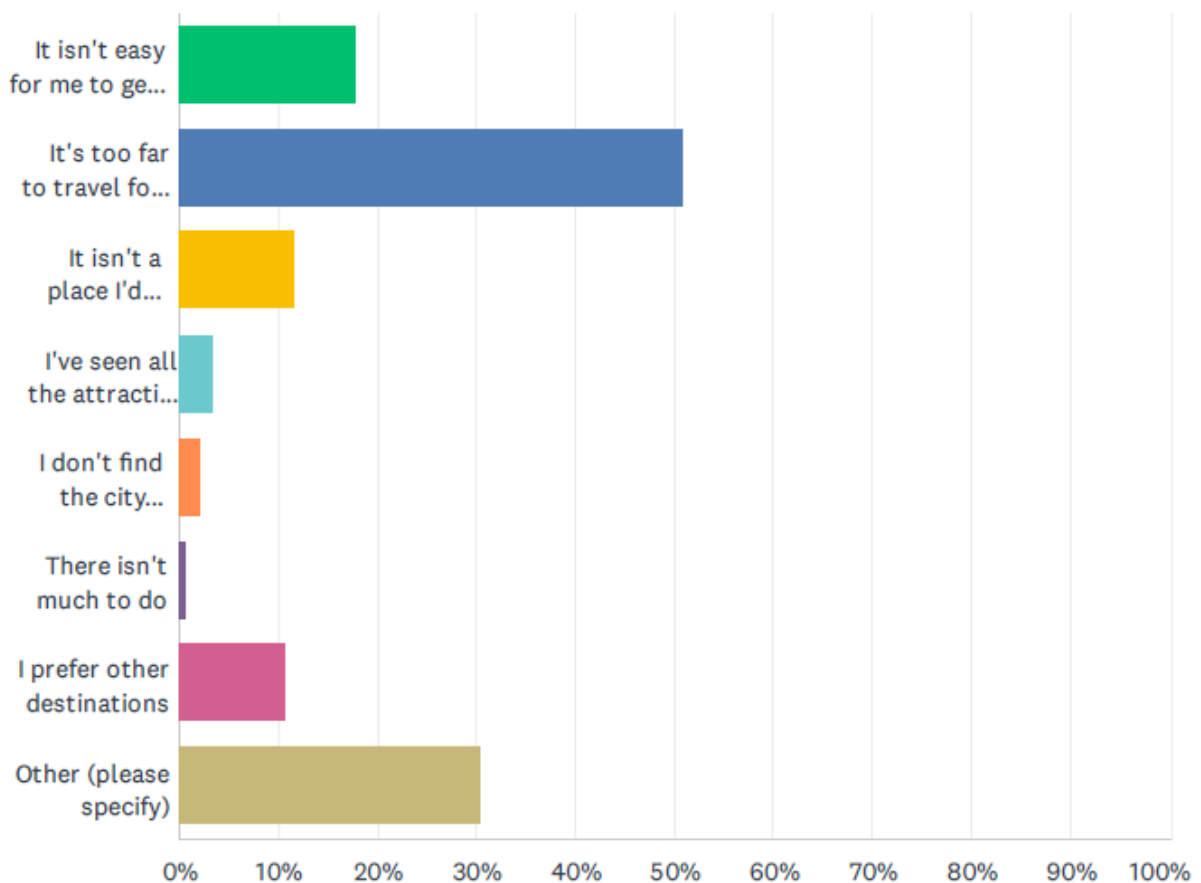


Why people don't visit

As well as visitors, we also gauge the opinions of non-visitors and lapsed visitors, to see why they haven't come. As in previous years, simple geography was by far the biggest obstacle for lapsed visitors, with over half (51%) saying it was too far for them to travel. Next (and possibly related) were those who said it wasn't easy to get here, at 17.8%. Other responses selected by around one in ten people were that they'd not considered Portsmouth for a short break (11.6%), and that they prefer other destinations (10.6%).

For non-visitors, the results were largely the same. However, the percentage of people who said they don't think there's much to do here dropped from 4.4% to 2.5% between 2019 and 2021. Also, those who said they thought Portsmouth wasn't for them fell from 2.3% to zero.

When pressed on what visitors can get more of elsewhere, countryside and beaches topped the list, at 44.2% and 37% respectively. These results mirror those seen in 2019, where countryside and beaches (one would assume of the sandy variety) also topped the list of draws to other destinations.



Visitor demographics

Each survey ends with a series of questions to ascertain the demographics of our visitors. From these, we discover the average respondent is aged 55-64, takes between 1 and 5 day trips a year, and between 1 and 3 short breaks. Responses to their annual household income are fairly evenly spread across all options, the order going:

£30,000 - £39,000 (17%)

£70,000+ (16.2%)

Less than £15,000 (14.5%)

£20,000 - £29,000 (14.3%)

£40,000 - £49,000 (14%)

£15,000 - £19,999 (9%)

£50,000 - £59,000 (7.8%)

£60,000 - £69,000 (7.2%)

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Portsmouth Economic Impact Research

**TOURISM
SOUTH EAST**



March 2022

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1 INTRODUCTION

1.1 Study purpose

The purpose of this study was to provide Portsmouth City Council with a better understanding of the economic impact of visitors to Portsmouth and Southsea using a bespoke methodology to enable real time local data to be used rather than rely on national data that is often not available until months after it was collected. The data provided will be used to develop plans, post Covid, to help inform future decision making.

The programme aims to be a three-year long research project with the key elements, such as accommodation audit, visitor survey and visual car park counts collected once every three years. The project can then repeat itself replicating the same program of research.

1.2 Research methodology

The following elements were decided to be the key drivers for the study:

- Visitor accommodation audit
- Occupancy survey
- Car park data
- Coach numbers
- Attraction visitor numbers
- Festival/event visitor numbers
- Face to face visitor survey

The accommodation audit was conducted using online searches of data from a number of sources, including through the Internet and the Thomsons Business Database. Using a combination of desktop-research and follow-up telephone calls, where necessary. Once this data was collated, a telephone occupancy survey was conducted amongst businesses.

Car park data, including number of spaces, income and usage was obtained from the council. In addition to this, observations were made on several days each month at various key car parks in Southsea to establish the number of people in each car. This was then used in conjunction with the data obtained from the council to help estimate the number of visitors to the city and the average length of stay.

Attraction visitor numbers, festival attendance numbers and coach counting were all also used to estimate the number of visitors.

Finally, a face to face survey was conducted on several days each month to help build a picture of type of visitor, mode of transport, length of stay. The data was combined with all other data obtained in a computer model to then estimate the current economic impact of tourism on Portsmouth.

Further to this, Cambridge Economic Impact Models have been run for the past five years to provide a baseline for comparison.

1.3 Presentation of findings

Key findings are presented under the following headings:

- Cambridge economic impacts data 2016 to 2020
- Accommodation study
- Visitor estimates 2021

Results are presented in table or graph format when applicable with additional commentary highlighting key points. The appendices contain a copy of the visitor survey questionnaire, links to a map of car park locations and the full accommodation audit, a list of visitor attractions and a list of festivals and events.

It should be borne in mind that this is an ongoing programme of research and, as such, some assumptions have been made due to incomplete data at this point in time. Once a full year of visitor survey data has been collected, recalculations will be made and some figures may be adjusted at this point.

2 CAMBRIDGE ECONOMIC IMPACT DATA 2016 TO 2020

2.1 Overview

Cambridge Model results were last produced for Portsmouth in 2016, a time when the national day visits survey had changed its methodology and so making the day visit data incomparable with previous years. The Cambridge Model has now been run for each year since and the results are presented here.

It should be noted that due to the Covid-19 travel restrictions in 2020 the collection of data for national surveys that are used to support the Cambridge Model templates was not available. Following discussions with an economic advisory consultant, it was advised that the only valid way to provide figures for 2020 was to apply the published national decline in visitor numbers and spend (where available) to the Cambridge Model data from the previous year. Therefore, the data provided for 2020 should be seen as an indicative overview of that year rather definitive and treated with a level of caution.

2.2 Overnight visits

Due to several periods of lockdown across the country in 2020 and varying travel restrictions being imposed the number of domestic overnight visits fluctuated throughout the year. The average decline of 61% in domestic trips and a national estimated annual average decline of 29% in serviced accommodation occupancy was used to estimate the figures.

In 2020 overseas visits were confined to the first quarter of the year and then very few essential or work-based trips throughout the remainder of the year. Based on the Visit Britain figures of a decline in overseas visitor number by 73% and overseas spend by 78% we have calculated the figures for Portsmouth in 2020.

Table 1: Staying trips

	Domestic	% change	Overseas	% change	Total	% change
2016	617,000		109,000		726,000	
2017	652,000	6%	119,000	9%	771,000	6%
2018	625,000	-4%	112,000	-6%	737,000	-4%
2019	567,000	-9%	117,000	4%	684,000	-7%
2020	207,000	-63%	35,000	-70%	242,000	-65%

Table 2: Staying nights

	Domestic	% change	Overseas	% change	Total	% change
2016	1,606,000		679,000		2,285,000	
2017	1,726,000	7%	880,000	30%	2,606,000	14%
2018	1,632,000	-5%	784,000	-11%	2,416,000	-7%
2019	1,501,000	-8%	781,000	0%	2,282,000	-6%
2020	547,000	-64%	231,000	-70%	778,000	-66%

Table 3: Staying spend

	Domestic	% change	Overseas	% change	Total	% change
2016	£109,659,000		£44,767,000		£154,336,000	
2017	£123,454,000	13%	£52,331,000	17%	£175,785,000	14%
2018	£116,031,000	-6%	£46,729,000	-11%	£162,760,000	-7%
2019	£104,790,000	-10%	£57,238,000	22%	£162,028,000	0%
2020	£37,679,000	-64%	£17,942,000	-69%	£55,621,000	-66%

2.3 Day visits

Domestic day trips were also impacted by the numerous lockdowns and travel restrictions in 2020 with the number of trips down by 22% and the spend down by 64%. This significant decrease in spend compared to trips is attributed to a number of factors including; increase in trips being taken in the countryside or open air locations; the number of retail and eating establishments that were closed due to the pandemic; social distancing and cautiousness in indoor spaces.

Table 4: Day visitor trips and spend

	Trips	% change	Spend	% change
2016	13,060,000		£423,000,000	
2017	12,830,000	-2%	£425,900,000	1%
2018	13,472,000	5%	£459,972,000	8%
2019	14,200,000	5%	£453,000,000	-2%
2020	11,218,000	-21%	£149,490,000	-67%

2.4 Value of tourism

In addition to overnight and day visitor spend, further 'additional expenditure' spent by visitors on second homes / boats and by friends and relatives, whom visitors are staying with or visiting, needs also to be accounted for as this represents a significant additional source of income for local businesses.

Table 5: Total other trip related spend (second homes, boats, static caravans, friends and family)

	Total	% change
2016	£11,622,000	
2017	£12,319,000	6%
2018	£11,808,000	-4%
2019	£11,203,000	-5%
2020	£4,429,000	-60%

Table 6: Businesses in receipt of direct visitor spend

	Staying	% change	Day	% change	Total	% change
2016	£153,031,000		£296,787,000		£449,818,000	
2017	£174,828,000	14%	£408,863,000	38%	£583,691,000	30%
2018	£162,216,000	-7%	£441,573,000	8%	£603,789,000	3%
2019	£161,487,000	0%	£434,880,000	-2%	£596,367,000	-1%
2020	£55,929,000	-65%	£143,510,000	-67%	£199,439,000	-67%

In addition to the business turnover generated in those businesses directly receiving visitor income, successive rounds of expenditure, that is spending by these businesses on local supplies (indirect impacts) and spending by employers in the local area (induced impacts), the multiplier impact comes into effect.

Drawing together direct business turnover, supplier and income induced expenditure, and the additional expenditure spent on second homes and by friends and relatives, the total value of tourism activity in Portsmouth can be estimated.

Table 7: Income for local businesses generated by trip expenditure

	Direct	% change	Supplier and income induced	% change	Total	% change
2016	£449,818,000		£151,743,000		£601,561,000	
2017	£583,691,000	30%	£195,743,000	29%	£779,434,000	30%
2018	£603,789,000	3%	£201,133,000	3%	£804,922,000	3%
2019	£596,367,000	-1%	£198,654,000	-1%	£795,021,000	-1%
2020	£199,439,000	-66%	£66,649,000	-66%	£266,088,000	-66%

2.5 Employment

The number of jobs both directly and indirectly supported by tourism in Portsmouth is based on the population and employment figures provided by the Office for National Statistics. Many of these jobs are part-time or seasonal in nature and are spread across a wide range of service sectors from catering and retail to public service jobs such as in local government, not just tourism.

Table 8: Local employment supported by the visitor economy

	FTE	% change	Actual	% change
2016	9,102		12,574	
2017	11,754	23%	16,249	29%
2018	12,092	3%	16,726	3%
2019	11,945	-1%	16,525	-1%
2020	4,003	-66%	5,533	-67%

Table 9: Proportion of total district jobs supported by tourism

	Total	% change
2016	12.2%	
2017	15.5%	+3.3%
2018	15.9%	+0.4%
2019	15.6%	-0.3%
2020	5.5%	-10.1%

3 ACCOMMODATION STUDY

3.1 Accommodation audit

The audit of visitor accommodation established that, at present, there are 8,636 bedspaces available to visitors in Portsmouth and Southsea. 63% of these were in serviced accommodation and 37% in non-serviced accommodation. Hotels made up 92% of all serviced accommodation. Full details of establishments can be found in Appendix 3.

B&Bs	Rooms/ Units	Bedspaces
Broad Street 35	3	6
Ferry House Lodge	12	24
Fortitude Cottage	2	4
The Pier	6	12
The Sailmakers Loft	4	9
Hamilton House Bed & Breakfast	9	26
The White Lodge B&B	4	7
	40	88
Guesthouses	Rooms/ Units	Bedspaces
The Pembroke Park Hotel	8	16
Everley Guest House	9	16
Homestead Guest House	6	13
Britannia Guest House	7	22
St Margaret's Lodge	14	27
Upper Mount House	14	37
Rydeview Guest House	14	28
The Moorings Guest House	8	16
Esk Vale Guest House	8	16
Albatross Guest House	8	16
Fairlea Guest House	4	10
Waverley Park Lodge Guest House	12	27
Stylish Maritime Pods	5	10
	117	254
Inns	Rooms/ Units	Bedspaces
Innkeeper's Lodge Portsmouth/ Red Lion	16	32
The George Hotel	10	20
Acapulco Rooms	3	3
Duke of Buckingham	17	34
The Lady Hamilton	11	22
	57	111
Restaurants with rooms	Rooms/ Units	Bedspaces
Becketts	6	12
	6	12

Hotels	Rooms/ Units	Bedspaces
Stattons Boutique Hotel	9	18
Portsmouth Marriott Hotel	174	348
Somerset House Boutique Hotel	6	16
Florence House Hotel	7	18
Florence Gardens Boutique	6	12
Florence Suite Boutique Hotel	8	16
The Clarence Boutique Hotel	8	16
Ye Spotted Dogge	6	12
Ibis Portsmouth Centre	144	288
Farmhouse and Innlodge	74	150
Royal Beach Hotel (Best Western)	124	239
Seacrest Hotel	27	54
G8 Boutique Hotel	17	34
Ocean Hotel & Apartments	35	70
Ibis Portsmouth Budget	120	240
Southsea Rocks Hotel	10	45
Queen's Hotel	74	148
Royal Maritime Club	101	202
The Sandringham Hotel (rooms + apartments)	50	100
Keppel's Head Hotel	30	62
The Ship Leopard Hotel	13	26
Holiday Inn Express Gunwharf Quays	130	260
G! Boutique Hotel	14	28
Hoilday Inn Portsmouth	173	346
Premier Inn Portsmouth North Harbour	65	130
Premier Inn Portsmouth (Port Solent)	108	216
Premier Inn Portsmouth Southsea	48	96
Premier Inn Southsea	40	80
Premier Inn City Centre	84	168
Holiday Inn Express Portsmouth North	150	300
Ashbys Boutique Accommodation	10	35
Premier Inn Portsmouth Dockyard	120	240
Travelodge Portsmouth Hilsea	33	66
Travelodge Portsmouth	108	303
Travelodge Portsmouth City Centre	152	304
Village Hotel	153	306
	2431	4992
Total serviced	Rooms/ Units	Bedspaces
	2651	5457

Self catering	Rooms/ Units	Bedspaces
Old Victory House	1	11
Battery House	1	8
Portsmouth Inns Apartment	1	2
Flat 2 St Helen's House	1	4
St Helens House Flat 2 and 3	2	17
White House	1	2
Ocean Apartments	9	32
South Parade Apartments	10	48
Atlantic Apartments	7	26
Admiralty Apartments	4	18
Salisbury Apartments	5	10
GWQ Apartments	10	20
Apartment 10 Queensgate	1	10
In the Heart of Southsea Apartments 1 and 2	2	17
Somers House	1	7
Thirty Barons	1	8
Work Rest and Play	6	12
Blue Star House	1	5
Victorin House	1	13
Orchard Apartment	1	6
Orchard Garden Apartment	1	6
Upper Strand Apartment	1	5
40 The Retreat	3	10
Angeldale	1	9
Balmoral by the Beach	1	5
Bayfields	1	5
Cavendish Place	1	4
City Centre Apartment	1	6
Coastal Retreat	1	2
Consul Court Apartments Flat 4	1	5
Cottage Grove Guest Rooms	1	4
Court Side Apartment	1	4
Easy By the Beach	1	
Elegante Apartment	1	4
Flat 17 The Berkeley	1	4
Greenhays Business/Holiday Accommodation	1	4
Gunwharf Quays Apartment	1	2
Home by Unilife Serviced Apartments	123	246
Isambard Brunel Road Apartment	1	4
Kings Lodge Flat 3	1	8
Liss Rooms	1	
Lowcay Apartment D	1	4
No 14 (Apartment)	1	4
Pitcroft Lane	1	4

Reginald Budget Accommodation	1	6
Utopia 007	3	9
Willow Retreat	1	6
Accudo House	4	12
	223	658
Additional self catering (also on AirBnB)	Rooms/ Units	Bedspaces
Southsea Studios	1	2
Berkeley by the Beach	1	4
Albany Garden Apartment	1	5
Orchard Loft	1	4
Canterbury Hollow	1	4
Cathedral View	1	3
Elm View	2	6
Fawcett Folly	2	4
Francis Heights	2	6
Hannah House	2	6
Harold House	4	10
Jessie Rooms	4	8
Lady Hamilton Cottage	1	2
Linda's BNB	1	2
Lion 9	1	3
Little Connaught House	1	6
MooMoo Beach House	2	4
Morley Cottage	3	8
Nelson Suite	1	2
Penny Perfect	3	6
Sandpiper Place	1	4
Seagull Place	2	6
Solent Retreat	1	4
Spice Cottage	3	6
St George's Balcony Suite	1	4
Ted House	3	6
The Beach at the end of the Road	2	8
The Coach House	1	4
The Lodge	2	4
The Musicians Seaside Getaway	1	4
The Potters	3	6
	55	151
Caravan and camping	Rooms/ Units	Bedspaces
Harbourside Park	78	312
Southsea Leisure Park	176	624
	254	936

Group accommodation	Rooms/ Units	Bedspaces
Catherines House Campus Accommodation	165	165
Rees Hall	264	279
The Peter Ashley Activity Centre	15	100
University of Portsmouth	890	890
	1334	1434
Total non-serviced	Rooms/ Units	Bedspaces
	1886	3179
Total accommodation stock	Rooms/ Units	Bedspaces
	4517	8636

3.2 Occupancy survey

A telephone survey was conducted amongst all accommodation listed in the audit to establish room or unit occupancy in 2021. Originally, we had envisaged conducting an online occupancy survey, but having recently attempted a similar survey of our members and having such a poor uptake, we thought it would be more successful to contact businesses directly by telephone. It should, however, be borne in mind that occupancy surveys are notoriously difficult to conduct due to reasons such as proprietors being suspicious of the motives for data collection and unwilling to supply information, smaller establishments being difficult to contact and being unable to speak to the relevant person in larger establishments.

With this in mind, we managed to obtain occupancy data from a quarter (23%) of the establishments.

Serviced accommodation reported an overall average of 57% room occupancy during the year and non-serviced establishments reported an average unit occupancy of 70% over the year.



We are currently sorting a licence to enable us to obtain occupancy data from AirDNA. When obtained, this may alter the overall occupancy level to some degree.

4 VISITOR ESTIMATES 2021

4.1 Background

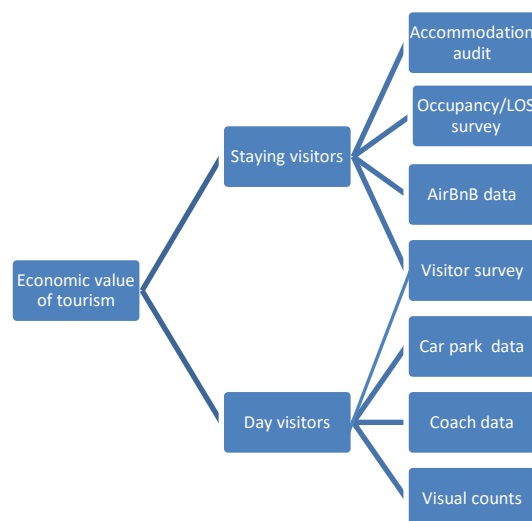
The alternative to estimating economic impact data using the Cambridge Model, and therefore relying on increasingly unreliable national data, is to go with a bottom-up methodology dependant on local data. Both top-down and bottom-up methodologies come with varying margins of error and the bottom-up approach does tend to be more expensive because of the additional data collection required. However, using this approach does mean that data is available more quickly and, once a baseline is established, it can be updated year on year by monitoring some of the key indicators to keep costs down.

4.2 Methodology

The two types of visitor that economic impact models measure are staying and day visitors. Staying visitors are relatively easier to calculate because their numbers relate directly to the amount of bedstock in the city. An accommodation audit for Portsmouth and Southsea was conducted including AirBnB data, which has become a key component of the visitor economy over the last five or so years. To establish occupancy and length of stay, a telephone survey of accommodation providers was conducted. It can be a challenge to persuade accommodation operators to participate in this type of survey and only a few were able to provide meaningful length of stay, therefore this was established from the face to face visitor survey.

The bigger challenge is to calculate the volume and value of day visitors. In the case of Portsmouth and Southsea day visitors are mainly concentrated in Southsea, Gunwharf Quays and the Historic Dockyard. Using the visitor survey as a base to estimate the proportion of people arriving by car and the percentage of day visitors, car park usage data was provided by the council (via ticket sales) and Gunwharf Quays (data still to be supplied by the Historic dockyard). At this point in the research, we are having to assume that all car park users are visitors, however, we are working on a more robust way to estimate the proportion that are visitors for the final report. A visual count of the number of occupants in cars arriving and leaving at key sites was conducted to provide an average number of people per car. A calculation was then applied to estimate the number of day visitors to the city arriving by car. The mode of transport data from the visitor survey then allowed us to apply this percentage to the figure obtained for those arriving by car to obtain a total estimate of day visitors to the city in 2021.

Below is a flow chart which summarises the approach.



As the counting and survey elements are not complete for a year (the project started in August 2021), the figures may alter slightly when a year of data is available. Data on coach visitors is still to be formalised.

The nature of this project is that when new data is available it can be easily added to the template to update results and can be replicated for future years.

4.3 Overnight visitors

The process for calculating overnight visitors has been calculated separately for serviced and non-serviced accommodation due to the difference in occupancy levels and the way occupancy is calculated.

For non-serviced accommodation the total number of units available is multiplied by occupancy rate to give the number of nights used. This is then multiplied by the average group size (taken from the visitor survey). This figure is the number of nights in non-serviced accommodation which, when divided by the average length of stay (taken from the visitor survey), provides the number of trips associated with stays in non-serviced accommodation. The audit currently assumes that all establishments are open all year. Further research will be conducted to verify when establishments are open during the year to ensure more accurate estimates in future reports and the data used from the visitor survey will alter once a full year of data is available.

$$\begin{array}{rccccccccc} \text{Total units available} & \times & \text{Occupancy} & = & \text{Unit nights occupied} & \times & \text{Average group size} & = & \text{Total nights} \\ 24,388 & & 70\% & & 17,072 & & 2.92 & & 341,850 \end{array}$$

$$\begin{array}{rccccccccc} \text{Total nights} & / & \text{Average length of stay} & = & \text{Total trips} \\ 341,850 & / & 7.08 \text{ nights} & & 48,284 \end{array}$$

To calculate results for serviced accommodation the total number of rooms available is multiplied by occupancy rate to give the number of room nights used. This is then multiplied by the average number people occupying a room (figure taken from previous research – but the question will now be included in the current survey) to give the number of nights in serviced accommodation. This figure is then divided by the average length of stay (taken from the visitor survey), provides the number of trips associated with stays in serviced accommodation.

$$\begin{array}{rccccccccc} \text{Total rooms available} & \times & \text{Occupancy} & = & \text{Room nights occupied} & \times & \text{Average people per room} & = & \text{Total nights} \\ 1,014,104 & & 57\% & & 578,039 & & 1.8 & & 1,040,470 \end{array}$$

$$\begin{array}{rccccccccc} \text{Total nights} & / & \text{Average length of stay} & = & \text{Total trips} \\ 1,040,470 & / & 2.41 \text{ nights} & & 431,730 \end{array}$$

To obtain a figure for those staying with friends or relatives we need to await a complete year of visitor survey data.

4.4 Day visitors

To calculate the number of day visitors the total number of car park spaces occupied was multiplied by the average number of people in cars. An assumption was made that on street free parking spaces were occupied for half the year but for twice a day (based on the average length of stay of day visitors from the visitor survey). This assumption will need to be refined to better reflect monthly usage patterns and some additional parking data still needs to be obtained (eg. the car park opposite Wightlink car ferry terminal and Historic Dockyard car park). Due to the lack of car park data from the Historic Dockyard, their published visitor numbers for 2021 were added to the end figure.

Car park spaces occupied x Average number of people per car = Total day visitors by car + Dockyard visitors / Percentage arriving by car x Percentage using other transport = Total day visitors
 $2,693,735 \times 2.74 = 7,380,834 + 438,376 / 78 (100,246) \times 22 (2,205,418) = 10,024,628$ day visitors

It should be noted that this figure is liable to change once a full year of data from the visitor survey and car park counts has been achieved. The figure also only represents those visiting the Dockyard area and Southsea. A number of issues will be redressed when the data is recalculated at the end of a full year of survey work as this is an under-representation of day visitors.

4.5 Total economic impact estimates

To estimate the total economic impact of visitors to the Portsmouth economy, we multiply the number of staying and day trips calculated above by the average spend per person per trip taken from the visitor survey.

Table 10: Value of tourism

	Number	Ave.spend per head	Total spend
Staying nights	1,382,320	£115.23	£159,284,734
Day visitors	10,024,628	£37.52	£376,124,043
Total	11,409,948		£535,408,777

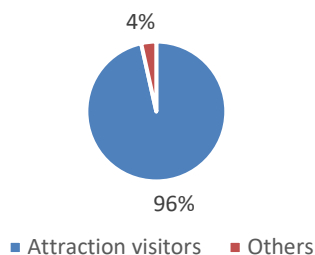
The total impact on businesses and therefore jobs created will be calculated once a full year of data has been collected.

4.6 Estimated proportion of visitors to attractions and festivals

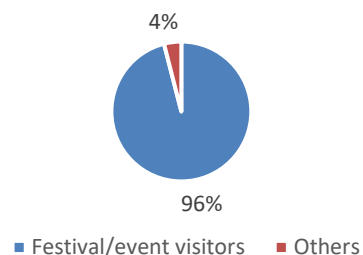
The estimated number of people visiting Portsmouth and Southsea attractions last year was estimated to be 406,200. This is 4% of the total estimated visitors to the city.

The estimated number of people attending a festival or event in Portsmouth last year was estimated at 486,877. This calculates to 4% of the total estimated visitors to the city.

Proportion of visitors to attractions



Proportion of visitors to festivals and events



5 APPENDICES

APPENDIX 1: Visitor survey questionnaire

PORTSMOUTH VISITOR SURVEY 2021/22

Date: / /21 **Time:** **Interviewer Initials:**

Interview location: Clarence Pier 1 South Parade Pier 2 Southsea Castle 3

Good morning/afternoon, I'm from the regional tourist board (Tourism South East). We are conducting a survey of visitors to Portsmouth/Southsea. It should take no more than 10 minutes. Would you be willing to take part?

A. Do you live in Portsmouth/Southsea?
(Postcodes PO1-PO8)
YES 1 (Thank & Close) Keep tally
NO 2 (Continue)

B. How close to the end of your visit are you?
Just going 1 (Continue)
Staying a while longer 2 (Continue)
About half way through 3 (Continue)
Just arrived 4 (Thank & Close)

Keep tally of closed interviews

C. What is your MAIN reason for visiting Portsmouth/Southsea?
(SHOWCARD 1 - one response only)

Leisure/holiday	1
Visiting friends or relatives	2
Special shopping trip (non-reg)	3
Language student	4
To catch a ferry	5
Go to a restaurant/pub	6
Attend an event (specify)	7

Shopping trip (household/regular shopping)	8	(Thank & Close)
Work/study here	9	(Thank & Close)
Other e.g. wedding (specify)	10	(Thank & Close)

Keep tally of closed interviews

1. What is your normal place of residence?
Town.....
County or Country.....

2a. Have you come from there today?
Yes 1 No 2

2b. Are you returning there today?
Yes 1 No 2

If 'YES' to both Q2a & Q2b, Go to Q6a

3. What sort of accommodation are you staying in?

Hotel	1
B&B	2
Pub/inn	3
Rented self-catering house/cottage/flat	4
Touring caravan	5
Static caravan - owned	6
Static caravan - rented	7
Camping	8
Youth Hotel	9
Boat/yacht	10
Holiday centre/village	11
Language school	12
Home of friend/relative	13
Second home	14
University accommodation	15
Other (specify).....	16

4. Where are you staying?

Portsmouth/Southsea	1 (Go to Q4a)
Elsewhere (specify nearest town)	2 (Go to Q6a)

.....

4a. How many nights are you spending in total in Portsmouth/Southsea? (STAYING visitors only)
 nights

4b. Could you tell me the total cost of your accommodation for the whole period you and your group are staying there? (round to nearest pound)
£.....
Don't know/Can't recall/Refused -1
NB: Put '0' if spent/expect to spend nothing

4c. We are interested in your opinions on the SATISFACTION of your accommodation. On a scale of 1 to 5 where 1 = 'not at all important' and 5 = 'very important' (SHOWCARD 2) how would you rate the following:

Very poor	1	Good	4
Poor	2	Excellent	5
Satisfactory/average	3	Don't know	6

-range of accommodation 1 2 3 4 5 6
-quality of service at accommodation 1 2 3 4 5 6
-value for money of accommodation 1 2 3 4 5 6

Go to Q6

6a. Approximately what time did you arrive in Portsmouth/Southsea today? (DAY visitors only)
..... (24 hr clock - to the nearest hour)

6b. Approximately what time do you expect to leave Portsmouth/Southsea today? (DAY visitors only)
..... (24 hr clock - to the nearest hour)

8. Is this your first ever visit to Portsmouth/Southsea?
YES -1 (Go to Q6) NO -2 (ask Q7)

7. How many times have you visited Portsmouth/Southsea before on a DAY TRIP (last 12 months) and/or STAYING VISIT (last 5 years)?
DAY trips: STAYING visits:

8. When did you decide to visit Portsmouth/Southsea?

Whilst passing through	1
Earlier today	2
This week (i.e. last 7 days)	3
Within last month	4
1-3 months ago	5
3-6 months ago	6
More than 6 months ago	7

8. Had you seen any advertisements, leaflets or promotions for Portsmouth/Southsea prior to your visit? (READ LIST – circle all that apply)

- Leaflets/brochures 1
- Posters 2
- Newspaper/magazine adverts 3
- Radio adverts 4
- Web site (specify).....5
- Other (specify).....6
- NONE 7

10. Can you tell me what FEATURES or IMAGES first come to mind when you think of Portsmouth? (up to 3)

- 1)
- 2)
- 3)

11. How influential were each of the following factors in your decision to visit Portsmouth? Read list (SHOWCARD 3 – circle one response for each row)

	Very imp.	Quite imp.	Not very imp.	Not imp. at all
Beaches and water based activities	-4	-3	-2	-1
Scenic environment	-4	-3	-2	-1
Interesting historic ships, buildings or sites	-4	-3	-2	-1
Good shopping	-4	-3	-2	-1
Good evening entertainment/shows	-4	-3	-2	-1
Local events	-4	-3	-2	-1
Good range of restaurants/pubs/places to eat	-4	-3	-2	-1
Good for sport/hobbies	-4	-3	-2	-1
Good range of alternatives in the event of wet weather	-4	-3	-2	-1
Peace and quiet	-4	-3	-2	-1
Free admission/access to sites	-4	-3	-2	-1
Plenty of things for adults to see & do	-4	-3	-2	-1
Plenty of things for children to see & do	-4	-3	-2	-1
Availability of special offers	-4	-3	-2	-1
Good base for touring	-4	-3	-2	-1
Other factors – specify	-4	-3	-2	-1

.....

12. How much do you estimate that you and your immediate party will have spent today and this evening in total on: Put '0' if spent/expect to spend nothing

- a) Eating & drinking E.....
(in cafes, restaurants, pubs, hotels etc)
Don't know/Can't recall/Refused
- b) Shopping (souvenirs, guidebooks, clothes, sweets, drinks, food, other) E.....
Don't know/Can't recall/Refused
- c) Entertainment (inc. admission to attractions, cinema/theatre, tours etc) E.....
Don't know/Can't recall/Refused
- d) Travel & transport in Portsmouth (inc. fuel, fares, car parking charges etc) E.....
Don't know/Can't recall/Refused

13. How many people do these amounts cover?

People

14. During this visit which of these places of interest have you visited or do you intend to visit? (SHOWCARD 4 – circle all responses)

Historic dockyard/historic ships	1
HMS Victory	2
Mary Rose	3
HMS Warrior 1860	4
National Museum of the Royal Navy	5
Harbour tours	6
D-Day Story	7
Blue Reef Aquarium	8
Southsea Castle	9
Charles Dickens' Birthplace	10
The seafront	11
Old Portsmouth	12
Hotwells Studios	13
Gunwharf Quays	14
Southsea funfair/Clarence Pier	15
RN Submarine Museum (Gosport)	16
Sphinx Tower	17
Portsmouth City Museum	18
Cumberland House Natural History Museum	19
Apex	20
Southsea	21
City Centre shops	22
South Parade Pier	23
Canoe Lake	24
Other (specify).....	25
NONE	26

16. What was the MAIN form of transport you used to reach Portsmouth/Southsea? (ONE response only)

Car/van/motorcycle/motorhome	1
Park and Ride bus	2
Bus/coach service	3
Coach tour	4
Train	5
Ferry	6
Private yacht/boat	7
Bicycle	8
Walked/on foot	9
Other (specify)	10

16. We are interested in your opinions on the SATISFACTION of various aspects of your visit. On a scale of 1 to 6 where 1 = 'not at all important' and 6 = 'very important' (SHOWCARD 6) how would you rate the following:

Very poor	1	Good	4
Poor	2	Excellent	5
Satisfactory/average	3	Don't know	6

Visitor attractions & other places to visit:

-range	1	2	3	4	5	6
-quality of service	1	2	3	4	5	6
-value for money	1	2	3	4	5	6

Places to Eat & Drink:

-range	1	2	3	4	5	6
-quality of service	1	2	3	4	5	6
-value for money	1	2	3	4	5	6

Shops:

-range	1	2	3	4	5	6
-quality of the shopping environment	1	2	3	4	5	6
-quality of service	1	2	3	4	5	6

Ease of finding way around:

-road signs	1	2	3	4	5	6
-pedestrian signs	1	2	3	4	5	6
-display maps & info. boards	1	2	3	4	5	6

Beach/sea/seafront:

Quality of environment and appearance:

-cleanliness of sea	1	2	3	4	5	6
---------------------	---	---	---	---	---	---

Public toilets:

-availability	1	2	3	4	5	6
-cleanliness	1	2	3	4	5	6

Tourist Information Centres

-ease of finding	1	2	3	4	5	6
-quality of service	1	2	3	4	5	6
-usefulness of info received	1	2	3	4	5	6

Cleanliness of streets

1	2	3	4	5	6
---	---	---	---	---	---

Upkeep of parks & open spaces

1	2	3	4	5	6
---	---	---	---	---	---

Availability of public seating

1	2	3	4	5	6
---	---	---	---	---	---

Choice of nightlife/ evening entertainment

1	2	3	4	5	6
---	---	---	---	---	---

Overall Impression of Portsmouth in terms of:

-general atmosphere	1	2	3	4	5	6
-feeling of welcome	1	2	3	4	5	6

Quality of public realm and streets:

1	2	3	4	5	6
---	---	---	---	---	---

17. Thinking about your visit to PORTSMOUTH, how far would you agree or disagree with the following statements on this scale: (SHOWCARD 6)

1 = Disagree strongly	4 = Agree
2 = Disagree	5 = Agree strongly
3 = Neither agree nor disagree	6 = Don't know

PORTSMOUTH is not too overcrowded

1	2	3	4	5	6
---	---	---	---	---	---

I feel quite safe from crime in PORTSMOUTH

1	2	3	4	5	6
---	---	---	---	---	---

As a pedestrian in PORTSMOUTH I feel quite safe from traffic

18. How would you rate the overall enjoyment of your visit to Portsmouth? (Read list)

Very low	1	High	4
Low	2	Very high	5
Average	3	Don't know	6

19. How likely are you to recommend Portsmouth/Southsea to others? (Read list)

Very unlikely	1 (Go to Q19a)
Unlikely	2 (Go to Q19a)
Possibly	3
Likely	4
Very likely	5
Don't know	6

19a. Why do you say that?

.....

ABOUT YOU AND YOUR GROUP:

20. Including yourself, how many people in your immediate party are male and female, and which of these age groups do they fall into? (SHOWCARD 7)

	Age	Male	Female	Third Gender
A	0-15			
B	16-24			
C	25-34			
D	35-44			
E	45-54			
F	55-64			
G	65-74			
H	75+			

21. What is/was the principle occupation of the chief income earner in your household? PROBE

.....

Finally, could I have your name and email or phone number for the purpose of random verification of the survey? I should emphasize that this will be treated in the strictest confidence and only used for the purpose stated. Your details will not be held on file for longer than two months and will not be forwarded to any other party.

Name of respondent:

Email/Phone number:

APPENDIX 2: Portsmouth car park maps

<https://goo.gl/maps/EUqaDR7vh1HXi8vSA>

APPENDIX 3: Accommodation audit

Portsmouth Visitor Accommodation Audit.xlsx

APPENDIX 4: List of attractions

Visitor Attractions 844,576 estimated visitors 2021 (incomplete)	
Aspex	National Museum of the Royal Navy
Baffins Pond	Nelson Trail Self-guided Walk
Birthplace of Australia' Monument	No. 6 Cinema
Blue Reef Aquarium	Open Top 26, Southsea
Boathouse 4	Playzone
Canoe Lake	Portsmouth Harbour
Charles Dickens' Birthplace Museum	Portsmouth Cathedral
Clarence Pier Amusement Park	Portsmouth Guildhall
Clip N Climb Portsmouth	Portsmouth Historic Dockyard
Cumberland House Natural History Museum	Portsmouth Museum and Art Gallery
Eastney Beach	Portsmouth Natural History Museum
Eastney Engine Houses	Portsmouth Naval Memorial
Exciting Escapes	Portsmouth WW1 Cenotaph
Exploria and The Pyramids Centre	Round and Square Towers
Flip Out Portsmouth	Royal Garrison Church
Fort Cumberland	Royal Garrison Church
Great Salterns	Saint Mary's Church
Groundlings Theatre	South Coast Wakepark
Gunwharf Quays	South Parade Pier
Hilsea Jubilee Splash Pool	Southsea Beach Huts (for hire)
Hilsea Lido	Southsea Castle and Museum
Hilsea Lines	Southsea Common
HMS Trident Memorial	Southsea Model Village
HMS Vernon Figurehead	Southsea Rock Gardens
HMS Victory	Southsea Seafront
HMS Warrior	Southsea Skate Park
Hotwalls Studios	Southsea Splash Pool
Hovercraft Viewing Platform	Spinnaker Tower
Irving and Co Brewery Tour	St James Hospital Chapel
Isambard Kingdom Brunel Memorial	St John's Roman Catholic Cathedral
Jack House Gallery	St Thomas' Anglican Cathedral
King James's and Landport Gates	Tenth Hole Pitch and Putt
King James's and Landport Gates	The D Day Story
Kings Theatre	The New Theatre Royal
Krazy Kaves	The Portsmouth Distillery
Lumps Fort	The Real Escape, Portsmouth
Mary Rose Museum	The Trafalgar Memorial
Millenium Promenade	The WW1 Remembrance Centre
Milton Common	The Yomper
Milton Locks Nature Reserve	Tomb of General Sir Charles James Napier G.C.B.
Milton Park	Treasure Island Adventure Golf
Monitor HMS M.33	Victoria Park
Mountbatten Centre	Zingers Adventure Golf

APPENDIX 5: Festivals and events

Festival/Event	Date
486,877 estimated visitors 2021	
Country on the Coast	April
The Big 90's and 00' RnB Festival	April
Portsmouth Tattoo Fest	April
Banff Mountain Film Festival	April
Making Waves Film Festival	April
Portsmouth Comic Con	May
Portsmouth Chilli and Gin Festival	May
Portsmouth Vegan Festival	May
Queen Platinum Jubilee events tbc	June
Golden Touch Festival	June
Sea Angling Classic	June
Southsea Food Festival	July
Portsmouth International Kite Festival	July
Warrior Fest: The Flaggon's Curse	August
Victorious Festival	August
Sausage & Cider Festival	September
Portsmouth Climate Festival	October/November
Guy Fawkes Day	November
Victorian Christmas Festival at Historic Dockyard	December

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