



NOTICE OF MEETING

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

FRIDAY, 16 FEBRUARY 2024 AT 10.00 AM

COUNCIL CHAMBER - THE GUILDHALL, PORTSMOUTH

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

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

Membership

Councillor Steve Pitt (Cabinet Member)

Councillor Russell Simpson
Councillor John Smith

Councillor Mary Vallely

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

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

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

AGENDA

- 1 Apologies for absence**
- 2 Declarations of members' interests**
- 3 D Day 80 Portsmouth Events & Museum Service Activities (Pages 5 - 16)**

Purpose of report

To inform the Cabinet Member for Culture, Leisure and Economic Development of the programme of activity for D-Day 80 Portsmouth.

RECOMMENDED

That the Cabinet Member agrees the outline programme of events and activity for the D-Day 80 Portsmouth events and activities and authorise officers to continue to work with external partners such as the MOD to deliver, support and publicise the commemorative events and activities.

The following items are for information only and are not subject to call in

4 Economic Development and Skills service update 2023 (Pages 17 - 34)

Purpose of report

To reflect on the impact of the wider service on the communities in Portsmouth during the last full year

It is noted that this is the first full year of delivery by the combined service, which was established in May 2022, merging the traditional economic development work with the wider skills services to provide a joined-up approach and make significant staffing savings within the limited budget.

-

5 Large Scale Events - Economic Impact on Portsmouth (Pages 35 - 40)

Purpose of report

To share information and key headlines from two recently completed independent reports on the positive economic impact of large-scale events on Portsmouth.

6 Volunteer Futures (Pages 41 - 50)

Purpose

To provide an update to the Portfolio Holder on the Volunteer Futures project for Portsmouth City Council commissioned by DCMS and funded by Arts Council England (ACE).

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 page is intentionally left blank

Agenda Item 3



Portsmouth
CITY COUNCIL

Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Date of meeting:	16 February 2023
Subject:	D-Day 80 Portsmouth Events & Museum Service Activities
Report by:	Director of Culture, Leisure and Regulatory Services
Cabinet Member:	Councillor Steve Pitt, Leader and Cabinet Member for Culture, Leisure & Economic Development.
Wards affected:	All
Key decision:	No
Full Council decision:	No

1. Purpose of report

To inform the Cabinet Member for Culture, Leisure and Economic Development of the programme of activity for D-Day 80 Portsmouth.

2. Recommendations

That the Cabinet Member agrees the outline programme of events and activity for the D-Day 80 Portsmouth events and activities and authorise officers to continue to work with external partners such as the MOD to deliver, support and publicise the commemorative events and activities.

3. Background

3.1 2024 will be a turning point in history as we mark the 80th anniversary of the Normandy landings on 6 June, 1944. As veterans of the Second World War pass away it becomes even more important that we find ways to ensure their stories and experiences are kept alive. The baton must pass from the veterans to the younger generation. The main aim of all of our events and activities is to honour the veterans and inform as many of the general public as possible, thereby keeping their stories alive.

3.2 The D-Day Story is the only museum in the UK which is dedicated solely to telling the story of the D-Day Landings. The museum will only increase its significance as time passes as a custodian of unique collections and stories that must never be forgotten. The museum service is working with a variety of partners

and sponsors to place the museum in a central position, increase visitor numbers and raise its profile with activities running throughout the year of 2024.

- 3.3** One of the most poignant requests from veterans is that their stories are not forgotten and are passed down through younger generations. A key focus of our ambitious D-Day 80 planning is to secure funding for 10,000 plus primary and secondary school children (and other groups such as cadets and scouts) to participate in a learning experience at the museum. This is an impactful programme which will run through 2024 and 2025. We are delighted to have already secured £21,000 in sponsorship from BAE Systems and Portsmouth Grammar School to enable the first 600 children to visit the D-Day Story in February. The sponsorship covers all costs including coach travel, breaking down barriers to participation.
- 3.4** To ensure extensive public visibility across Portsmouth and beyond in 2024 we are creating pop-up D-Day 80 museums which can be adapted to fit into our libraries and other spaces such as retail centres and even on cross-channel ferries. The number of pop-ups we create will depend on sponsorship/ funding. We have already created the first one, which will be situated in Cosham Library- and features local D-Day related stories. We are also developing a display to be situated in Southsea Castle to engage its over 100,000 annual visitors with the D-Day Story Museum and D-Day 80.
- 3.5** D-Day in 80 Objects is a national partnership, conceived by and being led by the Portsmouth Museums service. The National Museum of the Royal Navy, The RAF Museum, The National Army Museum and the Imperial War Museum have all agreed to work with us to curate a selection of 80 objects from across our collections which represent D-Day. This list of 80 objects will be publicised across all of our social media channels (one a day in the 80-day run up to the 6 June), and also used in a publication. The aim of the project is to reach as wide an audience as possible, and we are aiming to formalise discussions with regional and national media partners with this in mind.
- 3.6** A group of 28 towns and villages covering part of Gold Beach in Normandy and further inland (known as Seulle Terre et Mer) will display graphic panels featuring images of the Overlord Embroidery at Asnelles, Gold Beach.
- 3.7** The Spirit of Normandy Trust will be bringing up to 14 Normandy veterans to The D-Day Story on 3/6/2024 to meet (at different times during the day) specially invited schoolchildren and museum visitors, as well as answering questions online in a livestream. Due to the advanced age of the veterans, this could end up being the largest gathering of Normandy veterans that the public can interact with, that there will ever be in the future in the UK.
- 3.8** In May 2024 we will be holding a conference at The D-Day Story in partnership with the Naval Dockyards Society, on naval and dockyard contributions to the Normandy campaign.

3.9 To ensure we continue to maximise the opportunity presented by D-Day 80 for the city and the museum throughout 2024 we are planning a number of art related projects. With the support of members of the Overlord Embroidery Trust we will be launching a D-Day inspired textile competition aimed at college students in September 2024. We are also discussing working with the "We Shine" festival (Portsmouth Creates) to illuminate the LCT 7074 and run a series of D-Day footage projections onto the museum building in the darker months.

3.10 National Commemorative Event

3.10.1 The MOD are planning a national commemoration which will be held in Portsmouth on 5th June 2024. The Secretary of State has confirmed that he wants a 'maximalist' approach to the D-Day80 commemorations. At this stage there has not been any indication as to what shape this will take.

3.10.2 Various site visits have been held across the city with the Head of Defence Major Events as well as various broadcast companies.

3.10.3 The MOD lead for the commemorations changed just before Christmas. Discussions will start again in the new year and the new lead officer will progress the discussions with broadcasters with a view to enter into a contract as soon as possible.

3.10.4 Commodore Voyce, Portsmouth Naval Base Commander, will lead the event from a local point of view and has already held a stakeholder meeting where plans and ideas were shared with a view to establishing a Hampshire-wide programme of events and engagement activities. The overwhelming sense from all agencies was that education should be the focus of the commemorations and whatever form it takes; it should ensure there is a legacy.

3.10.5 PCC Events Team will work closely with the MOD to ensure the success of their event. The team will then extend the commemorations to include:

- Commemorative Service at the D-Day Memorial on 6th June (working with the Royal British Legion)
- D-Day themed Armed Forces Day community event on 8th June

4. Reasons for recommendations

4.1 The D-Day landings mark an important strategic role the City of Portsmouth played in this critical period of World War 2. As the landings are passing out of living memory it is important to mark the sacrifices made by those who took part and to appropriately ensure that the few remaining veterans have an opportunity to mark such a significant anniversary.

- 4.2 The D-Day Story provides a focus for projects and events both in the lead up to the anniversary and beyond to reach a wide audience.
- 4.3 Our ambition through the support and delivery of any such programme will be to enable Portsmouth to be at the centre of the UK's commemorations for 2024 and to be the hub for the study of D-Day and leave a lasting legacy.

5. Integrated Impact Assessment

- 5.1 Integrated Impact Assessment completed and attached at Appendix 1

6. Legal implications

- 6.1 It will be necessary for officers to continue to work along with the principal delivery partners for the events to ensure that:
 - each partner's specific programme delivery roles and responsibilities are clearly understood, co-ordinated and agreed
 - satisfactory arrangements are in place to secure the safety and security of all participants in the events, event support staff and contractors and the general public attending;
 - all necessary public liability and other required insurances are in place; and
 - all necessary statutory consents, licences, permits and orders (e.g. traffic management orders) are in place in good time.

7. Director of Finance's comments

- 7.1 The programme of activities detailed in this report will be delivered within approved budgets from money already put aside for D-Day 80 along with further sponsorship as is mentioned in the report.

.....
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

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

This page is intentionally left blank

Form name	Integrated Impact Assessment
Reference	IA576815193
Date	12/01/2024



Policy details

Request date	12/01/2024 10:05
Directorate	PCC Culture Leisure and Regulatory Services
Service	Museums Service
Title of policy, service, function	D-Day 80 Projects
Type of policy, service, function	New
What is the aim of your policy, service, function, project or strategy?	To promote awareness of the 80th Anniversary of D-Day.
Has any consultation been undertaken for this proposal?	no

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

With the above in mind and following data analysis, who is the policy, service, function, project or strategy going to benefit or have a detrimental effect on and how?	<p>The education project is aimed at schools with a high level of pupil premium so will create opportunities and benefit socioeconomic status.</p> <p>We are working to pay tribute to the remaining elderly veterans.</p>
--	--

<p>Will any of those groups be affected in a different way to others because of your policy, project, service, function, or strategy?</p>	<p>No</p>
<p>If you are directly or indirectly discriminating, how are you going to mitigate the negative impact?</p>	<p>N/A</p>
<p>Who have you consulted with or are planning to consult with and what was/will be your consultation methodology?</p>	<p>Schools, veterans</p>
<p>How are you going to review the policy, service, project or strategy, how often and who will be responsible?</p>	<p>Annually</p>

Crime - Will it make our city safer?

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

Housing - will it provide good quality homes?

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

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

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>By sharing the stories of D-Day we aim to promote pride in Portsmouth's local history increasing people's sense of place, thereby boosting mental health.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Audience feedback will be collected from all the projects.</p>

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

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>By offering a completely free educational trip to the D-Day Story we are breaking down any barriers stopping children visiting due to their family's economic situation.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Audience feedback following visits. Follow ups with teachers to determine the impact of the visits on their classes.</p>

Carbon emissions - will it reduce carbon emissions?

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

Energy use - will it reduce energy use?

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

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

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

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

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

Air quality - will it improve air quality?

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

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

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

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

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

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

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>By increasing awareness of D-Day we will also increase interest in visiting the D-Day Story thereby making the museum more sustainable. Through our national partnerships around D-Day in 80 objects we will raise wider awareness of Portsmouth and it's heritage inspiring people to visit.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Visitor numbers/ Income generation / Press coverage local and national</p>

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

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Through the corporate sponsorship of the education programme and the increased number of learning sessions we will be creating new casual learning facilitator posts.</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Numbers of jobs created.</p>

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

<p>Please expand on the impact your policy/proposal will have, and how you propose to mitigate any negative impacts?</p>	<p>Increased visits to the city</p>
<p>How are you going to measure/check the impact of your proposal?</p>	<p>Visitor numbers</p>

Social value

Please explain how your policy, service, function, project or strategy delivers Social Value	Education/ Sense of Place
---	---------------------------

Involvement

Who was involved in the Integrated impact assessment?	Cathy Hakes
Name of the person completing this form	Cathy Hakes
Date of completion	2024-01-12

Agenda Item 4



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 (CLED)
Subject:	Economic Development and Skills service update for 2023
Date of meeting:	16 February 2024
Report by:	Ian Maguire Assistant Director for Planning and Economic Development
Cabinet Member:	Councillor Steve Pitt, Leader and Cabinet Member for Culture, Leisure and Economic Development
Authorised by:	Jane Lamer Head of Economic Development and Skills
Wards affected:	All

1. Requested by

The report is produced at the request of the Portfolio Holder for CLED.

2. Purpose

To reflect on the impact of the wider service on the communities in Portsmouth during the last full year

It is noted that this is the first full year of delivery by the combined service, which was established in May 2022, merging the traditional economic development work with the wider skills services to provide a joined-up approach and make significant staffing savings within the limited budget.

3. Information Requested

The Economic Development and Skills service sits within the Regeneration (Economy, Planning and Transport) Directorate and the service is line managed by the Assistant Director for Planning and Economic Development.

The work delivered by the service reports to CLED and Education Portfolio holders, reflecting historical boundaries and the range of the economic development activities.

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)

Much of the service does not receive any centralised funding or has cost recovery targets to ensure they are cost neutral. 2 departments receive no funding and rely on externally sourced projects and grant funding for delivery

Business Support and Inward Investment

2.5 FTE centrally funded posts to provide a range of business support services to businesses in the city. Many of the new businesses the team engages with are from referrals and recommendations from other businesses/organisations we have engaged with. This demonstrates that our team are having a positive impact in reaching out and support many businesses in the city. Through attending many business networking events and expos, our team is getting great exposure, enabling us to be a first point of contact for businesses looking for support.

Our team regularly receives positive feedback from the conversations had with businesses, whether they have been able to access funding from the council or another source, or that they have been able to make the right connections for their business that enabled growth and provide employment.

For period January 2023 - December 2023:

- Over 500 businesses engaged via telephones and emails developing into conversations covering business support. Much of this engagement has come through enquiries to the business support helpline and shared inbox or through contact made to officers through referrals from other businesses, and networking events.
- Over 200 businesses supported 1-1 (Teams, Phone calls, F2F, Enterprise Centres, drop ins). Much of the support were focused on funding, support for starting up a new business, and searching for suitable premise
- 52 business networking events attended in total which enabled over 450 business engagements at a wide range of business events including regular monthly First Fridays and PCC Business 2 Business, Portsmouth Expo, annual Shaping Portsmouth annual conference, Portsmouth Creates and Space South Central Orbit networking events.
- Actively supported a Solent wide 'GetSet for Growth' business support programme funded by the European Regional Development Fund. This programme enabled over 400 eligible businesses across the Solent to benefit from funding and professional business advice. A GetSet Growth Conference was held at the end of the programme on 16 May to celebrate its successes.

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)

- Crowdfund Portsmouth

The council's contract with Crowdfunder UK was renewed from January 2023 to November December 2023, and during this time 10 regular drop-in sessions were held, attended by 79 businesses and community individuals to discuss their project with the SME (Small or Medium sized Enterprise) Development Officer and CIL (Community Infrastructure Levy) Officer. It was the only funding programme of its kind run by a local council to support businesses in the Southeast.

This was a big year for the programme, with a total of £26,500 given to seven start-up & small businesses in the city through the platform, including Strong Island Clothing, Southsea Play Café, Portsmouth Distillery, No.6 Cinema, the Pole Coven Southsea Plant Shop, and Let's Mochi.

This is the second biggest 'activity' year for the fund, with the first being 2020 when the programme began. 2020 was a Covid year and the projects supported were around 'pay it forward' to help with business survival. This year's projects were all exciting business start or growth projects. This funding programme is now closed.

- Portsmouth Business Support Partnership (PBSS)

This a new initiative led by Portsmouth City Council and Shaping Portsmouth to help business to start, grow and thrive, with support from many partners including Solent Partners, The Apprentice & Skills Partnership, Business South, Federation of Small Businesses, WSX Enterprise, and Hampshire Chamber of Commerce. This new comprehensive 'one-stop shop' business support service will be launched in January 2024 at Shaping Portsmouth Conference.

- Inward investment

We have a positive working relationship with our Partnerships Manager from Dept of Business and Trade (DBT - formerly DIT) through our monthly meeting discussions on promoting trade and investment into our Freeports sites (i.e. Portico and Dunsbury Park). This has result in several team visits to the area (Finance and Professional visit in June 2023 to Southampton and Portsmouth, Inward Investment team visit jointly to PIP (Portsmouth International Port) 29/11/23 and Lord Offed visiting PIP on 18/1/24) to further promote the area.

During the year, we have assisted 21 enquiries on suitable sites & premises in the city, from which 9 were referred from Dept of Business and Trade (formerly DIT) and 12 via our www.investportsmouth.co.uk website enquiries form.

We regularly review overseas enquiries and exchange updates on latest initiatives and overseas trade opportunities, for example, their support with MIPIM (Le Marché International des Professionnels de l'immobilier, (translated as The international market for real estate professionals) that took place on 14-17 March in Cannes,



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)

France which attracted around 23,000 delegates from over 90 countries, which was 15% more compared to previous year.

International partnerships (Sister City)

Halifax, Nova Scotia, Canada

- We hosted a visit for their Mayor and Halifax Partnerships team in January 2023, to sign the new Sister City agreement; tour of the city and focussed business meetings, plus a sector focused business networking event attended by over 40 maritime, space & satellite applications, shipbuilding, and oceanology
- Attended [Ocean Business 2023](#) conference in April 2023 and the Canadian Reception and met the Ocean Technology Council of Nova Scotia and some of their Canadian start up and SMEs (Small or Medium sized Enterprise)
- The Halifax Partnership team was shortlisted for the [Maritime UK Solent Awards](#) under International Partner of the Year category
- Returned visit took place on 24/09/23 - 28/09/23 with representatives from Portsmouth International Port, Portico, Solent LEP (Local Enterprise Partnerships) / Maritime Solent UK
- Currently working with Maritime UK Solent to jointly host a virtual business networking event for maritime businesses for Halifax and Portsmouth areas on 4th March 2024, with both the Leader and Mayor Savage speaking. The event will also present opportunities for businesses in both cities to share their exciting projects and any collaboration opportunities.

Duisburg, Germany

- We hosted a visit from Duisburg Business & Innovation team on 3rd and 4th May 2023 focused on the work of the Portsmouth economic development and regeneration projects, and Hydrogen/sustainability initiatives. Tour of the city and key business meetings
- Lord Mayor & Mayoress visited in November 2023
- Continue to support commercial opportunities and support for any business interested in connecting with businesses in Germany

News & Events - Invest Portsmouth

On our website we promote successes / good news and new case studies, latest news stories have been added to the website include:

- Business with Portsmouth's twin city Duisburg
- Lakeside win Workplace of the Year
- Quattro Foods awarded recognition for its commitment to achieving Net Zero
- American fast food chain plan to open in city centre
- Portsmouth Library of Things and Repair Café Portsmouth at Cascades shopping centre in Portsmouth's city centre
- Portsmouth is the top choice for growing paper and printing businesses
- Buckwells of Southsea wins UK's best sausage award

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)

- The driving forces behind Southsea Food Festival
- Eat the Island: a new opportunity for local food industry
- Lakeside opening for Carrington West recruitment (opening by The Lord Mayor) - Carrington West named best places to work
- Successfully held the third year of week-long business focussed events as part of the Portsmouth and South Coast and Business Week 2023, from Monday 6th February to 10th February 2023. This popular festival of business engaged with over 1000 businesses, including daily sessions streamed on Facebook Live.
- Business case studies: "SLR Marine recruitment company as a growth company over the past five years;" "From market stall to shop via Love Southsea;" "Why being small and independent is the secret behind Southsea Deli"
- Innovate UK Edge Roadshow one of three roadshows in the Southeast was hosted at Lakeside North Harbour in Portsmouth and attended by over 40 businesses receiving guidance support with innovate funding opportunities. The other two roadshows were held at Oxford and Farnham
- Venture fest South 2023_PCC was a paying partner at this year's Venture Fest South event held at the Ageas Bowl venue. The event had 1,186 registrations and 750 delegates attended. A quarter of attendees were students and less than a quarter were businesses.
- Yarty on growing from kitchen table to exporter

Evolutionary – CRM (Customer relationship management system)

Purchased in 2021/22 within employment and skills service, this resource is now embedded in the economic development service, increasing recording against individual business engagement. The long-term plan to increase the potential for accurate intelligence and market engagement. This significant work has led to a CRM strategy which will be implemented as part of the training to the team, to ensure best value from the resource.

Places and Markets

2 FTE centrally funded with an additional 2 FTE funded within a cost recovery envelope for the delivery of the commercial markets across the city

Markets

Cosham and city centre markets continue to perform adequately. Room for growth and development of markets as set out in the 5-year action plan in the now adopted market strategy. Consideration/challenge in Cosham as no power available for traders. Recruitment underway as per the new structure to deliver the market strategy over the next 5 years, with the plan to appoint by the end of January 2024.

Southsea markets continue to be delivered by Hampshire Farmers and Love Southsea under a commissioned process. Procurement/contract award process underway for markets provision in Southsea for the next five years.



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)

Procurement/contract award process underway for Christmas markets provision in the city centre 2024 - 2028

Small Business Saturday 3rd December 2023

Additional market pitches added to the city centre market for free and including gazebo to encourage micro/startup businesses an opportunity to trader. Initial interest high, 5 traders on the day positive feedback from them and the existing traders. Future, similar activity planned with new P&M team.

BIDS (Business Improvement Districts)

Exploratory conversations to be held early 2024 with city centre and Southsea businesses following recent feedback regarding high streets and challenges businesses

are facing. CLED scrutiny on high streets ongoing, report to follow with recommendations from scrutiny panel, may include BID exploration. Partnership approach to problem solving with PCC teams and better connections with businesses in high streets as a minimum. Additional staff in P&M team will enable/free resource to dedicate to this activity but remains a significant pressure on the team, currently led by 1 staff member.

Events

Southsea Food Festival was delivered in its 15th year in 2023, and although 2023 was the first year we had to cancel day 1 (Saturday) due to extreme high winds, we achieved our highest footfall of 35,000 on the Sunday.

60 individual traders booked in to attend and those that were moved to Avenue De Caen were all happy. Feedback from traders was positive, with some achieving comparable sales to 2022, even with one day of trading. Planning under way for 2024 festival, working with the Victorious team, and building more cultural and creative content to the festival.

Eat the Island

Successful event June 2023, further networking planned for 2024, exploration of grant funding for trade show attendance, maximising opportunities for food businesses/producers in the city. March session to establish purpose/actions TOR to keep clear focus and objectives for the group and ensure business led.

June event planned with Business South/Hampshire fare to launch the food festival, potential hosting in a venue e.g., Staggeringly Good to open venues up and bring buyers/producers together in one place.

Pop up Project

Working with Flude and Cascades to deliver 'Pop up Portsmouth' an opportunity for a business in PO1 - PO6 to be in a high street location with lower rent and short-term lease. Idea to bring independent business to a traditionally chain/national brand

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)

location. Idea to enable a path for businesses - market stall, pop up shop to more permanent high street location and offer business support on the journey. Also facilitates the change we want to see on the high street of a wider mix of businesses and maintain footfall to the area and potentially reactivate shop frontages.

Enterprise Centres

7.2 FTE centrally funded under a cost recovery envelope for the delivery of 3 established centres (increasing to 5 in 2024 with the addition of City Buildings and Bridge Centre sites) Enterprise centres offering short term lease opportunities to SMEs across the city.

Occupancy for all sites remains strong, averaging over 95% across all sites, although delays in moving City Buildings to live and required refurbishment of sites in Victory to allow reletting has reduced budget expectations for 23/24 where it is anticipated a small loss against budget.

City Buildings refurbishment is currently subject to a capital bid following a frustration with the insurance claim for the "Playlands" site, but significant conversations are being had around lease opportunities for the site on refurbishment.

The team is currently recruiting 2 FTE following promotion of 2 staff who started with the service as apprentices during covid.

Skills Strategy and Section 106 Employment and Skills Plans

1 FTE centrally funded

Skills strategy

Work on the second annual review of the 'Skills and Labour Market Strategy 2020-2025' action plans was completed in February 2023. This review covered the year 2022.

Notably this review showed that PCC had met the requirements of all action plans for Theme 4 'Respond', which was focused on the Covid recovery plan. This review showed progress for most of all other actions plans, and highlighted areas that required focus for the year 2023.

Work on the third annual review of the 'Skills & Labour Market Strategy 2020-2025' action plans began at the start of December 2023. This review covers the year of 2023. This will be ready to be presented in the first quarter of 2024. Early data review shows actions plans are being met in a timely manner and most headline LMI data is improving. Qualification data around Level 4 skills attainment has been queried with the ONS, and until then, that data is being viewed with caution.

LSIP/LSIF

The Solent Local Skills Improvement Plan (LSIP) was agreed and published in the summer of 2023, led by Hampshire Chamber as the Solent's Employer Representative

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)

Body (ERB). The subsequent Local Skills Improvement Fund (LSIF) bids were submitted shortly after and were successful as of November 2023. Approx £2.4MILL was secured for Further Education (FE) providers in the Solent, over the two-year period to March 2025. There are 4 projects within the LSIF: Creative, Maritime/Freeport, Research & Development and Health & Social Care. PCC representation is held at both the LSIP and LSIF boards, ensuring impact is had in Portsmouth. This work represents true collaboration between all FE, skills, and LA partners across the Solent, for the benefit of businesses and residents in terms of skills and education development.

Notable impacts for Portsmouth will include:

1. New equipment and facilities refurbishment/development for all FE providers for all 4 projects, this includes TECH: TRUCK modifications for project 3.
2. Workforce industry exchanges for project 1, 2 and 4.
3. Staff training and upskilling for projects 1,2 and 4.
4. New Level 5 HND engineering programme (PETA)
5. Employer engagement events for project 1 (H&SDC)
6. Development of L2 and L3 Marine engineering and marine electrical programmes (SHCG (South Hampshire College Group)).
7. Development of immersive classroom for project 4 (SHCG)

Colleges and Training Providers

The strengthening of partnership working across Portsmouth and its travel to learn areas has continued in 2023. Visits by PCC to all our major colleges and training providers began in late Summer of 2023, with accompanying comms pieces shared to social media platforms. Updated information of provision across Portsmouth has been updated on the PCC website to ensure businesses and residents have an accurate picture of what skills and training is being offered.

The Employment and Skills Manager holds regular Skills Provider meetings with the key skills partners across the city and its travel to work areas. These meetings as opportunity to update them on key projects such as S106 Employment and Skills Plans and benchmark requirements, ensuring appropriate support is offered to developers to assist in completion of the plans. The Skills Provider group is also used as a platform to funnel information to and from the Shaping Portsmouth Skills and Employability group. Towards the end of 2023, the Skills provider group was used as a forum to discuss the LSIP and LSIF, and ways to harness impact for Portsmouth.

Shaping Portsmouth

PCC representation at Shaping Portsmouth is continued, with the Head of Economic Development & Skills on the board as a non-exec Director, and the Employment & Skills Manager as Co-chair for the Skills and Employability group.

8 programmes are currently live under the Skills and Employability group. These include Explore Your Future, Business Breakfasts, Business Workshops, shaped by Solent,



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)

Apprenticeship Bus programme, Made in Pompey, Skills, and Employability (Care leavers, rough sleeper, probation), and The Portsmouth Pledge.

'Explore Your Futures' goal is to inspire young people in Portsmouth, aged 14-19, by exposing them to a diverse array of role models from various backgrounds. Currently there is a video library of 42 career stories

'The Apprenticeship Bus' programme in February 2023 engaged with approx. 1,400 students from 10 senior schools, supported by 59 business partners. Planning for 2024 is in its final stages and will take place in February 2024.

'Made in Pompey' plans to see 600 individuals placed into apprenticeship, traineeship or supported internships, with approx. 140 already secured. The programme draws to a close in 2024. This is a collaborative effort with all FE colleges and training providers in Portsmouth.

'Choose employability' is focused on supporting each client in creating their tailored pathway to employability. Clients include Care Leavers, Homeless & Rough Sleepers, and the Probation Service. 7 care experienced young people have been put into employment.

'Shaped by Solent' engages with the three SEND (Special Educational Needs and Disabilities) schools Mary Rose Academy, Little Green Academy, and redwood park academy. Shaping was successful in recruiting x7 mentors from their business partnerships who were all paired with a school and who delivered their mentoring sessions within the month of October and November 2023.

Events

Future Portsmouth

Future Portsmouth 2023 was held in the Spring of 2023, at the end of Portsmouth & South Coast Business week. Sponsors for this PCC event was the University of Portsmouth, Solent Apprenticeship & Skills Hub, and the Hampshire Chamber. The theme for this conference was "Green" with a focus on sustainability, green technologies and Net Zero. Despite a record number of sign-ups for this event (approx. 150), attendees on the day only reached approx. 70. Feedback from the event was that whilst Future Portsmouth is a key and important part of the business community calendar, it is proving expensive for sponsors, the conference style is not as interactive as delegates would like, and the appetite for an early morning event is waning due to changes in peoples working patterns post Covid. It was also felt that due to event 'saturation' during Portsmouth & South Coast Business week and National Apprenticeship Week in the Spring, that businesses are having excessive demands placed on their time. The Future Portsmouth steer group met in October 2023, and decided upon some key changes including a new venue (free of charge from UoP), a

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)

different time (Autumn as opposed to Spring) and a change of style from conference to round table networking. Planning continues for this 2024 event.

Portsmouth & Chichester Apprenticeship awards

PCC was a lead sponsor for the first Portsmouth and Chichester awards ceremony held at the Marriott Hotel in November 2023. This event was run by the National World publishing. Portsmouth businesses and apprentices were recognised in the awards, with PETA Training winning the award for Best Independent Training Provider 2023. PCC served as a judge for the categories.

Net Zero 360

The Solent Apprenticeship and Skills Hub launched their Net Zero training programme at the Victory Enterprise Centre. This event was launched formally with a communications campaign from PCC and Solent Apprenticeship and Skills Hub, with a supporting quote from Cllr Steve Pitt. A second programme event is being planned for 2024, once again utilising one of PCCs enterprise centres.

Neurodivergent Business Consortium

PCC continue to lend its support to the Neurodivergent Business Consortium. Both the Head of Economic Development and Skills and the Employment and Skills Manager regularly attend and have sat several times on the panel. These events provide valuable insight for PCC into supporting Neurodivergent individuals within the workplace and provide a way of funnelling this key information to Portsmouth businesses to ensure equal working opportunities are encouraged.

Section 106 Employment and Skill Plans

As of December 2023, PCC currently have 13 'live' major developments within the city that have an Employment & Skills Plan attached to them. All 13 sites have an agreed ESP (Employment and Skills Plans), and benchmark data is completed via regular review points with the Developer/Contractor.

PCC currently use the CITB Client Based Approach (2016) guidelines to set the requirements within the ESPs (Employment and Skills Plans). Work with colleagues in Economic Development, Planning & Procurement began in 2023 to review this and see if more suitable/relevant outcomes can be achieved via a different mechanism, for example, via the PCC Social Value Policy. PCC were notified in November 2023 that the CITB is making changes to their guidelines with an announcement of these expected in January 2024, and PCC will consider these before any changes are made.

To improve collaborative working and ensure all ESP sites are captured fully, various measures have been taken. These include(d): Regular meetings held between Economic Development and Planning teams around upcoming major sites, ESP information sharing to all colleagues in Planning, and 1:1s between the Employment and Skills Manager and the Head of Development Management.



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)

ESP case study

Cast studies continue to be required from ESP sites to highlight the positive impact ESPs have for Portsmouth residents. Please see below an example of a case study from Mogan Sindall and Portsmouth resident, Macey Blackman:

'Macey Blackman, a resident of Portsmouth, has become the Degree Apprentice Site Manager at Morgan Sindall, working on their current development in Cosham. Macey Blackman began her journey with Morgan Sindall as a T-Level student, working on another of their sites in Gosport. Macey impressed the management at Morgan Sindall so much, showcasing the potential that she had to become a leader, that they went on to offer her an apprenticeship opportunity in Cosham. "I have been down at Cosham for nearly 6 months now. It has been amazing to be at a project so early, I have learnt so much from shadowing the managers around me, seeing trades I have never had the experience of working with before. I have had experience in doing permits, getting dimensions from the architect, having a walk around with our engineer to gain a better understanding of the technical side of things. I have been able to take part in QA, daily briefings, prestart meetings, and leadership engagements. Overall, I have had the best experience with Morgan Sindall down at Cosham Fire Station, everyone is so welcoming here and they are all great at giving me a hand when I need it and look forward to many sites after this", quote from Macey Blackman.'

Projects

Upskilling Village

Attempts to successfully launch this project continued through 2023, with the aim of Willmott Dixon delivering construction and community skills via an Upskilling Village. Despite PCC ringfencing £10K of UKSPF funding to support the start-up costs of the project, there have been financial challenges in securing a suitable building. The planned 2023 start for this project was not met, and now a 2024 start is targeted. Willmott Dixon are due to be meeting with COPC (City of Portsmouth College) in January 2024 to discuss delivery of programmes via AEB (Adult Education Budget) as the construction skills will be taught via the college, as well as community support on offer such as mental health services. A new lead for this project within Willmott Dixon has been assigned as of November 2023 to give a more focused input.

Unemployment Programmes

12 FTE all funded externally. The service has retracted significantly in July 23 following the ending of one programme, but due to confirmation of a new delivery option they are now recruiting.

Work and Health

Work and Health was established in 2018 and after a difficult start has been a successful programme. It supports adults who have been out of work for at least 2 years and have



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)

multiple barriers to work, including physical and mental disabilities and challenges. This provision supports our most vulnerable adults for a period of up to 21 months.

The contract has been extended and currently runs to Dec 2024.

In September 2023 we have signed a contract variation for the Pioneer Pathway which allows some flexibility within the delivery.

In 2023 the programme has secured

188 new starts on programme

145 job starts

63 job outcomes (confirmed sustained employment)

Celebrate:

A candidate who has recently joined our programme who has learning disabilities and has hearing impairment was not sure what work they would like to do, so after having a few employment and assessment meetings we established that gaining a food hygiene certificate would be a great skill to add to their CV and make them more employable for any hospitality roles. I contacted our course provider (The Learning Place) who work in partnership with us at PCC and informed them that the candidate has learning disabilities and suffers from hearing impairment, so they agreed to reserve her a place at the front of the classroom and would give them extra help with the training and extra time to complete the exam at the end of the course (if needed). The good news is that the candidate passed the course with a high score.

The candidate ecstatic with the good news and rushed up the very next day to collect their certificate. They are very thankful to us for thinking of putting them on the course, as this would not have been something they would have pursued if we did not make that extra effort to help develop their skill set and hopefully make them more employable.

The PCC Work & Health team are the highest performers across the whole Seetec Pluss CPA; including all delivery partners and their direct delivery.

IPS (Individual Placement Support)

New programme which started in Sept 2022 supporting adults into work who are in drug and alcohol recovery which has already secured referrals and one adult into work in this complex high need service.

In 2023 the IPS programme has secured

80 Referrals

23 job starts



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)

11 job outcomes (confirmed sustained employment)

Celebrate:

"John was referred to IPS on 23rd June 2023 from Havant Inclusion.

I met him on 27th June where we started his vocational profile document. John has really turned his life around from being homeless and regularly using drugs and alcohol to pass his time. A year ago, he was arrested and convicted of common assault on an Emergency Worker while under the influence of drugs and was given a suspended sentence order. Since then, he has got back in touch with his family and now lives with his Nan and Grandad and attends the Orion Centre for addiction support.

When we met, John was motivated to find a steady full-time job but had only ever got previous jobs through 'word of mouth'. Together we worked on his CV, discussed interview skills, and I sat with him to research jobs and complete job applications.

John was eventually contacted back by an employer on 31st August and started his job on 4th September! The role is through Best Connections Group (local logistic agency) to work as a warehouse operative at LMC Logistics Warehouse in Havant. He works 8am-5pm Monday to Friday and is enjoying it.

John remains with me on In Work Support and is very happy with all the support he has received, and his recovery worker is delighted.

Focus

IPS contract has been extended to March 2025. The Re-Work team are embedded within the NHS teams; generating referrals to Programme.

NCS

In 2023 the NCS programme has secured

185 new starts on programme

24 adults into work

21 job outcomes (confirmed sustained employment)

Celebrate:

"My name is Nataliia. I am from Ukraine. I came to Portsmouth with my 2 children and a dog after the war had begun. I am 45 and in Ukraine I have been teaching English (grammar, translation, general English practice) at the University for more than 23 years. I have PhD in pedagogy but that did not help here to get any position to earn my living. At the meeting we discussed my CV, my soft and hard skills, analysed the market of work



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)

opportunities. The adviser suggested to reorganize my CV and apply different positions. After the CV had been reorganized, I applied several positions and was invited to the interview where I was suggested a full-time job. It took me a week to get a job after the meeting with the adviser. For the foreigners it is very must be advised real practical steps to get a job."

JETS:

1184 Programme starts

641 Job Entries

This programme started in October 2020 and closed 21st April 2023. Overall figures above. Remote DWP (Department for Work and Pensions) Programme; also delivered throughout Covid.

RESTART:

3328 Programme starts

1385 Job Entries

This programme returned to the prime contractor FEDCAP in July 2023 through mutual termination. TUPE process complete.

Adult and Community Learning (The Community Learning Service CLS @ The Learning Place)

10 FTE (14 staff) are all externally funded.

The CLS aims to deliver a curriculum to support residents to take their first steps towards employment, encouraging the upskilling of those without a qualification; helping to break inter-generational low aspirations through Family Learning; and promoting the development of digital skills and encouraging older residents and those with long-term health challenges to maintain a healthy and stimulating lifestyle.

The CLS is externally funded with the main income and funding received from the ESFA (Education and Skills Funding Agency). Data, funding, and reporting is all linked to the 2022/2023 academic year. The CLS falls under the remit of Ofsted and its overall effectiveness was Good across all aspects of the service.

Community and Family Learning

The 2022/23 academic year showed a return to pre-pandemic learner numbers.

The CLS, together with its sub-contractor City of Portsmouth College, delivered 3072 instances of learning to 1726 learners across the city. Of these 1838 instances and 937 were directly delivered by the CLS team. This demonstrated a return to pre-pandemic levels,

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)

although there are less learners engaging with family learning; reasons for this include recruitment challenges with more working parents and a lack of accommodation in schools. When working with families, the CLS strives to encourage aspiration for parents and their children, alongside fostering a love of learning and an understanding that parents are their children's prime educators.

The development of progression pathways and increased digital skills courses has provided opportunities to consolidate and further develop confidence in those looking to improve their digital skills whether it be for social or employability purposes. There has been an increase in courses that are linked to employability such as Advanced Spreadsheets. This move will continue to support those wishing to reskill into new areas of employment. The strong partnership with the National Careers Service continues, 54 learners taking the option of impartial independent careers advice appointments. All community learning courses strive to encourage learners to acknowledge, develop and value their transferrable skills and to recognise their worth in the workplace. CLS has been a key partner with Education in the Teach Portsmouth events, encouraging residents to upskill with a view to employment in schools.

Confidence Building - *I love The Learning Place. All of the staff have been incredibly friendly, helpful, and supportive. My life is improving so much. Thank you.*

Family Learning English - *I loved x's teaching style; she keeps everything fun and relaxed but gets everything across. Thank you for helping me to understand how the children are taught now, because I really struggled before this course to help my little girl.*

Family Learning Storybooks - *Our tutor was amazing, very fun and informative. Extremely friendly and welcoming. The crafts we learnt will be treasured and repeated many times in our family for years to come.*

Accredited Learning (Adult Skills Budget)

All accredited provision is directly delivered from The Learning Place, a dedicated adult education centre. The CLS has continued to develop its wider accredited curriculum which has been successful in establishing a firm learner pathway into employment in schools; including L2 qualifications in Safeguarding, Support Work in Schools and Colleges and Understanding Children and Young People's Mental health. Functional English and mathematics still represent the core of the accredited offer.

This year has seen the CLS overachieve on its ASB funding by 12.8%. This represents 165 learners obtaining 236 qualifications and is the strongest performance in the last ten years. Of the 165 learners, 73% had previously completed a community learning course or workshop, showing the importance of this as a progression path to develop learners' confidence and skills. This year has seen an increase in both male and ESOL (English for Speakers of Other Languages) learners.

Support Work in Schools and Colleges - *I felt this course fulfilled my expectations. I thoroughly enjoyed coming in every week and X's teaching style is amazing. She made sure*

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)

we were all included, and my work was of a very good standard thanks to X's support and encouragement.

Functional English - *As a single mum of 31 I was worried about time, but my personal situation was understood and made me more confident to start and do this course.*

Essential Digital Skills - *I am very happy with completing this course as it is very beneficial for my job role.*

Apprenticeships

The CLS is PCC's in-house apprenticeship provider for Business Administration, Customer Service, Team Leader, and Teaching Assistant apprenticeships at levels 2 and 3. In response to local employment challenges provision has been extended to support the health and social care sector, although this has led to increased support to enable apprentices to achieve their functional skills. Apprenticeships continue to allow staff to develop qualifications alongside their role, supporting staff development, progression, and retention.

As apprenticeships take approximately 18 months to complete, the 2022/2023 achievement rate for apprentices is 68%, which is slightly higher than the previous year, and reflects the high withdrawal rates seen by apprentices during the pandemic. The academic year has seen 51 apprentices start an apprenticeship which is the highest number on record and represents a 127% increase on the previous year.

The CLS apprenticeship team continues to work closely with Portsmouth City Council's Learning and Development team to identify opportunities to expand the breadth of apprenticeships on offer to support staff, employers and meet local demand.

Business Admin level 3 - *'from the bottom of my heart I would like to thank you for your extraordinary encouragement and support'*

Multiply

This is a three-year project and is part of the Government's Levelling Up Project to increase maths skills in residents without a level 2 qualification. The CLS is part of the city's delivery response and PCC's internal provider for Multiply. This project is currently mid-way through Year 2. Multiply has been positive for the CLS and has seen 416 learners engage in 604 learning activities, all of which have mathematics running through them and are aimed to support the development of maths confidence and work towards a mathematics qualification. The project has seen 34 learners enrol onto accredited provision in the 2023/2024 academic year.

Multiply Chocolate Fractions - *This refreshed my mind on lots that I had forgotten or struggled with at school. Maths has always been my weakness. This will be helpful with my son's homework so we can learn together. I will not feel so anxious at the thought of it now.*

British Nationals Overseas - Hong Kong (BNOHK)

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)

This stream of work is funded through the Home Office and provides the opportunity for people from Hong Kong to access education. This project has supported 57 learners and 168 enrolments in the 2022/2023 academic year including ESOL courses, CV writing and accredited Food Hygiene. The group has undertaken a series of visits to Portsmouth Football Club, Southsea Castle, and the historic dockyard. This initiative is designed to support integration of British Nationals resident in Hong Kong who might consider Portsmouth as their permanent UK home.

Trip feedback - *It increased our sense of belonging when learning all the landmarks and historic spots introduced by the guiding computer system with information in details. We all were excited and felt proud of being part of Portsmouth especially as we are new migrant settled here.*

Overall, the 2022/2023 academic year was strong for the CLS team across all its projects. The new academic year is off to a positive start, with indications being that numbers will mirror 2022/2023.

The service is also supported by centrally funded Marketing and Communications officer, who supports across Planning and Economic Development and Skills. As well as managing communications and marketing across the wider service this officer leads on the maintenance of the following websites:

Portsmouth City Council - business pages

[Business - Portsmouth City Council](#)

Situated in the corporate website this outlines the services provided by the wider service

Invest Portsmouth

[Home - Invest Portsmouth](#)

The shop window for Portsmouth from an inward investment perspective

Rediscover Portsmouth

[Home - Invest Portsmouth](#)

Focused on residents and individuals this is a service run by PCC which promotes high street businesses and events particularly high street retailing, independents to large companies and the provision available locally, supporting online placemaking, links to CRM and company records and connection to business support updates via the business bulletin

The role also supports the independent websites run by

Portsmouth Enterprise Centres

[Portsmouth Enterprise Centres | Start up and grow](#)

The Learning Place (Adult and Community Learning)



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)

[Community Learning Service – Website dedicated to community projects across Portsmouth City](#)

Signed by (Director)

Appendices:

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

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

Title of document	Location

Agenda Item 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:	Large Scale Events - Economic Impact on Portsmouth
Date of meeting:	16 February 2024
Report by:	Director of Culture, Leisure and Regulatory Services
Cabinet Member:	Councillor Steve Pitt, Leader and Cabinet Member for Culture, Leisure & Economic Development.
Wards affected:	All

1. Requested by

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

2. Purpose

2.1. To share information and key headlines from two recently completed independent reports on the positive economic impact of large-scale events on Portsmouth.

3. Information Requested

3.1. The council is aware of the very positive economic impact well-spaced larger scale events can have on the city and during 2023 our two largest events both commissioned independent economic impact studies and have been willing to share the key headlines with us.

3.2. The two events were the Great South Run and Victorious Festival both of whom commissioned research specialists Bluegrass to undertake specific research on their events to both measure the direct and indirect impact of their events on the city and the wider economy.

3.3. One advantage of the use of the same company was that we were able to request that some similar questions be asked through both pieces of research so enabling us to develop a more detailed understanding of the impact in the city.



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)

- 3.4. This report provides an opportunity to share the key highlights of both reports and to put into context the positive economic impact they have on the city.
- 3.5. The Great South Run (GSR) took place over 14 -15th October 2023 and the evaluation sought to look at both the economic impact of the event and also the potential impacts of GSR on the perceptions of Portsmouth. It considered elements such as the runners experience of Portsmouth, their perceptions of the city and the cultural behaviour of runners as well as the direct and indirect economic spend profiles.
- 3.6. The GSR research sought responses from participants in both the 5k and 10k races and used demographic data to weight the responses and provide a reflective profile of runners across both key parts of the event. As would be expected with the nature of the events a higher proportion of runners in the 5k event lived in Portsmouth than the 10k event which had a greater representation of participants from outside the city. More females ran the 5k event with 26% of them being 25 or under with more males running the 10k race and this race's highest age profile being the 36 - 45 age bracket with 28% of runners in this category.
- 3.7. Almost 50% of the non-resident runners felt they were more likely to visit Portsmouth again following their participation in the GSR with 20% of them stating that it had strongly changed their positive perception of the city and 3 in 10 of them thinking that Portsmouth is an excellent place to visit.
- 3.8. During their visit to Portsmouth race participants most commonly visited a restaurant or café with over 49% of non-resident runners choosing to do this and almost 25% went shopping whilst they were in the city. Other key findings were that 67% brought at least 1 spectator to the event with 56% of the spectators being Portsmouth residents and 44% being from outside the city.
- 3.9. The races have a significant impact in overnight stays with 1 in 5 runners staying in the city as part of their participation in GSR. Of these 80% stayed within the city with the most popular choice of accommodation being in hotels.
- 3.10. The research asked a range of clarification questions in order to provide the most accurate information on the economic spend including taking into consideration how resident runners would spend in order to provide a measure of scale of expenditure which is retained in the city by the GSR. Consideration was also given to spectators spend although resident spectators were deemed not to have brought additional expenditure into the city as they would have been spending here already.

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)

- 3.11. Taking all the different aspects of the economic impact into consideration including runners, spectators, event organisation, direct and indirect spend the total economic impact of the Great South Run in Portsmouth was £4,450,000.
- 3.12. Victorious Festival 2023 took place over 25 - 27th August and had a total of 176,082 attendances and 85,770 unique visitors to the festival throughout the event. As with the GSR research, Bluegrass considered elements such as demographics, duration of visit, place and transport as well as the key statistics around economic impact on the city.
- 3.13. The audience profile for the Festival was slightly different in 2023 with a small increase in male visitors over female and an older audience with the 45 - 54 age bracket remaining the most prevalent. The event also recorded an increased number of audience members with specific needs around accessibility which we believe reflects the additional measures Victorious have put in place to welcome and support audience members with additional needs.
- 3.14. The Festival remains popular with Portsmouth residents with 3 in 10 living in the city. They were also more likely to attend with children and visit the festival over a number of the event days. It should be noted that of all festival attendees a significantly larger proportion, approaching half in total, attended for all 3 days and fewer attended just for 1 day only.
- 3.15. The travel routes for attenders to the 2023 festival broadly reflects those from 2022 although a change in the specific question enabled a better understanding of vehicle transport. Over 1 in 5 attenders (22%) used the Lakeside Park & Shuttle service with 26% walking to the event.
- 3.16. Over 37% of the audience stayed overnight with a significant increase in the number of attendees extending their stay in Portsmouth to 4+ nights of which 27% stayed in hotels/B&Bs and 19% camping. In total 97% of those staying in paid accommodation stayed in Portsmouth.
- 3.17. The research also found that 91% of the attenders agreed that the events welcomes the whole community - a significant increase from 2022 (71%). Around 9 in 10 said the Festival makes them happy and has a positive impact on their health & wellbeing - again up from the 2022 figure.
- 3.18. More attendees undertook activities away from the Festival in Portsmouth while they were here with 36 % visiting a restaurant/café and 30% a pub with 19% taking the opportunity to go shopping. Perceptions of Portsmouth were positive with significant improvements in attendees views of the city compared to 2022. A total of 38% felt they were likely to visit Portsmouth again in the future (up from 33% in



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)

2022) and 38% saying that their perceptions of Portsmouth have been more positive from attending Victorious (up from 32% in 2022).

- 3.19. As with consideration of the economic impact question and spending patterns for Great South Run, Bluegrass took into consideration a wide range of aspects in order to provide a statistically sound calculation on the widest economic impact the festival has on the city.
- 3.20. As previously taking all the different aspects of the economic impact into consideration, visitors, local contracts, crew bed nights, direct and indirect spend the total economic impact of Victorious Festival in Portsmouth was £22,142,000.
- 3.21. As can be seen from both of these reports large-scale events do have a significant and positive impact on the wider city with elements such as increased spend and hotel stays. The more hidden impact is the positive impression of Portsmouth the event participants are leaving with which we believe will impact on increasing future visits to the city outside of the events programme.

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

Appendices:

Nil

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

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

Title of document	Location



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)

--	--

This page is intentionally left blank

Agenda Item 6



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 Briefing Meeting

Subject DCMS and ACE Project: Volunteer Futures

Date of meeting: 16 February 2024

Report by: Director of Culture, Leisure and Regulatory Services

Cabinet Member: Councillor Steve Pitt, Leader and Cabinet Member for Culture, Leisure & Economic Development.

Wards affected: All

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

2. Purpose

To provide an update to the Portfolio Holder on the Volunteer Futures project for Portsmouth City Council commissioned by DCMS and funded by Arts Council England (ACE).

3. Information Requested

3.1 The aim of the project (1 of 19 nationally) has been to improve the retention and sustainability of volunteers engaging with Cultural Services internally and externally. The project aims to support individuals with additional support needs who may face barriers such as asylum seekers and refugees, the homeless, and those with disabilities (both physical and learning), learning difficulties, and other groups. Overall, the project seeks to improve the accessibility and diversity of volunteering.

3.2 Portsmouth City Council via the Libraries service achieved a grant of £130,000 (with £15,000 support in kind and match funding) as part of a nationwide project in 2021. A project officer was appointed in 2022 who has been working with numerous partners and volunteers themselves to improve access and make



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)

recommendations via the cities partnering broker 'HIVE Portsmouth'. The recommendations co-produced by the Volunteer Futures project with volunteers and organisations will be utilised and in support of the Volunteer Passport offer which HIVE will be presenting in future.

3.3 The bid for the project and subsequent funding sought to achieve the following:

- Volunteers supported and engaged with over the lifecycle of the project (24 months)- 500 were targeted, and so far 557 volunteers have been engaged and supported.
- It was estimated we would work with 10 creative practitioners over the duration of the project to deliver creative activity with or for volunteers - so far 37 have been employed (including engagement workshops, video projects, learning about libraries, hosting celebratory parties and recruitment fayres)
- It was estimated 100 active participants would be engaged. These are defined as those taking part in the project beyond being members of an audience e.g. taking part in a workshop or sports activity. 1302 people have been engaged so far in this way. We have far exceeded this figure as we have been able to work in partnership with other organisations and directorates to deliver activity.
- It was estimated we would reach 700 people during live shows and exhibitions - so far 2639 have been reached, via events in the community and outreach to potential volunteers.
- It was estimated we would reach 300 people via streaming opportunities such as recordings or broadcasts of a live presentation through a digital platform. 617 people have been reached so far, this number is likely to be higher once we have figures from the Big Screen promotional presentation for Volunteers Week, where volunteers from organisations expressed their reasoning and benefits for and from volunteering.

The project has exceeded all target numbers within the current lifespan of the project (with 7 months left to go) and has numerous more activities budgeted and planned for to continue the project until its designated end date of July 2024.

3.4 The bid for the project and subsequent funding sought to achieve the following:

- 5 recruitment fayres (including those hosted digitally)
- 3 volunteer celebration events

Working in partnership with other directorates and listening to customer need, the project officer has attended and supported hosting with 70+ events and engaged with 68 organisations in the first year alone, including attending the City Of Portsmouth



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)

College English Language classes, the DWP recruitment fayres (on average of once a month) and representing libraries and voluntary activity across culture at the University of Portsmouth (UOP) Volunteer and Employment fayres, an Employment Conference for Migrants, and co-hosting at least 13 celebratory events for volunteers.

3.5 Achievements have included:

- Engagement in the north of the city, especially Paulsgrove; with funding and activity applied specifically following engagement with residents and the community. This has included 2 'Wilder' days to promote greening and activity, emPOWER Paulsgrove (a 6 week programme of arts activity in summer 2023 which culminated in a promotional tour of community art being showcased in partnership with Portsmouth Creates at Victorious Festival). The artwork co-produced with residents is due to be installed on the pedestrian Network Rail bridge leading to North Harbour, and a mural being designed for the side of Paulsgrove library with young person's art collective 'The Young Creatives' will be installed during Easter 2024.
- A learning and physically disabled and isolated individual will be in receipt of their father's posthumous medal following archival activity done around their family tree and naval history.
- A 'Volunteers Week' video celebration shown on the Big Screen highlighting the benefits of volunteering across cultural services.
- An internal video map of Central Library created by Enable Ability Interactiv service which has proved beneficial for volunteers with mobility needs and supporting students of the English language becoming better acquainted with the library, which is hosted on the Portsmouth Libraries and Archive service website.
- 30 ESOL students in attendance in group volunteer sessions undertaking the '6 Week introduction to libraries' course. This course has been utilised with many demographics including Duke of Edinburgh award, migrants, and those with disabilities.
- Mapping of cultural organisations across the North and South of the city in accordance with ACE priorities of Environment, Sport, Youth, Civil Society, Heritage, and Arts, including in support of the UOP City of Languages bid.
- Hosting representatives from at least 20 different organisations both internally and externally as well as 2 volunteers to support the project's direction with a monthly steering group as agreed at the outset of the project bid.
- 2 volunteer hubs as agreed at the outset of the bid which are located in Central Library, and in Cosham Community Centre (CCC). The groups currently



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)

engaged with the north hub at CCC are seeking to retain their rental of the space post project and are in talks to provide improvements from CIL funding.

- Volunteer processes have sought to have been standardised for volunteer support organisations across Libraries and Archives which will be the basis for the 'Volunteer Passport offer' which will be provided and implanted by Together in HIVE Portsmouth Bureau.

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

Appendices:

- Appendix 1: emPOWER Paulsgrove project
- Appendix 2: Case studies

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
Volunteer Future export	Libraries Service
Year 1 Evaluation	Libraries Service
Target numbers	Libraries Service
Initial volunteer passport	Libraries Service
6 week introduction	Libraries Service
Cultural map north and south	Libraries Service
Review update	Libraries Service

Appendice 1:

emPOWer Paulsgrove project:

Week 1: Community Cuppa at the Community Centre with Jon Adams, neurodivergent advocate, Art Space artist, a biro workshop-

<https://www.facebook.com/SeekersCreate/videos/600556961970569>

Week 2: Adventure playground, 'Sandpark' with HIOWWT Engagement officer/Wildlife street artist in the making Andy Ames, paint and stencils

<https://www.facebook.com/SeekersCreate/videos/757279689400809>

Week 3: Adventure playground 'Sandpark' with Seekers and Karl Bailey, artist and photographer, collage with support from the History centre and archives

<https://www.facebook.com/SeekersCreate/videos/1555746628566561>

Week 4: Hillside and Wymering Youth centre giant doodle game with Connor Cleary

and team from Uni of Portsmouth [emPOW!er Paulsgrove! Hillside Creative Community Voice Wk5 - YouTube](#)

Week 5: Community Centre, lunch time, with Karl Rudziak portrait artist

<https://www.facebook.com/SeekersCreate/videos/277135235035568>

Week 6: Victorious festival, Portsmouth Creates, Seekers, artists, everyone else

<https://www.facebook.com/photo?fbid=690065776497216&set=pcb.690066453163815>

<https://www.facebook.com/photo.php?fbid=688808389956288&set=pb.100064813985651.-2207520000&type=3>

<https://www.facebook.com/photo/?fbid=688808339956293&set=pb.100064813985651.-2207520000>

This page is intentionally left blank

Appendice 2: Case Studies - Volunteer Futures

Case Study 1:

A gentleman with learning disabilities was referred from the Youtrust Intowork service and was the first completer of the 6 week intro, who helped co-produce the '6 week intro' and 'conversational mandatory training' which is still being used including with ESOL classes and D of E students.

Prior to attending the individual was struggling with their mental health and did not have activity to leave the house.

They have since gone onto an apprenticeship with Lily and Lime and are always in high spirits when seen by myself!

"I wasn't doing much at home, I was trying to find ways to keep active and maintain my wellbeing. I felt lonely, bored and a bit fed up, with nothing to do in my spare time so I asked for help from Youtrust (disability employment service) with employment skills and boosting confidence.

I was introduced to Volunteer Futures by the Youtrust IntoWork service and felt it would be good to try somewhere different. My favourite tasks have been all of it! Some people might pick favourites but I've enjoyed all of it. It makes me feel really good, confident, and proud. I love it, it's been nice to meet and work with a new team. I feel my wellbeing has improved 100%.

Now I'm seeking paid employment as a part of a training group that teaches people more about what it's like to have or work with people with learning disabilities, I've been joining in with a new craft group and I love it, we've got a lovely little group.

If I wasn't volunteering I'd be doing nothing, walking around and going home".

Case Study 2:

Having attended the DWP on a regular basis to promote volunteering in Culture, I met an individual who had an interest in various topics although was also seeking to find out more about the Carers Centre (who I have supported with Celebratory parties for volunteers).

The individual was recommended and encouraged to engage with the VF project and came to the library to find out more about volunteering independently. I suggested they could engage with the 6 week volunteering programme. They were unsure and quite suspicious, very tired by their own admission.

During our time together, the volunteer disclosed they have had a lifelong passion for filmmaking and have previously won an award in childhood.

We explored their options with regards to creating a follow up film from their original award winning film, they toured the university building with a lecturer who supported the emPOWER Paulsgrove project, were supported to attend a Portsmouth Creates networking conference, and engaged with the Filming team and other locations to plan their film.

The volunteer returned to the 6 week intro programme and has now self-referred to the Salvation Army job-club alongside DWP attendance and is fully engaged with the Carers Centre as they have assumed full caring responsibilities, the below is their feedback:

"I've learnt self-awareness of my capabilities, I have improved self confidence and self esteem.

I've enjoyed the experience, meeting new people, it's given me clearer perspective on future work and activities, for me it's been escapism.

My least favourite thing has been putting myself in challenging situations of of my comfort zone, that's not natural to me, speaking to strangers has been a major thing! I'd absolutely recommend volunteering for many reasons. If nothing else, to find self-awareness, and put yourself in a position to be challenged.

It's a great experience, and to be involved with the library projects and be more aware of what's going on including artistic happenings.

It's given me an opportunity to take control and make my dreams happen, to put myself in a position of control, with belief and opportunity to chase my interests. I've found direction, before this I had none, only ideas before I started volunteering, it's been EMPOWERING.

I've found more ways to find opportunities to be involved with arts and the community, it's been challenging and crossing boundaries. I've had a go and been surprised at how much I can achieve.

Volunteering has made me more aware of my transferable skills and given me opportunity to put them to good purpose.

It's allowed me to make better decisions in my own best interests, it's made me more thoughtful and resilient, I've learnt how to evaluate my priorities.

I will approach things in life with less fear now, and think to give it a go. I've started the journey of fulfilling my potential"

The 1st completer of the 6 week intro- has since gone onto an apprenticeship with Lily and Lime:



Wilder Paulsgrove:

Abilities for Life Launch at Cosham Community Centre:



The first volunteer tea party for libraries:



Participants watching their contribution of the Volunteer Celebration video:



Craft in support of libraries by the 2023 craft group:



This page is intentionally left blank