



## Portsmouth Economic Development and Regeneration Strategy Focus Group Summary Output

August 2019



# Summary of all focus groups feedback (University of Portsmouth, Health, Royal Navy and BAE)

- All the focus groups were positive about the economic development and regeneration aims, vision and draft strategy.
- People commented that the strategy needs to be clearly ownable by Portsmouth, not generic enough to be any other city.
- All agreed that the Portsmouth brand needs to be strengthened, both for attracting people to live and work here from outside of the city, but also for those already living here. We need to make current residents and workers proud of Portsmouth too.
- There was huge support for an Innovation quarter, R&D Space or hub, or Science Park (physical space). It was suggested that this could be one quarter or several connected with “spokes” so it shares space across the city. This would build on the large amount of world class science, innovation and technology already taking place across Portsmouth.
- All groups identified a talent, productivity and aspiration gap in our local population. Portsmouth’s regeneration plans will not succeed unless we bring Portsmouth people with us, and therefore agreed we need to do more to develop local talent, skills and employability at all levels.
- All groups agreed that Portsmouth and the surrounding areas are important to regeneration, so not just restricting this strategy to the island, but the local area including Solent and neighbouring towns to exploit links, share talent, draw workers and business, and connect people.
- Transport is a key issue for all, and an improvement in public transport, train links, cycling lanes and roads is crucial.
- Affordable housing for key workers, current and potential new workers will underpin and enable regeneration.
- Every group appreciated all the early consultation on the draft Strategy and wanted to work together with PCC earlier to align and ensure we deliver this strategy together.



# Summary Portsmouth University Focus Group Feedback

- The strategy was considered positive and the right direction, and on aligning this vision with Portsmouth University's new Strategy and Vision
- Full support for the Innovation Quarter, and becoming well known for being an "Entrepreneur City", and an agreement that the University of Portsmouth and Portsmouth City Council would begin work immediately on collaborating to produce and develop the Innovation Quarter together.
- Recognition that we needed greater collaboration overall between Portsmouth City Council and the University of Portsmouth to collaborate, share information and plan next steps together.
- Discussed the need to engage with Portsmouth residents and community build together the kind of city we want Portsmouth to be rather than being stuck with status quo.
- Discussed the importance of attracting students and graduates, making them feel welcome and making it attractive for students to stay in Portsmouth after they graduate through the innovation quarter and other opportunities.
- Agreed the need to promote Portsmouth and the University more as the top modern University in the UK – we don't publish the University's strengths enough.
- Agreement to get on and do as much as possible by action, not words, starting now.



# Summary Health Focus Group Feedback

- Agreed there is an exciting opportunity for Portsmouth to be a science and innovation centre.
- Inclusive Growth is vital to the strategy - as Portsmouth has lots of health problems and social problems, the strategy will only really work if we bring people with us, and improve people's lives so they can be a key part of regeneration, including more apprenticeships, training and job opportunities
- On brand identity, there is a clear need to balance between attracting external talent and changing the perceptions of Portsmouth for residents too. The brand identity we create needs to feel authentic and true to the people of Portsmouth.
- Discussion on the importance of collaboration between PCC and Health, working together earlier and more often so that we can align on things like the strategy, like the science and innovation centre, how to pool resources and not duplicate work for the people of Portsmouth.
- Discussed the opportunity for more cycling in the city.
- Housing for key workers was a key issue, and a perception that we prioritise housing for students but not key workers.
- Discussed Health acting as an Anchor Institution, helping to lead as a responsible, sustainable employer and procurer, as well as a supplier of health services.
- Agreed it is important to consider the surrounding area, not just Portsmouth, as an area of influence, a pool for talent and a shared resource for support.



# Summary Shaping Portsmouth focus Groups Feedback

- Agreed need to exploit the brand “The Great Waterfront City” more and need a science park or innovation quarter.
- Felt that the Strategy needs to handover the baton linking our great history e.g. with the Royal Navy to the current and then work towards the future.
- Discussion on focus on education and qualifications there is a clear need to also look at transferable skills and helping people to choose to change their career choice and make them more employable.
- Agreed that it is really important to do an annual stock take on what has gone well and what has not and if the Strategy is on target or not. Shaping liked the highly focused targets as a means of checking our direction of travel.
- Shaping are very keen to take ownership of some of the actions in the action plan. They also agreed to help work on developing action plans in areas of the Strategy where they would be involved.
- Business Leaders Group of Shaping happy to pull the business lobby together around the objective to push for new improved public transport links regionally and locally as they agree these are holding back economic growth and reducing productivity
- Important we move to execution and made the point that this is a City owned Strategy we must all help deliver it.
- Connectivity as regards improved digital links still very important.
- Research was quoted that internationally the combination of acknowledging cultural and heritage is important to future innovation in cities around the world.



# Summary Royal Navy and BAE Joint Focus Group Feedback

- Agreed on the need to make Portsmouth an attractive place to live and work for external talent
- Discussed how important it is to change the residents' own perception of Portsmouth
- Believe that this strategy needs to be ambitious and visionary, to inspire people who already live here and those we aim to attract.
- Agreed that Portsmouth must truly own what it is better at, and position itself as a unique and world class destination to rival other waterfront cities.
- Talked about making Portsmouth into a smart city.
- Discussed the need for improved transport links, cycle routes, bus routes, train routes.
- Affordable housing for key workers and workers is ever more crucial for attracting talent for permanent jobs and for temporary accommodation and training.



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