

Title of meeting: Cabinet

Date of meeting: 5 January 2021

Subject: City Vision

Report by: Chief Executive

Wards affected: All

Key decision: No

Full Council decision: Yes/No

1. Purpose of report

- 1.1. To update Cabinet on the Imagine Portsmouth 2040 project to engage residents, businesses, organisations and communities in the creation of a new vision for the future of the city.
- 1.2. To seek Cabinet approval for the formal adoption of the new vision for the future of Portsmouth by the city council, enabling the vision to act as an over-arching guide to the council in setting its priorities and strategies, and establishing projects and programmes.

2. Recommendations

- 2.1. **That Cabinet formally adopt the new vision for Portsmouth in 2040.**

3. Background

- 3.1. Establishing a shared vision for the future of a city is important in encouraging residents, communities, businesses and organisations to work together to make the vision a reality.
- 3.2. The world has moved on significantly since Portsmouth last created a vision in 2008, prompting a refresh. The last vision was led by the Local Strategic Partnership, bringing together views to develop a vision that belonged to the city, its residents, businesses and communities.

- 3.3. The new city vision sought to use a similar approach to the 2008 vision in engaging with the city, and looking forward to Portsmouth in 2040.
- 3.4. Portsmouth City Council acted as facilitator, starting the process by working with an independent company to host two initial workshops for partner organisations in October 2019.

4. Qualitative Research

- 4.1. The Imagine Portsmouth partner workshops were attended by 70 delegates from more than 60 organisations. The sessions explored aspirations for the future of the city, as well as its unique characteristics.
- 4.2. The partner workshops were followed by 20 focus groups, covering BAMER, climate, culture, education, faith groups, health, social care & housing, SEND students, tourism, transport, voluntary & community sector, young people
- 4.3. The focus groups considered the elements that cities need to have to be successful, as well the things that make Portsmouth unique and their aspirations for the future of the city.
- 4.4. The focus groups were followed by a citizens' conference in early March 2020. The conference was attended by 90 residents who had been selected from 926 applicants to be broadly demographically representative of the population of Portsmouth. The conference were asked to review and build on the work of the focus groups, and to add their own aspirations for the future.
- 4.5. Recognising the coronavirus pandemic may have affected priorities and aspirations for the future, a follow-up survey was conducted with delegates from the citizens' conference in May 2020 to understand whether views had changed.
- 4.6. The insight from all of the qualitative research was then reviewed, and used to create a set of the most popular aspirations for the future of the city, grouped into themes. The qualitative research was also used to identify a set of values, or ways of behaving, that people aspire to. The values and themes were then tested through a citywide consultation.
- 4.7. The qualitative research phase was promoted via a range of marketing activity, including a dedicated [Imagine Portsmouth website](#), a series of videos about the city from a range of perspectives, PR activity, social media content, email marketing and content in Flagship magazine. Partner organisations were also encouraged to

encourage participation through their channels and provided with marketing materials.

5. Quantitative Research

- 5.1. The qualitative research was followed by a quantitative city wide consultation, which tested a series of statements around the values and themes identified through the qualitative research. The citywide consultation ran from 10 August to 6n September and was completed by 1,822 respondents.
- 5.2. The citywide consultation was promoted through a range of marketing activity, including PR activity, social media and digital content, and an article in Flagship magazine. Partner organisations were also encouraged to encourage participation through their channels and provided with marketing materials.

6. Imagine Portsmouth partner board

- 6.1. The creation of the city vision has been overseen by the Imagine Portsmouth partner board, which is made up of major organisations and partnerships in the city and has been independently facilitated.
- 6.2. The Imagine Portsmouth partner board consists of: Portsmouth City Council, NHS Portsmouth Clinical Commissioning Group, NHS Solent, Portsmouth Hospitals University NHS Trust, Hampshire Constabulary, University of Portsmouth, the Royal Navy, Portsmouth Football Club, Shaping Portsmouth, Hive Portsmouth, City of Sanctuary, Portsmouth Creates, Portsmouth Education Partnership, Portsmouth's Youth Parliament representative, and a representative from the city's BAMER communities.
- 6.3. The partner board reviewed the qualitative research in June 2020, and then reviewed the outputs from the citywide consultation in September 2020, contributing to the development of the final vision statement.

7. Final vision statement

- 7.1. The final vision statement was drafted by independent facilitators, Paraffin, drawing on the insight from the qualitative and quantitative research as well as input from the partner board.
- 7.2. The final vision statement is included at appendix A.
- 7.3. The vision will be formally launched at the end of January 2021.

8. Implementation

8.1. The city vision is supported by the partner board organisations, who are making commitments to working towards making the vision a reality.

9. Reasons for recommendations

- 9.1. Portsmouth City Council has facilitated the Imagine Portsmouth project to bring together people, communities, businesses and organisations in the city to create a new shared vision for the future of the city.
- 9.2. The council will be reviewing its corporate priorities, and its primary strategies, projects and programmes, to ensure it is focused on delivering the city vision, and it is therefore recommended that the vision is formally adopted.

10. Integrated impact assessment

10.1. An integrated impact assessment is not required as the recommendations do not directly or immediately impact on service or policy delivery. Any changes made to policies or services in response to the recommendations arising from this report would be subject to assessment in their own right.

11. Legal implications

11.1. The recommendation does not directly impact on service or policy delivery and therefore does not have any legal implications. Any changes made to policies or services in response to the recommendations arising from this report would be subject to review on a case by case basis to provide any necessary specific legal advice.

12. Director of Finance's comments

12.1. There are no financial implications arising from the recommendation in the report.

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Signed by:

Appendices:

Imagine Portsmouth 2040 - a vision for the future of our city

What do we want Portsmouth to be like in 2040?

That's what Imagine Portsmouth set out to discover. In 2020 we brought together over 2,500 people representing residents, businesses and organisations who live and work in Portsmouth to talk about our hopes and dreams for our city. We created big, bold plans for what we want in future; for ourselves, our families, our communities, our businesses and our co-workers.

This is the vision we agreed for Portsmouth in 2040.

What's special about Portsmouth?

Portsmouth is an island city with an incredible waterfront, a rich cultural heritage and a strong maritime history. With a naval base, international port and strong local links across the south, we are the centre of culture and enterprise for our area.

What do people in Portsmouth value?

In 2040 we are very proud of Portsmouth, how we behave towards each other and how it feels to live here. Portsmouth people will have strong beliefs and values:

- We believe in our community: we will be so proud of our strong and friendly community spirit, how we all take care of each other, keep each other safe, help each other out, and make sure we all feel we belong
- We believe in collaboration: we will all take responsibility for our city and we enjoy working together for the common good, across neighbourhoods, communities, organisations, sectors and businesses
- We believe in equality: we will be a fair and equal city where everyone has the opportunity to succeed, enjoy and thrive in the life they want to live, and so we welcome and support each other without discrimination
- We believe in respect: in 2040 we know every person in Portsmouth has a valuable contribution to make, whether we live, work, study or visit here, so we respect each other's differences, and make sure everyone feels included and safe
- We believe in innovation: we are ambitious and action-oriented, welcoming new ideas and embracing changes that improve people's lives

What do we want to be in 2040?

A healthy and happy city: We do everything we can to enhance wellbeing for everyone in our city by offering the education, care and support that every individual needs for their physical and mental health. All our residents and communities lives in good homes where they feel safe, feel like they belong, and can thrive.

A city rich in culture and creativity: People in Portsmouth enjoy a vibrant cultural scene that makes the most of our location, our heritage and our creative energy. We are full of things to do and places to be, welcoming locals and visitors with diverse events, attractions and venues that positively benefit our people and our city. We are known locally, regionally and internationally as a great waterfront and city destination that brings people together.

A city with a thriving economy: Portsmouth supercharges local businesses and entrepreneurs and attracts investment nationally and internationally from businesses of all sizes. We build strong partnerships between employers and people to develop an excellent skills base and offer brilliant career opportunities to young people, students and adults, growing a better future for us all.

A city of lifelong learning: Our young people are encouraged to develop high, positive aspirations, and are fully invested in to make the most of their talent and potential. Adults have a wide range of education opportunities to choose from at every stage of life that empower them and enrich their lives.

A green city: We have excellent air quality because of our green spaces and sustainable transport, and this means our people live healthy and active lives. We are carbon neutral, use renewable energy and actively work to address climate change. We protect and enhance both our land and maritime environment for future generations.

A city with easy travel: Fewer journeys are made by car because we have excellent public transport connections between bus, train, cycling and walking routes, making it easier and more enjoyable to be out and about. We encourage and support more walking and cycling, and we make it easy for people to travel regionally, nationally and internationally for work and pleasure.

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

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Signed by: