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| Title of meeting: | Cabinet |
| Subject: | 30 November 2021 |
| Date of meeting: | Update on Economic Development Strategy 2019-2036 & Summary of the Economic Development COVID response and plans for recovery |
| Report by: | Economic Development Team (Economic Growth and Employment Learning and Skills) |
| Wards affected: | All |

1. **Requested by**
Cabinet Member for Culture, Leisure and Economic Development
2. **Purpose**
To provide a 2-year update on progress of the Economic Development and Regeneration Strategy 2019 - 2036. This also accounts for all the work undertaken during the pandemic as part of our response and recovery to the economic impacts of the COVID pandemic.
3. **Information requested**
 - 3.1 The Portsmouth Economic Development and Regeneration Strategy 2019 - 2036 is the first such strategy for Portsmouth since 2010, with the aim to "Make Portsmouth Britain's premier waterfront technology and innovation city - a great place to invest, learn, live, work and visit and the most attractive place for starting, growing or relocating a business". It was developed in close partnership with Shaping Portsmouth and the whole Portsmouth business community and was widely consulted with residents and businesses to ensure that it is a city owned strategy. Following approval by Cabinet and Full Council, it was launched in October 2019.
 - 3.2 The Strategy is monitored using six main targets with annual reviews and consideration of how Portsmouth is progressing to achieving these by 2036. The progress against these targets is included in the appendix below. It was intended that every three years there will be a major review of performance with a report taken to the Cabinet and to Shaping Leaders Board. The first major review was therefore planned for autumn 2022. Due to the pandemic, it was considered appropriate to bring the review forward a year and so this will be the

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first review of progress since the strategy was first launched. The update was also presented at the Shaping Portsmouth Business Leaders Group on 14 October 2021. This objective was also to ensure that the strategy still meets the emerging and changing needs of the business community and provide a sustainable business model for the future to continue.

3.3 The report in the appendix below also includes summary of the team's work during the pandemic to provide critical business support on issues like Business Rates, Finance, Infrastructure, Transport, Licencing and Public Health with covid-grants, providing guidance on how to operate businesses Covid-safely and providing materials to support safe reopening following the easing of lockdown restrictions and many other supportive measures. This ongoing support during the pandemic has of course played an important part of the continued commitment to meet the long term strategic objectives and targets within the strategy.

3.4 The impact of the pandemic which started from March 2020 has been unprecedented. Nationally, around 70% of businesses have seen a reduction in income, 80% of businesses have taken advantage of government assistance scheme where possible, and around 24% have closed. Of those continuing to trade, over 60% businesses furloughed staff and more than 50% are looking to defer VAT payments. Portsmouth is following similar trends with most businesses seeing a reduction in income and also seeking to offset losses by claiming grants and by furloughing staff. Because of sample sizes much of the data for Portsmouth is unavailable.

3.5 Since the emergence of the Covid-19 pandemic, our businesses have faced significant difficulties in the operating environment including restrictions on trading, difficulties with accessing the market and changes to customer behaviour. As the pandemic enters into new phases the extent of the economic impact becomes clearer as is the need to identify key activities required to support recovery over the short-to medium term to prevent a crisis. These 'recovery' activities detailed in this report are also part of the council's new plan for recovery and renewal ['Moving Forwards Together – Cascade 2021'](#).

4. Review of the Economic Development and Regeneration Strategy 2019 - 2036 & Covid Response & Recovery activities

4.1 The Economic Development and Regeneration Strategy 2019 - 2036 contains five themes and seventeen objectives, from which an action plan was produced with specific key projects, measurable set targets, and outcomes.

4.2 A presentation on key projects and their achievements over the past two years was presented to 160 Portsmouth City's Business Leaders at its annual conference on 14 October 2021 (please see details in Appendix A). The update

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also included critical activities in our response to the pandemic, as well as key recovery programmes to support our businesses as the restrictions were eased and the economy re-opened.

- 4.3 The presentation was well received by the business leaders with positive feedback; to support with working together to rebuild confidence post pandemic to achieve the long-term objectives; importance of reenergising existing partnerships and to put engagement and collaboration with partners and local people at the centre of what we do.

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Signed by:

Appendices:

Appendix A: Economic Development and Regeneration Strategy 2019 - 2036 Update & Covid Response & Recovery activities

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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APPENDIX A

Economic Development and Regeneration Strategy 2019 - 2036 Update & Covid Response & Recovery activities

The five Themes of the strategy detail the strategic aims and objectives the Council is pursuing the overall aim to 'Make Portsmouth Britain's premier waterfront technology and innovation city - a great place to invest, learn, live, work and visit and the most attractive place for starting, growing or relocating a business'.

Detailed below is a summary of the projects, programmes, activities and achievements over the past two years under each of those strategic Themes. The six strategy targets however are not attributed to individual themes as they have been identified instead as the key metrics that can be monitored to evaluate the interrelated and overall change in the economic life and performance of the city.

Now in 2021 we are in year 3 of this 18 year strategy, but our outcomes for our six targets are assessed against the bench mark year of 2017. Those outcomes are as follows:

Target one: Total 7,000 more jobs in Portsmouth in 2036 than in 2017:

Outcome: +1,000; 14% of target achieved to date

The creation of more jobs in the city is often reliant on new workspaces being built and is not anticipated to progress in a linear way throughout the strategy period. With 1,000 new jobs created since 2017 this progress is considered to be good.

Target two: An extra 7,000 Portsmouth residents in work by 2036 compared to 2017

Outcome: +2,200; 31% of target achieved to date

With 2,200 more residents in work, the progress against this indicator is exceeding expectations. This reflects national trends and this target will need review when the strategy is next assessed

Target three: £60,000 of GVA per person by 2036 compared to £45,000 in 2017

Outcome: +£1,650; 11% of target achieved to date

A significant increase in GVA per person has been achieved, despite the impacts of the Pandemic. This progress is considered good.

Target four: Increase to £1,000 a week average earning by employees in Portsmouth by 2036 compared to £500 in 2017

Outcome: +£100; 20% of target achieved to date

At this point within the strategy period the increase in average earnings is matching the target aspirations. While this is good the strategy will need to be reviewed to ensure increases in cost of living are accounted for within this target.

Target five: Reduce those with No formal qualifications: 2017 (7.5%), 2020 (6.4%)

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Outcome: -1.1%; closing gap on target 44% of target achieved to date

The reduction of those within the city with no formal qualification, from 7.5% to 6.4% is a significant achievement, and exceed the target aspirations at this stage of the strategy.

Target six: NVQ Level 4+: 2017 (34.5%), 2020 (40.0%)

Outcome: +5.5%; target achieved

40% of all those in the city are now educated to NVQ level 4 or above has been met. This significant increase, rising from 34.5% in 2017 is a great achievement and means the strategy target has been met 15 years earlier than anticipated. A new target will therefore need to be included when the strategy is reviewed to continue this achievement.

The Economic Growth and Employment Learning and Skills teams, working with the other departments of the Council and key external partners have made a significant contributions to this strong performance against the strategies targets, even during the challenging period of the Pandemic. Below is a summary of the work that has been done attributed to the strategic themes.

Strategy Theme One: Strengthen the Portsmouth Brand. Under this theme, the strategic aim is to improve the image and reputation Portsmouth has as a city, across the UK and the world. The following was achieved:

- Invest Portsmouth
New and improved website and video were launched in Dec 2019 using the new 'great waterfront city' branding. They provide a more vibrant appeal that showcases successful business case studies, information on new sites and regeneration programmes. These were first used in the Bangladesh mission. Numbers of hits each month for Invest Portsmouth has increased in sessions of 24% (almost 2000 sessions) compared to the previous year. We are working on updating and renewing the video for Invest Portsmouth to include new initiatives to attract investors.
- Physical signage
Increased branding physical signs used across the city, using new 'great waterfront city' branding e.g. visuals in Hope Street. These are now used in the vinyl project with new 'Rediscover Portsmouth' branding.
- Overseas marketing
Trade missions to China and Bangladesh and unperturbed by not being able to travel the inward investment team has continued to set up conversations to improve foreign trade and inward investment, most recently with Halifax on the 25th of Feb 2021. We are in the process of completing our new Chinese website development. Portsmouth Bangladesh Business Association celebrated its first year since formally established – AGM on 20 Sept success in collaboration of key partners.

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We will be exhibiting and presenting as Central South and showcasing our exciting developments in Portsmouth at the next MIPIM event in March 2022. MIPIM is a 4-day real estate event to meet the most influential players from all sectors of the international real estate industry. It is the biggest development, inward investment and commercial property exhibition and conference in Europe providing a unique exhibition and networking platform to forge deals.

- Sister City Links

Sister city links being established with Halifax and with The Falkland Islands.

- B2B events

We have developed new banners for use at business events designed to promote business support, inward investment, and enterprise centres opportunities. Increase active participation at events such as VentureFest South, The News Business Excellence Awards 2021, The News Business Innovation Awards 2021, Portsmouth & District Business Week 2021, and Regenerate South Conference 2021.

These were all excellent high profile business events with partners and key stakeholders that stimulate interests and attract more business into the city and encouraging businesses to business networking. Discussions and plans are already in place for a second Portsmouth Business Week in April 2022; The News Business Innovation Awards, and to enter for the Federation of Small Businesses Friendly Council Award scheme.

Strategy Theme Two: Become a destination city for ideas and innovation. Under this theme, the strategic aim is to increase innovation in Portsmouth and thereby boost business growth, productivity, employment and inward investment. The following was achieved:

- Clean Growth quarter - Created a partnership with UoP to set up a physical Clean Growth quarter. Developed a draft agreement with a particular focus on the innovation agenda and joining up of resources to develop project. Agreement to be signed by UOP and PCC in November 2021 immediate priority is the Clean Growth Quarter in the city centre.

- Dunsbury Park

Breeze and DHL companies took space in 2019 and during the pandemic the council was able to bring in Watson Marlow (part of Biopure) a manufacturer of medical equipment to take the largest unit to date, due to open early 2022.

We are now looking to bring forward another 50,000 sq.ft of spec development and are about to start work on masterplanning a further 250,000 sq.ft.

As Dunsbury Park is now one of the Solent Freeport tax sites, it will become hugely more attractive to investing companies, particularly in manufacturing high tech sectors from overseas and the UK. There will also be massive supply chain benefits to companies locally and for intermediary businesses in finance, property and legal.

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- Lakeside Business Park
The office park has proved to be resilient to date with new tenants like KINTO car leasing company joining us. Biggest leasing deal on the south coast last year.
- Tipner West
The opportunity for a marine employment hub based on funding from City Deal has been progressed by the Council's Strategic Development team. This included an Industry day on 23 September 2021 with over 250 attendees. Businesses were also asked to register their interest in the project on the project e-brokerage tool. <https://e-brokerage.lennoxpoint.com/>

Strategy Theme Three: Put people at the heart of regeneration. Under this theme, the strategic aim is put people are at the heart of every economic and regeneration strategy and they are Portsmouth's greatest asset. They are hardworking and creative. Our aim is to address skills and education deficiencies and support those excluded from the labour market. Key achievements for the Employment Learning & Skills team include:

- Skills and Labour market strategy and action plan
This was approved in Nov 2020 with 4 themes:
 - Inspire Portsmouth residents to achieve better skills, train and find higher skilled employment
 - Integrate Portsmouth businesses into the heart of skills and labour market development
 - Create and strengthen city wide partnerships to support relevant and focused workforce development
 - Respond to the significant impact on people's health wellbeing and livelihoods caused by the Covid-19 pandemic
- The 100in100 campaign
The campaign originated from the Shaping Portsmouth Skills Group which brought together Skills providers, employers, Portsmouth City Council and Shaping Portsmouth working with The Portsmouth Evening News. The aim was to create 100 employment opportunities at a challenging time for our businesses, adults and young people. During the 100 days the city's businesses started 365 individuals into new work opportunities, including apprenticeships and kickstart placements and continued to advertise a further 269 on day 100.
- Solent Apprenticeship Hub's Transfer to transform
This is a campaign which started pre-covid, opening up apprenticeship levy funding to small businesses to increase their fully funded access to Apprenticeship training for new and existing staff. This has raised £2.1M to support business to date and in 2021, Portsmouth City Council are pleased to work with councils across Hampshire and the Isle of Wight to bid for an extension of the Solent Apprenticeship Hub. The new Solent Apprenticeships and Skills HUB continues this work, providing free

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independent support for businesses around skills and apprenticeships for a further 2 years. Supporting businesses into growth.

- The Portsmouth Pledge
This is a partnership of Skills providers and Solent Apprenticeship Hub working with Shaping Portsmouth and Portsmouth City Council to provide simple and straightforward advice for businesses. Maximising the benefit to businesses of the funded support across the area and working with a range of partners including the Solent LEP Business Support HUB and the PCC Business Helpline.
- Flying Start Portsmouth Archives - Southern Universities Network (sunoutreach.org)
This network was launched in 2020 to support young people transitioning from school and college to provide independent information advice and guidance for them and their parents during Covid's first lockdown by the post 16 Education team. The project continues to support the work of the Careers team as they focus on supporting young people into the next step of their education and careers after sustained disruption.
- The Shaping Portsmouth Digital enablement project
This project was part of the covid response work, building on the skills group focus on supporting digital literacy as a key business need, identified in the 2019 Skills Survey. Portsmouth City Council's CIL funding supported the businesses Crowdfunder work to raise £20K to support young people and families access IT and overcome exclusion.
- My Future In Portsmouth Youth Hub (MFP).
Started in March 21 and funded by DWP for 2 years, this brings specialist from the council's education and unemployment support teams to work directly with young people aged 16-24 in receipt of universal Credit to support them into employment. Working directly with Work coaches the team provide 121 and small group specialist support and has already supported over 100 individuals into sustained work.
- Unemployment support programmes
As part of our Covid response work we commenced delivery of JETS (Job entry targeted support) in Sept 20 focused on helping adults impacted by Covid and following competitive tendering in July 21 we have commenced delivery of RESTART, a further government funded programme supporting medium to long term unemployed adults to return to sustained employment. These run alongside the established Work and Health programme which supports long term unemployed adults overcome disability and health barriers to return to the workplace.
- Rough Sleepers Project
As part of the Shaping Portsmouth Skills & Employability Programme we are working with partners on the Rough Sleepers programme to increase the specific

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learning opportunities for this vulnerable group. The group is working closely across the city and includes the Rough Sleeping Manager from Housing, Neighbourhoods and Building Services and representatives from the Society of St James to ensure any offer is led by the beneficiaries, to support them moving forward to independent living and appropriate employment

- Kickstart placement

Acting as a Gateway organisation the council secured funding and helped our businesses work with 185 young people moving them off universal credit and into a paid kickstart placement. Started at the beginning of 2021 this is now seeing many of those employers retaining young people in their business and looking at apprenticeship and other training as these young people help businesses to recover and grow. At this time the kickstart scheme is still available for starts up to 31/12/21, providing a funded placement of 25 hours a week for 6 months, so there is still time for businesses and even more young people to benefit from this programme.

Strategy Theme Four: Infrastructure and place. Under this theme, the strategic aim is to “Ensure our infrastructure supports our long-term productivity”. The following was achieved:

- New Local Transport Plan

The LTP4 plan was formally adopted by Full Council on 13th October with a vision that 'by 2038 Portsmouth will have a people-centred travel network that prioritises walking, cycling and public transport to help deliver a safer, healthier and more prosperous city.'

- South East Hampshire Rapid Transit

Centred on a network of direct bus-priority routes, rapid transit aims to improve reliability and make it easier and quicker for people to travel in the area via public transport. Network of Rapid Transit routes and improved walking and cycling connections. This will improve transport links between Portsmouth, Gosport, Fareham, Waterlooville, Havant and Ryde on the Isle of Wight. The total programme cost is just under £102m with around £56m awarded from the Transforming Cities Fund (TCF) administered by the Department for Transport (DfT). The remaining cost is funded by a mixture of capital contributions from the local authority partners of the programme, and private investment from transport operators and bus service providers.

The constituent projects that make up the programme are currently in varying levels of design with consultations scheduled to take place before the end of 2021 and competition planned for early 2023.

- The Clean Air Zone (CAZ)

Funding was awarded in March 2020 with the full business case being approved by the Joint Air Quality Unit (JAQU) in December 2020. Grants to help owners retrofit

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their vehicles for compliance have been available since May 2021 with the zone 'go live' scheduled for Winter 2021.

E scooter trial launched in March 2021 – uptake has been v good, well received. Trial extended from Nov to now end at end of March 2022 and then review.

Looking at future expansion looking at new destinations to offer people a wider option of mode of transport.

The Transport team carried out a recent survey to find out the views of residents and businesses on a proposed car club scheme for Portsmouth, this closed on 11 October and will be reviewed to help influence whether we introduce a car club scheme to the city.

- Portsmouth International Port

Major new infrastructure has been put in place to include new cruise quay, new crane and various BREXIT improvements.

This has been a challenging 18 months and will achieve the 100 cruise ships this year (2021), we should achieve 150 by 2023.

Berth 2 in the international port was completed during lockdown, the port works are now focused on a new border control model to deal with Brexit controls and goods of animal origin. The Port has rapidly become a hotspot for luxury cruise liners over the past couple of months. Since cruise operations resumed in May, the city has welcomed a collection of impressive ships owned by companies including Virgin Voyages and Viking Cruises.

The port was successful with their £11.25m scheme Levelling Up Fund for The International Terminal Transformation construction cost of £12.5 million is necessary to manage the anticipated increase in passengers through the port, which looks to exceed over 200 cruise calls in the next three years.

Portsmouth International Port and Portico will benefit commercially from being a one of the Solent Freeport customs sites.

- Improving health and wellbeing through sport

Levelling Up Fund of £8.75m was allocated to create the longest urban park in the UK and the redevelopment of Hulsea Lido. The Lido will be refurbished to include good quality changing facilities, integrated children's water play, terracing and spectator areas and events space, including the ability to function as a community hub, enabling community-centred style activities in a unique natural environment.

- Eastern Road corridor

Feasibility studies carried out to examine improvements to the cycle/pedestrian route on the Eastern Road corridor with the ambition of delivering better connected communities and travel to work areas, reduced carbon emissions and congestion, improved air quality, journey times and journey time reliability, viable options for non-car travel and better integration with other forms of transport. The project is currently in the design phase with construction planned to commence in late 2021.

- 13 sites across the city as part of Ravelin mixed tenure

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A number of sites across the city are being explored for potential development opportunity, with new and existing projects being examined for viability and suitability for delivery through the Ravelin entity as an arms-length delivery company. This will enable the authority to engage in development work and deliver projects that previously may not have been possible. Ravelin are developing business cases for a range of projects and will be looking to take the right mix of developments forward in the future.

- City Centre: Portsmouth city centre will be a vibrant and energetic place, nationally recognised as exemplary for inclusivity, innovation and environmental responsibility. A key enabler for the regeneration of the city centre is the purchase of the former Sainsbury's site which completed in March 2021 with a community facility in the form of a skate park occupying meanwhile use.
City Centre development strategy in the current Reg 18 consultation
<https://www.portsmouth.gov.uk/wp-content/uploads/2021/09/207.9-Local-plan-2021-document-FULL-ACCESSIBLE.pdf>
- The Seafront Masterplan Supplementary Planning Document (SPD)
The plan was formally adopted March 2021. The scheme's objectives are to address the necessary changes to the 6km stretch of the seafront to protect against the impact of climate change and replace the existing sea defences which are coming to the end of their serviceable life. Additional opportunities to improve access to the seafront, provide enhanced public realm and recreational function are also being considered. The project is being delivered iteratively with 6 planned phases, and work began in September 2020 at Frontage 1 - Long Curtain Moat which is due for completion in summer 2022. Work will continue to Southsea Castle, Southsea Common, the Pyramids to the Pier, Canoe Lake, Clarence Pier until practical completion in 2026.
- Interim Nutrient Neutral Mitigation Strategy
This was adopted on 29 November 2019, as an interim measure envisioned to last three to four years to help to enable housebuilding to continue within the city whilst a more long-term solution was worked on with Partnership for South Hampshire and relevant stakeholders. The Interim Strategy, which has utilised water efficiency upgrades to the Council's housing stock, is now coming to the end of its anticipated timescale. Updating this strategy will continue to help enable planning permissions to be granted without this risk of legal challenge.
- Climate change emergency
Portsmouth North Projects - Transforming the Visitor Economy connecting the west of the city with the eastern tip with enhanced cycling and walking facilities - the redevelopment of the much-loved Hilsea Lido as a cornerstone attraction.
The Council declared a climate emergency in March 2019 and pledged to achieve net-zero carbon emissions in Portsmouth by 2030. So, in July 2021 we have a total

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of £40,000 on offer for local environmental projects to tackle climate change, working with Crowdfunder UK.

Strategy Theme Five: Create a thriving and competitive business environment. Under this theme, the strategic aim is 'Making Portsmouth the best place to start, grow and move a business to in the UK', and these highlights in the press to date is positively helpful in achieving our aim: new study reveals Portsmouth as one of the top UK cities for start-ups in 2021; and Portsmouth came 7th in the best all-round UK location to start a new business. Achievements under this theme:

- Business Support Helpline was established in March 2020 at the start of the pandemic to provide an effective and responsive support to Portsmouth city businesses. Friendly and supportive advice helping our businesses to guide them through covid and to recovery – advice on covid restrictions & compliance, grants and funding support etc. The team has taken a total of 6601 calls since the Help Line was set up in March 2020, from the beginning of the pandemic, through the restrictions imposed and through to re-opening. Internal Crib sheet which has been updated 227 times (eg. announcements from Government include Furloughing, SEISS (self-employment income support scheme), Kick Start Scheme etc.)
- Business Bulletin
Council's free business e-bulletin continued to be provided on a weekly basis and sometime twice-weekly to meet needs of news release on initiatives and activities to over 4900 subscribers. This is also an effective vehicle to engage and consult with our business community. During the Pandemic the Council's business e-bulletin has moved to a weekly and sometime twice-weekly missive whereas before it was only one a month.
Businesses who have signed up increased from 2401 to 3356 during this period, an increase in 955 businesses, in effect 28 new subscribers each week. Around 43% of businesses in the city now get this bulletin enabling them to keep up to date with all the help and support available.
- Covid – 19 Business grants
Since the start of the pandemic, the council has been promoting and paying out government grants quickly, plus additional grant support to Hospitality and Leisure businesses. A total of £75 ½ M of Covid-19 grants paid out to 15,513 businesses in Portsmouth. The team worked with the Business Rates team, IT, Corporate Communications and finance to provide these to businesses across the city as fast as possible.
Further Government Additional Restrictions Grants have been received in October 2021, and the team is working with finance on a new 'Business Resilience Fund' scheme to be launched in December 2021. The scheme is designed to support businesses that have continued to be severely impacted by Covid-19 following the

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country entering Step 4 of the "UK Recovery Roadmap" - to help build business resilience and implement longer-term recovery and / or diversification activities and lay the foundations for future growth.

This is a single discretionary grant and businesses will be able to apply for a grant between £1,000 and £10,000 that can be used to support businesses with activities which aim to build business resilience; safeguard jobs; assist growth; create new products / services and increasing productivity.

- Business Support and Inward Investment

The team have dealt with 425 contacts via inward investment mailbox supporting businesses with adapting to new trading conditions and to embrace innovation, and to promote local employment; seek out supply chain opportunities; and encouraging sustainable growth.

In-depth support has also been given to 22 national and international inward investment enquiries, followed by regular engagements with clients to assist with property search and intelligence support, as well as ongoing support given to local companies looking to grow and expand.

The business support website pages have had 44,169 sessions during COVID with 54% from mobile devices and 60% landing on the business grants pages.

- Crowdfund Portsmouth 'Small Business Fund' & 'Pay It Forward'

New crowdfunding platform with a Council funding package of £100K: £30K to establish the platform for 3 years & £70K for 'Small Business Fund', was launched at the Jan 2020 Shaping Conference. Working in partnership with Shaping Portsmouth, the platform has been a huge success in helping start-ups and growing businesses, as well as 'Pay it Forward' scheme – in response to covid-19. Since Jan 2020:

- £297,170 Raised by projects in Portsmouth to support Communities in PO1-PO6
- £80,480 Pledged by Crowdfund Portsmouth & Solent pay it forward
- £206,690 Pledged by the crowd
- £10,000 Pledged by other Crowdfunder partners
- For every £1 pledged by Solent PIF, the crowd have pledged £2.50

'CIL Transformation Fund' was added to Crowdfund Portsmouth in July 2021 with one project completing two separate campaigns. Pledges from this fund were made offline as the campaign went live before the CIL Fund was launched.

- £57,993 Raised by Orchard Park CIL funded project
- £25,993 Pledged by The Crowd
- £22,000 Pledged by Fratton, Milton, Charles Dickens and Central Southsea wards
- £10,000 Pledged by Sport England
- 224 supporters - campaign 1
- 72 supporters - campaign 2

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- For every £1 pledged by Portsmouth City Council projects received an additional £1.63

'Portsmouth Climate Challenge Live' was also made available to residents and businesses in Portsmouth in July 2020:

- Launch Competition successfully held in July 2020
- 3 prizes were awarded to date, with a total of £10K, and levered in over £8K from the crowd.

The Climate Challenge is now underway with 6 projects seeking funding, and due to complete by 12th November, linked to the COP26 events in Glasgow.

- The Future High Streets Fund

The Economic Development team is part of a multi-disciplinary team in Regeneration working on developing plans to deliver projects funded by the Future High Streets grants. The Fund is provided by the Ministry of Housing, Communities and Local Government, to support the evolution of the high street over the next 10 years. PCC submitted a bid in summer 2020 and was awarded £6.9 million which was 70% of the ask. Of this £3.1 million will be used to deliver projects for Commercial Road, and £3.8 million to projects for Fratton.

- Vacant Shopfronts Improvement project

As part of improving the appearance of empty shop fronts; raised the profile of local heroes; improved/developed relationships with commercial property owners and agents and raised awareness of what is available. This project focused vinyl of photos of local pandemic heroes and individuals who have represented Portsmouth over these last 18 months. Working with agents and shop owners in Commercial Road, Fratton, North end, Cosham and Southsea. The project is now evolved from focus on pandemic heroes to more recovery focus on 'Rediscover Portsmouth' branding and using our waterfront city branding images and attractive visuals of visitor's attractions and retail activities etc. Also working with community wardens addressing vacant shops that have been subjected to rough sleeping, where 'target hardening' have been effective.

- Reopening High Streets Safety (RHSS)

Since May 2020 the Economic Development team have been working in partnership with Infrastructure, Transport, Licencing and Public Health colleague to support the safe reopening of retail and hospitality. Interventions have included establishing safe queuing, providing COVID secure guidance to retail and hospitality and business connection work in partnership with Shaping Portsmouth. Engagements include:

- Go! Project launched with RHSS funding to highlight reopening, social distancing
- Pass points in suspended parking spaces - implemented through working with businesses on best positions for these- this enabled many restaurants,

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- cafes, bars and pubs to gain essential extra income from having space for tables and chairs outside their premises, boosting takings
- MCHLG funding 'Welcome back' continues the drive to support high street businesses. 'Rediscover Portsmouth' and 'Wind in Your Sails' marketing campaigns, including the rediscover website to build an online placemaking platform for businesses to grow both in their bricks and mortar locations, but also drive traffic to online stores
- Milton market, Tangier Road and North End infrastructure improvement projects, EG working closely with Infrastructure teams, ward councillors and businesses to work up plans for infrastructure upgrades to improve public realm in those areas
- Licensing work around additional amenity areas for hospitality businesses to reopen and use space on the pavement for seating/additional covers
- Palmerston Road South intervention, working with businesses to close the road and use space for social distancing, walking/wheeling to the area and businesses to have seating outside - "Al Fresco" dining changed the whole feel of the street
- Castle Road Active Travel scheme working with businesses to add pass points, additional amenity space with plants provided by Waterfront Plants and planted by volunteers. Progressing this temporary road closure to formal TRO consultation via working closely with businesses and residents to safely restrict traffic in the road and upgrade public realm to make a pedestrian area to benefit businesses and residents and improve air quality.
- Guildhall Walk-temporary Road closure during pandemic to allow for social distancing space, progressing to TRO and formal consultation to restrict access to the road and make it pedestrian friendly, working with businesses and stakeholders e.g. Licensing on potential infrastructure upgrades to improve the public realm, ASB/safety perspective as high levels of night-time economy business activities in Guildhall Walk.
- Additional Christmas Go! Campaign, online directory linked to We-Create market traders, opportunity for businesses to add offers and gift voucher info on PCC website, one-hour free parking in Cosham, City Centre and Southsea PCC car parks in December to help drive customers to local businesses and support them
- The use of CIL (Community Infrastructure Levy) funding enabled a larger tree pit in Palmerston Road precinct, where a 30-foot Christmas tree was placed and is now lit.
- CIL has also been used to fund new Christmas lights motifs all the way down Fratton Road, London Road and Kingston Road these are now in place and lit.
- Portsmouth Market Strategy
The city centre weekly market has been moved through a significant investment in infrastructure to enable better layout and use of wider spaces for market stalls.

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Phase two of the market move (happening now and for the next 6 months at least) focuses on operational changes of the project (eg overview of layout, H&S assessments, review of trader licenses, move traders to new stores in Greetham Street etc and the relaunch & celebration event).

- Christmas markets & Ice Rink

- Following Covid, the Economic Growth team are evaluating the Christmas Market provider and are looking at changes that can be made to provide an investment that needs to uplift the look and feel of the market. Our investment in the weekly market and vision for the additional Christmas market needs to be absorbed and accepted by the newly formed high streets and market team, with new ways of working and fresh approach to markets in the city centre.
- As part of a celebration of lights, the start of Christmas in Portsmouth's main shopping areas officially launched in November as Love Island star Amy Hart hosts the Portsmouth Christmas Lights Switch On events. The Portsmouth Christmas Lights Switch On countdown began on Thursday 18 November with the Commercial Road Lights Switch On and the opening of the We Shine Art and Light Festival where the streets and buildings of Portsmouth transformed into a night-time gallery.
- The Portsmouth Christmas Market and the festive edition of the We Create Market will also open for late night shopping on 18, 19 and 20 November at the previous Sainsburys site in the north of the city centre and be showcasing local makers, designers, and artists.
- There will be more markets in Palmerston Road with the France at Home Market on 28 November and Love Southsea Market every weekend in December.
- In Southsea, the Lights Switch On took place on 25 November and in Cosham on 2 December.
- The ice rink in Guildhall Square, which includes a canopy for guaranteed skating whatever the weather, will be open from Saturday 27 November 2021 until Sunday 9 January 2022.

- The Hotwalls Studios

The Hotwalls Studios remained operational throughout the pandemic and all business continued to work from the site even when not open to the public. Many creatives developed their on-line offer / commissions as the commercial opportunities through passing footfall were limited for the majority of the year. Despite a period of transient trade and engagement opportunities over the past 18 months due to the forced closure or and limited access to the studio and site, the Hotwalls Studio supported the secondary economy in a number of ways:

- The surrounding business enjoyed in excess of 58,000 visitors from March 2020 to September 2021 that were attracted to the area
- There were 7 exhibitions held in the Round Tower

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- 23 individual artists had operated from the studios
- More than 60 businesses were supported through markets and events held throughout the year.
- The Canteen delivered an attractive catering addition to the Hotwalls Studios and was an important part of the visitor experience during the past 20 months. The business adapted to the changes in trading and social distancing rules throughout the pandemic offering a takeaway menu and also used food delivery services. The Canteen also took part in the national Help out to Eat Out scheme in August 2020 and throughout the lockdowns offer 10% discount to NHS keyworkers and donated food to food banks.

All creative businesses were supported individually through a successful application for the initial £10,000 business grant from the Covid-19 grants. This represented £298,000 of central Government funding supporting the Hotwalls creatives. Further top up payments were made to eligible business in January, March, and April of an additional £12,900 per studio ensuring that these creative businesses secured the financial resilience to continue working and surviving the economic effects of the Covid-19 pandemic.

An application for Emergency Funding from Arts Council England was successful in May 2020, and the £15,000 award was used to commission 21 Hotwalls Studios artists to create new artwork reflecting their personal experience of the pandemic. The pieces of work produced an emotive and thoughtful exhibition and were very well received in March 2021. Many of the pieces of work are now part of Portsmouth Museum Service Covid-19 collection, creating a legacy for the Hotwalls Studios artists and for the city.

In January 2021, a £160,000 joint bid was successful as part of the second round of the Cultural Recovery Fund, in partnership with the Museum Service and Portsmouth Music Hub. The Hotwalls Studios were granted £25,000 of this fund which was used to make improvements to our digital offer by contracting freelancers to update the website, develop an online gallery and develop a new social media strategy. These improvements increased the interaction with our audience and visitors through digital platforms. The funds were also used to purchase equipment to allow the studios to open safely with social distancing measures in place as well as minor maintenance works that arose through have a long period of closure.

- The Council's Enterprise Centres
The three centres have remained operational throughout the COVID period and continue to be popular with start-up companies and small businesses from the Portsmouth area. The team also trained and help staff the business support helpline along with their own duties to provide an advice service to all local businesses as well as the enterprise centre tenants; information on grants was

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available & sent onto the resident businesses and all were encouraged to claim any eligible grant that they were entitled to.

The enterprise centres have continued to update and invest in their service delivery infrastructure, which helped during the pandemic and is also greatly assisting during the recovery period, such as our in-house high speed business grade broadband service offered to tenants along with VOIP (voice over the internet protocol) phones.

Before the pandemic plans and funding was achieved for an upgrade of the reception & central area of Portsmouth Enterprise Centre. The project has been delayed due to the pandemic (other projects/priority work for PCC staff) but is now near completion. The new area will include booth style seating and workspaces for businesses similar to co-work areas. We continue to look to help & support all business types and sizes (both resident & external to the ECs) while maintaining an income stream for PCC. Staff members of PCC will be able to connect direct to the PCC network at Victory Business Centre and via the WIFI at both Victory Business Centre & Portsmouth Enterprise Centre to enable smarter working & work away from the civic offices and/or complete work after site visits to the area to reduce travel.

Only two businesses vacated as a direct result of Covid-19 and we have been able to continue to facilitate viewing and rent out units to new business tenants during the period, with new tenants at each centre. The centres continue to remain popular, and we have adapted size & type of unit that we offer to meet demand.

In total we will be supporting 132 businesses across the three centres from 1st November 2021 as well as offering the business hub/co-work areas.

- Portsmouth City Council Commercial Tenant Support Scheme
The Commercial Tenant Support Scheme has been implemented to assist all 530 of the council's commercial tenants. The application of the scheme is in sync with the Governments recently published Code of Practice for commercial property and is our way of recognising the devastating impact of the COVID pandemic and supporting our tenants in a way that works synergistically with the governments other grant, and loan based financial support schemes.
To-date we have supported 63 tenants with re-scheduling rental payments in value over £1,028,000 in rent.
- Portsmouth Creates
Establishment of a new independent body in November 2019 to drive the cultural offer of Portsmouth - Portsmouth Creates with short-, medium- and long-term actions. Portsmouth Creates has been successful in securing money from Arts Council England, University of Portsmouth and PCC. Fuller details of the organisation can be found on their website here:
<https://www.portsmouthcreates.co.uk/>
Portsmouth Creates successfully ran a pop-up socially distanced marketplace for local traders over 3 weekends at the end of 2020 at the empty former

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Debenhams store in Southsea. This provided a much-needed affordable retail space for local creatives to exhibit and sell their products during the challenging times of the pandemic, providing the following results:

- 14,815 people attended the markets.
 - 184 local traders were given a route to market.
 - The market had an economic impact of £1.4 million with local businesses, including Coffee Number 1, stating their busiest trading days in three years as a result of the market.
- The Portsmouth Convention Bureau
This was established in January'19, and originally comprised of 12 member organisations paying £600 to support website and development. Members commissioned Shaping Portsmouth to establish the website, to market the bureau and to take enquiries. The Guildhall Trust have the Chair and supported Shaping's marketing of the Bureau. In Feb'20 Shaping Portsmouth decided it didn't want to continue in this role, and members met to discuss the way forward. Due to the pandemic the bureau was put on hold however it was agreed that the website would be closed down and the Council offered to make provision within the Visit Portsmouth website: <https://www.visitportsmouth.co.uk/venues-in-portsmouth>
 - Solent LEP (Local Enterprise Partnership) and H&IOW Local Resilience Forum Work
Planning and Economic Development are representing the Council on both the Solent COVID 19 Task Force led by Chief Exec of LEP, work on the Solent Economic Recovery Plan, and on the Hampshire and Isle of Wight Local Resilience Forum (LRF) Business and Economy Group. Summary of outcomes to date:
 - Participation in the Solent LEP Freeport Task and Finish Group to ensure Portsmouth International Port and Portsmouth key employment sites are included in the Solent LEP led bid for a Solent Freeport. The bidding opened on the 16th of November we are working to ensure key sites are included in the bid which will be submitted on 5th of February 2021 by the LEP.
 - Exchange of best practice as regards all Local Authority business grant funds and benchmarking of performance.
 - New Loan scheme launched by the LEP to provide extra funds for businesses - worked with a local business to assist them to obtain critical loan funding
 - LEP established similar Crowd Funding Scheme using the Portsmouth scheme as a model.
 - MHCLG (Ministry of Housing, Communities & Local Government) call for shovel ready capital projects (start in 18 months or less) Portsmouth submitted 10 prioritised schemes and was successful in gaining funding for 2 of the

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schemes: The CEI (Centre for Enzyme Innovation) Industrial Hub at University of Portsmouth and the Solent wide Nutrients programme led by PCC.

- Working as part of Solent Regeneration and Economic Development Leads on Solent Economic Recovery Plan with LEP and Lichfield's which has now been approved and submitted to Government to obtain new Local Growth fund support it has a strong emphasis on key priorities for Portsmouth, the Marine and maritime sector and the creative and visitor economy.
- Participation in the Business and Economy Group of the LRF and have succeeded in getting one of the first comprehensive business survey revealing the impact of the COVID crisis across Hampshire and the IOW with the highest percentage of respondents in Portsmouth.
- Shaping Portsmouth's Future Together Initiatives
The wider economic development team has worked with Shaping Portsmouth to establish a new action group to co-ordinate and drive recovery in the city. It is very much about re-igniting the city economy. Objectives around 'Protection and Creation of employment'; 'Training, Retraining & Employability Skills provision'; 'Digital Enablement' for those most in need; 'Employee Mental wellbeing' provision; and 'Community based projects' in support of the hardest hit sectors e.g Care Homes. Outcomes include:
 - Portsmouth Chamber of Solutions set up by PCC, Hampshire Chamber and Shaping Portsmouth. To date 203 Businesses have attended 6 "Masterclasses" led by expert panellists. Masterclasses have included preparing for BREXIT, Kickstart and Employee Health & Wellbeing. The programme will now be transitioned from the Hampshire Chamber to Shaping Portsmouth for the 2021 programme and the list of events will be published in January 2021.
 - Shaping Cluster building project using funding from RHSS (Reopening high streets safety fund). Focus in the retail areas of Fratton, Southsea, North End, building upon existing trader groups and strengthen/widen connections. Encouraging traders/businesses to work together and action plan for the area. Palmerston Road Traders association being launch on December 9th December with 20 interested venues confirmed for the meeting.
 - GO Christmas campaign launched and a big push on this over the next three weeks. We are promoting those shops that have click and collect and we are also working with Fratton & Albert Rd Traders Association on the Dec 3rd reopening.
 - Free Contactless Menu App and Local My Stores App pilot these have been piloted with respectively 40 and 25 local businesses free of charge to help small independent hospitality businesses and small independent shops to compete with national chains.