

ECONOMIC DEVELOPMENT, CULTURE AND LEISURE SCRUTINY PANEL

MINUTES of the meeting of the Economic Development, Culture and Leisure Scrutiny Panel held on Monday, 20 January 2020 at 5.30 pm at the Civic Offices, Portsmouth

Present

Councillor George Fielding (in the Chair)

Councillor Frank Jonas BEM

1. Apologies for absence (AI 1)

These had been received from Councillors Hugh Mason, Jeanette Smith and Robert New.

2. Declarations of Members' Interests (AI 2)

None.

3. Minutes of Previous Meeting - 19 August 2019 (AI 3)

RESOLVED that the Chair sign these minutes as a correct record of the meeting of 19th August 2019.

4. New Review - Access to Culture and Leisure/Engagement with Culture & Leisure - widening social participation in Portsmouth (AI 4)

i) Scoping Document for the review

The expanded title for the review was seen as acceptable and discussion took place on the draft scoping document, which was revised to have additional witnesses and venues for the topic.

RESOLVED

- (1) that the title of the review be agreed as 'Engagement with Culture and Leisure - widening social participation in Portsmouth';**
- (2) that the draft scoping document, as amended, be approved for this review.**

ii) Receiving Evidence

The Chair welcomed all the witnesses and Stephen Baily, Director of Culture, Leisure & Regulatory Services introduced his team, with Claire Looney, Partnership and Commissioning Manager, James Daly, Cultural Development and Projects Officer and Jane Mee, Museums & Visitor Service Manager attending.

Stephen Baily welcomed this subject being reviewed due to the huge difference culture and leisure could make in the lives of residents, and this would be backed up with evidence of health and wellbeing, social and

economic benefits. He gave background to the current model of delivery, as pre-2005 his department's service had been fragmented and now there was research into who is using the services (with work undertaken by the Audience Agency) and how to reach families in need and make the services accessible (as seen with redevelopment of Cumberland House Museum). Price sensitivity was also an important factor which was being examined (and was considered by Victorious festival for ticket prices). Projects to encourage participation were also being developed, such as the Summer Reading Challenge at the 9 Portsmouth Libraries, and the removal of fines for both adults and children.¹ The other barriers to be examined would include transport costs and how buildings appear/perceptions of intimidation.

The Portsmouth Leisure Card had just under 3000 users. BH Live also have a scheme to target and support those harder to reach potential users, and wish to increase participation and improve access. Increased numbers of participants are seen in the Great South Run and park runs, with a supportive environment. There is also a programme of free events, such as Live at the Bandstand concerts. Mr Baily quoted 173k participants in events in the city² The socio-economic context was that the average salary in Portsmouth is lower than for the wider region³. Claire Looney and James Daly were therefore working with the Audience Agency to look at theatre and museum participation, informing audiences of programming and using information to support funding applications (which were vital when government grants had been cut) and to income generate. Development work was also taking place including on digital access such as during the Dickens 200 Community Archive Project⁴.

Claire Looney expanded on the longitudinal and demographic profiling work commissioned with the Audience Agency, with 2018 being the last report (this was available as background information for members of the panel). The full report is currently being updated. Opportunities were then provided for the participating organisations to better understand their own data and to look at targeted work which is then reflected in the SLAs the Council has linked to revenue funding e.g. Looked After Children.

The Chair asked officers if any other key witnesses needed to be added to the scoping document to invite evidence from? Suggestions included:

- the Bournemouth Symphony Orchestra (BSO) where they have worked specifically with adults with both learning & physical disabilities
- Colleagues who saw the health benefit and wellbeing by involvement in the arts, such as Mavis Ames in Adult Social Care.

¹ A report would be taken to Culture and City Development portfolio on 31 January 2020 to look at the impact of removing overdue fines

² PCC internal estimate of the numbers attending free events during the 2018/19 financial year

³ ONS -

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofresidencebylocalauthorityshetable8>

⁴ A NLHF funded community project in 2012 to mark the bicentenary of the birth of Charles Dickens in Portsmouth

- The University of Portsmouth could also be approached about expanding community access to their buildings and facilities
- Victorious Festival regarding their development fund and use of their event equipment which benefitted the local community.
- Andrew Simpson at the Portsmouth Outdoor Centre.

Councillor Frank Jonas commented on the extensive Culture & Leisure offer in the city for both residents and visitors to enjoy, and it was important to ensure that it was well publicised. There is a lot for Portsmouth to be proud about. Some of the historic buildings could be potentially off putting due to their military architecture.

The panel then heard from Adrienne Pye and Dan Cowley from the Audience Agency. They were now working on their fifth report for Portsmouth City Council (PCC). There were variables with not always the same set of organisations taking part each year for comparative data on who is attending and what percentage of the population of the city they represent. This was to ensure that people are not excluded due to transport, cost or pre-conceptions. The longitudinal studies were to analyse trends and see where there is the opportunity for more targeted work, such as family-friendly projects and access works (e.g. with 'Post Industrial Families' which came out some of the early research).

Dan Cowley explained the Mosaic analysis PCC now use, which compares audiences/ participants with the Portsmouth population to see where there is under-representation. The Mosaic model is built on demographics including employment, income, home and car ownership. Another tool is the Audience Spectrum, which uses some of the same data but is more culturally aligned, regarding how likely people are likely to participate and how often. Where there is under-representation identified, barriers are investigated - such as childcare, transport etc.

The Audience Agency's 2018 report, when looking at the adult population of Portsmouth, compared with that of the South East had found, in its summary:

"Amongst the organisations for whom we have collected data so far, Trips & Treats, Experience Seekers and Dormitory Dependables were the most prominent Audiences Spectrum segments in the profiles.

Among Arts (Aspex, BSO, NTR, Guildhall, BH Live) audiences Trips & Treats, Experience Seekers and Dormitory Dependables were also the most prominent. Among Museum (D-Day, Cumberland, Portsmouth City Museum) audiences, Experience Seekers, Trips & Treats and Home & Heritage were the most prominent.

In amongst these organisations, we saw an increase in the percentage of visitors matched to the following segments, compared to the profiles in the March 2018 report:

- Trips & Treats
- Commuterland Culturebuffs

- Dormitory Dependables
- Experience Seekers

Mosaic

Amongst the organisations for whom we have collected data so far, O Rental Hubs, H Aspiring Homemakers and J Transient Renters were the most prominent Mosaic groups in the profile.

Among Arts audiences O Rental Hubs, H Aspiring Homemakers and J Transient Renters were also the most prominent.

Among Museum audiences O Rental Hubs and H Aspiring Homemakers were the most prominent.

In amongst these organisations, we saw an increase in the percentage of visitors matched to the following groups, compared to the profiles in the March 2018 report:

- H Aspiring Homemakers
- J Transient Renters
- O Rental Hubs
- G Domestic Success (smaller increase)
- I Family Basics (smaller increase)"

It was explained that for 'Trips and Treats', which was of medium engagement, it was likely to be mid to younger age groups, including families, attending mainstream entertainment, but for the 'Up our Street' there was lower engagement.

It was reported that their next report was due within the next couple of months. Adrienne Pye clarified that the audiences were not just drawn from the city but from further afield, with those from just outside of the boundary (who have transport) coming in for higher end events in particular. She would be meeting with each participant organisation to discuss the results and to look at projects to encourage participation.

It was agreed that there is a need to challenge perceptions of arts only being for certain people and it was important to make visitors to venues feel welcome. The panel felt it would be important to visit different venues as part of the review process.

A summary of background information discussed will, where possible, be sent to the panel members before visiting venues across the city, such as the number of Leisure Card holders, events attendance figures etc.

The Chair thanked everyone for their attendance.

5. Date of next meeting (AI 5)

As only 2 members were present a date for a future meeting was not set at this time but would be organised by Democratic Services.

The meeting concluded at 6.10 pm.

Councillor George Fielding
Chair