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(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:	Cabinet Member for Culture, Leisure and Economic Development
Subject:	Regeneration and Economic Development Strategy
Date of meeting:	17 th November 2023
Report by:	Ian Maguire Assistant Director for Planning and Economic Growth
Authored by	Jane Lamer Head of Economic and Skills
Wards affected:	All

1. Requested by

Leader of the Council / Portfolio Holder for Culture Leisure and Economic Development

2. Purpose

Annual review of the Regeneration and Economic Development Strategy for 2023.

The Strategy was launched in 2019 pre Covid and at the request of the Leader, officers will revisit the work to provide an updated document reflecting the current challenges facing businesses across the city. This work will be led by the Strategy Unit.

3. Information Requested

The Regeneration and Economic Development Strategy was launched in 2019 following significant consultation and review against a very different economic landscape. It was agreed post Covid that the 5 key themes for the strategy, which reflect the Imagine Portsmouth City Vision work, remained current and relevant.

The 5 key themes for the strategy are:
Strengthen the Portsmouth Brand
Becoming a destination city for ideas and innovation
Putting people at the heart of regeneration
Infrastructure and places
Creating and thriving and competitive business environment



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Appendix A is the updated spreadsheet tracking cross council work against the strategy, with annual updates for each sub section of the related action plan. The 2023 evaluation highlights that need to refresh the strategy to provide current action planning and reflect the different economic challenges which have framed the period since publication.

This work will look at the current document, update appropriate data trends and consider appropriate priorities for the next 20 year period to allow for a focused but flexible approach to developing the broader economic development work, whilst working in synergy with key strategies already existing within the city. This work will be led by the Strategy Unit supported by the Economic Development and wider Regeneration teams.

Key achievements for 2022/23 include the following:

Website / Brand development

As a council we used specialist sites to market and promote to key target markets and we have seen increased traffic to key sites including www.investportsmouth.co.uk where views are up 52% on the previous period.

Local focused work, including www.rediscoverportsmouth.co.uk is up 47% on the same period last year and this initial temporary response to promote the shop local / rediscover movement post covid is now providing useful to support local retail and SME engagement by local people and visitors

Future High Streets - City Centre (FHS funding secured Dec 2020)

City Buildings meanwhile use as an Enterprise Centre opening October 2023 - releasing a further 15 working spaces for businesses to supplement the existing 125 over the existing 3 Enterprise Centre sites. This increased the flexible term rental space for a diverse range of businesses

Public realm review commencing January 2024 to refresh the top end of Commercial Road, focusing on increasing dwelling time and rethinking the area as a social space

Future High Streets - Fratton (FHS funding secured Dec 2020)

Purchase of the Bridge Centre as part of a long term regeneration project

Meanwhile use of the Bridge Centre to include 10 additional Enterprise Centre spaces to support increasing demand for flexible term rental space. Increased retail opportunities including the welcoming of the Fratton Pantry due to open shortly to support local residents.



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The work includes road closure procedures and support to promote local community use of the road area to increase access to safe space for residents.

Market Strategy

Reimagining and updating of current provision in Commercial Road and Cosham, retaining the PCC delivered service and with a focus on increase traders launching Nov 2023.

Plans for 2023/24 include Small Business Saturday market promotion to increase trading opportunities

Supporting the expansion of commissioned markets (Love Southsea - Palmerston Road) to attract new opportunities and markets to the city, This included welcoming back the French Market in August 2023 following a post covid break.

University of Portsmouth

Following their recognition as an applied research university the university has now received the Gold teaching standard reflecting the quality of provision and the student experience

Ravelin Park leisure opened in 2023 with resident access - increasing provision and local employment opportunities

Sister City / Twinning

A fresh approach to develop our cultural relationship into economic development advantages has been positively received by partners.

In Sept 2023 the initial return visit to Halifax Nova Scotia focused on economic partnership which including Portsmouth International Port, Maritime UK Solent and University of Portsmouth. Following themes around clean energy, maritime and innovation the visit also focused on business-to-business introductions.

All work has liaised with the Department for Business and Trade (DBT) linking with partners from Department for International Trade. We are now hosting a roadshow for Innovate UK Edge to support the access to funding for local businesses to allow them to explore partnership and delivering in Canada and are already receiving positive indications of at least 1 business on international work leads

Duisburg, Germany are keen to explore a similar focus for that partnership, following the green/sustainability agendas and we are discussing how we can support a business delegation to support this partnership and breakdown barriers to working in Europe.



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Further partners are keen to explore this and the UoP remain particularly supportive of this around our Bangladesh partners which we continue to explore.

Portsmouth International Port

Oct 2023 saw the opening of the new Cruise Terminal at the port, a site set to host over 100 calls in 2024, with ambition to grow by up to 50% the following year.

Portsmouth International Port has been awarded **£19.8m from the Zero Emissions Vessels and Infrastructure competition (ZEVI)**, funded by UK Government and delivered in partnership with Innovate UK. The grant will allow them to embark on a groundbreaking decarbonisation project with [Brittany Ferries](#), alongside the [University of Portsmouth](#), [MSE International](#), [B4T](#), [IOTICS](#) and [Swanbarton](#).

Skills Partnership

The city is now served by 3 merged college groups
COPC - City of Portsmouth College, previously Highbury and Portsmouth Colleges, is now recognised as "awaiting inspection", meaning it is better positioned for growth opportunities under this DfE change of policy (not hindered by one colleges poor Ofsted Grade)

South Hampshire College Group formed in August 2023 from Fareham College, Eastleigh College and Southampton City College. We continue to see good coverage from this provision

HSDC Havant and South Downs College Group continues to accommodate over 1000 Portsmouth full time students and remains with active provision in the city for adults

All 3 colleges groups support provision across age ranges and work closely as Patrons of Shaping Portsmouth to support local need response work.

The Skills Strategy review (Appendix C) reflects the current updates. Not covered is the current ONS data anomaly where we have a challenge logged as level 3 and 4 attainment under latest published data has seen a sharp increase. Source information has been questioned and we are awaiting a formal response to ensure that we have reliable local data which reflects the local intelligence provided by our college and training provider network.

Shaping Portsmouth

Portsmouth City Council remain a supporting Patron of Shaping Portsmouth, joining over 45 businesses in this sponsorship of the organisation. The organisation continues to deliver across the 3 pillars of Business, Community and Education to ensure local need responses in line with the Imagine Portsmouth City Vision.



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It is noted that the current CEO is due to retire in January 2024 and the recruitment for a replacement is live.

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Signed by (Director)

Appendices:

Appendix A Economic Development Regeneration Strategy Action Plan 2023 (available on request from Jane Lamer as too large to print)

Appendix B Portsmouth Annual Economic KPI Targets 2023

Appendix C Portsmouth Skills Strategy review 2022 (Feb 23)

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
Economic Development and Regeneration Strategy 2019-2026	Portsmouths economic development and regeneration strategy 2019-2026
Skills and Labour Market Strategy 2020-2025	Skills and Labour Market Strategy 2020-2025 (portsmouth.gov.uk)
Social Value Policy 2021	Social Value Policy March 2021 (portsmouth.gov.uk)