

Appendix 1

**Economic Development, Culture and Leisure Scrutiny Panel**

**Scrutiny topic: Review of the Economic Development and Regeneration Strategy focussing on High Street direction.**

Recommendations and officer responses

|    | Recommendation  | Service               | Officer response / commentary   |
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| 1. | Consider creating a 5 year plan for the high streets  | Economic Growth - ETP | <p>The current market strategy was published at Culture, Leisure and Economic Development Committee on 17 November 2023 <a href="#">Market strategy final.pdf (portsmouth.gov.uk)</a></p> <p>It should be noted that, should a new plan be required, this will require an allocation of funding as it will incur additional costs including graphic design.</p> |
| 2. | Consider providing support for an independent Business Improvement District (BID) through a consultant employed to lead communication between Portsmouth City Council and the BID, to help drive a business plan based on the needs of the retailers to achieve deliverable results for businesses and Portsmouth residents | Economic Growth - ETP | BIDS are required to be led by Business, but point 3 could support consultancy support if appropriate to a business case.   |
| 3. | Consider providing support for the BIDs in high streets across the city, with funding from the Local Authority in the region of up to £100k   | Economic Growth - ETP | This is already in motion with allocation agreed in the UK Shared Prosperity Fund. BID conversations commenced with the Commercial Road area in early 2023 and the  |

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|    |   |                       | <p>Places and Markets Manager is working closely with the group to move this to a BID. At this time, no lead has been identified.</p> <p>Landsec have engaged (although currently external to the proposed BID site) to support to move this forward.</p> <p>£100k UK Shared Prosperity Fund 24/25 was ring-fenced in September 2023 for potential pump priming of up to 2 BID areas. This is subject to ongoing spend review against progress and will be redirected to business support if unspent to avoid claw back.</p> |
| 4. | Consider reinstating a High Street Co-ordinator and team for all of Portsmouth's high streets to work with and for local businesses, as a central point of contact, to ensure the high streets are kept at a high standard of amenity including, but not limited to, street furniture, CCTV, cleansing and maintenance. | Economic Growth - ETP | <p>It should be noted that this would not be a reinstatement. Following on from the Market Strategy (November 2023, see above), a new market structure was implemented in February 2024.</p> <p>Any alternative staffing structures would require additional funding to be allocated to enable implementation.</p>   |
| 5. | Consider creating further street entertainment sites across the city to encourage increased footfall and recommend increased communication and awareness of those sites to the general public   | Licensing - CLRS      | <p>To review and identify additional street entertainment areas will have resource implications on developing the project and also compliance checks will be required once the sites are in use.</p> <p>Additional funding will need to be allocated to enable implementation and ongoing administration.</p>  |

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| 6. | Consider creating a central shared store of resources to be used by all services when creating cultural displays and events across the high streets, with a list of available items communicated effectively across the council | Economic Growth - ETP<br><br>CLRS Services - Events<br><br>Other services cross Council | <p>Economic Growth and Culture and Leisure already have a strong working relationship which includes sharing resources.</p> <p>Services outside Culture and Leisure and Economy, Transport and Planning also work closely and share resources, examples of which include the recent community engagement events Party for Warren (housing focussed) and Party for Cosham (health and wellbeing focussed). Whilst these are not specifically high street focussed, they demonstrate the existing sharing of resources already in place across the Council.</p> <p>Items shared across services and used at events include staging, tables, chairs, bunting and high visibility vests. Other shared resources include items such as Lost Children / Vulnerable Adults procedures and risk assessments which are widely shared across all services already.</p> <p>Mechanisms and processes already exist which can be updated, and where necessary, adapted to ensure events run by council services can access resources where appropriate, this includes advice and guidance from Portsmouth Events Safety Advisory Group (PESAG).</p> <p>The Council's intranet pages may be updated (by individual services) to include information on what resources are available to be shared for events and how these can be accessed, along with the</p> |
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|    |   |  | <p>conditions of use (some equipment will be subject to logistical and maintenance costs).</p> <p>Internal communications channels and forums can be used to ensure services are updated on what shared resources are available and how to access them.</p>   |
| 7. | <p>Consider delivering improved communication and awareness of cultural events in high streets to encourage increased footfall and spending in local businesses</p> | <p>Economic Growth - ETP</p> <p>Museums - CLRS<br/>Libraries - CLRS<br/>Events - CLRS<br/>Tourism - CLRS</p> | <p>Economic Growth manage 4 websites representing diverse roles and audiences.</p> <ul style="list-style-type: none"><li>• Invest Portsmouth (inward investment)</li><li>• Discover Portsmouth (promotion of high streets)</li><li>• Enterprise Centres</li><li>• Community Learning Service (adult learning).</li></ul> <p>In addition to the corporate website.</p> <p>The service delivers Linked-In, X and Instagram social media channels to promote external communication. The Portsmouth Markets Facebook page works alongside PCC social media and is delivered by both the Markets team and Economic Development Communications Officer.</p> <p>Facebook, Linked-In, X and Instagram feeds are booked appropriately to promote events (including Christmas Lights). Individual events like Southsea Food Festival have their own seasonal Facebook pages and projects (for example, the Pop-Up shop) have their own approved media campaigns to support the work.</p> |

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|  |  |  | <p>Current communications channels for cultural events include Visit Portsmouth, D-Day Story social media, and a social media channel for the museums (including Cumberland House and Portsmouth Museum and Art Gallery). D-Day Story social media has recently included promotion of the D Day in 80 Objects campaign and the Pop Up Museum at Cosham, to bring the museum to the community.</p> <p>Portsmouth Libraries also have social media channels through which they promote their events, held in high street branches.</p> <p>The Events team for the most part utilise the corporate communications channels, although dedicated channels are used for Live at the Bandstand and the Car Boot series. The Events team utilise leaflets to residents and produce a festival brochure for the 60+ Festival. Events in High Streets are promoted where possible at PCC organised community events such as Live at the Bandstand and the International Kite Festival.</p> <p>There is no marketing and communication budget currently allocated to culture &amp; leisure services and this is managed by existing staff with finite resource.</p> <p>Additional dedicated communication would require a budget allocation to be identified for a</p> |
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|    |   |                                     | communications officer to support culture and leisure services.  |
| 8. | Consider improving access to Port Solent facilities including public transport and a taxi rank  | Transport - ETP<br>Licensing - CLRS | <p>A proposal for a Demand Responsive Transport (DRT) bus service to connect Port Solent with Cosham station and nearby trip attractions is being developed by Transport. It would be a council tendered bus service and could potentially start in 2025.</p> <p>Revenue support will be needed as DRT services rarely generate sufficient fares revenue to cover their costs. This support would be provided from the Bus Service Improvement Plan fund, awarded by the Department for Transport in 2021.</p> <p>Provision of a taxi rank at Port Solent will require the consent of the landowner and discussions can take place. Costs will arise from the adoption of a taxi rank in this location which include formal consultation and appropriate signage. Discussions will also need to take place with traffic and transportation as to whether there are any traffic regulation orders required.</p> |
| 9. | Consider the creation of a trial of semi-permanent structures for hire for market stalls to improve the amenity and layout of markets, particularly in Commercial Road and Palmerston Road. | Economic Growth - ETP               | <p>This is being investigated, noting the need to consider potential anti-social behaviour consequences against funding requests.</p> <p>No funding source has currently been identified.</p>  |

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|  |  |  | The team continue to work closely with the police and internal team. |
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