



# **Report to the Partnership for Urban South Hampshire Overview and Scrutiny Committee**

**Date:** 11 July 2017

**Report of:** Charles Freeman, Co-ordinator for the Culture Creative Industries  
Built Environment Themed Panel

**Subject:** Creative Industries Growth in South Hampshire and update on the  
work of the Culture Creative Industries and Built Environment Themed  
Panel

## **SUMMARY**

- To update members on progress being made in relation to the projects being progressed by the Culture, Creative Industries and Built Environment Themed Panel and to outline the panel's work programme.
- To advise committee members of the findings from research undertaken by Creative Network South regarding the growth of the creative sector in South Hampshire, and to inform members regarding the production of the CNS creative prospectus.
- To outline the future work programme priorities of the culture creative industries and built environment themed panel.

## **RECOMMENDATIONS**

It is recommended that the Overview and Scrutiny Committee:

- (1) NOTES how the lead Chief Executive for the Culture Creative Industries and Built Environment theme panel is to be replaced;
- (2) NOTES that the Joint Committee should receive business plan reporting outcomes and actions at a future meeting; and
- (3) NOTES a request to the Joint Committee that an additional £20k be allocated to the panel to act as match funding to support applications to the Solent LEP and Arts Council England for a project to provide business support to micro creative businesses; and
- (4) NOTES that this in addition to the budget for the panel approved at the last Joint Committee of £22.5k.

## 1) Background

- 1.1 Quality Place Delivery Panel (now the Culture Creative Industries and Built Environment Themed Panel) was one of the original delivery panels established under The Partnership for Urban South Hampshire Joint Committee. The rationale for establishing the panel was the belief that Quality of Place and Quality of Life were key drivers of economic development and prosperity in South Hampshire.
- 1.2 Originally the Delivery Panel was chaired by a Council Leader, who was supported by a Lead Chief Executive. From the panels inception in 2006, until 2016 when he stepped down from his role with Winchester City Council, the lead Chief Executive was Simon Eden.
- 1.3 In 2009 funding from the Living Places Partnership of Department for Culture and Sport Agencies enabled the panel to employ a project manager to support the lead chief executive on a two year fixed term contract. When this contract ended in 2011 the post holder Charles Freeman agreed to project manage the work of the panel on a freelance basis.
- 1.4 Representatives from the regional arms of these agencies including Arts Council England, and English Heritage (now Historic England) have also attended panel meetings, alongside university representatives and local authority staff. The panel has been successful in attracting significant external funding for projects relating to creative industry development, developing pathways to employment in the creative sector, the promotion of high quality design in the built environment, and stewardship of the historic environment. Frequently this funding has been catalysed as a result of the DCMS agencies involvement in the work of the panel.
- 1.5 Over the past three years the panel has focused on;
  - The delivery of a programme of environmentle enhancement and creative industry related capital projects capital projects (the last three projects being the refurbishment of the New Theatre Royal Portsmouth, the development of Creative Workspace in the cell blocks in the Historic Dockyard and the conversion of the arches in the Hotwall's into Creative Studios were completed in 2016) and three revenue funded work streams, led by sub groups of the panel.
  - The delivery of three revenue projects which were part funded by PUSH but have also received support from external partners:
    - The development of the creative industries and the creative economy; this work has been led by Creative Network South, a sector led partnership hosted by Hampshire Chamber of Commerce.
    - Promotion of high quality design in the built environment; this work has been led by Quality Place practitioner's, mostly design lead officers drawn from South Hampshire Local Authorities.

- Heritage led regeneration; this work stream has received significant financial support from Historic England and has been managed by a partnership board made up of representatives from Portsmouth City Council, Fareham Borough Council, Winchester City Council, Hampshire County Council, Hampshire Cultural Trust, Historic England and the Naval Base Property Trust. The partnership up until the completion of the current phase of the project was chaired by Peter Goodship from the Naval Base Property Trust.
- 1.6 The panel has recently met on a virtual basis so that the three work streams can be coordinated. Simon Eden Chaired these meetings. Charles Freeman has acted as coordinator and project manager for the three strands of work on a freelance basis.

### **Recommendation**

To note how to replace Simon Eden as lead chief executive for the theme panel and agree proposal for continuation of work undertaken by the culture creative industries and built environment themed group.

## **2) Creative Industries**

- 2.1 The development of the creative economy in South Hampshire has been a priority for the themed panel since its inception. This work is now an increased priority due to the emphasis the Government has placed on the Creative Economy in the Building our Industrial Strategy Green Paper.

The work of the panel and more recently Creative Network South has focused on three areas:

### **• Creation of Evidence Base and Advocacy**

- PUSH and Creative Network South have commissioned and published a series of reports using ONS data to track growth of the creative economy in South Hampshire. Most recently CNS has used this data to prepare its Creative Industry Declaration 2017 –Which will be launched later in the year.
- CNS has established a network of researchers working with local universities on creative development creative industry related issues, chosen to pool knowledge and identify research priorities. The network is made up of over 40 researchers drawn predominantly from Southampton Solent University, The University of Portsmouth , The University of Southampton and The University of Winchester. The network meets three to four times per year.
- CNS has organised a series of conferences explaining the sectors contribution to the local economy and showcasing the work of local businesses
- CNS maintains a website with a listing of research and training events. In 2016 over 50 events were listed. The website is currently being refreshed to support the launch of the Creative Industries Declaration.

- **Business Support**

- CNS has worked with the Solent LEP and the Hampshire Chamber of Commerce to establish a channel within the Solent growth hub navigating businesses to sector specific advice. The growth hub reported in 2016 that 28% of business enquiries (69 businesses) came from the creative and digital sector.
- CNS and Hampshire Chamber of Commerce established a partnership with Creative United to enable creative businesses with 2-3 years trading experience to receive free mentoring advice to prepare them for low finance investment. In 2016; 7 businesses received this support. In April 2017 Creative United held a regional Launch for their new Proper programme for not for profit arts organisation at Southampton City gallery.
- In partnership with the University of Portsmouth ,CNS supported the establishment of a Digital Media Network to support early stage digital projects and provided seed finance for the establishment of the southern independent games network. In the coming year CNS intends to form a partnership with Digital Hampshire to organise networking events for Digital professionals and will support the delivery of 4 Networking meetings. CNS also supported the delivery of Film EXPO South at the Ageas Bowl which attracted over 500 film professionals.
- CNS has supported the Arts Organisation Aspace in establishing a network of Solent based Artists Studio providers. This network includes 17 organisations with connections to over 300 Creatives.
- Since 2008 PUSH has invested approximately £300,000 in projects supporting the development of creative workspaces in Portsmouth, Southampton and Eastleigh. These projects provide affordable spaces and flexible 'hot-desk' accommodation for nearly 100 businesses.
- Additionally PUSH has invested £1.2m in supporting the refurbishment of the New Theatre Royal Portsmouth and helped establish a creation space in the minghella studio which will be used to accommodate the work of the Creative Lab at the NTR which supports the development of businesses and talent in the performance sectors.

- **Skills and Talent Progression**

- CNS is working with the youth arts development organisation and registered charity, Artswork, to establish a creative employment network focused on the development of work-based learning opportunities in the creative and cultural industry sectors.
- CNS supported Artswork to establish a creative apprenticeship programme. This focused on job areas common to any employer in the creative and cultural sector whether it be a gallery, an arts centre, a music promoter or other CCI employer.
- Sub-contracted as a training provider, most recently by Eastleigh College, Artswork developed approaches to Apprenticeship

Frameworks in Community Arts Administration, in Cultural and Heritage Venue Operations, and in Live Events and Promotions. The programme has worked in partnership with all Arts Council England National Portfolio Organisations in South Hampshire and so far has delivered some 35 year-long apprenticeship employment opportunities for young people.

- Recognising the contribution of the Creative Apprenticeship Initiative as well as other work-based learning programmes, both to the creative as well as to the wider economy of the area, Hampshire Chamber of Commerce as host organisation for Creative Network South established a new partnership with Artswork, which has attracted over £70,000 from Arts Council England's Grants for the Arts, to:
  - Support the artistic and creative enrichment of the programme,
  - To open this up to a wider range of participating employers to include the commercial sector,
  - Enable Artswork to undertake organisational development at a time of swift Government-led changes to the delivery of apprenticeships.
  
- Over the last 5 years, the partnership across South Hampshire between CNS and Artswork, together with the support of Creative and Cultural Skills, has facilitated more than 137 paid internships and accredited work based learning programmes and apprenticeships, engaging more than 30 employers. 90% of the young people who participated in the programme have progressed into jobs or into further training or education.

2.2 The CNS Work Programme Priorities for 2017/18 include:

- **Promotion of the Sector**

- CNS and Hampshire Chamber of Commerce plan to publish a creative industries declaration in summer 2017. The prospectus will highlight the significance of the sector in the Solent and Hampshire economies and detail opportunities to promote further development. Details of the research underpinning the declaration will be presented to joint committee at a future meeting.
- CNS plans to work with the Southern Policy Centre to run a seminar to explore issue relating to Place, Culture Arts and Creative Industry Development, in Central Southern England.

- **Business Support**

- To work with Hampshire Chamber of Commerce to develop the creative industries strand within Solent growth hub.
- To explore an opportunity to work with Hampshire Chamber of Commerce to develop a creative industries strand within small business competitiveness programme which is seeking European funding.

- CNS will also like to work with Southampton City Council to secure funding to finance business support for micro Creatives (and possibly other sectors) turning over less than £30k so as to help them secure sustainability.

In summer 2017 Arts Council England will launch a funding stream aimed at assisting creative industry development. CNS hope to explore opportunity to work with Southampton City Council and possibly shaping Portsmouth to pilot a possible approach. (Between 2008 and 2011 PUSH supported the Creative Industries Business Advisory Service CIBAS hosted by the University of Portsmouth during this period this service provided support to over 200 businesses; lessons learned from this programme might inform a new initiative).

- To explore an opportunity to work with Shaping Portsmouth and Hampshire Chamber of Commerce to develop creative industry networks within Portsmouth.
  - To work with Aspace arts to support the development of the creative industries studio providers network.
  - To maintain a listing of CI training events on the CNS website.
  - To review the impact of creative workspaces supported by PUSH in terms of business sustainability growth and progression.
  - To work with The Media Flow to support the development of the Hampshire Digital Network
- **Skills Development and Progression**
    - To work with Artswork and Hampshire Chamber of Commerce to support implementation of the grants for the arts funded workbased learning initiative. On 6th of June Artswork will Launch its new creative employment initiative at the May Flower Theatre.
    - The Artswork initiative will in 2017-18 support 10 creative apprenticeships and it is envisaged a further 10 apprenticeships will be supported in 2018-19 subject to a project review.
    - To work with Mayflower 400 to support an initiative to promote apprenticeship opportunities in the digital sector.

### **Recommendation**

To request that joint committee makes a extra budget provision of £20,000 to act as match funding to support applications to Solent LEP and Arts Council England (ACE) for a project to provide business support to micro creative businesses. (Details of businesses to be targeted, numbers of participants and target outcomes to be confirmed when funding criteria from ACE are announced.

### **3) Design in the Built Environment**

3.1 The Promotion of high quality design in the built environment has always been a priority for the panel. Since 2008 work in this area has been guided by the design practitioner's group, which is made up of lead design specialists working in PUSH Local Authorities.

3.2 The panel's achievements include:

- The development and signing by the leaders of each member local authority of the Partnership for Urban South Hampshire Design Charter in 2010.
- The development of model design guidance which was published in 2011.
- The delivery of capacity building training for design practitioner's and elected members.
- The Promotion and delivery of the Solent Design Awards which have been held in 2010, 2012, 2014 and 2016.

3.3 Work programme priorities for the design practitioner's 2017/18 are:

- To produce a series of 4 design bulletins showing how principals set out in the design guidance are being applied in South Hampshire, this work will in effect refresh the design guidance, and is being led by Eastleigh Borough Council and was commissioned in 2016-17.

The first bulletin to be produced summer 2017 will focus on the use of trees in residential development, the autumn bulletin will focus on car parking on residential developments.

- To attract sponsorship for the 2018 Solent design awards. For the 2016 Awards, Lee Peck associates helped attract over £15 000 funding; the principle sponsor was Barratt and David Wilson Homes.

### **4) The Stewardship of the Historic Environment**

4.1 In 2011 the quality place themed panel jointly commissioned with Historic England a review of the historic environment in South Hampshire. This review identified that the highest concentrations of historically significant assets in the south east region were located in the Portsmouth Harbour area.

4.2 The themed panel and Historic England then agreed to assemble a partnership project to pilot a new approach to joint working, which aimed:

- To bring 'at risk' assets to long term sustainable economic use.
- To drive heritage led regeneration.
- To develop jointly the skills both of Historic England officers and local teams working to promote the stewardship of the historic environment.

- 4.3 The partnership was formed between PUSH, Portsmouth City Council, Gosport Borough Council, Fareham Borough Council, Winchester City Council, Portsmouth Naval Base Property Trust and Historic England.
- 4.4 The partners invested approximately a total of £130,000 (50% of which was contributed by Historic England and £10,000 by PUSH). These funds were used to cover costs of secondments from Portsmouth City Council and Historic England so that a joint project team could be formed. The project also had prioritised access to up to £500,000 of Historic England grant funding, to pump prime applications to heritage lottery and other funders.
- 4.5 The original three year project ran from April 2014 until March 2017. Appendix 1a includes a list of the buildings which the project team worked with up to Feb 2017 and Appendix 1b includes the long list of projects reviewed in 2014.
- 4.6 The outcomes and lessons learned from the original project include:
- The Harbour project has had considerable impact on a number of heritage assets in the ownership and management of community organisations. The working group has dedicated considerable time to project development and capacity building for groups responsible for heritage assets. It has helped them to secure funding from a number of sources (e.g. English Heritage / Historic England (HE) , Heritage Lottery Fund (HLF), Architectural Heritage Fund (AHF), and the Pilgrim Trust). These funds have been used to carry out the development work needed (e.g. conditions surveys, conservation management plans, repair strategies and business planning) so that progress can be made in assembling the larger funding applications needed for repair and re-use leading to the sustainable usage of the buildings.
  - Outcomes include a strengthened and very positive working relationship between Portsmouth and Gosport local authorities and Historic England, in particular the local authorities and Historic England have developed a mutual understanding of the status and challenges involved in progressing re-use of 'at risk' assets in the area, and developing clear strategies in respect of a number of these assets.
  - The availability of sites is key to progressing their re-use. Whilst perceptions may be that heritage assets (particularly vacant or under-used sites and buildings) are available and can/should be better used, if landowners are unwilling to consider sale or lease, and/or unwilling to engage with others in discussion around the potential of these sites, then there is little opportunity to influence re-use.
  - Many heritage assets (particularly those at risk) face a complex range of challenges and constraints to their re-use. A lack of understanding often exists as to the significant conservation deficits associated with many of these assets which means that they are not attractive to commercial investors.
  - Where assets are in the ownership and management of trusts or other forms of community organisation, funding may be available for repair and

re-use from sources such as the Heritage Lottery Fund. However, key lessons from the Portsmouth Harbour project relate to the significant levels of support and skills needed by these groups to progress such challenging projects.

- Community organisations need very practical/'hands-on' support to identify and apply for funding, tender for, appoint and manage consultants, and monitor grants. The timeframe for securing project development work (which also involves capacity building the skills of these organisations) is significant. Groups then need similar support to embark upon the challenging journey towards securing larger pots of funding for repair, refurbishment and re-use of assets.
- The project has also seen the delivery of a comprehensive 'narrative' that provides an overview of heritage assets in the Portsmouth Harbour hinterland. It includes a toolkit that enables community groups to add their own assets and information to the database.

4.7 The suggested way forward for the panel's work relating to stewardship of the historic environment is as follows:

- Portsmouth Harbour project in its current form ended on the 31 March 2017.
- Discussions are currently taking place to consider how project legacy may be pursued.
  - A successful event to share lessons from the project with partner organisations took place on May 15th. (Presentations have been posted on the PUSH website <http://www.push.gov.uk/work/qualityplaces/harbourproject.htm>)
  - Project partners are considering the desirability of a legacy post which will continue work with local organisations to help them secure funding to bring buildings into sustainable use. Historic England have indicated that they may be able to provide up to 50% funding to cover the cost of a part-time post for 3 years.
  - Historic England also wish to work with both Gosport BC and Portsmouth CC on the development of Heritage Strategies to meet requirements in the national planning policy framework, HE also indicated a willingness to contribute to this work. Opportunities may therefore exist for collaboration with HE on both support for the voluntary sector and the development of heritage strategies.
  - (The Culture, Creative Industries and Built Environment theme panel budget has included a request for £5000 as contribution towards the funding of the legacy post (Total cost will be £60,000 to £70,000 to cover a part-time post for 3 years. Historic England have indicated they would welcome an application for grant funding to cover 50% of the costs of the post if this could be matched by local funding or grant making trusts. Discussions are currently taking place with PCC, GBC and PNPT to review if the existing commitments to Portsmouth Harbour work could continue for a further 3 year. If so the sum available would total 27k making 50% local funding achievable).

- An opportunity also exists for the area to apply for heritage action zone status. A local authority would however have to lead any such application.

## 5) Recommendations

It is recommended that the Overview and Scrutiny Committee:

- (1) NOTES how the lead Chief Executive for the Culture Creative Industries and Built Environment theme panel is to be replaced;
- (2) NOTES that the Joint Committee should receive business plan reporting outcomes and actions at a future meeting; and
- (3) NOTES a request to the Joint Committee that an additional £20k be allocated to the panel to act as match funding to support applications to the Solent LEP and Arts Council England for a project to provide business support to micro creative businesses; and
- (4) NOTES that this in addition to the budget for the panel approved at the last Joint Committee of £22.5k.

**Appendices:** 1a & 1b: Projects Being Supported via Heritage Led Regeneration Initiative Feb 17