

Culture, Creative Industries & the Built Environment Revised Business Plan 2017-18

1.1. From its inception the Partnership for Urban South Hampshire (PUSH) has held the belief that the future prosperity of South Hampshire is dependent on the areas ability to attract talented individuals, entrepreneurs and investors. The culture, creative industries and built environment panel was established to help the Partnership ensure that the competitive advantage arising from the quality of life offered in South Hampshire is maximised. The 2017-2018 theme panel work programmes includes two strands: the development of the creative economy; and the enhancement of the quality of design in the built environment. A third strand relating to stewardship of the historic was concluded in May 2017.

1.2. The Creative Economy in South Hampshire generates £1.5b GVA, employs approximately 40,000 people, and sustains over 5600 businesses. Since 2010 employment in the sector has grown by 30%.

In 2012 PUSH launched Creative Network South (CNS) with support from the four South Hampshire Universities, Creative Industry Development Agencies and local businesses. In 2015 PUSH agreed to work in partnership with Hampshire Chamber of Commerce to promote the development of the creative economy. Hampshire Chamber of Commerce are now the host organisation and budget holder for CNS. In November 2017 Maureen Frost took over as Chair of CNS. The 2017-18 Business Plan priorities for CNS fall under 4 headings.

Visibility

- To publish and launch the CNS Creative Industries Declaration, Winter 2017-18.
- To launch a new CNS website, Winter 2017-18.
- To produce monthly articles for Hampshire Business News.

Enterprise

- To pilot a new approach to creative industry business advice in Southampton - This will be achieved through a partnership between Southampton City Council, Southampton Solent University, Culture Southampton, Aspace Arts, The Solent Growth Hub, Hampshire Chamber of Commerce PUSH and CNS. The target audience will be early stage creative / digital businesses and freelancers turning over £10,000 to £30,000. The service will aim to engage 200 businesses per year and to work intensely with 30-40 businesses with growth potential, so they become established and sustainable. (PUSH have allocated £20,000 to support this project).
- To work in partnership with the Solent growth hub to sign post more than 50 creative and digital businesses to appropriate business support in the current year (2017-18). (In 2016-17 28% of businesses approaching the growth hub came from the creative or digital sectors).
- To support development of the South Hampshire Studio providers network and to maintain and update the studio provider network directory. The network includes 15 studios connected to more than 300 artists.
- To promote via the Creative Network South website a programme of networking and business support events e.g. Venture Fest South, Hampshire Creative Expo and Film Expo South. CNS also plans to support events organised by Digital Hampshire.

Skills and Progression

- To support the youth arts development agency Artswork in delivering a new Creative Employment Initiative. This is a successor project to the creative work based learning initiative catalysed by PUSH which has delivered around 120 paid work based learning opportunities, including 40 apprenticeships between 2010-2015. The new initiative is a partnership between Hampshire Chamber of Commerce and Artswork which has secured £74k from Arts Council England. Project targets include the delivery of 10 creative apprenticeships per year, and the maintenance of the employer network. It is anticipated that the partnership with Hampshire Chamber of Commerce will enable the new project to engage more commercial creative and digital businesses in work based learning activity.
- To work with partners to support the development of a brokerage model to facilitate the delivery of apprenticeships and work based learning opportunities to address the training needs of Micro Businesses in the Digital Sector. Opportunities may exist to link this strand in the work programme to Mayflower 400.
- To promote a range of events via the CNS website to explain career pathways within the creative and digital sector. E.G. Creative Choices and Get into Music.

Connectivity

- To run three CNS meetings during the course of the year.
- To support the development of the CNS research Network which includes 40 Academics drawn from the 4 Hampshire Universities, the network meets 3 times per year.
- To work with Southern Centre for Policy to run a seminar which will scope the future agenda for culture and the creative industries in the South Hampshire area, this will take place late 2017 or early 2018.

1.3 A major priority for the panel has been to support PUSH partner Local Authorities in promoting the design quality on new developments in South Hampshire. This work is led by the PUSH quality place practitioners group, which is made up of design officers working within Partner Local Authorities. Achievements include; Leaders of all the PUSH local Authorities signing the PUSH design charter, the preparation of the PUSH quality place design guidance, and the running of the biannual PUSH design award

Business Plan priorities for 2017-18 are:-

- To deliver 3 design bulletins to support the use of the Guidance Document. This work is being led by Eastleigh Borough Council.
- To secure Funding for the 2018 Design Awards

Business Plan Budget for Culture, Creative Industries & the Built Environment

Resource allocation for 2017-18	
Revenue Project activity	£000
Delivery Panel Support	2.5
Creative Network South	10
Southampton Creative Business Support Pilot	20
Design in the Built Environment/ Design Awards	5
Portsmouth Harbour Historic Buildings Project	(Note £5k allocation not required) 0*
Total	£37.5

*this will be returned to unallocated balances