



Report to the Partnership for South Hampshire Overview and Scrutiny Committee

Date: **04 February 2020**

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

Subject: **CULTURE, CREATIVE INDUSTRIES AND BUILT ENVIRONMENT**

SUMMARY

The Culture Creative Industries and Built Environments theme panel work programme is focused on two areas during 2019/20: -

- Design in the built environment
- Creative industry development

RECOMMENDATIONS

It is RECOMMENDED that the Overview & Scrutiny Committee NOTES the contents of the report and consider any comments to be passed to the Joint Committee for consideration.

BACKGROUND

1. The work of the Culture Creative Industries and Built Environments theme panel provides a sub-regional focus for “creative industries work” across South Hampshire. The panel has a significant network that includes people all working to the common themes despite a relatively low investment from the Partnership for South Hampshire. It is positive to note that the emerging Solent LEP 2050 Strategy includes reference to the Visitor Economy as a core element of the Strategic Framework and that “cultural, heritage and creative assets” are seen as an enabling factor to support the core elements of the strategy. The Solent Local Authorities will have a key role in helping to deliver this element of the the LEPs 2050 Strategy and as such the work that PfSH supports can help drive the agenda in support of the LEP.
2. During 2020-21, recognising this changing context, there will be a review of the work of this panel led by Sandy Hopkins as the Lead Chief Executive for this work. The aim will be to provide a new focus for this work, working with the existing stakeholder network, with a few key strategic outcomes that we want to achieve in the next medium-term business plan period. Achievement against these outcomes will be monitored on an ongoing basis and reported to the Joint Committee. This can help shape the local authority contribution to the LEP strategy.
3. The remainder of the report to Joint Committee will report on the work that has taken place or is underway. With reduced funding compared to previous years the main focus for 2020-21 will be on supporting the work of Creative Network South as well as the framing of the new priorities and objectives for this panel.
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DESIGN IN THE BUILT ENVIRONMENT

5. This area of work is coordinated by the PfSH Quality Place Practitioner's Group made up of design officers drawn from PfSH local authorities, some neighbouring authorities and the South Downs National Park.
6. Since 2010 PfSH has supported the Solent Design Awards. The awards were originally run in partnership with the Solent Centre for Architecture.
7. The design practitioners agreed this year that the focus should be on quality of place and place making rather than the design of an individual building. Charlotte Webb of Hampshire County Council, as chair of the Design Practitioner's Group, took the lead in organising the awards, 18 schemes were nominated, 6 schemes were identified as award winners.
 - The Gilbert White Museum, Selbourne
 - The Hotwell Studios Portsmouth
 - Knowle Lane, Fair Oak Eastleigh
 - West Quays South Southampton

- Cultural Quarter Guildhall Square Southampton

The Overall winner - West Quay South – Southampton

The People Vote Winner - The Hotwalls Portsmouth. (The vote attracted over 800 votes)

Design Guidance

8. In 2012 the then Partnership for Urban South Hampshire published model supplementary planning guidance suggesting how good design practice might be embedded into local planning policy.
9. The Design Practitioners Commissioned Eastleigh Borough Council to refresh some guidance through the publication of a set of design bulletins covering
 - Use of trees in new developments
 - Layout and connectivity
 - Parking in residential areas
 - Use of materials and surfaces
10. Following consultation with HCC highways department to ensure guidance is consistent with policy on adoption of highways, the guidance is ready to be disseminated. Proposals for the launch and dissemination are being made by the design practitioners' group.

Gosport Heritage Action Zone

11. From 2014 -2017 PUSH facilitated a joint project with Historic England to bring at risk heritage assets in the Portsmouth Harbour Area into sustainable Economic Use. This project informed Historic England's thinking on the development of Heritage Action Zones and when the project closed in 2017 a key recommendation was that heritage action zone should be established. This recommendation has been implemented and The Gosport Heritage Action Zone was launched in the summer of 2019.

CREATIVE INDUSTRIES

12. The panel's work in relation to Creative Industries is led by Creative Network South. The work of Creative Network South has focused on four areas:
 - a) **Influencing the Solent LEP 2050 Strategy**

The Solent LEP are currently in the process of preparing its 2050 Strategy. Creative Network South sought to ensure that the contribution of the Creative and Digital is fully reflected in the strategy and the needs for the industry are understood by the LEP.

b) **Apprenticeships**

Opening apprenticeship pathways into the creative sector has been a priority for Creative Network South. During the course of the year CNS has started to work with the Solent apprenticeship hub to promote the take-up of creative and digital apprenticeships.

c) **Business Support**

Last year Joint Committee expressed a view that it would like the creative industries business support programme piloted at Southampton to be developed across the Solent area.

d) **Creative Growth Southampton** - Continues as a partnership between Southampton City Council and Solent University. Solent University has taken the lead in delivering the programme training events targeting micro businesses. The current funding will run until end of March 2020, discussions have taken place with Arts Council England about grant funding to further develop the initiative.

e) **Portsmouth** - Portsmouth cultural strategy was launched early 2019 and has led to the establishment of 'Portsmouth Creates', an agency which will support the growth of the cultural and creative sector in the city.

f) **Artwork and Autism Hampshire** - The creative industries employ a disproportionate large number of neuro-divergent people. This group includes autistic, dyslexic and people with ADHD. Across the creative sector 40% of the workforce freelance, however, neuro-divergent creatives are more likely to freelance than their neurotypical colleagues. The youth arts organisation Artwork is running a pilot programme of workshops in partnership with Hampshire Chamber of Commerce and Autism Hampshire to identify pathways for autistic people into sustainable employment within the creative sector. The aim of the Artwork initiative is to identify what works in terms of providing pathways to sustainable employment for autistic people within the creative sector.

g) **Events Programme**

Creative Network South has used Micro grants of £100 and £500 to support a programme of creative events, which build up the ecology of networking opportunities for creative practitioners in South Hampshire. The NESTA geography of creativity report identified that while the creative sector in South Hampshire was growing rapidly the number of networking opportunities lagged behind those in other creative clusters.

Over the last year events supported have included DV Mission, 48 Hour Film Festival, Hack Sutton, Hack Pompy, Venture Fest, the Solent Studio Providers Network coordinated by Portsmouth City Council and the Artwork run Creative Employers Network supporting work-based learning initiatives.

JOINT COMMITTEE RECOMMENDATION

Overview and Scrutiny Members are asked to note that the recommendations being made to the Joint Committee will be to:

- a) NOTE the delivery of Solent Quality Place awards;
- b) NOTE progress in developing refreshed Quality Place Design Guidance;
- c) NOTE the work of the panel in relation to the creative economy. The work programme priorities in this area include: -
 - o Influencing the Solent Local Industrial Strategy
 - o Supporting the Solent apprenticeship hub in promoting the take-up of creative and digital apprenticeships
 - o Establishing creative industry business support
 - o Supporting the development of a creative industries related event programme;
- d) NOTE that the panel is supporting a series of applications to Arts Council England to secure funding for creative industries business support. The outcome of these applications will not be known until financial year 2020-21. The Panel therefore requests that £30, 000 from 2019-20 budget be carried forward to support these applications; and
- e) AGREE that £12,500 be added to the PfSH base budget for 2020-21 to continue the work of the panel (see section)
 - £10,000 would be used support the work of Creative Network South
 - £ 2,500 to cover costs of facilitating panel activities.

Background Papers:

None

Reference Papers:

None

Enquiries:

For further information on this report please contact: -

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