



# **Report to the Partnership for South Hampshire Joint Committee Meeting**

**Date:** 10 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

## **RECOMMENDATION**

It is RECOMMENDED that Joint Committee:-

- a) NOTES the delivery of Solent Quality Place awards (see section );
- b) NOTES Progress in developing refreshed Quality Place Design Guidance (see section );
- c) NOTES the work of the panel in relation to the creative economy. The work programme priorities in this area include:-
  - Influencing the Solent Local Industrial Strategy
  - Supporting the Solent apprenticeship hub in promoting the take-up of creative and digital apprenticeships
  - Establishing creative industry business support
  - Supporting the development of a creative industries related event programme;
- d) Notes 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;

- e) Agrees 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.

## **CONTEXT**

1. The work of the Culture Creative Industries and Built Environments theme panel provides a sub-regional focus for work relating to quality of place, culture and placemaking across south Hampshire. Historically Panel members have been drawn from Local Businesses, Universities, Cultural Agencies such as Arts Council England and Historic England as well as This demonstrates that 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 on going basis and reported to the Joint Committee. This can help shape the local authority contribution to the LEP strategy.
3. The remainder of this report 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.

## **DESIGN IN THE BUILT ENVIRONMENT**

4. This area of work is coordinated by the PUSH Quality Place Practitioner's Group made up of design officers drawn from PUSH local authorities, some neighbouring authorities and the South Downs National Park.
5. Since 2010 PUSH has supported the Solent Design Awards. The awards were originally run in partnership with the Solent Centre for Architecture.
6. For the first time in 2018 it did not prove possible to attract sponsorship to cover the costs of the awards and celebratory presentation.
7. The Design Practitioner's Group, however, decided they wished to continue with the awards, as they believe they make an important contribution highlighting the value of high quality design in place making in South Hampshire; they also saw an opportunity for personal development in taking the awards in-house and judging them as part of the activities of the practitioner group. On this basis it was possible to deliver the awards using the £5 000 budget allocated by PUSH in 2018-19.
8. The design practitioner's 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 chairman 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 Hotwalls 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**

9. 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. This guidance the signing of a design charter.
10. 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
11. Consultation is currently taking place with Hampshire County Council highways department to ensure guidance is consistent with policy on adoption of highways. When consultation is complete copies of the will be presented to joint committee. Proposals for the Launch and Dissemination are being made by the design practitioners group.

## **Gosport Heritage Action Zone**

12. 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**

13. The panel's work in relation to Creative Industries is led by Creative Network South, until September this year Creative Network South was chaired by Maureen Frost Chief Executive of Hampshire Chamber of Commerce, Maureen has however now left the chamber, David Joel, President of Hampshire Chamber of Commerce has taken over as chairman. David and his son Ben also run Apex Studios. The work of Creative Network South has focused on four areas:

### **Influencing the Solent LEP 2050 Strategy**

14. 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.

In undertaking this work CNS has worked with Hampshire Chamber of Commerce and Digital South.

15. In 2018 Creative Network South published its creative industries declaration as a briefing document to inform the then LIS. In the course of the year Charles Freeman has worked with Ross McNally of Hampshire Chamber of Commerce. Charles and Ross attended LEP consultation events and were interviewed by PWC. Ross and Charles also helped identify a number of local creative businesses and partnerships, which PWC have also interviewed. As described in the context this work in the future provides the opportunity to help the Solent Local Authorities drive this area of work.
16. At the time of writing the LEP has promised to share creative industry issues paper with Creative Network South prior to the publication of the 2050 Strategy. CNS has been notified that the LEP intends to publish the final document by the end of the calendar year, but the PWC work on Creative Industries is not currently available.
17. As a result of this work Creative Network South has also re-established close working partnership with the Solent Growth Hub, the growth hub ran a creative industries master class on the 29th October.
18. CNS have also lobbied the growth Hub for the introduction of micro Grant Scheme to support creative and other micro businesses who wish to invest less than £10 000. The vast majority of creative businesses in the Solent area employ less than four people and have relatively low overheads. The current grant programme which invests £10 000 LEP fund leveraged against 80% of non LEP funds for existing businesses or 60% for start-ups is too large a commitment for many micro businesses, yet the formation and development of these micro businesses secures several 1000 jobs in the Solent economy. Our understanding is the new minimum threshold will be £5K grant against 66% (10K non LEP funding for existing businesses or 5k (50%) for start-ups. The emerging LEP strategy provides an opportunity to reshape this work to ensure that there is a clear focus on what it is trying to achieve and where it can add value.
19. Continued support for CNS, with the support of Charles Freeman, will help ensure that the local authority voice is heard going forward and so there is a request that PFSH allocated £12,500 from base budget to support this work in 2020-21.

### **Apprenticeships**

20. 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.
21. This work is focusing on three apprenticeships Standards;
  - Level 3 Digital Marketing, - which is the most popular apprenticeship in the sector and delivered by several local providers.
  - Level 3 Junior Content Producer, - Havant and South Downs have developed a successful programme delivering this standard over the past 2 years.
  - Level 3 Event Management, - This standard is being delivered by Artsworld in Partnership with Eastleigh College. This standard has facilitated the

continuation of the Artwork creative apprenticeship catalysed by PUSH from which 50 young people have progressed into the sector. The old programme utilised the level 2 community Artwork framework but due to the low tariff associated with level 2 apprenticeships delivery at this level has proved unviable.

22. The apprenticeship hub is able to match employer needs to suitable providers, broker apprenticeship transfer and advise the most appropriate way to fund apprenticeship training.
23. Digital South and Solent University ran a digital skills event on the 8<sup>th</sup> October promoting work based learning opportunities within the digital sector. Hampshire Business News Published an article promoting the take up of digital apprenticeships in December.

## **Business Support**

24. 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.

- I. **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 City Council has organised regular networking opportunities and Nicky Curtis provides one-to-one mentoring. Training Networking and Coaching offered by Creative Growth Southampton is now available to businesses located anywhere in the Solent Area.

The current funding will run until August 2020, discussions have taken place with Arts Council England about grant funding to further develop the initiative, such an application would be matched using funds in the existing PFSH budget. Charles Freeman, and SCC officers have met to discuss framing this application which will be submitted by the summer. It is important that the application is focussed on how this work can support the LEP's agenda and what the local authorities in the area want to achieve.

- II. **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. Discussions have taken place between Portsmouth Creates, the University of Portsmouth and Portsmouth Makers Guild to develop a creative industries support project serving the city and surrounding areas. The focus of this project will be on access to technology and the use of Tech to support Creative Practice.

- III. **Artwork and Autism Hampshire** - The Creative industries employs 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. Currently only 15% of autistic people are in full time employment however BIMA (British Interactive Marketing Association) diversity report identified that over 5% of the BIMA labour force are autistic, this compares to 1% of the population being autistic in terms of the employed labour force is a 16 fold over representation.

- IV. 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.

## **Events Programme**

### Creative Industries Federation Events Programme

25. 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.
26. Over the last year events supported have included DV Mission, 48 Hour Film Festival, Hack Sutton, Hack Pompey, Venture Fest, The Solent Studio Providers Network coordinated by Portsmouth City Council and the Artwork run Creative Employers Network supporting work based learning initiatives.

### **Background Papers:**

None

### **Reference Papers:**

None

### **Enquiries:**

For further information on this report please contact:-

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