



Report to the Partnership for South Hampshire Overview and Scrutiny Committee

Date: 13 January 2021
Report of: Charles Freeman, Co-ordinator for the Culture, Creative Industries Built Environment, Themed Panel
Subject: Creative Industries Built Environment, Themed Panel

Summary of the report to Joint Committee 25 January on the progress and delivery of the panel's business plan for 2019/2020 and outline of proposed work for 2021/2022

SUMMARY

The culture, creative Industries and built Environments theme panel work programme is focused on two areas:

- Design in the Built Environment
- Creative Industry Development

RECOMMENDATION

It is RECOMMENDED that the Overview and Scrutiny Committee NOTE that Joint Committee will be asked to:

- a) NOTE the work undertaken in preparing Quality Place Design Bulletins, and publish four design bulletins alongside the existing design publications on the PfSH website.
- b) NOTE the desire to further update the bulletins in the light of changing local and national policy.
- c) NOTE proposals to review the delivery of the Solent Design Awards in anticipation for the next awards in 2022.
- d) NOTE the work of the panel in supporting creative industry development in particular the promotion of :-
 - **connectivity** by using micro grants to increase opportunities for networking and the showcasing of creative practice.
 - **Skills and progression** - Working with partner organisations to enhance work based learning and pathways to employment within the creative sector.

- **Enterprise** - Providing business support for freelancers and creative entrepreneurs.
 - **Visibility** - Working with Portsmouth Creates and Southampton City of Culture amongst others to increase the visibility of the Creative Sector in the Solent Area; and
- e) AGREE a budget of £12,500 be added to the PfSH base budget for 2021-22 to continue the work of the panel.
- £10,000 will be used support the work of Creative Network South.
 - £2,500 to cover costs of facilitating panel activities.
 - AGREE that £10 000 carried over from 2019-20 can be used to match £4,000 from Southampton City Council to continue the Creative Growth Southampton project.
 - NOTE that a request for funding to support the 2022 design awards will be made in a year's time.

BACKGROUND

1. The Culture Creative Industries and Built Environment theme panel's work programme currently focuses on the creative economy and design in the built environment. The design element of the work programme is delivered through the Quality Place Practitioner Group, which is made up of local authority design officers working in local planning authorities. Creative Network South, which is hosted by Hampshire Chamber of Commerce, leads the Creative Industries element of the programme.
2. During 2020 a review of the work of the panel was scheduled to occur to coincide with Sandy Hopkins taking over as lead chief executive for this work area. Due to the pressures arising as a result of the pandemic this review has not occurred. It is now considered more appropriate to conduct such a review when plans for the recovery become clearer.
3. The remainder of the report will outline work which has been undertaken in relation to the 2020 work programme and proposals for future activity in 2021-22.

DESIGN IN THE BUILT ENVIRONMENT

4. After being established in 2007, the original Partnership for Urban South Hampshire (PUSH), Quality Place delivery panel decided one of its priorities should be design in the built environment. In 2008 in partnership with the Commission for Architecture in the Built Environment (CABE), the panel commissioned a review of the infrastructure supporting design in the built environment in South Hampshire. [This capacity review](#) recommended:
 - The formation of the Quality Place Practitioner's Group. This group continues to meet regularly and has expanded to include some neighbouring planning authorities including the South Downs National Park and Basingstoke. The group steers the panel's work in this area and also directly delivers projects including the design awards and the maintenance of design guidance.
 - Design Guidance. In 2010 PUSH member authorities agreed the [PUSH design charter](#). In 2011 PUSH published a [model for supplementary planning guidance and an advisory design guidance manual](#). This guidance is purely advisory. It is intended to be aspirational and inspirational and does not have legal status. Although some partner local planning authorities chose to use it to inform the development of locally adopted supplementary planning guidance.
 - Training. Following the publication of the design guidance, a programme of training for planning officers and members was delivered by the Solent Centre for Architecture.
 - The establishment of the Solent Design Awards which were first run in 2010. These awards were renamed the [Solent Quality Place Awards](#) when run 2019.

DESIGN BULLETINS

5. In 2016 the Design Practitioner Group noted that some elements of the original design manual needed to be brought up to date. In 2017 Eastleigh Borough Council were commissioned to produce a series of design bulletins. The bulletins, like the original manual, are advisory. They are intended to provide inspiration and set aspirations, but do not have legal status. The four bulletins cover
 - Car parks,
 - Trees in housing developments
 - Residential layout and connectivity.
 - The use of materials.
6. It is intended that the bulletins be maintained as live documents. The bulletins will therefore need to be amended in the light of changes in national and local policy. With this in mind the practitioner group is actively engaging with Highway Authority colleagues across South Hampshire, in relation to policy proposals relating to the adoption and maintenance of highways.
7. Members of the Joint Committee will be invited to note the production of the four bulletins and agree these should be added to the design in the built environment section on the Partnership for South Hampshire website. Members are also invited to note the desire to further update the bulletins.

SOLENT DESIGN AWARDS

8. The fifth iteration of the Solent Design Awards were run in 2019. In order to emphasise a desire to focus on place making rather than the design of individual buildings the awards were renamed the Solent Quality Place Awards. In previous years it had been possible to attract significant sponsorship; sadly this did not prove possible in 2019. However in-house delivery did have significant advantages in that it allowed the practitioner group to use the judging process to develop skills and build familiarity with good practice across the South Hampshire area.
9. The Practitioner Group would like to proceed with the next iteration of the awards in 2022 and will over the coming year develop a proposal - possibly working in partnership with other organisations such as the Hampshire Urban Design Group. The proposals for the 2022 awards will be presented to Joint Committee later in the year, when member local authorities may then be asked to contribute to the funding of the awards as has been the case in the past.

CREATIVE INDUSTRIES

10. The sector faces significant challenges as a result of the pandemic, the focus for work in the coming year will be on support required to achieve recovery. The work programme is guided by the [declaration](#) that was published in 2018 and falls under four headings.

Connectivity

11. Creative Network South uses micro grants in order to promote connectivity and opportunities for creatives, freelancers and enterprisers to showcase their work. Organisations which have received support the past year include:
 - DV Mission 48 hour film challenge

- The ladies wine, dine and design network Southampton
- Winchester Festival of Design
- Hack Pompey
- Studio Provider Network South
- Venturefest South

12. A range of organisations supporting creatives to network within the area has grown rapidly in recent years. Connectivity within the sector will continue to vital to the sectors growth, particular during the period of recovery following the pandemic. In 2021 Creative Network South is committed to support DV Mission Film Challenge, Venturefest South, Winchester Festival of Design, The Studio Provider Network South and The Ladies Wine, Dine and Design network.

Skills and Work Based Learning

13. Creative Network South is working with The Solent Apprenticeship Hub to develop apprenticeship and work based learning opportunities within the culture and creative sectors. Since 2010 the Local youth arts organisation Artswork have delivered an apprenticeship programme with PfSH support. This will continue into 2021, however, the viability of delivering small cohort level 2 and 3 apprenticeships is proving commercially challenging.
14. Artswork are additionally launching a kickstart programme which will generate opportunities for young people to work on an agency basis within the sector, it is hoped that this will then lead on to more permanent roles with the partner organisations who will be engaging young people to deliver projects.

Enterprise

15. A key priority for the network has been supporting and sustaining early stage creative enterprises and freelancers:

Creative Growth South

Since 2018 the Partnership for South Hampshire has funded Creative Growth Southampton, (now Creative Growth South CGS). CGS is a partnership between Creative Network South, Hampshire Chamber of Commerce, Solent University and Southampton City Council.

The aim of the project is to help freelancers and early stage creative businesses achieve sustainability, which frequently equates to an income of in excess of £20,000 pa.

The mentoring element of the programme currently supports around 30 businesses per year, who each receive up to six hours support.

Since the lockdown(s) the remit of CGS was extended to cover the whole of the South Hampshire area. The project has also been rebranded as Creative Growth South. CGS has worked closely with the Solent Growth Hub, who guide appropriate businesses towards CGS for support.

When CGS initially launched in 2018, Southampton Culture Trust acted as the host for the project. When the culture trust was dissolved, Southampton City Council directly took up the management of the initiative on a temporary basis. This however was a short term necessity and Hampshire Chamber of Commerce have now agreed to act as host organisation and banker for the project.

The panel has carried forward £10,000 in the hope that it would be matched by Arts Council England. Unfortunately in March Arts Council England closed the relevant funding programmes so it could focus on supporting its clients through the pandemic.

It is proposed that this remaining £10,000 should now be matched by £4,000 from Southampton City Council to maintain the programme through calendar year 2021.

Discussions are taking place with the Solent Creatives Agency established by Solent University to establish long term mainstream support for creative freelancers and micro businesses in the Southampton Travel to Work Area.

Portsmouth Creates

In parallel to the work undertaken by Creative Growth South, Creative Network South has also established a partnership with Portsmouth Creates which will focus on offering support to arts organisations and creative businesses in the Portsmouth Travel to Work Area.

£10,000 from the panel budget has therefore been used to support the appointment of the Interim Chief Executive of Portsmouth Creates. Portsmouth Creates propose to launch a business support programme in 2021, which will cover the wider Portsmouth travel-to-work area.

Last year's report stated that it was anticipated that applications would be made to Arts Council England to jointly fund creative industries business support in both Portsmouth and Southampton. Unfortunately due to the pandemic, Arts Council England closed the relevant funding streams and the funds which were to be used as match finance have been utilised to ensure the continuity of service. In the coming year it is hoped that it will be possible to mainstream delivery with existing organisations in both Southampton and Portsmouth. The service will however be designed so that it covers the broader travel to work areas of both cities.

Workspaces

Workspaces play an important role within the creative and digital tech economy. Businesses and freelancers tend to thrive within communities. Creative Network South has worked closely with Solent Growth Hub to develop a web page to promote flexible and creative workspaces in the South Hampshire area (see link below):

<https://www.solentgrowthhub.co.uk/workspaces-in-hampshire/>

Visibility

16. A Key objective of Creative Network South has been to build awareness of the strength of the creative economy in the South Hampshire area. In 2019 Creative Network South and Hampshire Chamber of Commerce worked closely with the Solent LEP to provide evidence to inform the then proposed local industrial strategy. However due to the pandemic discussion on the way in which the sector will be treated within local economic strategy was never completed, further work is needed in this area.
17. Creative Network South therefore proposes to refresh its dataset so that the impact of the pandemic on the sector can be accurately tracked, we will do this in partnership with the Chamber, Digital South and other partners.

18. Creative Network South is also working closely with both Portsmouth Creates and Southampton City of Culture to share its knowledge and experience of the sector. It is noted that the importance of culture and creative industries in contributing to the vitality of town centres and the local visitor economy is increasingly being recognised.

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For general enquiries please contact:

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