



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

**Date:** 04 April 2023  
**Report of:** Paddy May, PfSH Coordinator  
**Subject:** PFSH CO-ORDINATOR'S REPORT

### **SUMMARY**

The Co-ordinator's report provides an opportunity for issues which are significant, but do not justify a full report in their own right, to be brought to the attention of the Joint Committee for decision or for information. The report is divided into Parts A and B accordingly.

### **RECOMMENDATION**

It is RECOMMENDED that the Joint Committee NOTES the matters for information outlined in part B of this report.

## PART A: MATTERS FOR DECISION

There are no matters for decision.

## PART B: MATTERS FOR INFORMATION

### 1. Creative and Cultural Industries – update on the future PfSH support for the creative and cultural industries.

- 1.1 In 2022, the Partnership (PfSH) commissioned the Southern Policy Centre (SPC) to hold a series of conversations to review how PfSH's work in relation to culture and creative industries could be strengthened through the formation of new partnerships with, in particular, the Solent Local Enterprise Partnership (LEP) taking a stronger lead regarding this agenda. The final report, ['Culture and the Creative Economy in the central South'](#) has been published on the on the SPC Website. The report identifies that culture both has an intrinsic value to the Solent area and makes a significant contribution to other aspects of public policy including economic development (largely led by LEPs), placemaking (largely led by local authorities), and health/wellbeing (which will in the future be largely led by integrated care boards).
- 1.2 The SPC report further notes the functional geography for the cultural and creative sector is fluid. Audiences and creative talent do not respect administrative borders. For example, the creative tech sector in the area has, to a large extent, been driven by IBM Alumni, with IBM Hursley the largest creative tech design studio in Europe having national influence including across the Solent LEP area and the wider Hampshire geography.
- 1.3 Similarly, Arts Council England (ACE) has identified four priority places in the Solent area - the Isle of Wight, Gosport, the New Forest, Portsmouth (Rushmoor is also a 'priority place'). Southampton has received ACE funding to deliver work scoped in its City of Culture proposals and several other local authorities are developing cultural strategies and using culture to support the delivery of local policy priorities. In addition to focussed support from PfSH and the LEPs, to gain most value from the relationship with Arts Council England, it is important for the wider area to build a stronger collective relationship and these discussions should continue.
- 1.4 One priority identified as a result of the SPC work is the opportunity to develop the screen sector in South Hampshire. PfSH funding facilitated a Creative Network South and Southern Policy Centre workshop at Fareham College in November 'Film Solent: growing South Hampshire's film economy'. There has also been infrastructure support towards [Venturefest South](#), the [DV Mission 48-hour film challenge](#), the [Fareham College Creative Careers Festival](#) and Film Expo South's Creative Producer Master class. The Solent LEP, CNS, Solent University and City Eye have started discussions with The British Film Institute to explore ways of collectively supporting the growth of the screen sector. Solent LEP is also developing a creative industries workstream to support this area of work which would mirror a priority in EM3 LEP covering the rest of Hampshire and the M3 corridor.

1.5 Hampshire and Surrey Chambers of Commerce are also working to ensure the needs of the creative industries are embedded, for example in the Solent Learning and Skills Improvement Plan (LSIP) and the Enterprise M3 LSIP.

1.6 Solent University ran a symposium for creative industry researchers <https://creativemediapractice.com/ecologies-ecosystems-creative-cultural-economy/>. It is hoped that a new network of academics will be established to serve the area. Similar networks in Oxford, Cardiff and Manchester have played a significant role in promoting sector growth.

### **Next steps**

1.7 It is clear that the support from PfSH and the work of Charles Freeman through the CNS over a number of years has enabled the profile of the culture and creative sector to gain greater profile, as PfSH intended. Now that this agenda has secured the attention and commitment of the LEPs there is an opportunity for greater collaborative working. Following the recent spring budget statement however, it is not clear what the future role of the LEPs will be and how much of their role will be subsumed into local government. However, whether or not the LEPs continue, in order to maximise input in this sector, these discussions should continue and the development of the workstream as a priority for the LEP (or its successor in title) should be encouraged. This remains relatively new territory for the Solent LEP and it (or its successor) will need to develop the skills-base in that sector, including access to practitioners who have the track-record to secure the confidence of the sector that its particular needs and nuances are understood. Phil Gibby (Regional Director ACE) is keen to support this work and to help mainstream it.

1.8 No further decision is required from the Joint Committee at this stage as a £15,000 contribution (in-line with previous years) has been included in the PfSH Budget (also submitted to PfSH members at the meeting of Joint Committee 4 April). This will enable CNS to ensure that a focus on PfSH interests is maintained and continues while the future roles of the LEPs is clarified.

## **2. PfSH Statement of Common Ground (Joint Strategy) Progress Update**

2.1 At its meeting in December 2022, the Joint Committee approved a revised Statement of Common Ground (SoCG) and also agreed, in December, to prioritise a review of the Strategic Development Opportunity Areas (SDOA). The workstream would be undertaken alongside the preparation of a case on environmental constraints in order to continue to lobby government on the issue of housing need.

2.2 On 22 December, the Government published a consultation on planning reform which included a number of proposals with potential relevance to this work, not least the suggestion of alternate methods to calculating housing need - to be clarified in a revision to the National Planning Policy Framework expected this spring - and clarity on how the case for exceptional circumstances could be made. The consultation proposals also refer to the abolition of the duty to co-operate, which would require legislative change and so is not imminent. Members of PfSH Planning Officers Group

have confirmed their commitment to continue to work together on the Joint Strategy in the face of this change, as it is likely to prove invaluable for the future replacement to the duty - currently being proposed as a policy of alignment. PfSH has produced a collective response to the consultation and it is available [here](#).

2.3 Since December, work has progressed amongst planning officers and members to better understand the capacity of the sub-region in light of the significant environmental constraints and substantial levels of growth that is already planned. It is acknowledged that housing need may change in the future, either through a future change to the standard methodology or because authorities can demonstrate the need for a different approach given the nature of the sub-region. Therefore, this work progresses and it is likely that a report will be brought to the Joint Committee over the summer (11 July 2023). This will be after the anticipated publication of the revised National Planning Policy Framework when there is expected to be further clarity on some of the government's proposals.

2.4 Allied with this, the green infrastructure workstream has been progressed, with a project commissioned to identify strategic areas for green infrastructure provision to support expected levels of growth.

### **3 Greenprint for South Hampshire**

3.1 The Greenprint Project Team (GPT) continue to work with Portsmouth City Council on the pilot that was reported to the Joint Committee at the September 2022 meeting. The pilot is designed to explore *how* to pilot and integrate the Greenprint within the organisation. The approach being developed will allow an organisation to report how they are faring in delivering against the five Greenprint priorities, and the learning from the pilot will help us understand how best the approach can be rolled out to others. The GPT is also exploring opportunities to pilot the model with other organisations. This work is helping to shape the framework for delivering a green recovery which local authorities and others can then use as part of their own planning.

3.2 There are also plans for a region-wide Conference, likely to be in late June or early July 2023, which will provide an opportunity to discuss the Greenprint and encourage a wider range of organisations to play a role in delivering the five priorities that members have agreed.

### **4. Strategic Recreation and Mitigation Partnership (Bird Aware) Key Performance Indicators (KPIs).**

4.1 During the period 1 November 2022 to the end of January 2023 the ranger team delivered the following outreach activities:

- Site visits 379
- People interacted with on-site 4,187
- Events 16

- People interacted with at events 332

4.2 During the same period, the Campaigns and Engagement Officer has also created several media opportunities and continued to grow our social media presence as follows:

- Bird Aware Solent website achieved 11,815 pageviews, from 2,673 users within 4,334 sessions.
- Events page was the most popular on the website with 5,265 views. Social channels drove most traffic to the site (4K) with organic search (3K) also a common route.
- Online promotional campaigns for a variety of events achieved a total of 353 clicks, and a reach of 16K, resulting in a series of 'sold out' events.
- Seven blog posts, two press releases, monthly radio interviews with Express FM

### **Social media November 2022 – January 2023**

#### Instagram

- Number of followers 2,594 (up by 160, +6.5%)
- Accounts reached: 30K
- Engagement: 8K likes, 79 comments

#### Facebook

- Number of followers 3,252 (up by 114, +1%)
- Accounts reached 63k
- Engagement: 4k likes, 264 comments, 240 shares, 2k clicks

#### Twitter

- Number of followers 2,804 (up by 40, +1.5%)
- 52K impressions
- Engagement: 1K total engagement (829 likes, 121 retweets)

## **5. Culture, Creative Industries and the Built Environment Themed Panel**

5.1 An update on the work of the Culture, Creative Industries and the Built Environment themed Panel is provided in part A of this report.

### **RECOMMENDATION**

It is RECOMMENDED that the Joint Committee NOTES the matters for information outlined in part B of this report.

**Background Papers:** None

**Reference Papers:** None

**Enquiries:** For further information on this report please contact:

Paddy May (PfSH Co-ordinator)

Tel. No. 023 9283 4020

E-mail: [paddy.may@portsmouthcc.gov.uk](mailto:paddy.may@portsmouthcc.gov.uk)