



Report to the Partnership for South Hampshire Joint Committee

Date: 11 July 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 the report.

PART A: MATTERS FOR DECISION

There are no matters for decision.

PART B: MATTERS FOR INFORMATION

1. Culture, Creative Industries and the Built Environment Themed Panel

1.1 The Coordinator's Report presented to Joint Committee in April described the ongoing conversations taking place regarding future partnership working and PfSH's future operational support for the creative and cultural industries. In particular, the commentary focussed on the review undertaken by Southern Policy Centre (SPC) of how PfSH's support for the cultural and creative industries might be strengthened through the formation of new partnerships - with the Solent Local Enterprise Partnership (LEP) taking a stronger lead.

1.2 In addition, the review's findings highlighted:

- that functional geography for the cultural and creative sector is fluid. Audiences and creative talent do not respect administrative borders.
- that Arts Council England has identified four priority places in the Solent area - the Isle of Wight, Gosport, the New Forest, Portsmouth (Rushmoor is also a 'priority place'). 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.
- that there is an the opportunity to develop the screen sector in South Hampshire. 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.
- that the 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.
- that creative industry researchers and the creation of a new network of academics will be established to serve the area will can play a significant role in promoting sector growth.

1.3 Now that this agenda has secured the attention and commitment of the LEP, there is an opportunity for greater collaborative working. In order to maximise input in this sector, these discussions continue and the development of the workstream as a priority for the LEP should be encouraged.

1.4 In the meantime, Creative Network South (CNS) is working with Hampshire Chamber of Commerce to ensure creative sector interests are embedded in the Learning and Skills improvement Plans for both the Solent and Hampshire / Surrey areas.

1.5 CNS is also working with Solent University to support and grow the development of the film sector. A second industry workshop will be held in September to follow up the first which took place in November 2022. CNS has also agreed to support Venturefest in 2023. Venturefest works with its key partners to deliver a year-round programme, and an annual Festival of Innovation, to showcase the south's talent, innovative companies and research capabilities through bringing together like-minded innovators, entrepreneurs and funders. We will seek to ensure creative success stories are showcased at events.

1.6 Charles Freeman (the PfSH Culture, Creative Industries and the Built Environment lead officer) will report fully to Joint Committee at a future meeting with expected proposals for PfSH operational support moving forward.

2 Greenprint for South Hampshire

2.1 The Greenprint project team continue to develop the framework for action to shape a green recovery for the PfSH area, and the Portsmouth City Council pilot is proving a good test of what can be delivered locally to help achieve the wider priorities agreed by Joint Committee.

2.2 The first Greenprint conference was held at the end of June. The aim was to share the work done to date and build a collaborative approach to securing a green recovery for our area. The Joint Committee's Chairman, Cllr Woodward, was one of the keynote speakers, and there were useful and inspiring debates and discussions led by a panel of key regional representatives and in a series of workshops focused on each of our priorities for action.

2.3 A full report on the June conference and next steps will be submitted to members at the autumn meeting of Joint Committee.

3 Strategic Flood Risk Assessment

3.1 In 2020, at the request of member local authorities, PfSH commissioned the preparation of an updated Strategic Flood Risk Assessment (SFRA) for the PfSH region. This work is wholly funded by local authority contributions from all those wishing to be covered by the work (all PfSH member local authorities except East Hampshire District Council).

3.1 A SFRA is part of the evidence base for a local plan and collates information on all known sources of flooding that may affect existing or future development. Officials considered that a complete refresh of the existing SFRA is needed to assist in the review and preparation of local plans in compliance with Section 14 of the National Planning Policy Framework (NPPF, 2021). The current SFRA for the PfSH area was completed in 2007, with subsequent interim updates and reviews in 2012 and 2016. As such, the document and mapping are now out of date, if taking account of legislation and policy changes, as well as updates to evidence, modelling and mapping of flood risk.

3.2 Following a full procurement process led by Portsmouth City Council, AECOM was awarded the contract to undertake the work and an inception meeting took place on 10 March 2021.

3.3 Since the inception meeting in 2021 with members of the PfSH Steering Group (local authority planning officials, coastal partners, PfSH and Environment Agency), work has progressed well, but has been slowed due to updates to government planning practice guidance for flood risk assessment in August 2022. This has meant that the parameters of some modelling work had to be expanded from that originally anticipated. The modelling work has now been completed and is currently going through an internal quality assurance process, and once completed, will be shared with the PfSH SFRA Steering Group.

3.4 Work is expected to be completed on the Level 1 SFRAs for the PfSH local authorities that have requested them by the end of the summer. Portsmouth, Havant and Gosport have recently requested a further level 2 risk assessment. Level 2 strategic flood risk assessments provide a more detailed investigation of flood risk at proposed allocations - where some of the land is identified as being located in Flood Zones 2 and 3. Flood zones 2 and 3 are those considered as having a medium and high probability of flooding respectively, that is, an annual probability of river flooding between 1.0% and 0.1% and annual probability of sea flooding between 0.5% and 0.1% for Flood Zone 2. Areas within flood zone 3 have been shown to be at a 1% or greater annual probability of river flooding or 0.5% or greater annual probability of flooding from the sea).

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

4.1 During the period 1 February 2023 to the end of March 2023 the Ranger team delivered the following outreach activities:

- Site visits: 193
- People interacted with on-site: 2,393
- Events: 25
- People interacted with at events: 849

4.2 KPIs

The below covers the period 1 March to the end of April 2023.

The Rangers do not conduct site visits during this period, they use this time to develop other workstreams such as codes of conduct, signage and educational resources. They also undertake the recruitment of the seasonal rangers for the following winter. They continue to conduct events and have delivered:

- Events: 7
- People interacted with at events: 245

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:

- The Bird Aware Solent website achieved 14,387 page views, from 4,460 users within 6,651 sessions.
- The events page was the most popular on the website with 2,758 views, vacancy page received 2,754 views, and the new water-sports pages received 1,894 views. Social channels drove most traffic to the site (5k) with organic search (4k) also a common route.
- Online promotional campaigns for a variety of events achieved a total of 727 clicks and a reach of 36k. A campaign for lead ranger applicants resulted in 5k clicks and a reach of 88k. A further campaign to encourage web visits to the new ['Coast and Country Canines'](#) website achieved more than 2k clicks and 270k impressions.
- 9 blog posts, 2 press releases, monthly radio interviews with Express FM, plus a feature on Channel 5 documentary series about Isle of Wight 'Jewel of the South'.

4.3 Social media February 2023 – April 2023

Instagram

- Number of followers 2,800 (up by 206, +8%)
- Accounts reached: 20K
- Engagement: 6.5K likes, 72 comments

Facebook

- Number of page likes 2,794 (up by 63, +2.3%)
- Accounts reached 134K
- Engagement: 2K likes, 191 comments, 139 shares, 5K clicks

Twitter

- Number of followers 2,855 (up by 51, +1.8%)
- 48k impressions
- Engagement: 1k total engagement (776 likes, 127 retweets)

RECOMMENDATION

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

Background Papers: None

Reference Papers: None

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