Report to the Partnership for South Hampshire Joint Committee

Date: **14 March 2024**

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. Support for the Creative and Cultural Industries

1.1 **Networks of Practice Symposium -** Creative Network South, sponsored a very successful research network symposium which was hosted by Solent University on 19 January. The symposium bought together academic researchers with an interest in the creative economy. Dr Roy Hanney of Solent University has posted a series of blogs describing proceedings on the news section of the Creative Network South website https://www.creativenetworksouth.co.uk/news/

1.2 Charles Freeman is in discussion with Solent University, University of Winchester, University of Southampton, and University of Portsmouth to explore possibility of attracting Arts and Humanities Research Council funding to support the research network.

1.3 **Film Agency Feasibility Study** - Creative Network South (CNS), with support from Solent Partners, Portsmouth City Council, Fareham Borough Council and Southampton City Council has commissioned Screen South to conduct a feasibility study to explore options for establishing a screen agency to serve the South Hampshire area. The study is looking at both the need to promote locations in the area to film makers, and the need to develop a talent and supply chain pipeline - so that local people and businesses can benefit from film making activity in the area. This work builds on 2022 Southern Policy Centre Film industry Workshop CNS supported and the prospectus prepared by Roy Hanney and local producer Ajay Parekh https://www.creativenetworksouth.co.uk/championing-the-screen-industries/

1.4 **Local Skills Improvement Plan** - Creative Network South continues to work with the Hampshire Chamber of Commerce to develop creative industry skills agenda in support of the Local Skills Improvement Plan. At the meeting in February it started planning a creative skills conference focusing on pathways to employment in the creative sector.

1.5 **Solent Culture Plan** - Solent Partners have commissioned CT Consult to develop a Culture Plan for the Solent Area. Creative Network South have been fully engaged with the consultations. Charles Freeman (PfSH Culture and Creative Industries Lead Officer) also attended a meeting of the Solent Partners business task force and was given the opportunity to outline the needs of the creative sector in the Solent Area.

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

2.1 This report covers the period 1 October 2023 to the end of January 2024.

2.2 The Rangers delivered:

- Site visits: 440
- People interacted with on-site: 5,258
- Events: 39
- People interacted with at events: 1,514

2.3 During the same period, our communications lead continued to encourage traffic to the website, run promotional campaigns and to grow our social media presence as follows:

- From the start of October 2023 to the end of January 2024, the Bird Aware Solent website achieved 31k pageviews within 317k sessions. This compares with 18.8k pageviews in the previous year, showing a huge increase of 65%.
- Our events page was the most popular individual page with 5k visits, the Great Coastal Birdwatch pages achieved 4.4k visits and our blog pages achieved a total of about 9Kkviews – revealing a growing interest in our blog content over the last 12 months.
- Our social media accounts grew as follows, with the resulting engagement:

  Instagram: followers 3,298 (up by 267), accounts reached: 31k, engagement: 8.7K likes, 63 comments

  Facebook: page likes 2,976 (up by 87), accounts reached 156k, engagement: 6.1k

  X: number of followers 2,916 (up by 34), analytics currently unavailable
- Online promotional campaigns included: the Great Coastal Birdwatch which achieved a total of 4.5k clicks to the website and 463k impressions on social media; a quiz campaign to generate interest in Bird Aware and encourage subscribers to our newsletter - which over 3,000 people took part; as well as a series of smaller scale campaigns to encourage people to take part in Bird Aware events which resulted in 135k impressions on social media, a reach of 47k, and more than 2k clicks to the events web pages.
- The seventh Bird Aware e-newsletter was sent to 1.7k subscribers in January, with an opening rate of 61% and a ‘click-to-open’ rate of 55% - that is, well over half of those who opened the newsletter, clicked on a link to our website to read more.
- During this period we published 12 blog posts, three press releases plus monthly radio interviews with Express FM.

3. PfSH Strategic Flood Risk Assessment

3.1 Members received an update on the progress of the Strategic Flood Risk Assessment, via this report in December 2023. 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. An SFRA forms 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. Planning officials considered that a complete refresh of the existing SFRA was needed to assist in the review and preparation of PfSH Authorities local plans, in compliance with the National Planning Policy Framework.

3.3 Level 1 SFRAs, which provide a robust appraisal of the extent and nature of flood risk from all sources of flooding, now, and in the future, have been issued to all member local authorities. Final authorisation from each local planning authority to sign-off their respective SFRAs has been requested and is expected to be completed shortly. The sign-off process includes an opportunity for individual local planning authorities to request any final amendments and clarifications to be made to their respective assessments.

3.4 Portsmouth, Gosport and Havant requested further Level 2 strategic flood risk assessments. Level 2 strategic flood risk assessments provide a more detailed investigation of flood risk at proposed local plan allocations - where at least 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). Final draft Level 2 assessments have been issued to Portsmouth and Gosport. Work on the Level 2 Assessment for Havant has been put on hold, at the request of planning officials.

3.5 Now that the Level 1 assessments are largely complete, discussions are underway among officials concerning the options for hosting publicly available flood mapping for member local authorities via the PfSH website.

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:

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