Report to the Partnership for South Hampshire Overview and Scrutiny Committee

Date: 25 September 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 Overview and Scrutiny Committee:-

a) NOTES the contents of this report

b) NOTES that Joint Committee will be asked to NOTE the matters for information in part B of this report.

c) CONSIDERS any comments to be passed to Joint Committee for its consideration

PLEASE NOTE this report is a draft version of the PfSH Joint Committee report and is subject to change before being considered by the PfSH Joint Committee. The final report will be published ahead of the PfSH Joint Committee.

PART A: MATTERS FOR DECISION

There are no matters for decision.

PART B: MATTERS FOR INFORMATION

Support for the Cultural and Creative Industries

1. Research Network Application

1.1 Dr Roy Hanney of Solent University has submitted a funding application to the Arts and Humanities Research Council for a project entitled 'Solent Creative Futures'. This project will engage academics from the four South Hampshire universities in research designed by local cultural organisations to support the sector's development. The project has received support from PfSH, including a letter of support from the Chair, and from Creative Network South and the Hampshire Chamber of Commerce. The outcome will be known at the end of the year.

1.2 Creative Network South has contributed £1,500 from its existing budget, through an in-kind contribution, to support this project. The funding contribution will help develop the existing network of academics working on creative industry projects in the area - and enable a third Solent Creative Industries Research Symposium to take place in January 2025.

2. Screen Agency

2.1 Earlier in the year, Creative Network South, with support from the Solent LEP / Solent Partners, Southampton City Council, Portsmouth City Council and Fareham Borough Council, commissioned a feasibility study to review ways a screen agency could be established to serve the Solent area. The agency's purpose would be to promote the use of locations in the area for use in film and TV. The study has been completed and is due to be launched in the autumn. The preferred option for the agency is self-funding, although some catalytic investment is envisaged to help support initial set-up. It is not expected that additional PfSH funding will be required. Carolyn Abel of Southampton City Council has agreed to coordinate plans for the launch, which will be aligned with proposals for the implementation of Solent Growth Partnership's Solent Culture Plan which aims to boost the cultural and creative economies in the area. When the report is launched proposals for collective working on the screen skills agenda, and festivals and events will also be announced.

2.2 A full report on proposals for future governance of the culture and creative sector in the light of the changing economic development agenda, including details of the way PfSH partner authorities can become partners in the screen agency will be submitted to joint committee when a preferred option has emerged.

3. Local Skills Improvement Plan (LSIP)

3.1 Creative Network South (CNS) has, in partnership with Hampshire Chamber of Commerce, held a series of meetings to explore how the creative industry ambitions in the LSIP can be delivered. This work focuses on 3 areas.

- Brokerage – CNS is working with local partners to explore how to open more worked-based pathways to creative jobs. These pathways include T Level placements, apprenticeships, paid internships and safe freelancing opportunities. Within the area covered by PfSH local authorities, approximately 40,000 people are employed in creative jobs. However only 20,000 of these are within creative businesses. The other 20,000 are based in non-creative businesses. For example B&Q has a large internal marketing department, Europe's biggest creative lab is located within IBM Hursley, Ordnance Survey is a major employer of environmental working on digital map interfaces, the cruise industry is a major employer of both on-stage and backstage creatives. In addition, local hotels and venues employ many event coordinators. A significant opportunity may exist in engaging these businesses in offering more non-graduate work-based pathways to employment to people seeking creative careers.
- Games Sector – CNS held a focus group to discuss pathways to employment in the Games Sector. This workshop elicited considerable interest across the wider Hampshire area. Following the meeting, work is taking place to map the games sector - and develop a resource pack detailing career opportunities. In conjunction with the Solent Growth Partnership, CNS is also exploring the need for a dedicated screen sector bootcamp.
- Screen Sector – In conjunction with the work undertaken to develop the screen agency feasibility study (paragraph 2.1 refers), proposals are being developed to support a partnership approach to the development of the screen skills agenda. This will cover the PfSH geography plus the Isle of wight and possibly other parts of Hampshire.

4. Venturefest South

4.1 Creative Network South is delighted to be able to continue to act as a sponsor and supporter of Venturefest South. Venturefest has become a key part of the infrastructure supporting entrepreneurial activity in the area. It works with key partners and influencers to deliver a year-round programme and an annual Festival of Innovation that showcases the South's talent, innovative companies and research capabilities through bringing together innovators, entrepreneurs and funders.

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

5. The below covers the period 1 April to the end of July 2024.

5.1 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 continue to conduct events and have delivered:

- Events 24
- People interacted with at events: 2,143

5.2 During the same four-month 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 April until the end of July, Bird Aware Solent website achieved 53k pageviews. This compares with 11.5k pageviews in the same period in the previous year, showing an almost five-fold increase (361%). This is unusually fast growth and is mainly the result of particularly popular blog post which achieved 31k pageviews over the period.
- During the quieter summer season, our most popular pages other than blogs were our home page (1.3k), along with our events pages (800) and vacancy pages (1.8k).
- Our social media accounts saw very rapid growth on Facebook, healthy growth on Instagram and little growth on X (formerly Twitter), which has become less useful as a social media platform. Rapid growth and high engagement on Facebook are the result of a series of viral bird videos together with a general hike in engagement on the platform. The resulting engagement is as follows:
    - Instagram: followers 3.6k (up by 209), accounts reached: 24k, engagement: 7.4k
    - Facebook: followers 5k (up by 1.2k), accounts reached 841k, engagement: 58.8k
    - X (formerly Twitter): number of followers 2.9k, analytics currently unavailable
- A Bird Aware Solent LinkedIn page was launched in July 2024 with 85 followers to date. We aim to post once a week with organisational news and bird updates.
- YouTube saw the introduction of a new series of bird ID guides from Bird Aware. With the support of in-house media team, five bird ID videos were published in this period - along with a new introduction to the work of Bird Aware Solent. Three short 'through the telescope' videos were also uploaded to our YouTube channel in this period and gained a total of 1.5k views.
- Online promotional campaigns included an advertising campaign to promote our new wildlife-aware watersports resources which achieved 428 clicks to the website up until the end of July, with a reach of 25k. This campaign continues.
- During this period we published 11 blog posts and one press release (media relations were paused during pre-election period).

PfSH Strategic Flood Risk Assessment

6. Overview and Scrutiny Committee members received an update on the progress of the Strategic Flood Risk Assessment, via this report in March 2024. 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. The SFRA is now complete and has been published on the PfSH website: Green Infrastructure, Flooding & Water Management - Partnership for South Hampshire. Individual reports

for each member local authority have also been generated and circulated - and will be uploaded to the PfSH website once each local authority has uploaded the content to their own website.

6.1 While the Assessment itself is complete, discussions continue among officials in generating the Graphic Information System (GIS) flood mapping layers that should be made publicly available. An update to the existing flood mapping, from 2016, will be updated to replicate the updated mapping included in the latest assessment.

RECOMMENDATION

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Background Papers: None
Reference Papers: None
Enquiries: For further information on this report please contact:

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