Welcome to Portsmouth, the great waterfront city, the focus of hundreds of millions of people worldwide during the Louis Vuitton America’s Cup World Series.

Rise is our exclusive business publication, in which leaders of Portsmouth enterprises tell their success stories.

Portsmouth and the Solent have the strongest marine and maritime economy in the UK, with strengths also in advanced manufacturing, defence and aerospace, digital technology and the creative industries.

Our city has a history of encouraging and promoting businesses, and is set for major growth.

Total investment in Portsmouth over the next 20 years will be in excess of £2bn. More than £830m of this will go into our City Deal sites, which will form a new gateway to the city, and about £250m will consist of University of Portsmouth investment in new campus buildings. This investment will bring an estimated 18,000 new homes and 10,000 new jobs, and a new skyline of exciting high rise and iconic buildings.

Meanwhile, our busy naval base, home of the Royal Navy, will soon be welcoming two new Queen Elizabeth class aircraft carriers, the largest ship ever built for the service.

Education is also a major focus, with a new university technical college soon to be built, producing the talented Portsmouth scientists, engineers and technicians of the future.

There are some amazing opportunities opening up in Portsmouth. I hope this publication inspires you to join us – and find your own success story here.

Cllr Donna Jones
Leader, Portsmouth City Council
Voyage to victory

Four-time Olympic gold medallist Sir Ben Ainslie has chosen Portsmouth as the base for his bid to bring the America’s Cup home to Britain.
Portsmouth is far and away the best venue we have in the UK for the America’s Cup events. After hosting preliminary World Series events in 2015 and 2016, we hope it will host the America’s Cup race itself.

That’s because if the team wins the cup in 2017, we’ll have the right to host the next race.

The Portsmouth seafront is such a good naturally situated race course, with a viewing platform which is rare to find anywhere else in the world.

The races take place right along the waterfront, with the boats right next to the spectators. They ‘fly’ through the water on foils, and hit 45 mph. Not many speedboats can keep up with them.

We expect the World Series races to bring in tens of millions of pounds into the city’s economy. If Portsmouth goes on to host the actual America’s Cup, it would be massive for the city. Suddenly, you’re talking about hundreds of millions of pounds of investment.

We found the local community incredibly supportive. They could see the benefits of the team being based there, not just for the economy, but also for what it means in terms of heritage.

The city’s maritime history was a key reason for choosing to locate in the city. Plus, logistically, the links to London and the airports are very, very good. And operations from all around the country are able to get down to Portsmouth.

A lot of effort is going into the area to push it forward as a centre for technical excellence and maritime excellence and to boost the marine and maritime industry, and that’s very important for us as sailors.

As well as directly employing up to 100 people, we estimate our site will indirectly create 1,000 jobs in the area.

It’s where we finish the construction of the race boats. It’s where we maintain them and where we train from. It’s where our design, management, and sailing teams are based.

As well as being an operational site, there’s a very important external aspect to it. That’s the Tech Deck education centre - where local schools and colleges can come through and be shown how we operate and how the boats are built, designed and sailed. That’s very much part of us being in Portsmouth - helping with the science, technology, engineering and maths agenda. We also have technical apprenticeships coming through.

We don’t see this as a one-hit wonder for the America’s Cup, just there for a couple of years. It will be a sustainable business model based in Portsmouth. We want to increase the profile of the marine and maritime economy in the south and inspire the engineers, boat builders, and designers of the future.

We boosted industry is very important to us.
You know you’ve got an iconic product when the Royal Mail put it on a stamp, along with the classic red telephone box, the Routemaster bus, the London Underground map and the Mini.

Our lamp was first made by Herbert Terry and Sons, a company making springs. They joined forces with an engineer, George Carwardine, and the first four-spring model was produced in 1932. The story goes that ladies were catching their hair on the top springs, so Carwardine was asked to design one with the springs at the bottom, now considered the archetypal Anglepoise.

When Simon Terry from the original family took over, 14 years ago, the business was struggling. Like many British businesses, it had tried to meet global competition by competing on price. Quality had dropped and there was very little profit per product.

Simon is very passionate and creative – he’d worked on special effects for the Bond films. He had the vision to see that the business should be a brand, and deserved to be back on the world stage.
Simon decided everything had to stop and re-start. He laid off all the people at the original site in Redditch and moved the business to this area, starting again with just two people and a fantastic, untainted brand name.

He managed to connect with Sir Kenneth Grange, responsible for designs like the Kenwood mixer, the Kodak Instamatic, the London taxi and the Intercity 125 train, who became our design director.

I was lucky enough to join five years ago and it’s been very interesting. We talk about ourselves as a premium brand but an available product, not beyond the reach of most people.

We’re a tiny business really but we have huge ambitions. And because we’re an SME we can be fast and flexible. We’re growing rapidly and are producing about 75,000 units a year, selling in more than 50 countries.

We were chosen as a case study for the government’s Business is Great Britain campaign, which was right up our street, because we’re very proud to be British. We’re even on the Queen’s desk.

Our design team is based here, and we make the Original 1227 Giant Floor Lamps here. The rest of the products are made in China. They go to New Jersey for distribution in North America, and come here for distribution in Europe, the Middle East and Africa.

Portsmouth’s transport links work well for us, and we recruit mainly locally too.

We do quite a lot of work on projects in the city. When we got involved in a local art project, Creating Balance, we wanted to demonstrate that there’s a lot of creative talent outside London.

I went to university in Portsmouth and I see a difference these days. Regeneration is evident. It’s nice to see the city confident in its own identity. There’s an energy and vibrancy about the place.

Top left: Anglepoise Originals black desklight  
Top right: Giant floor lamp with pendant lamp  
Right: Type 75 Paul Smith edition desk lamp  
(Photographs: Jake Curtis)
 Portsmouth is up and coming city, and when I get the chance to buy this building in Southsea I didn’t want to play it safe. I wanted to do something quirky and different and push the boundaries a little bit.

We’re a designer hotel with a quirky modern style, and with really personal, first class service. We have 14 bedrooms and every one is different.

People from all over the world stay here. It’s a really diverse city, and it’s welcoming to people from all different places. Our occupancy has been really, really high from day one. We have a huge business market Monday to Thursday, and people tend to recommend us to each other.

We’re quite a visual hotel, so we stand out online. But we can back up everything we show – there’s no point in having a beautiful hotel with terrible service. Our major focus is on the guest experience. It’s just about treating everyone who comes through the door like a VIP, and as an individual. Our staff are all local, and they’ll go the extra mile.

The city is good at offering something for all the needs that visitors have. There’s such a diverse group of hotels and B&Bs, from the big corporate brands to tiny, really personal places. The hotel offer is expanding too. A new hotel has just been built in the city centre, and there are some very impressive schemes being planned.

A lot of the small hotels are winning awards. We’re a tiny pocket of the country but we’re really on the map for quality and service. Our small hotels are a fairly small city, but it’s quite impressive.

We’ve won several TripAdvisor certificate of excellence awards, and we were best boutique hotel in the Simply the Guest awards, run by Laterooms.com, for two years running. These are both based on guest recommendations. We won Channel 4’s Four in a Bed programme in 2013, and the following year we came third in our category in the Tourism South East Beautiful South awards.

There’s so much going on in the city and it’s changed a lot, even in the last few years. The whole city is behind the idea of making it the best place it can be. You can see the local passion for the area. There’s a lot of pride, and people care about it. I love that it has that city feel but it has a village community spirit as well.
Let the good times roll

They started with a bar in Southsea’s funky Albert Road. Now Belle Isle’s Andy Marsh and partners run a portfolio of restaurants and the huge Victorious festival, which attracts music fans from across the south.
I couldn't believe it. It was 2014, our first festival on Southsea Common. We'd sold 60,000 tickets for our festival, and there I was, talking to Seasick Steve, one of the performers. It was fantastic.

About 10 years ago, when we opened Little Johnny Russell's, our first venue, my partners James Ralls and Ben Mills and I went through hell on earth. We were living upstairs, doing 130 hours a week, and we'd get called down to change a barrel or something when we were trying to grab a break and watch EastEnders.

Ben and I had worked in bars and been in bands and worked as DJs, while James was in property. We saw there was a niche in the market – this was when pubs no longer had to close at 11pm and could be more like nightclubs. We saw this lease had come up and we just thought we could open a place and do it so much better. We lived the lifestyle as well.

I think that's what led us to open our two Belle Isle cafe-restaurants later on. We grew older with our age group, and although we were still going out, we needed somewhere the kids could come too, where you could sit and eat and chat. We opened our fourth place, Meat and Barrel, a restaurant with craft beers, in 2014. And we now run a summer music festival in the north of the city too.

A few years back we got asked to do a bar and a stage at a free festival in the Historic Dockyard. About 38,000 people turned up for the first one in 2012 – I don't think anyone was ready for that amount. We got more and more involved, and now we have a two-day festival and this amazing location on the Common, on the seafront. I was so impressed at how well the travel links to Portsmouth worked for us. We're not far from London and there's a big pool of people in the south who will come to events like ours. We're not hard to get to – it's an accessible city.

Our research shows that not only did the 2015 festival inject £5.8 million into the local economy, but that 47% of visitors had a more positive view of the city, with 37% saying they were now more likely to visit again.

We've had lots of letters from residents saying it was a great event, and the council have been really helpful – they're open to things happening, and you can approach them with ideas.

Portsmouth is becoming a cool cultural place to go to. You start one thing and others follow. Students want to stay here after university and they bring their creativity to the city. Lots of different clubs and bars are starting up, and Southsea, especially, is really vibrant.

But it's not just about creating a buzz. There are real jobs being created, part of the backbone of the local economy. It's good times for Portsmouth. This is a city where people aren't just sitting there, they're getting up and doing something.
Professor Catherine Harper of the University of Portsmouth inspires her students to be creative people with a strong entrepreneurial spirit—following their passions but recognising their value to the economy.

Creativity at the cutting edge

The UK’s creative economy generates £9.6m per hour, 24 hours a day, 365 days a year. This is more than all other sectors, it’s the most buoyant.

Much of our hard scientific, technical, engineering and medical research is impacted by creative disciplines—new ways of thinking, and innovative practices for industry. That’s very much a hallmark of the university’s faculty of creative and cultural industries, of which I’m dean.

I’m a weaver by training, but I’m an entrepreneurial animal. I don’t come from a wealthy background. My parents were teachers and Northern Ireland, where I grew up, was hard during the Troubles.

I learned very early on that I needed to be flexible and confident, and most importantly to be myself. Ducking and diving comes with a creative career. You must step up to any decent opportunity that comes along, learning to make money and understanding that your time is valuable. You have to keep going when it’s lean—what entrepreneurs do.

As a final-year student in Belfast I was approached by Ford Motors to work on developing 3D woven forms for car bodies, using glass fibre. I had the chance to convince male colleagues that I wasn’t just the creative addition, the ‘frou-frou’ bit of the project. They couldn’t make the engineering components without me.

My faculty includes architecture, interior design, illustration, fashion, textiles, games, music technology, animation, digital media, TV and broadcast, film and performing arts. Very creative, but also very much connected to the world.

We’re noticing that Portsmouth is a ‘sticky’ city for many of our students. There’s a London effect for creative graduates, but we see numbers of them coming back to this area after a couple of years to refresh themselves. This is great for the region as they bring back fantastic experience from the capital but establish creative lives here where they can be inspired, productive and digitally-connected to wherever they need to be in the world.

I started my role at the University of Portsmouth in 2013. I’d never been to Portsmouth before I had my interview, and I can genuinely say this is a phenomenal city. It has that amazing naval history, and creatively there’s so much going on—in independent businesses, in theatres and clubs, and in the music scene.

There’s a huge buzz about the place, and it has a really novel and innovative way of thinking about itself—the UK’s only island city, but not insular.

I love the place— the passion for Portsmouth Football Club, the work to renovate the beautiful New Theatre Royal, and companies like Southern Deckchairs, the UK’s leading deckchair producer. We have the award-winning Mary Rose Museum. And we have the base for Land Rover BAR, which is so appropriate, because Portsmouth is about history and sport and excellence, and of course modernity and global outreach.

I think the city sometimes under-sells how wonderful it is. That modesty is charming, but there’s a stand out place, and we really do have everything to play for.
Infographic: snapshot of Portsmouth

- £2BN INVESTMENT PLAN
- 9.3M VISITORS PER YEAR
- Home of Land Rover BAR
- America’s Cup Team
- 50MPH FOILING
- 7,000 BUSINESSES

- £3BN INVESTMENT PROGRAMME
- 65,000-TONNE AIRCRAFT CARRIERS
- 50MPH FOILING
- 1,250 HOMES
- 1,250 EMPLOYMENT SPACE
- NEW MOTORWAY JUNCTION
- NEW PARK & RIDE

- £831M CITY DEAL INVESTMENT PROGRAMME
- 1,250 HOMES
- 1,250 EMPLOYMENT SPACE
- TOP 10 CITY FOR GVA PER WORKER
- TOP 50 UK UNIVERSITY
- 22,000 UNIVERSITY STUDENTS
- 730,000 POPULATION
- 7,000 BUSINESSES

- ONLY 70 MILES FROM LONDON
- 30 MINUTES TO NEAREST AIRPORT
- 30 MINUTES TO NEAREST AIRPORT
- 22,000 UNIVERSITY STUDENTS
- 50MPH FOILING

- 209,000 WORKING AGE POPULATION
- 145,000 POPULATION
- 145,000 WORKING AGE POPULATION

- Top 10 City for GVA Per Worker
- Top 50 UK University
- 22,000 University Students

- Birthplace of Charles Dickens
- Birthplace of Sherlock Holmes
- 22,000 University Students

- Centre for Maritime Intelligent Systems
- Home of 209,000 Population
- 145,000 Population

- 45,000 Employment Space
- 1,250 Homes
- 1,250 Employment Space
Portsmouth has sent men out in ships for centuries. But local company ASV is at the forefront of a new field – making unmanned robot craft. Managing director Dan Hook explains.

We always knew that robot systems were going to be big. When the company registered in 1998, we were ahead of our time, but by 2010 we were really growing. We have grown really well ever since.

Our products are used in applications that are too dull, dirty or dangerous for humans. There are lots of jobs for the military, in science or in the oil and gas industry that could be better served by an unmanned system.

For the Royal Navy, maritime robots can be used for mine-sweeping or attacking targets. For the oil and gas industry, they’re useful when positioning underwater structures. In research field, they can be used for measuring ocean temperature, salinity and acidification.

A manned ship can be very expensive, and difficult to make available. It’s limited to being in one place at a time. If it’s a matter of collecting data, a robot can just sit there and do its job. It doesn’t complain and you don’t have to feed it. Unmanned systems are often cheaper and more environmentally friendly.

We design the vehicles, cut metal and weld it, work with fibreglass, write the software, make the electronics and operate the boats, offering a complete system solution.

We work with the Ministry of Defence, the government’s Defence Science and Technology Laboratory, the National Oceanography Centre and international oil and gas companies. We’re exporting to countries including France, the US, Japan, China, Singapore and South Korea. We have 50 employees in the UK as well as 20 employees in our US offices: in Louisiana, Texas and Oregon. We’ll be involved in the new Centre for Maritime Intelligent Systems too (see p54).

We’ve got a plan for 2020 that will see us four times the size we are now. There’s no real reason that won’t happen. All the sectors we’re involved in are growing at the same time. The technology has become more affordable, and improvements in satellite and radio communications and in sensors have come together and made it more realistic to do.

We employ naval architects, mechanical engineers, electrical and electronics engineers, software developers, welders, boat builders and qualified seafarers. This area is perfect because you have the universities training those people, and there are lots of marine and maritime businesses around. From a skills point of view we don’t think there’s anywhere in the UK that’s better for us.

Being by the water is good for us for testing, and we’re near Southampton Airport. And Portsmouth is where the navy is of course.

There’s quite a buzz about Portsmouth at the moment. There are lots of companies in the area which seem to be busy and growing.
Portsmouth is leading the way in space, says Mike Healy, site director at satellite company Airbus, a major player in the city’s high-tech sector.

Airbus Defence and Space is Europe’s number one defence and space enterprise and the second-largest space business worldwide.

The site here has played a major role in the development of the UK’s space capabilities since the 1960s. We employ more than 1,000 people, with a focus on high-tech, advanced design and the manufacturing of highly reliable payloads – the ‘brains’ of satellites – along with sensors and scientific instruments.

Portsmouth is recognized as a world leader. Our Quantum project, developing satellites that can be reprogrammed in orbit, to change their missions, received the top award at the company’s excellence awards. It won top marks in all respects, and was described as an ‘aerospace industry game changer’ and a ‘shining example of collaboration’.

We are also succeeding with new technologies such as electric propulsion systems. More than half the mass of a conventional satellite is fuel, but by using electric propulsion instead, you reduce the mass dramatically. You can either load the satellite with more electronics – more capability – or have a lower-cost launch with a lighter satellite. We now have a world lead in this technology, with all the payloads made here in Portsmouth.

We’re also working on big contracts for the next generation of weather forecasting satellites. We have new products which measure humidity very accurately, and make systems that give views of the Earth’s surface day or night, whatever the cloud cover.

Telecoms is also a big area for us, as are navigation systems and secure communications for the military.

This is a very global business, and the competition is global. However, the future continues to be promising. Digital TV is the biggest market we have, and if there is a feeling that the market in certain territories is becoming saturated, then there are huge opportunities in India, China and Africa, where demand is just beginning to be tapped.

If you suddenly turned off all the satellites in orbit, you would realize just how dependent we are on them for things like TV, GPS navigation, weather forecasting and communications. Most modern transport systems need satellites to supply precise and reliable data. Our environmental awareness is largely dependent on the data we get from satellites.

On this site we rely on the quality of our people, and the city has proven able to attract the best internationally and to provide sufficient local people with the right skillsets. There’s a tradition of companies working in the electronics and radar sector here, so there’s a pretty healthy recruitment environment. When it comes to picking up people with the relevant electronics skills, this is a very good area.

We have more than 30 STEM (science, technology, engineering and maths) ambassadors here, who do presentations in schools and in the community. They make the most of the natural link with UK astronaut Tim Peake, who was born nearby and went to the University of Portsmouth.

The city’s strategy, to focus on high-tech areas and have an educated workforce, is the right and only strategy.
Christophe Mathieu, managing director of Brittany Ferries, says his company has linked its destiny with that of Portsmouth. And the partnership has proved a very successful one.

Portsmouth is our main port and is highly important to us strategically. It’s the second biggest passenger ferry port in the UK, after Dover, and a much more pleasant place to travel from or to. It has fantastic connections to the motorway system, which is very important to us. You can drive straight off the motorway and into Portsmouth International Port – it’s a very easy place to access. The Hindhead tunnel on the A3 has also really helped us, by reducing travel times to London, and has made Portsmouth an even more attractive choice.

We require our destinations to be attractive in themselves. This is crucial, because we’re selling holiday time, and the airport experience, although a challenge for families, is improving constantly. We’re very pleased with all the efforts Portsmouth has made to enhance the experience people have while they’re in the city, during a time when finances have been tight. The council owns the port, and is good at thinking strategically and trying to develop plans for the city. It has built a new passenger terminal which is the best in the country.

The destinies of Brittany Ferries and Portsmouth are completely linked. Brittany Ferries without Portsmouth or Portsmouth without Brittany Ferries just doesn’t make sense. We’re part of the infrastructure of the city. It’s very important for a big, modern, dynamic city to have such a link to Europe.

We’ve increased our services from Portsmouth since 2008. It’s close to London and the wealth of south-east England, and all our development has been here. People in the city seem to understand that we share long-term interests.

We bring overseas visitors into the local economy. An increasing number of them are spending time in the city. If you walk around the Gunwharf Quays shopping centre on the waterfront you can hear French being spoken all the time. Although the majority of our passengers travel for leisure, we carry about 120,000 business passengers a year, and that number’s increasing.

We’re an example of what a lot of people think capitalism should be. We have a balance. We must be profitable, but at the same time we have shareholders who have a broader objective than just making money. Our vision is about being part of the infrastructure of the Atlantic Arc region, helping it compete with other areas of the world. We’re committed to the welfare of this area of Europe.

We have to adapt and be flexible, but in general, when we do things we commit to them for a long time. We take a long-term view and have a long-term commitment to Portsmouth – it’s in the genes of the company.

I would tell a French business wanting to come to the UK that Portsmouth is a very good location. It’s part of a lovely area and very close to London, without the cost.

And if I came back to the UK to live I would come to Portsmouth, no problem. I like the atmosphere.
Flying high

A growing city economy is benefiting Barclays. But contributing to the community is also a priority for the bank, says Mark Wiggett, manager of five branches in the Portsmouth area.

Portsmouth is a good place to be for us, in terms of future growth and the mix and diversity in the economy.

We help around 300 small businesses start up every year. Last year we had applications from start-ups right up until Christmas – the demand is good and solid, and it’s growing. There’s a strong demand from the community as well. We see thousands of customers each week.

There’s heavy investment in the city, including from the council and the government, particularly in maritime activity.

We’ve seen some good growth in consumer and business activity, and in confidence. Demand in the residential property market has increased dramatically, and demand is still high in the commercial property market. We don’t have a lot of empty premises – if a business leaves, its place will be filled very quickly.

Barclays has invested further across particularly in technology available to customers in our branches, and in upskilling our people so they can help residents and businesses take advantage of new technology. We’ve been working with the council on this, building free digital touch-ins where people can drop in and learn more about the internet and using connected devices. They can use our kit or they can bring their own. Our specially-trained staff – part of the national Digital Eagles network – help them with things like Facebook, Skype and shopping online, not just banking.

We recognise that the pace of change in technology is difficult for a lot of people. We don’t want to leave anyone behind on that journey. We’ve got a massive responsibility as a company and as a community to help people get access to services, otherwise they won’t benefit from them. And technology can broaden horizons. Customers with mobility issues can use internet access to extend what they can do.

We have iPads in our branches and have installed assisted service counters – touch-screen terminals where you can do anything you could at a traditional staffed counter. We’ve also worked with First Hampshire buses to set them up with our Pingit system, which allows customers to pay using their phones.

Technology saves paper and costs, and creates capacity for staff to sit down and help customers go through the financial aspects of important moments in their life. About 80 per cent of our customers are really comfortable with the assisted service counters. The oldest customer using them is 89, and the youngest is seven.

Portsmouth is a strong city. I’m really proud to work and live here. The City Deal (see p.40) is massive for the area, and the America’s Cup World Series Portsmouth is a huge boost to the economy. Barclays volunteers have been helping at those events.

Portsmouth is great for getting around because everything is so close. You can get from the city centre to the beach in five minutes – how many other cities can say that? It’s an affordable city too – people can have a life outside of just paying the bills.

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IT’S A RESTORED HISTORIC MONUMENT IN A DRASTIC WATERFRONT SETTING, HOME TO SOME OF PORTSMOUTH’S MOST TALENTED ARTISTS AND DESIGNER-MAKERS, NOT TO MENTION A TEMPTING DELI-STYLE EATERIE. HOTWALLS STUDIOS, IN ONE OF THE OLDEST AREAS OF THE CITY, IS A CENTRE FOR CUTTING-EDGE 21ST CENTURY CREATIVITY.

The development, created by transforming disused military barracks, opened in 2016 and provided a centre for cutting-edge 21st century creativity.

Portsmouth has a thriving creative sector, with many successful established artists and companies, but there has been a lack of affordable studio space. We wanted to respond to that demand, and also provide a place where creatives could sell their artwork directly to customers.

As a result, empty arches in the fortifications of Old Portsmouth, once artillery barracks, have been converted into 13 working studios, using £1.75m from the government’s coastal communities fund, £100,000 of council funding and £40,000 from the Partnership for Urban South Hampshire.

Old Portsmouth is the birthplace of the city, with fortifications defending the harbour entrance that date back to the 15th century. The new creative quarter is in an enviable location, with unique waterfront views, close to the headquarters of Land Rover BAR – the British America’s Cup team – and in walking distance of Gunwharf Quays shopping centre and Southsea seafront.

Specialist conservation architects EMRC and experienced construction company Mountjoy were appointed to undertake the painstaking work of transforming the historic monument into modern and functional spaces.

The Canteen, a new food business, has revived a previously unseen area of the Hotwalls. Again this meant a challenging fit-out, accommodating modern catering equipment while conserving the historic integrity of the building.

The result has been dramatic. Slick and contemporary studios, with glazed fronts so visitors can see creatives at work, alongside an attractive place to eat, have opened a new chapter for this historic area.

We’re incredibly lucky to have such a stunning location suitable for this development. It’s about building a community where creatives can work side by side, with the opportunity to share studio space, and where exhibitions and markets can be held. It’s an all-round destination for visitors and creative people.

It’s another great example of how the city’s heritage assets can be a catalyst for economic growth, by thinking differently about how spaces are used. The project has given a new lease of life to this incredible heritage site, while at the same time helping to expand the city’s creative industries and providing new jobs and business opportunities to strengthen the city’s economy.

While the conversion of this historic site has been challenging, and we’ve had the wind and the sea to contend with, its unique nature has made completion all the more special.

The Hotwalls, as local people call it, is a small, discreet stretch of beach in front of the studios which is famous for catching the last rays of the evening sun. They now cast a new light on a colourful future for the city’s creative community.

A bold project has managed to conserve a historic building, provide a new visitor attraction and give a massive boost to local creative businesses.

WE WANT TO SET UP A HIGHLY CREATIVE, INNOVATIVE COMMUNITY, INSPIRED BY THIS UNIQUE HISTORIC SETTING.
Tools for tomorrow

It’s the latest frontier in Portsmouth’s exploration of advanced technology. David Bradley, head of the Centre for Maritime Intelligent Systems, outlines the exciting new world of unmanned vehicles.

This is a cutting-edge centre for research into unmanned autonomous boats, submarines and other vessels – a market estimated to be worth £9 billion a year.

It taps into the unique expertise we have in Portsmouth, and is a test bed for new systems and technology that can be sold to defence, commercial and scientific customers around the world.

It’s been set up by the government, industry and the Solent Local Enterprise Partnership, bringing together academics, scientists, engineers and naval specialists. I’ve been seconded here by BAE Systems.

We’re working on autonomous vehicles – marine or possibly airborne – that would be operated remotely or could carry out complex tasks with supervision only.

Autonomous systems can operate 24 hours a day where people can’t. They also enable you to generate capacity, because there is no need to train lots of people. Once one system has been set up, you can set up another thousand. And the machines can easily be reconfigured for lots of different operations, simply by changing the way their sensors work.

On our site we can create a synthetic environment where customers can see these systems in action. It’s like a giant computer game, and clients can play in that environment, driving and testing the vehicles. For the Royal Navy, we can simulate the bridge on one of their warships, and they can see how autonomous vessels would operate in a particular scenario – for example, dealing with a terrorist attack on a ship, or rescuing civilians from a war zone.

We can simulate a control room and look at how many people are there and how they work together – even down to what their computer screens are like and whether the arms of their chairs are obstructed by the edges of their desks.

As well as our links with the navy, we have relationships with lots of companies based in the city and the Solent area, big and small, who are important in this field – like ASV (picture 34), for example.

For years, Portsmouth has been at the forefront of naval technology, and it’s the natural place for us to be. There’s a great heritage of technology businesses here, and companies leading the world in their fields.

There has been a lot of investment in the area by the government and by UK and overseas tech companies. All the facilities are here and there is a good high-tech community, with good education and skilled people across the whole range.

One vision is to be a world leader, a global centre of excellence. The market is quite unstructured at the moment, so the opportunity is there for us to define the framework and establish industry standards, much like IBM (who are based in Portsmouth) did in the early days of the PC market.

What happens in this centre will stimulate activity in the local economy. For innovative businesses, this will be a good place to come. The opportunities for businesses to grow in the Portsmouth area are enormous.
Compact and bustling, but with wide open spaces and a broad range of properties, Portsmouth is an attractive place to live, says Steve Sprake, director of local estate agents Pearsons.

We’re an independent firm, founded by Alfred Pearson in 1900, and we still have a link to the family in his grandson Roger Pearson, who’s a consultant with us.

Our Portsmouth office is in Southsea and we have 11 others, mainly in Hampshire. The Southsea office is on a street with a lot of independent traders and the local Waitrose, so people tend to walk in and have a chat.

Portsmouth is definitely moving up. Money is being spent on the city and facilities are improving.

We have all kinds of property types. There’s everything from luxurious apartments to grand houses near the waterfront once owned by top naval officers. There are Victorian homes of all shapes and sizes. Big houses are back in fashion again. You could have a period five-bedroom property in a beautiful part of Southsea, just five minutes’ walk from the waterfront.

There are three totally different shopping areas within easy reach of each other - Commercial Road in the city centre, with the familiar high-street chains; Southsea, which is more about independent shops but also has department stores; and Gunwharf Quays, the leading premium retail outlet and the site of the Emirates Spinnaker Tower.

Southsea is one of the most popular areas of Portsmouth. You can walk your dog on the common or run or cycle along the seafront. You can go down to the beach, stroll along the esplanade or pop into one of the very pleasant tea rooms. There are lots of interesting independent shops. It’s a place to explore.

Old Portsmouth is the historic harbourfront area, with a very nice atmosphere. There are some unique historic houses there with fascinating stories. It has some lovely old pubs, the old fortifications of Portsmouth, the Anglican cathedral and now the HQ of Land Rover BAR (see p6).

Gunwharf Quays has a very distinct lifestyle, with a good selection of apartments. A lot of them have spectacular views across the Solent to the Isle of Wight. You can just step out of your front door and everything’s there - bars, restaurants and designer shopping.

PORTSMOUTH IS DEFINITELY MOVING UP. MONEY IS BEING SPENT ON THE CITY.
Running a start-up from the kitchen table at home can be tough. Andy Mew, operations manager at Innovation Space, offers an environment where business people can mingle and spark ideas.

There’s a determination and a desire to start your own business among people here in Portsmouth, but more can always be done.

The university started Innovation Space as a not-for-profit venture in 2014. We recognised we were good at engaging with larger businesses but being at the heart of the city means working with smaller ones too.

Working with new businesses is good for the city but it’s also good for our students and graduates. Employment rates go up and work placements increase.

The building is about mentoring businesses in that crucial start-up phase, and bringing people together. Rather than just provide them with a desk and a chair, we’re about creating a community. You don’t just come in to work, you develop relationships with the other businesses here, which leads to natural collaboration.

The printers and kitchen facilities are placed to encourage people to mix and talk. We have a social space, so people move away from their desks. We’re inspired by Scandinavian designs for buildings, which are about light, clean, fresh surroundings that foster open working. We even supply fresh boiling water so you don’t have to wait around for the kettle – you can keep working and keep the momentum going.

People running a business from home want to step out but don’t want to go into a secluded office. Here, they can be away from the distraction of home but in a welcoming environment that’s creative and productive and with professional friends.

Research shows that businesses get more sustainable, higher growth from working in this kind of environment.

You can use the building 24/7, as your registered business address, or you can use it on a more ad-hoc basis. Undergraduates and postgraduates with start-up projects can set up here as well, mixing with the more established business people.

At the moment we have a group of student web designers, and they’ve been working with a start-up company who operate in the field of large data analysis. One application of its work might be to help the emergency services understand patterns of accidents in different weather and traffic conditions. The students have helped the company create a user interface, so they’re developing their skills as well as picking up nuances of business practice they’ll need later.

The data analysis company was also doing some work on smart cities in Kuala Lumpur and needed to know if their activities were taxable.

We had an accountant here and they could get free, informal advice from him, there and then.

We have another student start-up company here who have developed a Facebook-integrated photo app, which has attracted a lot of interest.

They’d had small bits of funding but were at the stage of bidding for some big investment. They could talk to other companies here and practice their pitch with them.

We provide the building, but it’s about bringing people together socially and as a business community.
Portsmouth, the island city, has an unprecedented opportunity to shape and create a place, to extend the city and make a new community, says city development manager Claire Upton-Brown.

The development of our City Deal sites is the biggest single project of its kind seen in Portsmouth, and we at the council are making great progress – shaping the way the area may be developed and ensuring we can provide the infrastructure needed.

We’re working with a multi-disciplinary team of consultants, led by Savills, to create a masterplan and development strategy to ensure we can deliver at least 1,250 homes and 65,000 sq m of employment space, bringing multiple benefits to the city.

The area is at Tipner and Horsea Island, at the entrance to the city as you come in on the M275. Developing this area into a vibrant gateway has been an aspiration since the 1950s, but until now it has suffered from major constraints. It needs quite significant infrastructure to be in place, and there have been issues with multiple land ownership and contamination.

The whole picture has now changed. First, with the help of the government, we invested £24m in building a new motorway junction to provide access to the area, along with a park and ride.

Claire Upton-Brown
Then came our City Deal, which gives us around £48.7m to provide more vital infrastructure, and enables the transfer of crucial sites from the Ministry of Defence to the council.

The unique opportunity that the City Deal has given the council enables us to be visionary about how this new community might work and relate to the rest of the city and to Portsmouth Harbour.

As well as funding infrastructure such as a bridge and a rapid transit bus corridor, the City Deal will enable us to start on flood defences and housing upland.

Eventually, development of the City Deal sites will attract an estimated £831m of investment in housing and new workplaces, £647m of it from the private sector.

House-building is expected to start on the east side of the motorway. Working with our consultant teams, we’re considering all options for how we might develop the area, which will inform a masterplan and development strategy for the land on the west side.

We are doing significant market testing to provide evidence of need for a marine hub, making use of the waterfront sites, some of which have deep water access. The area will play a key role in building on the Solent’s marine economy and strengthening the world-class skills already in the city. We are in discussion with some of the world’s leading names in the marine sector.

We anticipate that permissions will be in place by mid-2017, and that we will then be putting the infrastructure in place.

There will be huge opportunities for investment in housing, employment space, infrastructure and supporting facilities, so we’re advising developers and investors to keep talking to us. They can move to Portsmouth now, set up in one of our existing employment spaces and then extend into our new site.

We have this wonderful opportunity for the city to expand. As you enter Portsmouth in years to come, you’ll see something truly phenomenal.

**THERE WILL BE HUGE OPPORTUNITIES FOR INVESTMENT IN HOUSING AND EMPLOYMENT.**
Join us in the great waterfront city.

WE ARE A CITY OF ENERGY, CREATIVITY AND HIGH-TECH SKILLS, CONFIDENT IN OUR UNIQUE IDENTITY AND WITH AN AMBITIOUS VISION FOR THE FUTURE. PORTSMOUTH OFFERS AMAZING OPPORTUNITIES FOR DEVELOPMENT AND INVESTMENT AS IT BUILDS ON ITS WORLD-CLASS HERITAGE AND TAKES A NEW PLACE ON THE INTERNATIONAL STAGE.

CONTACT US NOW TO FIND OUT MORE (SEE BACK COVER).
PORTSMOUTH - THE CONNECTED CITY

CONNECTIONS TO EUROPE

PORTSMOUTH

CONNECTIONS TO EUROPE

PORTSMOUTH

19 MILES TO SOUTHAMPTON AIRPORT (M27)

70 MILES TO LONDON (A3(M))

62M TO GATWICK

64M TO HEATHROW

EUROPEAN FERRIES

ISLE OF WIGHT FERRIES

HOVERCRAFT

INTERNATIONAL PORT:
FREIGHT, CRUISE & FERRY

PORTSMOUTH & SOUTHSEA STATION

FRATTON STATION

HILSEA STATION

COSHAM STATION

GUNWHARF QUAYS

PORTSMOUTH HARBOUR STATION

LAND ROVER BAR HQ

CITY CENTRE - KEY DEVELOPMENT SITE

THE HARD INTERCHANGE - DEVELOPMENT SITE

UNIVERSITY OF PORTSMOUTH

HOTWALLS

GUNWHARF QUAYS

LONDON

LE HAVRE

CAEN

ST MALO

SANTANDER

BILBAO

CHERBOURG

NEW JUNCTION

PARK & RIDE

ORANGE ACRE MARINA

SOUTHSEA

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More information about investment opportunities in Portsmouth:

business@portsmouthcc.gov.uk
+44 (0)23 9268 8857
www.investinportsmouth.co.uk