

SHAPING PORTSMOUTH BENCHMARK PARTNERSHIP IMPACT

TRANSFORMING PORTSMOUTH TOGETHER

Below: Choose Employability
programme with Mountjoy



**Not-For-Profit &
Charity Foundation
2023 - 2024**

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Above: Charity Support Network
with Trafalgar School and Literacy Hubs



Mark Waldron

WELCOME

Welcome to our Shaping Portsmouth benchmark partnership impact report. It aims to tell you who we are, what we do, and who we do it with, as our perfect triangle of success is the 67 current financial Partners, our 200 volunteers and our six staff all working passionately for the city and its residents.

The very heart of Shaping is its programmes, and the effect they have on those who benefit from the work we do is shown here in some detail. The “we” is all of us, Partner, Volunteer & Staff and this document is dedicated to their work and support.

The financial support we get from our partners is vital and they can see year after year the return they get for their important investment. We are very proud that every year 99% of our partners renew their relationship with us and we will always strive for that virtuous circle of success.

Our City has a 800 year history packed with significant events and people and we at Shaping are trying to create our own piece of history with the work we have done over 13+ years.

Please do take time to read through this document. If you are a Shaping partner we thank you for helping us produce the work that is displayed in this report, and if you are considering joining us in any capacity please don't hesitate to contact us as we need your support as we try and further expand on our work.

Thank you once again for all your support to our vision and organisation that is “Shaping The Future Of Portsmouth”

Simon Barrable
Co-Chair

Mark Waldron
Co-Chair

OUR MISSION

TO CREATE
SUSTAINABLE
COLLABORATIONS
AND INNOVATIVE
PROGRAMMES
WHICH MAKE
PORTSMOUTH
BRITAIN'S PREMIER
WATERFRONT CITY
IN WHICH TO INVEST,
LIVE, LEARN, WORK
AND VISIT.



Above: Winning Shaped By Solent team at our 2023 Annual Conference

“Shaped By Solent brings together The Solent Academies Trust, Shaping Portsmouth and a range of high-profile businesses to mentor and provide experience in business and public speaking to classes of SEND students. Their task is to brainstorm, create, and present products the students could sell, with profits from funds raised going to the schools to benefit their students and facilities.”

OUR TEAM

6
Staff

Approx
200
volunteers

67
Partners

50 Businesses

9 Education
providers

8 Dedicated
charities

15
Volunteer
Programme
Leads

16
Work
Experience
Students

We support

7800
businesses

9
Senior Schools

3
SEND Schools

350
Charities

10
External Projects

11 Non-Executive
Directors



OUR IMPACT HIGHLIGHTS

Placed **7** care experienced young people into employment with our partnerships

£835k raised through our Crowdfund platform - from over 318 projects

16 partner organisations engage in our Skills & Employability management

We engaged with **1340** pupils through our 2023 Apprenticeship Bus Roadshow

74 local businesses signed up to the Carbon Calculator

Welcomed **11** new cruise ships with **7427** passengers into the city



£15000 raised to support children and vulnerable adults with iPads

Our 2023 Employee Health & Wellbeing Calendar has

published **6** articles
resulting in
85 click-throughs
plus links to
77 other resources

SHAPING
PORTSMOUTH

2023

WELLBEING
CALENDAR

IN COLLABORATION WITH CORDELL HEALTH

Brew Monday
Talking to staff
informally about their
mental health

- JANUARY -

Dry January
The impact of alcohol
on the body & those
around us

Sleep Hygiene
How poor sleep can
affect employee
effectiveness

- FEBRUARY -

Time to Talk Day
03-02-23

**Neurodiversity
Celebration Week**
21-27

- MARCH -

World Pulses Day
Eating well with pulses
& other vegetarian/
vegan options

Stress Awareness
Embedding practices &
structures that reduce
stress & poor productivity

- APRIL -

Bowel Cancer Awareness
Understand the signs &
symptoms

**Global Accessibility
& Awareness Day**

- MAY -

**Make May Purple -
Stroke Awareness**
Learn all about the
risk & prevention

Thank You Day
A time to appreciate
ourselves & one another
& the connections in life

- JUNE -

Men's Health Week
Learning how to be
proactive in
preventing ill health

Deaf Awareness
Understanding the
prevalence & supports
available in the workplace

- JULY -

The Big Listen
Talking and listening
about mental health &
Samaritans Awareness

Communicating Change
Understand why change
can cause harm; & learn
how to avoid it.

- AUGUST -

Cycle to Work Day
The financial,
environmental & health
benefits of cycling

Speak Up Month
Letting each voice be
heard

- SEPTEMBER -

Urology Awareness Month
Keeping the flow
going & recognising
when to get help

Back Care Awareness
Understanding your
legal obligations

- OCTOBER -

Sober October
Celebrate not drinking
alcohol & understand the
health benefits

Dermatitis & Skin Health
Getting the workforce
hand-ready for winter

- NOVEMBER -

Financial Wellbeing
Living well & avoiding
poor choices that can
create debt

Disability History Month
Knowing the various forms
of enablement needed in
the workplace

- DECEMBER -

Safety at Home
Keeping safe from
harm in the home

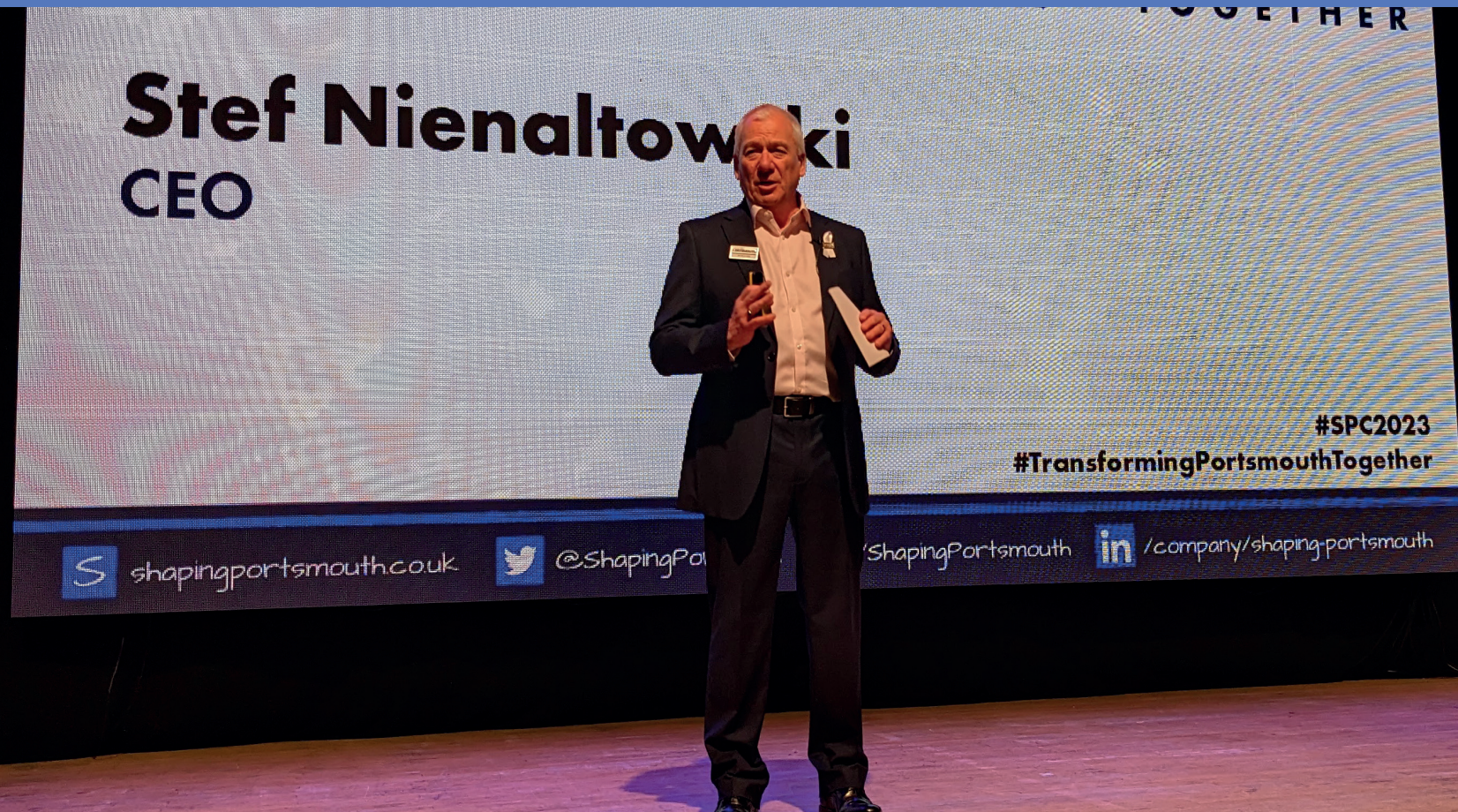
Approx **215** businesses
have signed the
Armed Forces Covenant
in the PO1 post code,
with Shaping Portsmouth
leading the promotion

Target of filling
650
work placements in
9
months

20 charities
are actively working with
14 business partners
through the Charity
Support Network.



OUR STRATEGY



EMPOWERING PORTSMOUTH'S FUTURE TOGETHER

By bringing Business, Education, and the Community together,
we are delivering real change

OUR BUSINESS STRATEGY



Above: Portsmouth Business Leaders Forum at The Queens Hotel

To empower businesses in our city, enabling them to flourish. We strongly advocate for inclusivity, ensuring that every corner of our business community is represented. We guide aspiring business leaders towards valuable partnerships, providing them with access to comprehensive support networks. Additionally, we proudly highlight the achievements of our city, showcasing Portsmouth as a vibrant and thriving hub for starting and expanding businesses.

OUR EDUCATION STRATEGY



Above: Apprenticeship Roadshow 2023

Shaping Portsmouth helps the people of Portsmouth to Explore Their Future.

We work collaboratively with city partners and employers to deliver a range of inspiring programmes that enable residents of all ages to explore their future, develop their skills and be connected to Portsmouth's diverse labour market.

We engage with people of all ages that live, work and study in Portsmouth to enable them to Explore Their Future. This recognises that learning, developing skills and enhancing your employability is a lifelong endeavour that every member of our community should be supported in.

OUR COMMUNITY STRATEGY



Above: Charity Support Network at Buckland Soup Kitchen

The community pillar of Shaping Portsmouth is focused on supporting the people that live, work and study in the city. We are uniquely positioned to focus our energy on emerging areas of concern, whilst providing two key programmes that showcase the best of what Portsmouth has to offer.

Through the resources of our Patrons and Partners, and the willingness of our volunteers, we aim to give every Portsmouth resident the chance to give back to the city that they call home.

OUR MARKETING STRATEGY

SUSTAINABLE COLLABORATIONS

Goal:

Bring business, education, and communities together.

Marketing Goal:

Raise awareness and encourage engagement.

Deliverables:

Collaborative events for Partners.
Engaging social media activity with a call to action.
Focused website encouraging sign-up.



INNOVATIVE PROGRAMMES

Goal:

By bringing groups together with a clear objective, affect positive change in Portsmouth.

Marketing Goal:

Raise awareness, encourage participation, communicate programme impact.

Deliverables:

Communicate the goals of each programme
Update the wider community of programme work and successes.
Assist with programme recruitment.
Focused web pages, regularly updated to reflect progress.

Right: Partner-only networking event held at the Mary Rose Museum

OUR EVENTS

CONFERENCE

- The Annual Conference is held every January.
- Flagship Event
- 400 + delegates in attendance
- The largest conference in the city, bringing business, education and community leaders together.



PORTSMOUTH BUSINESS LEADERS FORUM

- An annual event targeting Portsmouth's business leaders only.
- Held at The Marriott Hotel.
- Over 150 guests in attendance.
- Agenda:
 - o Presentation on the City's Economic Development and Regeneration Strategy 2019 -2036.
 - o Portsmouth You Cabinet cover their vision for a student voice in the city.
 - o An exciting update from the Business Climate Action Group

Right: Andrew Cullen, CEO of Portsmouth Football Club, speaking at the 2023 Shaping Portsmouth Conference

PARTNERS-ONLY NETWORKING

- Created as a response to the 2022 Partners Survey.
- Held at the iconic Mary Rose Museum.
- 66 guests attended.
- Keynote speaker the Leader of The Council, Steve Pitt.
- 100% positive feedback. The brief to deliver an interesting partner event that facilitated free flowing networking was met.

PORTSMOUTH BUSINESS CRUISE EVENT

- A familiarisation tour of selected attractions and businesses across the city.
- 6 major Shore Excursions companies are invited.
- Approx 60 local key business and attraction guests are invited to an educational event.
- Portsmouth businesses leave understanding the shore excursion process & make direct connections.

SUMMER & AUTUMN AMBASSADOR EVENTS

- *Victorious Festival*: Stands in The Kids Arena and VIP area, meeting with approx. 70,000 visitors per day. Video blogs providing content to showcase the best of our city.
- *The Great South Run*: Providing information & signposting to approx. 20,000 runners and their supporters. Promote areas of Portsmouth to visit while they are in the city.

DIRECTORS OF THE FUTURE DINNER

- Joint event in collaboration with Business South.
- 16 leading business delegates from both organisations' partners will collaborate.
- 12 selected students from local colleges will join us.
- Students will be able to network with the business leaders and discuss their career ambitions.

OUR PARTNERSHIP

AT CONFERENCE:

PATRONS

- 4 Free Tickets
- 1 Free Stall

PARTNERS

- 2 Free Tickets
- 1 Half Price Stall

ASSOCIATES

- 1 Free Ticket
- Priority Stall Booking



PATRON

£5000pa + VAT

PARTNER

£2500pa + VAT

ASSOCIATE

£500pa + VAT

NETWORKING EVENTS

Opportunities to meet and engage with our other partners at partnership-only events and exclusive invitation-only events

GET INVOLVED

Join one or more of our many programmes and help us shape our city

SHARE YOUR STORY

Submit your press releases, events, and calls to action to be shared with our audiences across our social media, website, and fortnightly newsletter

"I am proud to be a part of Shaping Portsmouth and can not wait to see what the future brings, and how I can be more involved in all the incredible programmes with my team."

- Sarah Roads, Founder & CEO
SLR Marine Recruitment



SHAPING **PORTSMOUTH**

THE SHAPING **PORTSMOUTH** FOUNDATION

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