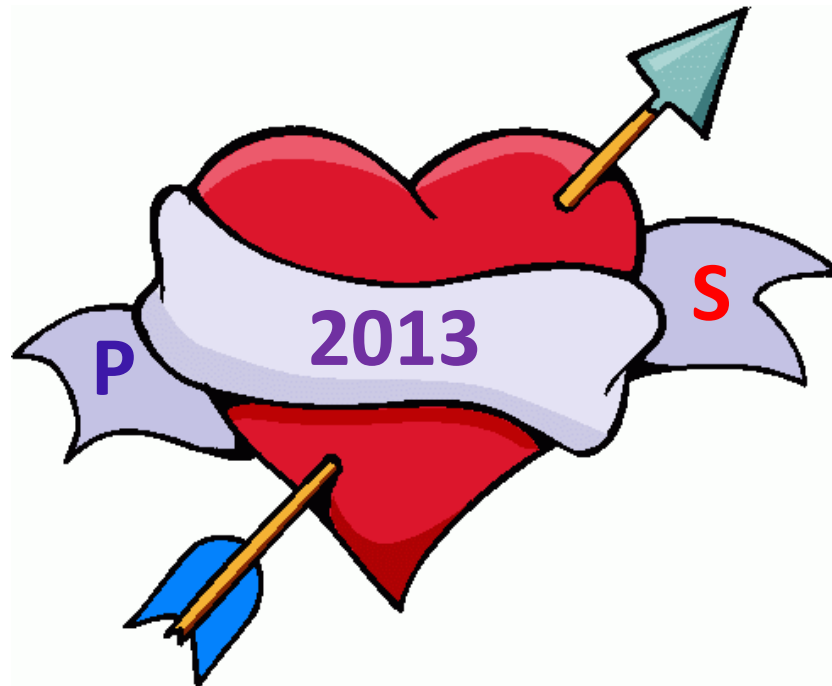


Portsmouth & Southampton 2013 – UK CITY OF CULTURE



P.S. I love you

P.S. Portsmouth Southampton
P.S. in Hampshire



What's it all about?

- Inspiration & aspiration
- A high quality cultural programme that reaches a wide variety of audiences across the region
- Delivering a step change across South Hampshire
- Lasting social regeneration, engagement, widening participation and supporting cultural diversity
- A demonstrable and significant economic impact



Why apply?

Liverpool '08 Legacy

- Estimated 75% of local population participated
- 1,000 volunteers
- 1 million hotel beds sold
- 77% hotel occupancy levels
- 3.5m new visits
- £200m global media value
- £800m economic benefit to Liverpool City Region
- Improved Cultural networks





Why Portsmouth & Southampton?

- The leading cities of South Hampshire
- Building on existing partnerships, e.g. Find Your Talent PUSH
- We are collectively a priority area for cultural agencies
- Collaboration not competition
- Shared aspirations
- Shared maritime heritage
- Culture at the heart of regeneration



Partnership for Urban South Hampshire

What is PUSH?

A partnership of 11 local authorities of South Hampshire, working together to develop the economy of the sub-region

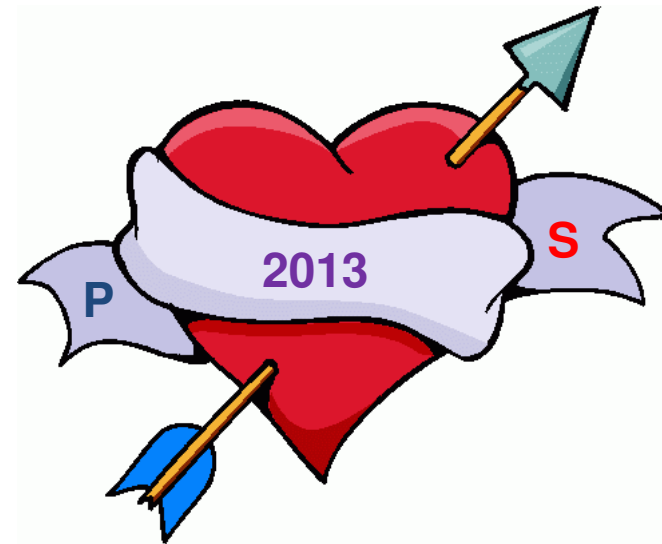
- South Hampshire identified by Government as new growth point
- 80,000 new homes and 2 million sqm new business space by 2026
- PUSH identified as 'Priority Place' with support of Arts Council, CABE, MLA, Sport England, DCMS and DCLG (Living Places programme)
- PUSH one of SEEDA's 8 'Diamonds for Investment & Growth'



Partnership for Urban South Hampshire

PUSH Vision for Culture

“to put culture at the heart of South Hampshire,
which will be recognised as a national and international beacon for and
capital of all forms of cultural activity, to the benefit of residents, visitors and
the local economy.”





Find Your Talent

- Find Your Talent (FYT) gives children and young people the chance to try different cultural and creative activities
- FYT is being piloted in ten areas in England
- PUSH is a successful pilot bringing in £2.1 million over 3 years
- Highly acclaimed project, both in terms of management and delivery
- Foundation for the City of Culture submission



Process and timescales

The story so far...

- Announced July, seminar for bidders 10th September
- Outline proposal submitted 15th October
- Engagement with stakeholders, supporters, creative networks

Next steps...

- Initial bid submission – 11th December
- Shortlist announced January 2010
- Final submission May 2010
- First UK City of Culture announced summer 2010
- Consultation, preparation and planning for 2013 programme



Process and timescales

We're in it to win it....

- Aim to be shortlisted as part of broader strategy for both cities and sub-region
- Repositioning culture at the centre of local and sub-regional planning
- No part of the process will be wasted
- If we get knocked out, we'll get up again.....for 2017!

...on our own terms



Bid theme

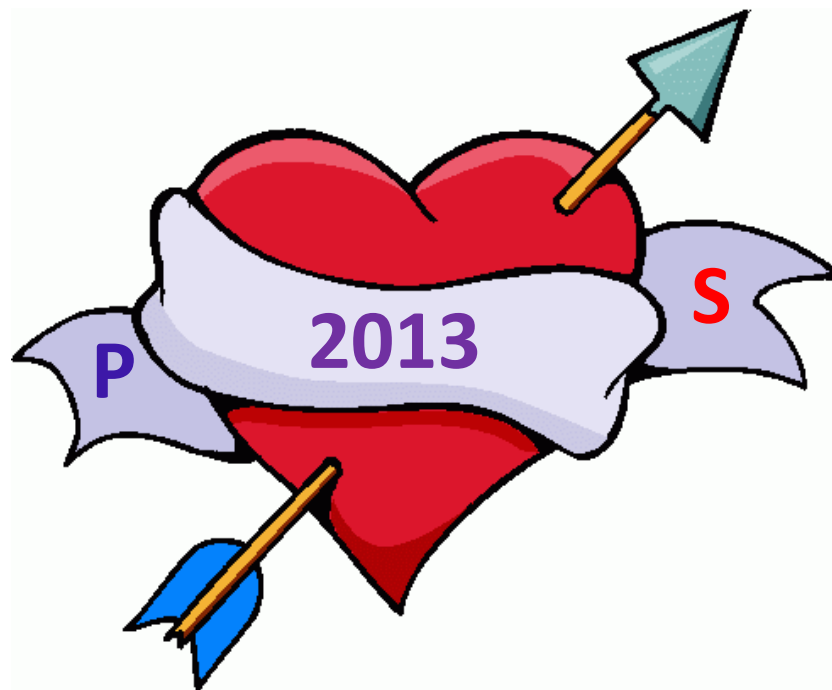
P.S. I love you

P.S. Portsmouth

Southampton

P.S. in Hampshire

- Richness of culture across South Hampshire
- Two leading cities and supporting districts and boroughs
 - A culture of contrasts - old and new, urban and rural
- Combining distinctive local strengths to create something new
- Attracting international visitors and artists





Bid structure

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Southampton

P.S. in Hampshire

•**Cities of the Sea**

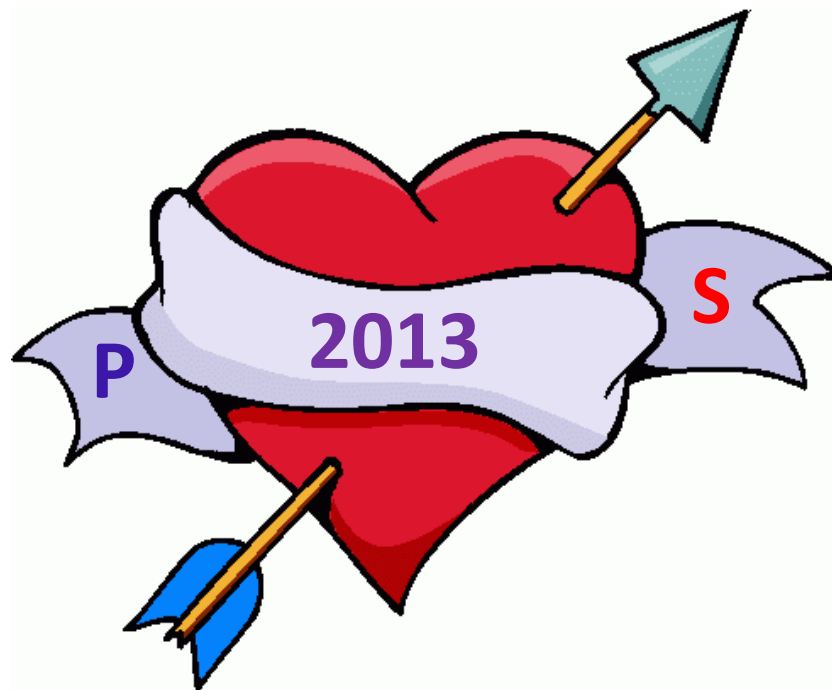
Exploring local identity through our relationship to the sea

•**Festivals, Fairs & Festivities**

Celebrating local cultures and creating new experiences

•**People make Art makes People**

An unprecedented programme of creativity in and by the community

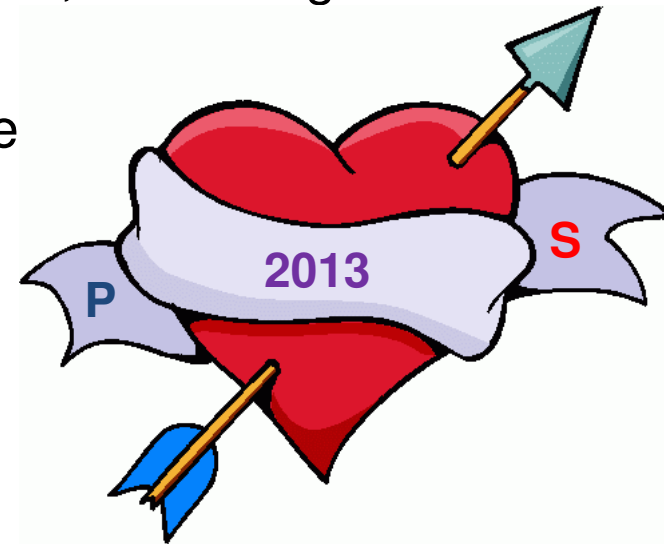




You've got to be in it for us to win it

What do we need from you?

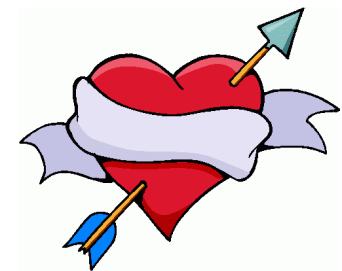
- Your support – send us a message or sign up on the website
- Your involvement – what would you like to do in 2013: sponsor, supporter, delivering events and activities, something else?
- Your ideas – what would you like to see in 2013?





Eat, drink and be merry (whilst working)

- Post Boxes / Charts
 - Who else
 - Project ideas
 - The key outcomes
 - Your contribution and role
- Breakout Groups
 - Top 10: why Portsmouth and Southampton
 - Cultural Excellence: project ideas
 - Funding opportunities / offers?
 - How to engage ‘hard to reach groups’



Next Steps

- Thank you!!
- Bid submission 11th December
- News on outcome will be communicated ASAP
- Ideas and energy captured for future joint working