

CULTURE MATTERS – 15 APRIL 2008 - “CONTINUE THE CONVERSATION”.

This document is a near-verbatim write up of the ideas and comments from the 14 different groups at the 15 April event “Continue the Conversation”. The groups were based on each of the 10 agreed priority outcomes for the Vision for Portsmouth – for 4 of the outcomes, there was a second group and the outputs from the two groups have been combined under the same priority they were addressing. In some cases, the meaning behind what was written on the flip charts is not fully clear, and this is indicated by question marks.

Where a group put ideas under A, B and C headings, this reflects the questions they were asked to address:

- A. What’s your aspiration for Portsmouth in 2018?
- B. What ideas do you have to help achieve this priority?
- C. What can you or your organisation do to help achieve this?

As well as working on the priority they were allocated, groups were later asked to generate ideas on post-it pads for the other priorities. Participants were asked to write up their individual ideas in slips of paper headed “I wish...”, and these are included.

At the end of the event, each group was asked to summarise their thoughts in less than a minute. These are shown as a list of headline statements.

During the event, Claire Chidley, from Comedia Ltd, gave some feedback, and this is captured in note form at the end of this document.

Priority 1 – Improve opportunity and achievement in education, skills and lifelong learning.

A	B	C
Lifelong learning passport / record of achievement – template	Local employers LEA ¹ Agreement Program of events Design of template	CPD ² Providers (EG CIBAS ³) Learning Links
Flexible learning opportunities	Online tutors / distance learning (one to one) Access to facilities both tutor / mentors are ??? learners Program of events	Voluntary groups offer pay? Revenue opportunities. Groups such as South Coast Design Forum. Orgs (community, Business, LA ⁴)
Directory of suppliers / services (Cultural and learning) and network / group	Properly maintained – learning-net? Raise awareness ie. Press and web Program of events	Local Employers (requires funding) LA

¹ Local Education Authority

² Continuing Professional Development

³ Creative Industries Business Advisory Service.

⁴ Local Authority.

Value learning for learning's sake, good exam results, learning embedded in workforce, strong linkages between learning and co-ordination and communication of activities - an emphasis on informal learning. Value the transformational power of learning. Be a Learning city - learning integrated expanded and with an improved schools offer. Innovative informal learning at varied times venues and linkages across cultural life.

Actions

1. Museum open at irregular times (24/7) and libraries.
2. University students teaching pre 18's part of their learning experience
3. (Higher > Community Education)
4. Truly extended schools - open to community
5. Network of young achievers as mentors working back in own schools etc.
6. Learning activities in supermarkets
7. Apprenticeship options available in (expert) specialist skills
8. 'Teaching Service' implemented (Civic Responsibility)
9. Students develop a map of cycleways/walking paths

Post-it notes

1. Relax rules in schools and improve relationships between teachers and children: eg, break down stereotypes, allow kids to go out of school at lunchtime.
2. Cheap and free college education for all, including young people who have been excluded from school at an early age, but are now ready to make a change, (these normally fall through the net)
3. Use more activities that will give people more things after school etc on the weekends
4. Education, skills and ??? represents are of the structural vulnerabilities of the City.
5. Must get school children to buy in - own Portsmouth Vision
6. Give the children a city to be proud of and to be proud to work in with encouragement
7. Cookery lesson for all years starting at 5 and go up to age 21.
8. I'd love to see competition for 'The News' - an alternative publication (on the net?) with an exciting Arts/ Cultural/ Community section, reflecting the things going on here
9. Use Arts Theatre and film to improve opportunity in education etc.
10. Express FM will promote more positive press - all community safety partners to commit to partnership approach and the required resources (outside core business)

Priority 2 – Make Portsmouth an accessible city, with sustainable and integrated transport

1. No more than 5 minutes for essential services
2. More use of water – Water transport further afield Southampton
3. Park and Ride which sites set down sites
4. Figure 8 tram (deprived pockets of buses for certain residents)
5. Vision for pedestrians – wider pavements
6. ? Government overruling local decisions
7. Better use of rail
8. Separated public transportation eg. Monorail, cycle lane and footpath
9. Local shop and post office
10. Seamless travel (integrated ticketing or e-ticketing eg. Oyster card)
11. Commercial vehicles parked in residential areas:
12. Public controlled transport - Buggies
13. Transport policy, public commissioning to set guidelines for private companies
14. Create very local employment (walk to work)
15. Local services – schools
16. Raise quality for people to want to stay local – schools, shops, work, neighbours, and culture
17. Obstacle – Party Political Process – Hung Council all should pull together.
18. Manageable priorities regularly reviewed
19. 2018 – local services shops quality surroundings
20. Car less city
21. Integrated public transport (subsidised)
22. Create more open spaces (Cemeteries)
23. Make Portsmouth capital of Northern Europe
24. Infrastructure – next steps – Portsmouth City Council and all community partners get together and start process now – it will need time and money

Post-it Notes

1. Link cycleways to enable easy and enjoyable access throughout the city
2. 24/7 education opportunities make transport financially viable?
3. Lengthen the times at which buses run at night times, so after 11pm, and make them more frequent.
4. More transport after dark as buses stop at 10pm – 10:30pm.
5. Signage for walkers
6. Link up all educational venues through public transport and ban cars in the area.
7. Axe cars!
8. Develop water taxis
9. Limit driving to certain days for certain people
10. Make buses free for kids under 16.
11. We want a bridge to Gosport to create a ‘bay area’
12. Bike scheme developed (distinctive) – pick up at various points
13. YAP⁵ team will advise – transport companies, Police and community

Priority 3 – Develop Portsmouth as a city of innovation and enterprise, with a strong economy and employment opportunities for all.

1. Develop a graduate retention scheme
2. Maximise our natural resource (sea, seafront, vista, light quality, ship, sand in) Create holiday destination, beach huts, BBQ area – biggest in the UK with special sea theme food, older peoples park, accessible play, water park for families. Regenerate the seafront - more play areas for children. Multi Cultural Art Festival.
3. Have a social enterprise hotel (cycletel)
4. Jobs for all – Local employer – partnership. Support it big time.
5. Portsmouth Savers – giant marketing campaign, sell idea cascade – charge for expertise.
6. Attract different employers
7. No unemployment benefit
8. Attract employees as wanting to work and play
9. Educate for, and improve, skills – make them transferable
10. The WOW factor – give the entrance to the city the WOW factor – New stadium at the entrance.
11. Lateral thinking innovation

⁵ Youth Advisory Panel.

12. Building relationships having time with Police, Community Safety Team, Fire Service, Ambulance Service and Community Wardens service – have community projects which include these people and people who live in the community
13. Press, Radio, TV News - Focus more on the good news stories as opposed to the negatives, media could really help
14. Tolerance ie. 2 warnings – 1st warning – help in the community

Post-it Notes

1. Set up a social enterprise converting chip fat from the 400 city restaurants and eateries into Bio Diesel
2. Designate jobs for different ages so under 18's don't get hired because they can't work the tills.
3. Use empty shops for exhibitions etc.
4. Knowledge Based Economy will compound 10 unless we rethink the way we do 10 to a more positive approach.
5. Encourage companies to do healthy schemes.
6. A city or natural resources, people, sea, maritime, open spaces. Green Keen Fun
7. Free courses for students working for the community – 'Stages'
8. Yes, go and close car parks each year.
9. Assisted office space / studio space for start up.
10. 'Passionate about Portsmouth'
11. Drama school
12. Creative and Cultural Industries
13. Cultural offer of the city to encourage
14. More than just retail (development heavily into retail)
15. Specialised Business
16. Hub office – facilities to a standard and affordable.
17. Place where people want to work and live.
18. Retain students and develop potential
19. Encourage diversity
20. Unify not divide
21. More jobs for graduates to stay in region
22. Encourage transferable skills
23. Look at the wider picture – organisations to identify skills and retrain and companies able to ???
24. 2018 – ten years – start educating pre GCSE you can do this.
25. Different business attracted in – creative and culture

26. Articulate the positives to others – work with taxi drivers, public services, hoteliers and conference venues etc. The WOW factor
27. Develop education and training now – year 7 not working is not an option
28. Attracting employers to the region
29. Education – encourage enterprise and innovation
30. Raise profile of city – culturally, improve transport links, incentives to relocate
31. Unemployment not an option – many employment opportunities of quality
32. Make job centres lovely
33. 3rd sector involvement – value volunteers!
34. Grants and loans for new business
35. Make sure everyone has a positive experience
36. Schools advice for business start on curriculum
37. Innovation in all sectors not just technology encouraged at school
38. Opportunities available to potential entrepreneurs offered by the council
39. The council should study the demographic profile of the city – and ask the people what they want! – by way of media vote.
40. Jobs so that young people can earn enough to continue to live here
41. 24/7 learning – everyone out and about (heard)

Priority 4 – Make Portsmouth a city where everyone feels safe and is safe

1. Aspirations – Everyone is safe
2. Transport – late night more buses – free public transport – after dark pass gets confiscated – anti social behaviour – have a conductor on board
3. Have a light railway system
4. Infrastructure – network of safe walking zones – whole city covered. – include: lighting, set routes, community / person or police / security folk, help points (at telephone boxes, bus stops and all public buildings) – button – immediate response Close Circuit video link
5. Education – integrated learning package on community safety, Citizenship – ie values, respect and ownership – ie Fire – personal – self defence.
6. Police cadet service – youth – from age 5 to 18.
7. Enlarged population – university grows.
8. Be a ‘Nice’ city attracting ‘nice’ people
9. Desirable for visitors / people to live
10. Homes and infrastructure with safe transport / green space

11. Visible safety – policing – community wardens
12. Environment safe – Global warming – security / terrorism
13. Cultural change so that people feel safe – perception – fine to walk the streets
14. Community – sense of belonging / behaviour – support – no anti social behaviour
15. Media to publish good news stories and give prominence
16. Media to have a much more responsible attitude towards reporting bad news – will improve perceptions of feeling safe – don't glorify bad news!!

Post-it Notes

1. People to feel safe to go to practice sports
2. More tables and chairs in Guildhall Square
3. Close Winston Churchill Avenue on Sunday's occasionally.
4. Wouldn't it be nice if ... we could all co-exist, day or night, and respect each other.

Safety underpins everything

5. Investing in young people more education and awareness in schools or with youth groups etc re environmental issues
6. Promote good news to make people safer
7. Make crime and anti social behaviour unacceptable (change culture)
8. More inter generation opportunities – remove stigma of 'old' versus 'young'
9. Fewer high rise flats - better provision for social housing
10. More activities for adults and children to get people off the streets
11. One stop shops for families – where all the services required are under one roof
12. Develop emergency procedures to combat global warming / environmental threats.
13. More green spaces
14. Learn from other cities – eg Peterborough
15. Priority 2 – Expand water transportation
16. Many thousand new homes – Encourage people to commute via water not just roads
17. Stronger policing – zero tolerance
18. New people feel part of the city – induction pack – new joiners
19. Community events – cross culture – cross age gaps

20. Café culture – food / drink mix not to excess
21. Cultural awareness training use media effectively
22. Community policing – neighbourhood watch – shared responsibility
23. Publicity on what the city is about – citizenship – media – celebrating the good
24. Enhance diverse policing workforce to reflect changing communities
25. Global Terrorism – community safety addressed by council rather than Police

Priority 5 – Make Portsmouth an attractive and sustainable city

1. Develop a flood strategy – innovative and daring. Be a leader in design of flood defences?
2. Old and new built environment balance must be thought out
3. Develop a design plan for street architecture and signage – less cluttered and less ugly.
4. Light up the harbour and structures
5. Develop a tall building strategy, Portsmouth skyline very important. Lipstick or Spinnaker
6. Each street should develop a management strategy with local participation
7. Wheelie bin and skip storage needs a rethink
8. Plant more trees – green the city
9. Develop greenways through the city
10. Create more personal space around trees
11. Consider planning emphasis on more open spaces as the priority, not more buildings.
12. Mystery shopper – consider views of visitors
13. Coastal areas look good but we need to look at the quality of the inner city.
14. Open up more of the dockyard to public, remove the perceived barriers between the dockyard and rest of the city.
15. Develop hotel strategy and improve the overall standards
16. University has changed City (for the good?) but has led to some cultural changes with introduction of so many students – this can create tension because of speed of change.

Linkages to other priorities

1. Need to develop an imaginative transport network

2. Develop a walking strategy and link it to community transport (monorail)
3. Develop a mobility and safety strategy for the elderly
4. Develop industrial hub with a theme of maritime
5. Government wants more housing but do we want this
6. Need a clearer strategy for housing for local people – Address how the city can cope with the Government’s housing demands. Need a clearer strategy for housing for local people.
7. Link the buy-to-let to market to local needs (get rid of slum landlords)
8. Must develop an integrated strategy across all ten visions
9. Increased protection for personal items, on bicycles, against theft.
10. Educate young people regards environmental issues?

Attractiveness

1. Decision as to old versus new buildings
2. Link between strategies
3. Contrast
4. Street furniture is important
5. Engineers versus attractiveness
6. Traffic signs – ugly / commercial signs versus softer ones.
7. Vehicles parking – unattractive – eg for visitors to St George’s Square
8. Harbour developed – fountains lightly
9. More watersport
10. Consider views out
11. Charging scale – can change rapidly??
12. Portsmouth Sky line needs to be considered.
13. Need a high rise policy.
14. Consider how the relationship of the “Lipstick” building to the Spinnaker tower works.
15. Need a street strategy
16. Landlords to take responsibility
17. Image of the city to the first time visitor needs to be considered.
18. Consider the contrast between coastal Portsmouth and the inner city

Sustainability

1. Sustainability to be part of planning and implementation in all priorities (low carbon, energy sources, use of materials, light/noise etc pollution, transport/congestion, floods etc).

2. Flood defence
3. Keep going – maintain
4. Have recycling centres
5. Parks and greenways needed
6. Densely populated
7. Future of the Dockyard - make it more part of public life. Use spaces not required by Navy.
8. Need personal space
9. More trees and seats
10. Maintenance
11. Hotel rooms – there is a quality issue
12. University – has changed the city

Post-it Notes

1. Involve the best architects, designers and creative people in excellence in urban development (eg seafront).
2. Major architect involvement in flagship buildings.
3. Bring in IKEA to the Greyhound stadium site
4. Do up Southsea Pier ‘ Brighton is wonderful’
5. Need good quality urban design – iconic buildings
6. Have ‘surprise’ pocket parks and urban art or small areas of green.
7. Plant 100 (fruit) trees / plants a year in town
8. Hand ownership and maintenance over to local people – avoid the ‘permission to act’
9. Have enhance gateways to City on all 3 fronts or road routes in
10. Building Regulations – use photo voltaic / alternative energy to power own needs

Priority 6 – Deliver affordable, quality housing where people want to live.

1. Raise people’s incomes.
2. To open up housing design to individuality but to involve local communities in that design to ensure they get what they need.
3. Flood some land?
4. Need a cultural hub - artists quarter/creative industry
5. Take the dockyard back
6. Parks in every area - community centres/libraries - art centres in them
7. More living space in housing association flats

8. Minimum size rooms on new builds that are not rabbit hutches.
9. 'Pride Day' in each area - festival like Paulsgrove
10. Council build its own quality housing to meet demand
11. Use local schools more as a focus for communities
12. Move the centre of the city? Move it to Paulsgrove to be centre of 'bay area'
13. Create local shop/cafe etc areas and build around these as communities with open space around it.
14. Remove M275. Park and Ride at Tipner or a tram.
15. Create green space in the area removed and have enough space to create good quality housing, then work backwards, replacing the flats.
16. Design variety and creativity - look at other European examples?
17. Uniqueness/individuality of housing? Stockholm/Copenhagen
18. Housing - affordable homes in the centre of the city so that I can walk to work but also take a look at the outside of the city - Paulsgrove.
19. Don't mix social housing with private housing unless it is monitored very carefully.
20. No more 1 bedroom flats, only 2 or 3 bedroom flats.
21. Loosen planning permission and regulations to minimum safety standards and increase diversity of architecture.
22. Need space for independent traders - employment opportunities within reach of people's homes.
23. Houses need to have more space to accommodate occupant activities.
24. To Transport Priority (Number 2) - free up garages for parking!
25. Paint houses, vibrant hues and a variety of blues to blend with the sky.
26. Need space for independent traders - employment opportunities within reach of people's homes.
27. Highest building regulations and most cheap to live in. New builds to become Social Housing for economically disadvantaged.
28. Community oriented spaces.
29. Ask people what they want in housing.
30. Build a bridge to Gosport and develop bay area.
31. Utilise under-utilised buildings with homes.

Priority 7 – Encourage and enable healthy choices for all and provide appropriate access to health care and support

- A. All people are "healthier", they are empowered to take responsibility for their health.
- B. Accessible, affordable services - giving information/support/treatment.

Reward people for their health

- C. Long term commitment to empower people to be healthy and supported/fostered by the commitment.
1. Give cycles priority over cars?
 2. Shift investment to
 3. Emphasise early prevention of bad health, not just access to support
 4. Make walking and cycling in the city easier and safer
 5. Easy affordable access to “well being” activities ie Tai Chi
 6. Create a culture for healthy choices – not a directive culture. Raise aspirations – people have a right to stay healthy.
 7. Encourage walking and cycling and make these easier and safer. Increase physical activity overall.
 8. Provide easy and affordable access to services and “well being⁶” activities ie Tai Chi.
 9. Encourage people to feel safe to exercise.
 10. Provide affordable sport.
 11. Seek out ‘Lifestyle Champions’.
 12. Create a greater role for companies to promote healthy options to employees. Build on the Work Health and Wellbeing Hallmark, led by the Council.
 13. Provide health education, eg nutrition classes
 14. Provide advice on healthy food shopping.
 15. Implement polyclinics, build on the success of St. Mary’s treatment centre and devolve services.
 16. Improve dental health – Portsmouth to have the best collective smile in the UK. Exploit the skills in the University’s School for Dental Technicians.
 17. Use “building schools for the future” to address health, community, and social issues.
 18. Have specialists work with supermarkets to review and advise people on their shopping lists towards a healthier list (Shopping list ‘MOTs’).
 19. The Football Club to offer healthy eating advice and give educational support for health.
 20. Narrow the gap in life expectancy.
 21. Reduce impact of alcohol and substance misuse.

Priority 8 – Enhance Portsmouth’s reputation as a city of culture, energy and passion, offering access to all arts, sports and leisure

⁶ In Bologna (Italy), a directory of “well-being centres” is published.

World Heritage Site

The sea
The sky
European links

- A. Create new focus for culture/energy/leisure
At Tipner - new hub
 - Great architecture
 - Innovative/water based - Gosport
 - Support/engagement in city
 - People want to stay
 - City of opportunity for ... art
 - "Lighting a fire!!"
 - Leapfrog over other models

 - B. Hindhead Tunnel
Train service/water link
Leadership - City Council
Resources - University/Corporate Social Responsibility Fund/Vosper
Thorneycroft
Relationships - network
Festival - Events - Regular
Portsmouth Harbour Entertainment and Culture

 - C. Portsmouth Society - Advocacy
Better communities - linked up
More artist projects
Southwest Trains/City Council/University
Hearts and Minds
1. Take radio licences away from the Quay, Wave, Ocean and Power FM
 2. Football Club to offer healthy eating and give educational support
 3. It would be great to have a place dedicated to arts. A building for art presentation
 4. Sites - theatre ? to all work together. Find a way to get general public to interact with art.
 5. International recognition as a great island city.
 6. Vibrant and exciting seafront.
 7. Internal tourism - exploring the city – a sense of curiosity
 8. Positive and passionate - sell our city to others.
 9. Innovative use of local media - sell your good stories eg to The News
 10. Look outwards - bigger horizons
 11. Engage young people

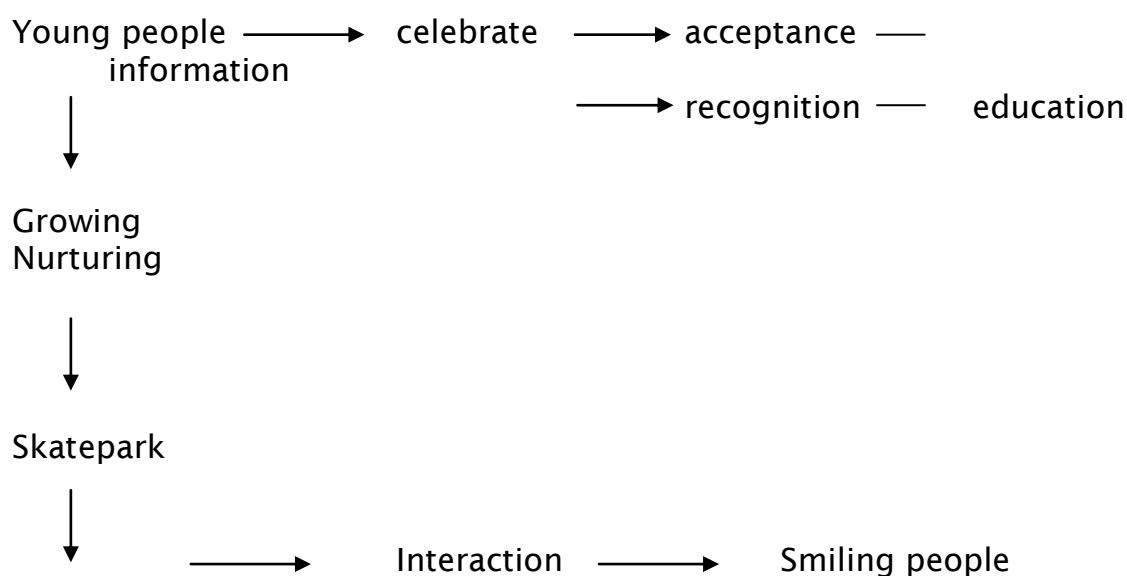
12. Produce high quality public art - design champions - less signage

Priority 9 – Celebrate the many diverse and different communities within Portsmouth and work together to create an inclusive city for everyone

Diverse communities

- different lifestyle and culture
- different ethnicities
- different age groups
- different physical abilities
- different learning difficulties
- racial groups
- socio-economic groups

Aspirations for 2018



1. Find people that are committed to do things.
2. Promote greater cohesion and acceptance of all of Portsmouth's diverse communities and spaces and places where we can all be together. With more local and world class events.
3. More "I Love Albert Road" -type days throughout the city, celebrating different aspects of the city.
4. Creating local integrated spaces for young/old people
5. No 'no ball games' signs - permissive!
6. Key people to make a difference in a community - "Community Champions"
7. A culture 'card' entitling all residents to 6 free events/admissions per year.
8. All committees to reflect the diversity of the city

9. Continued naturist community
10. An old people's home in every school
11. A multi-cultural Southsea show - all different groups and intergenerational.
12. Food - cafes/restaurants/festivals
13. Ban all 'fast food' outlets
14. Free bandstand events
15. More international events
16. Every school to have a community garden
17. All citizens to be engaged in learning through their lives
18. Provide free bikes to hire to circle the city
19. Portsmouth to become a global leader in creative industries eg computer games
20. Engage children in designing their futures

All priorities

1. Better access to sea
2. Bathing machines - fun
3. Solent Eye
4. Support for social enterprises
5. More volunteering
6. Portsmouth - Great literary city
7. Key people to make a difference in a community = community champions
8. Planning - based on open spaces as a priority, not more buildings.
9. Light rapid Transit/Monorail - Free/low cost public transport for all
10. Fast rail link to London
11. Free bikes - have a congestion charge
12. Park and Float - have a "Traffic free" day once a month

Guildhall

City Centre → → To sea

....so you can see the sea from the Guildhall

13. Have a cruise liner terminal
14. The Hard Interchange - demolish and start again
15. Sea - more access - diving platforms, round island trip by sea
16. World Heritage Site - Portsmouth and harbour

17. Have a big entrance bridge to city
18. 'Redesign' the seafront
19. Cohesion and acceptance for diverse communities and space for places where all can be together.

Priority 10 – Protect and support our more vulnerable residents by shaping public services to meet their needs

1. Think widely about who the vulnerable residents are. There are many types of vulnerable residents: older people, teenagers, people with learning difficulties, with literacy difficulties, those with ill health etc.
2. Stimulate a real bi-lingual city to capitalise on links with France.
3. The answer is to focus on prevention and empowerment rather than investing in services that perpetuate the needs.
4. Encourage better mixing/integration of different communities/groups.
5. Organise health walks, develop local green space clubs.
6. Subsidise 'health living' services (Tai Chi).) to make them affordable to economically disadvantaged people.
7. Mobilise the services eg ? 'IT' bus as the 2018 mobile library
8. Encourage entertainment providers to start matinee cinema for older people.
9. Overcome the digital divide
10. Don't spend all the money on buildings. Successful services need people to deliver them!
11. Make sure facilities can open at weekends/evenings.
12. Proactively identify the needs of vulnerable people. Improve care and support for vulnerable people to access public services. This care and support to be part of the public service.
13. Improve awareness of what services are available. Enable vulnerable people to receive relevant information from one key service provider, which is linked to a range of services.
14. Improve coordination amongst service providers to make it easier to use these services.
15. Provide services where and when they are needed, and include mobile services (eg. Not just the traditional mobile library. Open facilities at weekends/evenings).

Summary Statements From Each Group

The following were the headline summary statements offered verbally by each group in turn to the whole plenary.

1. Transport – Challenge ability to meet all main centres in 5 minutes and to achieve a car less city
2. Plan for global warming and use the water more, as in water taxis
3. Design better housing with consultation at the beginning of the process
4. Hovercraft to Cosham – water taxis
5. Change infrastructure transport and make Portsmouth a safer place
6. A city of natural resources, Clean, Green and fun
7. How can Portsmouth make being healthy fun!
8. Clean air City - Land train using 3 lines like the London Underground system
9. Focus on what we are doing, can we afford to take risks, finance and investments where can we do better
10. Tipner - a new creative gateway to the city, paint the island green and blue
11. Articulate the positives as excellent
12. Hold a vulnerable residents' convention - and empowerment
13. We want Portsmouth to be a city where learning is cool and lifelong. Happens in a wide range of venues and can be delivered by a variety of people and organisations.
14. Co-ordinate more and sell better - be passionate about Portsmouth
15. A city of cohesion with diverse communities and local and national events

Notes from Claire Chidley (Consultant from Comedia Ltd)

These notes were from Claire's observations at the middle of the event. The references to different cities are meant to stimulate thinking, not an advocacy for Portsmouth to be like other cities.

Seems like people were tuning up the brain, it was a struggle at the start then ideas came – then lots of collective thinking.

Need to push ideas to the limit and bring them back in. See use of "PO" (as in Edward De Bono's lateral thinking) in Dorchester. From the wacky ideas, the good ideas flow.

Vision – some parts are "MOT" – ie feeling safe, who wants to feel unsafe?

Vision – should be about the future. Look at well-being and keeping people well, not treating them when ill.

Children and the future – think about wealth creation.

Culture and creativity are not just about arts and music. Think about the creative value chain – how creativity fits into all aspects of city life.

Words are so important – schools could be “places of curiosity” – Museums and Libraries are too. In parks add images, instead of traditional signs – 75% of the population are visual or kinaesthetic.

Diversity – have to create environments where people from different backgrounds/areas can all mix. In Barcelona, its Mayor calls it the “City of conviviality”.

Transport – it is a good idea to be no more than 5 mins from transport but need to manage the flow.

Integrated transport – should be a basic – eg at Heathrow Terminal 5, I can buy a train ticket. Disney makes transport fun – look at Legoland as an example.

Space – need more public space. Use it, “orchestrate” it, don’t just use it as a manicured space. Think about open, child friendly, teenage friendly public space. In Manchester, there is a playground for the over 60’s.

Fun – quirky – laugh – look at the “floozy in the Jacuzzi” in Berlin. Think about swimming pools in the river. In Poole, new sand has been used to add to beaches. Communication – talk the city up. How can we tell people in a fun way about our offer? For ambassadors, consider taxi drivers.

Energy and passion is critical.

Drama – dramatic city – how – film set

Actions – not just talking together. More of these sessions needed.

Need “creative civics” – developing the ‘right brain’

Stopping – I know that people want action but think of emotional and spiritual aspects. Stand still and observe – see what comes out.

Tools – use scenario planning

Use a pyramid for action:

The tip is = The ‘Premier Waterfront City’

Second tier = 10 ideas

Third tier = 3 or 4 key points underneath of these 10 ideas, and structure to make it happen

Fourth tier = develop the approach – ‘the Portsmouth Way’ – make it strange and fun.