

## NOTES FROM SUBGROUP ON CULTURAL EVENTS AND INFORMATION

26 November 2007

### Present

Stephen Morgan (Chair), Heather Todd (Culture Group, Portsmouth City Council), Steve Bomford, Peter Wainwright, Steve Pitt, Jonathan Fost.

### Brainstorm of existing sources for events and information

- Tourist Office mailing
- City Council events pages
- Visit Portsmouth website
- The News' Guide, G2 and the website
- Individual organisational promotional leaflets and mailings
- 'A List'
- Websites such as Don't Stay In, Myspace and Facebook
- Wave/Power/Original/Express
- University webpages
- Theatres
- 'Brighton Fusion'
- Flagship
- The Journal

### Key themes from discussion and areas for improvement

- Need for a 'portal' of information
- Menu of options for accessing cultural information and how people wish to receive information
- Clearer governance, management and ownership of information
- 'Personalised' approach to accessing information, including: individual URLs, profiles, events, reviews, blogs etc. Model of social networks were liked
- Need to build a brand and build on the information already out especially existing Visit Portsmouth website

### Next steps

- Look at visitor 'hits' to Visit Portsmouth website with support from other members of Culture Group team
- Explore and identify best practice from other city websites across the country
- Map out potential structure of a new website, what we'd want what wouldn't be required
- Subgroup to meet again in December