

Appendix A

PORTSMOUTH, HOME OF GREAT WRITING

LITERATURE DEVELOPMENT STRATEGY 2011-2016

If you looked out over the parapet, you saw before you the whole of the most magnificent harbour in the world; and if you looked through the embrasure of the wall, you had a splendid framed picture — water for foreground, old ruined castle in middle distance, blue hill beyond, and above blue sky. Behind the castle lay the low curved line of a long hill, green and grassy, which made a background to the harbour and the old fortress. It stretched for six miles, this hill, and might have been monotonous but for the chalk quarries which studded its side with frequent intervals of white.

By Celia's Arbour, a Tale of Portsmouth Town
Sir Walter Besant (1878)

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INTRODUCTION

Portsmouth's literary tradition is one of the city's principal cultural assets. Many writers who were born in or who have lived in the city are recognised worldwide. Interest in reading and writing continues to grow today. In the contemporary globalised world, where the knowledge and skills of a community are crucial to success of a city, literature will help every Portsmouth citizen live and work, as well as reflect and engage with this new and complex environment.

Reading and writing are fundamental to education, learning and growth. Literature assists people to develop the essential skills of literacy, articulacy, independence of thought and enterprise; it enriches well-being and quality of life and instils cultural self-confidence by promoting a sense of identity. Setting literature at the heart of Portsmouth's communities through accessibility and lifelong learning will give citizens a greater understanding of and belief in their city. Literature will also raise awareness and possibly change perceptions of the city on a regional, national and international level.

In the light of these aspirations this document sets out a strategy for literature development in Portsmouth over the next five years. It is based on consultation with partners, stakeholders and other interested parties in both Portsmouth and the wider area who are currently involved in literature development of some kind. This strategy is a city-wide approach to developing literature in Portsmouth. It covers all individuals and organisations engaged in creating and supporting literature, including writers and poets, storytellers and dramatists, publishers and academics, librarians, teachers, booksellers and readers. It encompasses the development of literature in all its forms.

It is vital that these initiatives are not developed in isolation but are seen within a city-wide and South East England-wide strategy for supporting creative industries, of which literature development is an important part. Rather than seeing such projects as being in competition with each other, they need to be seen as complementary and feeding into a wider picture of literature development, leading to the development of an improved infrastructure for literature in Portsmouth.



As Portsmouth's creative life expands, the city's identity as a cultural city grows, locally, regionally and nationally. Culture will have an even bigger part to play in the successful development of Portsmouth over the coming years.

Participating in culture brings its own, intrinsic benefits and the political will to establish Portsmouth as a literary city, accessible for all, has wider aspirations on encouraging participation, learning, creativity and supporting regeneration. The development of Portsmouth as the 'Home of Great Writing' contributes to a number of national local and corporate priorities, all of which have been considered as part of this strategy.

The Literature Development Officer's work, if it is to flourish effectively within the wider framework of Portsmouth City Council's remit to offer the highest quality and broadest range of services to its customers, must be relevant to the policies of the Council. The key points of the City Council's Corporate Priorities that are of concern in the role of literature development are:

- Improve efficiency and encourage involvement
- Raise standards in English and Maths
- Regenerate the city

Portsmouth City Council is part of a larger Local Strategic Partnership whose *Vision for Portsmouth: Priority 8* – to enhance Portsmouth's reputation as a city of culture, energy and passion, offering access for all to arts, sports and leisure - is also relevant to the development of a Literature Strategy. Finally the Literature Strategy is linked to the wider perspectives and goals set out in the Cultural Services Outcome Objectives:

- *Objective 2:* Cultural Services continues to act as a stimulus for regeneration, investment and prosperity to the city
- *Objective 5:* A city in which all residents have access to high quality formal and informal learning opportunities
- *Objective 6:* A city with a distinctive culture established as a major tourist destination

Because the Literature Development Officer works closely with Portsmouth Library Service, the Literature Strategy must reflect the aims of the recently published

'Library Service Reading Strategy: The Great Literary City Must Be A Literate City'.

This states that:

Portsmouth's Libraries will continue to place reading and literacy at the centre of the Library Service, making reading accessible to all residents in the city. To achieve this we need to consider varying levels of literacy, promotion of reading events and projects, access to books, presentation of library materials and most importantly, consult with our communities so that book stock and electronic resources reflect their needs.

We have also consulted with partners, stakeholders and audiences across both the city and the wider area to ensure that our work is as transparent and open as possible and to help stimulate a wider debate about the value of literature in the city.

Although the strategy demonstrates our plan for literature over the next five years, they may be affected by other internal and external factors. We undertake to consult fully on any major changes to the strategy.



Note: The use of the word literature within this strategy is very much dependent on how we define it. In this context it is easiest to fix the idea in its widest sense, as simply "good writing—where 'good' has, by definition, no fixed definition."¹ For our purposes literature is "just the writing that arouses the impulse to preserve it and pass it on."²

By defining literature this way we allow ourselves to use not just the existing, 'recognised' bodies of work linked to the city – Dickens, Doyle, *et al*; it also opens up access to 'citizen' writing – the individual or shared experiences of those who live and work in the city.

Finally, we should state that the dissemination of literature – good writing – can be through a variety of channels, both visual and non-visual. Literature can be fixed in time through print or similar means, or it can be a temporal event, performed live.

¹ Myers, D.G. (23-01-2009) [Working Definition of Literature, A Commonplace Blog.](#)

² Myers, D.G. (23-01-2008) [Literature: the Very Idea. A Commonplace Blog.](#)

1. Great Expectations

Portsmouth, Home of Great Writing will place literature at the heart of the community, available and accessible to every citizen of Portsmouth.

2. The Game is Afoot

Portsmouth, Home of Great Writing will mark Portsmouth out nationally and internationally through improved creation and promotion of our unique literary assets.

3. The Shape of Things to Come

Portsmouth, Home of Great Writing will support the continued development of the literary sector as a means to improving the creativity, prosperity and well-being of the city.

1. GREAT EXPECTATIONS

Portsmouth, Home of Great Writing will place literature at the heart of the community, available and accessible to every citizen of Portsmouth.



As recently noted in the Library Service Reading Strategy³, “the DfeS Survey October 2003 reported that in Hampshire and Isle of Wight, 49% of those over 16 years are below Level 2 in literacy and 74% below Level 2 in numeracy (Level 2 is equivalent to GCSE grades C-A*). In Portsmouth this figure increased to 56% below Level 2 literacy and 83% below Level 2 numeracy.” On a national level, Government statistics have shown that one in four pupils aged eleven cannot read or write properly, and only 40% of England’s young people enjoy reading.

In 2003 the Department for Culture, Media and Sport noted that, “people cannot be active or informed citizens unless they can read. Reading is a prerequisite for almost all cultural and social activities”⁴. Literacy and a love of literature are about more than just learning and educational attainment. A person with poor literacy is more likely to live in a non-working household, live in overcrowded housing and is less likely to vote. Research from the Organisation for Economic Co-operation and Development⁵ showed that reading enjoyment is more important for children’s educational success than their family’s socio-economic status and could therefore be one important way to help combat social exclusion and raise educational standards.

Portsmouth has always been a city of great characters and great stories. *Portsmouth, Home of Great Writing* looks to reaffirm literature’s place at the heart of Portsmouth’s communities, giving citizens a greater understanding of and belief in their city and raising awareness and possibly changing perceptions of the city on a regional, national and international level, as well as advocating for the role of literature in meeting a range of social and community needs.

³ Library Service Reading Strategy (2010): The Great Literary City Must Be A Literate City - <http://www.portsmouth.gov.uk/media/cls20101111r8.pdf>

⁴ Framework for the Future: Libraries, learning and information in the next decade. London: Department for Culture, Media and Sport (2003)

⁵ Reading for change: Performance and engagement across countries. Results from PISA 2000. New York: Organisation for Economic Cooperation and Development (2002)

Key to this is the Portsmouth Library Service, which performs an essential role in providing universal access to books; in designing activities that help people both enjoy literature and encourage and support reader development; and in driving forward community engagement and volunteering through national campaigns such as World Book Night. This role is set out in greater detail in the Library Service Reading Strategy of 2010, *The Great Literary City Must Be a Literate City* which *Portsmouth, Home of Great Writing* is intended to be a companion to.

Alongside the work of the Library Service the city is fortunate to have a number of other advocates for the benefits of literature. In 2010 a mapping exercise was undertaken of literary provision in the city and posted to Google Maps.⁶ This showed a wide variety of stakeholders who are engaging with the literary heritage and culture of Portsmouth. Beyond these existing providers we are looking to develop the impact of literature in the wider community, working with partners in various sectors, particularly education and health. By continuing to support, develop and communicate provision across the city we can promote the pleasures and benefits of literature, building more cohesive, connected communities and bring local residents together to share their diverse stories and experiences.

By 2016

Portsmouth will use literature as a way of bringing together and celebrating the city's wide and diverse communities. From home to school to workplace, reading and writing in all its forms will become integral to understanding and enhancing Portsmouth as a place to live, work and visit.

Objectives

- To support the work of Portsmouth Library Service and their Reading Strategy, and provide advocacy for the role of literature, the use and esteem of books and ensuring that everyone has the opportunity to develop an enjoyment of literature as well as their own talents as readers and writers.
- To invest in literate communities by supporting prominent national campaigns for reading and writing, as well as developing and supporting opportunities for communities to engage with literature locally.

⁶ <http://bit.ly/bPdQZG>

- To assist the delivery and promotion of literature through improved co-ordination and partnership working at local level and between national and local organisations, and encouraging the use of literature in helping organisations to deliver their objectives.

Actions

1. Advocate for the role of literature in meeting a range of social and community needs, from skills and employability to participation in community life.
2. Support and promote the work of Portsmouth Library Service in fostering and sustaining 'Reading for All'.
3. Capitalise on the use of digital technology to enhance and widen participation and engage a variety of audiences.
4. Continue to map provision of literature in the city and develop ways of mapping the uptake.
5. Support events which bring local residents together to share in literary experiences.
6. Support national campaigns for reading and writing as a means of driving community engagement and volunteering.
7. Build confidence and improve understanding of the importance of literature among gatekeepers to children and young people's engagement.
8. Improve information for young people about where and how to access literary activity in the city.
9. Support literary programmes and events designed, led and curated by young people.
10. Improve communication of full range of opportunities for participation in literature across the city.

2. THE GAME IS AFOOT

Portsmouth, Home of Great Writing will mark Portsmouth out, nationally and internationally through improved creation and promotion of our unique literary assets.



Portsmouth's literary heritage is certainly inspiring: the birthplace of Charles Dickens, the childhood home of Rudyard Kipling, the workplace of HG Wells and the city where Arthur Conan Doyle began writing his Sherlock Holmes novels.

The house where Dickens was born has miraculously survived and is now preserved as the Charles Dickens Birthplace Museum, furnished in the style of 1809 when John and Elizabeth Dickens set up the first home of their married life there. 2012 will see national celebrations marking the bicentenary of Dickens's birth in the city and Portsmouth will play a central role in the activities. A year of celebratory festivals and events is planned, highlighting Portsmouth as Dickens's birthplace.

Dickens 2012

In a year of special events we'll show how Charles Dickens shone a light on the darker side of Victorian Life; kept a nation hooked on the soap-operas of their day and his readers hungry for more; and why his work still matters today.

Since 2004 Portsmouth has been home of The Sir Arthur Conan Doyle Richard Lancelyn Green Collection, one of the most wide-ranging collections of Doyle and Sherlock Holmes memorabilia in the world. In 2011 Portsmouth City Council opened the Portsmouth History Centre in Central Library, which now provides the main home for the collection. In addition to this Portsmouth City Museum has both a permanent Doyle exhibition, 'A Study in Sherlock: Uncovering the Arthur Conan Doyle Collection' and a touring exhibition which recently attracted 96,000 visitors⁷ when it travelled to Germany.

⁷ <http://www.portsmouth.gov.uk/media/cls20110120r4.pdf>

Sherlock Holmes: Made in Portsmouth

This city is home to the world's greatest collection of everything to do with Sherlock Holmes and his creator, Sir Arthur Conan Doyle. The priceless objects include everything from his pipe to private letters to pictures of Victorian ghosts. Come and investigate the most famous detective on the planet.

The council is committed to continuing the city's literary tradition. Portsmouth is home to two festivals that feature literature events, one of which, the Portsmouth BookFest is jointly run by Portsmouth Library Service, Arts Service and Tourism and Visitor Services, in partnership with The Hayling Island Bookshop. An associated schools programme is organised by Portsmouth School Library Service.

Portsmouth has a growing live literature scene, particularly strong in poetry. In February 2011 Portsmouth appointed the city's first Poet Laureate to work as an ambassador for the city's literature.

Portsmouth 2013 – the Home of Great Writing will look to develop all these events and activities into a year-long showcase of the city's wealth of writing and storytelling.

What's your story?

Whether it's a gossip over the garden fence, a book at bedtime or memories over a pint, we all love a good tale. They're being told, read and even written all over Portsmouth right now. There are a million stories in this city, come and tell us yours.

In 2008 the editors of the online tourism forum TripAdvisor placed the UK at number one in a list of the top ten literary destinations of the world.⁸ Thanks in part to the success of film and television adaptations, literary tourism contributed up to £2.6 billion a year to the British economy in 2007.

According to Professor Mike Robinson, Chair of Tourism and Culture at Leeds Metropolitan University and Director of the Centre for Tourism and Cultural Change, literary tourists come in two varieties: "the hardcore literary pilgrims" who make a special trip to view places associated with a given author, whereas "for the majority

⁸ http://www.tripadvisor.co.uk/PressCenter-i148-c1-Press_Releases.html

it's another dimension to their vacation that they discover when they arrive.” Robinson also makes a distinction between literary tourism related to text and literary tourism related to author: “Sometimes the lives of authors are more interesting than their texts.”⁹

Portsmouth's literary reputation has often been overlooked and there are many benefits to be gained from enhancing our literary offer. The city's literary heritage has a role to play in 'place-making' and could become an important dimension in the marketing of the city as a national and international visitor destination.

By 2016

Portsmouth will be established regionally and nationally as the *Home of Great Writing* and be well-placed to achieve for international recognition of its literary status. Portsmouth will be home to literary events & attractions that contribute to both the local economy and the city's profile, and visitors to the city specifically attracted by our literary offer will increase.

Objectives

- To develop and promote a coherent, quality literary offer as a key aspect of Portsmouth's visitor economy, building on the city's literary heritage along with support for existing, and development of new national and international literature events and conferences.
- To raise Portsmouth's literary profile nationally and internationally, supporting the preservation, promotion and dissemination of literature linked to Portsmouth as well as facilitating cultural understanding and exchange through writing and reading.

Actions

1. Develop new ways of interpreting and promoting the city's literary heritage alongside existing offers to create a comprehensive city-wide literary tourism offer, with a specific focus on digital.
2. Develop Portsmouth branding which promotes the *Home of Great Writing* concept and has maximum impact on visitors, reinforcing the quality, diversity and reach of the literary offer.

⁹ http://www.literarytourism.co.za/index.php?option=com_content&task=view&id=85&Itemid=42

3. Protect the symbolic value of those sites within Portsmouth which are linked to notable literary figures.
4. Explore the costs and benefits of the city hosting national and international events and conferences which have a significant impact on the local economy and the profile of Portsmouth.
5. Facilitate the development of awareness and understanding between the literary sector and the tourism trade to provide a shared context for literary tourism development.
6. Encourage the development of mutually supportive activities: directly commercial (packaging of literary opportunities or events with accommodation, food and transport) and developmental (from information distribution to the development of tourist servicing establishments as literary venues).
7. Seek to secure financial support that will expand marketing budgets for Portsmouth BookFest and support the development of significant smaller literary events.
8. Explore funding opportunities to support the commissioning of new works for the city alongside the continuation of ambassadorial roles, such as Portsmouth Poet Laureate.
9. Promote and develop the literary city through international organisations like British Council and UNESCO.
10. Develop policies focused on getting young people closer to the literary heritage of Portsmouth.

3. THE SHAPE OF THINGS TO COME

Portsmouth, Home of Great Writing will support the continued development of the literary sector as a means to improving the creativity, prosperity and well-being of the city.



Portsmouth's rich literary heritage is already a recognised driver of the city's visitor economy. However, with a number of writers and publishers based in the city and surrounding area, as well as other associated literary businesses and enterprises, literature has the potential to become a key part of Portsmouth's creative economy as well.

The city has already shown its creative flair and willingness to take risks¹⁰ and recent research suggests potential for an even stronger urban creative economy¹¹. Local creative industries are well supported by the Creative Industries Business Advisory Service (CIBAS), Business Link and the Chamber of Commerce and the University of Portsmouth has an internationally renowned creative industries profile, including both literary studies and creative writing.

Portsmouth City Council's Cultural Services are also increasingly involved in the coordination and development of the creative economy, working in partnership with local and regional organisations such as New Writing South. By encouraging networking and fostering the building of relationships between the literary sector and the community and private sectors we are able to create new opportunities and advocate for the contribution literature makes to the city's prosperity and well-being.

There is a recognised need for a literary focal point in the south and Portsmouth is in the perfect position, both culturally and geographically to fulfil that need. A proposal has been put forward for a publishing, literacy and writers' centre of national and local importance in the city. The centre would have the potential to be a place of learning and debate; a communal meeting, exhibition and performance space; affordable office space for incubating community and other enterprises - crafts

¹⁰ Cultural Services Business Plan 2011-2014
(<http://www.portsmouth.gov.uk/media/cls20110624r11appA.pdf>)

¹¹ Arts Council England, (2008) Creative Returns. The Economic and Social Impact of Cultural Investments in Hampshire and the Isle of Wight.

persons, small businesses and organisations broadly involved in literacy, writing, publishing and book production. It would bring together people who are involved in literature, literacy and expression of thought and play host to a diverse programme of events. Should the proposed literature centre not happen, we will look to partner with institutions in the city and across the region to provide different elements of the Literature Development Strategy.

Finally, if Portsmouth is to be recognised as the *Home of Great Writing* then we cannot rely on writers of the past; there must be investment in the next generation of writers and readers. The creation of stronger links between the literary sector and educational organisations that can lead to greater acknowledgment of the creative capacity of young people in schools, and expand opportunities for incubation, higher level skills development and research will stimulate the creative economy for years to come.

By 2016

Portsmouth will be recognised as the regional centre for literature on the south coast, providing a quality, nurturing environment for writers, publishers and associated cultural businesses and organisations in the region. The city will act as an incubator for the creative capacity of its citizens, especially young people and those already participating in the literary sector.

Objectives

- To facilitate innovation, entrepreneurial activity and economic growth within Portsmouth's literary sector by providing support and advocacy locally, nationally and internationally.
- To promote literature's role as a stimulus for regeneration, investment and prosperity to the city, beginning with an understanding of and investment in the creative capacity of young people in school, through to the role it contributes to improving quality of life.

Actions

1. Explore the feasibility of a centre for literature and literacy within the city that would provide a focal point for all Portsmouth's current literary activities.

2. Champion and promote Portsmouth's literary sector at local, national and regional levels, making the case for inward investment and marketing support.
3. Ensure relevant and high-quality support for businesses and professionals working in Portsmouth's literary sector.
4. Encourage networking and the building of relationships between literary sector and the community and private sectors.
5. Ensure that access to and provision of literature is expanded and enhanced across all areas of the city.
6. Advocate the importance of the literary sector in terms of their offer to residents and the role it plays in contributing to people's quality of life.
7. Broker strong links between literary sector and educational organisations to invest in the creative capacity of young people in schools, and to expand opportunities for incubation, higher level skills development and research.

1. GREAT EXPECTATIONS

Portsmouth, Home of Great Writing will place literature at the heart of the community, available and accessible to every citizen of Portsmouth.

Objectives	Activities	Key Actions	Outcomes
<ul style="list-style-type: none">• To support the work of Portsmouth Library Service and their Reading Strategy, and provide advocacy for the role of literature, the use and esteem of books and ensuring that everyone has the opportunity to develop an enjoyment of literature as well as their own talents as readers and writers.• To invest in literate communities by supporting prominent national campaigns for reading and writing, as	<ul style="list-style-type: none">• Advocate for the role of literature in meeting a range of social and community needs, from skills and employability to participation in community life.• Support and promote the work of Portsmouth Library Service in fostering and sustaining 'Reading for All'.• Capitalise on the use of digital technology to enhance and widen participation and engage a variety of audiences.	<ul style="list-style-type: none">• Continue to support roles of Portsmouth Poet Laureate and Portsmouth Young Poet Laureate as ambassadors for writing and spoken word locally, regionally and nationally.• Develop new opportunities for Writers-in-Residence within the city, building on examples of Library WiR and Museum WiR.• Continue to develop Portsmouth BookFest programme alongside	<p>By 2016 Portsmouth will use literature as a way of bringing together and celebrating the city's wide and diverse communities. From home to school to workplace, reading and writing in all its forms will become integral to understanding and enhancing Portsmouth as a place to live, work and visit.</p>

<p>well as developing and supporting opportunities for communities to engage with literature locally.</p> <ul style="list-style-type: none"> To assist the delivery and promotion of literature through improved co-ordination and partnership working at local level and between national and local organisations, and encouraging the use of literature in helping organisations to deliver their objectives. 	<ul style="list-style-type: none"> Continue to map provision of literature in the city and develop ways of mapping the uptake. Support events which bring local residents together to share in literary experiences. Support national campaigns for reading and writing as a means of driving community engagement and volunteering. Build confidence and improve understanding of the importance of literature among gatekeepers to children and young people's engagement. Improve information for young people about where and how to access literary activity in 	<p>Portsmouth Library Service</p> <ul style="list-style-type: none"> Following the successful Oliver Twist distribution for Dickens 2012, explore opportunities to make Portsmouth Reads campaign an annual event starting in 2013 The Portsmouth Writers smartphone app has opened up new digital possibilities which we will continue to explore Continue support for New Writing South's Writers' Squad and their work in developing Portsmouth writers between 13 and 17 	
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	<p>the city.</p> <ul style="list-style-type: none"> • Support literary programmes and events designed, led and curated by young people. • Improve communication of full range of opportunities for participation in literature across the city. 		
<p><u>2. THE GAME IS AFOOT</u></p> <p><i>Portsmouth, Home of Great Writing</i> will mark Portsmouth out, nationally and internationally through improved creation and promotion of our unique literary assets.</p>			
Objectives	Activities	Key Actions	Outcomes
<ul style="list-style-type: none"> ▪ To develop and promote a coherent, quality literary offer as a key aspect of Portsmouth’s visitor economy, building on the city’s literary heritage along with support for existing, and development of new national and international 	<ul style="list-style-type: none"> ▪ Develop new ways of interpreting and promoting the city’s literary heritage alongside existing offers to create a comprehensive city-wide literary tourism offer, with a specific focus on digital. 	<ul style="list-style-type: none"> • Ascertain how proposed centre for literature in the city could promote Portsmouth’s literary assets to residents and visitors alike • Launch Portsmouth Writers smartphone app in Summer 2012 with specific focus on 	<p>By 2016 Portsmouth will be established regionally and nationally as the <i>Home of Great Writing</i> and be well-placed to achieve for international recognition of its literary status. Portsmouth will be home to</p>

<p>literature events and conferences.</p> <ul style="list-style-type: none"> ▪ To raise Portsmouth's literary profile nationally and internationally, supporting the preservation, promotion and dissemination of literature linked to Portsmouth as well as facilitating cultural understanding and exchange through writing and reading. 	<ul style="list-style-type: none"> ▪ Develop Portsmouth branding which promotes the <i>Home of Great Writing</i> concept and has maximum impact on visitors, reinforcing the quality, diversity and reach of the literary offer. ▪ Protect the symbolic value of those sites within Portsmouth which are linked to notable literary figures. ▪ Explore the costs and benefits of the city hosting national and international events and conferences which have a significant impact on the local economy and the profile of Portsmouth. ▪ Facilitate the development of awareness and understanding between the literary sector 	<p>visitor market</p> <ul style="list-style-type: none"> • Promote access to the work of local writers through development of the <i>Portsmouth Writers smartphone app</i>, podcasts and website • In association with relevant partners, develop plan to make <i>Portsmouth Papers</i> available digitally • Build on success of <i>Dickens 2012</i> by creating year-long 'festival programme' for 2013, <i>Portsmouth, Home of Great Writing</i> • Following widespread media interest around Dickens 2012, develop plans to promote <i>Conan Doyle Collection</i> • Continue to promote city's 	<p>literary events & attractions that contribute to both the local economy and the city's profile, and visitors to the city specifically attracted by our literary offer will increase.</p>
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	<p>and the tourism trade to provide a shared context for literary tourism development.</p> <ul style="list-style-type: none"> ▪ Encourage the development of mutually supportive activities: directly commercial (packaging of literary opportunities or events with accommodation, food and transport) and developmental (from information distribution to the development of tourist servicing establishments as literary venues). ▪ Seek to secure financial support that will expand marketing budgets for Portsmouth BookFest and support the development of significant smaller literary events. 	<p>Dickens connections, including support around the proposed Dickens Fellowship statue commission</p> <ul style="list-style-type: none"> • Fix dates of Portsmouth BookFest from 2012 around autumn half-term, allowing potential link-ups with wider visitor economy • Support Visit Portsmouth with relevant information to ensure literature continues to feature in promotion of the city • Continue to liaise with Arts Council England and other grant-giving bodies around support for literature programme in the city 	
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	<ul style="list-style-type: none"> ▪ Explore funding opportunities to support the commissioning of new works for the city alongside the continuation of ambassadorial roles, such as Portsmouth Poet Laureate. ▪ Promote and develop the literary city through international organisations like British Council and UNESCO. ▪ Develop policies focused on getting young people closer to the literary heritage of Portsmouth. 		
<p><u>3. THE SHAPE OF THINGS TO COME</u></p> <p><i>Portsmouth, Home of Great Writing will support the continued development of the literary sector as a means to improving the creativity, prosperity and well-being of the city.</i></p>			
Objectives	Activities	Key Actions	Outcomes
<ul style="list-style-type: none"> ▪ To facilitate innovation, entrepreneurial activity and 	<ul style="list-style-type: none"> • Launch a centre for literature and literacy that would 	<ul style="list-style-type: none"> • Produce plan and budget for a trial centre for literature in an 	<p>By 2016 Portsmouth will be recognised as the regional centre</p>

<p>economic growth within Portsmouth's literary sector by providing support and advocacy locally, nationally and internationally.</p> <ul style="list-style-type: none"> ▪ To promote literature's role as a stimulus for regeneration, investment and prosperity to the city, beginning with an understanding of and investment in the creative capacity of young people in school, through to the role it contributes to improving quality of life. 	<p>provide a focal point for all Portsmouth's current literary activities.</p> <ul style="list-style-type: none"> • Champion and promote Portsmouth's literary sector at local, national and regional levels, making the case for inward investment and marketing support. • Ensure relevant and high-quality support for businesses and professionals working in Portsmouth's literary sector. • Encourage networking and the building of relationships between literary sector and the community and private sectors. • Ensure that access to and provision of literature is expanded and enhanced 	<p>existing PCC property, including consultation with all potential partners</p> <ul style="list-style-type: none"> • Continue support for New Writing South Writers Hub at the New Theatre Royal • Continue to build relationships with both internal and external partners in order to advocate for literature within the city • 	<p>for literature on the south coast, providing a quality, nurturing environment for writers, publishers and associated cultural businesses and organisations in the region. The city will act as an incubator for the creative capacity of its citizens, especially young people and those already participating in the literary sector.</p>
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	<p>across all areas of the city.</p> <ul style="list-style-type: none">• Advocate the importance of the literary sector in terms of their offer to residents and the role it plays in contributing to people's quality of life.• Broker strong links between literary sector and educational organisations to invest in the creative capacity of young people in schools, and to expand opportunities for incubation, higher level skills development and research.		
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