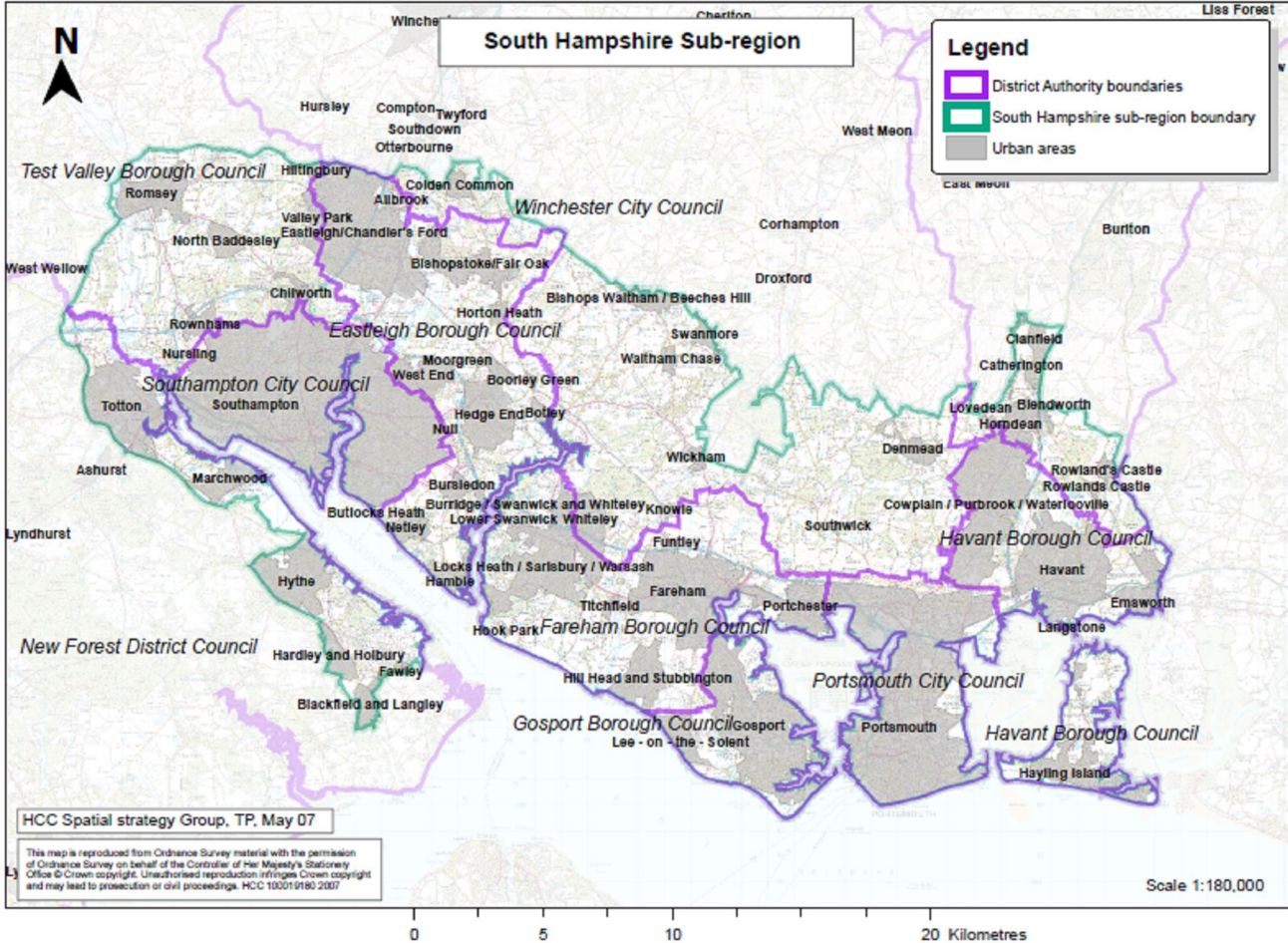


INTEGRATING CULTURE AND SPORT WITHIN SUSTAINABLE COMMUNITIES

Simon Eden
Chief Executive
Winchester City Council



SOUTH HAMPSHIRE



Winchester
City Council

ROLE AND STRUCTURE

- economic-led partnership
- Joint Committee plus five Delivery Panels
- “Culture” became “Quality of Place”
- a “Priority Place”
- the Delivery Manager



THE QUALITY PLACE AGENDA

- the PUSH “Cultural Strategy”
- seven themes:
 - excellence
 - engagement and participation
 - advocacy
 - design
 - creative industries
 - the visitor economy
 - identity
- “place” not “culture”



INTEGRATION

- with planners
- with economic development
- with local bodies
- with “agencies”
- political engagement



WHAT TO GET RIGHT

- the vision
- political and managerial structures
- culture, sport etc. strategy
- business planning
- holistic cross-theme projects

