

**THE VISION: CULTURE, CREATIVITY AND COMMUNITY AT THE HEART OF COLWYN BAY**

**AIMS:** To increase recognition of the value of culture and heritage within the community and organisations. Creating and enhancing opportunities for the community, local organisations, creative industries and visitors.

To embed culture and heritage into local strategy and future place planning, informing economic and social regeneration

**Objectives**

**To map, record and celebrate existing cultural and heritage assets and resources**

**To develop and strengthen culture and heritage links with 3rd sector organisations**

**To inspire and connect people through a programme of engaging heritage and cultural activities and events**

**To support creative industries through Colwyn-Creatives Academy training, upskilling, networks, peer support and delivery opportunities**

**To develop Culture and Heritage Strategy and embed within local organisations, plans and strategies**

**Cultural Outcomes**

- Increased accessibility to heritage and cultural resources events, sites, activities and facilities
- Broad section of community engaged with heritage, culture and the regeneration of the town
- Bespoke heritage strategy influencing local service delivery plans and strategy

**Social and Community Outcomes**

- Increased sense of place, belonging and local pride
- Meaningful intergenerational connections
- Increased capacity, aspirations and skills
- Improved wellbeing
- A strong 3<sup>rd</sup> sector led partnership network

**Economic Outcomes**

- Vibrant creative industry sector in the town
- Reduction in empty retail space
- Improved visitor experience
- Increased inward investment