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**GWTSH**  
i'r cais  
BAE ABERTAW 2017  
DINAS DIWYLLIANT



SWANSEA BAY - CANDIDATE CITY

  
**GWTSH**  
the bid  
SWANSEABAY2017  
CITY OF CULTURE



# Liverpool 2008

**9.7m** new visits

**£284m** impact

# Sense of place

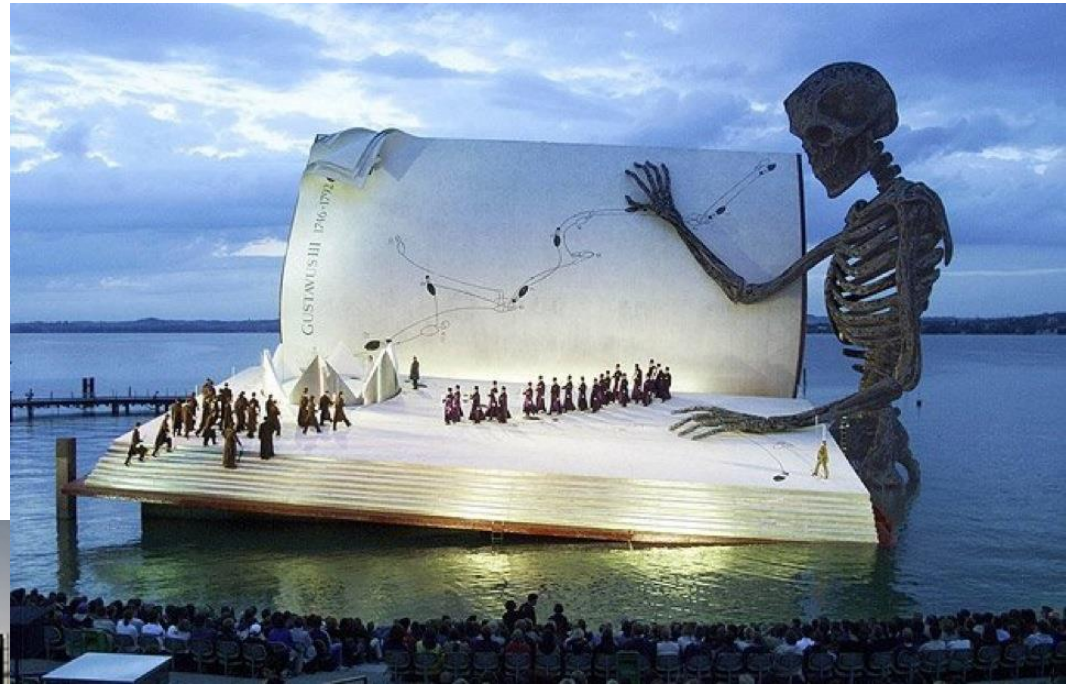


SWANSEA BAY - CARDIFF CITY



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# Bregenz



# Place promotion



SWANSEA BAY - CARDIFF CITY

# Clear drivers (outcomes)



Improve wellbeing



Increase social capital



Improve perceptions of place



Increased tourism



Better linkage of creative sector



# Regeneration



Improve people's lives



Make better places



Create shared prosperity



# Core principles

-  Sustainability – not a one-off
-  Authentic with legacy – no ‘parachuting in’
-  Something for everyone – not elitist
-  Diverse – not Dylan Thomas and Dragons
-  Confident & unique – Swansea Bay, not Wales
-  Clever – we can’t ‘out-spectacle’ others

# Product



City of 'firsts'



Pioneering industry



Cutting edge research



World class cultural output



All within incredible setting



'Culture is ordinary'



# Brand

-  Should be informal – must not scream ‘Council’ off the page
-  Plays to stereotype but tongue in cheek – reflect a sense of humour and fun
-  Understand market – much engagement with culture is ‘working class’
-  Reflect the warmth and charm of Swansea Bay spirit
-  Link to Welsh language but in a way that non-Welsh speakers understand
-  The three faces of Cwtch/Cwtsh/Cwts

# Capturing hearts and minds

-  Raise awareness of the bid amongst the population across the city region;
-  Generate additional content for the second stage bid;
-  Get people to feel greater ownership of the bid;
-  Generate greater confidence that our aspirations as a City of Culture are credible;
-  Reduce negative stereotypes about the city region's existing cultural offer; and
-  Establish a sense that culture is about our 'way of life' and accessible to all (it is not 'elitist').





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**EWTEH**  
the bid  
SWANSEA BAY **2017**



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# Start with a stunt

<http://vimeo.com/76947821>



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# Start with a stunt



# Make it credible



# Make it fun



# Give it meaning



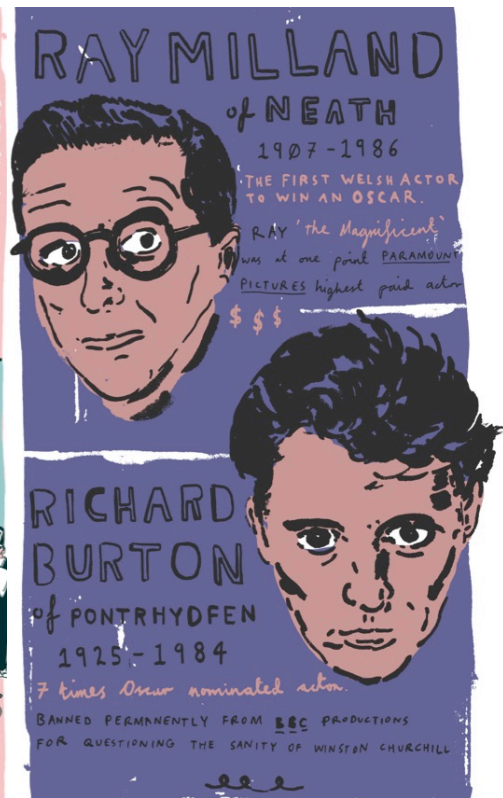
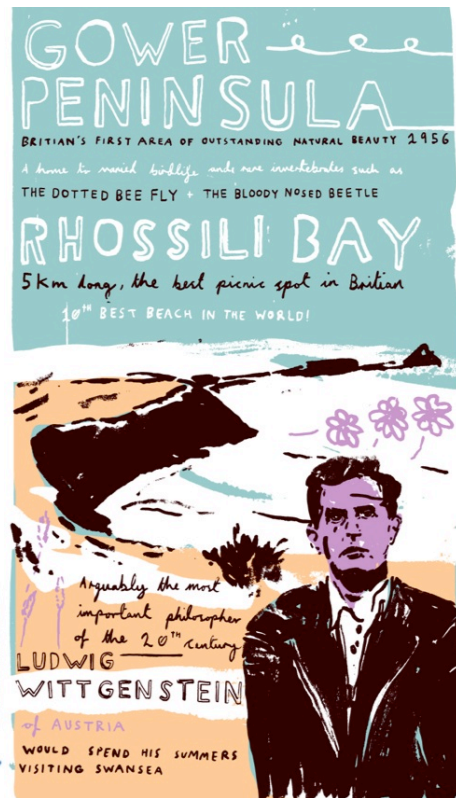
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# Give it meaning



# Give it meaning



# Give it star power



# Make it easy to engage with

english cymraeg



HOME  
ABOUT THE BID  
CWTCING THE BID  
CWTCCH CULTURE  
CONTACT

what's your culture?

To tell us about your Swansea Bay culture, fill out the form below.

NAME\*

ORGANISATION

EMAIL\*

TELEPHONE

YOUR CULTURE\*

get on the map

Submit form

SWANSEA BAY - CANDIDATE CITY

Join us in the revolution on facebook and twitter:





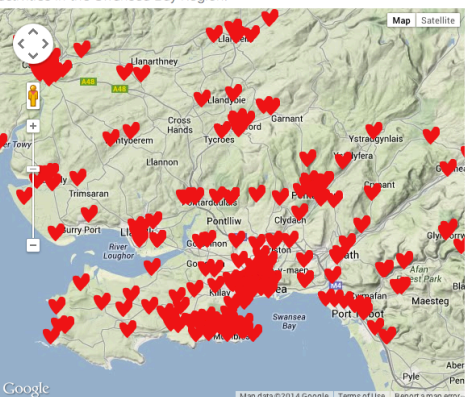


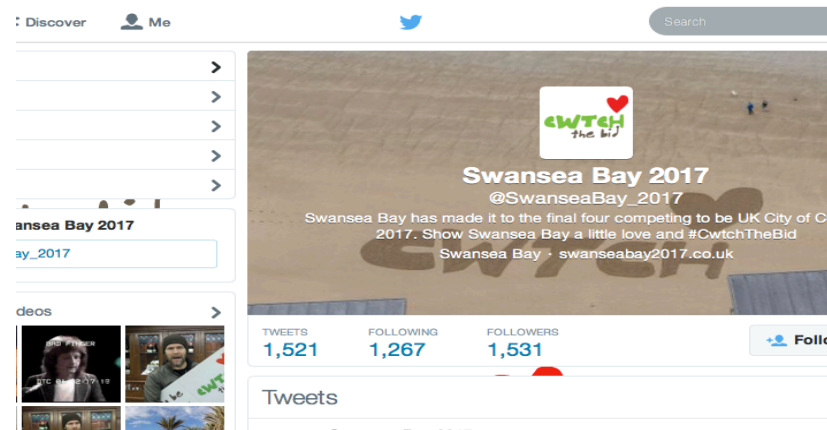

USE THE CWTCCH PIN AND PUT YOUR CULTURE ON THE MAP.

Whether it's a book club, dance group, choir, rock band, festival, local history society, sewing bee, art class, poetry slam, studio, gallery, venue, surfing spot, skate park, action sports site or stargazing club we want to build a picture of the amazing breadth of cultural activities in the Swansea Bay Region.

**Culture Map**

Fill in the form and put your push pin on the map for everyone to see.





# Pulling it all together



Media partners, PR and outreach



Partnerships with key agencies



Creative sector ownership



Ownership and pride with the general public



Business buy-in



# Managing it



Liverpool – good but short lived



Derry – all sorts of problems





# Cost it

Mixed economy approach



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# What next



Momentum and legacy



Collaborative approaches



Creative city



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