Easy Read

Cyngor Abertawe
Swansea Council

Swansea's plan for culture

2026 to 2031



September 2026

How to use this document

This is an Easy Read version of: **Swansea's Culture Strategy 2026-2031.**



You might need help to read it. You can ask someone you know to help you.

Where the document says **we**, this means **Swansea Council.** For more information contact:

Website: www.swansea.gov.uk

Phone: 01792 635403

Email: cultural.services@swansea.gov.uk

Easy Read Wales made this Easy Read document.
Click here to tell us what you think.

Contents

About this plan 4

How we made this plan 6

About Swansea 7

What people told us 10

Our Goals 12

Goal 1. Support arts and creativity in Swansea 15

Goal 2. Make different events for locals and visitors 19

Goal 3. Have better health and wellbeing services 21

Goal 4. Grow the role of libraries 29

Goal 5. Look after and share our history 31

What we will do next 34

Action plan 38

About this plan



We call this our **culture strategy**.



It is the plans we have made to improve **culture** in Swansea.



Culture is all about the things that make Swansea what it is. For example, the arts, sport, history, events, places and people.



We want to improve culture in Swansea to help make Swansea a better place to live and visit.



The plan is for everyone. People who live here, work here, or visit.



It is about us all working together to make Swansea a better place.



How we made this plan

We worked with lots of people to make this plan. For example:



- We asked the people of Swansea for their views.



- We worked with an organisation called Counterculture. They know a lot about this topic.

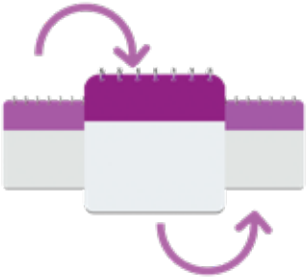


- We looked at laws and goals the Welsh Government has for Wales.



- We talked to lots of people and organisations for their ideas.

About Swansea



People have lived in Swansea for thousands of years.



Today over 250 thousand people live here.



There are many amazing reasons to live here, like:

- Our beautiful coastline.



- Events, arts and sport.

- Parks and more.



Many tourists visit Swansea. They bring a lot of money into the area. And this gives people jobs.



We have lots of great spaces to celebrate culture, for example:

- Dylan Thomas Exhibition.



- Singleton Park.
- The LC.
- Amy Dillwyn Park, Copr Bay.



- Hafod Morfa Copperworks.
- Swansea Grand Theatre.

We also have problems. For example:



- Many people do not have enough money to live on.



- Many people do not have a job.



- Many people have fewer chances to have a good life.



- Some people find it hard to take part in cultural activities. Like festivals, sport, events and museums.



We believe that by working together we can make Swansea even better.

What people told us



We asked how people would describe the culture of Swansea. They said things like:



It is welcoming, creative, has a good arts scene and strong community.



Some people said there is not enough money and some culture is not supported.



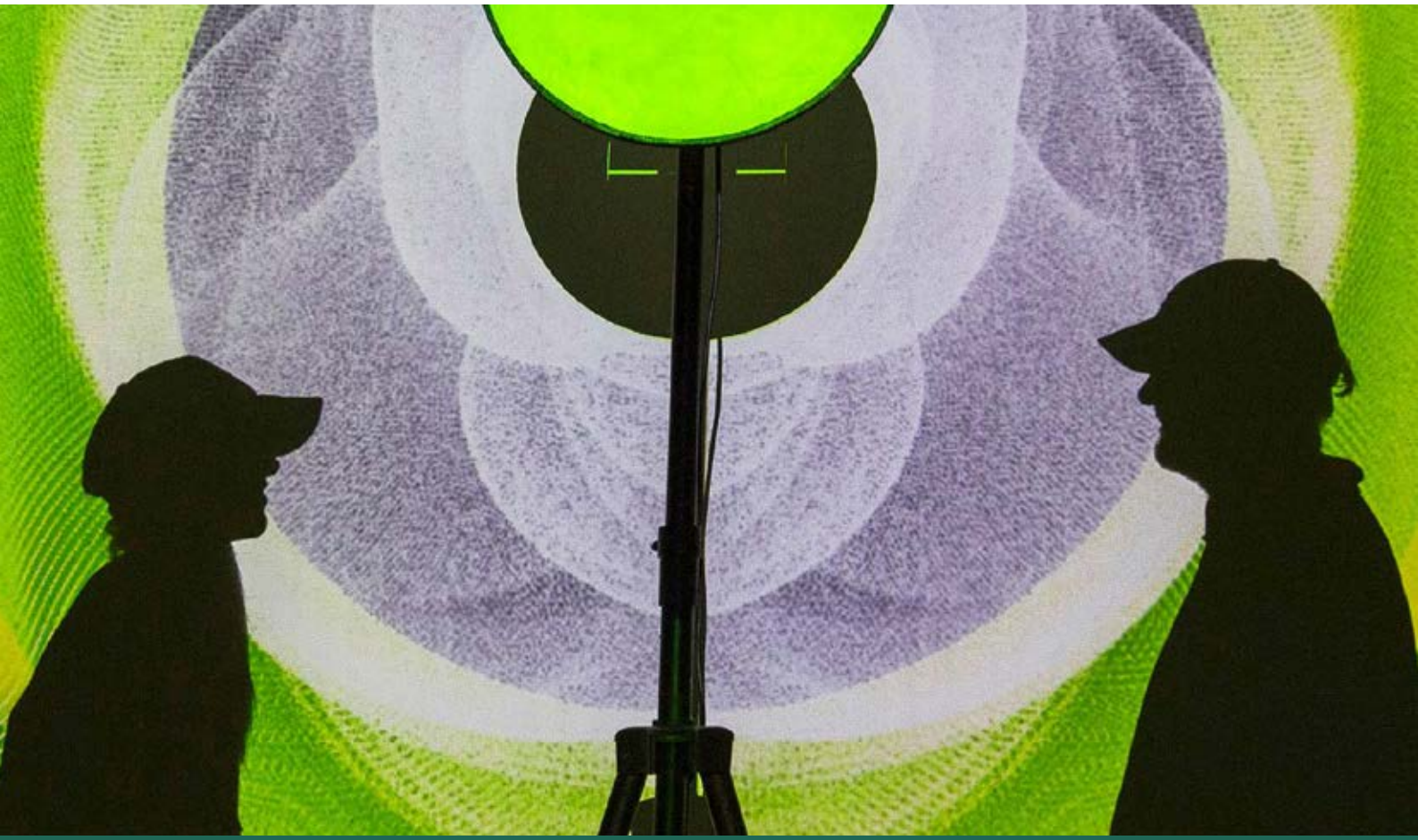
People said more needs to be done to support smaller work in communities. This is sometimes called grassroots work.



Young people said there should be more green spaces, less litter and more events.

Cymraeg

People want to see the Welsh language more. And to respect other languages used.



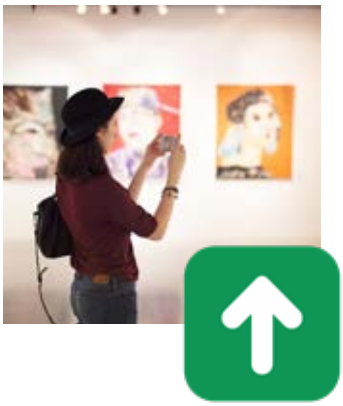
Our Goals



We want Swansea to help people, communities and businesses grow and do well.



We want everyone to work together to achieve our goals.



We want the culture of Swansea to grow and do well.

By achieving our goals, we will:



- Improve lives and communities.



- Tell the story of Swansea.



- Make sure Swansea is well known and seen.



- Help people learn and grow their own goals.



- Help Swansea grow.



We have made 5 big goals to help us achieve these things. We call them **our objectives**. They are:



1. Support arts and creativity in Swansea.

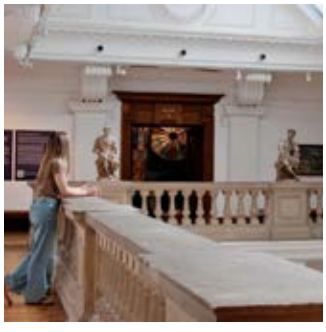


2. Develop a range of events for locals and visitors.

3. Make sure there are better services for health and wellbeing.



4. Grow the role of libraries.



5. Look after our history and make sure people know about it.

Goal 1. Support arts and creativity in Swansea



This is important to make Swansea a great place to live, work and visit.



It will also help grow the **economy** of Swansea. This means, making sure Swansea has more money.



People told us our art galleries, museums, sites and venues were good.



People would like to see more of this. And to make sure they are more **accessible** and **diverse**.



Accessible means things can be used by lots of people, whatever needs they have.



Diverse means people are different. They may have different beliefs, culture, backgrounds and needs.



They want more support for local artists. More chances to see live events.



They want to see more money put into growing these things. And better creative spaces.



We think more money needs to be given to grow arts, music and theatre. There are not enough medium sized arts events.



There are many places to learn about the arts and creativity in Swansea.



There are chances for education and creative businesses to work together. This will help bring more jobs for learners.



We can work with creative businesses to help them grow. By working together, they can become stronger.



We need to learn what would help more people visit arts events. For example, by making them more **accessible**.



We need to support arts venues to survive. Also, support local talent to grow.



We need to support art in public spaces. This will help make spaces look better. And show off our talent.

Goal 2. Make different events for locals and visitors



People who visit Wales think of it as a place for countryside and nature.



They do not think so much about our towns and cities.



Most people who visit Swansea come back.



Some people come for the day. Some people stay overnight. When people do stay, they usually spend about 4 or 5 days here.



We have another plan to grow visitors in Swansea. It is called **Swansea Destination Management Plan**.



This talks about having better outdoor experiences in the summer.



Also making the **economy** stronger and looking after the environment.



We want more people to know about Swansea and what it offers.

Goal 3. Have better health and wellbeing services



We want more people to get involved with sport, physical activity and wellbeing.



People said there is already a lot in Swansea. Like beaches, woods, parks and gardens.



We have got swimming pools and sports stadiums.



People would like to see more **accessible** health and wellbeing activities.



They want more activities that are good for beginners. More community activities and affordable activities.



They need better public transport to travel too.



People want more chances to use beaches and green spaces. But without damaging nature.



People want to see sport and wellbeing places improved. And to make sure no one is left out.



We want more of these services to be owned by the community. This means clubs and organisations. This has already shown to have a lot of benefits in Swansea.



We think having more sport and culture activities together would be good too.



For example, people hiring sports equipment at libraries. Or activity sessions in shared spaces in the city centre.



Volunteers make a huge difference to services in Swansea. What they offer helps other people.



Volunteering is when someone does a job that they do not get paid for.



Volunteers say it is good for their wellbeing. And they also learn new skills and meet new people.



We want to support volunteers and make sure people know how important they are.



A difficult area to think about is the cost of taking part in sport and physical activity.

Funding for sports



Some sports projects only get money for a short time.



This can make it hard to plan for the future. It can also make it harder for sports clubs to grow.



Different people need different things from sport and physical activity.



Sport should be:

- Easy for people to access.
- Right for different people.
- Friendly and welcoming.



This includes people from different communities and people who need extra support.



Sports organisations need to work together.



They also need enough time and money to understand what people need.

The cost of sport



Sports clubs and facilities are facing higher costs. For example:

- Rent is going up.
- Staff costs are going up.
- Energy bills are going up.



This can make it harder for clubs and facilities to stay open.



It can also make costs of sport and outdoor activities high.



Many people are also struggling with the cost of living. People may not have enough money to take part in sport.



It costs money to take part in sport and physical activity. Like swimming lessons, sport clubs and gym classes.

To help everyone take part in sport and physical activity, we may need:



- More resources like money, equipment and staff.



- To find new ideas and ways of working.

Goal 4. Grow the role of libraries



Swansea has 17 libraries. There is a plan in place for what we want to achieve with our libraries.



They are important to our communities. They also offer spaces to run activities.



We need to look for chances for libraries to work with other organisations.



This will help make sure they are made full use of.



Libraries will become hubs for culture.



For example, Y Storfa opened in 2025 in Swansea city centre. This has the library and other services.



Goal 5. Look after and share our history

When we talk about the history or heritage of Swansea, we mean things like:



- Our wonderful buildings and monuments.



- Our museum and gallery collections and **archives**. **Archives** means the things and information we keep in storage. For example, records of who lived here in the past.

Cymraeg

- Welsh language.



- Culture in the past.



People told us we have many types of history and heritage. For example, our museums.



People said they would like to learn more about local history and culture.



They want to see better opening hours and prices they can afford.



They also want to see history and heritage events that many more people can enjoy.



There has been a lot of development in Swansea too. For example:

- Work at Hafod Morfa Copperworks.

- Change of use of the Palace Theatre and Albert Hall.



What we will do next



We have set out the goals we want to achieve. Now we will talk about what we will do over the next few years.



- We will make sure there are more cultural events and experiences.



- They will be good quality, **accessible** and **diverse**.



- We will involve communities more and make sure people can get involved.



- We will talk about Swansea across the UK and abroad.



- We will make sure people can enjoy more culture online. For example, by putting museum collections and libraries online.



- We will show and support more creative, sport and business talent.



- We will develop people's skills. Including volunteers.



- We will make more use of library spaces.



- We will work together with other services and organisations.



- We will grow the number of visitors we have.



- We will protect and support **grassroots** culture – local culture in small communities.



Organisations, people, services and communities will work closer to make our plan happen.



We all have different skills, spaces and other things to offer.



We have set up groups that can work on different sections of the plan.



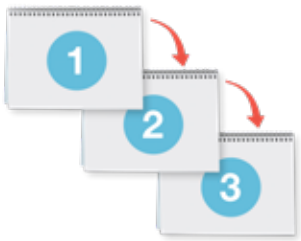
The groups will be made up of people working in different roles. For example, from the council, the arts, businesses and more.



Action plan



To make sure we achieve everything in our plan we have an action plan.



This shows all the steps we need to take, by who and when.



This helps make everything really clear. And we will know which **partnership groups** are doing what.



Partnership Groups are made up of different organisations and people. They will be responsible for making sure the plan is delivered.



We will then need to check how the plan is going.



The **Culture Strategy Group** will check on the progress being made.



A report will be made every year. It will show what has been achieved.



It will also show what difficulties we have had and what we have learnt.



In the first year we will also develop checks to look at the difference the work is making.



For example, surveys about what people think or numbers of people who took part in an activity.

If you want more information, please contact us at:



Phone: 01792 635403



Email: cultural.services@swansea.gov.uk

Photosymbols®
Publisher Licence 403527247