Swansea's **Culture Strategy 2026-2031**

Culture with pride, Creativity with purpose

Culture is a powerful force for social and economic good. It shapes identity, strengthens social connections, improves health, builds resilient communities and helps tackle poverty and inequality. Investment in culture also stimulates the local economy, creates opportunities, attracts visitors and supports inclusive growth.

This Culture Strategy is for the whole city and county of Swansea and embraces all aspects of our culture - arts and creative industries; events and tourism; sport, physical activity and wellbeing; libraries and archives; heritage and Welsh language; and more.

Vision and mission

Our long-term vision is that Swansea will be a place where culture helps people, communities and businesses flourish, and where partners work together to achieve shared aims and objectives. Our mission for the next five years is to unlock the full potential of culture to shape a thriving, healthy and distinctive Swansea.

Objectives

1. **To support Swansea's arts, cultural and creative industries** as vital to economic growth, enriching lives, supporting wellbeing and making Swansea a distinctive and attractive place to live, work and visit.
2. **To develop and promote diverse cultural events** that meet the needs of local communities and attract visitors, supported by innovative and collaborative approaches to destination marketing.
3. **To promote greater participation in sport, physical activity and wellbeing** by giving everybody better access to facilities and programmes for their recreation, health and wellbeing.
4. **To enhance the role of libraries and archives** in community services, education and engagement.
5. **To preserve and promote local heritage** to strengthen cultural awareness and historical education.

Delivery Plan

Cyngor Abertawe Swansea Council

Wedi ei ariannu gan Llywodraeth y DU
Funded by UK Government

Theme 1: Improving lives and communities. *Aim: To make culture a priority, so that people feel more included and connected, with better health and wellbeing.*	**Priorities:** (i) Expand the range of cultural events and experiences across Swansea, improving their quality, diversity, accessibility and relevance; (ii) Encourage and improve access to cultural activities and spaces, including facilities that meet community needs and opportunities for volunteering, participation and community-led initiatives.
Theme 2: Telling the Swansea Story. *Aim: To strengthen our sense of identity and pride in place - connecting people to Swansea's stories, languages, landscapes and heritage.*	**Priorities:** (i) Promote Swansea nationally and internationally by telling the story of its places, people, communities and businesses; (ii) Better connect Swansea's cultural assets and heritage sites to create more memorable experiences; (iii) Digitise Swansea's heritage collections and use digital and non-digital storytelling to connect people with them; (iv) Put mechanisms in place that help people and communities care for heritage buildings and spaces.
Theme 3: Amplifying local voices, businesses and talent. *Aim: To celebrate what makes Swansea unique, amplifying local voices and talent across the city and region.*	**Priorities:** (i) Celebrate and showcase local creative, sporting and business talent; (ii) Develop a resourced programme of community engagement opportunities.
Theme 4: Enabling learning and aspiration. *Aim: To build talent and skills from early years to adulthood.*	**Priorities:** (i) Strengthen and grow the skills and experience of people who work and volunteer in and across the key sectors of our Culture Strategy; (ii) Maximise the potential of libraries as spaces for knowledge, learning and community cohesion.
Theme 5: Unlocking growth and renewal. *Aim: To support economic and environmental renewal, through culture-led regeneration, tourism, green spaces and enterprise.*	**Priorities: (i)** Grow Swansea's creative and cultural economy by connecting its workforce, educators, innovators, businesses, public services and creative organisations to create a sustainable cluster; (ii) Grow Swansea's visitor economy by strengthening its cultural reputation and cross sector partnerships; (iii) Protect and support grassroots cultural infrastructure.