

Creu Conwy Update

March 2022



Creu Conwy

Creu Sbardun / Creating the Spark

Croeso!

In November 2021, Conwy County Borough Council Cabinet approved **Creu Conwy, Creating the Spark – a Cultural Strategy for Conwy County 2021 - 2026**. We are now entering the exciting phase of delivering our vision that **culture creates the spark for economic growth, wellbeing and connection**.



© Kristina Banholzer

UK Community Renewal Fund

It is important that Creu Conwy achieves the greatest possible impact for our region. Thanks to funding from the UK Community Renewal Fund, the first year of strategy delivery will research and develop a range of projects and new ways of working across the emerging 'Creu Conwy' strategic partnership.



© Paul Sampson



UK Government Wales
Llywodraeth y DU Cymru

This project is funded by the UK Government through the UK Community Renewal Fund

Governance and Funding

Conwy County Borough Council (CCBC) has appointed OneDay Regeneration Ltd and Cynlas Cyf to help establish a robust governance and funding model for Creu Conwy. The governance model is two-tier, with a lead partnership body (Creu Conwy Partnership) providing strategic co-ordination and 'Cultural Launchpads' in five of the county's largest towns to act as hubs for culture-led regeneration. The Creu Conwy partnership will include private, public and third sector representatives from the county's creative, cultural and tourism sector, with a legal structure that maximises access to funding and enables income generation.

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Oriel Môr



This project is looking at the feasibility of an exciting outdoor art gallery stretching from Llanfairfechan to Pensarn. Oriel Môr will use contemporary and innovative design to create outdoor gallery spaces that democratise access to the arts and provide shelter along an active travel route. This work integrates with a number of coastal improvement schemes at various stages of completion.

Culture and Wellbeing

The first piece of work under Creu Conwy's wellbeing strand is an audit of the current wellbeing offer within Conwy County Borough Council and partners. The aim is to explore future collaboration opportunities and delivery models and to identify some priority wellbeing initiatives to be piloted under Creu Conwy.



© Keith Morris



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Welsh language and the visitor experience in Conwy

This project is looking for opportunities to encourage the use of Welsh in the visitor offer, helping to enhance the visitor experience and add to an authentic and distinctive sense of place. CCBC has appointed Arwel Jones Associates in collaboration with Menter Iaith Conwy to look at best practice in other parts of the UK and Europe where language contributes to visitor experience and sense of place. They will use this learning to recommend projects for Conwy and to create a toolkit to signpost and support Conwy's tourism sector in the use of Welsh.



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© CCBC

Imagine Trail App – Phase 2



This is a follow-on from the recent Imagine Colwyn Bay place-making project and will see the expansion of an augmented reality heritage trail covering the Bay of Colwyn and Mochdre. At the core of the project are employability and digital skills; the creative content and technical development will be led by a community production team as co-curators working alongside TAPE Music & Film and Reality Boffins.





Working in partnership - Snapshot

2022

Winter Sounds Festival will be a celebration of Conwy talent and venues, and will incorporate a mentoring programme in partnership with Beacons, Horizons, Penderyn Whisky and Culturestep via Arts and Business Cymru (late 2022).

Creu Conwy is working with **Pigtown Theatre, Cadw and Youth Shedz Cymru** to develop a theatre production to be performed in a virtual reality version of Conwy Castle, funded through Winter of Wellbeing via the Welsh Government.

Meet Me By The River is a MOSTYN rural community engagement project in collaboration with artist Frances Disley exploring the relationships between human and non-human networks along the River Conwy. The project will create a new group from members of existing community organisations in the area. Creu Conwy and Conwy Culture Centre are supporting workshop activity and project evaluation.

Menter Iaith and partners are looking into the feasibility of creating a multi-use performance and arts space at the top of the old HSBC bank in Llanrwst where their offices are now based. This incredible space was used as a dancehall for a period of time in the 1960s and 1970s.

CCBC has secured £85,000 in funding from CCG (Children and Communities Grant programme, Welsh Government) to deliver a twelve-month **Young Creatives** programme providing a creative arts pathway for young people aged 0 – 25. Opportunities will include wide-ranging activities from vertical dance to sensory play and storytelling.

The **Town Team for the first of the new Creu Conwy Cultural Launchpad areas in Colwyn Bay** is forging ahead with an Action Plan to ignite a programme of cultural activities and creative projects in 2022. The Plan includes: phase II of the State of Independents project intended to promote the town's eclectic mix of independent retailers and artisans; a series of performance and visual art activities aligned with the artisan market and leading up to High Flying Birds concert in June; and a weekend festival linkup between Llandudno and Colwyn Bay, focused around the two piers, promoting the seaside and the natural and built environment of the two resorts.

Bidding for UK City of Culture at expression of interest stage has given Conwy the opportunity to apply for funding under the **Spirit of 2012** legacy fund. Investment would strengthen volunteering infrastructure for the cultural and creative sectors. A first round bid is being prepared and we would love to hear from partners and individuals who would like to be a part of this exciting process.

Contact us – 01492 576 139 / creu@conwy.gov.uk

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