

It is widely recognized that art and culture are major contributors to education, health and social well-being. The following policies will help establish Torbay as a major cultural destination and aspirational place for people to live and work in.

Key will be the provision of a dedicated art centre/cultural hub with sufficient space to provide opportunities for both indoor and outdoor cultural projects and activities for all ages, to enrich, inspire, engage and encourage participation. Ideally this will be in a centralised location to publicise and promote the various creative activities in the Bay.

In addition this cultural hub will be the driving force for

Promoting the Bays heritage and cultural assets, providing interactive activities to encourage engagement with our Arts, Heritage and Culture to create a diverse cultural offer.

More coherent planning creating collaborative opportunities, especially supporting those living and working in the Bay.

Offering support and guidance for local initiatives such as art markets, pop-ups, art trails, performance, street theatre, visual displays etc.

Offering incentives to businesses to become patrons and mentors for local artists. Offering businesses to support local artist, through an "Art for Rent scheme" that is placement of Art within wall space of business premises; supporting the gallery and artist.

Promoting and marketing cultural events both in and out of the Bay

Make sure that art in the Bay is accessible to all