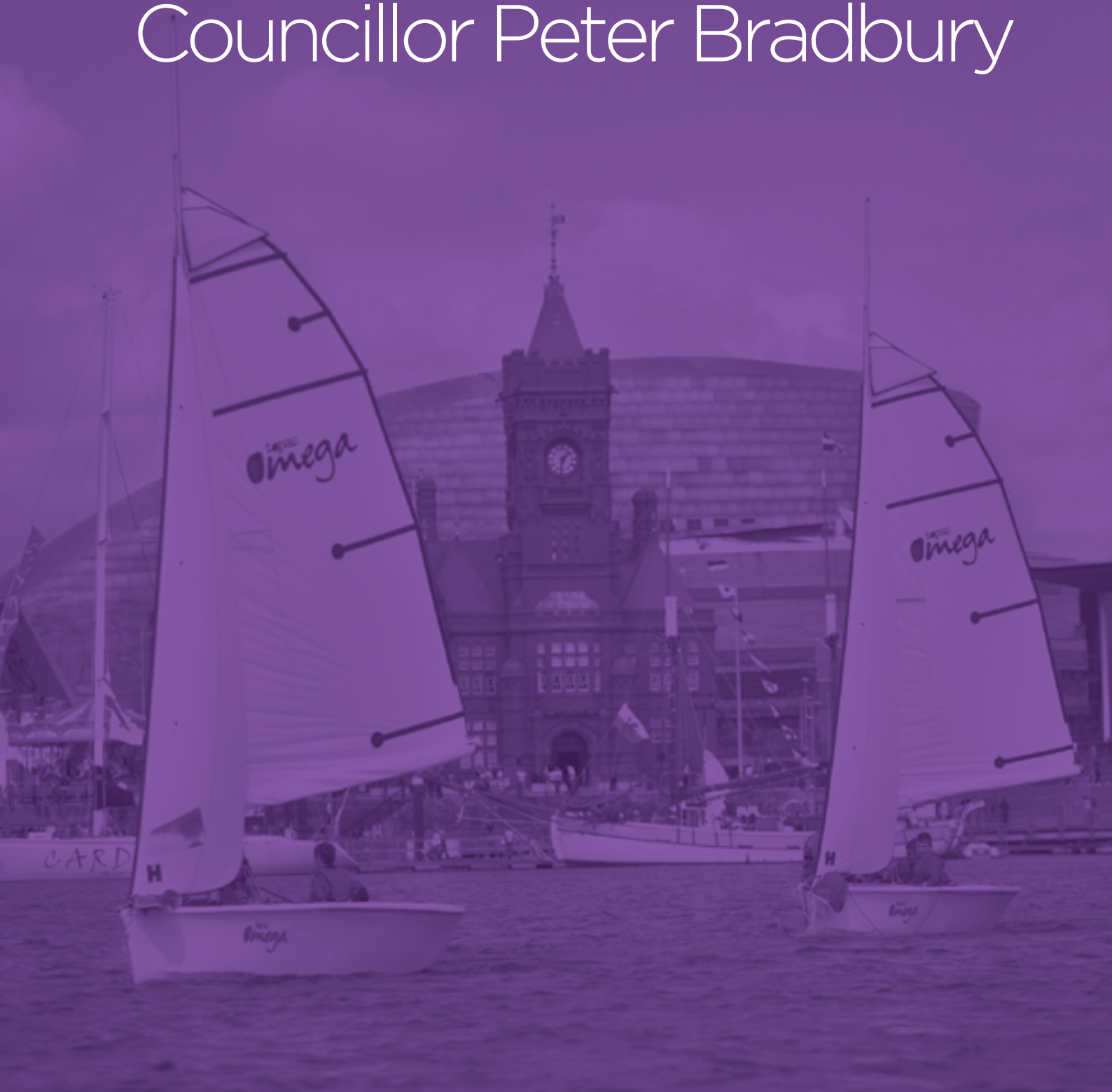


---

# Culture & Leisure: Councillor Peter Bradbury



# CAPITAL AMBITION



People love living in Cardiff. One of the main reasons is the excellent culture, shopping and sport that our city has on offer. Cardiff was ranked by its own citizens as being in the top 3 cities in Europe for cultural venues, shopping and public spaces and amongst the best for sports facilities, parks and green spaces. Despite the big budget challenges we face, this Administration is determined to make sure this doesn't change. This will mean doing things differently, working more closely with partners and community groups, and crucially, being more inventive and creative with our assets.

Cardiff is one of the greenest capital cities anywhere in Europe. We're lucky to have Bute Park right in the heart of the city centre and we're proud that for the first time 10 of our city's parks were awarded green flag status last year. This Administration knows how much our residents value our city's parks, and we will do all we can to keep them great in the face of budget cuts. Our blue spaces are something to be proud of too; and we will bring forward exciting plans for the future of Cardiff Bay.

Hosting the Champions League Final – 2017's biggest global sporting event - was brilliant for Cardiff, and for Wales. We've shown, yet again, that our capital city can deliver on the biggest stage. It was a great team effort. Next year the Volvo Ocean Race will stop in Cardiff for the first time in its history; returning to Britain for the first time in 12 years. We need more events like these. They are vital to our economy and to what makes Cardiff a great place to live, work and study.

## We will:

- **Attract more major events to the city**, building on the success of the Champions League Final.
- Bring forward significant improvements in the visitor experience of Cardiff Bay, Alexandra Head and Mermaid Quay, building on Cardiff's unique industrial heritage.
- **Drive up attendances across the Council's venues and attractions**, competing with and beating our commercial competitors.
- Work with partners to explore a bid for **European Capital of Culture**.
- Deliver the **Creative Cardiff** partnership with Cardiff University.
- **Continue the Cardiff Contemporary** initiative with the city's arts community.
- **Secure the future of live music** in Womanby Street by working with the city's business and arts communities.
- Work with partners to develop an ambitious Cardiff Sport and Physical Activity Strategy, focussing front-line services on **increasing participation in sport and physical activities and unlocking continued support for sporting, play and physical activity facilities**, particularly in our city's most deprived communities.
- Develop an initiative to encourage a more **proactive public approach to street and front garden planting, pocket parks** and informal green spaces.
- Protect and enhance Cardiff's parks, green space and usable open space by creating a more **commercial and self-sustaining approach**. Major new improvement plans will focus on Roath Park, Forest Farm as well as other locations.
- Further develop an ambitious network of "Friends of" and volunteer groups through a range of partnerships and programmes to maximise the social value of citizen participation.
- Work in partnership to **return sailing to Llanishen Reservoir**.