

## You're the Voice: - Information about categories

Your showcase probably fits more than one category, but consider what your core message is about and then select whichever category has the strongest alignment with that message. The following isn't exhaustive, but here are some of things that might be included under each category to help you decide:

- **Community:** If you want to talk about something that is addressing a community issue or helping improve and build a local community, then this would be the category for you. Things that would come under this heading would be projects that bring people together, community work that offers help to those in need, community events, clubs and societies etc
- **Arts and Culture:** Swansea has a vibrant artistic community and a rich cultural foundation. We want to reveal this to new audiences, either through creative endeavours that reveal something new about the city, or showcase different artistic and cultural endeavours being pursued within Swansea. Perhaps you're a local artist with an upcoming exhibition, or you're a photographer trying to capture a new face to the city, or a filmmaker, actor, writer, poet, museum curator and so on... If this is the category for you, remember to include your personal story in your showcase – i.e. why do you do what you do?
- **Health and Well-being:** We are increasingly aware of the need to address our own (and our collective) health and wellbeing. We even have legislation in Wales to promote it through [Wellbeing of Future Generations Act](#) . Will your showcase focus on improving health and wellbeing in Swansea? Perhaps you run health and fitness courses, yoga, a walking club, cooking classes, (the list could go on and on). Do you offer a service such as complimentary therapies, counselling, osteopathy, choir, befriending, carer support etc?
- **Environment:** Swansea is aspiring to be a green city and with Gower as an integral part of the City and County of Swansea, there is a great deal to be proud of. If your showcase is about celebrating the natural environment or projects that are addressing issues around habitat loss, pollution, waste etc, then this would be the category for you.
- **Heritage and History:** There is a great deal to be learned by looking at the triumph of the past. Swansea was once the centre of the world when it came to industry and there are many people who hold important stories about Swansea's great heritage that we hope will be revealed in this category. This category is about reminding people of great achievements, celebrating the historical past and cultivate pride in Swansea's heritage.
- **Local Business:** Remember that *'people do business with people'* and so we want to see the face behind the business. By all means let us know what you're business is but be careful you don't slip into a hard sell or doing a pitch. Let us know how you came into the business, how you've overcome barriers and any future plans.
- **Local Hero:** From history and into the current day, there are some great people in and around Swansea who have made a big impact without gaining any recognition for their efforts. This category gives you an opportunity to sing their praises, whether it's someone from the past or someone who is silently working away today, trying to make a difference in the world.
- **Through my Eyes:** Have you come to Swansea from elsewhere? Do you have a particular and inspiring story to share about why you've come here or made it your home? Then this would be the category for you. When we see ourselves through the eyes of others, we often learn more about who we really are.