

The Colourful North CIC  
, Whitehaven,  
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## Introduction

The Colourful North is committed to ensuring Innovation is the primary social issue of which West Cumbria is in desperate need of ensuring success. Innovation is a social need not just a business need. The 4 basic responses to a highly Innovative Individual is a proactive; Objective, Subjective, Health and Exercise response. Co-incidentally those 4 basic responses are also what ensures the affluence of our social lives in order to remain positive.

It goes without saying that Individuals generally perform better and live happier lives the more the 4 basic responses are achieved and BECBC members who are looking to showcase Innovation do not need to remain responsible for this process as The Colourful North CIC are pledging to ensure that not only BECBC would get a direct return on their investment, but they also have the opportunity to change their workforces lives for the better.

As The Colourful North is dedicated to restoring and reversing economically deprived areas of our community through Colourful adaptations. We are also committed to ensuring the economic response in order to diverse from the Sellafield supply chain promoting economic, educational individual and artistic diversity which is widely desired.

Social issues soften with a colourful environment and Street Art & 'Colourful Conversations' is exactly how we ensure this process.

Please be sure to request a business plan if you feel you have something to contribute (Business plan is being finalised but we will add you to our list). I look forward to hearing from you

## Capabilities

We are capable of restoring peoples view of their local area by either reversing anti-social graffiti with colourful adaptations or commissioning professional murals in our high street which promote and restore the institutions of the local area which help promote pride and self-respect of our built environment which is targeted on Industrial, bland and un-inspiring buildings only.

## Services

Our Community service will encourage the youths of the local area to create in workshops which are then applied over the top of anti-social graffiti in the built environment/neighbourhoods. Our Professional Service is to commission high quality murals which promote and restore Whitehaven's institutions (Rugby League, Mining, Mart-time, Sellafield, Hospital, Historical, etc).

## We're here looking for:

To promote The Colourful North so BECBC members can identify with our true purpose, Inspire BECBC members into creating a positive home environment for their employees, prevent mis-understanding of The Colourful North, Logistical support and to attract funding.

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