

TOURISM AND VISITOR ECONOMY SCRUTINY

DATE	29/09/2022
REPORT OF	Sharon Wroot, Executive Director Environment, Economy and Resources
SUBJECT	Creativity Strategy
STATUS	Open

CONTRIBUTION TO OUR AIM

The Creativity Strategy will contribute to all the Council's Outcomes over the next 5 years. Specific focus on creativity will contribute to wider economic, health and social benefits, supporting business growth, nurturing skills, enhancing community interaction, and delivering better quality lives. Creativity will form a core part of transforming our town centres into vibrant, dynamic destinations for visitors, and where residents and businesses are proud of where they live and work, promoting pride in place and a sense of belonging.

EXECUTIVE SUMMARY

The Creativity Strategy was approved by Cabinet in March 2022 following engagement with this Panel and in collaboration with local stakeholders including creative and heritage organisations, businesses, voluntary and community sectors and across the Council. This strategy outlines our aim to use creativity to share our stories in order to celebrate our past and help shape our future. Following approval of the Strategy, through an open recruitment process, a Creativity Board has been established who will work with the Council to drive delivery of annual action plans for culture, heritage and arts delivery.

MATTERS FOR CONSIDERATION

The Action Plan has been submitted at this stage for panel members to consider. The panel are also asked to consider how frequently and how they wish to influence or be updated regarding progress against the Creativity Strategy and Action Plans.

1. BACKGROUND AND ISSUES

- 1.1 North East Lincolnshire (NELC) commissioned, following an open tender process, Beam, a cultural development organisation, to work with the Council and local people to shape a new vision for creativity across the borough. This was approved by Cabinet in March 2022 and aims to celebrate the stories that make Grimsby, Immingham, Cleethorpes and the Wolds distinctive and special. This will be achieved by using creative ways to tell these stories and ensuring that arts, crafts, culture and heritage play an important role in the lives of everyone in Grimsby, Immingham and Cleethorpes.
- 1.2 By celebrating the stories that are important to the people and places of the area, this strategy aims to:
 - Bring creativity into the lives of everyone who lives in, works in, or visits the area
 - Build on previous cultural and heritage frameworks to make them relevant for

today

- Maximise the impact and legacy of current funding and secure more funding in the future
- Increase the life opportunities of people, particularly younger people
- Develop the local economy
- Strengthen the creative sector and provide clear leadership
- Celebrate and protect the heritage of the area - the buildings, places and the stories
- Strengthen local pride and change perceptions of the area
- Increase understanding of what creativity means and what it can achieve
- Increase creative activity in a coordinated way to benefit all
- Use creativity to celebrate the people, places and achievements of Grimsby, Immingham, Cleethorpes, and the Wolds
- Provide a clear action plan of how the aims of the strategy can be achieved.

1.3 In order to help deliver the Strategy and develop an Action Plan a Creativity Board has been recruited following an open recruitment process. Twelve people have been recruited to the board reflecting a wealth of talent from NEL and Greater Lincolnshire. The Creativity Board meeting is also attended by representatives of Arts Council England and National Lottery Heritage Fund, to support delivery of initiatives as part of NEL's status as a Priority Place and Area of Focus respectively. In addition, the board is attended by representatives from Lincs Inspire Limited and the NEL Music Hub as key local delivery organisations.

1.4 Following the completion of 2 online induction meetings May and June, a workshop took place in July, facilitated by Beam to explore the priorities emerging from the Creativity Strategy. The 10 priorities are highlighted in the attached Action Plan. These are:

Creativity for all

- a. Understanding Audiences
- b. Creativity and Young People

Creative Economy

- c. Promoting Our Assets
- d. Telling the Story
- e. Funding Co-Ordination
- f. Creative High Street

Creative Working

- g. Public art approach
- h. The public sector as an enabler
- i. Creativity board
- j. Partnership projects

1.5 It is not intended that this as an exhaustive list of activities delivered by the Council and other organisations, rather it is a set of guiding principles which will drive collaboration and project development.

1.6 Since the adopted of the Creativity Strategy numerous culture and heritage initiatives have concluded to make positive impact for residents in North East Lincolnshire. This has included:

- Delivery of the Heritage Starter Fund which has supported 17 local pilot projects, of which three (Grimsby Town Sports and Education Trust, VESR CIC and the Hammond House) have made successful applications to National Lottery Heritage Fund for £590,000.
- Events such as Festival of the Sea, Walk This Way and Our Future Starts Here have taken place.
- Working closely with :IVE to secure £25,000 investment to support engagement between the local creative sector and schools.
- Successful delivery of Grimsby Creates programme including Paint the Town's mural on Town Hall Street delivered by Creative Start CIC and painted by Jake Klone.
- Opening of a support programme for emerging creative event producers, in recognition that there needs to be more capacity to deliver creative events
- Support for Our Big Picture to purchase their new premise on Bethlehem Street using the Towns Fund Activation Fund and successful grant applications to the Architectural Heritage Fund and the National Lottery Heritage Fund.
- Use of the Kasbah for filming
- 31 development fund grants of up to £2,500 have been awarded to NEL based creatives to develop artistic practice between Dec 2021 and July 2022.
- Spark Grimsby have supported 106 creatives between November 2020 and August 2022.

2. RISKS AND OPPORTUNITIES

2.1 Following a risk impact assessment, the Creativity Strategy has been open to wide consultation through a general survey/questionnaire and focus groups invited from known networks and an open call via community groups, education, business and sector representatives. Therefore, the respondents have been able to provide their views of what creativity means to them, what is needed here and what are the challenges to overcome. People have been candid and informative in their response which has led to an inclusive and robust strategy. One strand of the charter is related to 'creativity for all' covering activities that are accessible and available to all residents irrespective of where they live, how much money they have or their background, and that creative activity is representative of the local communities. This minimizes the potential risk of lack of access or under representation to creative activity.

2.2 Two of the stories to be told about the area relate to the environment, as green energy and sustainability are seen as opportunities to mitigate potential risks from environmental issues in the borough.

3. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

3.1 An inclusive and clear message to residents and visitors that creativity is for all, where opportunities for working creatively is a positive and should lead to healthier and more fulfilling lives where creativity is a vital part in everyday

activities.

- 3.2 A strong and understandable Creativity Strategy and Action Plan provides a clear rationale for developing culture and heritage activity in North East Lincolnshire. Most importantly it provides a framework for how creativity plays an important role in many aspects of the Council's work.
- 3.3 The Creativity Strategy Action Plan supports the local delivery of Arts Council England's Lets Create Strategy and the National Lottery Heritage Fund's Strategic Framework, which puts North East Lincolnshire in a strong position to prioritise activities and access additional funding.

4. FINANCIAL CONSIDERATIONS

The Creativity Strategy and Action Plan will be used to create an evidence base and local strategy for funding opportunities including Arts Council England, National Lottery Heritage Fund and Historic England. The approaches outlined in the strategy will also influence the development of a range of activities which the Council and partners deliver. For example, commissioning visual artists in the public realm projects, supporting organisations such as Grimsby Town Sports and Education Trust deliver heritage projects and aligning to Levelling Up and UK Shared Prosperity funds.

5. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

The Creativity Strategy and Action Plan highlights the importance of creativity for all with a particular focus on children and young people. Many of the activities which follow will have direct benefit to children and young people by enhancing creativity in a range of settings. This is likely to include ensuring that festivals and events engage with children and young people, supporting schools to obtain Artsmark certification and ensuring that young people are encouraged to become creative leaders.

6. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

Two of the stories that the strategy focuses on are green spaces, ecology, biodiversity, sustainable energy and environmental responsibility. These recognise the importance of environmental assets as heritage assets across the Borough and that there are synergies between the green and creative agendas in promoting a sustainable and low carbon future for North East Lincolnshire.

7. FINANCIAL IMPLICATIONS

The Creativity Strategy and Action Plan supports the Council Plan and other strategies by providing an ambitious plan that will enhance the Borough. Specifically, the Creativity Strategy will support the Economic Strategy, which is aligned to the Council's adopted Financial Strategy. The Financial Strategy focuses on the achievement of long-term financial sustainability by embracing the area's economic potential by growing the local tax base. The Creativity Strategy will support funding through external funding applications to heritage and culture funders and enrich the delivery of projects across the Borough.

8. MONITORING COMMENTS

In the opinion of the author, this report does not contain recommended changes to policy or resources (people, finance or physical assets). As a result, no monitoring comments have been sought from the Council's Monitoring Officer (Chief Legal Officer), Section 151 Officer (Director of Finance) or Strategic Workforce Lead.

9. BACKGROUND PAPERS

Briefing Paper regarding the Creativity Strategy from 23 September 2021.
Tourism and Visitor Economy Scrutiny Panel | Democracy (nelincs.gov.uk)

Cabinet Report regarding the Creativity Strategy from 16 March 2022 [4.- Creativity-Strategy.pdf \(nelincs.gov.uk\)](#)

10. CONTACT OFFICER(S)

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Sharon Wroot
Executive Director Environment, Economy and Resources

Appendix 1

List of Creativity Board Members

1. Bailey Greetham-Clark (Be Great Fitness)
2. Chelsy Hutton (Original Emporium)
3. Dan Clarke (Photographer & Grimbarians)
4. Emma Forrest-Leigh (Grimsby Institute)
5. Frances Hodson (Artist)
6. Gemma Winter (It Started with a stitch)
7. Hannah Dawson (Auto trial & DN35 Podcast – Grimsby Town)
8. James Brindle (Magna Vitae)
9. Lauren Smith (Stand up comedian)
10. Lisa February (Lowercase theatre)
11. Paula Denton (Our Big Picture)
12. Sukhy Johal – Acting Chair (University of Lincoln)

Strategic Partners

1. Dave Power (Lincs Inspire)
2. Zoe Everatt (NEL Music Hub)

Observers

Representatives from National Lottery Heritage Fund and Arts Council England

Appendix 2

Action Plan

CREATIVITY IS HERE: SHARING OUR STORIES

A CREATIVITY STRATEGY FOR GRIMSBY, IMMINGHAM, CLEETHORPES AND THE WOLDS

CREATIVITY BOARD ANNUAL ACTION PLAN FOR 2023:

The priorities for the year ahead drawn from the Creativity Strategy

WHAT WE'VE ACHIEVED IN 2022:

2022 has been a year of great progress for creativity in the area, both in terms of the scale and scope of events and activities but also through the development of organisations, structures and approaches. The adoption of the Creativity Strategy and the establishment of the Creativity Board have raised the profile of Creativity, increased investment and broadened the discussions. Other key achievements and events have included:

Heritage Starter Fund - Cleethorpes Townscape Heritage - Museum of the Moon - Festival of the Sea - Our Future Starts Here - Paint the Town Proud - Grimsby Heritage Action Zone - St James' Square regeneration - Turntable Gallery - Our Big Picture's new HQ

OUR TOP 10 AIMS FOR 2023 ARE :

CREATIVITY FOR ALL

UNDERSTANDING AUDIENCES

Carry out further research into current and potential audiences to further understand their priorities, future opportunities and venues they visit.
Develop approaches for organisations to work together to better coordinate and promote creative activities.

CREATIVITY AND YOUNG PEOPLE

Work with: IVE, Music Hub, schools and out of school provision to provide more opportunities for young people to experience creativity whether as participants or audiences.
Use this as a starting point to identify and support emerging talent, offering mentorship, work experience and career development support.

CREATIVE ECONOMY

PROMOTING OUR ASSETS

Work with partners to promote North East Lincolnshire as a creative place by building on the forthcoming release of the film Three Day Millionaire and other filming on Grimsby Docks to raise awareness of the area as a film and TV location.
Encourage the Council to develop dedicated online resources to support location enquiries.

TELLING THE STORY

Work with Grimsby Creates as part of their creative branding exercise, to both shape its development and maximise its impact.
This includes the stories to be told, ensuring business involvement, a hall of fame and ensuring the branding is adopted and recognised across the area.

FUNDING COORDINATION

Develop approaches, agreements and working arrangements that ensure there is a coordination of what funding bids are being developed to grow the local creative sector.
This includes making others aware of funding opportunities, developing ambitious partnership projects together, responding to strategic opportunities,

	supporting each other and help create a climate for investment in creative activities.
CREATIVE HIGH STREET	The Creativity Board should work closely with the Council and other organisations to maximise the opportunities for creativity as part of the regeneration of Grimsby town centre and the Cleethorpes Masterplan. This could include the use of vacant units, events and activities or integrating art into buildings and spaces.
CREATIVE WORKING	
PUBLIC ART APPROACH	Build on the approach, success and impact of the improvements to the public realm of St James' Square and the involvement of artists. Develop a public art plan for the area and ensure all opportunities - whether led by the Council or others - for developments in the area have a strong public art and creativity element to them.
THE PUBLIC SECTOR AS AN ENABLER	Work closely with the Council, NHS, Arts Council England, National Lottery Heritage Fund and other agencies to encourage them to identify the barriers facing, and opportunities there are for, creative individuals and organisations in the area. This includes things such as licensing for events, road closure notices or coordination that if addressed could make it easier for others to stage events and activities.
CREATIVITY BOARD	Look at how to create a strong and confident board through activities such as training and development to support board members create strong and inclusive leadership advocating for creativity in North East Lincolnshire.
PARTNERSHIP PROJECTS	Develop general principles of how individuals and organisations can work together and collaborate. Encourage everyone to sign up to this with the members of the Creativity Board taking the lead.
LOOK AHEAD:	
What we want to achieve beyond 2023	
This action plan sets the priorities for 2023 but it is part of a longer term plan set out in the Creativity Strategy. Our key priorities for the forthcoming years are therefore:	
<ul style="list-style-type: none"> ● To secure more investment in creativity beyond the existing rounds of funding ● Create more opportunities for everyone, particular young people to have creativity as part of their life <ul style="list-style-type: none"> ● To increase the number of creative business in the area <ul style="list-style-type: none"> ● To increase the number of visitors to the area ● To strengthen those working in the creativity sector, encouraging and supporting them to work together 	