

# **TOURISM & THE VISITOR ECONOMY SCRUTINY PANEL**

<b>DATE</b>	26/01/2023
<b>REPORT OF</b>	Carolina Borgstrom
<b>SUBJECT</b>	Grimsby Creates: Cultural Development Fund
<b>STATUS</b>	Open

## **CONTRIBUTION TO OUR AIMS**

The Grimsby Creates: Cultural Development Fund has contributed to outcomes across the Council over the last 3 years. Specific focus on creativity has contributed to wider economic, health and social benefits, supporting business growth, nurturing skills, enhancing community interaction, and delivering better quality lives. As a result of Grimsby Creates legacy and the recently adopted Creativity Strategy, 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 Cultural Development Fund was awarded in mid-2019 and delivery commenced in January 2020. Grimsby Creates has had an immensely positive impact throughout our Borough. Creativity and ambition have been demonstrated by the development of 14 major creative programming activities and events, bringing together local, national and international players in the creative sector. Underpinning this is the support provided for the local creative sector to establish strong channels of advice and funding opportunities. This has led to creative people emerging, collaborations forming, capacity building in the local sector and the successful award of Arts Council National Portfolio Organisation (NPO) to one organisation. To date, over 120 creatives have been supported by Spark Grimsby, citing increased confidence in applying for funding as a major impact.

## **MATTERS FOR CONSIDERATION**

The Council is developing plans to continue activities kickstarted by Grimsby Creates via the Creativity Strategy (approved by Cabinet in March 2022) including aiming to secure additional funds into the Borough as a Priority Place (Arts Council England) and Area of Focus (National Lottery Heritage Fund). The panel are asked to provide feedback regarding Grimsby Creates programme in order to consider modifications of the programme. in the future (subject to resources being available).

### **1. BACKGROUND AND ISSUES**

In January 2019 North East Lincolnshire was one of just five local authority areas in England to secure a Cultural Development Fund (CDF) grant award from Arts Council England. Developed as part of the Government's Industrial Strategy and Creative Industries Sector Deal, CDF investment of £3.2m over the period to March 2023 to deliver:

- A major programme of events and activities utilising key town centre space and heritage assets and celebrating Grimsby's heritage in new, exciting and

innovative ways.

- A business support and artists' development programme to inspire, retain and attract creative and digital industries to build their creative practice in North East Lincolnshire.
- Initiatives to support creative production in the Port of Grimsby and an enhanced space for events at St James' Square acting as a catalyst for the creative regeneration of Grimsby.

This report provides an update on the progress made since the position was briefed at Scrutiny in January 2022. The funding period has almost concluded with activity delivered such as:

### **Audience and reach**

- 14 major local creative programming activities/events, with an estimated combined live audience of over 70,000 people, with tens of thousands also reaching programming activity digitally. These include:
  - 4 large murals courtesy of Paint the Town Proud, brought to you by Creative Start Arts in Health CIC.
  - 2 Our Future Starts Here programme events, including Luke Jerram's 'Gaia' being installed in Grimsby Minster for a month, alongside creative activity, courtesy of The Culture House.
  - 2 Festival of the Sea events (courtesy of Walk the Plank and The Culture House) in 2021 and 2022. In 2021, seafood industries were involved in creative activity at their workplace and in 2022, key engagement from 550 pupils at Cleethorpes Academy on a bespoke production of the TV cartoon 'The Rubbish World of Dave Spud'. [The Dave Spud digital animation](#) has had over 50,000 views to date.
  - Edible Grimsby brought to you by Emergency Exit Arts on Lincolnshire Day to celebrate local food produce and community engagement with 6 groups across the borough on the theme of 'grow, cook and share'.
  - In October half-term, a virtual fish tank at Grimsby Minster as a build-up to next year's major #MyFishGY projection event, from Event Show Support.
  - Combining Grimsby Creates Noise and the Creative Europe 'People Power Partnership' performance at Grimsby Minster in Spring 2022.
  - Digital interpretation of Annabel McCourt's and Adrian Riley's artwork at St James' Square via Threshold's Digital Democracies programme called 'Walk This Way'.
  - Grimsby Minster hosted Museum of the Moon, brought to you by The Culture House in December 2021.

### **Creatives engaged and support**

- 120 Spark Grimsby clients supported with creative business advice, funding and space. The support has encompassed creatives from across the borough including Original Emporium and La Cuna in Cleethorpes, amongst others.
- 24 Spark Grimsby networking events including face-to-face collaborative sessions and online topic specific workshops.
- 37 Development Fund grants of up to £2,500 have been awarded to North East Lincolnshire based creatives to develop their creative practice with professional

development opportunities.

- 13 individuals or organisations supported with the Creative Ambition Pilot Fund to progress research and development towards a large project/bid in 2023.
- 6 trainee producers working alongside 6 creative organisations as part of the Trainee Producer Programme to build local capacity in the sector for event organisers and producers.
- 3 go-see visits to provide creatives with an insight into other places that may influence their practice in North East Lincolnshire or provide networking opportunities and new contacts, hosted by East Street Arts.
- Nearly 150 post-16 young people attended the aspirational 'We Are Great Grimsby Day', hosted by Lowercase Theatre at Grimsby Town Hall to raise ambition, explore what success looks like and for the young people to speak to local people about the potential of our place. The young people came from Grimsby Institute, Franklin College, Havelock 6<sup>th</sup> form and Tollbar 6<sup>th</sup> form.
- The launch of our Crowdfunder programme in December 2022 with match funding from Grimsby Creates to provide opportunity to develop projects with community support.
- The programme has engaged 28 schools and colleges across the borough, has supported cultural infrastructure including promoting networks, supporting the development of a new gallery and developed the capacity of local organisations to attract investment, develop audiences and host events.

### **Money invested and partnerships**

- The Culture House became the first Arts Council England National Portfolio Organisation (NPO) in North East Lincolnshire for around 2 decades.
- The formation of a Creativity Board aligned with the development of both a Creative Brand (Hemingway Design) and Public Art Approach (Public Arts, Trading as Beam) for North East Lincolnshire.
- 3 Team visits to other CDF peers in Worcester, Plymouth and Wakefield, with the Grimsby CDF team hosting and touring representatives from the other CDF-funded places around Grimsby.
- The growth of the Kasbah port of Grimsby as a Creative Hub, with the formation of a small cluster of creative businesses establishing here.
- Overall, there has been over £1.2m extra investment (in addition to the £3.3m from CDF) for the creative and heritage sector since October 2020.

### **Social and economic impact**

- St James' Square, when hosting cultural events, has seen increased footfall in the area. An increase of 44% for Grimsby Creates Noise for example.
- 85% of artists and creative businesses said Grimsby Creates is making the area a better place to run a creative business.
- For the Grimsby Creates Noise event, it is estimated that there was £43k of value to the local economy from additional visitor spend estimated from the audience questionnaire and extrapolated with the footfall figures in St James Square (March 2022). This value is fairly conservative/low as 46% of those completing the questionnaire had no additional spend at all.
- In an area of historic low levels of cultural engagement, the programme has attracted 10% of audiences who were on their first visit to a cultural event.
- Whilst local statistics for a contribution to improved wellbeing are not available,

nationally it is recognised that cultural engagement vastly influences wellbeing. The benefits of arts participation and cultural engagement can be associated with lower levels of mental distress and higher life satisfaction.

- 95% of audience members say events made them feel proud of the heritage and culture of the area.

## **2. RISKS AND OPPORTUNITIES**

The Grimsby Creates programme has been inclusive and open to all welcoming creatives, communities and audiences alike with free admission and engagement in communities. Creative activity has taken place in Grimsby town centre or in nearby West Marsh and East Marsh wards as well as with community groups in Cleethorpes and Immingham to ensure that all residents irrespective of where they live, how much money they have, or their background has access to creativity. This minimises the potential risk of lack of access or under representation to creative activity.

There are opportunities to build upon this delivery as outlined in the Creativity Strategy subject to further funding. Grant investment from funders such as Arts Council England and National Lottery Heritage Fund has been attracted to North East Lincolnshire in recent years, both to the Council and other organisations enabling high quality creative activity to be delivered. It is therefore important to maximise the opportunities to bring further funding to the borough to deliver high quality, collaborative, relevant and safe events.

## **3. REPUTATION AND COMMUNICATIONS CONSIDERATIONS**

Grimsby Creates has demonstrated 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. Many activities that Grimsby Creates have funded have received widespread positive acclaim. A recent example of this is 'Great Wall of Grimsby', a mural led by Sam Delaney's Creative Start with local artist Dale Mackie. Comments on social media were overwhelming positive alongside coverage across many media outlets.

The Grimsby Creates programme delivery has enhanced our reputation with funders including 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 for projects across the borough.

## **4. FINANCIAL CONSIDERATIONS**

Grimsby Creates has demonstrated 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 creativity 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 delivering heritage projects and aligning to Levelling Up and UK Shared Prosperity funds has been delivered in recent years. In future, securing external funding is vital to ensure continued delivery of the agreed creativity strategy action plan for the borough.

## **5. CHILDREN AND YOUNG PEOPLE IMPLICATIONS**

The Grimsby Creates programme highlighted the importance of creativity for all with a particular focus on children and young people such as the recent aspirational day at Grimsby Town Hall called, We Are Great Grimsby. Many of the activities which follow will have direct benefit to children and young people by enhancing creativity in a range of settings and across the borough. 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**

Environment and climate change have formed the basis for 2 of the commissioned events delivered by Grimsby Creates partners. Strong and meaningful partnerships between local creatives and renewable energy providers operating in our Borough have leveraged additional investment to support and promote a sustainable and low carbon future for North East Lincolnshire.

Funders are increasingly focussing on environmental responsibility and sustainability as part of their application process. Therefore, local creatives are demonstrating their commitment to the future with their themes of creative activity.

## **7. 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.

## **8. WARD IMPLICATIONS**

All wards as the programme reaches across the borough in supporting local creatives with a concentration of activity taking place in West Marsh, East Marsh, and Park.

## **9. BACKGROUND PAPERS**

The Cultural Development Fund (CDF) programme was approved by Cabinet on 5 June 2019. [Cabinet Decision Notice 5 June 2019 \(nelincs.gov.uk\)](#)

The Grimsby Creates programme was discussed at the Tourism and Visitor Economy Scrutiny panel on 27 January 2022. [Tourism and Visitor Economy Scrutiny Panel | Democracy \(nelincs.gov.uk\)](#)

Cabinet Report regarding the Creativity Strategy from 16 March 2022 [4.-](#)

[Creativity-Strategy.pdf \(nelincs.gov.uk\)](#)

The Creativity Strategy Action Plan was discussed at the Tourism and Visitor Economy Scrutiny panel on 29 September 2022 [10.-Creative-Strategy.pdf \(nelincs.gov.uk\)](#)

## **10. CONTACT OFFICER(S)**

James Trowsdale Strategic Lead for Culture  
Sarah Smith, Grimsby Creates Programme Manager

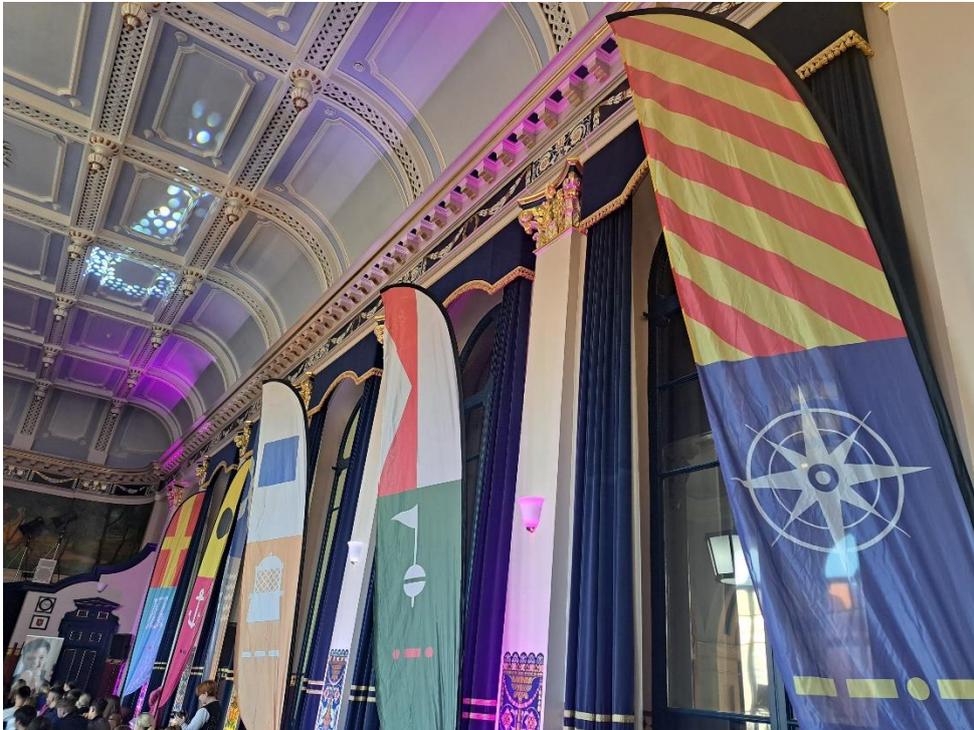
**CAROLINA BORGSTROM**  
**(LEADERSHIP TEAM SPONSOR)**

## **APPENDIX 1 - IMAGES FROM GRIMSBY CREATES PROGRAMME ACTIVITY**

Spark Grimsby networking event in the presence of Gaia by Luke Jerram in Grimsby Minster, hosted by The Culture House as part of 'Our Future Starts Here'



Flags designed by Sean Rodwell for the Fishing Heritage Centre's 30<sup>th</sup> birthday being used as décor for the We Are Great Grimsby day in Grimsby Town Hall where 150 young people attended for inspirational and aspirational sessions



Spark Grimsby, Grimsby Creates and Our Future Starts Here represented at Grimsby Minster for 'We Are Great Grimsby' event in the presence of Gaia by Luke Jerram



St James Square on Lincolnshire Day for the community co-produced 'Edible Grimsby' event (photo credit: Paul Cunningham)



Paint the town proud mural 'Great Wall of Grimsby' on Garibaldi Street delivered by Creative Start Art In Health CIC with artists Dale Mackie and Kathleen Smith (photo credit: Justin Fancourt Nomad Design)



'Walk This Way' digital interpretation of the public art in St James Square hosted by Threshold Studios and developed by artists Annabel McCourt and Adrian Riley (photo credit: Hebb & Griff)

