

# **ECONOMY, CULTURE AND TOURISM SCRUTINY PANEL**

<b>DATE</b>	23/01/2025
<b>REPORT OF</b>	Carolina Borgstrom, Director of Economy, Environment and Infrastructure
<b>SUBJECT</b>	Creativity Strategy – Action Plan 2024 & 2025
<b>STATUS</b>	Open

## **CONTRIBUTION TO OUR AIM**

The Creativity Strategy and the supporting 2024 Action Plan contributes to many of the Council's Outcomes over the next 3 years. Specific focus on creativity will contribute to a stronger economy and stronger communities, supporting business growth, nurturing skills of all generations including building the futures for children and young people and enhancing community interaction. Creativity and telling our story of culture and heritage will form a core part of transforming our town centres into attractive and vibrant places, creating dynamic destinations for happy visitors, and where residents and businesses are proud of where they live and work, promoting pride in place and a sense of belonging and enhancing our Green Ambition as a pioneering place.

## **EXECUTIVE SUMMARY**

The Creativity Strategy, which outlines our aim to use creativity to share our stories in order to celebrate our past and help shape our future, was approved by Cabinet in March 2022, followed by the first action plan for 2023. This report highlights delivery against 2024's Action Plan and introduces the Action Plan for 2025.

The 2025 Action Plan has been shaped working closely with the Creativity Board and builds upon the work in 2024 with renewed focus on 'Amplify and Animate', 'Parks, Gardens and Landscapes – Connecting With Nature' and 'Explore The Benefits Of Technology'.

## **MATTERS FOR CONSIDERATION**

The 2025 Action Plan has been submitted at this stage for panel members to consider whether the activities within the Action Plan are appropriate to deliver the Creativity Strategy. The panel are also asked to consider how frequently they wish to be updated regarding progress against the Creativity Strategy and Action Plan.

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

- 1.1 North East Lincolnshire (NELC) approved a new Creativity Strategy in 2022 which celebrates the stories that make Grimsby, Immingham, Cleethorpes and the Wolds distinctive and special. This is being 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. Currently, the Creativity Board consists of 13 people, alongside representatives of the Create North East Lincolnshire team. 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 Heritage Place 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 10 priorities were highlighted in 2024 Action Plan were:
- Creativity for all
- a. Audience Involvement and Participation
  - b. Creativity and Young People
- Creative Economy
- c. Film and TV
  - d. Telling the Story
  - e. Climate for Investment
  - f. Creative Streets
  - g. Maximising Potential – Capacity Building and Talent Development
- Creative Working
- h. Place Shaping
  - i. A Sustainable Focus on Landscapes and Connection with Nature
  - j. Laying the Foundations for Digital Understanding
- 1.5 It was 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 Delivery of the 2024 Action Plan is highlighted in Annex 1 and some of the many positive impacts were:

- NEL continues to be a Priority Place for Arts Council England and a Heritage Place for Heritage Fund.
- 49 successful funding bids sponsorships with £5,677,262 investment levered in through arts, culture and heritage funding.
- The Create North East Lincolnshire Creative Match programme supported 13 projects access £1,096,934 of investment by providing £50,316 match funding.
- 24 grassroots artists and creatives funded through project grants.
- Diverse programming from Our Future Starts Here, Edible Grimsby and Festival of the Sea, with strong engagement with children and young people (e.g. engagement with Cleethorpes Academy through Our Future Starts Here Justice in Motion knife crime performance and engagement).
- All programming activity and events including the above has led to audiences of 24,283, helping make our town centres more attractive and vibrant.
- Paint the Town Proud has expanded into Cleethorpes and residential areas (Willows Estate) and created a further 7 murals.
- Creative Careers Conference with Franklin College involving 437 participants and 25 creatives.
- 12 Heritage Open Days events across NEL in Sept 2024 celebrating the area's heritage
- Local Sporting Heroes exhibition at the Grimsby Fishing Heritage Centre (July - Dec 2024).
- The Culture House and The Grimsby Fishing Heritage Centre continued delivery as National Portfolio Organisations regularly funded by Arts Council England.
- Funding successes included Faraway CIC received £270,000 from the National Lottery Community Fund, Linkage Community Trust received £3.7 million from the National Lottery Heritage Fund, NELC received £250,000 DUNE the National Lottery Heritage Fund, Our Big Picture received a total of £320,000 from a combination of Arts Council, Garfield Weston, UK Shared Prosperity Fund, Pilgrim Trust and Foyle Foundation and Turntable Gallery received £80,000 from Arts Council England.
- 26 individuals supported with Development Funding, towards training, workshops and mentoring as part of developing their creative practice.
- Project Grants reflect some digital themes, for example digitalisation of postcards reflecting Cleethorpes, digital interpretation of Seagull mural trail, Havelok's Kingdom includes podcasts and creation of animated characters and a Harold Gosney documentary.

1.7 The 2025 Action Plan builds on the work in 2024 and refines the objectives based on progress to date and reflects the emerging challenges and opportunities. The 10 Priorities in the 2025 Action Plan are:

Creativity for all

a) Audience involvement and participation (local voice)

**b) Creativity and Young People**

Creative Economy

- c) Film and TV
- d) Telling the Story
- e) Climate for Investment
- f) Creative Streets
- g) Maximising Potential – Capacity building and talent development

Creative Working

- h) Amplify and Animate
- i) Parks, Gardens and Landscapes – Connecting with Nature
- j) Explore the Benefits of Technology

- 1.8 As anticipated, there are not wholesale changes to the Action Plan for 2025, the priorities regarding natural heritage and digital knowledge reflect opportunities highlighted in local strategies and national policies from Heritage Fund, Arts Council England, Historic England, Natural England and other agencies. As can be seen above a strong focus on engagement and participation of children and young people and a continued focus on collaboration, partnership working and attracting investment to deliver projects.

**2. RISKS AND OPPORTUNITIES**

- 2.1 The Action Plan for 2025 builds upon the strong progress made to deliver the Creativity Strategy and 2024 Action Plan. The 2025 Action Plan outlines the framework for delivery this year and highlights numerous opportunities to build upon the successful progress highlighted above. From a strategic perspective NEL's status as a Heritage Place (Heritage Fund) and a Priority Place (Arts Council England) provides the opportunity to work closely with these funders and others to increase investment. There has been significant growth in creative activities in NEL since the Creativity Strategy was developed, however this is from a historic low base and the heritage and culture ecosystems are fragile due to their relatively small size and capacity challenges due to lack of experience and previous opportunities. It is also worth noting that almost all investment is from external sources, especially from National Lottery funders, which is awarded via competitive bidding processes and on a project by project basis so a continued increase in sustainable investment is not guaranteed.
- 2.2 Creativity has the opportunity to help deliver many of the Council's objectives and the 2025 Action Plan reflects throughout the Council's new Plan for 2025 to 2028, supporting a stronger economy, stronger communities and a greener future, whilst contributing to an engaging and effective council by continuing to provide a strong support network for the creative and heritage sector. Working with children and young people, telling the stories relating to the environment, green energy and sustainability and digital development continue to be the underlying basis for much of the work that we support. Subsequently, the Action Plan will support attractive & vibrant town centres, boost visitor happiness and satisfaction, preservation of our heritage, nurturing our children

and building their future, telling our story of culture and heritage and looking after our parks, public spaces and other landscape.

### **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 2025 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 Heritage 2033 strategy 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 Council and partners have been hugely successful in attracting significant external funding to deliver the strategy. The approaches outlined in the strategy will also influence the development of a range of activities which the Council and partners deliver. In the last year, NEL creatives have been successful in over 50 bids for funding worth more than £5.5m including Place Partnership, Heritage Fund grants, Arts Council England project grants and Developing Your Creative Practice plus crowd funding and sponsorship which will help the delivery of the 2025 Action Plan.

#### **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. This builds on successful activity with children and young people in 2024 such as The Creative Careers Conference at Franklin College, INSPIRE Youth Theatre run by Climb4 and Justice in Notion knife crime performance at Cleethorpes Academy as part of Our Future Starts Here.

#### **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. The Action Plan for 2025 continues to emphasise the prominence of natural heritage and sustainability, with particular focus on connecting with nature via parks, gardens and landscapes, as highlighted in The Council Plan 2025-2028.

#### **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. BACKGROUND PAPERS**

The Creativity Strategy Action Plans for 2023 and 2024 were discussed at the Tourism and Visitor Economy Scrutiny Panel on 25 January 2024. [Tourism and Visitor Economy Scrutiny Panel | NELC](#)

The Creativity Strategy was approved by Cabinet on 16 March 2022. [Decision-Notice-16th-March-2022.pdf \(nelincs.gov.uk\)](#)

The approved Creativity Strategy can be found here. [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 \(nelincs.gov.uk\)](#)

Details regarding Heritage Starter fund were discussed at the Tourism and Visitor Economy Scrutiny panel on 24 March 2022 [Tourism and Visitor Economy Scrutiny Panel | Democracy \(nelincs.gov.uk\)](#)

North East Lincolnshire's role as a Priority Place for Arts Council England was discussed at the Tourism and Visitor Economy Scrutiny panel on 27 July 2023 [Tourism and Visitor Economy Scrutiny Panel | Democracy \(nelincs.gov.uk\)](#)

North East Lincolnshire's status as a Heritage Place for Heritage Fund was discussed at the Tourism and Visitor Economy Scrutiny panel on 23 November 2023 [Tourism and Visitor Economy Scrutiny Panel | Democracy \(nelincs.gov.uk\)](#)

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

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REF	PROJECT AREA	OUTPUTS IN 2024	LEADING TO SHORT TERM OUTCOMES	WITH LONGER TERM AMBITION	THEME	STRATEGIC AIM
1	<b>AUDIENCE INVOLVEMENT AND PARTICIPATION (LOCAL VOICE)</b>	<p>*Access, Inclusion and Diversity programme of engagement and training delivered as part of A Perfect Day from September 2024 -summer 2025.</p> <p>*Utilised surveys from audiences following events such as Festival of the Sea to inform decision-making for future events.</p> <p>*15 Large Project Grants and 30 Small Project Grants distributed to a wide range of projects reflecting various areas of creativity and culture, all of which stipulate particular audiences and participants and many of which engagement with diverse communities and underrepresented groups.</p> <p>*Audience development available on CNEL website.</p> <p>*Albert Room ACE fund project commenced July 2022, running until Sept 2025 delivered by Lincs Inspire Libraries. Attendance to events to date 22,785.</p> <p>*Heritage Heroes group ongoing through the GFHC Dynamic Collections project.</p> <p>*Local Sporting Heroes exhibition at the GFHC (July - Dec 2024).</p> <p>*Repair and conservation of Grade II listed Peterson's smokehouse completed, incl passenger lift and accessible WC.</p> <p>*Place Partnership meetings with key delivery partners to share audience trends/data to inform future programming.</p>	Share and encourage use of the Audience Development Toolkit	<p>Support organisations to broaden and deepen audiences, reducing barriers to engagement through co- production, representation, participation and working with communities as equal collaborators.</p> <p>Broaden the diversity of workforces, volunteers and participants.</p>	CREATIVITY FOR ALL	<p>A. INCREASE THE AMOUNT AND VISIBILITY OF CREATIVITY</p> <p>B. FOCUS ON EQUITY, DIVERSITY &amp; INCLUSION</p> <p>D. BRING GENERATIONS TOGETHER</p>
2	<b>CREATIVITY AND YOUNG PEOPLE</b>	<p>*Engagement with Cleethorpes Academy through The Culture House's Our Future Starts Here(OFSH) Justice in Motion knife crime performance and engagement. In total OFSH had 2 school partnerships with 1266 participants &amp; 55 workshops.</p> <p>*Climb 4 Large Project Grant engaged with 26 young participants to deliver a Youth Theatre 'INSPIRE', many of whom have special needs, disabilities, or social, emotional and mental needs: <a href="https://www.createnortheastlincolnshire.co.uk/climb-4-inspire-nel-youth-theatre/">https://www.createnortheastlincolnshire.co.uk/climb-4-inspire-nel-youth-theatre/</a></p> <p>*Coriant Creative engaged with 75 young participants to explore ideas for a story and song to be signed in Makaton as a part of their Project Grant.</p> <p>* Franklin College delivered Creative Careers conference involving 437 participants and 25 creatives.</p> <p>*Heritage Skills event to create awareness of heritage careers such as stonemasonry, carpentry, and scaffolding.</p> <p>*Heritage Fund have supported a range of projects engaging young people including History of Fish &amp; Chips led by Synergy CIC</p> <p>*Increase in school visits and engagement with young people through the GFHC Humber Museum Partnership NPO.</p> <p>*Stories of the Docks Project includes a piece of work with Horizon Youth Zone to learn research skills and use them in the archive and local studies library, and to help with oral history recording and design of exhibition boards.</p> <p>* Birdhouse Theatre delivred young peoples' focused events including 'We're Going on a Bear Hunt &amp; A Tiger's Tale</p> <p>*Poet Laureate Simon Armitage commissioned by Horizon Onside Youth Zone.</p> <p>* NEL Music Hub has increased schools on direct delivery programme from 7 (23/24) to 11 (24/25) with 7 new schools on the training programme. In addition, weekly participation in a music group outside of school up from 82 for 2022-23 to 235 for 2023-24. The NEL Music Hub has also delivered a Jazz Camp for Girls, in partnership with Jazz North to promote jazz music to girls.</p> <p>*North East Lincolnshire Archives look have continued to work with schools including Welholme Academy, Thrunsoe Academy and St Mary's School, took part in a children's activity day and work with young carers.</p>	<p>Continue to work with partners including schools, community organisations, the new Music Hub and others to provide more opportunities for young people to experience creativity whether as participants or audiences.</p> <p>Build upon the Creative Schools Pilot programme to build a network of schools who have knowledge and access to a range of creative provision helping to deliver a range of outcomes that enrich childrens' lives.</p> <p>Work with schools and training providers to highlight careers in the creative industries.</p> <p>Identify and connect with new partners e.g. Horizon - Onside Youth Zone and NSPCC to raise awareness of creativity.</p>	<p>Ensure that childrens' voices are at the heart of decision-making.</p> <p>Engage with NELC Children Services to highlight the role of creativity and heritage to deliver positive outcomes for children.</p>	CREATIVITY FOR ALL	<p>C. INVOLVE AND SUPPORT YOUNG PEOPLE</p> <p>F. DEVELOP THE NEXT GENERATION OF CREATIVE PEOPLE</p>
3	<b>FILM AND TV</b>	<p>*Exploration of the potential use of the Kasbah for Docks promotional showcase material and a Cineshow screening of 3-Day Millionaire from Jamie Roberts.</p> <p>*Rich Tiptoe 'Think Twice' film around knife crime and bullying.</p> <p>*Flat 5 Production Project Grant using Cleethorpes Country Park as a backdrop for filming around the subject of violence against women.</p> <p>* Reels and videos on CNEL socials.</p> <p>*Heritage Channel - streaming Festival of the Sea 2024 and other aspects of the area.</p> <p>*Kael Productions have opened office on Kasbah.</p> <p>*Destination Lincolnshire and Creative England visiting potential film sites in October 2024.</p> <p>*Ongoing delivery of the museum offer at GFHC promoting Grimsby's prominent role in the fishing industry.</p> <p>*Film locations on NELC website - using buildings or spaces, permissions, welcoming approach.</p> <p>*Consideration of InvestNEL to promote filming in NEL/Lincolnshire.</p> <p>*Graduate Alisha Cesa highlighted the benefits of living in NEL as a young person moving to the area and working here.</p> <p>*Total viewing figures across Heritage Channel, Cleve TV and Billboard TV 2.14m</p>	<p>Build on the launch of ABP's Kasbah Film quarter to showcase the area as film and TV location working in partnership to consider all aspects of the supply chain centred on the Port of Grimsby.</p> <p>Use film to promote our place by documenting activity and utilising existing avenues for showcasing our creativity and heritage eg through the Heritage Channel and Create North East Lincolnshire.</p>	<p>Encourage the Council to develop dedicated online resources to support location enquiries.</p>	CREATIVE ECONOMY	<p>G. CELEBRATE GRIMSBY, IMMINGHAM, CLEETHORPES AND THE WOLDS' ROLE IN THE WORLD</p>
4	<b>TELLING THE STORY</b>	<p>*Our Future Starts Here raised awareness of our unique Geography in mitigating the impacts environmental challenges.</p> <p>*Paint the Town Proud murals evoking key place themes across various destinations across the borough.</p> <p>*Festival of the Sea developed many themes associated with our proximity to the coast.</p> <p>*Creative Match Fund support provides match funding for projects that tell at least one of the stories related to the creativity strategy, for example the legacy of Edward Watkin.</p> <p>*A range of Project Grants tell varied heritage stories of NEL, for example our printing heritage, African communities and cultures, connections to Talko drumming, the legacy of postcards in Cleethorpes, Humber transport via 'The Humber Hovercraft', de-industrialisation and decay, the natural heritage of our blow wells, urban landscapes of the past such as Freeman Street flats, the public art of Harold Gosney, The Butterfly Bombs of World War 2 and Viking founders.</p> <p>*Integration of 9 stories from the Creativity Strategy into the Comms strategy/plan over a period of time.</p> <p>*Ongoing delivery at the GFHC promoting Grimsby's prominent role in the fishing industry.</p> <p>* 12 Heritage Open Days events across NEL in Sept 2024 celebrating the area's heritage, all well attended, and plans already being developed for 2025.</p>	<p>Work with Create North East Lincolnshire to promote NEL as a creative place with a rich history. Highlighting the internationally significant assets of NEL including our maritime, industrial, social/community and natural heritage.</p> <p>Broaden the conversation about heritage to create opportunities for everyone to share their own stories, which come together to tell interwoven shared experiences.</p>	<p>Highlighting the role of creative people who have lived and worked locally and afar to advocate creative and heritage careers and how creativity enhances lives which in turn leads to increased investment.</p>	CREATIVE ECONOMY	<p>E. CELEBRATE THE HERITAGE OF THE AREA.</p> <p>G. CELEBRATE GRIMSBY, IMMINGHAM, CLEETHORPES AND THE WOLDS' ROLE IN THE WORLD</p>

5	CLIMATE FOR INVESTMENT	<p>*Funding application support sessions with Arts Council England &amp; Heritage Fund.</p> <p>*Monthly drop-ins and one-to-one online engagement to support prospective funding applicants.</p> <p>*£5,677,262 arts and heritage investment levered in to North East Lincolnshire</p> <p>*13 successful recipients of national grant funding enabled £50,316 additional funding via Create North East Lincolnshire Creative Match and levered in £1,096,934.</p> <p>*43 individuals and organisations have been awarded with £105,198 Project Grant funding.</p> <p>*Since April 2024, 26 individuals have been support with Development Funding, equating to £50,387.</p> <p>*Of all Create North East Lincolnshire funding recipients to date 54% are either new to our programme or first time funding applicants.</p> <p>*Funding recipients cover all postcode areas of the borough but with particularly large quantiles of project activity in DN31 (Grimsby Town Centre locations) (45% of project activity) and DN32 (which includes some of the most deprived areas of the borough such as East Marsh IMD 67) (18% of project activity and 25% of addresses of all funding recipients).</p> <p>*Funding recipients reflect diverse age ranges, 19% disability, equal gender opportunities, 16% ethnic minorities, 15% LGBTQ+.</p> <p>*Heritage Place application successful to National Lottery Heritage Fund as part of Heritage 2033 strategy.</p> <p>*PSICA 2 and Funding for Capacity Building applications submitted to Arts Council England.</p> <p>*Funding towards an additional heritage project officer.</p> <p>*Faraway CIC received £270,000 Community Fund.</p> <p>*Linkage Community Trust received £3.5 million National Lottery Heritage Fund.</p> <p>*Our Big Picture received a total of £320,000 from a combination of Arts Council, Garfield Weston, UKSPF, Pilgrim Trust and Foyle Foundation.</p> <p>*Turntable Gallery received circa £90,000 from Arts Council England.</p> <p>* British Film Institute, Arts Council England, Heritage Fund, Community Fund and Create NEL attended Sector Support's Funding Fair in November.</p>	<p>Supporting the submission of ambitious applications to funders such as Arts Council England, Historic England and Heritage Fund to increase investment in NEL.</p> <p>Through grants and commissions develop a ladder of opportunities to support projects at all scales and have the resources to grow in a supportive environment. This will range from first time applicants, to National Portfolio Organisations (NPOs) and large projects.</p> <p>Develop pipeline projects from NELC and others to respond to opportunities e.g. Heritage Place, Levelling Up funds, Creative People and Places, Museums Development Fund and opportunities delivered for devolution.</p> <p>Broaden diversity of investment to improve opportunities for everyone, particularly for under-represented, those with protected characteristics and from disadvantaged socio-economic groups.</p> <p>Support organisations to diversify income streams, enhance commercial acumen and strengthen governance.</p>	<p>Broader diversity of investment to improve opportunities for everyone, particularly for under-represented, those with protected characteristics and from disadvantaged socio-economic groups.</p> <p>Support organisations to diversify income streams, enhance commercial acumen and strengthen governance.</p>	CREATIVE ECONOMY	<p>H. SECURE FUNDING</p> <p>I: SUPPORT CREATIVE BUSINESSES AND INDIVIDUALS</p>
6	CREATIVE STREETS	<p>*Use of Heritage Square and Projekt Renewable for outdoor events such as Our Future Starts Here and Festival of the Sea.</p> <p>*Grimbarians displays in windows of House of Fraser building.</p> <p>*The Equality Practice's 'Warrior Women' exhibit in spaces such as Freshney Place and Grimsby Minster.</p> <p>*Bringing back to life a number a vacant units on the Kasbah for creative purposes such as Unseen Arts.</p> <p>*Unseen Arts led project working with children and young people to design hoardings for St James' House.</p> <p>*Use of St James' Square and Victoria Street for Project Grant 'Hawick's Kingdom Parade' and Edible Grimsby.</p> <p>*Heritage and creative contribution to regeneration projects across the borough including Cleethorpes Townscape Heritage Programme, St James House redevelopment and Pier Gardens .</p> <p>* Makers markets at festivals, events and in Grimsby Minster</p>	<p>Work with 2025 Group and other initiatives to develop opportunities for the creative and heritage sector to engage in wider positive activity across the borough.</p> <p>Experiences from other areas and places will be considered in the development of activity locally and connections beyond the borough will be encouraged.</p>	<p>Maximise the opportunities for creativity in town centres and the Port of Grimsby aligned to major projects and opportunities. This includes when new spaces are completed but also activation, public art and meanwhile activities whilst projects are ongoing. This could include the use of vacant units, events and activities or integrating art into the buildings and streetscape.</p>	CREATIVE ECONOMY	<p>I: SUPPORT CREATIVE BUSINESSES AND INDIVIDUALS</p> <p>O: LEARN FROM OTHERS</p>
7	PLACE SHAPING	<p>* Many collaborations and conversations have emerged following Create North East Lincolnshire networking or referrals, for instance Paul Drury-Bradey has partnered with Our Big Picture for 'The Humber Hovercraft', Stuart Wood has reached out to John McHugh, James Munro and Jess Foster, Ben McDonald with social workers for 'A Bitter Pill'.</p> <p>* NEL Come and See showcased the current creative and heritage landscape across to the borough to representatives of neighbouring authorities.</p> <p>*Our Big Picture working with NLAG (NHS) initially on smoking shelters and then wider conversations about patient input into creativity on hospital sites.</p> <p>*Public art approach on website.</p> <p>* Establishment of links with healthcare sector in relation to social prescribing</p> <p>*GFHC's ongoing partnership working and collaboration with the Humber Museum Partnership NPO..</p> <p>* Heritage Lincolnshire working with Horizon Youth Zone, NEL Archives, NELC Collection, Our Big Picture, Immersive Tales, and Paul Cunningham / Spruce Creative to develop creative responses to memories shared via Grimsby Docks oral histories project.</p> <p>*2025 video place-shaping Grimsby.</p> <p>*Ice Factory redevelopment granted planning permission.</p> <p>*Future Humber work with The Culture House as an ambassador.</p> <p>*Darren Henley (Arts Council England CEO) visit with culture and heritage focus demonstrated by the Leader of the Council in his talk and tour.</p> <p>*Docksfest at Meridian Showground.</p> <p>* Creative practitioners delivering activities within community settings and groups such as Cleethorpes Creatives activity</p> <p>*Turntable Gallery showcased NEL and their work at Manchester Contemporary Art and Chad McCall's work at 2021, Scunthorpe.</p> <p>* The Hammond House International Literary Prize had participants from 42 countries.</p>	<p>Work across the public sector to advocate for creativity, championing our creative community and their expertise.</p> <p>Develop meaningful connections across sectors to collaborate and positively impact on the creative economy for the benefit of everyone in NEL.</p>	<p>Bring community, creativity and heritage together for wider social, economic and environmental benefits.</p> <p>Through working in partnership, develop approaches with new collaborators for the business, voluntary and community sectors to develop projects that are appropriate and ambitious.</p>	CREATIVE WORKING	<p>N. SUPPORT NORTH EAST LINCOLNSHIRE COUNCIL TO BE AN ENABLER</p> <p>P: WORK IN THE SPIRIT OF COLLABORATION</p>
8	MAXIMISING POTENTIAL - CAPACITY BUILDING AND TALENT DEVELOPMENT	<p>*Creative Match fund encourages organisations and individuals to access external grant funding to support sustainability, resilience and develop partnerships.</p> <p>*Go and See visit to Nottingham to drive aspiration.</p> <p>*Bi-monthly networking to encourage showcasing, collaboration and ideas generation.</p> <p>*116 drop-in discussions of which 58 (50%) were conversations with people the team had not previously met.</p> <p>*206 sector supporting sessions delivered as a result of Create North Lincolnshire.</p> <p>* Local music talent development supported by Grassroots Music projects led by Docks Academy (Fresh Catch) and East Marsh United (RAW)</p> <p>*Creative careers and development signposted from the website.</p> <p>*Development and promotion of Directory &amp; Resource Hub on website.</p> <p>*Participation in Heritage and Higher Education project led by The University of Bedfordshire.</p> <p>*Partner in RNLI 200 Sea Like A Mirror programme led by Cement Fields.</p> <p>*Turntable and Our Big Picture have supported emerging artists to exhibit work such as Sophie Dickinson and Diane Brookes.</p> <p>*NEL visual artists in national advisory group, convened by Creative United.</p> <p>*Acting Lincs expanded across Greater Lincolnshire, supporting professional and amateur actors.</p>	<p>Create opportunities and support development and growth in creative careers and business.</p> <p>Develop strong sector leaders to drive cultural led placemaking, through training and development opportunities which meet individuals needs</p> <p>Encourage the development of new partnerships</p> <p>Develop skills and capacity of creative and heritage practitioners.</p>	<p>Following unprecedented investment in culture and heritage, we will help organisations become more resilient (financially &amp; commercially).</p>	CREATIVE ECONOMY	<p>I: SUPPORT CREATIVE BUSINESSES AND INDIVIDUALS</p> <p>M: RAISE THE BAR</p> <p>O: LEARN FROM OTHERS</p>

9	<b>A SUSTAINABLE FOCUS ON LANDSCAPE AND CONNECTION TO NATURE</b>	<p>*Delivery of carbon literacy training by The Culture House as part of Our Future Starts Here.</p> <p>*Project Grants reflect natural heritage and environmental advocacy such as Waterworks Woods by Sarah Palmer, reflecting our unique blow wells and 'Water Bodies' by Louise Chase, considering crafting from foraged and biodegradable materials.</p> <p>*DUNE project supported with £250,000 grant from Heritage Fund focused on Cleethorpes' dunescape and saltmarsh.</p> <p>*Monitoring of CNEI activity e.g. feedback from attendees at events/workshops on travel options, refreshments at networking re local suppliers &amp; non-meat only option where being provided.</p> <p>*Environmental responsibility considered within the MEND application to NLHF.</p> <p>*Heritage skills workshops delivered as part of the Stories of the Docks project have included information on retrofit and sustainability in the classroom sessions.</p> <p>*Collaboration between Projekt Renewable, The Canoe River Cleaner, Target NEL CIC and The House With The Blue Door, highlighting biodiversity with children and young people.</p> <p>*Nature Calling project commenced.</p> <p>*Nature Towns and Cities Expression of Interest submitted.</p> <p>*Chelsea Flower Show 'Anywhere Courtyard' housed at The Great Escape.</p> <p>*The Culture House delivered 2 winter warmer events in February engaging 1500 people at Haverstoe and Grant Thorold parks</p> <p>* Edible Grimsby delivered by Emergency Exit Arts and the Culture House showcased showcased growing, sharing, cooking and making in October with 478 people participating in workshops.</p>	Increased understanding of and connection to nature and climate change.	<p>Encourage appropriate delivery of projects in parks, open spaces and other natural assets to highlight the worldclass natural heritage on our doorstep.</p> <p>Reduce negative environmental impacts of our work and creative &amp; heritage projects (physical and digital).</p>	CREATIVE WORKING	<p>E: CELEBRATE THE HERITAGE OF THE AREA</p> <p>L: ADDRESS OUR ENVIRONMENTAL RESPONSIBILITY</p>
10	<b>LAYING THE FOUNDATIONS FOR DIGITAL UNDERSTANDING</b>	<p>*Project Grants reflect some digital themes, for example digitalisation of postcards reflecting Cleethorpes, digital interpretation of Seagull mural trail, Havelok's Kingdom includes podcasts and creation of animated characters, Harold Goosney documentary.</p> <p>*Programme of activity under development..</p> <p>*Stories of the Docks main output will be a digital scrapbook containing oral histories, images and creative responses to memories. This is currently in development.</p> <p>*Edward Watkin project includes the development of film and digital trail.</p> <p>*Livestreaming the whole of the Festival of the Sea Project, ensuring access and inclusivity for all.</p>	Promote working with digital and using new technology in creative and heritage activity.	<p>Use digital to raise awareness of heritage.</p> <p>Recognise the impact of digital activity for raising potential whilst ensuring access for all is maintained.</p>	CREATIVE WORKING	K: TAKE ADVANTAGE OF DIGITAL TECHNOLOGY



REF	PROJECT AREA	AIM	THEME	STRATEGIC AIM
1	<b>AUDIENCE INVOLVEMENT AND PARTICIPATION (LOCAL VOICE)</b>	<p>Support organisations to broaden and deepen audiences, reducing barriers to engagement through co- production, representation, participation and working with communities as equal collaborators.</p> <p>Encourage wider participation in creative projects</p> <p>Apply for a Creative People and Places programme in North East Lincolnshire</p> <p>Broaden the diversity of workforces, volunteers and participants.</p>	CREATIVITY FOR ALL	<p>A. INCREASE THE AMOUNT AND VISIBILITY OF CREATIVITY</p> <p>B. FOCUS ON EQUITY, DIVERSITY &amp; INCLUSION</p> <p>D. BRING GENERATIONS TOGETHER</p>
2	<b>CREATIVITY AND YOUNG PEOPLE</b>	<p>Ensure that childrens' voices are at the heart of creative decision-making.</p> <p>Deliver the ambitions of the Humber Music Education Hub in NEL</p> <p>Continue to work with partners including schools, community organisations and others to provide more opportunities for young people to experience creativity whether as participants or audiences.</p> <p>Build a network of schools who have knowledge and access to a range of creative provision helping to deliver a range of outcomes that enrich childrens' lives.</p> <p>Build upon Creative Careers Week, especially event at Franklin College to highlight broad range of careers in the creative industries.</p> <p>Continue to engage with NELC Childrens Services to promote creativity to deliver positive outcomes for children, young people and their families.</p> <p>Maximise the opportunity of the opening of new facilities, such as the Horizon Onside Youth Zone to engage more children and young people to participate in creative activities.</p>	CREATIVITY FOR ALL	<p>C. INVOLVE AND SUPPORT YOUNG PEOPLE</p> <p>F. DEVELOP THE NEXT GENERATION OF CREATIVE PEOPLE</p>
3	<b>FILM AND TV</b>	<p>Build on the launch of ABP's Kasbah Film quarter to showcase the area as film and TV location working in partnership to consider all aspects of the supply chain centred on the Port of Grimsby.</p> <p>Use film to promote our place by documenting activity and utilising existing avenues for showcasing our creativity and heritage eg through the Heritage Channel and Create North East Lincolnshire.</p> <p>NELC/Create NEL to create dedicated online resources to support location enquiries.</p>	CREATIVE ECONOMY	<p>G. CELEBRATE GRIMSBY, IMMINGHAM, CLEETHORPES AND THE WOLDS' ROLE IN THE WORLD</p>

4	<b>TELLING THE STORY</b>	<p>Work with Create North East Lincolnshire to promote NEL as a creative place with a rich history. Highlighting the internationally significant assets of NEL including our maritime, industrial, social/community and natural heritage as highlighted in the Creativity Strategy.</p> <p>Facilitate the conversation about heritage to create opportunities for everyone to share their own stories, which come together to tell interwoven shared experiences.</p> <p>Maximise the opportunities for engagement throughout projects to enable the community to be at the heart of the stories reflecting our past whilst looking forward.</p>	CREATIVE ECONOMY	<p>E. CELEBRATE THE HERITAGE OF THE AREA.</p> <p>G. CELEBRATE GRIMSBY, IMMINGHAM, CLEETHORPES AND THE WOLDS' ROLE IN THE WORLD</p>
5	<b>CLIMATE FOR INVESTMENT</b>	<p>Supporting the submission of ambitious applications to funders such as Arts Council England, Historic England, Community Fund &amp; the National Lottery Heritage Fund to increase investment in NEL.</p> <p>Through grants and commissions develop a ladder of opportunities to support projects at all scales and have the resources to grow in a supportive environment. This will range from first time applicants, to National Portfolio Organisations (NPOs) and large projects.</p> <p>Make the case for investment in scalable creative projects from more diverse range of funding streams e.g trusts and foundations, health and education public funding and private sector funds.</p> <p>Utilise NEL's Status as a Heritage Place to develop a pipeline of deliverable and ambitious projects.</p> <p>Broaden diversity of investment to improve opportunities for everyone, particularly for under-represented, those with protected characteristics and from disadvantaged socio-economic groups.</p>	CREATIVE ECONOMY	<p>H. SECURE FUNDING</p> <p>I: SUPPORT CREATIVE BUSINESSES AND INDIVIDUALS</p>

6	<b>CREATIVE STREETS</b>	<p>Work with 2025 Group and other initiatives to develop opportunities for the creative and heritage sector to engage in wider positive activity across the borough.</p> <p>Experiences from other areas and places will be considered in the development of activity locally and connections beyond the borough will be encouraged.</p> <p>Maximise the opportunities for creativity in town centres and the Port of Grimsby aligned to major projects and opportunities. This includes when new spaces are completed but also activation, public art and meanwhile activities whilst projects are ongoing. This could include the use of vacant units, events and activities or integrating art into the buildings and streetscape.</p> <p>Ensure that major investments e.g. Cleethorpes Levelling Up schemes, Freshney Place leisure redevelopment, free schools and transport hub provide opportunities for creativity.</p>	CREATIVE ECONOMY	<p>I: SUPPORT CREATIVE BUSINESSES AND INDIVIDUALS</p> <p>O: LEARN FROM OTHERS</p>
7	<b>AMPLIFY AND ANIMATE</b>	<p>Reflecting NELC's new Council Plan which highlights culture and heritage continue to work across the public sector to advocate for creativity, championing our creative community and their expertise.</p> <p>Develop meaningful connections across sectors to collaborate and positively impact on the creative economy for the benefit of everyone in NEL.</p> <p>Work collaboratively across Greater Lincolnshire and the Humber to collectively make the case for culture and heritage, creating opportunities for co-commissioning and sharing resources and expertise.</p>	CREATIVE WORKING	<p>N. SUPPORT NORTH EAST LINCOLNSHIRE COUNCIL TO BE AN ENABLER</p> <p>P: WORK IN THE SPIRIT OF COLLABORATION</p>
8	<b>MAXIMISING POTENTIAL - CAPACITY BUILDING AND TALENT DEVELOPMENT</b>	<p>Create opportunities and support development and growth in creative careers and business.</p> <p>Develop strong sector leaders to drive cultural led placemaking, through training and development opportunities which meet individuals needs, including those on the Creativity Board, to build resilience, succession planning and creative practitioner development.</p> <p>Encourage the development of new partnerships, especially between local organisations and those based elsewhere to share expertise in both directions.</p> <p>Develop skills and capacity of creative and heritage practitioners particularly those with ambitions for longer term investment programmes such as becoming a National Portfolio Organisation (NPO).</p>	CREATIVE ECONOMY	<p>I: SUPPORT CREATIVE BUSINESSES AND INDIVIDUALS</p> <p>M: RAISE THE BAR</p> <p>O: LEARN FROM OTHERS</p>

9	<b>PARKS, GARDENS AND LANDSCAPES - CONNECTING WITH NATURE</b>	<p>Increased understanding of natural heritage, internationally significant environment in NEL and the benefits of creative projects in natural environments through initiatives such as Nature Towns and Cities and Beach of Dreams.</p> <p>Encourage appropriate delivery of projects in parks, open spaces and other natural assets to highlight the worldclass natural heritage on our doorstep.</p> <p>Reduce negative environmental impacts of our work and creative &amp; heritage projects (physical and digital).</p>	CREATIVE WORKING	<p>E: CELEBRATE THE HERITAGE OF THE AREA</p> <p>L: ADDRESS OUR ENVIRONMENTAL RESPONSIBILITY</p>
10	<b>EXPLORE THE BENEFITS OF TECHNOLOGY</b>	<p>Promote working with digital and using new technology in creative and heritage activity.</p> <p>Explore the use of AI and new technologies to make positive change and engage audiences especially heritage projects.</p> <p>In conjunction with partners, commission a programme of digital exploration for creative and heritage practitioners to understand the possibilities, share knowledge and maximise their influence on their practice.</p>	CREATIVE WORKING	K: TAKE ADVANTAGE OF DIGITAL TECHNOLOGY