

GREATER GRIMSBY BOARD

Friday 24th April 2026

Microsoft Teams

10.00am – 12.00pm

AGENDA

	Agenda Item	Supporting Papers	Allocated Time
1.	Welcome, Introductions	verbal	10.00am
2.	Declarations of interest	verbal	10.05am
3.	Last Meetings Minutes		10.10am
4.	MHCLG – Pride in Place Programme update	Verbal update	10.15am
5.	Pride in Place Programme – MOU Pride in Place Programme – April submission		10.45am
6.	Pride in Place Sub Group / Our Future update • Sub Group feedback • Update on name of fund and broader fund set up activity plus approval on launch funding activity		11.00am
7.	Town of Culture application update - • Next steps discussion		11.30 am
8.	Town Centre Progress update	Verbal update	11.45 am
9.	Date & Time of Next Meetings • 25th June 1000-1200hrs TBC • 23rd October 1000-1200 Microsoft Teams		



Greater Grimsby Board

Minutes of Meeting

27th February 2026 at 10.00 a.m.

Attendance:

- Chair - David Ross (The David Ross Foundation)
- Melanie Onn (MP for Grimsby and Cleethorpes)
- Councillor Philip Jackson (North East Lincolnshire Council)
- Councillor Stan Shreeve (North East Lincolnshire Council)
- Emma Toulson (Orsted)
- Sharon Wroot (North East Lincolnshire Council)
- Mark Webb (Efactor)
- Julie Walmsley (Sector Support)
- Chris Carr (Carr and Carr Builders)

Also in Attendance: –

- Emily Bolton (Our Future)
- Carolina Borgstrom (North East Lincolnshire Council)
- Zoe Campbell (North East Lincolnshire Council)
- Spencer Hunt (North East Lincolnshire Council)
- Damien Jaines White (North East Lincolnshire Council)
- James Trowsdale (North East Lincolnshire Council)

1. Apologies for Absence

Apologies for absence from this meeting were received from Martin Vickers MP, Jonathon Evison (Humberside Police and Crime Commissioner), Deborah Williams (Historic England), Julian Free (University of Lincoln) and David Talbot (CATCH).

2. Declarations of Interest

There were no declarations of interest from any Board member in respect of items on the agenda for this meeting

3. Minutes of last Meeting

The minutes of the meeting of this Board on 20th November 2025 were agreed as a correct record.

4. Pride in Place Sub Group Update

The board received an update from the Pride in Place Sub-Group on the Our Future proposal for the next phase of work and the open house scheduled for 9-10 March.

Ms Bolton outlined the proposal for the next phase of work, building on the plan submitted to MHCLG. The core idea was to establish a new independent, community-led organisation which would administer the fund for Grimsby, owned by and for its residents.

The board agreed to the proposed funding model for the next phase of the Pride in Place programme to expedite programme delivery, leverage existing expertise and relationships, and secure additional funding, while ensuring costs were covered by the capacity fund.

RESOLVED –

That the the proposed funding model for the next phase of the Pride in Place programme be approved, which included:

- Allocation of £100,000 from the Pride in Place capacity fund to "Our Future" for programme delivery, matched by "Our Future's" own contribution.
- Engagement of Key Fund as fund administrator at a cost of £57,000, offset by a £45,000 grant they would bring for Grimsby projects.

5. Town of Culture Application Update

The Board received an update on the Town of Culture application. Mr Trowsdale provided background on the UK City/Town of Culture concept, stemming from Liverpool's European Capital of Culture in 2008. Past UK City of Culture examples included Londonderry, Hull, Coventry, and Bradford.

The board discussed the next steps which included the Council team drafting the expression of interest, with representation from across the council.

A member suggested a Oversight Proposal Subgroup be established to provide a "critical friend" eye on the expression of interest (EOI) ensuring collective ambition and partnership were reflected.

The board agreed to oversee the development of the EOI with the aim for a draft by 13th March 2026, with feedback in the third week of March 2026, and final tweaks by end of March 2026.

RESOLVED –

1. That the Great Grimsby Board provide oversight for the development of the Grimsby Town of Culture EOI.
2. That a subgroup be established to drive the development of the Town of Culture EOI, to be chaired by Ms Onn with involvement from interested board members and Lucy Oxwell Key from Horizon Youth Zone.

6. Town Centre Update

The board received an update on the Town Centre.

Mr Jaines-White explained the original master plan vision (diversification, waterfront, three main zones) was being refreshed to engage with Historic England, Homes England, and the Combined Authority for future funding and development.

Mr Jaines-White highlighted significant progress had been made on the pre-let cinema site. He explained that Horizon Youth Zone had just opened and was highly successful, a legacy of the Town Deal. It attracted over 2000 visitors on the opening day. The centre had a strong community engagement and a focus on arts and culture alongside other activities. The Care Building had also opened and was unrecognisable from its previous state, featuring high-end interior design.

Mr Janies White and Mark Webb confirmed that the derelict St James House building had been fully refurbished and was now open. All offices were let within three months, primarily to local businesses indicating strong confidence in the town centre. Interest existed for the ground floor and first floor conference centre. A member asked about the return on investment. Mr Jaines-White explained the building was considered economically sustainable and a replicable model for future projects, focusing on long-term sustainability rather than immediate high commercial returns.

RESOLVED - That the update be noted.

There being no further business, the Chair declared the meeting closed at 11.50 a.m

MEMORANDUM OF UNDERSTANDING

Between

The Secretary of State for Housing, Communities and Local Government

-and-

North East Lincolnshire Council

-and-

Grimsby Neighbourhood Board

1. Purpose

- 1.1. This Memorandum of Understanding (MoU) sets out the terms that will apply to the relationship between the Secretary of State for Housing, Communities and Local Government (the Secretary of State), North East Lincolnshire Council (the local authority) and the Grimsby Neighbourhood Board regarding the administration and delivery of the Pride in Place Programme (the programme).
- 1.2. This MoU relates to the allocation set out in the [Programme Prospectus](#).
- 1.3. This MoU will be for the first investment period of the programme which spans the period 1 April 2026 to 31 March 2030. Changes will be made only where signatories deem it necessary.
- 1.4. The MoU sets out the conditions and expectations for the Programme.
- 1.5. The Secretary of State and the local authority shall be parties in this agreement.
- 1.6. This MoU is not intended to create legal or binding obligations. It describes the understanding between both parties for the use of funding specified in section 3 of this agreement.
- 1.7. The Neighbourhood Board for Grimsby is not a formal party to this agreement, but a signatory in acknowledgement of the Neighbourhood Board's role and responsibilities in programme delivery within their place, as set out in the programme guidance.

2. Background

- 2.1. The Pride in Place Programme was launched on 25 September 2025. The Secretary of State has agreed the Neighbourhood Board's Pride in Place Plan for Grimsby.
- 2.2. This MoU covers the funding commitments from the Secretary of State and the delivery, financial expenditure, agreed milestones, reporting and evaluation,

communications and branding expectations between the Parties as well as the steps the Secretary of State could take in the event of underperformance, if required.

- 2.3. The Secretary of State has published guidance on the delivery of the programme in the [Pride in Place Programme prospectus and guidance](#). The Secretary of State will notify the local authority of any changes to the prospectus and, if necessary, provide guidance on how changes are to be managed.

3. Purpose of the Funding

- 3.1. The funding from the programme is being provided to deliver activity in line with the prospectus and the priorities for investment agreed by the Neighbourhood Board, based on community engagement activity carried out throughout the programme lifetime.
- 3.2. The allocation to the local authority is set out in the [Pride in Place Programme prospectus and guidance](#). The local authority will receive annual grant payments as set out in this allocation, subject to the conditions in sections 5 and 6.
- 3.3. Any changes to the allocation will be notified to the local authority as soon as practicable. Funding will not be withdrawn unreasonably.
- 3.4. Funding must be spent in line with the rules set out in the [Pride in Place Programme prospectus and guidance](#).
- 3.5. Funding should be managed through a partnership between the Neighbourhood Board and the local authority, as set out in the [Pride in Place Programme prospectus and guidance](#).
- 3.6. The local authority is expected to agree a way of working with the Neighbourhood Board which:
- recognises and upholds the Neighbourhood Board's role as decision-maker in relation to how programme funding is used to deliver the strategic aims of the programme in the local area;
 - enables development and embedding of appropriate processes and controls for the funding allocation; and
 - ensures that residents, businesses, and grassroots organisations are actively involved in programme design and decision-making throughout the lifetime of the programme.
- 3.7. Funding should be used to deliver in line with the Pride in Place Plan for Grimsby which has been agreed with MHCLG. The partnership can make changes to the plan agreed by the Secretary of State. The scale, type and process for making changes is set out in published guidance and at section 10 of this agreement.

4. Reporting

- 4.1. As part of the delegated delivery model, the local authority will provide formal reporting on the use of Pride in Place Programme funding as set out in the [Pride in Place Programme prospectus and guidance](#).

5. Financial Arrangements

- 5.1. The agreed funds will be issued to the local authority as grant payments under Section 50 of the United Kingdom Internal Markets Act 2020 ('UKIM').
- 5.2. Details of the annual funding allocation, broken down into capital and revenue funding, will be confirmed in annual grant determinations.
- 5.3. The grant payment and grant determination letters (GDL) for 2026-27 will be made after this MoU is signed.
- 5.4. The 2027-28, 2028-29 and 2029-30 grant payments will be paid in Quarter 1 (April-June) of each year. Release of payments is dependent on submission of satisfactory Statement of Grant Usage and monitoring reports in the preceding year as set out in [Pride in Place Programme prospectus and guidance](#) and ongoing compliance with the Pride in Place Programme prospectus and guidance.
- 5.5. Grant determination letters (GDL) for years 2027-28, 2028-29 and 2029-30 will be provided following confirmation of the annual payment for each year.
- 5.6. The grant payment arrangements for financial year 2030-31 and beyond will be set out in a separate memorandum of understanding.
- 5.7. Where the local authority is holding any underspend from the Pride in Place programme capacity funding payments made in 2023-24, 2024-25 and 2025-26, this may be retained and brought forward to be spent in future years in line with the Funding Flexibility rules outlined in the [Pride in Place Programme prospectus and guidance](#). The 2026/27, 2027-28, 2028-29 and 2029-30 grant payments from MHCLG will not be adjusted as a result of any brought forward funding.
- 5.8. Capital grant funding, as set out in grant determinations, may only be used for capital expenditure.
- 5.9. Revenue grant funding may be used for revenue or capital expenditure, in line with the local authority's accounting practices.
- 5.10. If the Secretary of State has concerns around future spending plans, based on the experience of local delivery to date, or wider financial issues or governance affecting delivery, then the Secretary of State may pay in instalments, withhold or recover funding.

- 5.11. The local authority accepts responsibility for meeting any costs over and above the Secretary of State's contribution, agreed in the annual grant determination. This includes potential cost overruns and the underwriting of any funding contributions expected from third parties.

6. Conditions of Approval

- 6.1. MHCLG's agreement of the Pride in Place Plan for Grimsby is conditional upon the following condition/s being completed:

- a) The programme delivery team shall undertake monthly progress meetings with MHCLG in relation to the development of the Grimsby fund. These meetings will include, but not be limited to, provision of updates on milestones, governance arrangements and policy approaches.

- 6.2. In the event that the above conditions are not met by the date set out, the Secretary of State may withhold further annual payments until such time as the conditions are satisfactorily completed.

7. Branding and Communication

- 7.1. The Secretary of State will provide the local authority with guidance on the Branding and Communication associated with the programme in due course.
- 7.2. The Parties agree to adhere to the guidance and any updates subsequently released by the Secretary of State or HMG on communications linked to the programme.
- 7.3. The local authority agrees to publish details of Neighbourhood Board membership, place governance arrangements and key documents regarding delivery of the programme in the local area, as outlined in the [Pride in Place Programme prospectus and guidance](#).
- 7.4. The local authority agrees to make monitoring returns submitted to the department publicly available as outlined in the [Pride in Place Programme prospectus and guidance](#).

8. Evaluation

- 8.1 The Secretary of State will publish an evaluation strategy, setting out how the programme will be evaluated, in due course.
- 8.2 The local authority will support any evaluation of the fund through capturing and providing relevant monitoring data and engaging as appropriate with MHCLG or its contractors.

9. Assurance

- 9.1. The Secretary of State has set out the approach to assurance for the programme in the [Pride in Place Programme prospectus and guidance](#).
- 9.2. Funding will be managed within the finance governance framework adopted by local authorities and the existing local authority accountability and assurance regime, under the oversight of the local authority's Chief Financial Officer [England and Wales: Section 151, Scotland: Section 95, Northern Ireland: Section 54].
- 9.3. The Chief Financial Officer will be required to submit an annual Statement of Grant Usage return to MHCLG. This will provide confirmation that they have undertaken to actively apply all the necessary checks to ensure proper administration of its financial affairs regarding the funding programme, and that the funding has been managed with propriety, regularity and value for money.
- 9.4. The local authority is expected to have the necessary governance and assurance arrangements in place and that all legal and other statutory obligations and consents will be adhered to.
- 9.5. As set out in the [Pride in Place Programme prospectus and guidance](#), the local authority is responsible for applying management controls that:
- mitigate the risk of fraud;
 - ensure funding has been used in accordance with UK subsidy control legislation;
 - ensure that any procurement undertaken by a contracting authority funded by the fund has complied with public procurement rules;
 - ensure compliance with its statutory equality obligations;
 - ensure adequate assessment of environmental impacts arising from programme activities and compliance with environmental duty; and
 - ensure that any personal data obtained in connection with the fund's activities is handled in compliance with data protection legislation.
- 9.6. The local authority will respond directly to questions addressing the local delivery of the fund and cooperate with the Secretary of State in any inquiries regarding the delivery of the fund.

10. Changes to agreed Pride in Place Plan

- 10.1. The local authority will notify the Secretary of State of any changes to the activities, expenditure, management processes and governance arrangements set out in their Pride in Place Plan through routine monitoring returns. The local authority does not need approval from the Secretary of State to make changes to

its delivery unless the change constitutes a 'material change' as set out in the [Pride in Place Programme prospectus and guidance](#).

- 10.2. Requests for material changes can be made to the Secretary of State as and when required during delivery, following the published process.

10. Compliance with the MoU

- 10.1. The Parties to this MoU are responsible for ensuring that they have the necessary systems and appropriate resources in place within their respective organisations to comply fully with the requirements of this MoU.

11. Changes to the MoU

- 11.1. The arrangements under this MoU will be kept under review. Amendments to this MoU may only be made upon written agreement between the Parties.

12. Resolution of Disputes

- 12.1. Any dispute that may arise as to the interpretation or application of this MoU will be settled by consultation between the parties.

Signed on Behalf of the Local Authority (by Chief Executive / Chief Financial Officer):



Name: G A LONSDALE

Job Title: SECTION 151 OFFICER

Date: 10/4/2026

Signed on Behalf of Secretary of State:



Name: Kay Withers

Job Title: Director, Communities. Cohesion and Inclusive Growth

Date: 31 March 2026

Signed on Behalf of the Neighbourhood Board in acknowledgement of the Neighbourhood Board role in delivery of the programme:



Name: David PJ Ross

Job Title: Chair

Date: 15 April 2026

Pride in Place Grimsby Submission

April 2026

Capacity funding activities

Delivered activity details

Add all of the activities that you have spent capacity funding on since you received it. Add activities individually or group related activities together if appropriate, for example all travel related activities.

You can only add one activity or activity group at a time in this section.

What is the name of the activity or group of activities?

Use a short descriptive name

Which category does this activity most relate to?

- Consultancy
- **Community outreach and engagement**
- Management costs
- Training
- Other

Activity description

For to be added, include:

- a brief explanation of what it is
- who it was targeted at
- an estimated number of people who benefitted from it

Tell us more about this community outreach activity

250 words

In 2024, working in partnership with "Our Future" foundational engagement activity commenced in Grimsby, focused on mobilising citizens and partners to shape the programme collaboratively from the outset. A series of engagement events were delivered alongside ongoing communications to involve residents, businesses and stakeholders in co-developing

priorities and exploring how people could actively participate and was held over an initial four-month period.

An early priority was to consolidate and share existing insight, ensuring the programme built on what was already known. This included evidence from previous consultations, current activity, and local assets and opportunities. A simple fact file was developed to articulate established priorities and provide a shared evidence base for further engagement.

Using world-leading democratic participation approaches, a collective vision for Grimsby was co-created with citizens, supported by local creative talent to bring the vision to life in an engaging and inspiring way. Citizens were supported to clarify and prioritise the issues that mattered most to them, developing and testing intervention ideas. This resulted in clear priority themes and shared prioritisation criteria with practical ideas beneath each theme.

Finally, fund concepts were co-developed with citizens and the wider network of funders, investors, academics and policy makers. This collaborative process identified complementary funding opportunities to support the programme. All of the work mentioned above culminated in the first draft of the Grimsby Vision which was shared widely with residents, recognising that this was, ultimately, their plan.

The total estimated who benefitted and engaged in the process was approximately 1700 people.

How much Pride in Place funding did you spend on Engage & Mobilise Citizens?

£99,871

Delivered activity details

Do you need to add another answer?

Yes

No

What is the name of the activity or group of activities?

Use a short descriptive name

Which category does Continuation & Consolidation most relate to?

- Consultancy
- **Community outreach and engagement**
- Management costs
- Training
- Other

Activity description

For to be added, include:

- a brief explanation of what it is
- who it was targeted at
- an estimated number of people who benefitted from it

Tell us more about this community outreach activity

250 words

Continuing our partnership with Our Future, the work continued and was designed to put the citizens of Grimsby at the heart of shaping the town's future through a collaborative, structured process. It began by bringing together residents, community organisations, businesses, and public-sector partners around a shared ethos: that local people would own the Grimsby Regeneration Plan and that stakeholders would work together using common principles. In the first module, the team engaged and communicated widely so citizens stayed informed and could actively contribute. A launch event was held, regular newsletters were issued (including updates from mission working group chairs), online routes were created for ideas and feedback, and in-person engagement took place on the draft plan. This activity helped residents see how their input influenced decisions and built trust in the process. Collaborative working was embedded through an agreed set of principles and a shared charter, supported by clear routes for checking progress.

The second module built a clear picture of what was already happening across Grimsby's missions and what opportunities could be developed next. Citizen input and mission-led working groups identified existing initiatives, gaps, and a pipeline of fundable propositions, creating strong narratives and networks for sustained momentum.

Finally, the third module explored a draft funding and governance model to enable long-term, citizen-led change, drawing on best practice. The work culminated in a citizen-validated Regeneration plan and 4 year investment plan for submission to Government.

The total estimated who benefitted and engaged in the process was approximately 400 people.

How much Pride in Place funding did you spend on Continuation & Consolidation?

£99,285

You have added 2 delivered activity details

Do you need to add another answer?

Yes

No

Do you have any capacity funding left to spend?

Yes

No

Capacity funding activities

Planned activity details

Use this section to add all of the activities that you will spend capacity funding on between April 2026 and October 2026.

Add activities individually or group related activities together if appropriate, for example all travel related activities.

You can only add one activity or activity group at a time in this section.

You have not added any planned activity details.

Add the first answer

Planned activity details (1)

What is the name of the planned activity or group of activities?

Use a short descriptive name

Developing the Fund and New Entity

Which category does Developing the Fund and New Entity most relate to?

Consultancy

Community outreach and engagement

Management costs

Training

or

Other

Continue

Planned activity description

For Activity include

- a brief explanation of what it is
- who it's targeted at
- an estimated number of people who will benefit from it

Tell us more about this planned community outreach activity

250 words

Building on the momentum and learning to date this phase is structured across three interlinked workstreams designed to: strengthen civic capacity, test citizen-led funding approaches and establish a sustainable, locally-owned fund for Grimsby.

Workstream 1 will sustain and grow the collaborative network of residents, community groups, businesses and institutions. It will maintain high levels of engagement among those already involved, support them to involve others, and evolve collaboration as funding becomes available. Activity will focus on facilitation of thematic groups, regular communication and routes for citizens to contribute ideas, shape priorities and retain a strong sense of local ownership. In parallel, a Grimsby prospectus will evolve and a local brand will help widen participation and support around the town's agreed priorities.

Workstream 2 will trial key elements of a citizen-led funding model through an Interim Fund to demonstrate early action and maintain momentum as well as generate further learning on operationalisation. Delivered with support from an experienced third-party fund administrator, this phase will pilot participatory decision-making, test funding criteria and assurance processes, and generate learning to inform the full fund design, while ensuring compliance with accountable body requirements.

Workstream 3 will use learning to design a permanent, citizen-led fund for Grimsby with robust governance, participation mechanisms and legal arrangements to lay the foundations for a trusted legacy institution capable of stewarding resources, empowering local decision-making and driving sustainable change for Grimsby.

The number of people to benefit and be engaged in the process is estimated at 500 people.

What is the estimated cost of this activity?

£175,000

Capacity funding activities

Planned activity details

Use this section to add all of the activities that you will spend capacity funding on between April 2026 and October 2026.

Add activities individually or group related activities together if appropriate, for example all travel related activities.

You can only add one activity or activity group at a time in this section.

You have added 1 planned activity details

Do you need to add another answer?

Yes

No

Capacity funding activities

Have you delivered any projects using programme delivery funding?

Yes

No

Projects planned using programme funding

Planned projects

Use this section to tell us about the projects you will spend programme delivery funding on between April 2026 and October 2026.

Add one project at a time and add as many projects as you need.

If you're setting up a fund that local organisations can apply to for funding, you can add this as one project. If you do this, you must provide clear details of what sort of projects and organisations the funding will be used for.

You have not added any planned projects.

Planned projects (1)

What is the name of the planned project?

Interim Fund Development

Planned projects (1)

Planned project description

Include:

- a brief explanation of the project
- details of what you're trying to achieve
- an estimated number of people who will benefit from the project

Tell us more about to be added

250 words

As described above, the current focus is on creating and testing structures and processes required to disburse funds on an independent, participatory, community driven basis in the interim, whilst planning for the establishment of a long-term independent institution.

As such we are developing plans to support community-led activity at different stages of development in the interim and have designed a model to encourage participation, build capacity, and create a clear pipeline from early ideas through to larger, longer-term investment.

This will comprise of three complementary funding pots, each designed to test responses to different requirements:

‘Give It a Go’ is intended to support small-scale, visible activity that can be delivered quickly and make immediate difference in the town. Funding would focus on practical, activity-based projects rather than advice or core running costs, providing a simple accessible way for locally driven ideas to get started. This early-stage support is designed to test ideas, demonstrate local decision-making in action, and enable funding to be deployed at pace.

‘Strengthen & Grow’ would support projects that have progressed beyond the initial stage, helping them to become robust and sustainable. Funding would be used to build skills, improve governance and delivery, and prepare projects for larger funding opportunities by reducing risk, linking early activity to longer-term plans.

‘Build for the Future’ would enable larger strategic investment in well-developed projects, including those linked to buildings, land, infrastructure, or long-term regeneration opportunities. Together, these elements create a structured and inclusive approach to developing sustainable, high-impact local projects.

Planned projects (1)

Who does it target?

Select all that apply (all selected)

- **Children and young people**
- **Disabled residents**
- **Ethnic minority communities**
- **Local businesses**
- **Older residents**
- **Voluntary, Community and Social Enterprises**
- **Whole community**

Planned projects (1)

Does planned project relate to a physical asset?

Examples of physical assets include buildings, high streets and parks

Yes

No

Which intervention does the project relate to the most?

Cohesion

Community power

Education and opportunity

Health and wellbeing

Housing

Regeneration, high streets and heritage

Safety and security

Transport

Work, productivity and skills

or

Off-menu intervention

Which other intervention does the project relate to?

Cohesion

Community power
 Education and opportunity
 Health and wellbeing
 Housing
 Regeneration, high streets and heritage
 Safety and security
 Transport
 Work, productivity and skills
 Off-menu intervention

or

It does not relate to another intervention

Organisation details

Which organisations are going to deliver project?

Select all that apply

Housing association
 Local authority
 Neighbourhood board
 Private sector
 Public sector
 Statutory agency
 Voluntary, Community and Social Enterprise

Other

What are the names of these organisations?

List all the names and do not use abbreviations or acronyms

100 words

At present the programme is focused on establishing and testing structures, processes and governance required to distribute funding on an independent, participatory and community-driven basis in the interim, while in parallel planning for the creation of a longer-term independent institution, therefore activity is not structured as a set of discrete projects which will be funded. Instead, it is centred on building and operating the mechanisms through which funding decisions will be made and as a result, the precise form that funded activity will take cannot be fully defined in advance and will emerge through participatory processes once these are underway.

Planned projects (1)

What will the total capital spend be for Interim Fund development?

£360,000

Planned projects (1)

How much of the total capital spend will be paid using Pride in Place Programme capital funding?

Enter the total capital spend amount again if you're only using Pride in Place capital funding

£360,000

Planned projects (1)

What will the total revenue spend be for to be added?

£232,000

Planned projects (1)

How much of the total revenue spend will be paid using Pride in Place Programme revenue funding?

Enter the total revenue spend amount again if you're only using Pride in Place revenue funding

£232,000

Planned projects (1)

Planned delivery dates

Start date for to be added

01.05.26

Planned end date for to be added

31.03.27

Planned projects (1)

Will you be using programme delivery funding for any management costs?

Do not include any management costs that will be paid for using capacity funding

Yes

No

Forecast Capacity Funding spend

Forecast capacity funding spend

Which types of activities do you expect to spend Pride in Place capacity funding on over the next financial year?

Select all that apply

- **Consultancy**
 - Community outreach and engagement
 - Management costs
 - Training
 - Other
- or
- We have no remaining capacity funding to spend

Of those highlighted

Forecast capacity funding spend

Forecast spend on consultancy

What is the estimated total forecast capital spend for consultancy related activities?

£0

What is the estimated total forecast revenue spend for consultancy related activities?

£0

Forecast spend on management costs

What is the estimated total forecast capital spend for management cost related activities?

£0

What is the estimated total forecast revenue spend for management cost related activities?

£0

Forecast capacity funding spend

Forecast capacity funding spend

Forecast spend on other types

What is the estimated total forecast capital spend for any other activities?

£360,000

What is the estimated total forecast revenue spend for any other activities?

£232,000

Continue

Section 4 Forecast programme delivery funding spend

Forecast programme delivery funding spend

Which interventions do you expect to spend Pride in Place programme delivery funding on over the next financial year?

Select all that apply

- Cohesion
- **Community power**
- Education and opportunity
- Health and wellbeing
- Housing
- Regeneration, high streets and heritage
- Safety and security
- Transport
- Work, productivity and skills
- Off-menu interventions

Forecast spend on Community Power

- What is the estimated total forecast capital spend on community power?

• £360000

- What is the estimated total forecast revenue spend on community power?

• £232000

How much do you expect to spend on management costs related to project delivery?

Only include the forecast spend of Pride in Place funding

£0

Section 5 Outputs

Select all the outputs that are relevant to what you've done in your neighbourhood

This is a streamlined list of outputs which are aligned to wider government reporting

- Digital infrastructure upgrades for commercial and residential areas
 - Green retrofits to residential, public, and commercial buildings
 - Improved existing residential units
 - New or improved cultural, community, and sports spaces
 - New or improved healthcare space
 - New or improved public transport
 - New or improved public realm
 - New or improved retail, hospitality, industrial and office spaces
 - New or improved training, educational and childcare facilities
 - Permanent full-time equivalent (FTE) jobs created or safeguarded
- or
- **None of these outputs are relevant to my projects**

Grimsby Together: Update on Fund

Greater Grimsby Board – 24th April 2026

Summary

This paper builds on the interim update circulated (dated 31st March) and provides the Greater Grimsby Board with an update on the 2026 programme of work, seeks approval to launch the first round of community-led grant funding and shares update on broader fund design.

Since our interim update, work has continued on three fronts: sustaining and growing the collective of people involved in Grimsby Together; developing and preparing to launch the first participatory funding round ('Give It A Go'); and progressing the design of the longer-term fund for Grimsby. The name 'Growing Together Fund' has been selected for the Fund through a community naming exercise.

As per our interim update formal government endorsement was received from MHCLG on 24th March 2026 and subject to the Board's approval at the 24th April meeting, the Give It A Go round will launch after the 7th May elections, with funding decisions expected in July. This is in response to the Board's ambition to demonstrate action.

1. Re-cap: Overview of the 2026 Programme

The 2026 programme builds directly on the work done in 2024 and 2025 and is structured around three workstreams:

- **Workstream 1: Sustain and grow the collective** – continuing engagement with the Grimsby Together working groups, thematic chairs, Sub-Group and wider community; sustaining a cross-sector, citizen-led way of working as the Fund is established.
- **Workstream 2: Trial a citizen-led funding model** – deploying the first year Pride in Place funds through participatory mechanisms, capturing learning to inform the full Fund design, and partnering with Key Fund as fund administrator.
- **Workstream 3: Design the fund for Grimsby** – developing the detailed legal, governance and operating model for a new independent entity owned by the people of Grimsby and North East Lincolnshire.

Progress against plan

The February 2026 milestone was to approve the interim approach. The Board did so, and work has since advanced as follows:

- A naming exercise was run with the Grimsby Together collective, resulting in the selection of 'Growing Together Fund' (see Section 2)
- Key Fund's role has been confirmed and the agreements needed to allow funding to flow during the interim period have been developed and agreed by all parties (see section 3)
- The Sub-Group has recommended the proposed approach for administering the 'Give It A Go' funding pot (see Section 3)
- Legal work on the longer-term independent Fund has been initiated, with quotes received from three firms (see section 4)

- A visit to Number 10 is being arranged for a cross section of Grimsby leaders involved in the work so far to share their learnings. This follows connections made at Our Future's Open House in early March.
- This work and Grimsby have been featured as a case study in DCMS's Our Place to Give – their place-based philanthropy strategy. This is helpful in raising the profile of our work as we move to the next stage.

2. Name: Growing Together Fund

We engaged the Grimsby Together wider group to help shape the identity of the Fund. People were invited to react to a shortlist of options and suggest their own via a simple online platform. It was important that this fund is owned by the town at the outset. Two guiding principles were set: to keep the word 'Fund' in the name so its purpose is clear, and to avoid specific place names, allowing the Fund to grow across North East Lincolnshire over time (if/ as other funding is brought in with different geographic boundaries). Following the exercise, the name selected is:

Growing Together Fund

A backup name, in case of legal or design limitations, which could potentially also be used as a strapline, was the second choice: **Our Place, Our Choice**. The name will not be announced publicly until after the 7th May elections.

3. Give It A Go – Request for Approval to Launch

The Board is asked to approve the launch of the 'Give It A Go' funding round, with public launch to follow the 7th May elections. This is the first of three proposed funding pots for the interim phase.

Purpose and design

'Give It A Go' is designed to get money into the town quickly while demonstrating a participatory decision-making mechanism that will give people in the town control over funding decisions.

Funding will support small-scale, activity-based projects that can happen quickly and be seen in the town. Grants of up to £10,000 are available. Funding is for activity, not advice, or general running costs.

The round is explicitly a pilot. Learning on participation, pace and process will be captured throughout to inform the design of the full fund for Grimsby.

To facilitate the disbursement of funds NELC are engaging Key Fund directly to support administration and a set of framework agreements have been developed to capture the roles of NELC, Key Fund and Our Future through the interim funding activity, including:

- Funding Agreement
- Schedule of Delegations
- Assurance Framework
- Funding Pot Policy – *Give It A Go*

These have been worked on with NELC's S151 Officer and are now agreed by all parties.

Decision Maker selection process

A key feature of the design is that people across the town, not professionals, make funding decisions. These decision-makers will be selected in line with five principles:

- **Inclusive by design** – open call and outreach to ensure underrepresented groups are engaged
- **Not first-come-first-served** – avoids advantaging the most confident or well-connected
- **Representative but not rigid** – broad spread without over-engineering
- **Transparent** – the method and overall profile of participants can be shared publicly
- **Prevent capture** – no single group or network can dominate

The selection process has three stages: an open call and outreach to build a diverse applicant pool of potential decision makers (collecting information on location, age band, gender, ethnicity, socio-economic background and availability); grouping applicants to reflect the demographic make-up of the town; and random selection (sortition) within groups to determine the final set of decision makers. Applicants will sign up to a charter committing to working for the collective good of the town. No one with a conflict of interest — for example an applicant or someone linked to a proposal — may participate.

Proposal gathering and screening

Proposals will be gathered through a four-week public call. The primary route will be a simple online form. Alternative routes including assisted submission at drop-in sessions — will also be available to ensure the process is accessible.

The application form covers six main areas: who the applicant is and their legal status; who is responsible for delivery; where the project will take place and who it will benefit; what is being proposed and why it matters; how much is requested (a minimum funding threshold as well as a maximum) and how it will be used; and how the activity will be delivered safely and sustainably.

Key Fund will lead the screening process against agreed eligibility criteria:

- Verified identity and a Grimsby or North East Lincolnshire address
- Substantial ongoing or planned activity in the area
- A named accountable lead
- Agreement to programme standards, including safeguarding
- Confirmation the activity can be delivered safely and within the timeframe
- Fits within MHCLG's pre-approved intervention categories

All eligible proposals will then be assessed against eight dimensions: Creates Change; Defined Activity; Moving Towards Sustainability; Not Gap-Filling Only; For and From Grimsby; Clear Use of Funds; Deliverable and Safe; and Opens Up What's Next.

Each eligible proposal will be presented in a consistent format, with Key Fund providing commentary on strengths, alignment and any questions arising from gaps. Proposals that are not eligible but show merit will be contacted for possible future rounds.

Three-stage allocation process

The allocation process has three stages:

- **Stage A – Briefing and proposal exposure (w/c 29th June):** Two sessions (one online, one in-person) to introduce the Fund, explain criteria and process, and present all eligible proposals.
- **Stage B – Online ranking exercise (between events):** Decision Makers use an online platform to "Like" or skip proposals over one week. The output is a ranked shortlist of the Top 20 proposals, used in the subsequent allocation events. The process includes safeguards against unusual voting patterns. Proposals that are not ranked in the Top 20 will be contacted for possible future rounds.
- **Stage C – Live allocation events (w/c 6th July):** Four events in total (two in-person, two online; daytime and evening). Twenty participants per session. Each Decision Maker distributes a notional budget of £2,250 across proposals, in minimum units of £250. Following an initial round, aggregate results are shared, and participants have a structured opportunity to reflect and adjust their final allocation. No lobbying or negotiation takes place.

Following the four events, allocations are averaged across sessions. Proposals that exceed the minimum funding threshold are funded. Where proposals fall short, the funds allocated to them are re-pooled and redistributed to those closest to the threshold, in order.

We are exploring giving decision makers a "thank you" for their time and will also provide support for travel expenses and childcare.

Communications and awareness

A communications plan has been developed to run alongside the funding round. Core messages are:

- This is a funding exercise for and by the people of Grimsby
- Have you got an idea that could deliver change in Grimsby? You could get up to £10,000 to make it happen
- The people of Grimsby will decide which ideas get funded — you can apply to take part as a Decision Maker
- Contribute to this test event in the spirit of learning

Town-wide visibility will be created through a series of public adverts and with community and business partners. Hyper-local outreach will target community groups and the Grimsby Together and wider Our Future network will be mobilised to share the opportunity. We will also use digital platforms to share the message.

High-level timeline

Subject to Board approval today, the planned timeline is:

- Now – 7th May: Internal planning, brand development and preparation
- 8th May: Public launch of 'Give It A Go'
- Mid-May to early June: Roadshow events and assisted submission clinics
- Early June: Proposal submission deadline
- w/c 15th June – w/c 22nd June: Screening and preparation
- w/c 29th June: Briefing and proposal exposure sessions
- Between events: Online ranking exercise
- w/c 6th July: Live allocation events
- Mid-July: Public announcement of funding decisions

4. Broader Fund Design

Work to design the full fund — to be known as the Growing Together Fund — is running in parallel with the interim phase. We are establishing a new independent legal entity that is owned by the people of Grimsby and North East Lincolnshire and provides a lasting institutional home for the work underway in the town.

Legal structure

Initial analysis suggests that a CIO structure is likely to be the most appropriate legal form. This will be confirmed through further legal advice. We have approached three firms and received three comparable quotes for advice on the most appropriate legal structure (for currently planned and possible future activities), assistance with the formation of constitution and objects, submission and registration support and advice on any applicable FCA regulation. We have engaged with NELC, including the Chief Legal and Monitoring Officer on this process.

We have decided to fund this work directly, in addition to co-funding the activity in this plan. As this approach is new and will have applicability to other towns, we do not believe that this cost should not be borne by Grimsby. There are likely to be some additional localised legal costs around fund set up. We are working to keep these costs to a minimum and will bring any specific costs back to the Greater Grimsby Board as a potential capacity budget item.

Funding pots

Funding is currently proposed to operate through three pots, designed to support activity at different stages and provide a clear route from early ideas to larger investment, and to ensure all viable projects have a way to access funding at the right stage:

- **Give It A Go** – as above, a small-scale, activity-based grants of up to £10,000. Designed to get money out quickly and demonstrate citizen-led decision-making.

In addition to this, the plan is to finalise additional mechanisms and run a round of interim funding through two additional, larger pots before the end of the year. However, we will have an open engagement with citizens on the design of these funds:

- **Strengthen & Grow** – larger scale funding to help projects move beyond the early stage: improving how they are run, building skills and developing a more sustainable operating model. Also intended to help projects get ready for capital funding.
- **Build for the Future** – larger, more strategic investment for projects that are further developed or require more significant funding, including those linked to buildings, land or infrastructure.

Organisational design

The full Fund design will draw on learning from the interim phase as well as national and international best practice. Key elements being developed include:

- Governance and committee structures
- Additional participation mechanisms and decision-making frameworks
- Recruitment and appointment of Chair and Board roles
- Fund operating model, staffing structure, ongoing costs
- Plan for transition from interim model including bringing some processes in-house

Other costs

Most capacity budget costs have already been identified and shared. The original proposal for this work identified legal costs as outside of the Our Future scope and budget. However, as per the above, we now propose covering most of the core legal costs associated with setting up the Fund.

There are also various miscellaneous costs associated with delivery of interim funding activities (venues, expenses, facilitation) which Our Future will cover as well as the cost for the development of the initial brand for the Fund.

Looking forward, we anticipate some potential additional costs associated with the delivery of funding activity which we will seek to minimise and hope to be able to cover. There will also be some additional costs associated with the establishment of the fund which will need to be paid via capacity budget, for example recruitment, and we will give GGB advance notice of any items requiring approval.

6. Areas for Board Consideration

The Board is asked to:

- Approve the launch of the Give It A Go funding round, with public launch to follow the 7th May local elections
- Note the selection of 'Growing Together Fund' as the name for the Fund which will be announced publicly after 7th May
- Note progress on the development of interim funding arrangements and associated governance agreements
- Consider how Board members can support awareness-building and engagement with 'Give It A Go' across their networks
- Note the design and legal work underway to establish the longer-term independent Fund entity including potential additional costs for capacity budget

UK Town of Culture 2028 Competition

Expression of Interest (EOI)

Thank you for your interest in the UK Town of Culture 2028.

Please ensure you have read the “UK Town of Culture 2028 Expression of Interest: Guidance for bidders” document before applying. All EOIs must be submitted using this standard template.

The form comprises four sections which each require a statement response. You are provided with a series of prompts to use as a guide. You do not need to answer each prompt individually but your responses should address all prompts. The prompts draw from the competition criteria and bidding places should refer back to the criteria when completing the form to show the potential of their programme to make a contribution to the aims of the UK Town of Culture programme.

The form has set formatting (e.g., font size and line spacing) which should be adhered to. Please note that the EOI form is strictly word limited and we do not expect at this stage detailed economic data, research or in depth fundraising or delivery plans. Responses should also only include text.

The application deadline is **31 March 2026**. Applications received after this date will not be considered. **If a large number of applications are received, an initial sift will be conducted on the section, 'Section 2: Your Story', only.**

Contact: uktownofculture2028-competition@dcms.gov.uk

SECTION 1: BID INFORMATION

In this section, we ask for information relating to your bidding team and place. The information will not be scored but will be used to confirm your eligibility.

1.1 Contact Information

Please provide contact information for the single point of contact for your bidding team.

Name, Position, Team / Organisation, Telephone Number, Email Address.

James Trowsdale
Strategic Lead for Culture and Heritage
North East Lincolnshire Council

T: 07791644919

E: james.trowsdale@nelincs.gov.uk

1.2 The Bidder

Please provide information for the bidder. With reference to the definitions of the Accountable Body and Delivery Body in "UK Town of Culture 2028 Expression of Interest: Guidance for bidders". You should include information on who the lead bidder is and who the key partners are.

Lead bidder & accountable body: North East Lincolnshire Council (on behalf of the Greater Grimsby Board)

Greater Grimsby Board members

- David Ross, Chair of DR Foundation, National Portrait Gallery and New Schools Network (Chair)
- Max Burnett, Public Affairs Manager (Humber), Associated British Ports
- Chris Carr, MD of Carr and Carr Builders - Construction and Infrastructure rep
- Jonathan Evison, Humberside Police and Crime Commissioner
- Julian Free, Deputy Vice Chancellor, University of Lincoln
- Cllr Philip Jackson, Leader of NELC
- Melanie Onn MP for Great Grimsby and Cleethorpes
- Professor David Petley, Vice Chancellor, University of Hull
- Cllr Stan Streeve, Deputy Leader of NELC
- David Talbot, CEO of CATCH, industry led training facility
- Emma Toulson, Orsted lead stakeholder advisor
- Martin Vickers MP for Brigg and Immingham
- Julie Walmsley, CEO of Grimsby and Cleethorpes Doorstep/VCSE rep
- Mark Webb, Managing Director of e-factor/SME rep
- Deborah Williams, Regional Director (Midlands) Historic England
- Sharon Wroot, CEO of NELC

Partners - The Greater Grimsby Board sub group - strategic oversight:

- Melanie Onn MP for Great Grimsby (Chair)
- Charlotte Bowen, CEO and Creative Director of The Culture House
- Chris Carr, MD of Carr and Carr Builders - Construction and Infrastructure rep
- Paula Denton, CEO of Our Big Picture
- Lucy Ottewell-Key, CEO of Horizon Onside Youth Zone (HOYZ)
- Baron Jason Stockwood of Great Grimsby and Cleethorpes
- Julie Walmsley, CEO of Grimsby and Cleethorpes Doorstep/VCSE rep
- Mark Webb, Managing Director of e-factor/SME rep

Advisors - NEL Creativity Board - creative and heritage expertise

- Charlotte Bowen, CEO and Creative Director of The Culture House
- Paula Denton, CEO of Our Big Picture
- Lisa February, Co Director at lowercase theatre
- Emma Forrest-Leigh, former Vice Principal of Grimsby Institute of Further and Higher Education
- Zoe Hewick, Deputy Head of Hull Music Service and lead for NEL Music Hub
- Rose Nicholson, Heritage Manager at North Lincolnshire Council - part of the Humber Museums Partnership
- Kim Rothman, Development Manager at Lincs Inspire Limited (libraries and archives)
- Ted Stanley, CEO of Hammond House
- Connor Stannard, Tour guide at Grimsby Fishing Heritage Centre - part of the Humber Museums Partnership
- Tracy Stringfellow, CEO of the Heritage Trust of Lincolnshire
- Dale Wells, Co Director of Turntable Gallery

In addition, GY28 will work with partners from a range of sectors (as outlined in responses to questions below)

Voluntary, community and social enterprise organisations

- Cafe Delight community hub in the East Marsh welcoming residents to sensory spaces, home education, mental health and disabled group activities
- CARE, a hub in Grimsby town centre providing supported housing and practical help for people facing homelessness
- Centre 4, a community hub offering residents library, advice, social prescribing, gym and nursery provision in Nunsthorpe, a Garden City development in Grimsby
- East Marsh United, a grassroots resident-led community group dedicated to transforming the East Marsh for the better
- Foresight NEL empowers disabled people, their families and carers to a brighter future and a full and enjoyable life
- Friendship at Home, a volunteer-led charity providing friendship and support to older people in NEL
- Fusion Community Centre offers youth clubs and alternative education services
- Green Futures, utilises a 3.5 acre site to provide gardening and horticulture activities as a market garden growing fruit and vegetables
- Grimsby in Bloom, a community focused initiative dedicated to enhancing the local

environment

- Grimsby Town Football Club and Grimsby Town Foundation
- Our Future, a social action charity delivering Grimsby's Pride in Place programme
- The Enrolled Freeman are Grimbarians who run Freeman Street Market, a community market serving East Marsh area of Grimsby
- Sector Support NEL, an infrastructure organisation supporting VCSE organisations with advice and guidance on funding, governance, training and volunteering
- Voluntary Action North East Lincolnshire, a charity supporting voluntary organisations in Grimsby
- YMCA Humber, a charity providing homelessness and community services in Grimsby

Education & skills

- Careers Cafe welcomes residents into Freshney Place Shopping Centre to access free careers advice, training and confidence building
- Franklin Sixth Form College
- Into University centre is located in the East Marsh providing young people facing disadvantage with inspiration and support to achieve their ambitions
- The David Ross Education Trust, a multi-academy trust with 36 academies including 4 in Grimsby
- The Enquire Learning Trust, a multi-academy trust with 32 academies in the north of England including 7 in Grimsby, built on 'botheredness'
- University of Lincoln

Business

- Grimsby Retailers in Partnership (GRIP)/2025 Group, a network of Grimsby Town centre businesses and organisations developing a private sector led Place Partnership
- Hilton Foods Seachill, UK seafood processing business headquartered in Grimsby

Cultural bodies

- Acting Lincs works with professional and hobbyist actors offering practical workshops, development opportunities and space to perform
- East Street Arts, supporting Grimsby with artist-led spaces for pop-up, found, temporary and permanent creative practice
- Grimbarians, celebrating the extraordinary and inspiring people of Grimsby through positive storytelling
- Grimsby, Cleethorpes and District Civic Society promotes civic pride and provides an independent voice on NEL's heritage assets through talks, meetings and information points
- Grimsby Minster is at the heart of the town centre offering sanctuary with spirituality, heritage and engagement
- Opera North creates extraordinary experiences using music and opera to entertain, engage, challenge and inspire
- Unseen Arts, a contemporary community arts centre in Grimsby offering participatory creative activities in visual and performing arts
- What If We Create, a pioneering organisation delivering creative and cultural

activities responsibly and sustainably

- Without Walls, a consortium of outdoor arts organisations to create, develop and tour innovative new work

Health

- Care Plus Group provides adult health and social care services across NEL
- Creative Start Arts in Health supports addiction recovery through art and community to rebuild lives and restore confidence
- Navigo supports mental health and wellbeing for residents in NEL
- Nurtrio provides social care services and support in NEL

1.3 The Geographical Area

Please specify the geographical area that you are bidding for, with reference to the relevant geographical boundary designations. You may want to note the town categories set out in the “UK Town of Culture 2028 Expression of Interest: Guidance for bidders”. We will use your geographical area’s population size to categorise your bid.

The geographical boundary of Grimsby is defined as a Built-Up Area (BUA) within the local unitary authority of North East Lincolnshire with a population of 85,911 in the 2021 Census.

SECTION 2: YOUR STORY

In this section, we want to understand the unique story and culture of your town. *[Maximum 400 words for each section]*

2.1 Vision

Please use the following prompts to guide your response:

- *What is the story of your town (e.g., places and landscapes, people, communities, culture and heritage) and what is special about it (e.g., including, how it has contributed to a local identity - and, if relevant, how it has contributed to the national story)?*
- *How will your programme celebrate the story of your town, and what themes will be explored in your programme?*
- *How will your programme help to build knowledge of your town (e.g., improving, celebrating, raising the profile)?*

Ambition

by Poet Laureate Simon Armitage

They say the **horizon** doesn't exist

That it's nothing more than a fuzzy smear

Where land and sky **pretend** to kiss

But this town is all about **edge**, isn't it

That sickle of **coast** to the east; quick sunlight

That sharpens on wet roofs, the bladed wind

When grim sailed in from beyond the brink

He carried tomorrow – a child – on his back

You kids are the kids of his kids of his kids

Your **dreams** are made of **fiery stuff**

A flame burns on your breath when you sleep

See now, when the dock tower fishes the dawn

Out of the oggin and lifts up its catch

The **horizon** opens its burning gates

Step forward the future starts at your feet

(Commissioned to celebrate the recent opening of HOYZ, Grimsby)

Grimsby has always been a town on the edge — but it's on the edge where the strongest stories begin. From the legend of Grim, the Danish fisherman who is said to have founded the town, to dock workers who faced the sea's harsh rhythms with courage and humour, Grimsby's story is one of grit, innovation, and an unbreakable spirit.

Once the UK's busiest fishing port, today we're leading the offshore wind and renewables industry.

There's much more, though – we're a place of migration and international connection, embracing togetherness and collectivism – people here have long known how to harness challenge and turn it into opportunity.

Grimsby Town of Culture 2028 (GY28): Celebration, Passion, Participation

GY28 will be forged from the fire of momentum, of current regeneration, celebrating where we've come from, who we are and our bright future.

With a focus on empowering young people, GY28 will tell inspiring stories of courage, belonging, and renewal while celebrating the legends created, using the following themes:

- **Fiery Stuff** - celebrating our fearlessness, resilience and determination which has helped shape the world by reconnecting communities with their stories;
- **The Catch** - uniting and galvanising communities through food and creativity;
- **Edge (Coast)** - exploring our international connectivity built on our relationship with the sea as a place of movement, exchange, and power;
- **Step Forward** - looking ahead with inclusion, innovation, and ambition.

Transforming Grimsby's spaces into launch points for collaborative creativity, co-creating shared memories, through bold community-led festivals, pioneering participatory pieces and large-scale 'legendary' moments.

The future starts at our feet, and Grimsby is ready to step forward.

2.2 Local Needs

Please use the following prompts to guide your response:

- *What local challenges and issues does your town face that your bid can help to address? What priorities, needs, groups and demographics will your programme*

target and why?

- *How does your bid align with any other local and / or regional plans to tackle local needs?*

In recent years Grimsby has been unfairly mocked by outsiders - most famously in Sacha Baron Cohen's film 'Grimsby'. These negative stereotypes fail to reflect our rich history and visionary future built on endeavour, pioneering creatives, and social and industrial innovation. GY28 provides the opportunity to amplify positive stories from Grimsby, ranging from two of the 20th century's greatest songwriters Bernie Taupin (Candle in the Wind) and Rod Temperton (Thriller) to the creation of our national dish (Fish and Chips) and now is the time for Grimsby to **step forward** changing scepticism to belief.

Grimsby experiences high levels of deprivation, with over 60% of its neighbourhoods (LSOAs) ranked in the top 20% most deprived in England, and only 68% of people engaging in arts. This is not through lack of demand, rather lack of opportunities (e.g. Arts Council England investment per head in NEL is £3.51 (England £13.48) in 23/24). GY28 will:

- Prioritise work in neighbourhoods with low healthy life expectancy (51-years old in five most deprived wards) bringing trusted community partners (e.g. East Marsh United, Centre4 and Fusion) together with creative organisations aligned to Marmot Place and The National Lottery Heritage Fund's Heritage Places initiative.
- Boost investment in children and young people's creative participation with paid roles which will improve prospects and demonstrate pathways in cultural careers aligned to NEL's Stronger Together Strategy for children.
- Build capacity, ambition and partnerships connecting local, national and international talent to bolster Grimsby's trailblazing Town Deal and Economic Strategy.
- Deliver a volunteer programme with training and development as approximately 40% of LSOAs are in the top 10% most deprived for education, skills, and training, with 19.2% of the Grimsby population lacking qualifications (England 12.4%)
- Work with partners reimagining spaces and bringing empty units back into use for cultural activity linking with Grimsby's Pride in Place and Town Centre Masterplan (Commercial vacancy rate is more than double the England average (22.6% vs 10.4%).
- Boost community cohesion through events and participation, transforming Grimsby's social trust score of -14% (England -3%) delivering outcomes of Stronger Communities priorities.
- Deliver free and accessible events and activities for children and their families, as 41.1% of Grimsby's U16s live in relative low-income families (21.3% England)
- Deliver skills-based training sessions to grow the cultural sector, talent pipeline and establish new partnerships between creatives, businesses and communities identified in NEL's Creativity Strategy.

2.3 Empowerment

Please use the following prompts to guide your response:

- *How have you developed the ideas within this bid? To what extent have you already consulted your local community and community groups (i.e., residents, businesses, institutions, creative providers, and cultural organisations) on your interest in UK Town of Culture?*
- *How will your local community and community groups be involved in developing and delivering the full application, programme and its legacy? How will you hold yourself accountable to community groups and members when making decisions about the programme?*

Overseen by the Greater Grimsby Board, this EOI has been developed through an extensive programme of engagement including Pride in Place (Grimsby Together), Neighbourhood Plans, and learnings from the Cultural Development Fund (Grimsby Creates) and ACE Place Partnership Fund (Create NEL). Workshops have taken place with HOYZ, 2025 Group, the creative sector, schools and Heritage Network.

Priorities outlined in Pride in Place consultation included:

- More music and cultural events (71% agreed)
- Investment in the high street initiating a hub for local businesses and creators (71% agreed)
- Preserving and celebrating our heritage (69% agreed)

We've created the buzz and excitement involving Grimbarians in our campaign to become the first UK Town of Culture amassing over 150k views, backed by Freeman Street market, CARE and legendary Grim aboard trawler Ross Tiger. We'll continue to build on this momentum as we develop our full application.

GY28 will establish a co-production approach to shape our full application and programme followed by oversight, feedback, guidance and accountability during the delivery and legacy planning phases. We will embed and empower community voice at every level and every stage of programme development to have agency and be heard, ensuring decisions reflect ambitions, lived experience and local priorities building on our track record/experience by:

- forming a Citizen's Panel (steering group) from our existing neighbourhood forums through Sector Support NEL.
- working in partnership with trusted and dynamic local groups and community centres (e.g. YMCA Humber and Foresight)
- designing a range of participatory mechanisms and flexible involvement so that citizens have a real voice in decision-making and the programme's design and direction suiting different availability levels
- going to where people are by holding events in familiar accessible places to increase participation, and inclusion in our most deprived wards eg Family Hubs
- investing in capacity building, providing training to build skills and enable residents to become more active in planning and delivery and enriching lives
- providing resources and incentives for contribution of time/expertise covering costs which may enable greater participation
- clearly communicating how community voice has influenced the programme by

celebrating milestones together, fostering a sense of shared ownership, pride and belonging

- encouraging those who started the journey with us to **step forward** and prosper developing their skills and confidence enabling our legacy to be truly embedded within communities
- commissioning opportunities for local organisations and groups e.g. micro grants, commissions for events and residencies with local practitioners

SECTION 3: CULTURE FOR EVERYONE

In this section, we want to understand how you will design a cultural programme for all which will provide visible, accessible culture that boosts the profile of your town. [Maximum 400 words for each section]

3.1 Quality and Innovation

Please use the following prompts to guide your response:

- *What is your cultural and heritage infrastructure, and how will you use it and build upon them in your programme? If your infrastructure is more limited, how could you leverage UK Town of Culture to develop your infrastructure on a permanent or temporary basis?*
- *What type of activities will your programme deliver, and how will they work together? Please refer to proposed lead artists / creatives, if they are known. You may refer to creating and / or promoting existing events that could become a returning event using the leverage generated by UK Town of Culture investment*

Grimsby's cultural infrastructure is characterised by optimism, determination and innovation. Embracing the spirit of adaptability and constant evolution, determined freelancers and small organisations have grown with skill, creativity and confidence. Since 2020, there has been significant growth, from a low base, with creatives developing a vibrant grassroots scene supported by Create NEL (NELC) creative and heritage networks.

The Culture House became Grimsby's first National Portfolio Organisation (NPO) in 2023, with the Fishing Heritage Centre also joining Humber Museums Partnership NPO. Therefore, the sector is reliant on short-term public funding. GY28 provides the opportunity to develop and strengthen its infrastructure through new regional and (inter)national partnerships/exchanges and job creation to support long-term sustainability beyond 2028.

GY28 will forge ahead inspiring hope through positive existing partnerships with East Street Arts developing spaces and Without Walls creating ambitious new work. Key physical assets include the historic docks, Fishing Heritage Centre, HOYZ, Grimsby Minster, Our Big Picture's arts and heritage hub alongside blue/green spaces e.g. People's Park. These spaces, alongside pop-up galleries, found spaces and site specific commissions, comprehensive schools programme, major public art initiative and creative residencies, will bring together science, industry, and culture to provide the canvas for GY28.

Recruitment of an artistic director will lead GY28's co-created story that ignites the **flame** and captures the spirit and legends of Grimsby from those who dare to believe differently through four joyful, bold, and unapologetically ambitious creative programmes:

- **Fiery Stuff:** GY28 will commence with a new spectacular commission showcasing our grit and determination. Grounded in our Nordic roots, this event will enable Grimbarians the opportunity to take ownership of our legendary stories, celebrating successes including Grimsby Town FC's 150th birthday.

- **The Catch:** With 70% of the UK's seafood processed in Grimsby, we will bring people together in neighbourhoods through food and sharing, creating unforgettable moments to recognise our international importance and build upon our annual Festival of the Sea with Hilton Foods Seachill and community programme Edible Grimsby with Green Futures.
- **Edge (Coast):** GY28 will explore our international connectivity built on our relationship with the sea as place of movement, exchange and sustainability;
- **Step forward:** To conclude our time as UK Town of Culture, we look forward to Grimsby's future recognising our expertise in sustainable energy and innovation, by boosting Our Future Starts Here as a creative showcase and consider the future of coastal towns around the UK.

3.2 Opportunity

Please use the following prompts to guide your response:

- *How will you ensure the initiatives and opportunities (e.g., learning and skills-building, career awareness, bringing different communities together) you are planning are genuinely aligned with your community's needs and interests, especially for younger members of the community?*
- *What social and community impacts will these help you to achieve in your area, and why are these important to your town?*

GY28 will commission high-quality, inspirational, and participatory creative programmes reflecting our authenticity with the overarching outcome to build pride in Grimsby. Grounded in extensive place-based engagement already underway, including the Town Centre Masterplan, Neighbourhood Plans, Pride in Place, Grimsby Together, youth and creative networks, we will maximise the opportunity of GY28 through meaningful involvement, transparency and community ownership.

GY28 aims to have the following impacts for Grimsby's residents

- Culture is more regularly available and accessible across Grimsby.
- Grimsby has a visible prosperous community movement of leaders and change makers.
- Grimsby's cultural sector is uplifted, upskilled, and more connected.
- Culture contributes to Grimsby's economic success and sustainability.
- Grimsby has a strong identity as an attractive, thriving, and proud cultural destination.
- Residents of Grimsby speak positively and with pride about their town.

This will be achieved by commissioning ground-breaking projects that challenge expectations, spark new ways of thinking by bringing people together to drive participation and gain confidence for individuals and the town e.g. participatory music and performance with creative partners such as NEL Music Hub, Opera North and Acting Lincs.

By working across Grimsby in familiar locations like streets, schools, community centres, clubs, shopping centres with trusted partners e.g. Grimsby In Bloom, Cafe Delight and Grimsby Town FC we will ensure that activities are accessible and aligned to community needs and interests. We will invest in changemakers across Grimsby, from young innovators to grassroots leaders galvanising and empowering them as ambassadors and volunteers developing skills and confidence.

We'll build upon HOYZ's Youth Advisory Group's and creative steering groups for Unseen Arts' Own Your Heritage and Our Big Picture's Heritage Explorers (recent children's led heritage projects) to ensure that the GY28 programme is aligned to young people's **dreams** and aspirations. To ensure inclusion, we will amplify existing initiatives such as Fishing Heritage Centre's Heritage Heroes programme supporting adults with additional needs, alongside working with a new SEND school currently being built in Grimsby.

Complementing our volunteer programme, we will work with HOYZ, Careers Cafe, Into University, the University of Lincoln and Franklin College to create work, skills, and progression pathways for aspiring young people offering opportunities to start and grow their careers through the 'Routes In' programme delivered with the University of Lincoln. Skills developed through creative participation will drive personal growth, confidence and shared ambition by increasing self-esteem and transferable skills for **future** work.

3.3 Accessible

Please use the following prompts to guide your response:

- *How will you embed accessibility across the design and content of your programme?*
- *How would you aim to reach the widest possible audience?*

Committed to becoming a Marmot Place and with a reading age in Grimsby of eight and 20% of residents with disabilities, we will embed fairness, inclusion, and equity that prioritises physical, sensory, cognitive, social, financial, and cultural accessibility. Accessibility and inclusivity is at the heart of GY28, making it possible for everyone to participate meaningfully, responding and adjusting to need and creating safe spaces where everybody feels welcomed and belongs.

We will embed accessibility into our programme by:

- Assigning an Access Lead accountable for our inclusive programming and universal design principles and to act as a contact point for audiences e.g. Our Big Picture's Health and Disability Cultural Network member.
- Seeking spaces and venues with step free access, clear signage, accessible formats, quiet spaces, and inclusive interpretation such as BSL, Sign Supported English, Makaton, captioning, audio description, and multilingual resources.
- Using Plain English, Easy Read, screen reader compatible, Alt Text and inclusive

language in our digital, written and oral communications.

- Sharing prior understanding to audiences of what to expect
- Delivering training to staff and volunteers on access and inclusion to ensure best practice is shared.
- Gathering perspectives from community groups and organisations eg Navigo, Care Plus Group.
- Seeking partners and practitioners with lived experience to empower, engage and celebrate individuality through multisensory approaches.
- Listening to audiences during delivery and adapting based on feedback.

We will reach wide audiences, prioritising access for those most in need. Two of our wards are in the most deprived 1% nationally, where 26% of children live in poverty (UK average 17%). GY28 will utilise our existing audience engagement data whilst mapping new opportunities and will use a range of communication channels, balancing digital marketing with traditional media, to reach the widest possible audience, highlighting spaces where digital access can be used.

Marketing and programming will take place across Grimsby's neighbourhoods and **edges**, using community hubs, parks, libraries, schools, halls and outdoor spaces to reduce travel and cost barriers maximising participation opportunities. A significant proportion of activity will be free or low cost to ensure universal access, with targeted outreach for groups who may face additional barriers, including disabled residents, older people, migrant communities, young families, and those experiencing economic hardship.

Building on the successes of CreateNEL, we will connect communities to co-created activities boosting access, regularity and consistency ensuring that participation is possible regardless of background or previous experience, disability, health, income, or confidence.

3.4 Communication

Please use the following prompts to guide your response:

- *How will you build a communication plan that utilises a breadth of media formats and reaches different types of audiences?*

Building on our initial community led campaign with specialist skills and expertise, GY28 will continue to be dynamic and ambitious to transform views of Grimsby, raise pride in place and attract international attention of how Grimsby has shaped the world. GY28 will fire up **the kids of his kids of his kids'** imaginations and play boldly with new possibilities beyond the **horizon** reaching new and existing audiences. GY28 communications plan will cement a positive, empowered, and united creative vision for the future whilst recognising Grimsby's rich and diverse heritage for the benefit of everyone in NEL.

Through the Cultural Development Fund, delivery partners and CreateNEL, we have amassed a wealth of audience data on which to build upon to help shape what we want audiences to think, feel or do as the first UK Town of Culture. We will map and segment

audiences to understand motivations, barriers, and preferred communication channels.

Key segments will include:

- Local residents: families, older adults, groups with low cultural engagement, influencers.
- Children and Young People: HOYZ, family hubs, schools, clubs and colleges.
- Cultural sector: artists and creatives
- Businesses: SMEs, hospitality, tourism, investors.
- Regional and national stakeholders: funders, media, government partners.
- Visitors and potential visitors: day-trippers and tourists.
- Underrepresented communities: low-income households, minority ethnic groups, disabled people.

We will use a balance of digital marketing with traditional media to tailor messaging to reach audiences. Our tone will be inviting, encouraging people to participate together to build ambition through inspirational programming, participatory activities, and skills development.

Grimsby's daily newspaper, The Grimsby Telegraph, and strong links to the BBC (East Yorkshire and Lincolnshire) provide the foundation for features and stories. We will also utilise outdoor advertising including posters, bus shelters, billboards, and digital screens.

We will establish a dedicated accessible website incorporating a mobile-friendly design, providing details of the GY28 programme alongside practical information e.g. travel and accessibility support. Alongside this we will use social media (Facebook, Instagram, TikTok, X) with differentiated content formats for different audiences: reels, live streams, artist and youth-led takeovers, countdowns, mini-documentaries, and email newsletters.

Printed materials will be important in our campaigns, working with trusted partners in community settings, libraries, schools, and businesses (food deliveries) to reach non-digital residents. Volunteers will form a network of trusted local voices and familiar faces physically present in neighbourhoods encouraging people to get involved in the creative programme and welcoming new audiences to events.

SECTION 4: MAKING IT HAPPEN

In this section, we want to understand how you will deliver a successful programme.
[Maximum 400 words for each section]

4.1 Partnerships

Please use the following prompts to guide your response:

- *How will you secure and work with additional external partners (e.g., artists and creatives, cultural and heritage organisations, funders, institutions, businesses, voluntary sector and civic society partners, and residents) to deliver the programme?*
- *How will you ensure your partners are representative of your town population?*

GY28 is built on strong and established partnerships. These relationships are not newly formed for GY28, they are built on years of collaborative working, driven by the catalytic impact of Cultural Development Fund and sustained commitment by local partners to work together, drive change and amplify programmes for maximum impact. Our growing reputation for excellent partnership working can be seen through Our Big Picture's collaboration with Imperial War Museum, Our Future Starts Here partnership between The Culture House, Hammond House, Voluntary Action NEL, and Franklin College and Creative Start's arts and health projects with internationally acclaimed artists e.g. LUAP.

GY28 will expand these relationships through existing events e.g. the community driven Festival of the Sea, by empowering creative leaders to have the ambition to grow. From an international perspective, we'll utilise our strong links across the North Sea, with the Icelandic consulate based in Grimsby, providing strong foundations for collaboration with Nordic Culture Point and EUNIC. We'll boost relationships with the British Council, building opportunities for Grimsby based creatives to deliver work globally whilst working with sponsored DCMS galleries such as the National Portrait Gallery.

We'll grow partnerships between creatives and businesses, building on pilot projects such as What If We Create CIC being resident artist at Lenzing Fibres, bringing together creativity and world leading manufacturing business and creating fusion between these sectors.

Enabled by the Future High Street Fund work in Grimsby town centre, 2025 Group was created by Grimsby Retailers in Partnership (GRIP) fuelling collaborative work between business, Civic Society and others interested in Grimsby's future. We will continue to actively engage with the 2025 Group to maximise the benefits of GY28.

Partnerships with youth organisations, including HOYZ and wider youth and sport alliances, will ensure children and young people are actively involved as participants, creators and leaders, aligned with safeguarding and inclusion frameworks already in place.

Representation and inclusivity will be central to partnership working. Partners will be drawn from across Grimsby's diverse communities with faith groups, disability-led

organisations, migrant community groups and grassroots networks supported as delivery partners, not simply consultees. Clear partnership principles will set expectations around shared decision-making, accountability and fair access to opportunity. This track record of locally relevant, but nationally significant, partnerships will thrive in GY28 with Grimsby hosting creative conversations about our relationship with the sea and the changing role of port towns in feeding and powering the UK.

4.2 Programme Management

Please use the following prompts to guide your response:

- *How will the programme be managed throughout the year, including leadership structure and delivery model?*
- *How will you provide clear roles and responsibilities, and ensure the team has the skills and capacity to deliver?*
- *What are the key risks associated with your proposed programme (i.e., risk, mitigating action, RAG rating)?*

NELC will be the accountable body for GY28, with a proven track record in delivering large scale cultural projects including Cultural Development Fund programme (£2.2m), Grimsby Heritage Action Zone (£1.44m) and Create NEL (£1.6m).

GY28 will be managed through a dedicated ToC Delivery Team supported by a robust leadership and governance structure, including a Citizens' Panel adding cultural democracy and dynamic community voices to the programme. The Greater Grimsby Board chaired by David Ross will provide strategic oversight via its ToC sub-group led by Melanie Onn MP through a delegated decision to a NELC Senior Responsible Officer. Terms of Reference documents will be created for all levels of the governance structure.

A newly and openly recruited Artistic Director will lead day-to-day delivery, supported by specialist roles in community engagement and participation, people and volunteers, operations and production, communications and marketing, fundraising and evaluation which will be hosted by partners. This structure ensures the team has the right blend of cultural expertise, local knowledge and programme management capacity to deliver a high quality large-scale programme.

Role profiles with clear responsibilities and expectations will be created for all posts required during GY28. Induction and training plans will be developed for all postholders with an onboarding programme developed for all paid, commissioned or freelance staff and volunteers to provide the vision of the programme and maintain a strong brand throughout the celebration year.

Key Risks

People (Amber)

Recruitment to posts (paid and voluntary): use of NELC, CreateNEL channels and GY28 Town of Culture branding to attract talented and skilled individuals

Rapid growth of cultural sector could lead to delivery failure: robust governance, strong contract management and skills development with leadership and talent pipeline

Capacity to deliver: engagement ahead of time, plan shared in advance with long lead-in times and paid development opportunities

Finance (Green)

Rising costs: contingency in budget and monthly reporting to board

Community and wider engagement (Green)

Lack of buy-in and commitment: liaise with trusted and valued community organisations, businesses and voluntary sector partners to reach and empower audiences

Reputational (Green)

Ambition and vision fail to be realised: early appointment of Artistic Director, oversight and eagerness from Greater Grimsby board to succeed and put GY28 firmly and positively in the hearts and minds of residents, visitors, and investors

Cancellation due to major incidents or adverse weather: contingency plans in place to move spaces or reschedule

4.3 Financial Management

Please use the following prompts to guide your response:

- *If shortlisted, how would you use a £60,000 grant to strengthen your full application?*
- *How much do you expect it will cost to deliver your programme?*
- *How much additional funding will you need to raise to deliver the programme, and where will you get that additional funding (e.g., existing / reallocated budgets, income from charitable trusts and foundations, income from public funding bodies, business investment / sponsorship, crowdfunding, cultural partnership cash contributions / joint funding applications, in-kind support)?*

GY28 will use the £60,000 development grant as follows:

£17,500 for GY28 programme development including

- Developing programme strands and creative concepts
- Partnership building

- Piloting small-scale research and development

£12,500 for community engagement and co-design

- Workshop facilitation with trusted community partners
- Sessions with young people, creative practitioners and hard to reach groups
- Pop up activities in target neighbourhoods
- Materials, venue costs and accessibility
- Go and see visits

£10,000 for governance, strategy and legacy planning

- Development of GY28 youth advisory board
- Creating a legacy strategy with long term outcomes
- Feasibility work to establish volunteer programme for GY28
- Access audit

£5,000 for evidence data and evaluation framework

- Cultural Asset mapping
- Developing an evaluation framework and logic model

£5,000 for communication and branding

- Building visual identity for GY28
- Small scale digital communication, photography and storytelling
- Marketing audit

£10,000 for programme management and co-ordination

- Part time project manager
- Administration support

GY28's ambition is to double investment from DCMS and deliver a **£6m** programme. NELC have committed an extra **£600,000** to enable delivery of GY28 if successful.

Outside of ToC, NELC has committed a further £175,000 budget from 26/27 onwards to support creative event delivery and marketing.

North East Lincolnshire is a

- Heritage Place for The National Lottery Heritage Fund
- Priority Place for Arts Council England
- A Place Partnership for Sports England

It is anticipated that applications will be made to each of these National Lottery distributors to raise **£1.4m** towards the GY28 programme.

The development of GY28 is strongly aligned to Pride in Place (see Q2.3) and it is anticipated **£400,000** from the Pride in Place programme will be aligned to GY28.

Building on our growing national reputation and in-house experience, funding applications will be made to a range of Trusts and Foundations such as the Paul Hamlyn Foundation, Esmée Fairbairn Foundation and Garfield Weston Foundation alongside local trusts such as the Lincolnshire Community Foundation; we are confident of raising **£500,000**.

Building on the learning from Cities of Culture, we will establish a 'Business Club' enabling

businesses with a local footprint to sponsor GY28. In addition to providing sponsorship this model increases staff engagement, brand activation, and builds a legacy. GY28 is mindful that there is limited history of corporate sponsorship of the arts in Grimsby; a modest target of £100,000 has been set.

4.4 Monitoring, Evaluation and Legacy

Please use the following prompts to guide your response:

- *What outcomes of your programme can be monitored and evaluated? Please refer to outcomes referenced throughout your bid, including those referenced in "Local Needs" and "Opportunity".*
- *How are you currently monitoring the impact of any culture and heritage programme(s) and how could these methods be adapted and used to evaluate UK Town of Culture?*
- *What baseline information is available to help assess the impact of your programme?*

GY28 is committed to embedding a culture of learning and curiosity about what has worked well (and less well) by monitoring and evaluating outcomes (O) and impacts (I) with measures (M) based on our needs and opportunities:

O1: Increased opportunities to make and experience art.

I1: Culture is more regularly available and accessible across Grimsby.

M1: attendees*, demographics/diversity*, active participants*, numbers of events* and commissions*, postcode analysis*, art form*

O2: Given young people and community organisers a voice in their cultural future.

I2: Grimsby has a visible prosperous community movement of leaders and change makers.

M2: proportions new to funding*, inclusion data*

O3: Increased investment in our grassroots-led creative sector.

I3: Grimsby's cultural sector is uplifted, upskilled, and more connected.

M3: numbers of practitioners supported with funding* and associated hours employment*, organisation strength/resilience*

O4: Created inclusive progression pathways into cultural roles through volunteering, placements and employment.

I4: Culture contributes to Grimsby's economic success and sustainability.

M4: volunteer hours*, workshops/training sessions and learners*, skills development/confidence for practitioners* and volunteers, partnerships/collaborations*, numbers of and total leverage from successful funding bids to national funding bodies*.

O5: Increased ways of repurposing spaces to make, create, show, and share creativity.

I5: Grimsby has a strong identity as an attractive, thriving, and proud cultural destination.

M5: vacancy rates, start-up, footfall*, visitor stays, and spend.

O6: Improved self-reported pride in place, quality of life, happiness, and wellbeing.

I6: Residents of Grimsby speak positively and with pride about their town.

M6: audience pride in/perception of place (residents/visitors/businesses), quality of life/health* and wellbeing*, media coverage recognition*, environmental responsibility

*= baseline data held

Our current methods, supplemented by learnings from Spirit of 2012, are fully transferable to GY28 such as experience and household surveys, qualitative and creative methods including interviews and storytelling, case studies, footfall cameras, and website and social media analysis.

The voices and experiences of local people will be at the heart of our evaluation to assess the impact and longer term legacy of GY28, providing an understanding of the cultural, social and economic value of cultural investments and activities, linking to existing data sources and baseline data on which to build.

Additional baseline data includes the Pride in Place Grimsby data, ACE's Culture and Place Explorer, 2023-24 DCMS Participation Survey, adolescent lifestyle survey, Heritage Place data and JSNA.