

Do you want to be part of shaping GY28 from a creative angle?

Grimsby is bidding to become the first UK Town of Culture 2028 – and we're looking for an experienced Creative Lead to help shape an ambitious, community-led cultural programme at the heart of the bid.

This is a unique opportunity to play a key role in a nationally significant project, helping to tell Grimsby's story and showcase its creativity, heritage and cultural ambition on a UK-wide stage.

ABOUT THE ROLE

Working closely with the Town of Culture team, you will:

- Develop a bold and compelling cultural programme for the 2028 bid that represents Grimsby's unique story building on our journey to date
- Provide opportunities for local communities and grassroots artists to develop ideas and submit proposals for the celebration year
- Collaborate with local, national and international (where appropriate) partners to demonstrate ambition, quality and innovation relevant to our programme themes
- Ensure strong community voice, inclusion and participation throughout working with community (plan) leads, young people and their leads to develop the programme
- Shape proposals that reflect Grimsby's identity, creativity and culture and celebrates our place
- Embed environmentally sustainable practices and nature into the creative programme
- Ensure the programme reflects legacy and youth-focused outcomes, building skills, capacity and long-term impact in Grimsby
- Provide regular updates on the programme development to the Town of Culture subgroup and lead coordinator confidently and positively responding to feedback
- Contribute to a high-quality submission to the Department for Digital, Culture, Media & Sport in conjunction with the lead coordinator and subgroup
- Develop and deliver a bid-ready cultural programme in a concise insightful document (as identified in the guidance) that includes:
 - An overview of expected programme activities (description, location & venues, duration, delivery, audience, reach) in the celebration year/time

period to meet the requirements of Appendix A of the guidance (based on £3m award as overall winner with proportion for programming alongside other elements)

- Indicative delivery costs for each listed activity
- Use of wider venues than those identified above that are safe and accessible
- Event management assurance in relation to planning permission, licensing, traffic management, insurance, event safety advisory group, safeguarding, copyrights and intellectual property rights
- Risk assessment with appropriate mitigation
- Recommendations for potential delivery partners and volunteer recruitment
- Details of anticipated community involvement and participation for all activities
- Scalability to include what elements may be taken forward in the event that the award is £250,000
- Measures and evaluation to demonstrate impact

WHAT WE'RE LOOKING FOR

We're seeking someone (a lead) who:

- Has proven experience delivering high-quality cultural programmes or events that reflects a place
- Is a confident creative producer and collaborator
- Is well connected across the arts and cultural sector with a broad network of contacts to support partnerships and delivery (local, national and international)
- Can develop ambitious ideas including showstopper moments grounded in community engagement through building relationships with communities and partners
- Will use innovation and technology to bring the vision to life
- Is passionate about embedding inclusion, diversity and cultural impact & legacy across programmes

KEY DETAILS

- Further information on the application process can be found here: [UK Town of Culture 2028 Full application: Guidance for bidders - GOV.UK](#)
- The timeline for this work is short with the full bid to be submitted by 5pm on 30th November 2026
- Contract: Freelance / consultancy
- Duration: Approx. 25-30 days over 3 months (from Sept 2026)
- Fee: Up to £12,000 (incl. VAT, travel and expenses). Proposals should not exceed this and should provide details of proposed day rate and total project fee.
- Location: Flexible (with engagement in Grimsby)
- Deadline: Tuesday 1 September 2026, 14:00
- Expected award: By Friday 4 September 2026 with inception meeting w/c 7 September 2026
- The successful consultant will be required to sign a Confidentiality/Non-Disclosure Agreement.

APPLY

To apply, please send your CV and a covering letter (max 2 sides A4) by Tuesday 1 September at 14:00 to createnortheastlincolnshire@nelincs.gov.uk outlining how you meet the full brief with specific reference to the following:

- How will you demonstrate collaborative and creative leadership to deliver this brief?
- How will you empower and actively include local communities, grassroots artists and leaders in decision-making and shaping the proposal?
- Your skills, knowledge and experience in delivering this brief including your commitment and availability for the required period.