



BRINGING THE PAST TO LIFE

FINAL REPORT



Commissioned as part of the Grimsby Creates programme the 'Paint The Town Proud' heritage initiative was led by Creative Start CIC and delivered in partnership with The Culture House, Nomad Remote Digital Studio and Hammond House Productions.

Local heritage is an important part of raising aspirations and increasing the cultural capital of the area. Local heritage is what inspires the future generations

Paul Kaylow, Senior Vice Principal at Clee Academy.



Working in collaboration with a number of local, national and international artists, community groups, commercial partners and dedicated volunteers at various sites throughout the town, we developed and delivered an intergenerational and extensive programme of ambitious and impactful visual artwork combining creative media, digital technology, storytelling and exhibitions to celebrate Grimsby's world-famous heritage in a unique and innovative way to appeal to local and national audiences.

Working within the theme of heritage and across the heritage action zone including Grimsby Town Centre and Grimsby Docks, our project has focused on some of the key strands of our local heritage including Fishing, The History of the High Street and Architecture, Myths & Legends and more; exploring and researching each element.

Our aim was for all people to feel included in the celebration of heritage through arts and culture and we feel that it's important that local people and creatives have been represented. We wanted to be able to educate, inspire and have a lasting impact on people.

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It brings the area to life
with colour and celebration
which automatically makes
you feel happy...

Matthew Portess, Appleleaf Accountancy (local business owner)



PROJECT LEAD

Creative Start Arts in Health CIC

Creative Start is an award-winning, lived experience, not-for-profit organisation that has delivered art workshops and painted heritage themed murals throughout North East Lincolnshire since 2012.

They have an experienced team of creative professionals that include; Project Managers, Mentors, Artists, Mural Artists, Digital Designers, Creative Writers and Craftspeople and are also supported by a large team of committed, experienced and multi-talented volunteers that are regularly commissioned for public art projects. Creative Start have won many awards for their strength in community engagement.

The Comeback Art Studio is an abstinence-based recovery drop-in, that is led by the Recovery Community and those with Lived experience of the issues they aim to tackle. The service was commissioned by NELC in 2019 with support from Public Health England and is the first service of its kind in North East Lincolnshire.

The Comeback delivers support and aftercare to people affected by addiction, this includes peer support, therapies and person-centred counselling. The Comeback is also an Arts in Health venue, which includes an art studio, design studio and podcast studio.

'The Great Escape' is a Heritage restoration initiative located within the Docks Heritage zone and includes restoration workshops, a presentation room, art studio and exhibition space. Both buildings contain state of the art creative equipment.

www.creativestartcic.org

PROJECT DELIVERY PARTNERS

The Culture House

Based in Grimsby, Culture House are committed to increasing cultural opportunity for all and have been working to increase cultural provision in this underserved place through development and delivery of quality and imaginative events, festivals and projects since 2010, winning a NEL Civic Award for Creative Excellence in 2022.

Working in partnership with creative organisations, artists, community groups, businesses, education providers, local authority and more, to engage, excite and inspire residents and visitors to the area by connecting people and communities to where they live and each-other.

The team are extremely passionate and committed to the local area and have a keen interest in local history and talent development with a track record for producing and delivering creative projects that celebrate local heritage and people.

www.theculturehouse.co.uk

Nomad Remote Digital Studio

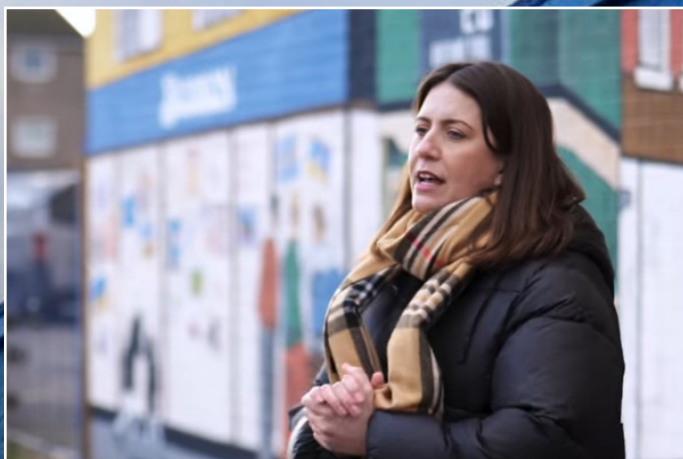
Justin is an award-winning freelance web designer and digital-artist based in North East Lincolnshire.

He volunteers much of his time to Creative Start where he works as a resident designer and digital studio manager promoting local start-ups, artists, creators, community not-for-profits and charity organisations



It's really important for the community to know, learn and see our history and achievements...

Vanessa Ticsone, Age 13



using digital media and technology to build their digital presence and grow their online communities.

As a delivery partner for the 'Paint The Town Proud' project, Justin provides digital support and uses his knowledge of visual design and digital technologies to help the project achieve its objectives.

www.designedbynomad.co.uk

Hammond House Productions

Hammond House works in partnership with other community organisations to address loneliness and isolation and encourage inclusivity through creative activities.

From publishing aspiring writers across the world in their annual anthologies, producing professional video content and local TV channels, Hammond House support individuals, communities and organisations to pursue their creative aspirations.

www.hammondhouse.org.uk

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Collaborative Feature Murals

We created a series of collaborative 'feature' murals on selected town centre buildings depicting fishing and heritage scenes from Grimsby's rich history.



Community Murals

We also produced a series of smaller engaging community murals [indoors and outdoors] working in collaboration with emerging local artists, community groups and volunteers.



Digital Trail

Alongside the featured murals we have created a digital trail of their locations using QR codes on site to connect viewers to the website and find out about the inspiration for each piece.



Memory Lane Podcast

Memory Lane podcasts about Grimsby's heritage were created, based on stories that emerged from extensive research and local consultations.



Consultations and events

We ran a number of public consultations and events - partnering with history and social media community groups to develop the specific themes and stories for our artwork.



Creative Workshops

Working with a diverse range of community groups and delivery partners, we offered a series of creative workshops in different artforms and creative subjects.



Exhibitions and screenings

We partnered with other project providers to produce outdoor projections and ran a number of exhibitions of local artists paintings that we commissioned during the project.

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HERITAGE

To launch the project, we hosted a 'community consultation' and launch as part of the Festival of the Sea 2021 fringe event at Freeman Street Market, alongside a photography exhibition showcasing the history of the Grimsby Docks by Steve Thornton.

We produced an 8ft mural with words 'GRIMSBY PRIDE' as the central point and welcomed people to come along and contribute toward the mural piece – this was a wonderful conversation starter!

Obviously the town's fishing heritage is the main point, but it would also be good to see other heritage that the town is known for...

Anonymous feedback from public survey

We spoke with over one hundred local people on the day, gathering research and personal memories about the local area. We asked people to take part in a survey with questions including 'what makes you proud about the town?' and 'what would you like to see celebrated throughout the project?' so that we could gain more insight.

We also attended local memory and history groups and did public consultations throughout town centre streets, public spaces and at Grimsby Town Football matches to hear about people's memories and feedback about what was important to them.

As well as street surveys and online surveys where we have spoken with approximately 200 people, one of our lead artists hosted memory making sessions where he worked with people to teach them how to make an origami boat from paper whilst they shared stories and tales from their own experiences.

This proved to be an effective way of engaging people as part of the Lincs Inspire 'Up My Street' heritage event that was hosted at the West Marsh Community Centre and also at Grimsby Minster. There were a total of 42 boats made with memories saved inside.

As expected, a majority of people were calling for a celebration of Grimsby's world famous fishing heritage but we also identified some other key areas of focus. We wanted to offer a diverse celebration of local heritage and agreed on some themes to give us direction for the murals including; Fishing Heritage, Sporting Heritage, Buildings and Architecture and Viking Heritage.



MEMORY LANE - THE PODCAST

<https://www.paintthetownproud.com/memory-lane-podcast>

As we explored suggested subjects further, we devised a structure for a series of podcasts to be recorded at the Creative Start 'Underdog Arts' Podcast studio with each episode focussing on a new theme.

We invited an artist and a 'subject specialist' onto each episode and discovered some interesting and unique stories throughout the conversations.



Host Molly Charnley and co-host Becky Darnell are joined in the studio by film director Jack Spring and actor Michael Kinsey to chat about 'Three Day Millionaire' which is set and filmed in Grimsby and pays homage to the towns rich fishing history.



Available on Soundcloud and Spotify

Paint The Town Proud Intro

Guests are Artist and founder of Creative Start Sam Delaney and History Researcher, Sue Johnson

[Listen Now](#)

Three Day Millionaire

Guests were Jack Spring, Director of Netflix film Three Day Millionaire and Actor and cast member Micheal Kinsey

[Listen Now](#)

Villains & the Supernatural

Guests were Urban Spray Artist Rob Distant (In Vision Artisans) and Local Actor and Historian Jack Scott

[Listen Now](#)

The Mariners

Guests were Artist Kevin Atkin and Board Member of the Mariners Trust, Kristine Green

[Listen Now](#)

West Marsh Memories

Guests were Muralist Andy Pea and Author of the Girl from the West Marsh, Jane Hyldon-King

[Listen Now](#)

Fantasy, Myths and Legends (Grim & Havelock)

Guests were Artist Dale Mackie and local Actor and Historian, Jack Scott

[Listen Now](#)

Grimsby Streets

Guests were Artist Sarah Palmer and local Historian and Journalist Emma Lingard

[Listen Now](#)

East Marsh Memories

Guest was the Mayor of North East Lincolnshire and Chair of the East Marsh History Group and East Marsh Involve

[Listen Now](#)



GTFC 'Wall Of Fame' & Fanzone
Blundell Park, Grimsby



'Racing The Wind'
Little Oaks Nursery, West Marsh



'Harriet The Haddock'
Town Hall St, Grimsby



'The Great Wall Of Grimsby'
Garibaldi St, Grimsby

We should be proud of
our home and heritage.
Anything that uplifts it is a
good thing

Sam Pearson, Teacher at Clee Academy





Over the course of 18 months, we have...

- Engaged in a range of audience demographics in different artforms and creativity
- Changed the landscape of the town
- Fuelled conversations and evoked memories for local people
- Celebrated a shared pride in our heritage in new, exciting and innovative ways
- Worked collaboratively to develop and deliver engaging and accessible creative content in Grimsby
- Created positive opportunities for the local community and people in recovery to get involved in creativity and heritage.
- Help to lift creative aspirations within the town

We have done this by:

- Producing a series of engaging and accessible large scale mural paintings
- Producing, recording and publishing a series of 'Memory Lane' podcasts featuring local figures, historians and guests
- Filmed and recorded a series of short films to help to tell a more detailed story
- Built a web site to showcase artists, heritage and share project updates and development
- Created a 'trail around town' to showcase artwork and documentaries
- Commissioned a collection of artworks depicting local heritage themes
- Hosted a series of creative workshops including Stencil & Spray, Origami, Sand Sculpting, Silversmithing, Watercolour Art
- Conducted community consultations and feedback sessions
- Visited history groups and researched local heritage
- Jet washed the streets with positive graffiti
- Hosted exhibitions and taken part in events such as Festival of the Sea, Lincolnshire Heritage Day, myfishGY, Grimsby Creates Noise
- Formed partnerships with businesses and local community groups



4 LARGE SCALE FEATURE MURALS



2 SMALL SCALE MURALS
to be delivered March-June 2023



5 DOCUMENTARIES



9 PIECE COLLECTION OF
PAINTINGS



3 EXHIBITIONS



1 RESTORATION PROJECT



8 PODCAST EPISODES



9 CREATIVE WORKSHOPS
+6 to be delivered March-April 2023



Celebrating Grimsby's
Rich Heritage Through Visual Art
And Storytelling...



We're supporting
local artists and
communities by
celebrating and
encouraging pride in
our local heritage.

Get involved at: www.paintthetownproud.com
or follow our social channels on Facebook and Instagram



Project Delivery Partners



PARTNERS

Throughout the project, we have worked to support the local creative sector and provide opportunities to develop skills, build relationships and networks and create more opportunities beyond the project.

We have also built cross sector partnerships to enable us to engage and ensure that all corners of the community are represented.

This project is so brilliant, thank you so much for choosing our offices as one of the canvases for the mural and creating such a vibrant experience in the town centre. We see so many passers by from all walks of life in the community taking photos, selfies and kids looking at the mural which is lovely. Our clients love it too!

Cara Portess - Business Development Manager at Appleleaf Accountancy

I got valuable experience in researching and hosting for the podcast, and learned a lot of history in the process

Molly Charnley, Podcast Host

Suppliers

Crown Paint, Wickes both donated materials including paint, brushes etc. to contribute toward the mural paintings

Children and Young People

For both West Marsh and East Marsh, we did a 'community creates' call-out to ask young people and their families to get involved in creating the artwork for the community. We had a wonderful response with families and local workers coming along to spray a stencilled fish into a beautiful underwater scene on the West Marsh.

For the Great Wall of Grimsby on the East Marsh, children were invited to create a piece of artwork that represented what they loved best about Grimsby. With over 20 entries, the artwork was glue sprayed into the windows of one of the buildings in the scene on the wall.

We hosted a consultation and boat making demonstration at Clee Academy where teachers gave valuable feedback for the murals.

Primary pupils at East Marsh school Queen Mary Avenue Infant School created artwork that became part of the Great Wall Of Grimsby painting, displayed in shop windows.



Phoenix Park Academy had students attend the Stencil and Spray workshops and also invited artists and volunteers to speak at a school assembly.

Linkage College encouraged students to photograph the murals as part of their 'Local Landmarks' photography project

Community groups

We worked closely with East Marsh Involve and the ward councillors and also West Marsh History Group to carry out public surveys and attend history groups where we recorded memories.

Humberside Police contributed toward painting murals and ensuring that we were safe throughout the process.

We were also supported by a number of online groups including Grimsby & Cleethorpes History Group.



Businesses

GTFC & Grimsby Mariners Trust, Little Oaks Nursery, Appleleaf Accountancy, Needham's Butchers, Navigo, Kristian Haith
Building strong relationships with the owners of the buildings/walls was paramount to enable us to source additional funding, support with permissions, preparations, research, consultations, promotion etc.

Media

We continued a good relationship with local media GI Media, BBC Radio Humberside, Grimsby Live, Look North who continued to cover the progress of the project throughout enabling growing audiences.

The project became aligned with further NELC initiatives including the 'LOVE YOUR WARD' campaign where the NELC Environmental department commissioned a series of stencils that were used to power wash streets and pavements to leave positive messaging around the town.

Having never been involved in a wall mural before, the benefits were numerous from designing the mural to how to apply it to the wall as well as working with a great team of artists and volunteers.

Kathleen Smith, Artist

CREATIVE IMPACT

One thing that may have been underestimated throughout the project is the impact that this project could have on creatives.

It became apparent in the early stages of the project that time, commitment and confidence may be barriers for some of the local artists that we initially expected to engage.

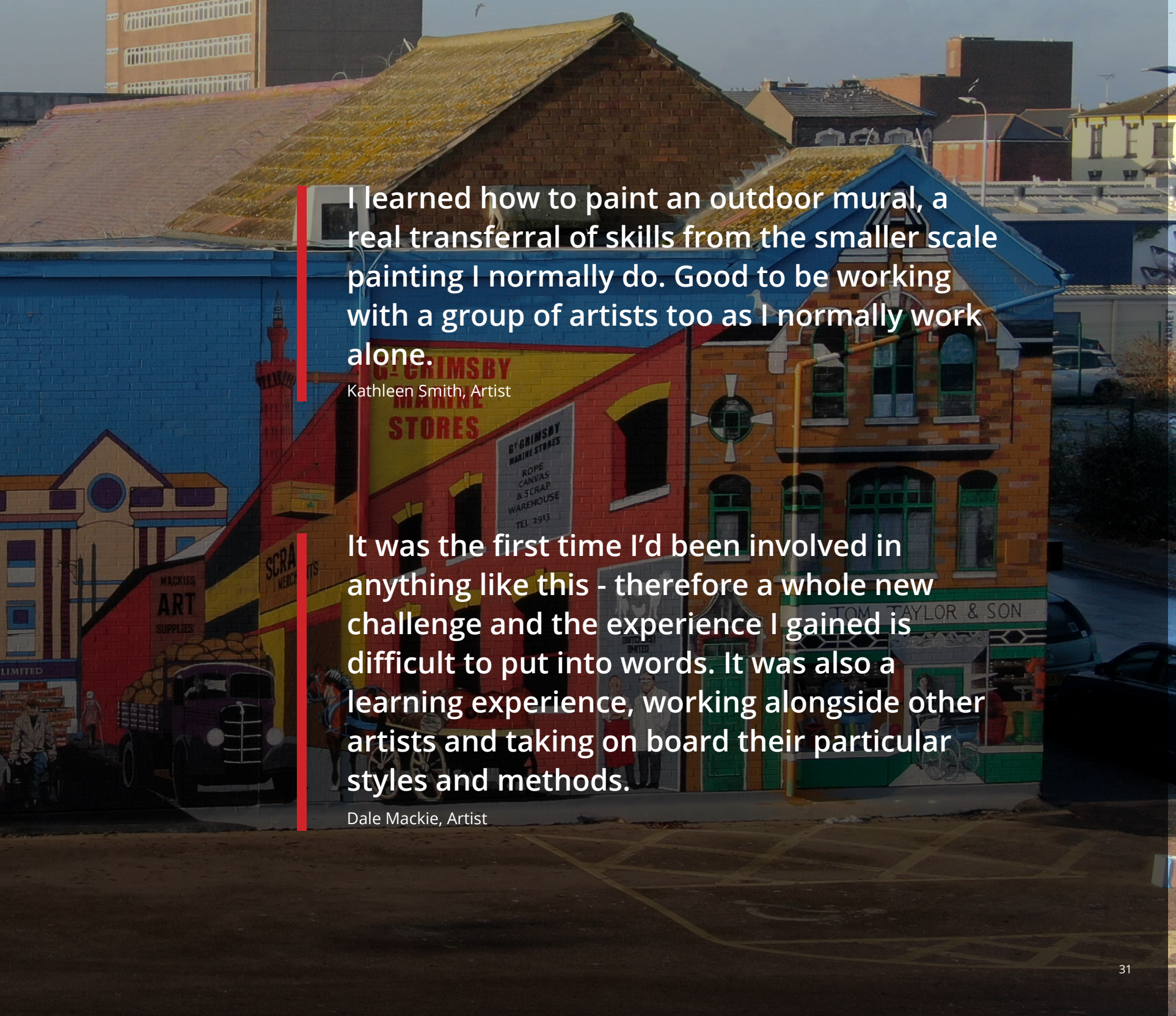
Locally, we didn't have many artists who were experienced with this scale of work, so there was a lot of professional development throughout the project with artists connecting and sharing skills, techniques and contacts.

Creatives also had the opportunity to network with other creatives and share ideas and new ways of approaching things like marketing and working with new mediums like sand sculptures and water art.

Artists also benefited from working with the partners to support contracts, produce risk assessments, organise public consultations, help to source materials, seek further resources, establish partnerships, and promotional support and engagement.

Imagery of the public artwork has been used in many local campaigns, with photographs of 'Harriet the Haddock' (the town centre mural) featured in a 'Town Centre Task Force' presentation to showcase what can be done to help attract more people to the town centre with businesses agreeing that the artwork has improved perception and confidence in the power of creativity.

The artwork has also been the subject of inspiration for many local, national and international photographers.



I learned how to paint an outdoor mural, a real transferral of skills from the smaller scale painting I normally do. Good to be working with a group of artists too as I normally work alone.

Kathleen Smith, Artist

It was the first time I'd been involved in anything like this - therefore a whole new challenge and the experience I gained is difficult to put into words. It was also a learning experience, working alongside other artists and taking on board their particular styles and methods.

Dale Mackie, Artist



2

INTERNATIONAL
ARTISTS

1

NATIONAL
ARTIST

10

LOCAL
ARTISTS

29

VOLUNTEERS
INVOLVED

150+

COMMUNITY
CREATIVES

7

EDUCATION/
COMMUNITY SECTOR
ENGAGED

5

BUSINESS
PARTNERS

1

COMMUNITY
IMPACT AWARD

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VOLUNTEERS

Many of the volunteers on the project are from the recovery community within Creative Start and have played a vital role in the success of the project, participating in all stages from community engagement and public surveys through to creation of the artwork itself.

The project has created opportunities for them to gain valuable experience and connections and we have received some excellent feedback about the benefits of being involved.

This project helped to build up my confidence and self-esteem. It felt great to work as part of a team and do something positive for the community. This project made me feel like I had a sense of belonging within the community again...

Recovery Volunteer, Creative Start



CHANGING PERCEPTIONS

One of our key aims for the project was to positively uplift and inspire the people of Grimsby and help to change the perception of the place which feedback shows is happening...

market born seaside church
church/square freeman coming grim food
haddock freshney fishing gtfc club
fishermen birth dock danish docks vikings
streets community mural port charity players
promoted statue iconic people chips mills
victorian buildings pride st james heritage landmarks
family famous victoria findus beautiful
place community industry local football
fish heritage viking industries area friendly
trawlers

Everything went well, but what took me by surprise the most was the residents of the East Marsh. Not one as I recall had a negative response to the mural from young and old. The positivity of these local people made the project a real pleasure to do.

Many people outside the immediate community regularly came to view the progress of the mural too, with many commenting on how the mural brought back memories of themselves and their families in work and play.

Dale Mackie, Artist



Andy Pea and Becky Darnell are joined on site by BBC Radio Humberside



Former fish merchant 'nearly brought to tears' by new Grimsby mural as he reminisces about 'life down Dock'.

John Waddingham said it was incredible to see his name on the 'Great Wall of Grimsby' as he reminisced about the town's fishing heyday...

Grimsby Live - 10 DEC 2022

It reminds me of bigger cities and their own celebrations of culture and heritage. It brings a lot of much needed colour to grey areas of town and is very uplifting.

Audience Summary

Estimated Footfall Across All Sites (calculated by taking nearby footfall counter evidence in the town centre and applying methodology to estimate nearby and other locations based on traffic/ footfall)

140,000

Estimated Media Reach (based on calculating audience figures)

4,500,000

National and International Coverage

Fishing News (16k readership), Heritage TV (approximately 30k viewers per episode). Featured post on Fine Art United States Facebook Page.

Regional Coverage

Look North x 2 features (2 million viewers per episode), Billboard TV (approximately 30k viewers per episode)

Local Coverage

GI Media (64k followers), Grimsby Live ((1,514,813 users; 7,749,066 monthly page views. Source Google Analytics April2022 via reachsolutions.co.uk) BBC Radio Humberside (149,000 listeners per week, July-Dec 2021. Source media.info)



Social Media Reach
(Facebook Lifetime)

Page Followers - 1,063
Posts Reach - 64,456
Page Visits - 5,429



Website Reach
(Desktop, Mobile and Tablet)

Site visits: 2943
Page views: 4999

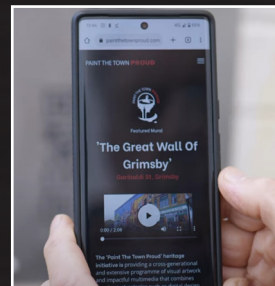
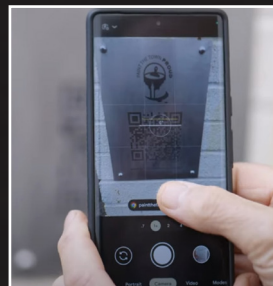
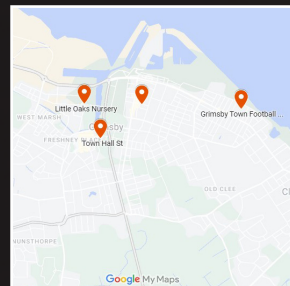


LEGACY

The entire project is driven by building legacy through mural paintings that will be seen and felt by local people and visitors for years to come.

We are going to be protecting the murals with an 'anti-graffiti' protection paint which should give the murals at least 10 years lifespan.

We have created a trail that appears on Google Maps and provides a map and explanation of the artwork to enable people to visit. The trail will be live until December 2024 with plan for a promotional roll out in April 2023.



Individual QR codes form a digital link to the website and Google Maps creating a digital trail around the murals that visitors to the town can follow and learn about local heritage and the murals...

There is also an opportunity to refresh the virtual experience as time goes on to give the artwork longevity. With a documentary film and soundscape of interviews being made alongside the murals that will reinforce our lasting legacy and scope for the future.

AWARD-WINNING

The Paint The Town Project project came first in the Mayor's 'Impact In The Community' Award at the 2023 Civic Pride Awards in North East Lincolnshire and has been nominated and shortlisted for a national Leading Lights award in the category of 'Transforming Lives'.



All the deserving winners at the 2023 Civic Pride Awards at Grimsby Town Hall.



The Paint The Town Proud team and volunteers receive the Mayor's 'Impact in The Community' award...

Our past, our present but also look ahead to the future and celebrate the positives – local people often have negative views on the town and area and we should try and change this. Colourful street art is a great start!

Cara Portess aged 38



Making the atmosphere of a town more vibrant and positive has a wide range of benefits both social and economical...



LESSONS LEARNED

As a collaborative project, there were challenges. Despite some established relationships between partners and expertise between the team, we had never delivered a project of this scale and ambition together before and admittedly, there were setbacks and challenges.

One thing that our ambitious plan identified early on is that we would need to support local artists with their professional development in order to feel confident enough to deliver the scale of work that we were proposing. We underestimated the level of commitment and time that each mural would take.

In the early phases of the project, some of the proposed lead artists decided to withdraw as they no longer felt aligned with the plan or the team and refused to work alongside artists from outside of the area.

Despite beginning the process with a structured approach (set agenda's, team meetings, updates etc.) the work became more fluid, often to fit with partner priorities but on reflection, may have made it challenging at times.

We also recognise that we would have benefitted from having clearer communication guidelines around messaging, especially for partners.

One of the most positive lessons that we have learned is that community involvement and public consultation have played a vital role in the development of the project which is why we feel that this has been so well received.



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