

## CONVERSATION ABOUT THE FUTURE OF OUR TOWN

During May and June 2024 we worked with Demos to run an online conversation for people in Grimsby about the town they want to see in 10 years' time.

The Our Future network came together to engage people through the Citizen's Advice Bureau, local paper, McDonald's deliveries, places of worship, local markets, schools, at bus stops, in the football club. Through this we received over 52,000 votes and people submitted 790 ideas. The ideas were exciting, visionary and rooted in what is great about the town.

### THE VISION

There was real consensus on the future people want:

**A Thriving Green Town which believes in & backs its own people.**



People thrive & feel safe



People are proud of the town



Young people can succeed and want to return

**Local writer, Lisa February, summarised the output of the online conversation into a vision statement:**

**A town that works together.** Side-by-side businesses, communities and cultures. Mutual respect and appreciation, space made for conversation and connection.

Grimsby **Town Centre is a safe,** thriving destination. Where small businesses are celebrated and local talent supported. Places to eat, to try new things. Places to buy Christmas presents.

**Places for people to come together,** locals and tourists, friends and families, for Nans and Grandads too.

**Well-loved parks,** for Saturday morning play dates. A home for creative arts, where stories that look back and forward are told by the storytellers of our town. A community orchard that grows fruit trees, streets that look and feel green. Residents connected to the land, the sea, and everything between.

**Reliable bus and cycle routes.** For getting to work on time, every time. For the kids to get to the youth club and back safely. Better connection to cities, both by road and rail. Freedom, exploration, the excitement of new adventures and accessible horizons.

We imagine **safe, warm homes.** Landlords who support and listen. Old buildings with new stories, restored and managed in Grimsby, for Grimsby. Responsibility in the hands of the local community.

**Wind turbines and solar panels,** a town renowned for renewable energy. Residents who live and breathe that power - who use that power in their own homes, to cook meals and watch TV.

**Choices.** Growing up in Grimsby, means growing up knowing you have opportunities.

**Apprenticeships.** Graduate jobs. Entrance spaces. Learning that doesn't end at 18. Education for everybody.

**Relationships.** Centred around a town built on trust.



# WHAT PEOPLE WANT

The 790 statements that people shared in the Grimsby Together conversation painted a clear picture of the future people want. That future is focused on achieving eight missions for the town:

## Arts & Culture Create Connection, Energy and Identity

A thriving arts scene which is led by creative people across the area, celebrating the town's history and future. There will be a vibrant cultural environment that brings people together and builds on the collective identity of Grimsby

## Beautiful Built Environment

Grimsby has attractive places to spend time that reflect the history of the area (e.g. the old fishing industry) and create engaging and accessible places to spend time, connect, and engage in cultural, economic, and social activities.

## Green Economy that works for the town

Grimsby is a world leader in the green economy and this economy works for the town - reducing energy costs, creating jobs, giving the region economic power and a stake in its own future.

## Connected to nature & the unique geography

Nature is accessible, including the sea, river, and green spaces. It is threaded through communities and is part of everyday life. People proactively engage with nature and work to build healthy ecosystems for themselves and future generations. The connection to nature is an integral part of the town's green identity.

## People are Connected

In ten years, Grimsby will have efficient, affordable transportation options and well-connected communities, making it easy for residents to access the town centre, sea, work, friends and green spaces

## Secure homes & lives

All Grimbarians have safe, secure homes, fostering stable, happy lives and strong community connections.

## Strong & welcoming community

There is a welcoming, supportive culture and strong communities that keep an eye out for each other, in good times and in bad. Communities have power and participate in building the neighbourhoods they want and are supported to do so. Social connections bring joy and positivity into the way that people live.

## Opportunities & education available for everyone

It is a town where there are opportunities for everyone. People of every age to learn new skills so that they can take advantage of the green economy and improve their lives. These have been designed to work for people's lives so that it sits alongside work, family and other responsibilities.

## HOW IT HAPPENS

People also made clear that how change happens is as important as what change is achieved. People wanted to see work done in a way that was empowering for local people, focused on the long term, and connected to building a positive identity for the area. There were four themes that ran through the responses.

- 1. A new story about the town** – people in town and across the country hear about the great things happening in the town.
- 2. Local people in the lead** – people are backed to make small differences which together make massive change.
- 3. Collective power and decision making** – people are actively involved in decision making about things that affect their lives and are custodians for future generations by owning heritage and making decisions that benefit the town.
- 4. Sustainable investment and support** – the town has the backing it needs over the long term.

## Get Involved in shaping our future together.

The power of this work is the eclectic group of people who are central to making it happen.

We would love for you to join us!

Visit: [ourfuture.io](http://ourfuture.io) to view the full report and get in touch.

Email: [hello@our-future.io](mailto:hello@our-future.io)

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