

INVERGORDON  a voluntary community initiative
Off The Wall

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www.invergordonoffthewall.co.uk



Aims of Invergordon Off the Wall

1. Revive the community spirit of Invergordon, by giving the community a common aim, enhancing civic pride
2. Celebrate the history of Invergordon
3. Halt the present economic decline by rebranding the town as a destination for tourism
4. Create a cultural focus for the town promoting an ongoing interest in our own history through a special outdoor art gallery

Funders

- Heritage Lottery Funding £47,000
- Leader Plus £43,000
- (HIE EH) £10,000
- In kind Funding* £14,470

- *(Office , Lawyers fees, Surveyors fees, Artists accommodation, IOTW own funds)

Community Consultation

- Invergordon community groups nominated topics for murals
- Public voting day
- Invergordon Academy Voting Day
- Park, South Lodge and Newmore Primary Schools workshops
- CADISPA at Strathclyde University checked the results

Children's
involvement.
In conjunction
with Eden court
outreach drama
worker

Winning topics!

- The Natural Heritage of the firth
- The History of the port
- Fire Fire !
- The Seaforths
- Saltburn's past
- A Century of Sport
- The Invergordon Highland games
- The story of the Distillery Pipe Band
- The High Street

Community led Mural Groups

- Involved in planning the artists' design briefs
- Matching Murals to Walls evening to gather groups preferences
- Artists' Interview Day – speed dating style, supported and overseen by Invergordon Small Town Networks Officer

Artist Interview Day Speed dating Format



Artists
showing their
design
proposals

Added Value!

- Global Murals Conference 2006
- Invergordon's Fleet Festival on 15th September 2007
- The Seaforths mural
- Young people's documentary film project about the making of the mural trail – on tour 2008
- Website

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Invergordon Off the Wall: On the
Map – young people's
documentary film project

An Extract

Marketing the Murals

- Interpretation leaflet 2007
- Help from the volunteer Hosts to distribute leaflets to cruise ship passengers
- Members of the Invergordon Tourism Alliance
- The Invergordon off the Wall website
- Links with international mural town network

Before



Future Marketing

- Development of a marketing plan for the mural trail
- Continue to develop the interpretation infrastructure of the mural trail
- Merchandise and sustainable income needed to maintain mural trail
- Links with local and regional marketing and arts and culture networks

Successes for now!

- 17 community groups involved so far
- 5 artists from across the UK
- 11 murals including one near the port and one at the station!