

Grenfell Athletic x LCC

Visual Summary

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GMD Final Major Project

What happened?

14th June 2017, Grenfell Tower was destroyed in a fire that killed 72 of its residents. It was the worst residential fire in British history since World War 2.

The tower still stands derelict at the heart of the Notting Dale community, serving as a constant reminder of the tragedy that took place almost 6 years ago.

Impact of the fire.

The fire was caused by unsafe cladding and building materials being used to cover the outside of the tower. The public inquiry into the Grenfell Tower fire found that external cladding did not meet Building Regulations, and actually accelerated the spread of the flames.

To this day, residents across the country are campaigning for their buildings to be assessed for dangerous cladding, calling for housing associations and local councils to take responsibility for what could cause another disaster.

From the disaster came incredible strength from the community, to maintain a close-knit network of support and resilience. Several organisations were set up in the wake of the fire, and are now thriving as they support survivors and those affected by the events of 14th June 2017.



Grenfell Athletic FC

Grenfell Athletic was set up by Rupert Taylor in the days following the fire. Seeing how football could be a healing strategy to bring the community together, the club began humbly as a friendly kick-about and meet up.

6 years on, Grenfell Athletic are represented by men's and women's teams, playing well in Sunday leagues.

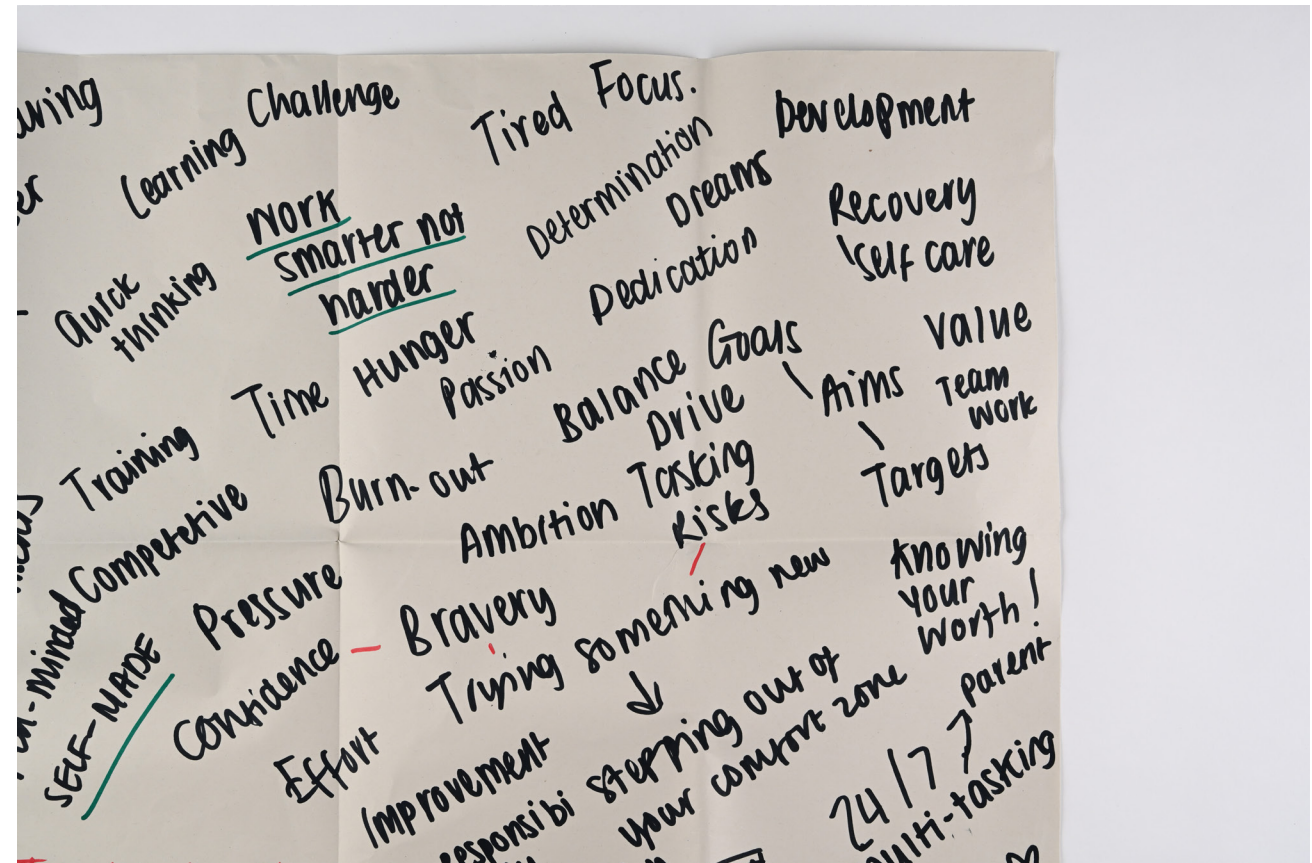
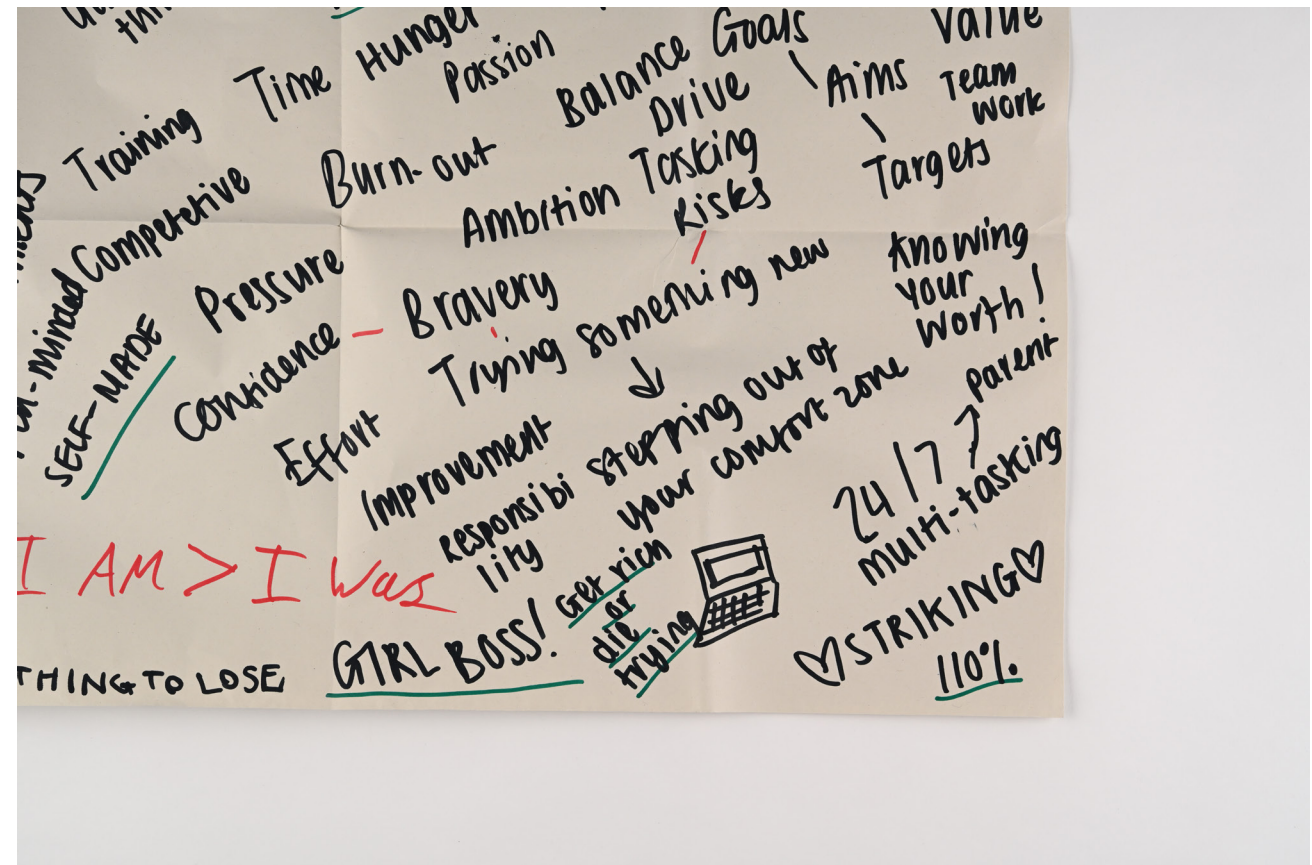
The team behind Grenfell Athletic are an inspiration, a group that demonstrate true resilience, motivation and care.

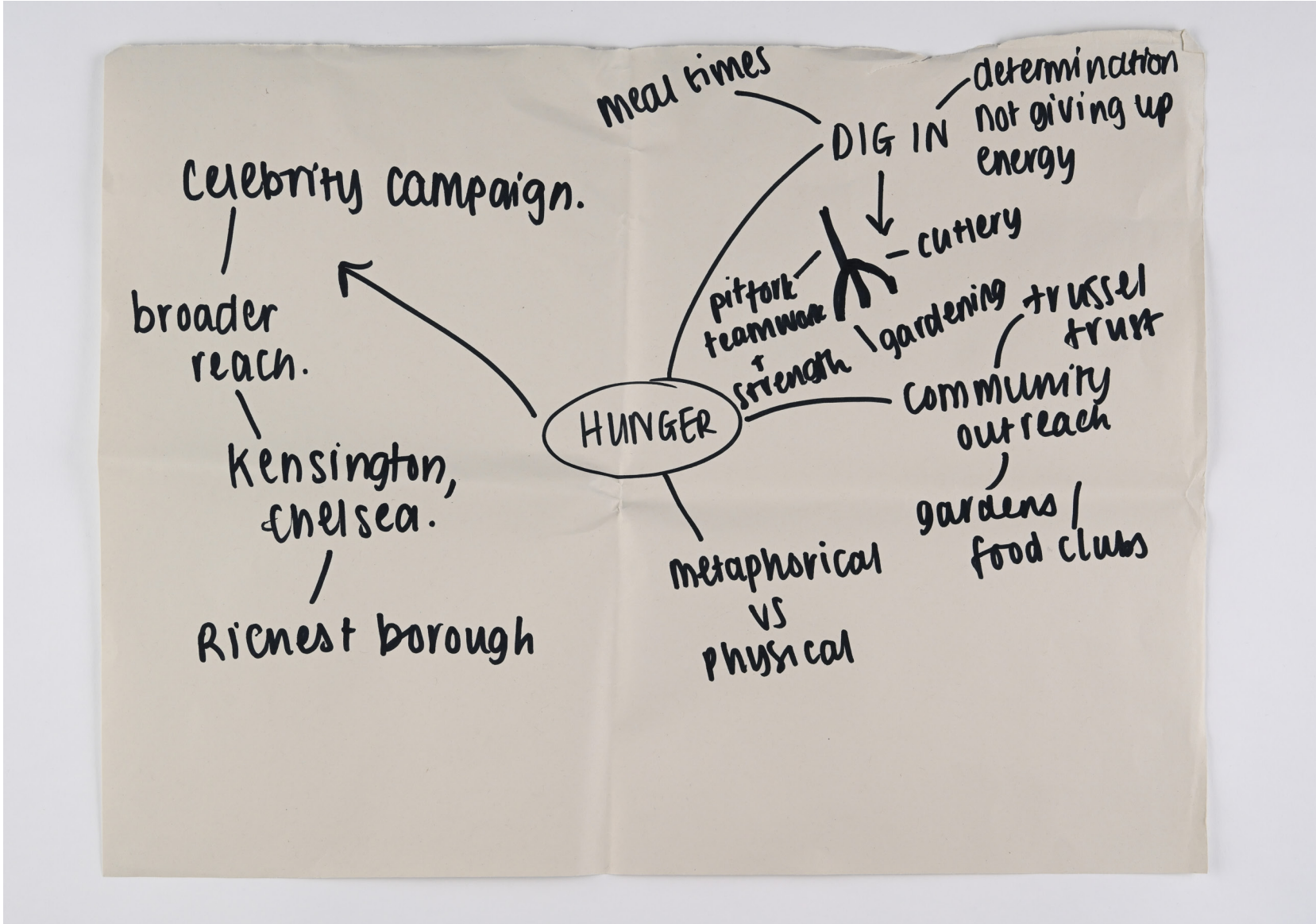
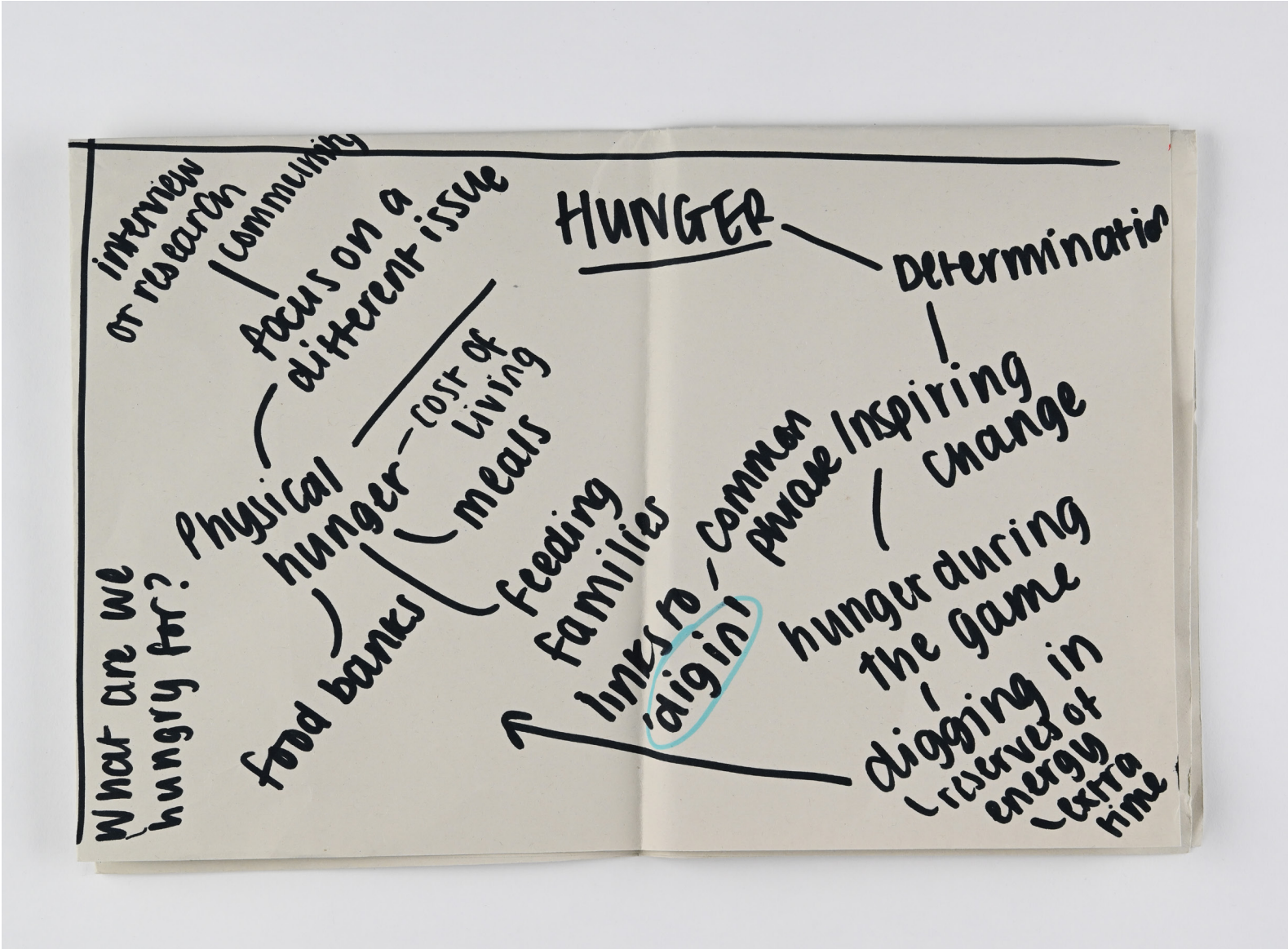
Idea Generation

Core Values: Humility, hard work, community, empathy, friendship, competitiveness.

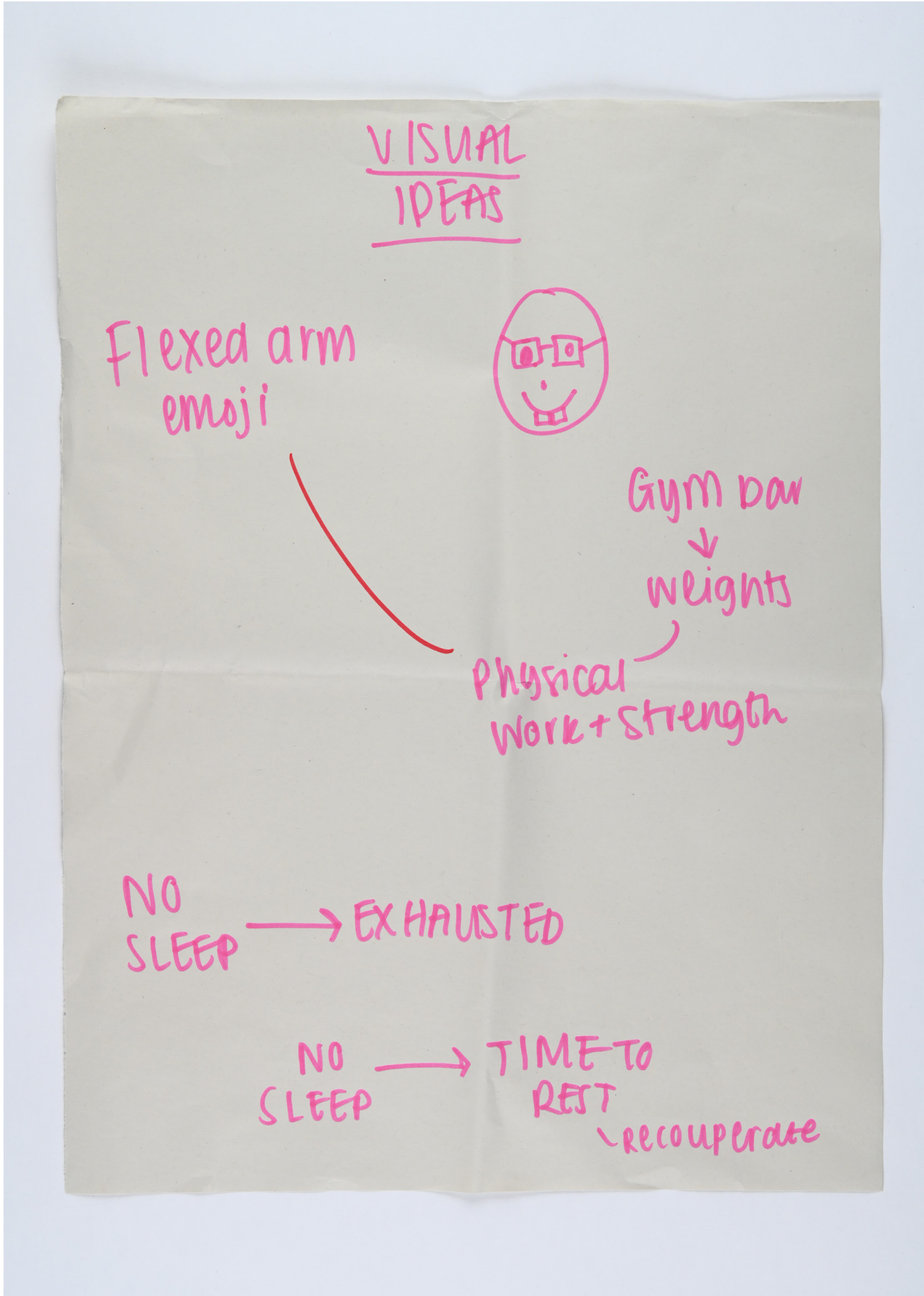
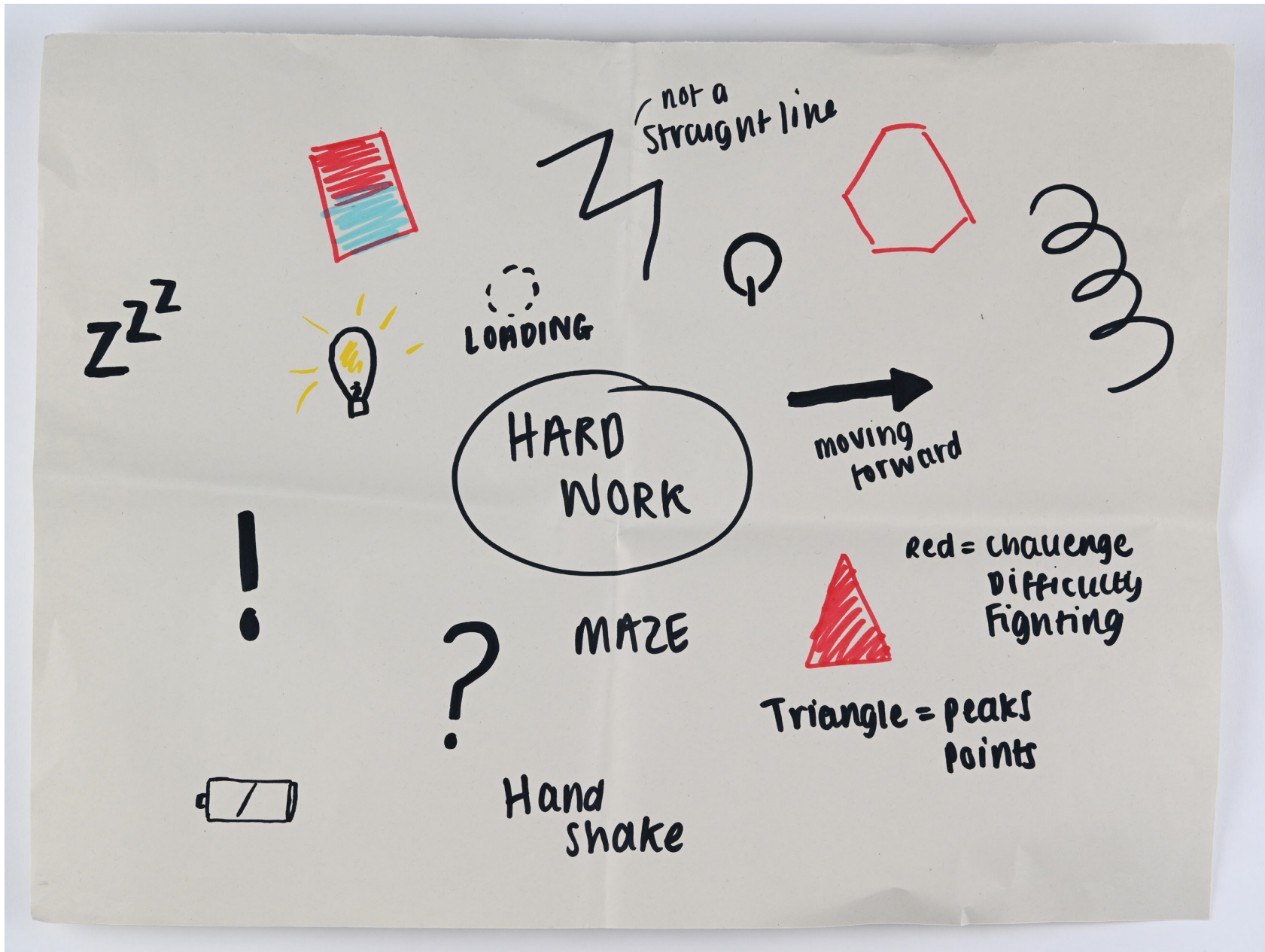
The project began with an idea generation session that set up my creative process for the rest of the project progression. We began with choosing one of the Grenfell Athletic Core Values (listed above). We worked in small teams, with our team's value being hard work. This session opened up my line of thinking, as I allowed myself to fully explore what hard work meant to me by carrying on writing through every idea. We explored key phrases, synonyms, sayings, links and visual ideas. The following pages show the progression of my thinking.



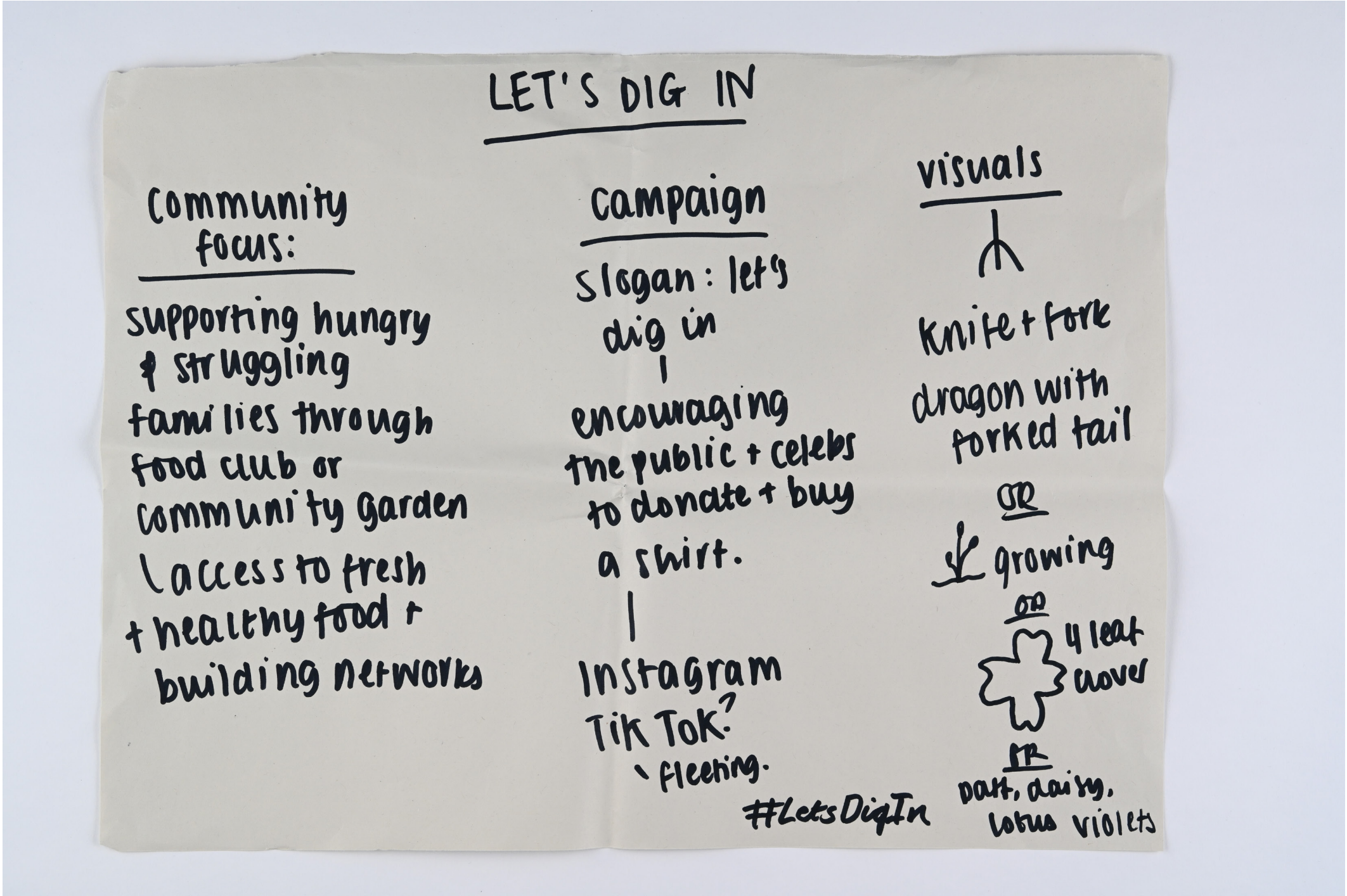




When it came to thinking through visual aspects of what hard work means, we considered common popular symbols, as well as emoticons to represent meaning.



Towards the end of the idea generation session, we began to think through how our ideas could form a whole campaign. On reflection, many of these ideas materialised into the campaign proposal I have pitched.

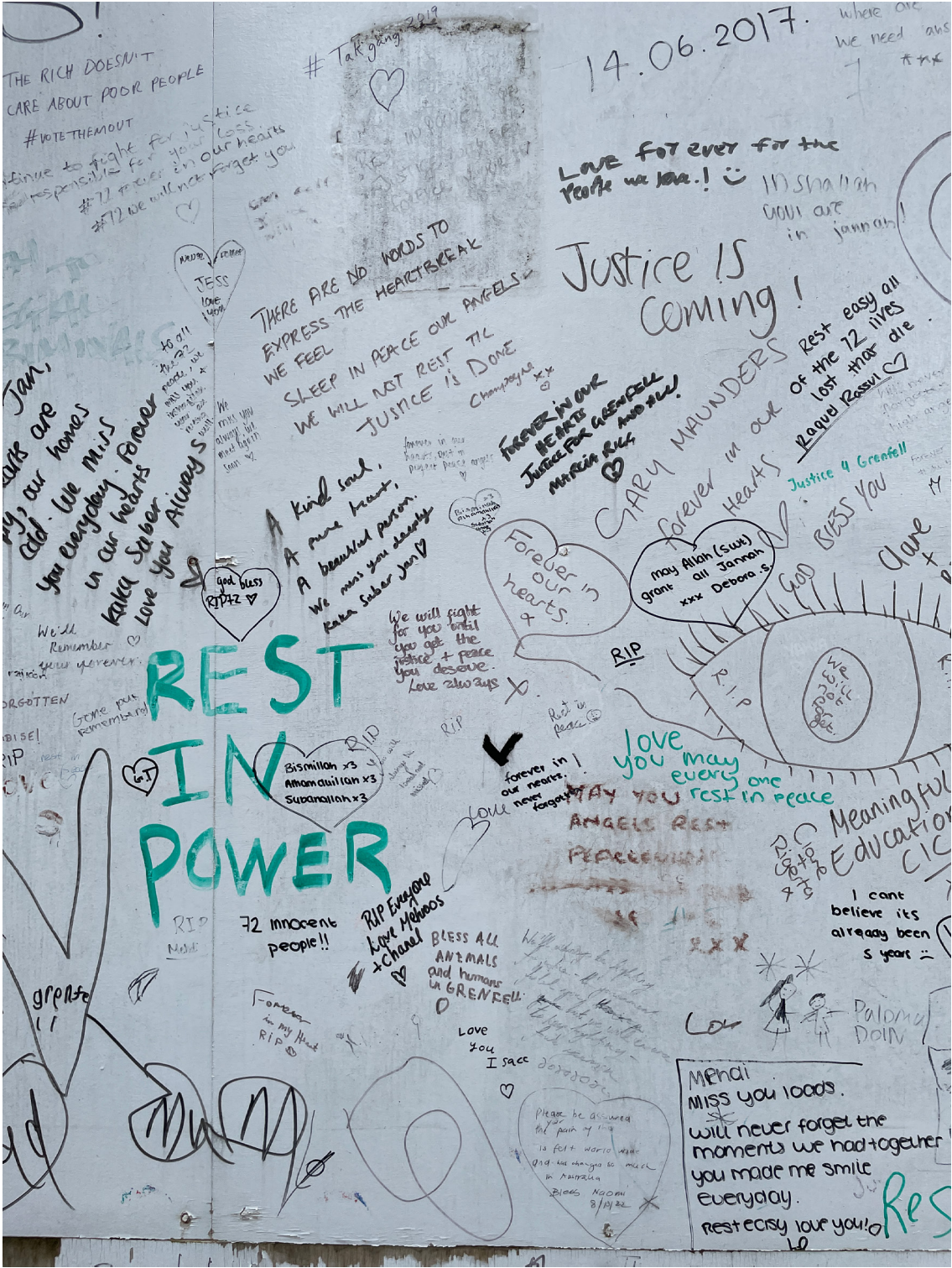


The main insight into my project was the rising cost of food - and how healthy, fresh ingredients are becoming less and less accessible. I have seen the impact of the cost of living crisis first-hand through working with a foodbank at my job in local government. Many people are panicking about how they will be able to feed their families and themselves. I wanted to ensure that through this project, I could come up with a pragmatic solution to how we can use our resources to help people with the real problems that they are facing right now.



Image: The Guardian

An imperative aspect of my research was to visit the Grenfell site. Like millions of others, I saw the footage on the news channels, and have read the headlines - seeing the site first-hand transcended all of this. I actually felt incredibly uplifted after my visit, as during only a short time I could see how the community have been able to mobilise and create solutions - building a network of support. I was also inspired by how so many people were able to go about their regular business in the shadow of the tower, as life has to continue, even without those who were a crucial part of it.





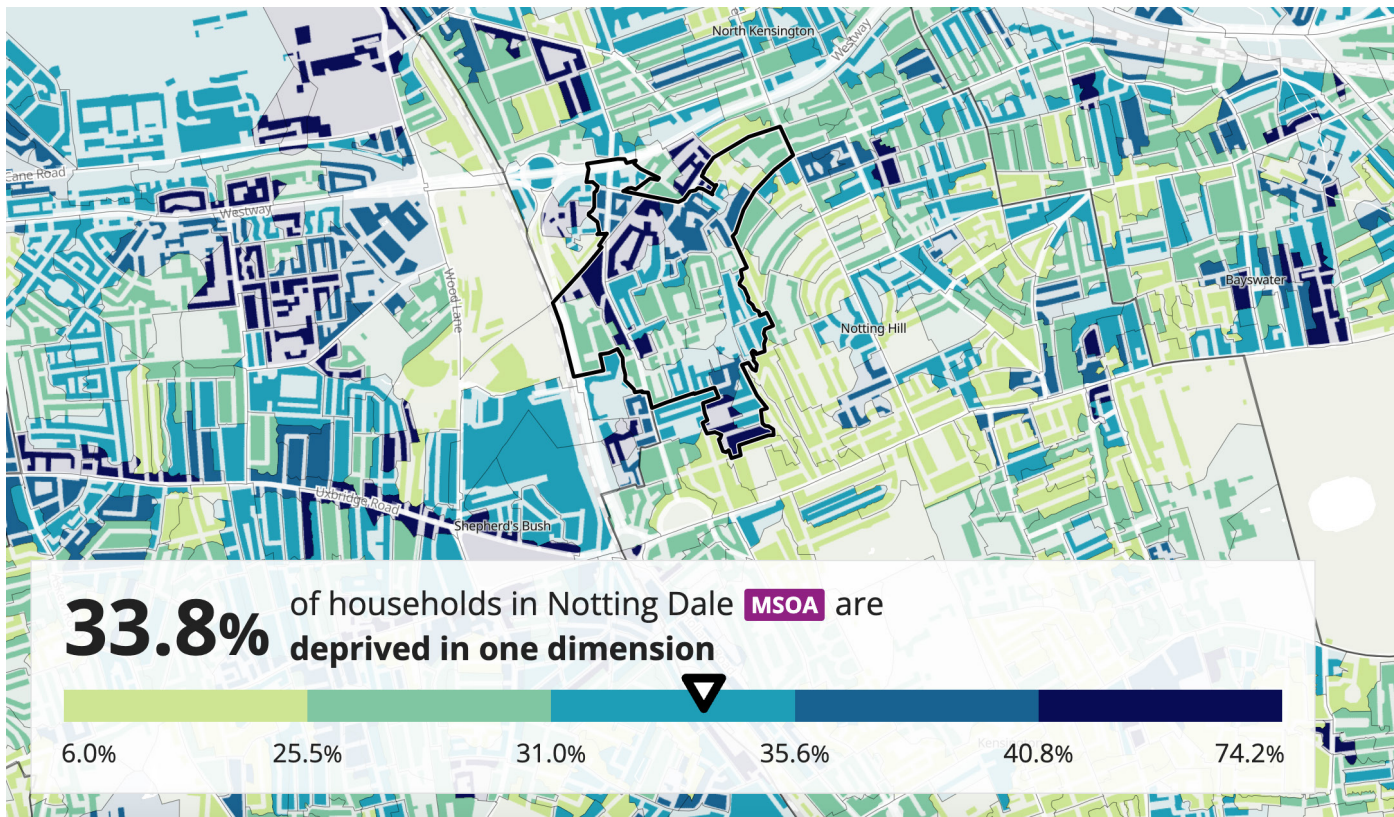
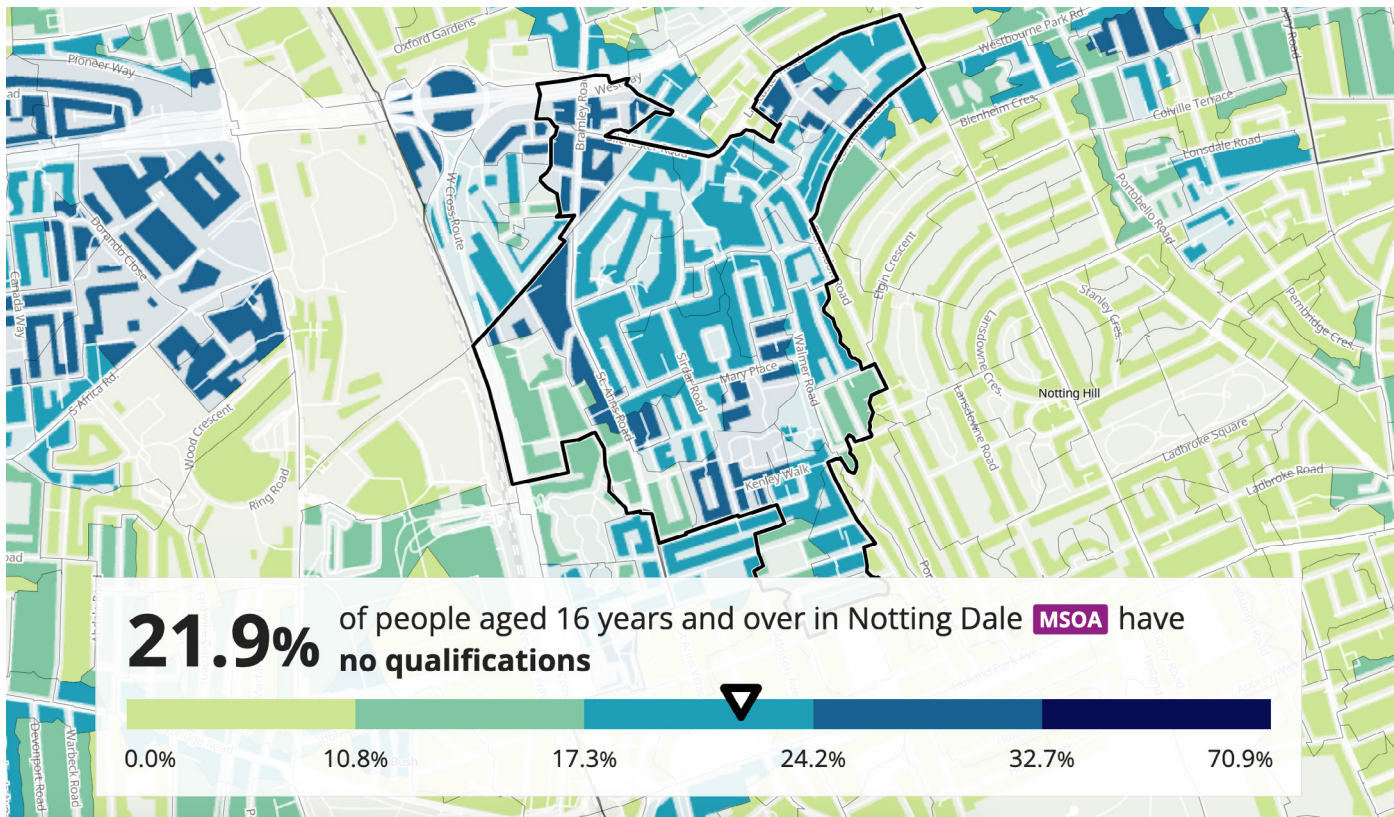
Project Insight: Meeting the Team

On 2nd March 2023, I was able to attend one of the men's team training sessions. Not only were we able to get a feel for the team spirit and atmosphere during training, but also in attendance was French footballing legend Patrice Evra. This celebrity visit demonstrated just how supportive people are of Grenfell Athletic, particularly in the footballing community. As well as this, we could see how willing so many people are to do their bit in supporting the club.



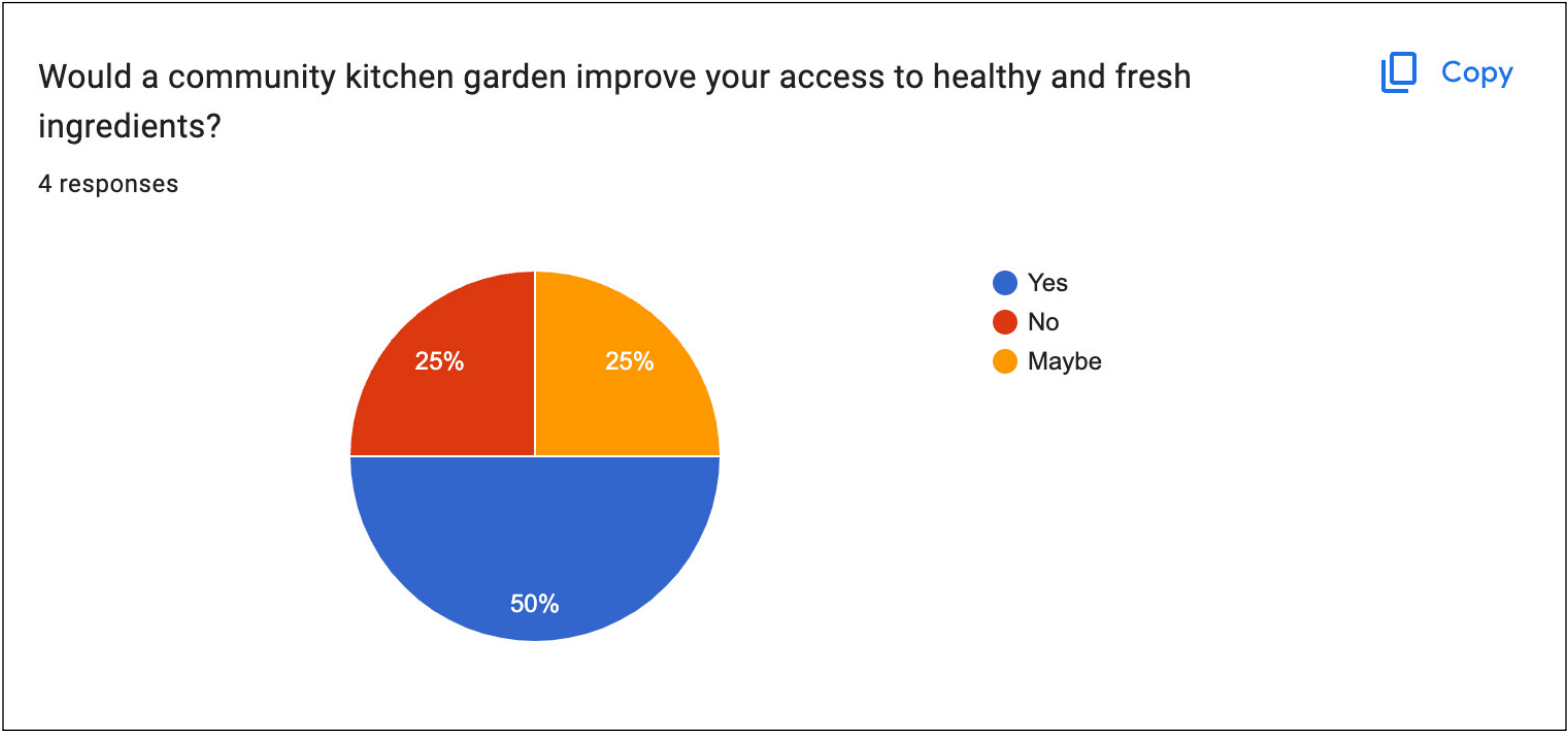
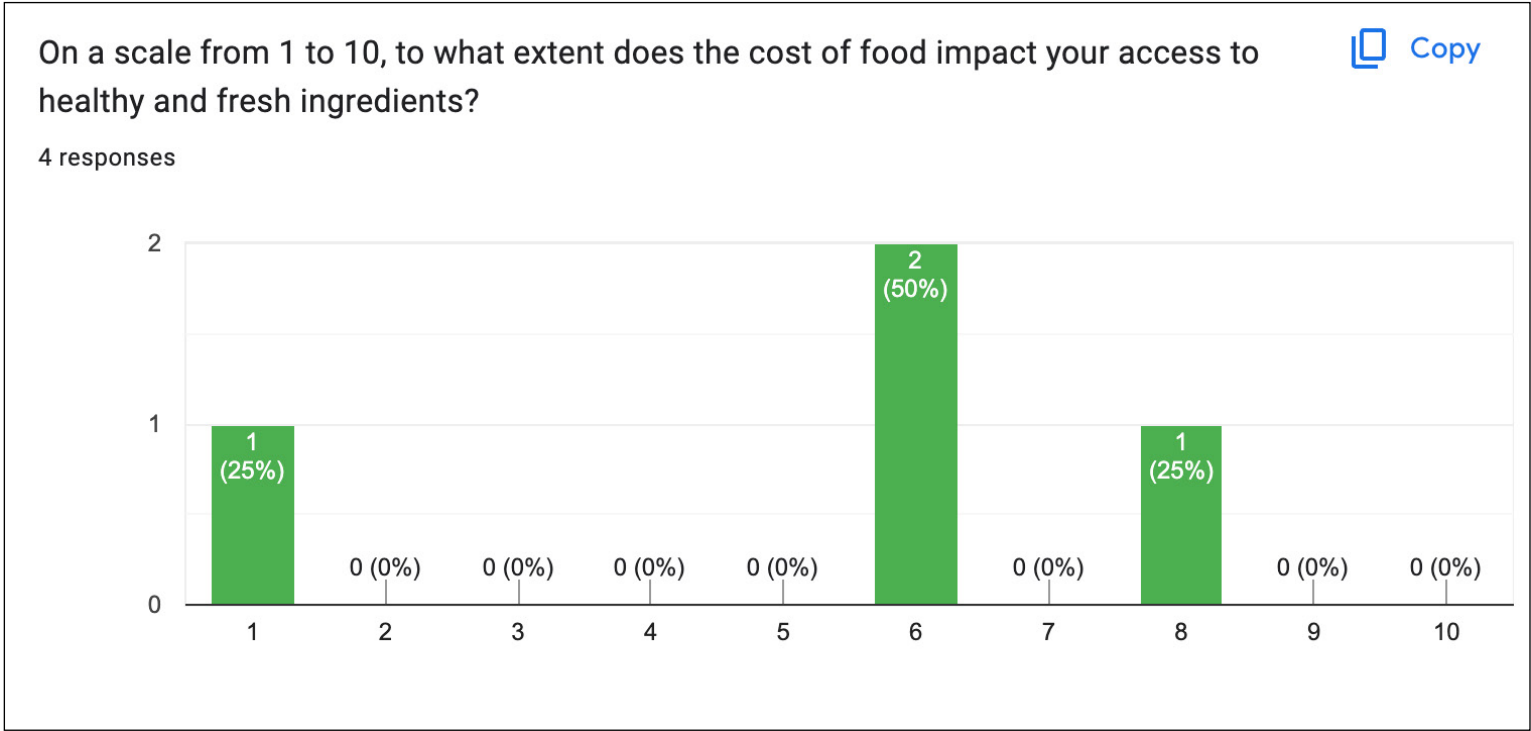
Census data provided me with clear context and insight as to the deprivation and economic balance across the Notting Dale area. These three key statistics I found particularly striking.

- 1. The majority of households in the Notting Dale area are deprived in one or more areas (be that due to education, health, unemployment or housing).
- 2. 38.9% of households are made up of single person occupation. Upon researching food support in the district, I was shocked to find that there were only one or two temporary programmes and workshops. The local government is not dedicating enough of their resources to single people and those without children.
- 3. There is a very broad range of education level across the area. With less time spent in educational settings comes less understanding about balanced meals, acheiving the optimum nutrition from meals, as well as how to shop and save money. This is not to suggest that those without formal qualifications are less capable of providing a healthy meal, but it is imperative to ensure that the level of knowledge is evened out.



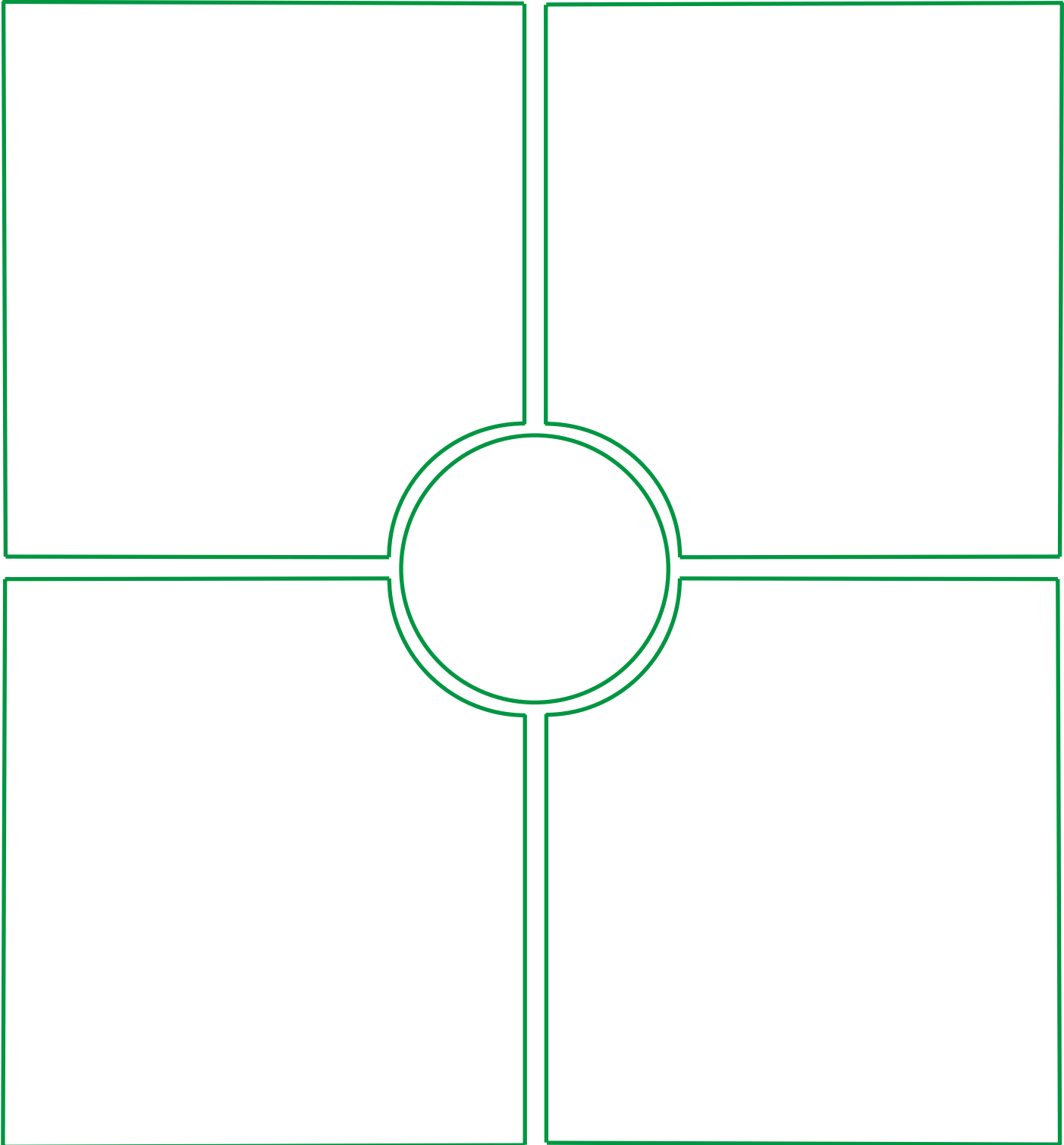
Data from the above census screenshots, and a survey of the team demonstrates that there is need for improved to access to healthy and affordable food. The focus of Dig In would be to provide a community kitchen garden where residents can contribute to the upkeep of the garden (eliminating loneliness, learning about gardening and improving their mental wellbeing), as well as take what they need from what has grown there. This fresh and free produce has the potential to change lives and remove a significant amount of stress from many of the residents from the Notting Dale area.

Along with the kitchen garden, Dig In would fund cooking workshops and lessons for different age groups and abilities to learn how to best put the produce to good use. This could allow residents to share their favourite recipes and learn together with local chefs and professionals.





The above diagrams show a potential site for the GAFC Dig In Garden, as well as its potential layout. The location is Lancaster Green, at the heart of Notting Dale, in the shadow of Grenfell Tower. Not only is this site well known and accessible, the potential to grow from the land below the tower could be an incredibly powerful notion and share a message of hope.



The proposed rough layout of the garden is above. Having a central element at the heart of the garden is an important part of the publicity campaign for Dig In. The four segments of the garden make it easier to separate the produce by type and their growing need - thus making navigation of the garden simpler.



GROW2KNOW

Grow2Know was formed by Tayshan Hayden-Smith in the wake of the Grenfell fire. The garden team has displayed at Chelsea Flower Show, earning Hayden-Smith his deserved recognition as a celebrated gardener in the media. Grow2Know show the power of gardening as a healing and mental health tool.

New Cross Gate Trust Community Garden

New Cross Gate Community Garden have long-standing connections across the community thanks to their early intervention against food poverty. A working relationship with them could provide some useful information and advice to ensure that the project is a success.

The New Cross Gate Trust have been active in the community for decades and have found ways to support the local residents through a multi-faceted approach. The garden has formed a social and educational hub.





Vollebak/Living Ink

Vollebak is a future-facing new company intent on using emerging technologies to ensure longevity in the clothing we buy. Their items range from jumpers designed to outlive their owners, jackets that can store and emit thermal energy and tshirts made from algae.

Their plantable algae shirts could provide a foundation for the Grenfell Athletic 2023/24 publicity campaign. At the heart of the community garden could be a shirt that was planted at the start of the season, along with a long-lasting fruit tree. Year upon year, generations can take fruit from the spot where a football shirt grew.

Vollebak work with a sustainable US-based startup called Living Ink to dye their shirts, using natural waste products. This cuts the environmental impact of their clothing even further.

New technologies can have an impact on our lives in ways that many wouldn't have considered before, away from digital technology.

DIG IN: CAMPAIGN ACTIVATION.

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PUBLICITY

'The Planting of the shirt'



Possible collaboration with Vollebak to make a Grentell edition of their Black Magee shirt.



First football shirt to be buried + contribute to physical growth.



Plant a recognisable, re-growing plant with it / a tree so that for generations people will be able to see where the shirt was buried.



Have 4 of the shirts made. Plant one for the initial publicity movement. Auction off the other 3. Raise funds for the community garden / kitchen workshops.

WHO?

FOOTBALL

Harry Kane
Jamie Redknapp
Wright
Reece James
Mason Mount
Gary Lineker
Jermaine Jenas
Rio

CELEBRITY

Mabel
AJ Tracey
Ted Lasso Cast?
Steven Bartlett
Adele

Patrice Evra
Raheem Sterling

SOCIALS

#DIG #DigInforGrentell



Content from burial of the shirt



Celebrity engagement, digging in, wearing the shirt.

↳ WHO?

↓ Footballers | Gardeners | Chefs.

Videos + static images.

Most popular social platforms (by mil)

1. Facebook (2958)

2. Youtube (2514)

3. ~~WhatsApp~~

4. Instagram (2000)

5. ~~Wechat~~

Per month

(according to Statista)
Jan 2023

not effective for sharing
hashtags, or social campaigns.

TV

Match of the Day
Spring Watch
Gardeners World
Blue Peter

EVENTS

Community workshops

↳ Cooking (kids)

cost effective cooking

family kitchen workshops

accessible / adaptive cooking.

↓ workshops provided by celebrity chefs

↳ opening month

workshops from local chefs / cooking teachers

How often should workshops be held?

- 1 per group per month?

*need to be frequent enough that they form part of a routine, but also not too frequent that we run out of funding.

raise fund to continue
could collate a Grentell recipe book after year 1

These images show the idea development of the activation for the Dig In campaign. I felt that because there are several aspects to the project, a multifaceted approach would be the most effective way to reach a broad audience. I took into account influencers and media coverage across the three key disciplines: football, cooking and gardening.

COMPANY COLLABORATION:

- Vollebak (manufacturers of black algae shirt)
- Living Ink (producers of bio ink that dyes the shirt)
- Nike (manufacturers of the Grenfell shirt)

POWER OF THE CAMPAIGN:

- First football shirt that has been planted
- Gathers momentum from other clubs / organisations.
- Start the campaign as we mean to go on (growing)

CELEBRITY INVOLVEMENT:

- ★ Local football hero?
- ★ Want involvement from all 3 prongs (football, gardening, cooking)
- ★ 1 person or team to plant the shirt

Should the Grenfell captains be the ones to actually plant the shirt?

FOOTBALLERS WITH AN EXISTING GRENFELL RELATIONSHIP:

- Harry Kane
- Harry Redknapp
- Ian Wright
- Reece James
- Mason Mount
- Jermaine Jenus
- Rio Ferdinand
- Patrice Evra
- Raheem Sterling

NEW FOOTBALLERS TO APPROACH:

- Lionesses
- Jill Scott
- Gary Lineker
- Robyn Cowen
- Alex Scott

GARDENERS:

- Monty Don
- Alan Titchmarsh
- Adam Frost
- Carol Klein
- Arvi Anderson
- Joe Swift

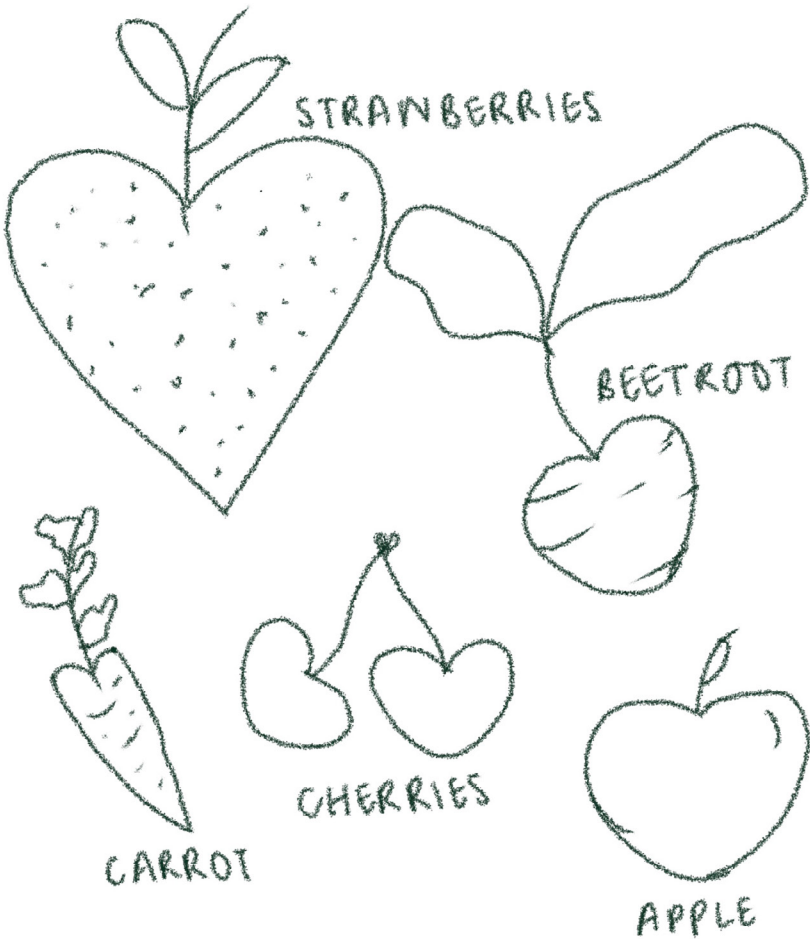
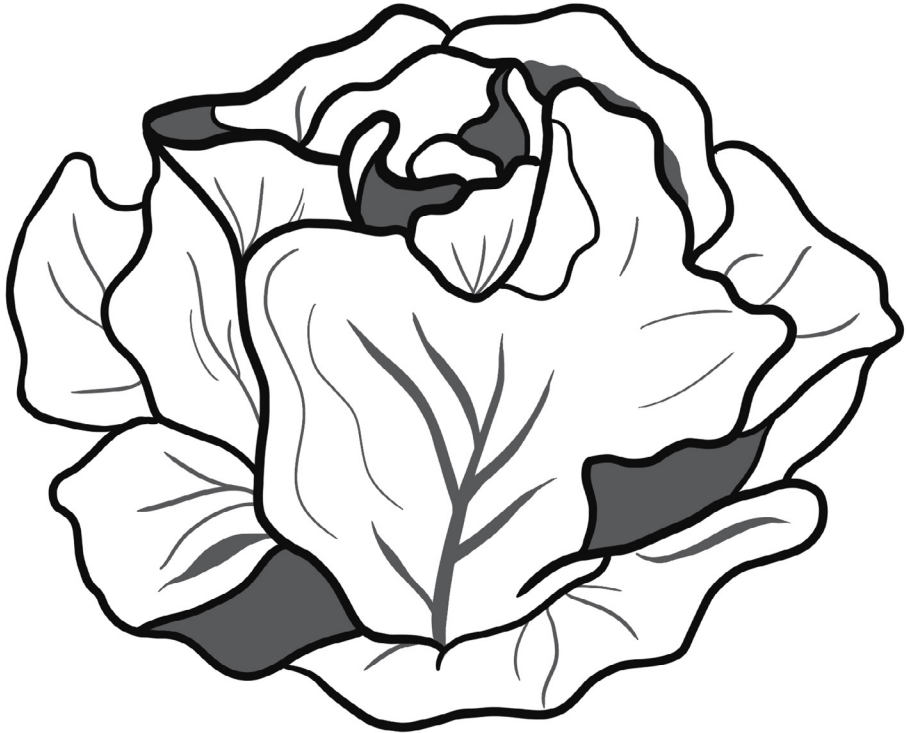
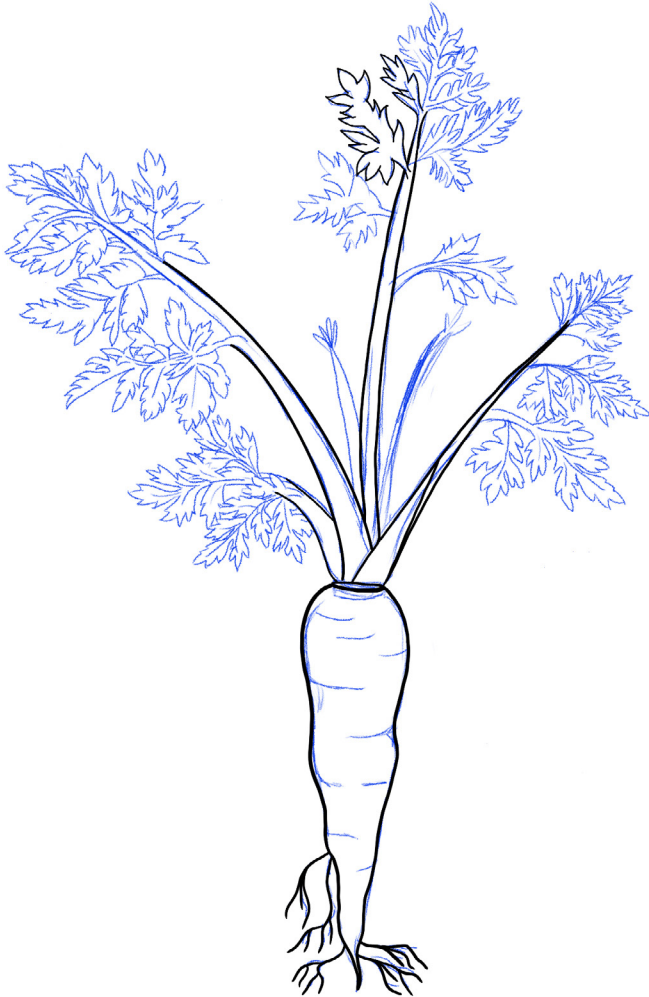
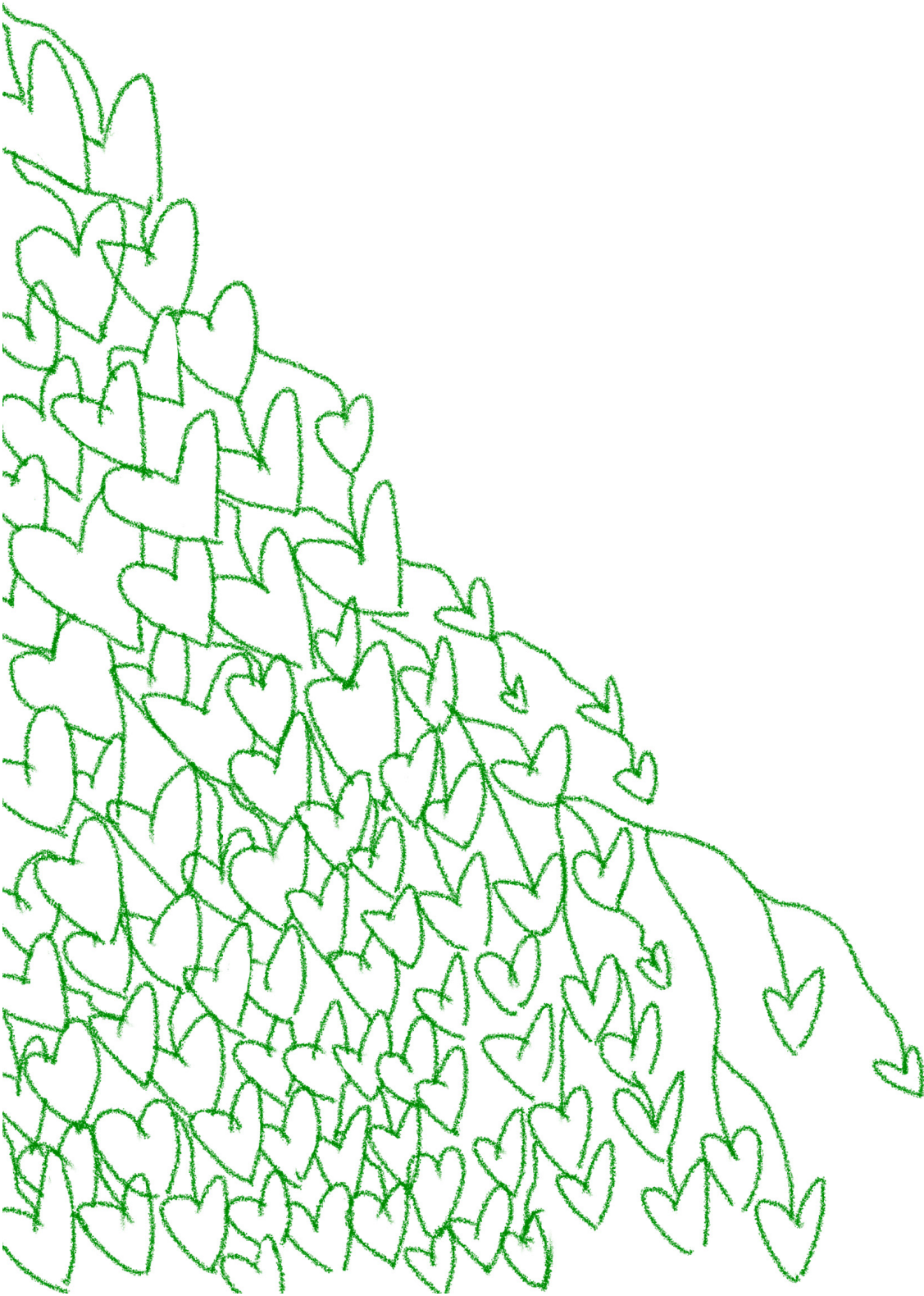
CHEFS:

- Jamie Oliver
- Nigella
- Tom Kerridge
- Nadia Hussain
- Levi Roots
- Ainsley Harriot
- Hairy Bikers?

TV COVERAGE

- Kids: Blue Peter
- gardening: Gardeners' World
- cooking: Saturday Kitchen, this morning
- Football: Match of the Day, Football Focus, Soccer Saturday

I began the design process with some simple illustrations and exploring the imagery of gardening and growing. While I did enjoy this process and found that some of the styles looked good on their own, they wouldn't have worked well as football shirt designs - particularly when these shirts tend to be part of streetwear style.

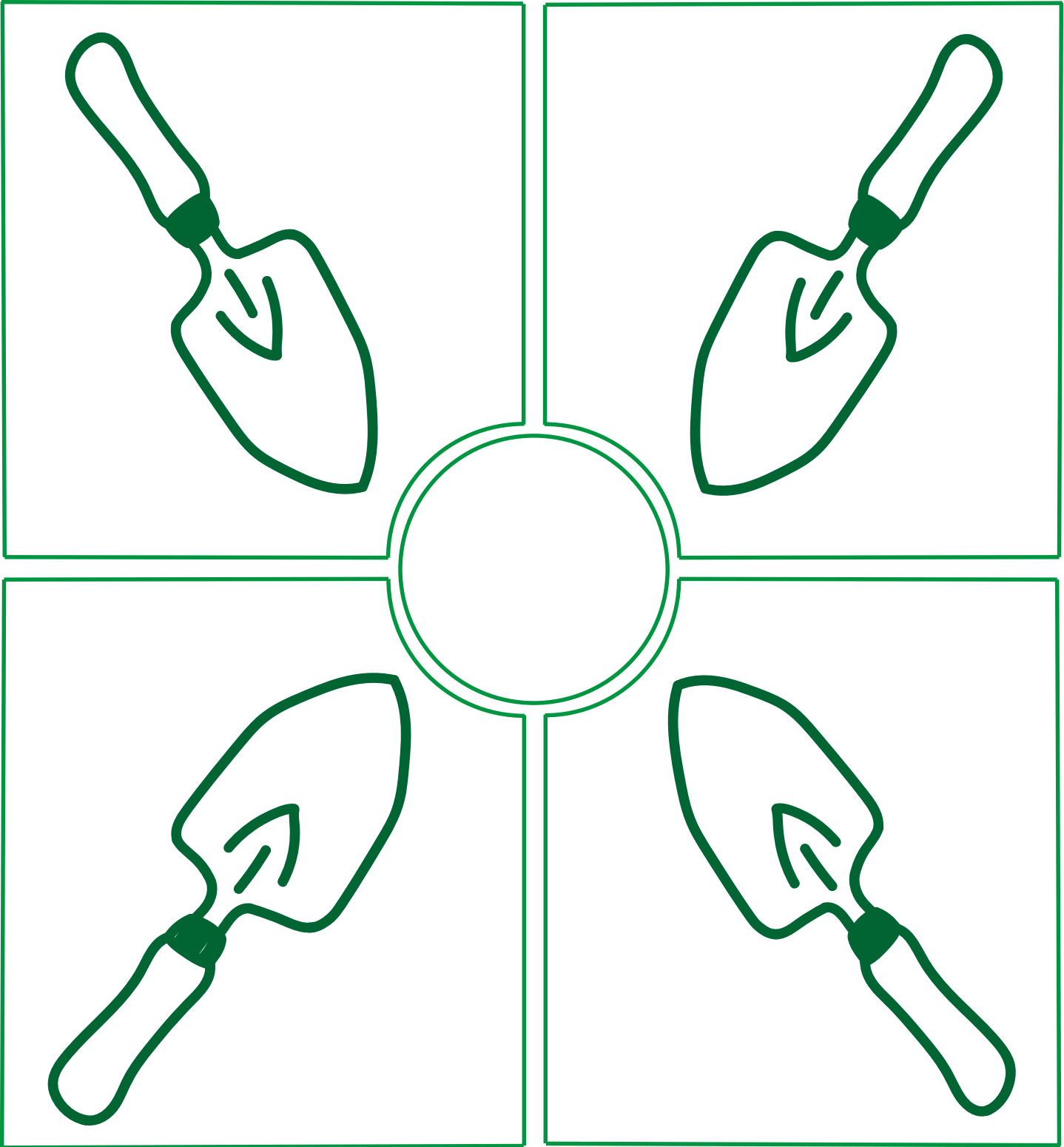
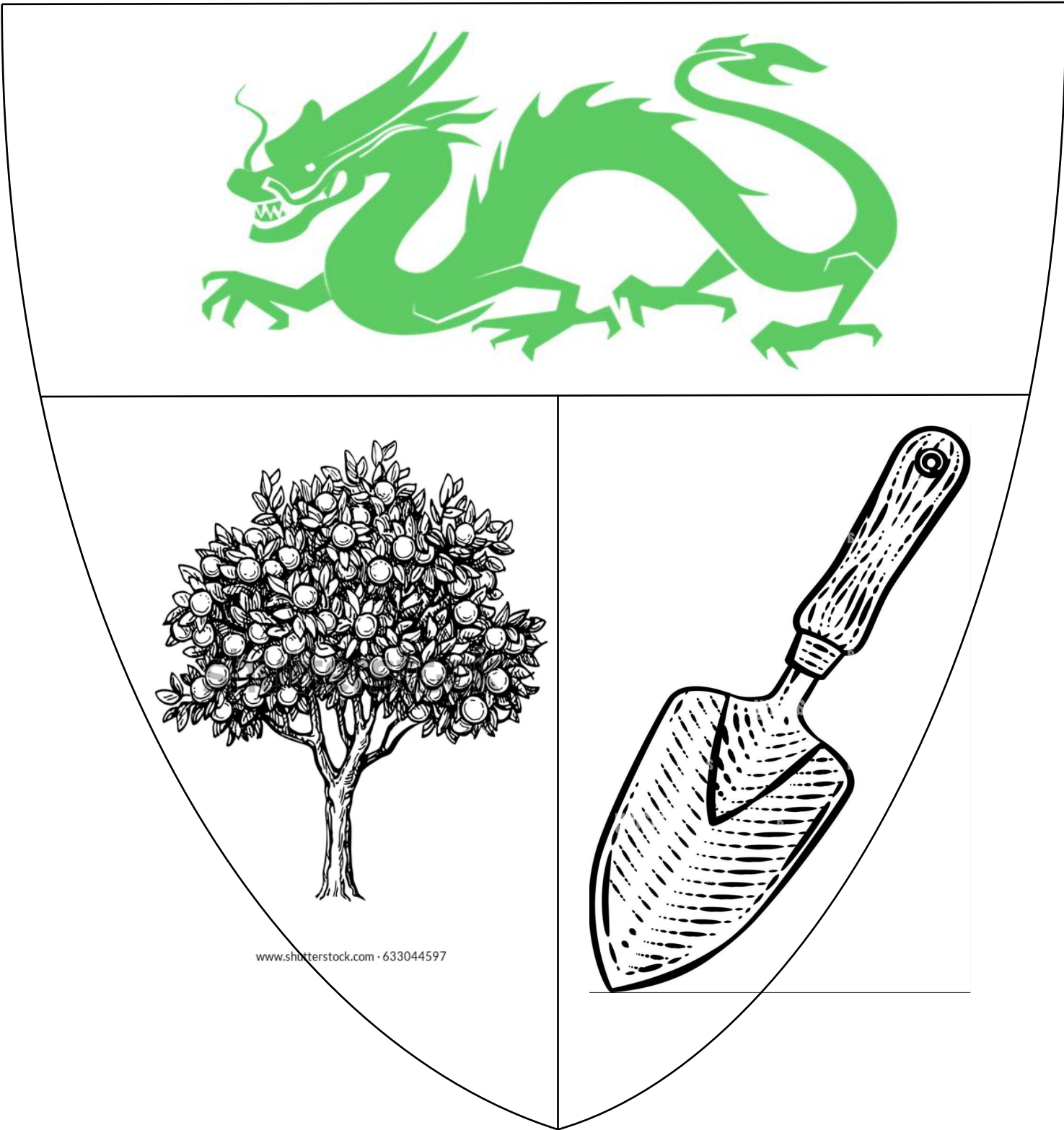


Design Process

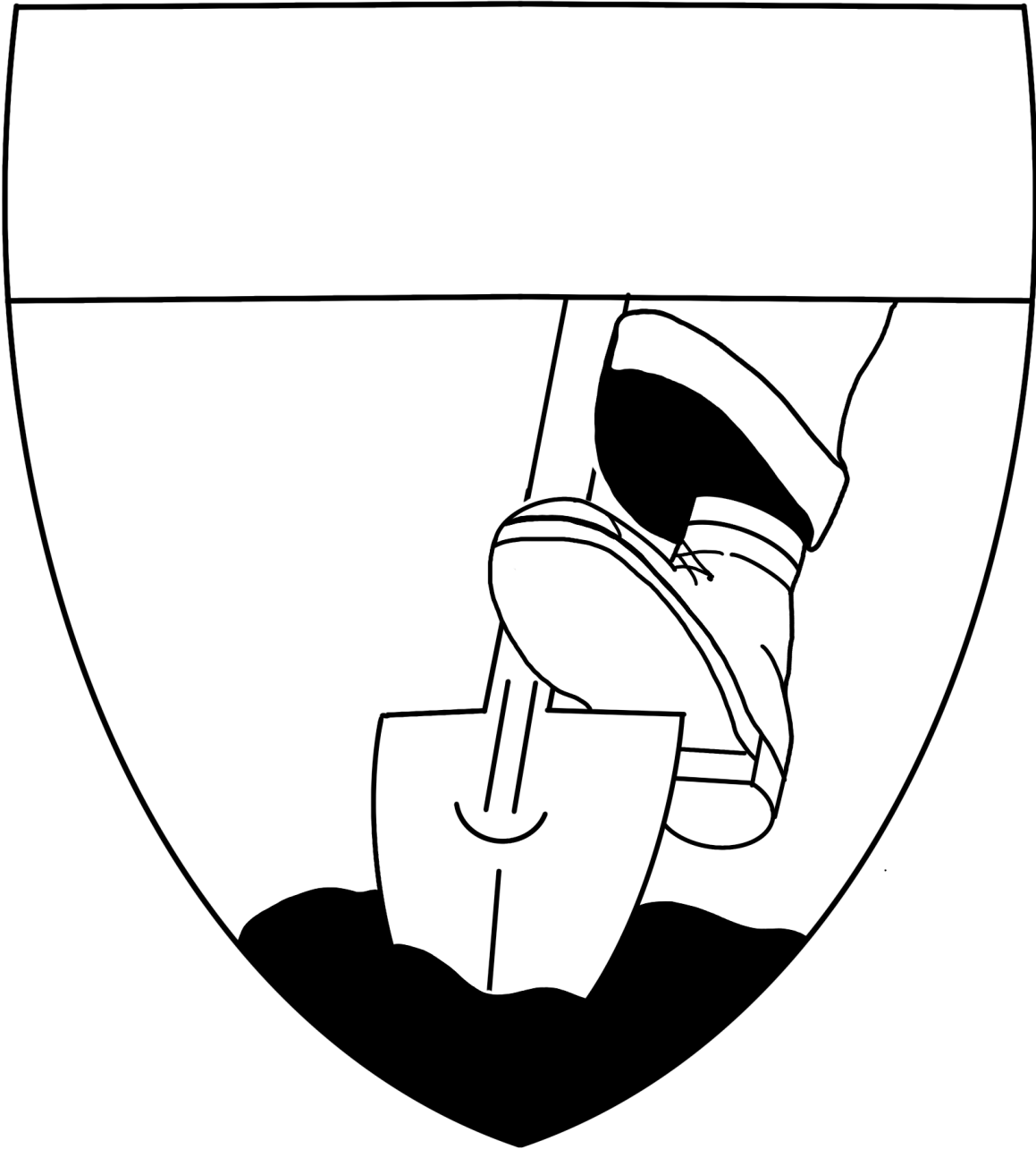
To confirm my theory about the illustrated style on the shirt, I made some quick mock ups. These allowed me to see that while the concept was interesting, it simply would not be a shirt that the majority of football fans would choose to wear.



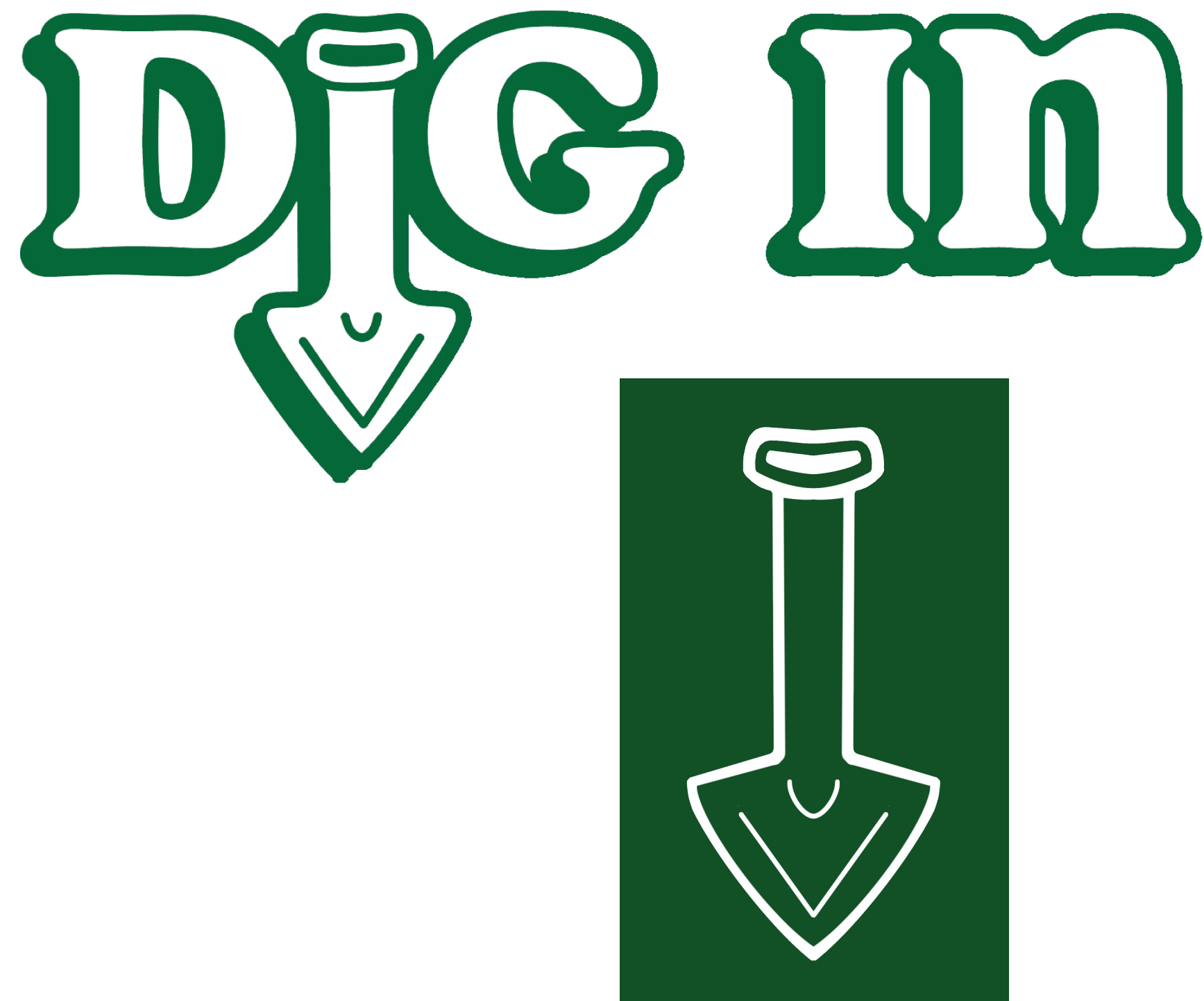
After testing the illustrated style, and having had conversations with Sian, we decided that heraldry could be an interesting next step, to explore how illustration could be transformed into a more powerful set of symbols. I tried many shapes, styles and combinations during this process.



While exploring traditional graphic styles such as heraldry, I also looks at replicating the iconic Dig For Victory campaign during World War 2. The imagery of digging into the ground inspired a nation to do what they could to support the war effort. I decided to combine the heraldry sheild design with the Dig For Victory motion, creating the images below.



The spade is an object that I have returned to several times in my design process. It is the strongest symbol for the message that I am sharing. It inspires action, but in its literal format it doesn't show the dynamic action and energy that I was aiming for, so I explored how the spade could be used tied in with typography. It forms a light and inviting logotype, but again, was not suitable for the shirt design.



The following pages show the development of creating a final shirt design. The process of designing the shirt was lengthy and challenging, especially because the main theme surrounding my campaign isn't considered as traditionally 'cool'.



Design Process

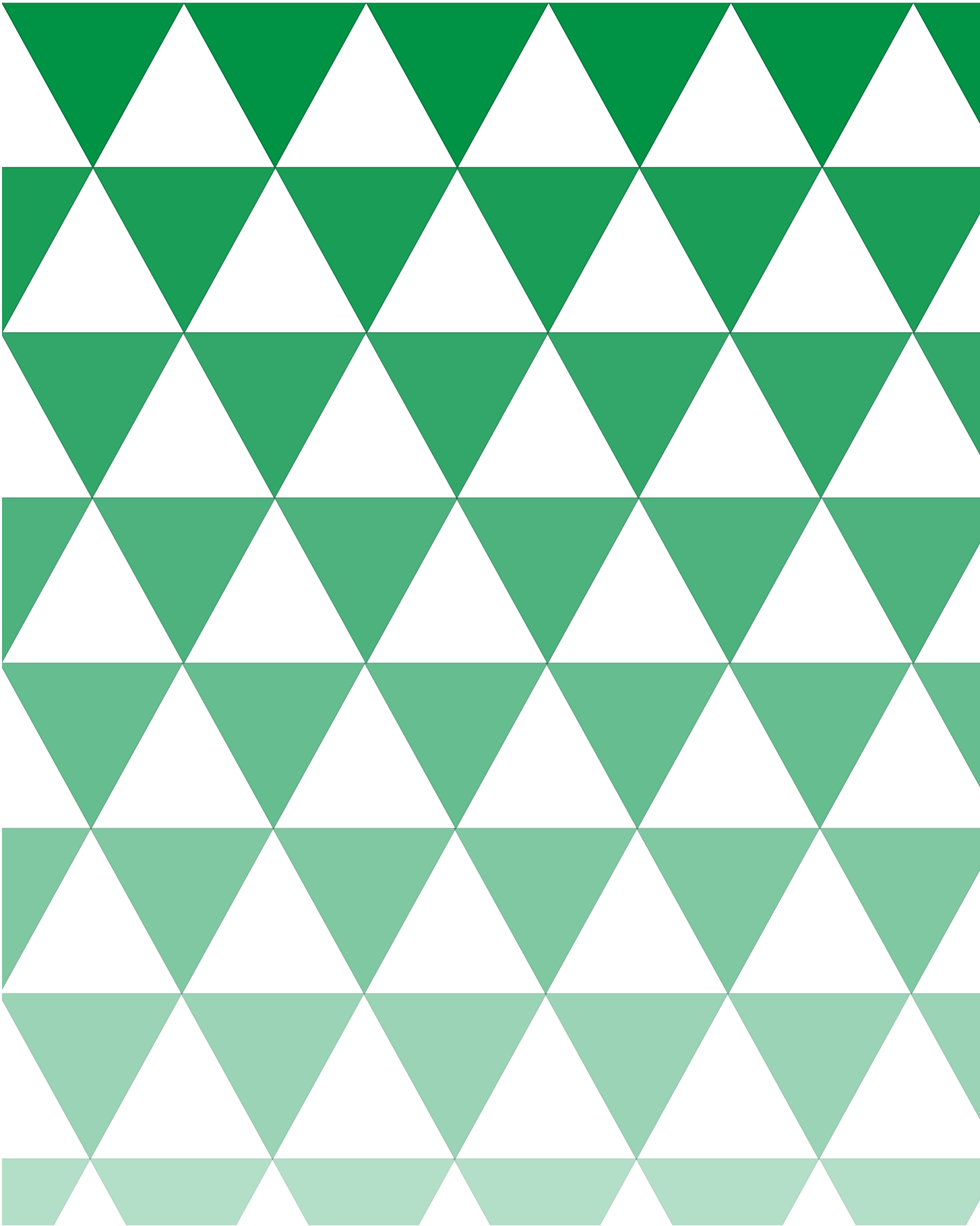
I found that many of my design concepts were simplistic, or didn't tie all of the aspects of Dig In together. From this point in my process, I explored triangles and how they can represent Dig In - as an abstract symbol of the bottom of a spade, or representation of the three themes of Dig in, and football formation.



Finalising My Design

I decided that a gradient would be an effective way to make the triangle pattern more dynamic. When adding to the shirt, I distorted the triangle lengths to make them more visually interesting and show the downward movement of digging.

The pattern rolls over the right shoulder, further emulating the movement of digging.





For the supporters who aren't local to the Notting Dale area, they can get involved at home using the seed packs included with each shirt. The seeds can be planted in a British climate and will be for common vegetables that are used frequently. The example below shows lettuce seeds.

I was able to incorporate the illustrative style of my earlier designs with the seed packs, as they need to appear much more accessible and family friendly. I have maintained the playful typeface throughout the packs.



The broader media campaign is reliant on the involvement from influencers, from across the 3 fields of the Dig In campaign: football, food and gardening. By spreading the campaign across these three disciplines, we will be able to reach a much broader range of people, and raise more funds.

The influencers and broadcasters below are household names, that are well known multi-generationally. They are heroes of their fields and could make a huge difference to the Dig In campaign.



Ian Wright



Alex Scott



Jermaine Jenas



Monty Don



Joe Swift



Tayshan Hayden-Smith



Ainsley Harriot



Jamie Oliver



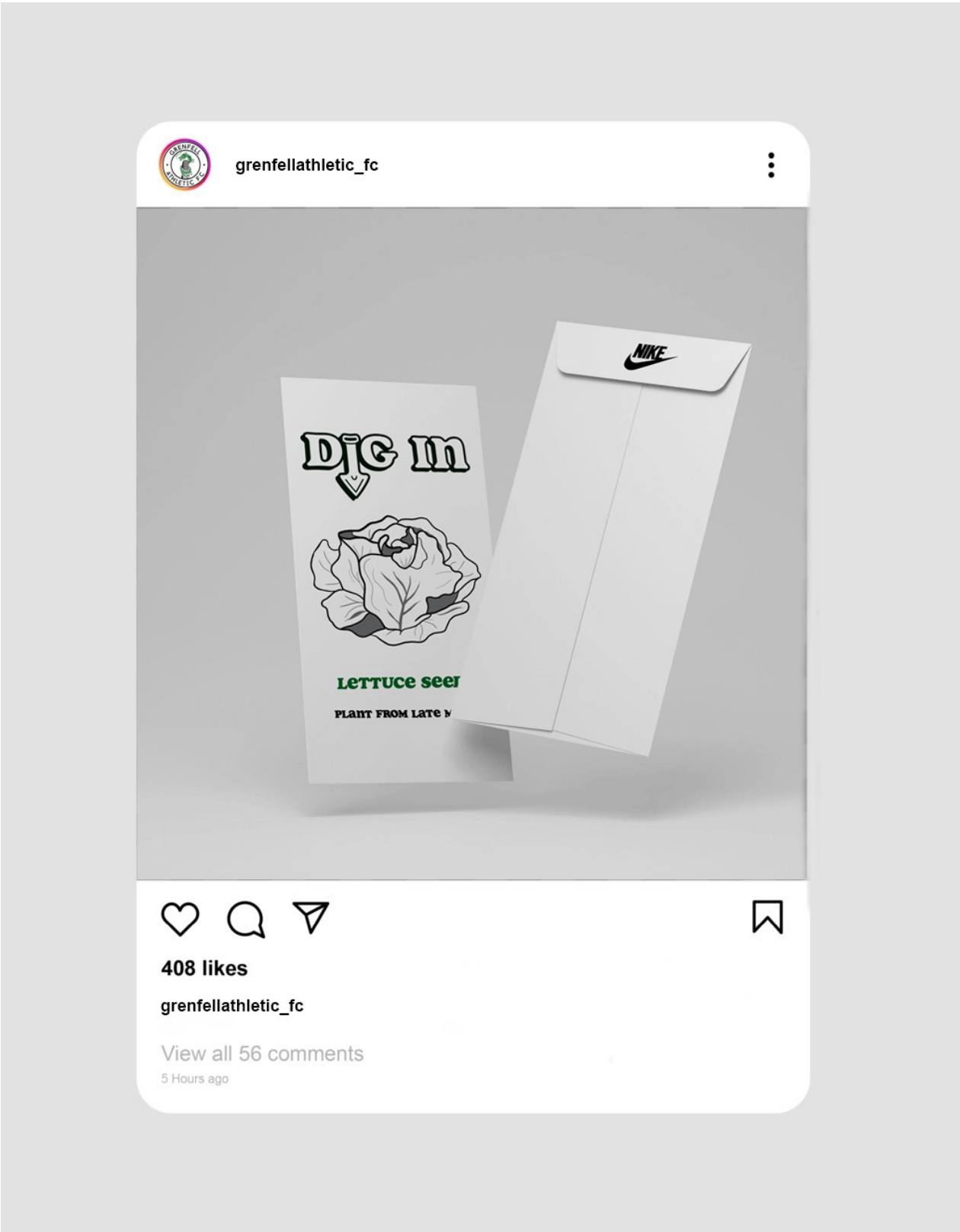
Lagom Chef (Martyn Odell)



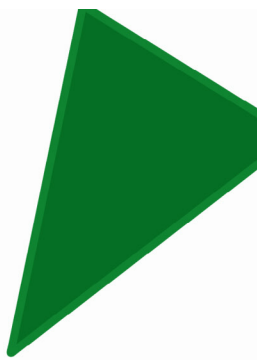
Nadia Hussain

The rough animation to the right is an example of the style of motion that could be used across social media - tying together the sharp and spikey triangles of the shirt design with the lighter, more playful typeface.

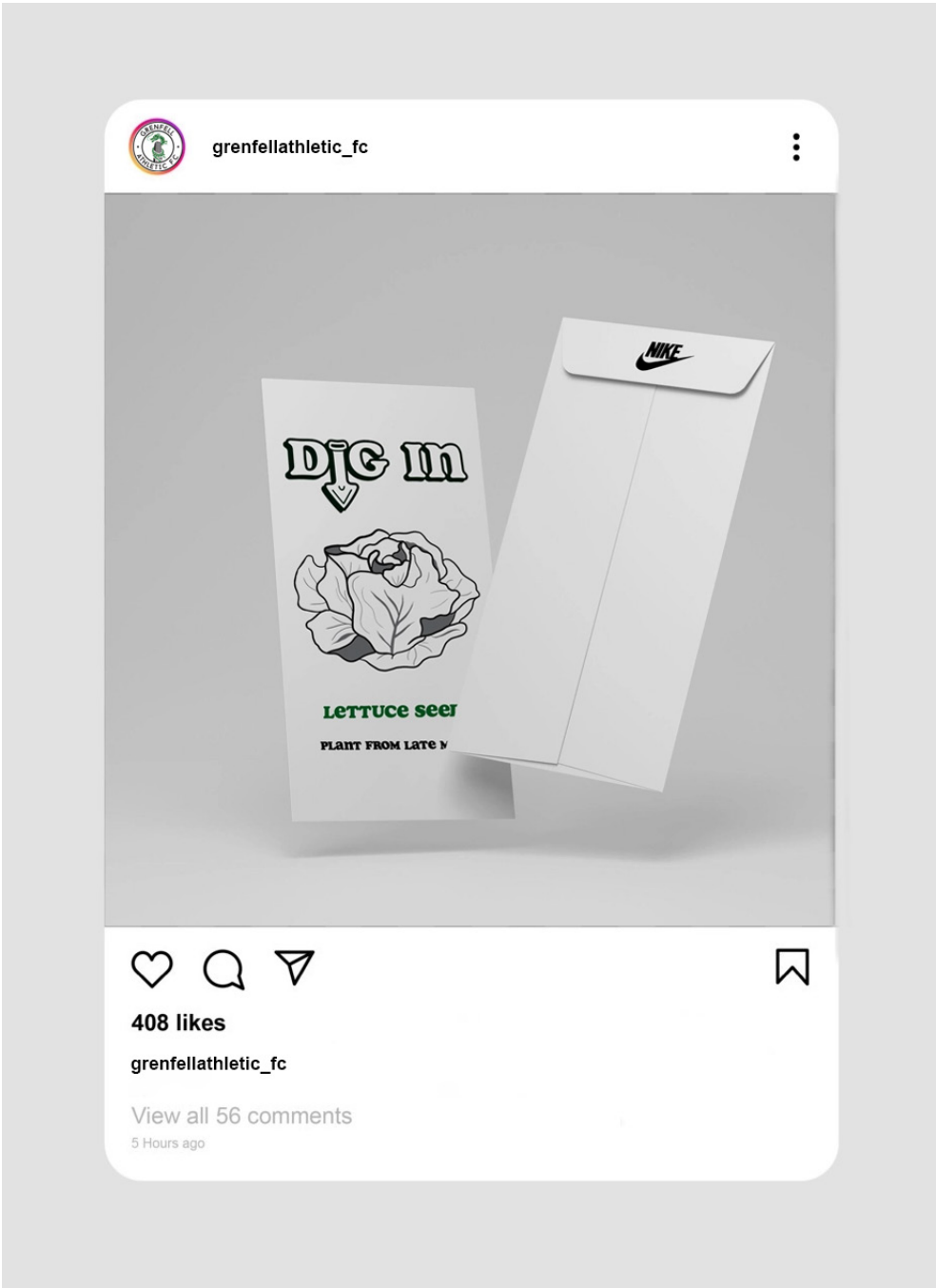
The image on the left demonstrates how social media could be used to activate an audience into getting involved with Dig In for Grenfell.



This image is a link



Social Campaign



The idea of growth is incredibly important for this campaign. Highlighting the innovation behind this campaign of firsts will allow for more excitement and anticipation surrounding Grenfell Athletic

Shirt Design



Creative Mechanic

First planting of a football shirt.

- Media coverage (via TV)
 - Blue Peter
 - Match of the Day
 - Gardeners' World
 - Soccer AM
 - The One Show
- Social media promotion (via influencers)
 - Lagom Chef (TikTok/Instagram)
 - Ian Wright (Instagram/Twitter)
 - Jermaine Jenas (Instagram/Twitter)
 - Jamie Oliver (Instagram/Facebook/Twitter)
 - Taysham Hayden-Smith (Instagram)
 - Alex Scott (Instagram/Twitter)
 - *among other key influencers
- The Event
 - Unvailing and breaking ground on the Dig In garden. Vollebak shirt will be planted by Tayshan Hayden-Smith (the Grenfell Gardener) along with an apple tree to provide fruit for generations at the heart of the garden.
 - Other key figures to be in attendance.

This live brief is one of my favourite projects I have worked on. It has been incredibly challenging at times, but has been a wonderful learning experience, preparing me for professional briefs and expectations. I have had to work through creative block, designs that don't work and overcome my own hurdles. This project has made me a better designer and has allowed me to recognise talent in myself that I hadn't before.

Barros, S. (2021). Grenfell Athletic - Fabric of the Community. [Photograph] Instagram. Available at: <https://www.instagram.com/p/CQzBA5KhEXb/> [Accessed 2023].

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