

Case Study



# ‘Art on Lorries’: engaging workplace communities



Image courtesy of Electric Egg, Art On Lorries Unveiling

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in partnership with



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Transported commissioned an artist to transform local businesses' visions of Lincolnshire into giant travelling canvases to attract local, national and international audiences.

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Transported



# Background

## Art on Lorries: engaging workplace communities

### About the project

Transported is a strategic community-focused programme that aims to get more people in Boston Borough and South Holland enjoying and participating in arts activities. It is funded by Arts Council England's Creative People and Places programme.

Art on Lorries is one of eleven different strands of arts activity in phase two of the project. It uses food lorries as mobile art galleries, reflecting not only the food industry in Lincolnshire but also the communities working in that industry.

Transported began the project by developing a relationship with FreshLinc, a local food packing company. Staff there were involved in initial consultation before a brief for artists was agreed.

The artist who was selected for the project was attracted to the idea of using trailers as enormous travelling canvases and to working with people in their workplace. Both elements appealed to her passion and background.

### Objectives

- To develop the relationship between Transported, FreshLinc and Lincolnshire Field Products
- To involve members of the workforce community of FreshLinc and Lincolnshire Field Products in the project, including those for whom English is not a first language
- To attract national coverage and publicity for this project
- To celebrate the food industry and its workers in Lincolnshire through the medium of art - locally, nationally and internationally
- To capitalise on the pride of lorry drivers in their lorries by raising morale in the appearance of their vehicles
- To encourage those involved to be more receptive to other art projects

### Target Audience

- Staff at FreshLinc and Lincolnshire Field Products
- Members of the general public - locally, nationally and internationally

# Process & Outcomes

## Process

Transported issued a brief for artists and appointed an artist who demonstrated real passion and enthusiasm for the project.

The artist met with farmers, pickers and packers who grow and pick the produce for FreshLinc. She then followed the produce from farm stores to loading onto lorries.

The work started where the people were - at work - and focused on their existing experiences of art, such as appreciating the design of someone's tattoo.

The artist used postcards for people to write down ideas in response to the question: 'If I was to create a landscape about Lincolnshire what would I need to include?' These were handed out both at work and at Spalding Pumpkin Festival.

The artist created Mind Maps in the FreshLinc offices and finally made the lorry designs.

The lorries were launched with a drive around the Houses of Parliament and TV coverage from Look North.

## Outcomes

- The London launch and Facebook exposure of the film has spread the word and managers believe the project will raise the profile of FreshLinc as it gives something back to the community.
- Lorry drivers have a strong tradition of pride in their vehicles. The project appeals to them and has raised morale, creating some discussion about which lorries they want to drive.
- Workers in the field have felt that the roles they play have been celebrated and valued.
- Some workers reported viewing what they do differently as a result of their work having been seen through an artist's eyes.
- Some of what makes Lincolnshire special has been transported to other places and seen in new contexts.

# Conclusions

The objectives of the project were fully realised, with ten designs being produced and mounted on FreshLinc lorries.

Choosing the right artist in the first place was absolutely vital, as was developing close relationships with partners. FreshLinc and Lincolnshire Field Products were fully on board and allowed access to staff and workplaces.

A project like this needs to be well resourced. Allowing the artist to develop ideas like a 'Mind Map' for non-English speakers gave confidence and people liked her ideas. Some non-native English speakers produced hand painted responses, demonstrating their engagement.

A solid marketing strategy was also really important and the launch at Parliament worked well to attract publicity.

Time was a limiting factor for the artist. She wanted to do more sketches in the fields but she was worried about 'taking too long' so she relied more on photos.

## Figures

- The project cost £30,000
- 60 postcards were returned, indicating enthusiasm for the project
- 10 designs were produced and mounted on FreshLinc lorries

## Developments

- Transported will commission 'Art on Lorries 2' with new artists for a further 10 lorries, but this time working with FreshLinc drivers to include them in the selection process
- Transported is working with Boston Borough Council on a similar project for their Refuse Freighters
- In addition to being displayed on the lorries, some of the new artwork might be made into billboard posters before they are put on the lorries to act as trailers
- Online descriptions of the work by the artists will be shared with participants and new companies

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## Find out more

Featured in video:

<https://www.youtube.com/watch?v=WcVj6lgW9CE>

Explore the gallery of unveiling:

<http://www.transportedart.com/gallery/art-on-lorries-unveiling/>