

# Clevedon Town AFC – Seaside Heritage Mural Project



Clevedon Town AFC worked with local residents and partners for several months to create a mural at their stadium depicting the 150-year heritage of the club (the “Seasiders”) and telling the story of Herbert Hand and his family, who founded the club in 1880.

Drop-in sessions and workshops were held to allow local groups (including young people) to participate in feeding into and creating the mural. Two interpretation boards and 1000 32-page pocket guides were also produced to help engage those viewing the mural.

## **UKSPF Achievements**

**13** local events and activities supported  
**556** people engaged

## **Wider impact**

The project has made a positive impact across several key audiences, the benefits of which will continue as the artwork is now a long-term attraction on the stadium site:

**Players:** They have an increased sense of belonging to the club and being part of a living history that goes back to 1880.

**Supporters:** Having the history of the club told in this way has helped them understand more about where the club come from and better appreciate its unique story, which previously was somewhat “undersold”.

**Site visitors:** The site is open seven days a week for various purposes beyond club matches, and these audiences previously had very little knowledge or ability to

interact with the club. The mural, interpretation boards and booklets have helped engaged this audience.

**Community Groups:** The project has allowed the club to build new and cement existing ties with a variety of community groups, including the local YMCA, Civic Society, Literary Festival, Curzon Cinema, library etc. The project has helped cement the club history further into the social history of the town and raise awareness of this among those interested in telling the story of Clevedon. For example, club historian Paul Davis has now been invited to do a talk to the Civic Society History Group and they have been in active discussions with Clevedon's Town Twinning Association in regard to possible matches with teams from twinned towns – specifically Racing Club Epernay.

**Wider Public:** The activity and publicity generated across the timeline of the project has all helped with raising the club's profile with Clevedon residents and visitors. They have given residents and visitors alike another local attraction to visit and have been added to the Clevedon History Trail.