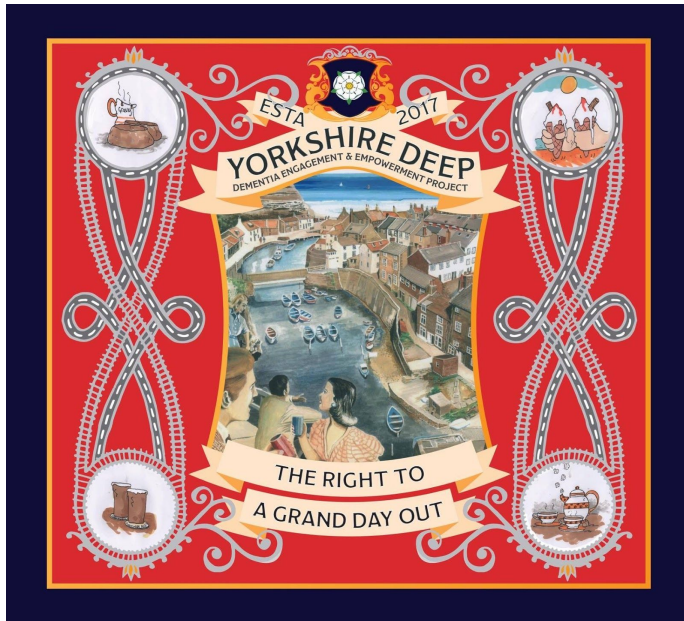


The Right to a Grand Day out By Yorkshire Deep



Artists

Concept Ian Beesley

Design Martyn Hall

Inset illustrations Tony Husband

Poem Ian McMillan

Embellishments Lydia Keen

Unfurled York Station, 23rd May 2018

Meaning

'The Right to a Grand Day out' was created by the 'Yorkshire Dementia Engagement and Empowerment Group', which comprises groups from Bradford, Scarborough and York. This group campaigns for better support and understanding from public transport companies for those living with dementia.

Symbolism

The banner has two versions, a negative and a positive side. This is a simplified form of oppositional narrative representation, i.e. good versus bad. This style was often employed on traditional banners to illustrate the benefits of joining a union or other organisation.

The colour red of the banner symbolises positivity and revolution. The embellishments are stylised representations of the roads and railways which are easy to navigate. The corner illustrations represent some of the joys of a grand day out in Yorkshire, and include Yorkshire puddings, ice cream, Yorkshire tea and Yorkshire beer.

The central image is of the village of Staithes in North Yorkshire, a popular tourist destination. This image is from a British Rail poster, advertising the joys of travelling by train; ironically, the track to Staithes was axed under the Beeching Plan in 1961.