

North Tyneside Council Report to Cabinet 14 July 2014

ITEM 7(e)
Arts Development,
Tourism and Heritage
Strategies

Portfolio(s): Leisure, Culture and
Tourism

Cabinet Member(s): Cllr Eddie Darke

Report from Service

Area: Environment and Leisure

Responsible Officer: Phil Scott

(Tel: (0191) 643
7295)

Wards affected: All

PART 1

1.1 Purpose:

The purpose of the report is to refresh the Authority's strategies for Arts Development, Tourism and Heritage to cover the period from 2014-2021.

1.2 Recommendation(s):

It is recommended that Cabinet:

- (1) adopts the strategies as appended for Arts Development, Tourism and Heritage;
- (2) authorises the Head of Environment and Leisure in consultation with Cabinet Member for Leisure, Culture and Tourism to develop appropriate implementation plans to deliver the strategic objectives; and
- (3) receives an annual review of progress in relation to achieving the objectives outlined in the strategies.

1.3 Forward Plan:

28 days notice of this report has been given and it first appeared on the Forward Plan that was published on 27th May 2014

1.4 Council Plan and Policy Framework

This report relates to the following themes in the [2012-15] Council Strategic Plan:

Our Places

- We will invest in high quality infrastructure across the borough to provide excellent recreational facilities for residents and visitors.

Our Economy

- We will promote the heritage and culture of North Tyneside as a key aspect of economic regeneration.

Our Partners

- We will work with local tourism businesses to improve the marketing of the Borough as a visitor destination.
- We will work with the voluntary sector to promote wider community involvement in sports and cultural activities.

1.5 Information:

1.5.1 Background

In order to support the development of cultural activity in the Borough in recent years, the Authority has adopted strategies for the promotion of its cultural offer in the fields of arts development, tourism and heritage. Those strategies, *Great Art for Everyone...in North Tyneside* (2009-2012), *Visit North Tyneside – a tourism strategy* (2007-2012) and *Reveal the Past, Shape the Future* (2010-2014), the heritage strategy for the Borough, are now due to be reviewed.

These strategies have been further developed to be consistent with the wider Council Plan, *Our North Tyneside*, and in line with the broad principles of the Authority's wider change programme. The strategies outline policy direction while being sensitive to the need to respond to proposals for service re-design. The shift in emphasis upon the Authority's role, moving from that of a service provider to one of a service enabler, informs the approach across these strategies.

All three documents have been important in shaping the delivery of cultural provision in the Borough over the past seven years and have been critical in underlining the Authority's credibility in the cultural sector when bidding for external funding. In bringing the three strategies into line, to cover the next seven years, the strategic position of the Authority will be evident to partners over a significant period. The intention of the Authority to support and nurture cultural provision will be clear.

1.5.2 Great Art for Everyone

Our North Tyneside – Great Art for Everyone (2014-21) is the proposed arts development strategy. (**see Appendix One**) The strategy follows the 10 Year strategic framework of Arts Council England, *Great Art and Culture for Everyone*, in identifying how the five goals of the national strategy can be translated into action in North Tyneside.

In order to maintain and grow the arts in the Borough it is proposed to pursue a mixed economy of funding from public and private sources, where public investment is made to work hard as leverage for additional funding. This will ensure that maximum impact is gained from limited resources.

The period ahead will be challenging financially. Overall, there will be less public money to spend. In this period it will be vital to try and deliver more from the private sector, by improving fundraising skills and the overall culture of giving to the arts, as well as bidding to key funding streams. The Authority and its funding partners will have to make tough decisions on how best to invest limited resources in arts and culture.

However, the conditions for excellence in the arts in North Tyneside do exist. This is evident in the range of engagement in the arts through schools and the number of voluntary and private sector initiatives supporting the arts. It will be important to build on existing achievements and partnerships for the long term good of the arts in the Borough.

1.5.3 Visit North Tyneside

Visit North Tyneside – Tourism Strategy (2014-21) is the proposed tourism strategy for the Borough. **(see Appendix Two)** The strategy takes into account the broad outlines of the *Government Tourism Policy* (DCMS 2011) document and the Visit England *Strategic framework for Tourism 2010-2020* (Visit England 2010). While national planning for tourism does exist, this does not provide the same scope for local direction as the Arts Council England approach. The priorities of the tourism strategy have been more closely forged in partnership with regional partners and the tourism business sector in North Tyneside.

The strategy proceeds from the basis that North Tyneside is a year-round day visitor destination that attracts almost six million people annually, generating £268 million for the Borough's economy.

The long standing coastal tourism offer features award-winning beaches ideal for surfing lessons, fitness boot camps and sandcastle building. Historic attractions at the Coast include Tynemouth Priory and Castle, Tynemouth Volunteer Life Brigade and St. Mary's Lighthouse.

However, the significance of being part of an internationally renowned World Heritage Site should not be underestimated. North Tyneside is an entry point to the UNESCO Frontiers of the Roman Empire World Heritage Site, where Segedunum Roman Fort and Museum marks the end of the Hadrian's Wall trail and attracts visitors from around the world. North Tyneside also welcomes passengers from around the world on UK and Northern European cruises at the Port of Tyne.

The Borough has a range of high quality parks and public spaces to enjoy bolstered by significant investment in recent years from the Heritage Lottery Fund. A year-round events programme includes the popular 10k Road Race and Christmas Markets, but the major highlight for the Borough is the annual Mouth of the Tyne Festival, which showcases a range of professional arts and community activity in stunning locations at the coast.

As well as the unique attractions of North Tyneside, the Borough is also a gateway to the wider offer of North East England. The aim of this strategy is to support the tourism industry in having a sustainable, positive impact on the economy of North Tyneside; boost employment; and improve the quality of life of its visitors and residents.

1.5.4 Past, Present and Future

Our North Tyneside: Past, Present and Future – A Heritage Strategy for North Tyneside (2014-21) is the proposed heritage strategy for the Borough. **(see Appendix Three)** The framework of the proposed strategy follows that of the existing strategy, which has proven popular with both local history societies and with key partners such as English Heritage and the Heritage Lottery Fund. The strategy covers both the popularisation and promotion of the Borough's heritage and the statutory elements relating to planning and conservation.

As the strategy recognises, North Tyneside is a kaleidoscope of images, colours and sounds informed by over 2000 years of history. The lives of Roman frontier soldiers can still be evoked through the innovative interpretation provided by the award-winning Segedunum Museum. During the years of the industrial revolution, North Tyneside gave the world a clear lead in several fields. Two of these deserve special mention: the locomotion and steam turbine. The historic association with the Stephensons in particular, is central to the heritage of the Borough.

It was in North Tyneside that the cranes of famous shipyards oversaw the launch of thousands of ships, the fame of Swan Hunter in particular reaching across the globe. The shipbuilding history of the Borough can boast such landmarks as the Mauretania (1907) and the Esso Northumbria (1969), both built at Swan Hunter in Wallsend.

Tynemouth is the proud home of the greatest statue to Admiral Lord Collingwood who, on the death of Nelson, led the famous sea victory at Trafalgar, symbolising the Borough's maritime and naval history. The area is also significant in maritime history as the birthplace of the Life Brigade with the Tynemouth Volunteer Life Brigade, established in 1864, being the first in the country.

Promoting the history and heritage of North Tyneside, as part of the learning entitlement of the Borough's children, is key to the strategy. Putting heritage at the heart of investment and regeneration is also a central theme of the strategy. It is recognised that regeneration of the Borough is essential to present and future generations. Maintaining and celebrating essential aspects of our past, while achieving qualitative regeneration, is a fine balance but one which the strategy seeks to address.

1.6 Decision options:

The following decision options are available for consideration by Cabinet:

Option 1

Accept the recommendations to adopt the strategies; authorise the Head of Environment and Leisure to develop appropriate implementation plans; and to receive an annual review of progress in relation to achieving the objectives outlined in the strategies.

Option 2

Not to accept the recommendations as stated at 1.2 and request the Head of Environment and Leisure to further develop the plans and then request their resubmission to a future meeting of Cabinet.

Option 1 is the recommended option.

1.7 Reasons for recommended option:

Option 1 is recommended for the following reasons:

All three documents will be critical in underlining the Authority's credibility in the cultural sector when bidding for external funding. In bringing the three strategies into line, to cover the next seven year period, the strategic position of the Council will be evident to partners over a significant period.

1.8 Appendices:

Appendix 1: Our North Tyneside – Great Art for Everyone (2014-21)

Appendix 2: Visit North Tyneside – Tourism Strategy (2014-21)

Appendix 3: Our North Tyneside: Past, Present and Future – A Heritage Strategy for North Tyneside (2014-21)

1.9 Contact officers:

Steve Bishop, Senior Manager, Cultural Services, tel. (0191) 643 7410
Pete Warne, Tourism and Events Manager, tel (0191) 643 7411
Chris Bishop, Arts, Museums and Heritage Manager, tel (0191) 643 7413
Alison Campbell, Finance Business Manager, tel (0191) 643 7038

1.10 Background information:

The following background papers/information have been used in the compilation of this report and are available at the office of the author:

- (1) Great Art and Culture for Everyone (Arts Council England 2013)
http://www.artscouncil.org.uk/media/uploads/Great_art_and_culture_for_everyone.pdf
- (2) Government Tourism Policy (DCMS 2011)
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/78416/Government2_Tourism_Policy_2011.pdf
- (3) A Strategic Framework for Tourism 2010-2020 (Visit England 2010)
<http://www.visitengland.org/strategicframework/>
- (4) Heritage at Risk Register 2013 – North East (English Heritage 2013)
<http://www.english-heritage.org.uk/publications/har-2013-registers/ne-HAR-register-2013.pdf>
- (5) National Planning Policy Framework (DCLG 2012)
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf
- (6) Great Art for Everyone....in North Tyneside (2009-2012) (North Tyneside Council 2009)
http://www.northtyneside.gov.uk/pls/portal/NTC_PSCM.PSCM_Web.download?p_ID=517173
- (7) visitnorthtyneside – Tourism Strategy (2007-2012) (North Tyneside Council 2007)
http://www.northtyneside.gov.uk/pls/portal/NTC_PSCM.PSCM_Web.download?p_ID=553576
- (8) Reveal the Past, Shape the Future (2010-2014) (North Tyneside Council 2010)
http://www.northtyneside.gov.uk/pls/portal/NTC_PSCM.PSCM_Web.download?p_ID=536498

PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

2.1 Finance and other resources

There are no direct financial implications arising directly from the adoption of these strategies. The final documents will be designed and published as pdf documents on the Council website. These strategies represent a longer term vision for the borough and as such are aspirational.

2.2 Legal

There are no direct legal implications arising from this report.

2.3 Consultation/community engagement

2.3.1 Internal Consultation

Senior Leadership Team
Cabinet Member – Leisure, Culture and Tourism
Regeneration Team
Planning and Conservation Team
Environment and Leisure Senior Management Team
Children, Young People and Learning

2.3.2 External Consultation/Engagement

English Heritage
North of England Civic Trust
Tyne and Wear Archives and Museums
Chambers of Trade
Arts Council England
Customs House Ltd
SMG (Europe)
Local arts organisations
Local business sector

2.4 Human rights

There are no direct issues relating to human rights arising from this report.

2.5 Equalities and diversity

There are no direct issues relating to equalities and diversity arising from this report.

2.6 Risk management

There are no direct issues relating to risk arising from this report.

2.7 Crime and disorder

There are no direct issues relating to crime and disorder arising from this report.

2.8 Environment and sustainability

There are no direct issues relating to environment and sustainability arising from this report.

PART 3 - SIGN OFF

- Deputy Chief Executive X
- Head of Service X
- Mayor/Cabinet Member(s) X
- Chief Finance Officer X
- Monitoring Officer X
- Strategic Manager–
Strategic Services X

Appendix One

Our North Tyneside – Great Art for Everyone

A strategy for arts development in North Tyneside 2014-2021

1. Introduction

North Tyneside Council has a proud record of supporting the development and growth of arts in the Borough. Across all areas of the arts progress has been made over the period of the previous strategy. *Our North Tyneside – Great Art for Everyone* seeks to build on these achievements and establish North Tyneside as an exemplar of arts innovation and practice.

North Tyneside has become a significant regional venue for innovative visual arts. The stunning delivery of *Global Rainbow* in March 2012 captured the imagination of the Borough; the immersive film art of Kelly Richardson's *Mariner 9* in August 2012 captivated audiences at the Spanish City Dome; and the North Tyneside *Shimmer* festival has introduced thousands of people to the incredible creativity of digital arts media for three consecutive years.

The renewed Playhouse, Whitley Bay is attracting audiences to experience a diverse range of music and performance art. Audiences have been wowed with performances as diverse as Frank Turner rocking the rafters, the traditional elegance of the Moscow Ballet and the modern beats of the Sadler's Wells *Breakin' Convention* hip-hop festival.

Literature, poetry and film go from strength to strength in the Borough, as collaboration with independent organisations results in new and exciting work. The Best Event Tyneside at the Journal Culture Awards has recently been won by Whitley Bay Film Festival (2012) and the Iron Age literary festival (2013) reflecting the importance of both encouraging innovation and sustaining partnerships in the arts. The recently established Jam Jar cinema continues to draw new film audiences into Whitley Bay. Cloud Nine's programme of small scale theatre in North Shields is gaining increasing attention as an innovative way to engage audiences with new theatre work.

The long standing partnership between the Council and the Customs House in South Shields sustains a programme of development work with young people in the Borough's schools. Encouraging artists to collaborate with the museums sector; to creatively intervene in the Borough's parks; to engaging with partners in the health sector; and to promoting the arts as part of the Council's wider regeneration agenda, illustrates the range of ways in which imagination and creativity can play a role in making a success of a diversity of initiatives.

North Tyneside Council and our funding partners will have to make tough decisions on how we best invest our limited resources in arts and culture. In order to maintain and grow the arts in the Borough North Tyneside Council will pursue a mixed economy of funding from public and private sources, where public investment is made to work hard as leverage for additional funding. This ensures that limited resources are used to achieve maximum impact.

The period ahead is going to be challenging financially. Overall, we will have less public money to spend. We will work in this period to try and deliver more from the private sector, by improving fundraising skills and the overall culture of giving to the arts, as well as bidding to key funding streams.

However, the conditions for excellence in the arts in North Tyneside do exist. This is evident in the range of engagement in the arts through schools and the number of voluntary and private sector initiatives supporting the arts. It will be important to build on existing achievements and partnerships for the long term good of the arts in the Borough.

2. The arts now and looking forward

North Tyneside Council has a lead role in developing the arts in North Tyneside.

We work to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives.

A 7-year Strategy

We have produced an Arts Development Strategy to focus our work over the next 7 years and encourage shared purpose and partnerships across the arts locally and regionally. It has been shaped by our experience of working with artists, arts organisations, the public and our many other stakeholders and partners.

The strategy will enable North Tyneside Council to work with partners towards positive change in the arts. It will help create the conditions in which great art can be made, experienced and appreciated by as many people as possible. It will support us in realising our vision of North Tyneside as a leading creative and cultural force in the region. It will enable us to focus our investment and achieve even more impact.

Long-term goals

At the heart of the framework are five goals that are based upon those of the Arts Council England strategic framework, *Great Art and Culture for Everyone*.

We have interpreted these goals as follows:-

Goal 1: Celebrate excellence in the arts

North Tyneside will be regarded as a pre-eminent centre for artistic excellence.

Goal 2: Provide an inspiring arts offer

The arts will be at the centre of people's lives – more people are involved in arts in their communities and are enriched and inspired by arts experiences.

Goal 3: Promote arts which are resilient and environmentally sustainable

Collaborative and networked, the arts will be known for resilience, innovation and their contribution to the Borough's reputation and prosperity.

Goal 4: Develop a diverse and appropriately skilled workforce in the arts

The diversity of the arts workforce will reflect the diversity of society and artistic practice in North Tyneside. Outstanding arts leaders will play a wider role in their communities.

Goal 5: Encourage children and young people to access the arts

Children and young people will have the best current and future artistic lives they can have where they are able to develop their artistic capabilities and engage with, and shape, the arts.

Within each goal, we set out why it is an important area of work, what we will do and what success looks like.

Realising our vision

Achieving these goals will require collaboration between the Council and its many partners. This will mean changes in the way that we work and change from the arts organisations we support.

We will commit to champion the arts: using advocacy, research, the media and broadcasting to demonstrate their broader impact.

We will maintain our development role. We will use the goals to identify challenges and opportunities that could develop the arts in North Tyneside.

Evaluating success

We will have discussions with artists, arts organisations and our partners and stakeholders in order to assess progress and encourage innovation and new ideas.

We will support the use of research to provide a longer-term evidence base for policy making and demonstrating public value. The *Rebalancing Our Cultural Capital* paper, published in October 2013, is an excellent example of how research can both highlight the inequality of arts funding distribution and the absolute decline in arts funding over recent years.

The ongoing work of the National Campaign for Arts to demonstrate the wider value of arts investment will also be vital while the regional Culture Partnership has a vital role in advocating for increased support for culture in the region.

In this way the framework offers a powerful means both to recognise better our collective achievement and to drive ambition for the future success of the arts in North Tyneside.

Our commitment to excellence and diversity

There is an increasing blurring of boundaries between different art forms, as well as the emergence of new kinds of practice and presentation. Artistic hybrids have evolved in response to the new and unusual spaces in which art is taking place, and the opportunities created by digital technology. New relationships with audiences are developing, and people can become involved in the creative process itself.

Connecting art with people

The arts are popular, with ambitious programmes really making a difference. Our commitment to building arts audiences is given renewed energy by the knowledge that this effort can have such a positive impact.

Yet we know that much work remains to be done because only a minority of the population engages with the arts on a regular basis. A big challenge lies in addressing levels of engagement between different sections of the population. Currently those that are most active tend to be the most privileged. A further challenge is presented by demographic change. It means that arts engagement can only be successful if it is based on a real understanding of how communities are evolving.

Changing lives and communities

Public policy is increasingly focused on meeting the needs of communities at a local level. There are major opportunities for the arts to become even more integral to local life, with the arts often vital to regeneration and meeting the health needs of local people. There are long-lasting benefits to the communities involved, whether as audience members, amateurs, professionals or volunteers.

The next creative generation

The digital revolution is fuelling a democratisation of culture. Young people are leading the charge, they are equipped and skilled to make and debate their own art. Evidence points to the importance of early arts involvement in building tomorrow's artists and arts audiences. The arts are crucial to a rounded education that values creativity and nurtures talent. Music education in particular has surged in the past decade, bringing with it government investment to support instrument tuition and singing in primary schools.

Young people in the most challenging social and economic circumstances are the least likely to participate in the arts. New research, which demonstrates the impact of the arts on children's learning, lies behind our commitment to ensure that every child and young person has the opportunity to experience the richness of the arts.

3. Mission and goals

Mission

Our mission is ***Great art for everyone.***

Long-term goals

We plan to focus our activity, working with and alongside many partners, to achieve a small number of long-term goals. The goals are interconnected and contingent upon one another.

Goal 1: Celebrate excellence in the arts

Why this goal?

Great art inspires; it encourages people to value the arts. Without a dedicated pursuit of excellence, the achievements of artists and arts organisations would diminish and audiences would suffer. It means supporting strong arts organisations, networks, training and spaces.

What will we do?

We will:

- champion artists and companies who seek to expand their artistic horizons
- explore new ideas
- reflect the rich diversity of communities and are open to international perspectives.
- celebrate and promote the achievements of North Tyneside's artists.

Recent support for the Whitley Bay Film Festival, the Iron Age and Shatila Project are examples of these commitments.

What will success look like?

- The diversity of our artists and companies, and the innovative work they make, are widely celebrated and valued.
- There is an increase in the public's appreciation and enjoyment of excellent art, experienced live and through broadcast and digital means.

Success will be measured through regular audience feedback and an annual survey of artists and arts organisations in the Borough. Innovative use of the arts to support public health and develop the regeneration agenda will be vital.

Goal 2: Provide an inspiring arts offer

Why this goal?

The arts enrich people's lives. Everyone should have the right to benefit from access to the arts. To achieve this goal, we want to ensure that the arts have an even stronger focus on building audiences for excellent work and that the needs of audiences and communities are at the heart of our partnerships.

What will we do?

- We will build collaborations between arts organisations and cultural partners to encourage sustainable arts programmes in places where engagement in the arts is low
- We will champion the value of the commercial, amateur and voluntary arts sectors in encouraging people to take part in the arts

Ongoing support for the network of organisations utilising the Playhouse, Whitley Bay; the links with national companies such as Sadler's Wells; and engagement with the heritage sector to develop arts projects illustrate these commitments.

What will success look like?

- More people engaging in the arts in places where participation is currently low
- An increased likelihood of people's engagement in the arts, irrespective of their socioeconomic or educational background
- More people value the arts as being important to the quality of their lives and are actively involved in shaping provision in their communities

Success will be measured by increased take up from areas of economic deprivation; targeted work with young people not usually given the opportunity to engage with the arts; and positive audience feedback.

Goal 3: Promote arts which are resilient and environmentally sustainable

Why this goal?

This goal is about ensuring the sustainable growth and success of the arts. With public investment in the arts reducing, it is also about developing resilience, as arts organisations extend their roles and responsibilities within the wider cultural landscape. For arts organisations to thrive in a mixed economy, they will have to be even more enterprising. Our vision depends on arts organisations continuing to innovate, collaborate and evolve to sustain the excellence of their work and to make a wider contribution to the Borough's well-being and prosperity.

What will we do?

- We will work with partners, to encourage and enable a higher level of private giving to support the arts.
- We will encourage innovation through recognising the value of research and development in the production, presentation and distribution of art.

Prioritising support for arts initiatives from key Council partners and illustrating the social and promotional value of supporting the arts will be important in this area of work.

What will success look like?

- The arts are known for resilience – with organisations building sustainable business models that include a greater diversity of income streams.
- There are more partnerships between arts organisations, the wider public sector and the commercial sector.

Success will be measured by the level of corporate financial and in-kind support for the arts and sponsorship of arts activities by the private sector.

Goal 4: Develop a diverse and appropriately skilled workforce in the arts

Why this goal?

Unless the arts workforce is diverse and highly skilled it will not reach its potential. Diversity in the workforce is important to fostering diverse arts practice; it is also important to ensuring that artists and arts organisations can understand and reflect the values of their local communities.

What will we do?

- We will promote equality within the arts, focusing in particular on encouraging equal opportunities to enter the arts workforce.
- We will encourage skills development, collaborative working and knowledge sharing, including enabling the arts to realise the potential of technological change.

Recent support for the development of pathways into arts employment, in collaboration with the Customs House, illustrate how this work can be encouraged. We will look to encourage more placements with arts organisations to develop skills.

What will success look like?

- The arts leadership and workforce will reflect diversity in the Borough
professional development is regarded as essential to the health of the arts.

Success will be measured by the range of placements on offer with arts organisations and the range of professional development opportunities for arts practitioners.

Goal 5: Encourage children and young people to access the arts

Why this goal?

The arts fuel children's curiosity and critical capacity. They are every child's birthright. It is vital that children engage with the arts early in their lives. The arts contribute to the development and well-being of children and young people. They inspire future audiences and the next generation of artists and arts leaders.

What will we do?

- We will invest in the development of arts practice and programmes that are produced for, with and by children and young people.
- We will champion high-quality opportunities for children and young people to enjoy the arts in and out of school.

The ongoing programme of work with Customs House to support work in schools; opportunities for the networks of dance organisations to perform at Mouth of the Tyne Festival; and ongoing engagement with young people's theatre through the Playhouse, Whitley Bay all provide examples of commitment in this area.

What will success look like?

- More children and young people have access to excellent art and are shaping their future arts provision as creators and critical consumers.

Success will be measured through the number of young people engaged in schools based arts programmes; out of school arts projects engaging young people; positive feedback from young people in the Borough about the arts offer.

4. Evaluation

How will we know if we are succeeding?

We want our community to be confident we are performing well and succeeding in achieving the things we set out to do.

Using the framework as the starting point in our approach to evaluation, for each goal we will ask a number of key questions, which will consider audience take up, customer satisfaction, engagement outcomes, partnership working and longer term impacts. Seeking to answer these questions will enable us to have the best sense of whether the goals are being achieved and to what extent. This will enable us to judge the effectiveness of our work and consider whether alternative courses of action are needed. We will gather or request information or data from arts organisations and partners when we know it will help us to answer these questions.

We will also use the framework to renew our commitment to research. Robust evidence will be important, both to inform effective policy making and to demonstrate the impact and value of the arts.

5. Conclusion

North Tyneside has a proud tradition of creativity and innovation in the arts.

Of course, much art in North Tyneside takes place outside the operations of the Council. However we are a significant part of the cultural life of the borough. We support investment in both art and artists. In renewing our Arts Development Strategy we have set out both our goals and our priorities for the next seven years.

In seeking to achieve our mission, great art for everyone in North Tyneside, we will support, encourage and appreciate artists. Children and young people must learn about and love their culture if they are to carry it on. Art itself must be enriched by the contribution of local artists reflecting our vibrant and changing borough.

'Our North Tyneside – Great Art for Everyone' is an essential part of what defines our borough. The arts are necessary for a successful economy and to support our prestige and our mental health. Art is vital to our social cohesion, to our sense of identity, our happiness and our well-being. Art in all its forms can simply have a resonance that is both uniquely individual and collectively inspiring and enhances the quality of life of a place.

Appendix Two

Visit North Tyneside Tourism Strategy 2014 - 2021

Introduction

North Tyneside is a year-round day visitor destination that attracts almost six million people annually, generating £268 million for the Borough's economy (STEAM, 2013).

The tourism offer is predominantly coastal, with award-winning beaches ideal for surfing lessons, fitness boot camps and sandcastle building. Historic attractions include Tynemouth Priory and Castle, Tynemouth Volunteer Life Brigade (the first of its kind in the world) and St. Mary's Lighthouse.

However, the significance of being part of an internationally renowned World Heritage Site should not be underestimated. North Tyneside is an entry point to the UNESCO Frontiers of the Roman Empire World Heritage Site, where Segedunum Roman Fort and Museum marks the end of the Hadrian's Wall trail and attracts visitors from around the world.

North Tyneside also welcomes passengers from around the world on UK and Northern European cruises and daily passenger ferries from IJmuiden (the port of Amsterdam), at the Port of Tyne. The Fish Quay in North Shields runs adjacent to the Tyne and boasts award-winning fish and chip restaurants, takeaways and has recently seen the arrival of some of the UK's top culinary talent.

There are a range of high quality parks and public spaces to enjoy and a year-round events programme that includes the popular Mouth of the Tyne Festival, 10k Road Race and Christmas Markets.

The retail offer includes Silverlink Retail Park and Royal Quays Outlet Centre which attract millions of shoppers between them each year. Our town centres have a mix of high street names and passionate independent traders. Monthly events are staged to attract shoppers.

NewcastleGateshead is on the doorstep and some of North East England's best days out are close by. Newcastle International Airport is 25 minutes away by car and the Borough is well-connected by the Tyne and Wear Metro system.

North Tyneside is a sought-after place to live, work and visit.

Key strategy messages

The aim of this strategy is to support the tourism industry in having a sustainable, positive impact on the economy of North Tyneside; boost employment; and improve the quality of life of its visitors and residents.

To that end the strategy will prioritise the following areas over the period 2014-21 as a means to achieving its aims.

Build upon the success of the Borough's award-winning coast with strong surfing and watersports communities

North Tyneside has an excellent reputation both nationally and internationally for its surfing and watersports offer. This has been nurtured in partnership with the surf community and the private sector for a number of years. Nationally recognised surf competitions have helped to put Tynemouth in particular on the map and to create the conditions for a sustainable watersports business sector.

Continue to support a wide variety of free and paid-for family attractions

The natural attractiveness of North Tyneside's coastline and beaches has always been a magnet for day visitors to the area. Changing patterns of tourist behaviour have meant that the offer has had to adapt in order to survive. This has meant investment in the Fish Quay to support the restaurant offer for families; significant investment in the restoration of Tynemouth Station as a venue for a range of activities throughout the year; and a strategy of supporting festival development such as the Mouth of the Tyne Festival in particular.

Added to the longstanding attractions of the Tynemouth Castle and Priory, Blue Reef Aquarium and St. Mary's Lighthouse the diversity of the offer for tourists is being sustained and developed.

Sustain North Tyneside as a sought after place to live, work and visit

The growth of North Tyneside as a location for business and the desirability of it as a residential location mean that attractions which are ostensibly part of the tourism offer are part of what attracts people to live and work in the Borough. Promoting these aspects and quality of life as being an integrated part of the Borough's offer will be vital in going forward.

Promote the Borough as the gateway to Hadrian's Wall and an international entry point to North East England

As part of the Frontiers of the Roman Empire World Heritage Site, the Segedunum Roman Fort and Baths has a national and international reputation. Its location as part of the North Bank industry Enterprise Zone means that the heritage of the area will be a further lever to business location and support. The accessibility of attractions in the wider region from Alnwick Castle and Durham Cathedral to the international offer of NewcastleGateshead is part of the appeal of North Tyneside to tourists.

Continue to encourage a range of high quality sustainable tourism businesses to regularly invest, manage expectations and contribute to the overall positive reputation of the Borough

Work with the tourism business sector over recent years has helped encourage a culture of investment and expansion in the quantity and quality of the Borough's businesses. From good quality hotel accommodation to a diverse retail sector and excellent family attractions, North Tyneside continues to grow. Business owners are aware of the impact their actions can have on the wider tourism industry and know that influential opinion platforms like Trip Advisor play a key role in managing visitor expectations and reputations.

Build upon North Tyneside's reputation as a strong day-visitor destination and the only regional location to see growth in that market in 2013

Building upon the strengths of the Borough as a major day visitor destination and building upon the quality of the public realm and family offer will be vital over the coming period. The success of recent years needs to be sustained and developed in order to ensure growth in a competitive sector. The economic and social benefits of succeeding in this area are significant.

Develop the renaissance of Whitley Bay which is currently underway

The regeneration of Whitley Bay, following the successful investment at the Fish Quay and in Tynemouth, will improve the offer for tourists significantly in North Tyneside. The opening of the Spanish City Plaza is already a milestone in the development of the Dome, while a sustained focus on the area from the Dome through to St. Mary's Lighthouse will ensure that the quality of the visitor experience at the Coast is significantly enhanced.

Success so far, in numbers and achievements

The current strategy proposals do not by any means proceed from a standing start. The successful approach outlined in the previous strategy for tourism in the Borough and the ongoing work of the tourism team with the private sector are demonstrated by a range of facts and figures from the past decade.

STEAM (Scarborough Tourism Economic Assessment Monitor)

Every year the Council gathers a range of indicators to inform a tourism impact model (STEAM) that is commonly used by visitor destinations to give an indication of performance, in terms of visitors and the economy. Measures include attraction visits, event attendances, car park usage figures, hotel occupancy levels and Tourist Information Centre footfall.

The table below demonstrates North Tyneside's sustainability as a destination. Although the industry has changed in terms of the number of jobs and businesses in North Tyneside in the last ten years, the level of economic benefit has increased and visitor numbers have remained similar year on year.

STEAM	Day visitors	Total visitors	Value	Direct Jobs	Indirect Jobs	Total Jobs
2003	5.557m	6.026m	£205m	3487	939	4426
2004	5.746m	6.232m	£216m	3489	936	4425
2005	5.7m	6.167m	£223m	3621	971	4592
2006	5.653m	6.151m	£226m	3589	950	4538
2007	5.577m	6.128m	£239m	3196	821	4017
2008	5.416m	5.945m	£238m	3085	793	3878
2009	5.580m	6.115m	£245m	3123	811	3934
2010	5.280m	5.804m	£255m	2939	765	3705
2011	5.190m	5.725m	£253m	2965	773	3738
2012	5.314m	5.858m	£268m	3015	801	3816

Annual Visitor Survey

Each year, North Tyneside Council commissions an independent market research company to conduct face to face surveys with visitors to North Tyneside. The surveys provide data on all aspects of the visitor experience and how people rate their time here.

Attractions and beaches score highly but parking, public toilets and basic tourist infrastructure can frustrate visitors.

Visitors do however enjoy their time here. This table demonstrates overall visitor satisfaction in North Tyneside and shows a consistently high-scoring response.

Year	Number of visitors surveyed	Satisfaction Percentage
2009	300	95.7%
2010	330	97.3%
2011	419	97.1%
2012	423	98.9%
2013	402	97.5%

Awards

North Tyneside is increasingly attracting praise and awards on a national and international scale. Such recognition helps raise awareness, generating further interest from media and visitors.

In 2011 North Tyneside was recognised at the VESTA (Vision on European Sustainable Tourism Awards) as an outstanding example of best practise in sustainable and responsible tourism, for work around the use of Tynemouth Longsands beach as a magnet for a range of visitors and uses.

The Borough's beaches are regular Blue Flag award winners and parks are now routinely attaining Green Flag status.

Tynemouth Longsands beach is recognised by users of the world's leading travel review site Trip Advisor as the 4th best beach in the UK and 12th in Europe.

Coast Magazine rate Tynemouth Longsands and Cullercoats Beach in the Top 10 family beaches in the UK.

The Times rates Tynemouth Longsands beach as one of the Top Ten Places to Surf in the UK. It is rated in the Top Five places to learn to surf in the UK by Realbuzz.com. Louis Thomas-Hudson, a 16 year old from Tynemouth, was selected in the Under 18's British Surf Squad in 2014.

Local Tour Guide Alan Fidler was named the first ever Visit England / Daily Mirror Tourism Superstar in 2013.

Businesses increasingly benefit from achieving and maintaining a high quality offer for their customers. Di Meo's in Whitley Bay has the best ice cream in the country, Pantrini's in Whitley Bay is a national award-winner, as is Oceans on the Fish Quay in North Shields; both offer a great fish and chip service.

Many of our accommodation providers hold national quality awards, with some gaining extra recognition for the quality of their breakfasts and services for walkers and cyclists.

The impact of tourism nationally

The visitor economy is the UK's sixth largest industry and in the current climate of economic uncertainty it is one of the few sectors seeing substantial growth.

According to Deloitte (2012) tourism contributes around £115 billion to the UK economy (almost 10 per cent of GDP) and the long-run Gross Value Added (GVA) growth rate of the visitor economy is forecast to be 3.5 per cent per annum over the period 2010 to 2020, well ahead of the 2.9 per cent forecast for the economy as a whole.

One in twelve jobs in the UK is either directly or indirectly supported by tourism. For example, tourism employs a large number of accountants and property managers; supports over 15,000 transport businesses; and the UK economy receives over £13 billion each year through taking overseas students into educational establishments.

Ensuring that North Tyneside is positioned, within the North East, to maximise its share of this growing sector is key to the success of the strategy.

Current visitor markets

North Tyneside is predominantly a day visitor destination with the vast majority of visitors coming from within an hour's drive of the coast.

The Borough also attracts international visitors who are here to see friends and relatives in the area; work locally on a contract basis; or make a short trip after disembarking one of the regular cruise ship visits into the Port of Tyne. Interviewees captured comments during the 2013 annual visitor survey from people visiting the region from Abu Dhabi, Australia, Belgium, Canada, Dubai, Ireland, Germany, Italy, the Netherlands and the USA. High quality self-catering accommodation in the area serves this market well.

The accommodation sector welcomes a vast range of visitors year-round for all manner of reasons. Midweek contractors use the area as large scale regeneration or building projects are still prevalent in the region. Construction work in the area regularly involves workers from sites staying in bed and breakfast accommodation in Whitley Bay.

There are many people who visit friends and relatives in the area. North Tyneside is close to universities in both Newcastle and Durham. Many people return having spent time here in their youth. With the popularity of the two Newcastle universities in particular and the attractiveness of the Borough's coastline, this market is likely to be sustainable in the future.

Decades ago the coach market was significant for the North East region but with product development elsewhere and the rise of short term high profile events, that market has shrunk. There does however remain considerable interest from companies in the Midlands and North West that use hotels in Tynemouth and Whitley Bay as a good value overnight base for coaches visiting Northumberland.

The UK's most popular cycle challenge route, Sea to Sea (C2C), marks its 20th anniversary in 2014, with Tynemouth as either the start or end point for many of the growing number of cyclists tackling the journey each year. The growth in activity based leisure pursuits generally, including cycling and extreme sports, mean that there may be opportunities for further developments in this market. We have already attracted a number of new events to the coast including the Warrior Beach Assault 10k and Spanish City Triathlon.

Regeneration

North Tyneside's attractiveness to residents and visitors has been helped by recent strategic regeneration developments.

The Playhouse theatre had an £8 million makeover and Waves leisure facility enjoyed an £8 million investment. The skate park overlooking the sea at Whitley Bay, benefitted from investment of £750,000; improvements have been made to the infrastructure at Cullercoats; £3.68million restored the glass canopies at Tynemouth Station; the second Tyne Tunnel has opened; the Fish Quay has been rejuvenated; and the £1million Plaza opened to the front of Spanish City, quickly becoming home to some high profile events.

With further investment scheduled to breathe new life into the famous Spanish City, maintaining and investing in the visitor infrastructure will be an ongoing feature of North Tyneside's Tourism Strategy.

Supporting Sustainable Tourism in North Tyneside

Key themes:

- 1. Use technology to increase out-of-area and day visitor activity**
- 2. Develop and deliver a high-quality, engaging year-round events programme**
- 3. Develop strategic partnerships and stimulate business growth**
- 4. Research, intelligence, planning and business engagement**
- 5. Promote stunning locations and heritage assets to increase visits**

- 1. Use technology to increase out-of-area and day visitor activity**

Headline activity:

- Develop and manage www.visitnorthtyneside.com – signposting to businesses and organisations in the Borough and offering compelling reasons to visit North Tyneside with powerful imagery.
- Use the image platform Instagram and social network Twitter to encourage positive conversations about North Tyneside as a place to live, work and visit.
- Use partner sites, media and ambassador accounts to increase interest in the area.
- Build on the 2000 downloads for the Surfing in Tynemouth iPhone app with further appropriate, targeted apps on all platforms.

Success in this area will be demonstrated when:-

- Unique visits and hits to the website www.visitnorthtyneside.com increase
- The number of mobile App downloads increases year on year
- Instagram and Twitter followers increase year on year
- The number of visitors increases over the lifetime of the strategy, or remains stable considering uncontrollable national factors

2. Develop and deliver a high-quality engaging year-round events programme

Headline activity:

- Develop a sustainable programme of events at the Spanish City Plaza, Tynemouth Station, our Town Centres and other emerging events locations.
- Work with existing and future third party events organisers and community groups to create new events and encourage events organisers to consider Whitley Bay as a location to aid its development and raise its profile.
- Deliver the core events programme with safety at the forefront of all planning and delivery.
- Develop the events programme while ensuring it has an increasing proportion of business sponsorship.
- Encourage participation in and ownership of events in North Tyneside, highlighting the opportunities for engaging people in arts activities.

Success in this area will be demonstrated when:-

- Event attendances increase appropriately by event type and location
- Sponsorship income increases year on year or as appropriate to the level of activity
- More appropriate, high quality events take place organised by third party operators
- Good planning and monitoring results in the full programme of events being delivered safely each year

3. Develop strategic partnerships and stimulate business growth

Headline activity:

- Nurture relationships with new and existing tourism and events partners to exceed income targets and meet common objectives.
- Offer early and consistent practical support and advice to new third party event organisers, building on previous successes, and enable people to be less reliant on the local authority for support in the future.
- Work closely with the North East Tourism Alliance and NewcastleGateshead Initiative to ensure North Tyneside has a voice and is well-positioned to influence and benefit from new regional developments.
- Build relationships with media, active social networkers and ambassadors to increase awareness of events in North Tyneside.

Success in this area will be demonstrated when:-

- PR and media value increases year on year, and national coverage increases
- More events are sustainable without grant funding or other logistical support
- News of tourism activities reaches high numbers of people quickly through social media and a network of community communicators

4. Research, intelligence and business engagement

Headline activity:

- Measure the economic impact of tourism in North Tyneside with the use of STEAM (Scarborough Tourism Economic Activity Monitor).
- Consult with stakeholders and visitors through the annual Business Survey, Visitor Survey and events surveys to gather data and act on it.
- Ensure businesses are aware of the impact they have on the reputation of the area through continued monitoring and pro-active use of the Trip Advisor platform.
- Maintain regular contact with businesses and utilise industry data to monitor the latest market conditions and inform marketing decisions.

Success in this area will be demonstrated when:-

- Employment in the industry and its supply chain remains stable
- Visitor survey results show overall visitor satisfaction remains above 95%
- North Tyneside businesses remain dominant in the highest ranking Trip Advisor scores
- 400 visitors to the area and 100 businesses in the Borough contribute their views and experiences each year through annual surveys

5. Promote stunning locations and heritage assets to increase visits

Headline activity:

- Work with English Heritage to develop and support new events in Tynemouth Priory.
- Raise the profile of our Hadrian's Wall World Heritage Site attraction - Segedunum Roman Fort, Museum and Bath House.
- Build on our reputation for watersports by reinforcing key messages about the established products for surfing, diving and stand-up paddle boarding and develop growing markets for sailing, fishing and kayaking.
- Promote heritage themed events and anniversaries; raise the profile of heritage attractions with partners at Tyne and Wear Museums and Archives and ensure key messages are visible on www.visitnorthtyneside.com.

Success in this area will be demonstrated when:-

- There is a vibrant entertainment scene outside and around the Spanish City Dome
- Visits to our events and attractions increase and businesses remain viable
- The profile of Tynemouth as a surfing destination continues to grow in media titles

Conclusion

While the overall economic climate is likely to remain challenging, growth in the visitor economy has been one of the positives in recent years.

The potential for tourism as a sector to grow is significant with destinations able to promote themselves quickly and effectively using the internet and a growing range of social media. Assisting businesses in the effective and efficient use of such media is critical but the incentive to remain competitive ensures that most are open to new opportunities.

The natural assets which are such an advantage to North Tyneside have been well maintained and sustained. Continuing to ensure that the coastline and countryside, which make North Tyneside such an attraction for families, sustain a high level of quality will be important. At the same time encouraging innovation and building upon new sectors such as the surfing and watersports activity remain vital.

As one of the few parts of the country which can boast a World Heritage Site, working to promote the wider benefits of Hadrian's Wall, especially to the international market, may be an area of significant potential in ensuring that the offer within the Borough remains diverse in its appeal.

Overall the prospects for the growth of tourism in the North East in general, and North Tyneside in particular, remain promising. With sustained investment and positive partnerships, involving the public and the private sector, the foundations laid by our sustainable and innovative approach of the past ten years in North Tyneside can continue to pay dividends.

APPENDIX THREE

OUR NORTH TYNESIDE: PAST, PRESENT AND FUTURE: A HERITAGE STRATEGY FOR NORTH TYNESIDE 2014 –2021

OUR STARTING POINT

North Tyneside - Rich, Diverse and Distinctive

North Tyneside is a kaleidoscope of images, colours and sounds informed by over 2000 years of history. Visit North Tyneside and discover a heritage and history like no other.

Home to the Frontiers of the Roman Empire World Heritage Site, the Roman Fort at Segedunum marks the Eastern gateway of the famous Hadrian's Wall, putting Wallsend on the map both nationally and internationally. The lives of Roman frontier soldiers can still be evoked through the innovative interpretation provided by the award-winning Segedunum museum.

During the years of the industrial revolution, North Tyneside gave the world a clear lead in several fields. Two of these deserve special mention: the locomotion and steam turbine. The Stephenson rail revolution was born in North Tyneside. It was here that George and Robert Stephenson developed their ideas for rail transport that were to change the world. It was here that the innovation of rail electrification began. Here where tracks from the age of industrialisation, waggonways and rail, continue to provide a network of transport routes connecting people across the Borough. Sir Charles Parson's development of the steam turbine revolutionised power generation both on land and at sea through the innovations of his Marine Steam Turbine Company at Wallsend.

It was here that for centuries miners hewed coal that drove industrial change. It was in North Tyneside where the cranes of famous shipyards oversaw the launch of thousands of ships, the fame of Swan Hunter in particular reaching across the globe. It was here that hardy sea souls battled with the swell of the North Sea for their daily catch.

North Tyneside is also the final resting place of royalty. The Tynemouth Priory and Castle has been the unique burial place of three Kings – Oswin, Osred and Malcolm III.

Tynemouth is the proud home of the greatest statue to Admiral Lord Collingwood, who on the death of Nelson led the famous sea victory at Trafalgar, symbolising the Borough's maritime and naval history.

Tynemouth has a fascination that has always attracted the most esteemed visitors. Harriet Martineau and Garibaldi graced the local area with their presence during the 19th Century. Giuseppe Garibaldi, 19th century Italian patriot, stayed in Tynemouth in 1854 to brief local political and industrial leaders on his plans for a unified Italy. Harriet Martineau, novelist, political economist and England's first woman journalist, regained her health here in 1840 – 1845.

The internationally renowned Cullercoats artists created a body of work unrivalled in its depiction of the lives of local people at the end of the nineteenth century. Most famous of all was the American born Winslow Homer, whose works hang in galleries around the world.

North Tyneside has been both the home and birthplace of many famous names in the world of popular culture including Sting, Andy Taylor, Robson Green and the inimitable Stan Laurel. The inventor of plasticine, William Harbutt, was born in North Shields.

The area is significant in maritime history as the birthplace of the Life Brigade, with the Tynemouth Volunteer Life Brigade, established in 1864 being the first in the country. The shipbuilding history of the Borough can boast such landmarks as the Mauretania (1907) and the Esso Northumbria (1969), both built at Swan Hunter in Wallsend.

The iconic St Mary's Lighthouse sits proudly on a tidal island. Complemented by the historic Tynemouth Pier and the High Lights and Low Lights of North Shields, these distinctive navigational aids have guided in visitors and international trade over the centuries.

Combine these sights and this heritage with a spectacular coastline that is second to none and you cannot fail to realise that you have arrived somewhere special.

Executive Summary

"Our North Tyneside: Past, Present and Future: a Heritage Strategy for North Tyneside 2014-2021" sets out our priorities for heritage. It identifies the aspirations that the Council will aim to achieve over the lifetime of the Strategy.

There are seven core themes:-

1) Protecting Our Heritage

North Tyneside has a diverse and unique historic environment. We have a wealth of scheduled ancient monuments, listed buildings and sites of special historical and architectural interest. The Borough also boasts a range of unique conservation sites. We have natural heritage that includes sites of unique beauty and special scientific interest. Preserving and enhancing these environments for present and future generations is a core element of the strategy.

2) Promoting Our Heritage

The unique place heritage has in promoting tourism is highlighted in the strategy for tourism in the Borough, emphasising the importance of promoting the Borough's historic links with the wider region and its heritage offer. The Heritage Strategy seeks to raise awareness of the Borough's heritage and ensure effective working with key partners locally and in the wider region.

3) Promoting Heritage Learning

Understanding the heritage of his or her local area is something every child and young person in North Tyneside has a right to expect. The strategy seeks to promote opportunities to maximise school-based learning and opportunities to learn outside the classroom at heritage venues. The strategy recognises the importance of lifelong learning and learning between generations through effective intergenerational work. We will work with the Borough's voluntary heritage groups and key partners to maximise learning opportunities in the Borough.

4) Preservation and Conservation

Preservation and conservation involve the development and retention of heritage knowledge, the interpretation of the Borough's heritage and the safe storage and keeping of valuable objects and artefacts. The strategy seeks to evaluate practise in the Borough and to identify opportunities to refresh interpretation in order to more effectively engage audiences.

5) Researching Our Past

North Tyneside has a rich history already captured in written, voice and visual form. The researching our past theme seeks to consolidate and build on that wealth of information through the popularising of current knowledge and the promotion of new research. We will work to promote greater accessibility of information within the Borough to the mutual benefit of local residents and others interested in our past and present.

6) Celebrating Diversity

Celebrating diversity is a key theme of the strategy. As an area rich in maritime history and associated sea travel, North Tyneside has always benefited from a rich diversity of international cultures which has helped shape the character of the Borough and its people. This theme recognises that individuals and communities may share common experiences but also have different experiences of the past, each of which inform the heritage of the Borough. We will work to promote greater understanding of the different perspectives and cultural heritage that our diverse communities bring to the history and heritage of North Tyneside.

7) Investing in Heritage

Investment in heritage is a process of investing in history in the making. What is new, cutting edge and contemporary today will be the heritage of tomorrow. In the past ship building was a key industry on the Tyne including at sites such as Swan Hunters. The same sites are now being utilised for our current and emerging industries of green energy through wind turbines. The potential to become a renowned international centre for wind turbine manufacture is undoubtedly a current opportunity. One hundred years from now it may be looked back on as part of the shaping of North Tyneside in the 21st century.

Putting heritage at the heart of investment and regeneration is a central theme of the Heritage Strategy. It is recognised that regeneration of the Borough is essential to present and future generations. Maintaining and celebrating essential aspects of our past while achieving qualitative regeneration is a fine balance. Investing in key heritage venues and spaces to enhance the heritage offer also forms a key part of investing in heritage.

Achieving the aims and aspirations of the Heritage Strategy will require the involvement of a wide range of individuals and organisations. The Council has a key role in making things happen and ensuring heritage is at the heart of Council plans.

Introduction

Background

Our North Tyneside: Past, Present and Future was been developed to highlight the rich and diverse heritage that characterises North Tyneside. The first heritage strategy for the Borough *Reveal the Past, Shape the Future* was adopted in 2010. The renewed strategy provides a strong basis on which to expand understanding of the Borough's heritage and will be a strong tool in establishing the importance of heritage for the Borough.

Over the next seven years the renewed strategy *Our North Tyneside: Past, Present and Future* will ensure that heritage informs education strategies, regeneration plans and plays a central role in the promotion of heritage tourism. Despite tough economic times, the strategy seeks to champion conserving the historic environment and maintaining its central importance to the Borough. The strategy will summarise the context of future developments regarding the historic environment, the planning responsibilities and the wider corporate responsibilities of the Council.

Our North Tyneside: Past, Present and Future will provide a framework for the delivery of heritage related activities in North Tyneside. It will also demonstrate our contribution to sub regional, regional and national agendas in the promotion and protection of our cultural heritage.

The development of this strategy has taken into account the related strategies developed by the Council in relation to Culture, Economic Regeneration, Planning, Children and Young People as well as the Council Plan *Our North Tyneside*.

National Context

Heritage reform has continued to be debated nationally. The National Heritage Protection Plan is currently under review and a new plan for 2015-20 is being prepared. A number of key elements are significant in informing the future of North Tyneside's heritage and historic environment.

Key among these are the following:

Enterprise and Regulatory Reform Act 2013

The Enterprise and Regulatory Reform Act was given Royal Assent in April 2013. The legislation aims at improving efficiency without affecting protection. The act introduced the following provisions. Some have taken effect; others require further regulations before coming into force.

The changes have been:

1. Conservation area consent is replaced with planning permission;
2. Heritage partnership agreements may be entered into between local authorities and owners setting out works for which listed building consent is deemed to be granted (excluding demolition);
3. For new, or revised listings, extent of protection of a listed building can be better defined by excluding attached buildings and structures and those within the curtilage of the principal listed building from protection, and by stating definitively that some feature of a listed building is not of special architectural or historic interest.
4. A system of local and national class consents under which works of the type described in the local or national class consent order will not need listed building consent.
5. Allowing a certificate of immunity from listing to be applied for at any time.
6. A certificate of lawful proposed works is introduced (valid for ten years) that confirms that the works described in it do not affect the character of the listed building and do not therefore require consent.

The changes allowing better definition for new and amended listed building list entries and relating to certificates of immunity from listing came into force on 26th June 2013. The other changes require supporting regulations to be produced by Government and are all now in force.

National Planning Policy and Guidance

Current national policy on the historic environment is found within the National Planning Policy Framework (NPPF) (March 2012), which sets out the recommended strategy for the management of heritage assets that Local Planning Authorities have to pursue in preparing their Local Plans and determining planning applications. Heritage assets encompass buildings, monuments, sites, places, areas or landscapes identified as having a degree of significance because of their heritage interest. The NPPF encourages Local Planning Authorities to take into account:

- the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;
- the desirability of new development making a positive contribution to local character and distinctiveness; and
- opportunities to draw on the contribution made by the historic environment to the character of a place.

In April 2014, Central Government published Planning Practice Guidance, including *Conserving and enhancing the historic environment*, which provides further detail on how to apply the principles of the NPPF.

English Heritage are the Government's statutory advisors on the historic environment. Government propose to split English Heritage into two parts by 2015. One part will continue to be called English Heritage and will manage its property portfolio on a charitable basis. A new statutory body, probably called Historic England, will carry out the statutory function as advisors to central Government. Their document *Conservation Principles: Policies and Guidance for the sustainable management of the historic environment (April 2008)* develops conservation principles as a framework for the sustainable management of the historic environment. It forms part of the continuum of national discussion on heritage that has evolved over the last decade and will inform future practise. The document provides a comprehensive framework based on the following key principles:-

- The historic environment is a shared resource
- Everyone should be able to participate in sustaining the historic environment
- Understanding the significance of places is vital
- Significant places should be managed to sustain their values
- Decisions about change must be reasonable, transparent and consistent
- Documenting and learning from decisions is essential.

Local Planning Policy and Guidance

North Tyneside Council has a collection of policy and guidance to ensure the protection and enhancement of the Borough's heritage assets.

The current development plan for the Borough is the Unitary Development Plan (UDP), which contains policy on listed buildings, conservation areas and locally registered assets to be applied during the planning application decision-making process. The UDP will, in time, be replaced with the Local Plan. A draft version of the Local Plan was published in November 2013 containing planning application policies like the UDP, as well as an overarching positive strategy for the management of heritage assets, in line with the recommendations of the NPPF.

Supplementary Planning Documents (SPDs) provide further detail on how to apply the policies in the UDP. North Tyneside has SPDs for the Local Register, the Fish Quay conservation area (Neighbourhood Plan SPD) and Tynemouth Village conservation area (Management Strategy SPD).

Further guidance comes in the form of Character Appraisals for conservation areas that set out the qualities that make them special, and those that detract from that special character. Plus the Planning team have also produced the guidance documents *Living in a Conservation Area*, *Repair and Maintenance of Heritage Buildings*, and *Listed Buildings A Guide for Owners and Occupiers*.

Theme 1 - Protecting Our Heritage

Scheduled monuments are nationally important archaeological sites or historic buildings that are subject to statutory control and protection. North Tyneside has eight designated scheduled ancient monuments, which are:

- the remains of a medieval settlement at West Backworth,
- Holy Cross Church at Wallsend,
- the Burradon Tower,
- the Enclosure 540m NE of Burradon House,
- Tynemouth Castle and Priory,
- Clifford's Fort at Fish Quay
- Segedunum Roman Fort and
- Hadrian's Wall.

Tynemouth Castle and Priory forms an iconic structure on the headland at the mouth of the Tyne. The site is managed by English Heritage and captures over one thousand years of local Christian history in the Borough. The 17th Century Clifford's Fort at North Shields has been the focus of a major heritage led regeneration project as part of the wider regeneration of the Fish Quay conservation area. The Roman Fort at Segedunum and the sections of Hadrian's Wall in Wallsend are notable parts of the Frontiers of the Roman Empire World Heritage Site. Their interpretation is provided by the innovative and award-winning Segedunum museum based at the site. Their protection and development are key priorities and the Council is working in partnership with the Hadrian's Wall Management Plan Committee and English Heritage to achieve this.

North Tyneside has over 220 statutory listed buildings. English Heritage states that listing helps us acknowledge and understand our shared history. It marks and celebrates a building's special architectural and historic interest, and also brings it under the consideration of the planning system so that some thought will be taken about its future.

- Grade I buildings are of exceptional interest, sometimes considered to be internationally important. Just 2.5% of listed buildings are Grade I. North Tyneside has two Grade I listed buildings.
- Grade II* buildings are particularly important buildings of more than special interest. Only 5.5% of listed buildings are Grade II*. North Tyneside has ten Grade II* listed buildings.
- Grade II buildings are nationally important and of special interest. The majority, 92% of all listed buildings, are in this class and it is the most likely grade of listing for a home owner. North Tyneside has 210 Grade II listed buildings.

St George's Church in Cullercoats and the Church of Holy Cross, Wallsend are the only Grade I listed buildings in North Tyneside. St George's is a Victorian parish church designed by the internationally known architect John Loughborough Pearson and built by the 6th Duke of Northumberland in 1884

The church has one of the best organs in the country, as well as good stained glass and a striking steeple. It is a perfectly proportioned French Gothic building, stone vaulted and finished with great attention to detail, the tower and spire rise to 180 feet high.

The Church of Holy Cross is a scheduled ancient monument as well as a grade I listed building. The visible remains of Holy Cross Church include a chancel, nave, porch and associated graveyard. The first reference to a church at Wallsend is in the late 12th century in a bull from Pope Urban to Germanus, prior of Durham confirming to him the church of Wallsend. The church continued in use until 1797. The last burial occurred in 1842. In 1909 the church was consolidated and an iron railing fence erected enclosing the majority of the visible gravestones. Although normally referred to as a church, the ecclesiastical state of the site was a parochial chapel.

Currently North Tyneside has no listed buildings that feature in English Heritage's at Risk Register. Clifford's Fort was removed from the Register in 2013 following a range of regeneration schemes; most recently it was the critical project in a Townscape Heritage Initiative scheme where over £250,000 of joint funding from North Tyneside Council and the Heritage Lottery Fund was spent on consolidation and public realm improvements. Tynemouth Station which also was previously at risk benefitted from almost £4m in funding, including £2m from the national Sea Change programme, to bring about the restoration of the decaying canopies. This saw the Station being removed from the Register in 2012. This investment in the heritage of the Station has opened up opportunities for its use as a cultural events venue and re-instated its role as the gateway to the wider cultural coast offer in the Borough.

North Tyneside also has 148 buildings and parks that are locally registered. These buildings and parks have been identified as having special local historical and architectural significance. Their status on the local register ensures that due consideration is given to their value in determination of any planning consents. In recent years, the Council has pursued a programme of nominating local register entries for potential national listed status, and have been successful in achieving over 20 new additions to the national list.

North Tyneside has seventeen designated conservation areas. Conservation areas are areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. They are designated by the Local Planning Authority using local criteria. Conservation areas are about character and appearance, which can derive from many factors including individual buildings, building groups and their relationship with open spaces, architectural detailing, materials, views, colours, landscaping, street furniture and so on. Character can also draw on more abstract notions such as sounds, local environmental conditions and historical changes. These things combine to create a locally distinctive sense of place worthy of protection. Conservation areas do not prevent development from taking place. Rather, they are designed to manage change, controlling the way new development and other investment reflects the character of its surroundings.

One in seven conservation areas nationally are deemed at risk. Currently one conservation area in North Tyneside meets the English Heritage "at risk" criteria. This is St Peter's, Wallsend. Whilst this is the only one formally recognised as being at risk, there are wider issues and pressures that affect conservation areas such as a proliferation of street clutter and use of inappropriate materials (such as uPVC) in developments.

Heritage is not solely connected to "old" sites; North Tyneside offers an excellent range of buildings, parks and sites from the late 20th Century that reflect on the area's past and provide as much interest as those from earlier periods. For example, North Tyneside features work from celebrated late 20th Century architects Ryder and Yates, and Ralph Erskine.

North Tyneside has a unique natural heritage. Over 50 sites of international, national, regional and local importance have been identified in the Borough. Sites range from ancient coastal habitats, old meadows and denes to sites reclaimed from areas of previous industrial use. These are linked in many cases by 'wildlife corridors' consisting of a network of waggonways, cycle paths and streams. The Borough features parts of the internationally designated Berwickshire and North Northumberland Coast Special Area of Conservation and Northumbria Coast Special Protection Area. Local designations include a wealth of Sites of Special Scientific Interest (SSSI), Local Wildlife Sites and Sites of Local Interest.

Heritage assets are at risk of harm or loss if they are not identified, recorded, understood and protected accordingly. This is recognised in the NPPF, which recommends that Local Planning Authorities have up-to-date evidence about their heritage assets, using it to assess their significance of heritage assets and the contribution they make to the environment. The importance of this information being accessible to the public is essential in allowing communities to understand their local historic environment. We will maintain an integrated record of buildings and sites of historical interest that is easily accessible to the public.

The coming period also provides the potential to test our heritage partnership agreements (HPAs). Heritage partnership agreements are statutory management agreements intended for complex or multiple sites and involve the use of alternative management regimes to the heritage consent system.

By 2021...

- 1.1 North Tyneside will maintain an integrated register of buildings and sites of historical interest that is easily accessible, compliant with Heritage Protection Reform and linked to Heritage Gateway.
- 1.2 We will have maximised public access and involvement in decision making affecting our historic environment.
- 1.3 We are formally required to maintain up to date evidence of our heritage assets and we will develop and implement a priority programme of completing Character Appraisals and Management Strategies for all the Borough's conservation areas, as well as updating the Local Register and associated guidance.
- 1.4 We will use our best endeavours to ensure that none of our existing heritage assets formally appear on English Heritage's Heritage at Risk Register.

Theme 2 - Promoting Our Heritage

We will work in partnership with tourism bodies and agencies to sell the unique opportunities afforded to visitors to North Tyneside. We will work with key partners in the heritage sector including, English Heritage, Hadrian's Wall Partnership Board, North of England Civic Trust and Tyne and Wear Archives and Museums to enhance and promote our offer with the aim of achieving a best quality experience to visitors and local communities.

The Tyne and Wear Local Authorities already actively work together in partnership with the North of England Civic Trust and English Heritage to actively promote heritage sites across the sub-region. The annual programme of Heritage Open Days has shown year on year increases in venue participation and visitor numbers. The Tyne and Wear Heritage Open Days Steering Group co-ordinates this annual programme.

By 2021...

- 2.1 We will have effective partnership working to promote the unique history and heritage of North Tyneside and its contribution to the Borough's tourism offer.
- 2.2 We will deliver an annual programme of heritage events and activities to promote awareness of the cultural heritage of the Borough, highlighting key events and anniversaries.
- 2.3 We will have an established programme of blue plaque renewal and a comprehensive promotional programme of blue plaque and discovery walks.

Theme 3 - Promoting Heritage Learning

The strategy recognises the importance of lifelong learning and learning between generations through effective intergenerational work. We will work with the Borough's education providers, libraries, voluntary heritage groups and key partners to maximise learning opportunities in the Borough. This will include working with local interest groups such as The Net who are undertaking to establish the Old Low Lights building as a Heritage Centre with an education offer and Tynemouth Volunteer Brigade who are building their education offer as part of an HLF funded project to renew the Watch House Museum.

The Borough's strategy for the arts highlights the important opportunities for creative learning through key partnerships with schools and education providers. We will work with the Arts Service and these partners to support the use of creativity as a means to explore and learn about the heritage of the Borough.

We will review the extent to which local history and heritage contribute to the schools curriculum and explore greater opportunities to promote learning about the heritage of the Borough. We will seek to extend opportunities for learning outside the classroom at all museum and heritage venues. We will analyse current take up and identify further opportunities to extend this education offer across all key stage groups.

As the school curriculum is shaped to meet the needs of the 21st century and school premises are designed to facilitate holistic learning, the opportunities for intergenerational learning and community engagement will increase. It will be vital to ensure that an understanding of our past and local heritage is integral to knowing our way in the future.

By 2021...

- 3.1 We will have established local heritage learning as part of school based educational offer in the Borough.
- 3.2 We will have a growing programme of heritage opportunities for children to learn outside the classroom.
- 3.3 We will actively promote learning opportunities provided by voluntary heritage groups.
- 3.4 We will have established an expanded programme of intergenerational learning between schools and older people.

Theme 4 - Preservation and Conservation

Collections are the central element of our museum and heritage provision. Good practice in the benchmarking and the visual inspection of conditions in which collections are kept already exists within Tyne and Wear Archives and Museums outlined in their *Conservation and Collections Care Policy*. The strategy will seek to extend good practice across the Borough to encourage voluntary heritage organisations to apply the principles of good practice in preservation and conservation.

By 2021...

- 4.1 We will have guidance on a consistent approach to conservation and collection care across North Tyneside.
- 4.2 We will promote active participation in adherence to standards of safe storage and cataloguing.
- 4.3 We will provide innovative and engaging interpretation at all our heritage venues in line with best practice in the sector.

Theme 5 - Researching Our Past

A host of locally based history societies, 'Friends' groups and local historians continue to uncover new and interesting information about aspects of our past lives and the forces that have shaped change. Work to record oral histories and use reminiscence to engage older people is vitally important to capture the unwritten histories of the borough and people's lives.

Older people in our communities hold a wealth of experience and knowledge of events that have shaped our Borough in living memory. We will map existing records of living history in the Borough and support projects to capture new information that can inform us about the subjective experiences of individuals affected by change.

Discover North Tyneside, based at the Central Library in North Shields, provides a significant resource in the study of the local history of the Borough and area. They will continue to be a key partner and vital resource in the gathering of data and historical records to evidence significant events in the life of the Borough.

It is important that the Historic Environment Record (HER) is maintained and properly curated in order for it to be a robust research and educational tool.

We are committed to increasing accessibility of information related to the heritage of the Borough.

By 2021...

- 5.1 We will have a comprehensive record of existing voluntary heritage and local history web based information.
- 5.2 We will have a comprehensive record of new and available living history records in North Tyneside.
- 5.3 We will have increased the accessibility of historical data and information through the better use of all internet based and modern technologies.

Theme 6 – Celebrating Diversity

We are committed to making heritage venues and projects welcoming and inclusive for all. Significant progress has been achieved at our museum venues with our commissioned management team from Tyne and Wear Archives and Museums achieving national recognition for accessibility initiatives. We will initiate further programmes of engagement with a range of groups to better understand the barriers that exist in this respect and how they can be removed.

Heritage projects and initiatives can be used to support specific communities and groups to reflect and promote understanding of their cultural heritage. We will work with the range of groups and communities in the Borough to explore their cultural heritage and to record the details of their experiences.

Older people represent both a key target audience for heritage venues and a source of key heritage knowledge and living history. We will engage with older people's organisations to promote greater engagement of older people both as participants in heritage learning and as embodiments of our living history. We will actively promote intergenerational learning between older and younger people in our Borough.

The Council will also work to ensure that heritage represents the diversity of sexual orientation in the community and the increasing religious diversity evident in North Tyneside.

By 2021...

- 6.1 North Tyneside will have an inclusive approach to removing barriers to access for heritage venues and projects.
- 6.2 We will have a better understanding of the diverse cultural heritage of our Borough through active engagement with black and minority ethnic communities to promote culturally diverse heritage learning promoting better community cohesion and understanding.
- 6.3 Older people will be valued for their life experience and knowledge and what they can contribute to living history. Intergenerational learning will play a key role in the learning experience of young and older people across the Borough.

Theme 7 - Investing In Heritage

Two major strategic projects illustrate the ambition to achieve qualitative regeneration in North Tyneside: the River Tyne North Bank study and the Coastal Zone masterplan process. In both areas it is acknowledged that we need to protect and celebrate our heritage while recognising the important commercial needs of businesses and residents.

The regeneration of the North Bank of the Tyne and Wallsend Town Centre provide major opportunities for heritage development. We will explore options for the development of our World Heritage Site at Segedunum Roman Fort, Baths and Museum and further will explore the feasibility of creating an expanded heritage and learning offer that incorporates the industrial and maritime heritage of our Borough.

Collaboration with Hadrian's Wall Partnership Board, English Heritage, Tyne and Wear Archaeology as well as Tyne and Wear Archives and Museums will ensure that the developments in the North Bank are fully informed by the key partners with expertise in the heritage field.

The opportunity to further stress the significance of Wallsend for the Borough will involve collaboration with transport providers Nexus, seeking opportunities for public art and securing access to the riverside as part of the wider cultural offer on the North Bank.

The regeneration of the coast also provides major opportunities for enhancement and investment in heritage facilities. The continued regeneration of Whitley Bay including the restoration of the Spanish City Dome symbolises the ambition for a retained heritage that delivers services in a modern setting.

Dialogue with English Heritage will continue over the use and promotion of Tynemouth Priory and Castle; opportunities to increase investment in St. Mary's Lighthouse will be sought; and opportunities to enhance the public realm through investment in public art will be pursued. The aim will be to promote the Coast as a 21st century destination for visitors, while retaining its heritage and character consistent with relevant conservation area plans.

The ambition to invest in the Borough's heritage is also reflected in the achievement of key heritage led regeneration schemes for Wallsend Parks, the delivery of heritage regeneration for Northumberland Park and the pursuit of investment for other parks in the borough. A stage 1 application has been made for the restoration of Souter Churchill Park, if successful a stage 2 application will be made in 2015.

With the benefit of Heritage Lottery 'Parks for people' and Council funding both schemes seek to conserve, enhance and interpret the history and heritage of the parks including the buildings, structures and features contained therein. There is an ongoing commitment to run a programme of interpretation events and education services relating to these historic parks. A significant archaeological project at Northumberland Park is discovering the remains of a medieval leprosy hospital which is yet to be fully documented.

Similarly investment in Clifford's Fort and the Old Low Light through the Townscape Heritage Initiative and the Coastal Communities Fund will see this important building being brought back into use as a community led heritage centre.

Having good quality museum and heritage facilities is essential to engage audiences of local people and tourists alike.

By 2021...

- 7.1 North Tyneside will maintain a register of heritage assets that could be potential targets for funding and identify opportunities for potential bids according to Council and funding priorities.
- 7.2 We will have delivered the restoration projects for Wallsend Parks and Northumberland Park and will know the outcome of the funding application for the proposed restoration of Souter Churchill Park
- 7.3 We will have developed plans for the development of the Segedunum facility to incorporate a wider range of industrial, maritime and social history related to the Borough

Implementing the Strategy

During 2014 –2021 the Council will take action in the following areas to deliver the strategy.

- **Advocacy**

Promote 'ownership' of the strategy across the Council and its key stakeholders.

Promote an annual Heritage Review for senior elected members and Council Officers to assess progress on implementing the Strategy and consider future investment needs.

Engage regularly at a senior level with English Heritage, Tyne and Wear Archives and Museums, Heritage Lottery Fund and other local and regional public and private sector bodies to promote the heritage in North Tyneside and identify new opportunities.

Establish an annual meeting with key voluntary heritage providers to report progress on the implementation of the strategy.

- **Funding and Resources**

While some projects will be funded from existing budgets others will only be realised if funding can be found from external sources.

We will actively support applications for funding for projects in line with the key objectives of the strategy including major heritage facilities in the Borough.

We will work with key partners to develop a strategy to attract business funding to support heritage initiatives in the Borough.

- **Marketing and promotion**

Develop and promote the history and heritage webpage as use the *visitnorthtyneside.com* website to promote heritage tourism.

Work with the Council's corporate marketing and communication services to ensure local heritage activities and organisations have a high profile in publications and promotional material.

Be pro-active in placing positive heritage stories in the regional and national media.

Utilise more fully the Council's Our North Tyneside magazine to encourage awareness and customer take up of heritage activities.

Aim to better inform the public of heritage with appropriate interpretation display boards, plaques and maps.

- **Support services**

Facilitate and support the establishment of heritage forums and heritage networks.

Provide an advice and information service for heritage, in partnership with other agencies that can provide specialist services.

Link into the **Heritage Gateway** to England's local and national historic environment records enhancing public access to North Tyneside's historic environment records.

- **Monitoring Performance**

Ensure that Equality Impact Assessments are undertaken for all major heritage projects and facilities.

Improve data collection and analysis of engagement in heritage across the Borough.

Ensure that information about the importance of heritage and museums to local residents is included in resident surveys.

Undertake evaluation of key heritage projects and facilities and share the outcomes.