



North Tyneside Council

Thriving Sub-Committee

12 June 2023

Tuesday, 20 June 2023 in Room 0.01, Quadrant, The Silverlink North, Cobalt Business Park, North Tyneside, NE27 0BY commencing at **6.00 pm**.

Agenda Item	Page
1. Apologies for Absence	
To receive apologies for absence from the meeting.	
2. Appointment of Substitute Members	
To be notified of the appointment of any substitute members.	
3. Declarations of Interest and Dispensations	
You are invited to declare any registerable and/or non-registerable interests in matters appearing on the agenda, and the nature of that interest.	
You are also invited to disclose any dispensation in relation to any registerable interests that have been granted to you in respect of any matters appearing on the agenda.	
You are also requested to complete the Declarations of Interests card available at the meeting and return it to the Democratic Services Officer before leaving the meeting.	

If you need us to do anything differently (reasonable adjustments) to help you access our services, including providing this information in another language or format, please contact democraticsupport@northtyneside.gov.uk.

Agenda Item		Page
4.	North Tyneside Creates – A Cultural Plan for North Tyneside 2023–2030	1 – 34
	To examine <i>North Tyneside Creates – A Cultural Plan for North Tyneside 2023–2030</i> and the Authority’s commitment to work with partners to develop the North Tyneside Cultural Partnership, to drive forward the delivery and monitoring of the Plan.	
5.	Work Programme 2023–24	35 – 46
	To determine an outline work programme for the year ahead.	

Circulation overleaf ...

Members of the Thriving Sub-Committee

Councillor Gary Bell

Councillor Davey Drummond

Councillor Joe Kirwin

Councillor Pam McIntyre

Councillor Bruce Pickard

Councillor Joan Walker

Councillor Linda Bell

Councillor Val Jamieson

Councillor Ian McAlpine

Councillor Andy Newman

Councillor Andrew Spowart

Councillor Matt Wilson

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Meeting: Thriving Sub-Committee

Date: 20 June 2023

Title: North Tyneside Creates – A Cultural Plan for North Tyneside 2023–2030

Author: Michael Robson, Democratic Support Officer

Service: Governance

Wards affected: All

1. Purpose of Report

1.1 This report provides an introduction and background information to enable the sub-committee to examine the Cultural Plan for North Tyneside 2023–2030 and the Authority’s commitment to work with partners to develop the North Tyneside Cultural Partnership, to drive forward the delivery and monitoring of the Plan.

2. Details

2.1 The sub-committee is responsible for examining key policy issues in relation to economic development, planning, business and enterprise, parks and open spaces, sport and leisure, libraries, tourism, arts development, heritage strategy, community centres and voluntary sector support. The sub-committee can support and assist the Elected Mayor and Cabinet in the formulation of their future plans, strategies and decision making by making evidence based recommendations to them.

2.2 At its meeting on 22 May 2023, Cabinet

- a) approved North Tyneside Creates – A Cultural Plan for North Tyneside 2023–2030;
- b) authorised the Director of Regeneration and Economic Development to work with partners to develop the North Tyneside Cultural Partnership, to drive forward the delivery and monitoring of the Plan; and

- c) agreed to receive annual updates on progress against the key challenges and strategic objectives of the Plan.

2.3 Whilst the sub-committee is to consider and determine its work programme for the year ahead at this meeting (this is subject to a separate report), the Chair asked that the sub-committee commence its scrutiny activities at this meeting by examining the Cultural Plan.

2.4 Steve Bishop, the Council's Head of Culture has accepted an invitation to attend the meeting to present details of the plan and discuss the development of the North Tyneside Cultural Partnership, to drive forward the delivery and monitoring of the Plan. The Chair of the Partnership, Katy Fuller, and Vice-Chair, Stella Hall, have also been invited to attend the meeting together with the Deputy Mayor, Councillor Carl Johnson, who is the Cabinet Member responsible for Culture, Tourism and Events.

2.5 A copy of the report presented to Cabinet on 22 May 2023 and a copy of North Tyneside Creates - A Cultural Plan for North Tyneside 2023-2030 are attached as appendices.

2.6 In examining the Cultural Plan members of the sub-committee may wish to:

- a) familiarise themselves with the new strategy;
- b) seek to understand why it was initiated, what policy aims it is fulfilling, why the Authority chose to take a partnership approach and what value it is expected to add;
- c) consider whether it wishes to undertake any further work as part of its work programme; and
- d) if appropriate, make comments and/or recommendations to the Director of Regeneration and Economic Development and/or Cabinet to help shape the development of the partnership and delivery of the plan.

2.7 The Culture and Leisure Sub-Committee considered and contributed to the development of the Plan at its meetings on [28 June 2022](#) and [21 November 2021](#).

4. Background Information

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

- Report to Thriving Sub-Committee in relation to work programme 2023-24

5. Appendices

Appendix A: Report to Cabinet 22 May 2023

Appendix B: North Tyneside Creates - A Cultural Plan for North Tyneside 2023-2030

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North Tyneside Council

Report to Cabinet

Date: 22 May 2023

Title: North Tyneside Creates – A Cultural Plan for North Tyneside
2023–2030

Portfolio(s):	Culture, Tourism and Events	Cabinet Member(s):	Councillor Carl Johnson
Report from Service Area:	Regeneration and Economic Development		
Responsible Officer:	John Sparkes, Director of Regeneration and Economic Development	Tel:	(0191) 6431441
Wards affected:	All		

PART 1

1.1 Executive Summary:

Investing in culture and transforming the cultural offer in North Tyneside is a key objective of Our North Tyneside Plan. Cultural activity is widely recognised as a key driver of economic regeneration and is central to the place-based agenda of Arts Council England (ACE), as well as the levelling up priorities of the Department for Digital Culture Media and Sport (DCMS).

The transformation of town centres is increasingly driven by the diversity of the offer, beyond the traditional retail offer, and cultural activity is recognised nationally as being key to rebuilding successful town centres. This approach has already been prioritised in North Tyneside through the masterplan work which has been undertaken in North Shields and Wallsend, where cultural developments, through the North Shields Cultural Quarter and the redevelopment of Segedunum, are central to the wider regenerations plans.

The economic drive which cultural and creative industries generate is developed further through the expansion of the employment and skills base and the cross-sector partnerships forged across the public, private and voluntary sectors.

Extensive consultation around the formation of a Cultural Plan for the Borough has been undertaken since April 2022, the detail of which was provided to Cabinet in a report dated 28 November 2022.

That report outlined ten challenges which had arisen from the consultation process as key steps towards transforming the cultural offer across North Tyneside. Cabinet endorsed the outcomes of the consultation as forming the basis of the strategic objectives for a boroughwide cultural plan.

The report of 28 November 2022 authorised the Director of Regeneration and Economic Development, in conjunction with the Cabinet Member and appropriate other Directors, to take all necessary steps to develop the final plan. This included working with key partners to form a cultural partnership to drive forward the monitoring and delivery of the agreed plan.

The plan now has the widespread backing of key partners across the cultural sector and an initial North Tyneside Cultural Partnership meeting was held on 30 March 2023.

The plan, *North Tyneside Creates*, is available at Appendix One for Cabinet consideration and approval.

1.2 Recommendation(s):

It is recommended that Cabinet:

- (1) Approve *North Tyneside Creates - A Cultural Plan for North Tyneside 2023-2030* ("the Plan") appended to this report;
- (2) Authorise the Director of Regeneration and Economic Development to work with partners to develop the North Tyneside Cultural Partnership, to drive forward the delivery and monitoring of the Plan; and
- (3) Receive annual updates on progress against the key challenges and strategic objectives of the Plan.

1.3 Forward Plan:

Twenty-eight days notice of this report has been given and it first appeared on the Forward Plan that was published on 17 March 2023.

1.4 Council Plan and Policy Framework

This report relates to the following priorities in the 2020/24 Our North Tyneside Plan:

A thriving North Tyneside
A caring North Tyneside

1.5 Information:

1.5.1 Background

Following agreement with the Cabinet Member for Culture, Sport and Leisure in September 2021, the process of initiating consultation on a cultural strategy for North Tyneside began in April 2022. The agreed approach was that, while the Authority should take the initiative in providing a framework for the cultural offer, the active engagement of the wider public sector, private and voluntary sectors would also be vital. The strategy would be one for the Borough, not just the Authority.

Iain Watson OBE (former Tyne & Wear Archives & Museums Director) and Catherine Hearne (formerly CEO Helix Arts and BBC Executive) were commissioned to undertake a process of consultation which would result in a boroughwide strategy and cultural partnership, consistent with the Arts Council England (ACE) guidance in their ten year plan *Let's Create* (2020-2030), which emphasises the establishment of broad based cultural partnerships, in developing the cultural offer for the benefit of residents and the economy.

1.5.2 Consultation

In the first phase of consultation a programme was mapped out to target all four quarters of North Tyneside and initially invite those working in, or closely with, the cultural sector to share their views on the way forward for culture in North Tyneside. Four engagement sessions took place in April/May 2022 in North Shields, Longbenton, Wallsend and Whitley Bay and were limited to 20 participants per session. In total 57 people participated in this phase of consultation.

Following the initial consultation, a number of gaps were identified in relation to ethnicity, age, disability and sexual identity, which were addressed through a series of bespoke sessions with representatives from those groups. A bespoke session for library managers was arranged as well as a presentation to the Senior Management team in the Authority, through the Leadership Forum, and the wider Regeneration, Economic Development and Culture management team.

Elected Members were engaged through the Culture and Leisure Sub Committee and briefings with the Elected Mayor and Deputy Mayor, as the relevant Cabinet Member.

Wider networks, including the Local Cultural Education Partnership and Culture Health and Wellbeing Network, have commented on emerging themes. Individual conversations were also held with influential cultural leaders, who live in the borough but are not necessarily active in its cultural networks, in order to generate both interest and engagement in cultural activity in North Tyneside.

Wider public consultation was key to the final phase of engagement around the strategy and a survey was widely disseminated to facilitate this. In total 359 responses were received to the public survey, an analysis of which was provided as part of the report to Cabinet on 28 November 2022.

Overall, responses identified a significant degree of engagement in cultural activity; a strong sense of the importance of culture in people's lives; a significant sense that children and young people should have greater access to cultural activity; and a powerful sense that cultural activity makes North Tyneside a better place in which to live, work and visit.

1.5.3 Cultural Partnership

Following the approval of Cabinet on 28 November 2022, a draft Cultural Plan ("the Plan") was prepared and shared with key partners, Authority Officers and the Cabinet Member for Culture, Tourism and Events. Comments were received up until the 4 April 2023 and incorporated into the draft Plan appended to this report.

The Plan reflects the challenges outlined in the report to Cabinet of 28 November 2022; recognises the diversity of the cultural offer in North Tyneside;

and sets out the necessary steps to meet the strategic objectives for the transformation of culture in the Borough.

Organisations were invited to endorse the Plan and add their logo to the draft by way of signalling their support for the approach outlined. A call out was made for the position of Chair of the Cultural Partnership, to work closely with the Authority's Head of Culture on the monitoring and delivery of the Plan. That call resulted in the endorsement of Chair, Katy Fuller (Pinwheel) and Vice-Chair, Stella Hall (Creative Producer) at the inaugural meeting of the North Tyneside Cultural Partnership on 30 March 2023, which saw over 30 representatives from the wider cultural sector in attendance.

The initial meeting worked through the challenges in the Plan with a view to developing initial action points to cover the first two years of the Plan period.

The partners who have signed up to the Plan are committed to working together to meet the challenges outlined, deliver the impacts indicated and improve the cultural life of the residents of North Tyneside.

North Tyneside Creates will be the starting point of an exciting partnership journey, improving the cultural life of all and boosting the growth of the cultural sector.

1.6 Decision options:

The following decision options are available for consideration by Cabinet:

Option 1

To agree the recommendations as outlined at 1.2 and take forward with partners the development of a Cultural Plan for North Tyneside.

Option 2

To reject the recommendations as outlined at 1.2 and not progress the development of a Cultural Plan for North Tyneside.

Option 1 is the recommended option.

1.7 Reasons for recommended option:

Option 1 is recommended for the following reasons:

Option 1

- a) supports the Authority's objective to develop a thriving economy;
- b) is consistent with the objectives of the Authority's Equally Well strategy for health and wellbeing;
- c) supports the strategic objectives of Arts Council England in promoting place based strategies for culture.

1.8 Appendices:

Appendix: *North Tyneside Creates* – A Cultural Plan 2023 – 2030.

1.9 Contact officers:

Steve Bishop, Head of Culture, tel. (0191) 643 7410

David Dunford, Senior Business Partner, tel (0191) 643 7027

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) *Let's Create* – Arts Council England (2020)

<https://www.artscouncil.org.uk/lets-create>

(2) <https://democracy.northtyneside.gov.uk/documents/s10450/A%20Cultural%20Strategy%20for%20North%20Tyneside%20Report%20Appendix%201.pdf>

PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

2.1 Finance and other resources

The revenue or capital cost implications of implementing the Cultural Strategy will be assessed in line with current budgets. Any additional financial resources would need to be considered in line with the Budget-setting process and the Medium-Term Financial Plan.

2.2 Legal

There are no direct legal implications arising from the report.

2.3 Consultation/community engagement

2.3.1 Internal Consultation

Elected Mayor and Deputy Mayor Briefings
Culture and Leisure Sub Committee presentations
Senior Leadership Team presentation
Leadership Forum presentation
Library team presentation
Regeneration, Economic Development and Culture team presentation
Corporate Equality Stakeholder Groups

2.3.2 External Consultation/Engagement

Cultural sector/public workshops in North Shields, Longbenton, Wallsend and Whitley Bay
Public survey online and in Customer First Centres
Individual consultations with cultural practitioners, providers and agencies, including Arts Council England, Newcastle University, Northumbria University.
John Spence Community High School students

2.4 Human rights

There are no direct human rights implications arising from the report.

2.5 Equalities and diversity

Presentations were made to North Tyneside Council's Staff Networks Pride, Ethnic Diversity and (Disloc (Disability and Long-term Conditions)).

As a result of the consultation process key challenges for the Plan were identified as:-

3. Equality, diversity and inclusion; and
8. Addressing inequity in accessing culture

An Equality Impact Assessment was undertaken and endorsed as part of the report to Cabinet of 28 November 2022 and is attached at Appendix One.

2.6 Risk management

Risk will be assessed on a project by project basis upon successful implementation of the strategy.

2.7 Crime and disorder

Evidence suggests that engagement in cultural activity is likely to contribute to a reduced likelihood of engaging in risk taking behaviours and contribute to a reduction in crime and disorder if sustained over the long term.

2.8 Environment and sustainability

There are no environment or sustainability issues arising directly from the report.

PART 3 – SIGN OFF

- Chief Executive X
- Director(s) of Service X
- Mayor/Cabinet Member(s) X
- Chief Finance Officer X
- Monitoring Officer X
- Assistant Chief Executive X

Equality Impact Assessment

1. Proposal details		
Name of the policy/project/process being assessed (subsequently referred to as project)	A Cultural Strategy for North Tyneside	
Purpose of project	To develop a strategy for ongoing investment in, and delivery of, cultural activity across the Borough	
Who is the project intended to benefit?	All residents	
What outcomes should be achieved?	Increased engagement in cultural activity A partnership compact to drive the strategic objectives	
Version of EqIA	1	
Date this version created	20/10/2022	
Confidential	no	
Directorate	Regeneration and Economic Development	
Service	Culture	
	Name	Service or organisation
Principal author	Steve Bishop	Head of Culture
Additional authors	Pete Warne	Operational Manager – Tourism and Events

2. Groups Impacted		
Does the project impact upon?		If yes, what is the estimated number impacted? And the Level of impact this will have on the group (high, medium, low)
Service Users	yes	Audience for any cultural activity. Exact numbers difficult to estimate. (high)
Carers or Family of Service Users	yes	Numbers difficult to estimate but inclusivity of process should open up opportunities for engagement (med)
Residents	yes	All residents are eligible to engage in the range of cultural provision on offer (med)
Visitors	yes	Yes, tourism and the importance of the visitor economy is key to the success of the strategy but exact numbers are difficult to estimate (med)
Staff	yes	Yes, both as residents of the Borough and as service providers who will need a cultural offer to deliver more effective services (med)

Partner Organisations	yes	Partners will be key to the formation of a cultural compact and the delivery and monitoring of a finalised strategy. (high)
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3. Evidence Gathering and Engagement		
	Internal evidence	External Evidence
What evidence has been used for this assessment?	Feedback from SLT presentations, Cabinet Member Briefings and Team presentations Culture and Leisure Sub Committee reports	Reports from Arts Council England DCMS and Creative UK
Have you carried out any engagement in relation to this proposal?	yes	
If yes of what kind and with whom? If no, why not?	4x consultation meetings across the Borough with cultural sector Corporate Equality Group Diversity Network meetings Meetings with University research and cultural engagement providers Senior Leadership Team presentations Leadership Forum presentations Bespoke team presentations Local Cultural Education Partnership Culture Health and Wellbeing Network Culture and Leisure Sub Committee Reports Publicly distributed survey	
Is there any information you don't have?	no	
If yes, why is this information not available?		

4. Impact on Different Characteristics			
Legally Protected Characteristics	Potential Positive Impact Identified	Potential Negative Impact Identified	Description of the potential impact/s and evidence used
Age	yes	no	Targeting of young people to encourage audience engagement and pathways into employment is part of existing

			Cultural and Creative Zone action and will be key to a wider cultural strategy
Disability	yes	no	Awareness of access issues including auditing venues and developing more active consideration of audience positioning in outdoor spaces will be key to a finalised strategy
Gender reassignment	no	no	
Marriage & civil partnership	no	no	
Pregnancy & Maternity	no	no	
Race	yes	no	Active engagement with the regional Culture Against Racism initiative and adherence to Arts Council England's Equality, Diversity and Creativity agenda will help shape programme choices and initiatives
Religion or belief	no	no	
Sex	yes	no	Adherence to Arts Council England's Equality, Diversity and Creativity agenda will help shape programme choices and initiatives
Sexual Orientation	yes	no	Adherence to Arts Council England's Equality, Diversity and Creativity agenda will help shape programme choices and initiatives
Intersectionality	no	no	
Non-legally protected characteristic			
Carers	yes	no	Inclusivity of process should open up opportunities for engagement

5. Achievement of the Authority's public sector equality duty		
Will the proposal contribute to any of the following?		If yes, how?
Eliminate unlawful discrimination, victimisation and harassment	N/A	
Advance equality of opportunity between people who share a	yes	Cultural engagement plans will actively promote access to learning, mentoring and business support within the sector aiming to

protected characteristic and those who do not		advance equality of opportunity between those who share a protected characteristic and those who do not
Foster good relations between people who share a protected characteristic and those who do not	yes	Cultural engagement activities will actively promote collective understanding and challenge prejudice with a view to developing greater understanding between those who share a protected characteristic and those who do not

6. Negative Impacts		
Potential negative impact	Can it be reduced or removed?	If yes how? If no, why not and what alternative options were considered and not pursued?
	Choose an item.	
	Choose an item.	
	Choose an item.	
	Choose an item.	

7. Action Plan				
Actions to gather evidence or information to improve NTC's understanding of the potential impacts on people with protected characteristics and how best to respond to them	Responsible Officer Name	Responsible Officer Service Area	Target Completion Date	Action completed
Establishment of boroughwide cultural compact with a clear Equality, Diversity and Creativity agenda	Steve Bishop	Culture	10/04/2023	Choose an item.
			Calendar	Choose an item.
			Calendar	Choose an item.
Actions already in place to remove or reduce potential negative impacts	Responsible Officer Name	Responsible Officer Service Area	Impact	
AccessAble audit of key facilities	Iain Betham	Asset Management	reduce	

Viewing platform at Mouth of the Tyne Festival (MOTTF)	Pete Warne	Culture	reduce		
Signing on MOTTF Cabaret Stage	Pete Warne	Culture	reduce		
Actions that will be taken to remove or reduce potential negative impacts	Responsible Officer Name	Responsible Officer Service Area	Impact	Target Completion Date	Action completed
Annual review of access arrangements to assess scope for improvements	Steve Bishop	Culture	reduce	29/03/2024	Choose an item.
			Choose an item.	Click or tap to enter a date.	Choose an item.
			Choose an item.	Click or tap to enter a date.	Choose an item.
Actions that will be taken to make the most of any potential positive impact	Responsible Officer Name	Responsible Officer Service Area		Target Completion Date	Action completed
Active promotion of positive adjustments to improve access and promote diverse programming	Steve Bishop Pete Warne	Culture		29/03/2024	Choose an item.
				Click or tap to enter a date.	Choose an item.
				Click or tap to enter a date.	Choose an item.
Actions that will be taken to monitor the equality impact of this proposal once it is implemented	Responsible Officer Name	Responsible Officer Service Area		Target Completion Date	Action completed
Annual Review	Steve Bishop	Culture		20/10/2023	Choose an item.
				Click or tap to enter a date.	Choose an item.

			Click or tap to enter a date.	Choose an item.
Date review of EqIA to be completed	Responsible Officer Name	Responsible Officer Service Area		
20/10/2023	Steve Bishop	Culture		

8. Outcome of EqIA	
Outcome	Please explain and evidence why you have reached this conclusion:
The proposal is robust, no major change is required	The proposal is linked to and actively implements proposed equality and diversity strategies agreed with the Council and Arts Council England. These are reflected in the approaches of key partner organisation who will be part of an ongoing partnership to drive the strategy.

9. Corporate Equality Group Member approval	
Do you agree or disagree with this assessment?	Agree
If disagree, please explain why?	
Name of Corporate Equality Group Member	David Cunningham
Date	21/10/2022

10. Director approval	
Do you agree or disagree with this assessment?	Agree
If disagree, please explain why?	
Name of Director	John Sparkes
Date	21/10/2022

Please return the document to the Author and Corporate Equality Group Member.

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North Tyneside Creates



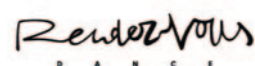
A Cultural Plan 2023–2030

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The Vision

To transform the cultural and creative sector in North Tyneside; to boost pride in local communities; to promote individual and community health and wellbeing; to drive economic prosperity, through increased cultural activity and a growing visitor economy.





Foreword

For many years our aim in North Tyneside has been to make the Borough a great place to live, work and visit. The cultural life of the Borough is key to that aim.

In North Tyneside we have a fantastic programme of events, including the long-running Mouth of the Tyne Festival, combining high profile music with international outdoor arts performance. We are home to many independent cultural initiatives such as Whitley Bay Carnival, Iron Press and Jam Jar Cinema.

In Helix Arts we have the Borough's only Arts Council England National Portfolio Organisation.

We have the Playhouse, Whitley Bay with a fabulous programme of entertainment throughout the year. We have excellent museums at Segedunum in Wallsend, part of the Frontiers of the Roman Empire World Heritage Site, and at Stephenson Steam Railway, reflecting the significant role of the Borough in the birth of the industrial revolution. At St. Mary's Island we have the iconic and nationally famous lighthouse, a key regional symbol as well as a hugely popular visitor attraction.

However, the consultation undertaken throughout 2022, as part of the work towards this cultural plan, has brought to the fore some key challenges which we need to address in the coming years to transform our cultural offer.

Challenges which have been raised in the consultation process include the uneven spread of cultural venues in the Borough and some inequalities in terms of access to cultural provision. These are areas we want to work in partnership to address.

Some steps are already underway. Our partnership with the North of Tyne Combined Authority is bringing investment to support a more diverse town centre visitor offer, through the Cultural and Creative Zone (CCZ) initiative in North Shields, while our wider regeneration programme across the Borough is ensuring that culture is at the heart of our thinking.

Across the sector there are many cultural organisations, tourism businesses, freelance workers, events organisers and volunteers who contribute to the rich cultural ecology we already enjoy in North Tyneside, supporting the cultural life of our communities. Many are still working to recover from the COVID-19 pandemic, which had a significant impact on the cultural and hospitality sectors.

However, we know there are strengths upon which we can build and the key challenges outlined in this cultural plan are the starting point for further development of the sector.

This cultural plan is the first step on an exciting partnership journey, following up on the challenges identified in consultation, to build on our existing strengths and to make sure that we have an outstanding offer that meets the aim of transforming North Tyneside as a cultural centre and ensuring we remain a great place to live, work and visit.

Norma Redfearn

**Dame Norma Redfearn DBE
Elected Mayor of North Tyneside**



Introduction

The development of a unified Cultural Strategy will provide the basis for a transformation of the cultural offer in North Tyneside, promoting new ways of more effectively engaging communities, supporting the wider growth of the cultural sector and contributing towards wider economic recovery and growth.

The COVID-19 pandemic illustrated the vital role of culture in supporting health and wellbeing, when the initial absence of cultural provision was keenly felt and the cultural sector had to find new ways to connect with audiences. The value of shared human experience and the sense of connectedness that cultural activity brings, whether as participant or audience, was key to helping many people navigate and emerge from the darkest days of the pandemic.

Increasingly however, the cultural and creative sector is also recognised as a key economic driver. Creative UK estimate that the cultural and creative industries contributed £115.9bn in GVA to the UK economy in 2019, which is greater than aerospace, automotive, life sciences and oil and gas sectors combined. In addition, the sector is creating jobs at three times the UK average, employing over 2 million people across the UK, while supporting a further 1.4 million jobs across the supply chain, bringing the total number of jobs supported by the creative industries to 3.5 million.

The cultural sector also includes the visitor economy and our key heritage assets. Most recent data indicates that tourism in North Tyneside alone contributed £217m to the local economy, attracting 3.5 million visitors and supporting 2,400 jobs.

However, the impact of COVID-19 on those working in the cultural sector was also significant, with nationally published data suggesting that: "The pandemic had a greater impact on freelance workers, who constituted 62% of the core-creative workforce before the pandemic and only 52% at the end of 2020." Many practitioners struggle to make a living and take part time jobs to support their creative practice.



Work undertaken in areas such as Hull, Coventry and Bradford, which have had successful UK City of Culture bids, has illustrated the importance of a partnership approach and the need to have broad ownership across communities to enable a cultural vision to come to life. The strength of local provision within communities, where it is developed with those communities, has been clearly evidenced.

The common factor in all of these examples has been the role of culture in defining place and driving transformation. While the approach in each area has been different, due to the different geography and history of these locations, the essential role of culture in the process of regeneration and post-pandemic recovery has been a constant. These are examples from which we can learn in North Tyneside and take inspiration in shaping our own bespoke vision, with and for the residents and cultural workforce in the Borough.

Cultural Compacts



Cultural Compacts are for the 'co-creation and co-delivery of an ambitious vision for culture in a place'. (Arts Council England).



The creation of Cultural Compacts was a key recommendation of the UK Cultural Cities Enquiry, an independent enquiry into the cultural resources of Britain's cities, aimed at developing new models that will help arts and culture thrive in our cities.



Cultural Compacts are partnerships designed to support the local cultural sector and enhance its contribution to development, with a special emphasis on cross-sector engagement beyond the cultural sector itself and the local authority.



The North Tyneside Cultural Compact will outline a plan for culture across the Borough up to 2030, embracing the diversity of our communities, culture and creativity, our residents and our businesses.

Culture, Creativity and North Tyneside

North Tyneside has a rich history of cultural activity and a heritage of which we can be proud.

In music, North Tyneside was the home to The Animals in the 1960s, Sting in the 1970s and, more recently, Sam Fender. The Borough also boasts literary talent in the form of playwright Tom Hadaway, novelist Ann Cleeves and screenwriter Ian La Frenais; performance talent in the shape of Robson Green, Charlie Hardwick and Andrea Riseborough; and historic visual arts significance as the home of the Cullercoats artists, including the renowned US artist Winslow Homer, as well as North Shields based artist Victor Rainbird.

The Borough is increasingly a location for film and TV production; has an economy worth over £4bn a year; and a growing portfolio of inward-investment from national business.

North Tyneside also has a rich history of community arts and local talent continues to emerge from the area's pubs and clubs.

Creativity and the economy

The UK creative industries are a major economic force, contributing over £100bn to the UK economy each year. The creative sector is one of the fastest growing industrial sectors in the UK, growing five times faster than the national economy. Regionally, the value of the creative industries in the North East has increased by 43% since 2010. The North East Case for Culture has contributed towards a greater profile for the region and a recognition of the value of the cultural sector to the economic life of the region. Tourism alone contributed around £217m to the economy in North Tyneside last year.

Continued support for the cultural and creative sector will ensure a thriving North Tyneside will bring more good quality jobs to the area.



Skills and employment

The creative sector in North Tyneside employs around 2,675 people and is home to about 450 businesses. North Tyneside has a talented and skilled workforce with a mix of freelancers, creative workshops and incubator spaces.

Links with the regional university sector at both Newcastle and Northumbria are being strengthened through the establishment of Cultural and Creative Zones (CCZ) and a network of business support, bursaries and talent development will help support the existing creative sector, as well as nurturing growth for the future. This will be important to nurture both creative talent and the technical skills vital to the sector.

Culture across our communities

As part of the Hadrian's Wall Partnership, North Tyneside is linked with a regional asset of international significance which is defining in terms of place, plays a crucial role in the regional tourism economy and supports community wellbeing.

Work through partnership with Tyne & Wear Archives & Museums (TWAM), the Cultural Education Partnership and the Culture Health and Wellbeing Network all provide support for a range of issues that support our communities, contributing to a caring, family-friendly North Tyneside. The scope to bring these partnerships together in a more focussed borough-wide compact will be vital in the development of the cultural plan for North Tyneside.

Our wide-ranging calendar of festivals and events and many cultural locations, provide opportunities for local residents and visitors to engage with performing arts, music, visual arts, cinema, libraries and heritage attractions across North Tyneside.

Tourism and culture combined employ

5,108

people in North Tyneside



In the cultural sector alone there are

450

businesses in North Tyneside

Tourism alone contributes an estimated

£217m

to the local economy

Over

71%

of residents engaged with arts, museums or public library activity at least once in the past 12 months



During the early Roman Empire many people continued to wear the traditional clothing of their native countries. Later on these were replaced by Empire-wide fashions.

Why do you think the fashion changed?





Building the cultural offer

Cross-cutting challenges

A number of cross-cutting challenges were identified as part of the Cultural Strategy consultation. These were:

- Climate change – the cultural sector must strive to reduce its carbon footprint and be a leader in contributing to net zero carbon targets.
- Digital offer – building upon the breakthrough in use because of COVID-19, and still a presence in many cultural contexts, we must ensure the online and virtual offer provides greater access while still developing live audiences.
- Equality, diversity and inclusion – the cultural offer in the Borough should reflect the diversity of its population and aim to invest in a more inclusive cultural programme.

Seven sector challenges

Following the consultation work undertaken on the Cultural Strategy, seven challenges were identified as being key to developing a fully-fledged strategy for the Borough. These were as follows:

- Developing networks to bring the sector together
- Recognising hyper-localism
- Supporting creatives to access funding
- Embedding Culture, Creative and Tourism in Masterplans
- Developing skills and career opportunities
- Culture promoting health and wellbeing
- Addressing inequity in accessing culture

How these challenges are to be met and the transforming impact we anticipate is outlined on the following pages.

Meeting Challenges, Maximising Impact

The following pages will outline how we intend to meet the challenges facing the cultural sector in the coming years and the impact we anticipate in addressing them.

1. Climate change

Partnership – work with partners locally and nationally to develop ways to reduce carbon emissions across all buildings and events.

Outputs – a practical plan aiming to meet net zero carbon targets across the cultural sector.

Impact – Culture and creativity as a lead sector in addressing the climate change agenda.

2. Digital offer

Partnership – working across the public and private sector, and looking to skills from Higher Education and Further Education to explore how the digital offer can increase access and diversify audiences for culture.

Outputs – digital options assessed as part of all creative production and included where practical.

Impact – cultural activity drives digital innovation and the audience base is developed.

3. Equality, diversity and inclusion

Partnership – work with organisations representing the range of people with protected characteristics to ensure programme diversity and improved access to the cultural offer.

Outputs – co-ordinated programme planning and mutual promotion of opportunities and best practice.

Impact – cultural engagement increases across the diversity of communities represented in North Tyneside.

4. Developing networks to bring the sector together

Partnership – building a coalition of the willing to connect cultural activity across North Tyneside, to develop an active cultural compact with a clear action plan.

Outputs – co-ordinated research and evaluation, dialogue between stakeholders and communities with an annual conference.

Impact – cultural activity is central to policy development in the Council and between partners.

5. Recognising hyper-localism

Partnership – address the specific sense of place in North Tyneside's towns and villages with neighbourhood cultural leads.

Outputs – four cultural production hubs to expand workspace and develop making spaces for production, rehearsal, heritage development and incubator activity.

Impact – culture as a key driver of community development.

6. Supporting creatives to access funding

Partnership – work in partnership to secure high quality income generation training and deliver cultural growth.

Outputs – a hundred individuals a year access training to build confidence, skills and networks.

Impact – creative industries thrive and strengthen the economic base in North Tyneside.

7. Embedding Culture, Creative and Tourism in Masterplans

Partnership – raise the profile and voice of the cultural sector in Masterplan work across the Borough.

Outputs – cultural compact reps with expertise in creative industries.

Impact – culture is the driver for a thriving visitor economy and town centre regeneration.

8. Developing skills and career opportunities

Partnership – recognising Cultural and Creative Zone activity as a catalyst for the wider engagement in the sector.

Outputs – build capacity in the cultural sector and creative industries mentoring a new generation of producers, programmers, curators.

Impact – culture and creative activity is a clear career choice for young people.

9. Addressing inequity in accessing culture

Partnership – increase opportunities with cultural audiences, makers and volunteers to explore diverse heritage and identity.

Outputs – venues programme of 12 cultural events per year, reflecting the cultural diversity and inclusiveness of North Tyneside.

Impact – culture is the catalyst for social change, addressing inequality and challenging barriers to accessing the sector.

10. Culture promoting health and wellbeing

Partnership – collaborate with health partners, through the National Centre for Creative Health (NCCH) structures, to actively promote cultural provision across the life course.

Outputs – outdoor-based cultural events across North Tyneside focussing on specific need, such as child obesity and social isolation.

Impact – culture is embedded in the Equally Well strategy and brings together a unique public and voluntary sector partnership to promote cultural engagement.



The Power of Partnership

North of Tyne Combined Authority

Work with our partners across the region has already brought benefits in terms of additional investment in the culture, creative and tourism sector in North Tyneside. We will look to build upon this relationship and extend it further once the proposed North East Mayoral Combined Authority is established.

Cultural and Creative Zone

A key investment benefit from our regional work is being part of a network of Cultural and Creative Zones (CCZ), funded through the North of Tyne Combined Authority. Alongside Newcastle and Berwick, we have a CCZ in North Shields, which will support cultural and creative businesses, help people develop skills to find jobs in the sector and help drive the redevelopment of the town. Investment in The Exchange, Globe Gallery and a transformed Cultural and Creative Business Centre will be key to this initiative.

History and heritage

North Tyneside is rich in history from the Romans to the Stephensons, the rich history of the fishing industry, coal mining and electrical engineering. A celebration of this history, with an eye to how it can help inform the future, will be a vital part of our cultural plan.





Creative industries

Making North Tyneside a great place to set up and deliver a cultural business will be a key part of the work in the CCZ, but must be reflected across the Borough. This fast-growing sector can help drive economic development, as well as providing exciting new cultural activity for visitors and residents. Finding locations which can support, sustain and aid the development of cultural and creative businesses across the Borough will be a key challenge.



Tourism and hospitality

North Tyneside has been a major tourism destination for many years, boasting fabulous natural assets, a diverse events programme, a range of heritage attractions, including its museums and St. Mary's Lighthouse, and a growing hospitality sector. Building from a successful base will ensure the continuation of growth in this sector well into the future.

Libraries

The network of libraries and Customer First Centres across North Tyneside continue to be key access points for literacy, literature and learning, the building blocks of any cultural experience. Author engagement through face-to-face events and promotion, such as through the Northern Children's Book Festival, will be key to ensuring cultural activity is sustained across the life course.



Voluntary and Community Sector (VCS)

Both through the Voluntary Organisations Development Agency (VODA) or independent arts organisations such as Salto Arts, North Tyneside Art Studio and Helix Arts, work with the VCS is vital to the cultural life of North Tyneside. The recent Heritage Action Zones (HAZ) initiative is a good example of co-operative working, as is collaboration with the North Shields Fishing Heritage group to commission public art. These relationships will be vital going forward as the cultural plan is translated into action.

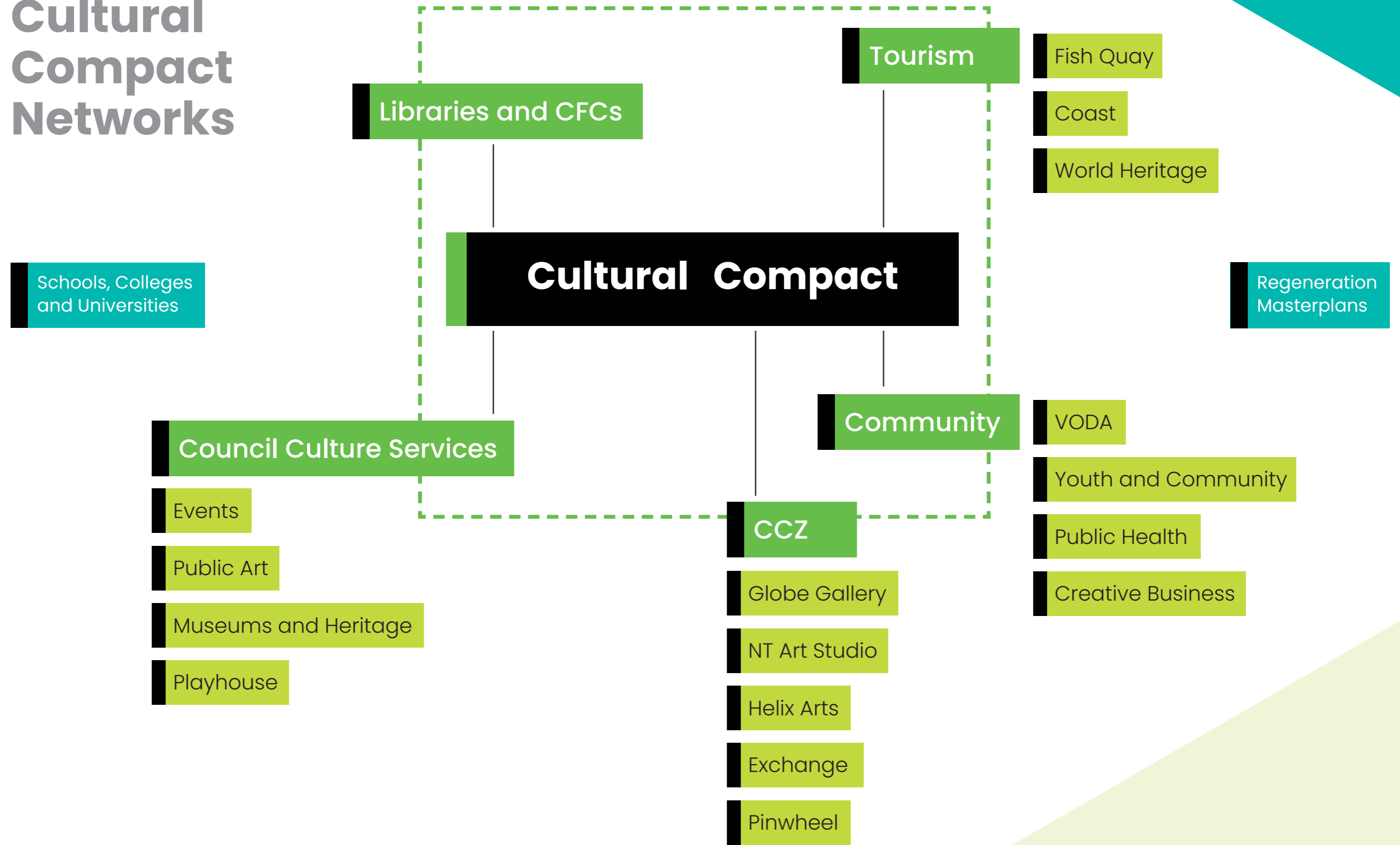


Events

An established events programme which includes Mouth of the Tyne Festival, Whitley Bay Carnival, North Tyneside Art Trail, North Sea Weekender and many others will be encouraged to grow and extend the offer to both residents and visitors. This will include making use of town centre developments, which offer new events spaces; extending the events offer at existing sites such as Segedunum and Stephenson Steam Railway; and working with local communities to deliver bespoke events for their areas.



Cultural Compact Networks



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Cross Cutting: Climate Change - Online Offer - Equality and Diversity

What's Next?

"We know those who have the arts and museums, libraries and culture more generally in their lives live happier, healthier lives. There is real scientific data that shows that."

Darren Henley CBE, Chief Executive, Arts Council England.

The partners who have signed up to this Cultural Plan will work together to meet the challenges outlined, and deliver the impacts indicated, to improve the cultural life of the residents of North Tyneside.

That will require the creation of a dedicated cross-cultural sector partnership, including those in the business and education sectors, to ensure that the Cultural Plan is translated into action. Progress will be measured from an agreed baseline and regularly monitored through the partnership.

The extent to which culture has an impact upon all walks of life and across a range of services has been illustrated throughout this plan. Encouraging these sectors and services, which benefit from culture, to help refresh, regenerate and invest in the cultural offer will also be vital to the Plan's success.

North Tyneside Creates will be the starting point of an exciting partnership journey, improving the cultural life of all and boosting the growth of the cultural sector

Acknowledgements and Further Reading

Consultation

The consultation process which led to this Cultural Plan was initiated in April 2022, with Iain Watson OBE and Catherine Hearne leading the design and sectoral workshops. Iain's experience of the museum and heritage sector as former Director of Tyne & Wear Archives & Museums, alongside Catherine's background with the BBC and as former Director of Helix Arts, was an invaluable combination. Thanks to both for their efforts in getting us to this point.

Photography

Cover and back cover – Paul Norris, SALTo Arts Productions
P3, p4-5, p8 (bottom) and p16 (top) – John Millard
P7 and p11 (bottom) – North Tyneside Music Education Hub
P8 (top) – Nigel John, *Falling on your Feet*, Helix Arts
P8 (second) – North Shields Heritologists
P8 (third) – Denise Kidger
P9 – Paul Norris
P10 – SRM/Colin Davison
P11 (top) – North East Culture Awards 2022, Helix Arts
P12 – Paul Levitt
P16 (bottom) – *North of the Tyne, Under the Stars*, produced by Pinwheel and DAT Events and commissioned by the North of Tyne Combined Authority
P17 – Stephen Taylor
P18 (top) – Tynemouth Markets
P19 (top) – Libraries Connected
P19 (bottom) – Carl Joyce, *Better Connect*, Helix Arts

Further Reading

North Tyneside Council: Our North Tyneside Plan
my.northtyneside.gov.uk/page/19679/our-north-tyneside-plan

Arts Council England: Let's Create Strategy
www.artscouncil.org.uk/lets-create/strategy-2020-2030

Arts Council England: Creative Health and Wellbeing
www.artscouncil.org.uk/creative-health-wellbeing

Arts Council England: A Hight Street Renaissance
www.artscouncil.org.uk/high-street-renaissance

All-Party Parliamentary Group on Arts, Health and Wellbeing: Creative Health
www.culturehealthandwellbeing.org.uk/appg-inquiry

Historic England: Heritage and Society
www.historicengland.org.uk/research/heritage-counts/heritage-and-society

Libraries Connected: Health and Wellbeing
www.librariesconnected.org.uk/universal-offers/health-wellbeing

For further information, please contact:

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Meeting: Thriving Sub-Committee

Date: 20 June 2023

Title: Work Programme 2023-24

Author: Allison Mitchell, Head of Governance

Service: Governance

Wards affected: All

1. Purpose of Report

- 1.1 This report sets out a proposed approach to work planning for the Thriving Sub-Committee for 2023-24, together with an initial information base which the Sub-Committee may wish to utilise in considering and deciding on its outline work programme for 2023-24.

2. Recommendations

- 2.1 The Sub-Committee is recommended to:

- (a) Note the information set out in this report regarding Scrutiny work planning, including good practice guidance from the Centre for Governance and Scrutiny
- (b) Note that link Cabinet members and lead Senior Leadership Team officers will actively support the work and information needs of the Thriving Sub-Committee in the coming year, including providing information to support the Sub-Committee's work planning, at regular intervals during the year
- (c) Note that link Cabinet members and lead senior officers have been invited to submit suggestions on current and upcoming policy matters which the Sub-Committee may wish to consider when planning its initial programme of work for 2023/24; and that a list of suggested Scrutiny topics for 2023/24 is included in this report for the Sub-Committee's consideration

- (d) Using this information and the views of Sub-Committee members, decide an outline work programme for the year; and agree that work programming will be included as a standard agenda item at each future meeting of the Sub-Committee in order that the work programme can be flexed as necessary in response to emerging matters as the year progresses.

3. Introduction

Background – Centre for Governance and Scrutiny (CfGS) Review

- 3.1 The Authority's Scrutiny arrangements have recently been evaluated and restructured, following an external Scrutiny Improvement Review undertaken by the Centre for Governance and Scrutiny (CfGS). The CfGS is a national body which specialises in promoting governance excellence within local authorities.
- 3.2 The CfGS report was considered in full by the former Overview, Scrutiny and Policy Development Committee on 21 March 2023. The report is referenced in 'background information' below and can be accessed [here](#).
- 3.3 Following consideration of the CfGS report the Overview, Scrutiny and Policy Development Committee proposed that the number and remit of scrutiny committees in North Tyneside should be restructured. This proposal was considered by the Constitution Task Group in April 2023 and reported to Annual Council on 18 May 2023. At that meeting Council agreed a new structure for Scrutiny, creating the new Overview and Scrutiny Co-ordination and Finance Committee and five specialist sub-committees aligned to the Council Plan. One of these sub-committees is the Thriving Sub-Committee.
- 3.4 The meeting of 20 June 2023 is therefore the first meeting of the newly created Thriving Sub-Committee. This provides a good opportunity for the Sub-Committee to consider its approach to work planning, the information and input it will need to enable effective work planning, and the initial areas on which the Sub-Committee may wish to focus its work plan during 2023-24.

3.5 In their Scrutiny Improvement Review the CfGS made several 'good practice' suggestions around Scrutiny work planning. These included:

- (a) **A clearer focus on democratic accountability of the Executive** – the CfGS commented that scrutiny of the Mayor and Cabinet Members should form a key part of the work plan, and the Mayor and Cabinet Members should regularly attend scrutiny to answer questions on items falling within their portfolio responsibilities. Cabinet Members are also able to provide valuable information to support the identification of Scrutiny topics by the Committee and the Scrutiny work planning process.
- (b) **Involvement of all Committee members in work planning** – the CfGS stated that work planning is key to ensuring that Scrutiny stays focussed on strategic issues where it can make an impact, whilst making the best use of time and resources. It went on to suggest that all members of each scrutiny Committee should have a chance to influence that committee's work programme; and further, that committee members should lead development of their committee's work plan, in order to have influence and ownership over committee activity.
- (c) **Sufficient flexibility** – the CfGS noted that work planning is an on-going process and not just a one-off event. Whilst identification of a list of topics and priorities is sensible there will need to be flexibility in the work plan and time set aside to regularly revisit the relevance of topics in meetings as the local context changes.
- (d) **Senior Officer Support** – the CfGS highlighted that the Mayor and Chief Executive both expressed a strong desire to support scrutiny and confirm that its role is central to open, transparent decision-making and accountability in the council. The CfGS commented that "buy-in at the most senior political and officer level is crucial to improvement and therefore highly valued". In addition to the identification of link Cabinet members, the commitment of the Authority's Senior Leadership Team to supporting the scrutiny function of the Council has been made clear. These officers possess a breadth of policy context for the organisation which will be a valuable information source for Scrutiny.
- (e) **'Less is More'** – the CfGS stated that "there is evidence that when scrutiny focuses on fewer things of greater importance, more is achieved". This

would be worthwhile to consider when developing the scrutiny work plan. The CfGS also recommended considering the introduction of selection criteria to identify appropriate topics for the work plan, and bringing discussion of the work plan to the beginning of meetings, so emerging or changing priorities can benefit from considered discussion.

Taking these Ideas Forward

- 3.5 The Thriving Sub-Committee's Terms of Reference, agreed by Council on 18 May 2023, are attached as **Appendix A**. This sets out the remit and focus of the Thriving Sub-Committee.
- 3.6 It must be emphasised that it is for the Thriving Sub-Committee to determine its work programme. However to aid the Sub-Committee in this process, some initial activity to identify potential work plan topics has been undertaken, outlined below.
- 3.7 For each Scrutiny Committee the links with lead Cabinet portfolios and Directorates of the Authority have been identified. These links are summarised in the diagram of Scrutiny Support Arrangements attached as **Appendix B**. For the Thriving Sub-Committee, the Deputy Mayor will be the link Cabinet Member. The Director of Regeneration and Economic Development will be the link Senior Leadership Team officer (supported by the Director of Environment as appropriate) to provide ongoing and regular officer support to the Committee.
- 3.8 The link Cabinet member and lead SLT officer have met with the Chair of Committee to provide information and suggestions on policy topics which the Committee may wish to consider when planning its programme of work for 2023/24. Those suggestions are summarised in **Appendix C**.

4. Background Information

Centre for Governance and Scrutiny, Scrutiny Improvement Review Letter
(published in the Agenda for Overview, Scrutiny and Policy Development
Committee on 21 March 2023) – see [here](#).

5. Appendices

Appendix A: Thriving Sub-Committee's Terms of Reference, agreed by
Council on 18 May 2023

Appendix B: Scrutiny Support Arrangements 2023/24

Appendix C: Initial Information Base and Suggested Work Plan topics to
support decisions on the 2023/24 work programme by the
Thriving Sub-Committee

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REVISED TERMS OF REFERENCE – SCRUTINY COMMITTEES

(Agreed at Annual Council 18 May 2023)

Extract from Constitution

Part 3.5 – Terms of Reference of Council and Committees

Thriving Sub-Committee

Membership – 12

Quorum – 3

Terms of Reference

In relation to economic development, planning, business and enterprise, parks and open spaces, sport and leisure, libraries, tourism, arts development, heritage strategy, community centres and voluntary sector support, the Thriving Sub-Committee will:

1. Scrutinise relevant budget monitoring and performance management information.
2. Contribute to the decision making process by examining key policy issues and making reports and recommendations on them to the Elected Mayor, Cabinet and or other relevant decision makers prior to decisions being made.
3. Conduct in-depth investigations in relation to topics of interest and concern to communities in North Tyneside.
4. Seek to involve communities in its work and reflect their views and concerns.
5. Present evidence based recommendations to the Elected Mayor, Cabinet and partner organisations to support them in the formulation of their future plans, strategies and decision making.
6. Monitor the impact of its reports and recommendations on service improvement.
7. On an annual basis undertake the challenge of the Cabinet's budget and strategic planning proposals (see Part 4.7 – Budget and Policy Framework Rules of Procedure).
8. Unless in exceptional circumstances where the Chair and Deputy Chair of the Overview and Scrutiny Co-ordination and Finance Committee agree otherwise, submit any reports and recommendations to the Overview and Scrutiny Co-ordination and Finance Committee prior to submission to Cabinet, Council, an individual or outside organisation.

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Scrutiny Support Arrangements

Overview and Scrutiny Coordination and Finance Committee

Chair – Cllr Jim Montague
SLT Lead – Jackie Laughton & Jon Ritchie
Link Cabinet Members – Cllr Carl Johnson & Cllr Anthony McMullen

CARING Sub Committee

Chair
Cllr Jane Shaw

SLT Lead
Eleanor Binks

Link Cabinet Members
Cllr Janet Hunter
Cllr Karen Clark

Subject
Adult Social Care
Health

FAMILY FRIENDLY Sub Committee

Chair
Cllr Erin Parker-Leonard

SLT Lead
Julie Firth

Link Cabinet Members
Cllr Peter Earley
Cllr Steven Phillips

Subject
Education
Children's Services
SEND

GREEN Sub Committee

Chair
Cllr Martin Murphy

SLT Lead
Sam Dand

Link Cabinet Members
Cllr Sandra Graham
Cllr Hannah Johnson

Subject
Waste
Environment
Carbon reduction
Transport
Safe walking and cycling

SECURE Sub Committee

Chair
Cllr Andy Newman

SLT Lead
Peter Mennell

Link Cabinet Member
Cllr John Harrison

Subject
Housing
Community safety
Inequalities
Equality and diversity

THRIVING Sub Committee

Chair
Cllr Matt Wilson

SLT Lead
John Sparkes

Link Cabinet Members
Cllr Carl Johnson

Subject
Regeneration
Skills
Leisure
Tourism and culture

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Initial Information Base and Suggested Work Plan topics for 2023/24 – For Thriving Sub-Committee’s Consideration

As set out in **Appendix B**, link Cabinet Members and lead Senior Leadership Team (SLT) officers have been identified to support the work of each Scrutiny Committee.

The link Cabinet Member for the Thriving Sub-Committee (the Deputy Mayor) and lead SLT officer (the Director of Regeneration and Economic Development) have met with the Chair of Thriving Sub-Committee to outline potential policy areas which the Committee may wish to consider including in its programme of work for 2023/24.

It is suggested that the work programme should be considered by the Sub-Committee as a standing agenda item at each meeting in order that this is up to date and able to respond to emerging themes during the year.

Policy topics which the Sub-Committee might wish to consider as an evidence and information base when deciding its programme of work for 2023/24 are set out below.

Thriving Sub-Committee – Potential Menu of Work Plan Items for 2023/24

- Working with the Voluntary Sector
- Community Lettings Policy
- Tourism
- Benefits realisation – Masterplan objectives for North Shields. What has been done and has this delivered against objectives? What can we learn?
- Benefits realisation – Masterplan objectives for Wallsend. What has been done and has this delivered against objectives? What can we learn?
- Regeneration consultation – how have we done on our consultation strategy in Wallsend and North Shields, as case studies? What can we learn?
- Cultural Strategy – how is this being embedded?
- Economic Strategy and Business Engagement Strategy
- Community Hubs – are these meeting the needs of communities, as needs may be different in differing communities across the borough?
- Heritage Strategy

- Skills – reviewing the Working Well Hubs
- Business Networks
- State of the Economy (it is suggested that the Committee may wish to consider receiving this as an Annual Update)