



# Culture and Leisure Sub Committee

**North Tyneside Council**

Monday, 21 February 2022

**Tuesday, 1 March 2022** Segedunum Roman Fort and Museum, Buddle Street, Wallsend, NE28 6HR **commencing at 6.00 pm.**

<b>Agenda Item</b>	<b>Page</b>
<b>1. Apologies for absence</b> To receive any apologies for absence from the meeting	
<b>2. Substitute Members</b> To be notified of the appointment of any Substitute Members	
<b>3. To Receive any Declarations of Interest and Notification of any Dispensations Granted</b>  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 and/or non-registerable interests that have been granted to you in respect of any matters appearing on the agenda.  Please complete the Declarations of Interests card available at the meeting and return it to the Democratic Services Officer before leaving the meeting.	
<b>4. Minutes</b> To confirm the minutes of the meeting held on 19 January 2022.	<b>5 - 8</b>
<b>5. Hadrian's Wall 10 Year Investment Plan</b> To present an update on the Hadrian's Walls 10 year Investment Plan.	<b>9 - 12</b>

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<b>Agenda Item</b>	<b>Page</b>
<b>6. Hadrian 1900 Festival</b>	<b>13 - 14</b>
To present an outline of plans to mark the 1900 <sup>th</sup> anniversary of the building of Hadrian's Wall in 2022.	
<b>7. Jubilee Beacons</b>	<b>15 - 16</b>
To present an overview of proposals for current plans for the lighting of Jubilee Beacons for the Platinum Jubilee in June 2022.	
<b>8. Date and Time Next Meeting</b>	
6pm on Tuesday 28 June 2022.	

**Circulation overleaf ...**

## **Members of the Culture and Leisure Sub Committee**

Councillor Ken Barrie

Councillor Linda Bell

Councillor Julie Cruddas (Chair)

Councillor Margaret Hall (Deputy Chair)

Councillor Gary Madden

Councillor Andy Newman

Councillor Gary Bell

Councillor Liam Bones

Councillor Cath Davis

Councillor Joe Kirwin

Councillor Jim Montague

Councillor Jane Shaw

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## Culture and Leisure Sub-Committee

19 January 2022

Present: Councillor J Cruddas (In the Chair, in part)  
Councillors K Barrie, G Bell, L Bell, L Bones, C Davis, M Hall,  
J Kirwin, J Montague, A Newman and J Shaw

Apologies: Councillor G Madden

### **C&L18/22 Substitute Members**

There were no substitute members reported.

### **C&L19/22 Declarations of Interest and Dispensations**

There were no declarations of interest or dispensations reported.

### **C&L20/22 Minutes**

**Resolved** that the minutes of the previous meeting held on 2 November 2021 be confirmed and signed by the Chair.

### **C&L21/22 Active North Tyneside – An Overview**

*(The Chair explained that due to a previous commitment she would be leaving the meeting early and at that point the Deputy Chair would be in the chair for the remainder of business).*

The Sub-Committee received a report outlining the work of the Active North Tyneside programme.

The Operational Manager, Sport and Leisure Services, and the Senior Manager, Public Health, presented an overview of the Active North Tyneside programme, how it attempted to address health inequalities across the Borough and plans for future delivery of the service.

It was explained that the primary purpose of Active North Tyneside was to improve the health and wellbeing of residents and to impact on these health inequalities across the borough. Programmes were designed to increase levels of physical activity, increase levels of healthy weight in children and adults and supported good mental health. The programme also aimed to enable residents and staff to support their friends, peers and families to make lifestyle changes which would have a positive impact on their health.

In the past two years, during the Covid pandemic, the full programmes of activities had not been able to be delivered. This however had provided space for a review in partnership with Public Health colleagues of what future priorities may be in advance of a new service level agreement from 1 April 2022.

During the pandemic, North East charity RISE was successful in sourcing funding to create and develop some at-home activity packs to offer to people who had their mobility, confidence and isolation impacted as a result of COVID-19. RISE donated 600 packs for

people in North Tyneside, which were distributed by Active North Tyneside and partners across the borough. The packs contained simple equipment, instructions and prompts to encourage basic activity, exercise and movement from the comfort of people's homes. One of the avenues the packs were distributed via was through North Tyneside Living, rented accommodation schemes for tenants aged 60 and over. The residents at a number of schemes were a fan of using them as a way to stay active, and when coronavirus restrictions lifted, Active North Tyneside and Housing Officers worked together to plan and deliver some classes using the packs, which now took place weekly. A short YouTube video was shown to demonstrate how through collaborative working a number of older people were enjoying and benefiting from some gentle exercise.

In terms of next steps, these would be based on co-production and collaboration – development of a Healthy Weight Alliance and Healthy Weight declaration.

- The Authority would re-focus its efforts of Active North Tyneside in line with the Health and Well-being Strategy to tackle inequalities and the drivers of those inequalities.
- Develop new model for food and health team.
- Continue bespoke development of weight management in target areas.
- Commission services where appropriate e.g. universal weight management programme could be delivered by a third party.
- Ensure programmes were delivered with and in the areas of most need.
- Explore outdoor opportunities and how to maximise these.
- Gap for preschool, to identify and develop opportunities to develop interventions and training for professions working with pre-school.
- Skills audit in the team and were they still confident to deliver brief intervention for wider public health messages e.g. alcohol / smoking.
- Explore model for community health checks – how to incorporate blood pressure and Atrial Fibrillation checks.

Food Active UK originating in the North West of England in 2013 to tackle increasing levels of obesity, Food Active supported local authorities across the region in taking a collaborative approach to promoting healthy weight.

Local Authority Declarations were a 'whole system approach', focusing on population-level interventions which take steps to address the social, environmental, economic and legislative factors that affected people's ability to change their behaviour:

- Strategic leadership: creates an opportunity for senior officers and politicians to affirm their commitment to an issue.
- Local awareness: shines a light on importance of key activities internally and externally.
- Driving activity: a tool for staff to use to create opportunities for local working.

The sub-committee welcomed the positive work being done to improve the health and wellbeing of residents, particularly during covid, together with the plans for future delivery of the service and how it attempted to address health inequalities across the Borough.

Clarification was sought on how veterans and those with long-term injuries could benefit from the programme. It was explained that there were possibilities for other groups to be involved and officers would definitely want to look at the options to support injured veterans, including the work being done by Age UK regarding the local authority declaration on healthy weight.

Reference was made to the two New Mams North Tyneside venues and why they were close together, and if there would be further programming. It was explained that feedback had identified those geographical areas where mams had wanted to take up exercise and learn about a healthier lifestyle for mam and baby. Where feedback from other communities in the borough indicated a need for facilities, these could be explored.

Clarification was sought on the feasibility of introducing a better health app via an NHS diet package, sports plans, steps etc., and encouraging better choice of foods in Hospital vending machines. It was explained that there was opportunity to explore areas through exploring models for community health checks.

Reference was made to wagonways, cycleways and walking and how people could be encouraged to take more exercise. It was explained that wagonways were an asset and the challenge was how to deliver projects to encourage individuals / groups to use facilities, which could include e.g., a cycle buddy scheme not always Authority driven, but instead a local community led option.

Reference was made to the 12<sup>th</sup> Man Programme to be delivered by Newcastle United Foundation (NUF) and whether anything else was in the pipeline. It was explained that the NUF were looking at a culture and leisure network e.g., North Tyneside arts studio classes, North Shields masterplan and to exploring other opportunities in tackling mental health and social inclusion.

The Deputy Chair thanked the officers for their presentation/report.

It was **agreed** that the presentation and report on Active North Tyneside be noted.

### **C&L22/22 Date and Time Next Meeting**

6pm on Tuesday 1 March 2022.

The above meeting would be held at the Segedunum Roman Fort and Museum, Buddle Street, Wallsend, NE28 6HR. The meeting would be preceded by a tour of the site commencing at 5.15pm.

(It was explained that this year was Hadrian 1900, marking the 1900<sup>th</sup> anniversary of the building of the Wall, with events across the year. The 2 June 2022 would also see the lighting of Jubilee beacons to mark the Queen's Platinum Jubilee, an event which Hadrian's Wall was expected to feature highly.)

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## Meeting: Culture and Leisure Sub-Committee

Date: 1 March 2022

## Title: Hadrian's Wall 10 year Investment Plan

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Author: Steve Bishop

Tel: 07979401875

Service: Environment, Housing and Leisure

Wards affected: All

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### 1. Purpose of Report

- 1.1 The purpose of this report is to give the Culture and Leisure Sub-Committee an update on the 10 year investment programme for Hadrian's Wall.

### 2. Recommendations

- 2.1 The Sub-committee is recommended to note the report and comment on the presentation.

### 3. Background

- 3.1 The Borderlands Growth Deal has allocated £18m to invest in Hadrian's Wall to achieve the vision that *'by 2030 Hadrian's Wall will be the most widely recognised, appealing, and authentic visitor destination in the Borderlands region, and the UK's leading example of heritage-inspired inclusive growth.'* It is anticipated the Borderlands investment will create momentum for other agencies and funding streams and lever at least a further £12m over the next ten years.

Much of the focus for the Investment Programme is to 'fill the gaps' to make Hadrian's Wall a coherent, integrated visitor destination which is more than the sum of its parts. The ambition is for the 1900 year old Wall to fulfil its potential as a UNESCO World Heritage Site and deliver a compelling experience for a 21<sup>st</sup> century visitor, end to end.

The delivery of the Investment Programme will require commitment and action by numerous partners and stakeholders. The Hadrian's Wall Partnership Board will have overall responsibility for the implementation of this Programme as a whole. Projects will be led individually or collectively by partners depending on the scope, type and location.

### 4. Market Opportunity

Hadrian's Wall only attracts around 1.1m visitors each year despite Cumbria, Northumberland and Tyneside collectively welcoming over 80 million visitors. There is ample scope for growth, tapping into post-Covid interest in rural destinations, outdoor activities, and staycations, as well as capitalising on global trends of multi-generational travel, interest in learning and authentic experiences and sustainable tourism.

Local residents are of course an important market for the Wall and its attractions, but to achieve economic impact the Wall has to attract more visitors, spending more. Five market segments have been identified as having growth potential; some are current visitors to the Wall (Guided Wanderers and Exploring Families in particular) but the penetration of these markets is very low and their length of stay is short. Through this investment programme there is an opportunity to extend the reach and appeal of Hadrian's Wall to these high-value segments.

## 5. Underpinning the Investment Programme

Hadrian's Wall sits across a large and complex area, spanning county boundaries, cities, towns and villages – some with an established tourism offer and others not. There is a lack of clarity for the visitor about what exactly is where, and how to plan their visit. The visitor journey can be simplified, unlocking the Wall's potential through creating a framework for accessing the Wall, increasing dwell time and spend. This framework comprises four elements with a different role and function to give structure to the visitor journey:

**Visitor Hubs** – places of scale with good visitor infrastructure, key transport interchange, already an appealing base for tourists with wider interest and able to deliver 2+ hours dwell time

**Visitor Gateways** – towns or villages with easy access/entry points to the Wall, reasonable visitor infrastructure and reasons to visit/spend

**Visitor Attractions** – already a focal point for visitors, providing an in-depth Wall experience and drawing direct visitor spend

**Visitor Stopping Points** – visual spots or points of interest which encourage exploration, provide new ways to experience the Wall and offer a light-touch experience which nevertheless encourages extended visits

Hadrian's Wall is of course fundamentally a Roman story – and that story is told well at the visitor attractions along the Wall. There are however many other untold or under-told stories associated with the Wall and its 1900 history.

Three lead themes with some sub-themes have been identified as having greatest resonance across the target markets:

**World Heritage Site** – increasing understanding of the outstanding universal value of being designated a UNESCO World Heritage Site, what that status means, and making links to other World Heritage Sites across the world.

**Diversity of People** – exploring the role of the Wall in bringing international communities and displaced people together, drawing on the diversity of the Roman frontier system and increasing understanding of societal structures throughout the lifetime of the Wall to now.

**Landscape** – looking at the unique climate, wildlife and vegetation that exists within the Wall's landscape and understanding how its geology and archaeological finds, including those that are yet to be uncovered, contribute to our ever-increasing knowledge of the area and its history.

These story themes will run through, as appropriate, the projects, product and experience that result from this investment programme.

## 6. Programme

There are nine project areas identified as a priority for investment and intervention under three themes: Getting the Basics Right, Filling the Gaps and Developing the Experience.

These project areas have been selected because:

They support and enhance the development of the Wall as a **coherent, integrated tourism destination**

They respond to the motivations and interests of the target markets and will **attract new visitors**

They are likely to **extend dwell time and encourage increased spend** across the length of Wall

They support **environmentally sustainable, responsible and inclusive tourism**.

## 7. Phasing and Next Steps

The phasing of the programme is projected over a ten year period anticipating that the availability of Borderlands funding will give momentum to the early years of the programme, facilitating opportunities from other funding sources. It builds in review and refresh investment towards the end.

Following agreement on this framework for the Investment Programme the next steps are to develop and specify a pipeline of projects.

An initial call for expressions of interest will be issued, followed by early assessment of eligibility for Borderlands funding and a series of workshops to develop, integrate and align project proposals into a coherent programme pipeline.

The production of outline business cases for eligible projects is scheduled for early 2022, directed by government guidance on format and content.

## 8. Implications for Segedunum

Though not formally within the Borderlands footprint, Segedunum is an integral part of the Hadrian's Wall offer and will be part of the expression of interest process. With identified Council capital investment, eligibility to bid for the Museums Estate and Development Fund (MEND) and a National Lottery Heritage Fund to be developed, Segedunum has the potential to demonstrate significant financial leverage against the Borderlands programme.

It is hoped that this will be a positive consideration in the assessment of any project from Segedunum, in the Borderlands programme, as part of the contribution to the wider Hadrian's Wall offer.

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## Meeting: Culture and Leisure Sub-Committee

Date: 1 March 2022

### Title: Hadrian 1900 Festival

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Author: Steve Bishop

Tel: 07979401875

Service: Environment, Housing and Leisure

Wards affected: All

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#### 1. Purpose of Report

- 1.1 The purpose of this report is to give the Culture and Leisure Sub-Committee an outline of plans to mark the 1900<sup>th</sup> anniversary of the building of Hadrian's Wall in 2022.

#### 2. Recommendations

- 2.1 The Sub-committee is recommended to note the report and comment on the presentation.

#### 3. Background

- 3.1 This year is the 1900<sup>th</sup> anniversary of the foundation of Hadrian's Wall. Hadrian's Wall Partnership (HWP) will mark this with a year-long festival running from Hadrian's Birthday on 24<sup>th</sup> January to the end of the Roman festival of Saturnalia on 23<sup>rd</sup> December.

The festival will be a celebration of 1900 years of the World Heritage Site, with organisations, venues, people and communities being asked to respond with what it means to them. Anyone can take part in the festival so long as they meet the themes and criteria. In terms of scale, it is envisaged that events from as small as a table at a village fete to as large as a major cultural commission could be included. A festival steering group is co-ordinating the programme and publicity.

#### 4. Outline programme

Details of the evolving programme can be found here <https://1900.hadrianswallcountry.co.uk/>.

The thrust of the festival is to engage communities along the Wall; enhance the presence and relevance of the World Heritage site to them; and create a network of local ambassadors who will promote the World Heritage Site now and in years to come.

In addition, the festival will provide content to hook the anticipated staycation market in 2022, and to generate interest in Hadrian's Wall for international visitors in future years. Currently autumn 2022 is predicted as the earliest likely return for significant international tourism.

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## Meeting: Culture and Leisure Sub-Committee

Date: 1 March 2022

### Title: Jubilee Beacons

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Author: Steve Bishop

Tel: 07979401875

Service: Environment, Housing and Leisure

Wards affected: All

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#### 1. Purpose of Report

- 1.1 The purpose of this report is to give the Culture and Leisure Sub-Committee an overview of proposals for current plans for the lighting of Jubilee Beacons for the Platinum Jubilee in June 2022.

#### 2. Recommendations

- 2.1 The Sub-committee is recommended to note the report and comment on the presentation.

#### 3. Background

- 3.1 On Thursday, 2<sup>nd</sup> June 2022, to commemorate the Platinum Jubilee of HRH Queen Elizabeth II, Jubilee Beacons will be lit across the country at nightfall, ending the first of a four day weekend (2<sup>nd</sup> – 5<sup>th</sup> June) of celebration.

#### 4. Outline programme

Activities on 2<sup>nd</sup> June will begin with a proclamation from the local Town Crier, or prominent citizen, at 14:00 and local authorities are invited to organise beacon lighting events. The Beacon ceremony will commence at 21:35 with music by pipers across the UK and Commonwealth.

They will be joined by local choirs at 21:45 and at 22:00 Beacons will be lit, at the time of sunset, to mark the Platinum Jubilee.

The celebrations are being co-ordinated nationally by the Royal Pageantmaster who has written to all local authorities encouraging their participation.

It is anticipated that Hadrian's Wall will be a major showcase for the celebrations, given its historic frontier status between England and Scotland and its countrywide reach. In North Tyneside this means that the natural focus for activity will be Segedunum Roman Fort in Wallsend and event planning is underway for a family orientated community event on the evening of 2<sup>nd</sup> June.

As Chair of the Hadrian's Wall Partnership Jane, Lady Gibson has met with the Chief Executive and Elected Mayor and gained agreement for political, logistical and financial support for the Jubilee Beacons programme, with particular emphasis upon a showcase event at Segedunum.

## **5. Current Planning**

A Steering Group has been established, Chaired by the Head of Cultural Development, including key Council officers and representatives from partner organisations. A bid to the Queen's Jubilee Fund has been made, with a view to adding financial support to the 2<sup>nd</sup> June event, although only seventy awards from this fund will be made across the country.

A sub group including officers from the Council, Tyne and Wear Archives and Museums (TWAM) and local arts organisation, Salto Arts, are engaged in the logistical event planning process.

Contact has been made with local Armed Forces organisations to lend support to the event and local choirs will be engaged to contribute to the Beacon lighting finale.

Local schools will be engaged in the build up to the Jubilee activities with the aim of increasing community participation on 2<sup>nd</sup> June at the event at Segedunum.

Local businesses have been approached to consider bespoke designs for the braziers which will be a key feature of the Beacon lighting.

The High Sheriff for Tyne and Wear has accepted an invitation to attend the event.

Across the Jubilee weekend (2<sup>nd</sup> – 5<sup>th</sup> June) it is anticipated that street parties and other festivities will be organised on the initiative of local communities

## **6. Overall aims**

The aims of the beacon lighting programme across Hadrian's Wall can be summarised as follows:-

- To inspire a Wall-wide response from local authorities, visitor destinations, communities and individuals that involves as many people as possible within their local communities
- To showcase Hadrian's Wall as a focal point for local, regional and national media coverage of the celebrations
- To complement and amplify the Hadrian's Wall 1900 celebrations in 2022