



Culture and Leisure Sub-Committee

North Tyneside Council

Tuesday, 21 June 2022

Tuesday, 28 June 2022, Room 0.01 Chamber, 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 any apologies for absence from the meeting	
2. Substitute Members	
To be notified of the appointment of any Substitute Members.	
3. To Receive any Declarations of Interest and Notification of any Dispensations Granted	
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.	
4. Minutes	5 - 8
To confirm the minutes of the meeting held on 1 March 2022.	
5. Cultural Strategy Consultation	9 - 10
To provide an update on the progress of consultation on a Cultural Strategy for North Tyneside.	

Members of the public are entitled to attend this meeting and receive information about it. North Tyneside Council wants to make it easier for you to get hold of the information you need. We are able to provide our documents in alternative formats including Braille, audiotape, large print and alternative languages.

**Agenda
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6. **Draft Work Programme 2022-23**

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To enable the Culture and Leisure Sub-Committee to consider the formulation of its work programme for 2022/23.

7. **Date and Time Next Meeting**

6.00pm on Wednesday 31 August 2022.

Circulation overleaf ...

Members of the Culture and Leisure Sub Committee

Councillor Ken Barrie
Councillor Linda Bell
Councillor Davey Drummond
Councillor Joe Kirwin
Councillor Louise Marshall
Councillor Andy Newman

Councillor Gary Bell
Councillor Julie Cruddas (Chair)
Councillor Lisa Ferasin
Councillor Gary Madden
Councillor Pam McIntyre
Councillor Jane Shaw (Deputy Chair)

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Culture and Leisure Sub Committee

Tuesday, 1 March 2022

Present: Councillor J Cruddas (Chair)
Councillors K Barrie, G Bell, L Bell, M Hall, J Kirwin,
G Madden, J Montague, A Newman and J Shaw

In attendance: Councillors S Graham, Janet Hunter and
J O'Shea

Apologies: Councillors L Bones and C Davis

C&L23/22 Substitute Members

There were no substitute members reported.

C&L24/22 Declarations of Interest and Notification of any Dispensations Granted

There were no declarations of interest or dispensations reported.

C&L25/22 Minutes

Resolved that the minutes of the previous meeting held on the 19 January 2022 be confirmed and signed by the Chair.

C&L26/22 Hadrian's Wall 10 Year Investment Plan

Consideration was given to a presentation by Lady Jane Gibson, the Chair of Hadrian's Wall Partnership Board, which provided an update on the 10-year investment programme for Hadrian's Wall. It was explained that the Borderlands Growth Deal had allocated £18M to invest in the Wall to achieve the vision that by 2030 Hadrian's Wall would 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.

The main focus of the investment programme had been to fill the gaps to make Hadrian's Wall a coherent, integrated visitor destination. Whilst the more rural parts of the Wall, such as Sycamore Gap, were picturesque and attracted large numbers of visitors the urban areas of the Wall, such as Wallsend, had the potential to be as important both in historical importance and as a destination in itself. The delivery of the plan required the commitment and action of various partners and stakeholders. Whilst the Hadrian's Wall Partnership Board had overall responsibility for the implementation of the programme, individual projects would be led by the various partners, either alone or in collaboration with others.

It was explained that Hadrian's Wall only attracted around 1.1M visitors each year which meant that there was ample scope for growth by tapping into the post-Covid interest in rural destinations, outdoor activities and staycations. Local residents were an important market

for the Wall and its attractions but the encouragement of external visitors to the area had a larger economic impact. It was suggested that there was a need to simplify the visitor journey to unlock the Wall's potential as a visitor attraction.

Although Segedunum was not within the Borderlands footprint it was an integral part of the Hadrian's Wall offer and had the potential to demonstrate a significant financial leverage against the Borderlands programme due to the Authority's capital investment and the eligibility to bid for Museums Estate and Development Fund and National Lottery Heritage funding.

It was **agreed** that the report and presentation be noted

C&L27/22 Hadrian 1900 Festival

Consideration was given to a presentation which outlined the plans in place to mark the 1900th anniversary of the building of Hadrian's Wall. A year-long festival starting on Hadrian's birthday on 24 January and running through to the end of the Roman Festival of Saturnalia on the 23 December had been developed. The festival aimed to engage with communities across the length of the Wall, enhance the presence of the World Heritage Site and create a local network of ambassadors to promote the World Heritage Site in future years.

It was explained that to date there had been around 270 proposals for activities designed to mark the event. A branding toolkit had been developed and the publicity undertaken had generated a significant amount of interest in Hadrian's Wall and its surroundings.

It was explained that the Wallsend Town Festival in July 2022 had been linked to the Hadrian 1900 Festival along with a number of other activities including a festival of Archaeology, a number of walking festivals and a fort-to-fort history walk between Segedunum in Wallsend and Arbeia Roman Fort in South Shields.

The festival would be used to engage with the community, develop skills and networks and attract more visitors to the Wall and its environs. Reference was made the links set up with the various cruise operators who visited the Tyne to encourage more of the passengers to visit the areas around the Wall.

Reference was also made to the plans in place to involving local residents in the festival and to broadening the appeal of the facilities around, not only the World Heritage Site but also, Wallsend and the other communities in the area.

Reference was also made to the local history of Wallsend which could be publicised to generate additional visitors to the town and its facilities.

It was **agreed** that the presentation and report be noted.

C&L28/22 Jubilee Beacons

The Sub-committee received a report and presentation which outlined some of the activities which had been planned around Hadrian's Wall to celebrate the Queen's Platinum Jubilee.

It was explained that the Wall had been lined up to be a special place for the celebrations over the Jubilee weekend.

Jez Light had been appointed the Beacon Master for the event and he set out the various activities which were in the process of being put in place for the celebration on the 2nd June 2022. He explained that Her Majesty's Pageant Master had granted a special dispensation for the beacons across the communities on the Wall to be lit at 10.00pm, 15 minutes after the rest of the United Kingdom in recognition of the scale and importance of Hadrian's Wall to the celebrations that night.

It was explained that a variety of different beacon events had been planned over the length of the Wall, from Copeland in the west to Segedunum and South Tyneside in the east. Many of the events were intended to be community led events rather than large scale events specifically on the Wall itself. He also explained that plans had been put in place for many of the events to be recorded and the footage stitched together to provide a film which would be used to show the Wall at its best.

It was **agreed** that the report and presentation be noted

C&L29/22 Date and Time Next Meeting

6.00pm on Tuesday 28 June 2022.

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Meeting: Culture and Leisure Sub-Committee

Date: 28 June 2022

Title: Cultural Strategy Consultation

Author: Steve Bishop, Head of Culture

Tel: 07979401875

Service: Regeneration, Economic Development and Culture

Wards affected: All

1. Purpose of Report

- 1.1 The purpose of this report is to give the Culture and Leisure Sub-Committee an update on the progress of consultation on a Cultural Strategy for North Tyneside.

2. Recommendations

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

3. Background

Following the report to the Culture and Leisure Sub Committee of 2 November 2021 in which the following next steps were endorsed: -

- A consultation process to be initiated by the Council with partners across the cultural sector, business and the community, with a view to establishing a cultural compact for North Tyneside;
- A steering group to be initiated to develop the compact as part of the process of developing a Cultural Strategy for the period to 2030, in line with the strategy timescale of Arts Council England.

a consultation strategy has been developed in order to engage those within the cultural sector and beyond in the shaping of a strategy for the Borough.

4. Activity and emerging themes

In conjunction with the Council's Head of Culture, work has been undertaken by Iain Watson OBE (former Director of TWAM) and Catherine Hearne (former CEO Helix Arts) to gain feedback on the key issues for cultural activity as seen by a range of partners from across the Borough, in the light of new developments and new challenges within the sector.

The presentation will provide an indication of themes emerging from the consultation to date and invite Members to comment and contribute to the process.

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Meeting: Culture and Leisure Sub-Committee

Date: 28 June 2022

Title: Work Programme 2022-23

Author: Yvonne Harrison

Tel: (0191) 643 5320

Service: Law and Governance

Wards affected: All

1. Purpose of Report

- 1.1 The purpose of this report is to present Members with suggestions to enable the Culture and Leisure Sub-Committee to formulate its work programme for 2022/23.

2. Recommendations

- 2.1 The Sub-committee is recommended to formulate and agree a work programme for 2022/23 and identify any topics relevant to the remit of the sub-committee that could be included in the work programme at Appendix 1 to the report.

3. Details

Background

- 3.1 Members and officers have been invited to put forward suggestions of possible topics for the work programme 2022/23. The sub-committee is invited to give consideration to determining its work programme for the year ahead. In doing so members may wish to take into account the following factors.
- 3.2 The sub-committee is one of a number of overview and scrutiny sub-committees. The role of overview and scrutiny is described in the Council's Constitution as follows:

"Overview, Scrutiny and Policy Development involves councillors of all political parties, as leaders of their communities, examining the delivery of services and influencing decision makers to ensure that they meet the needs, and improve the lives, of people in North Tyneside.

It does this by:

- a) reviewing and challenging the impact of decisions and actions taken by the Elected Mayor, Cabinet and partner organisations;
- b) carrying out investigations into services and policy areas of interest and concern to communities in North Tyneside;
- c) involving communities in its work and reflecting their views and concerns; and
- d) supporting and assisting the Elected Mayor, Cabinet and partner organisations in the formulation of their future plans, strategies and their decision making by making evidence-based recommendations to them on how services can be improved."

- 3.3 The Culture and Leisure Sub-Committee has responsibility to perform these roles in relation to the following areas:
- Active North Tyneside
 - Arts
 - Libraries and Customer First Centres
 - Tourism
 - Festivals and Events
 - Heritage
 - Indoor Sports Facilities
 - Outdoor Sports Facilities
 - Museums
- 3.4 To ensure that the work programme is effective it is suggested that when evaluating topics for inclusion in the work programme the following criteria should be considered:
- Is it timely?
 - Will it duplicate any other work ongoing within the Council or the North of Tyne Combined Authority scrutiny work programme?
 - Will it add value/contribute to policy development?
- 3.5 The sub-committee has the option of establishing sub-groups to carry out in-depth investigations. The sub-groups operate in a more informal way and can consult with a wide range of witnesses in various settings, often over a shorter period of time. When dealing with a specific topic, this focused way of working is often more productive than trying to achieve the same in a formal committee setting. Whilst more than one topic can be prioritised across the municipal year, only one sub-group can be established at any one time due to resourcing restraints.
- 3.6 A proposed draft work programme for 2022/23 is attached. Members of the sub-committee are invited to raise any other topics relevant to the remit of the sub-committee that they think should be included in the work programme. Additional topics raised will be scheduled accordingly in consultation with the Chair and the Deputy Chair.

4. Appendices

Appendix 1 - Draft Work Programme 2022/23.

Draft Culture and Leisure sub-committee work programme 2022-23

Chair: Councillor Julie Cruddas

Deputy Chair: Councillor Jane Shaw

Democratic Services Officer: Yvonne Harrison

Agenda Item	Purpose	Lead Officer(s)
28 June 2022		
Cultural Strategy consultation	To provide an update on the emerging themes from consultation on the Cultural Strategy to date to give members of the Committee the opportunity the input into the process.	Steve Bishop (Head of Culture) Iain Watson (formerly Twam) Catherine Hearne (formerly Helix Arts)
Work programme 2022-23	To determine the sub-committee's work programme for the year ahead. Items already identified by Members and officers will be presented, with the opportunity for the sub-committee to raise any additional topics for potential consideration.	Yvonne Harrison (Democratic Services Officer)
31 August 2022		
Culture and Creative Zone	To present proposals for the wider development of the Culture and Creative Zone in North Shields and an opportunity to visit the area.	Steve Bishop (Head of Culture)
2 November 2022		
Community Hubs and Library Strategy	To present the developing community hubs and library strategy and the use of these facilities.	Paul Youlden (Head of Sport, Leisure and Libraries)

Agenda Item	Purpose	Lead Officer(s)	Outcome/Issues
17 January 2023			
7 March 2023			

In-depth investigations

Name of sub-group	Membership	Brief outline of scope and timescale	Lead officer(s)	Progress