



# Culture and Leisure Sub Committee

**North Tyneside Council**

Wednesday, 5 October 2022

**Thursday, 13 October 2022**, in the Auditorium, The Exchange, Howard Street, North Shields, NE30 1SE, The Auditorium Room **commencing at 6.00 pm**.

A separate walk around Howard Street has been arranged for Members starting at 5.30pm.

(The agenda for this meeting will consider the items from the postponed meeting 13 September 2022)

<b>Agenda Item</b>	<b>Page</b>
1. <b>Apologies for absence</b>  To receive any apologies for absence from the meeting	
2. <b>Substitute Members</b>  To be notified of the appointment of any Substitute Members	
3. <b>To Receive any Declarations of Interest and Notification of any Dispensations Granted</b>  You are invited to <b>declare</b> any registerable and/or non-registerable interests in matters appearing on the agenda, and the nature of that interest.  You are also invited to <b>disclose</b> 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. <b>Minutes</b>  To confirm the minutes of the meeting held on the 28 June 2022.	<b>5 - 8</b>

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**Agenda  
Item**

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**5. North Shields Cultural Quarter**

**9 - 12**

To provide an update on progress on the development of a Cultural Quarter in North Shields as part of the wider Masterplan for the regeneration of the town.

**6. Date and time of next meeting**

6pm on Wednesday 2 November 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  
Councillor Lisa Ferasin  
Councillor Gary Madden  
Councillor Pam McIntyre  
Councillor Jane Shaw

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## Culture and Leisure Sub-Committee

28 June 2022

Present: Councillor J Cruddas (Chair)  
Councillors G Bell, L Bell, D Drummond, L Ferasin, G Madden,  
L Marshall, P McIntyre, A Newman, J O'Shea and J Shaw

In attendance: Iain Watson OBE (former Director of Tyne & Wear Archives and  
Museums) and Catherine Hearne (former CEO of Helix Arts)

Apologies: Councillors K Barrie and J Kirwin

### **C&L1/22 Substitute Members**

Pursuant to the Council's Constitution, the appointment of the following substitute member was reported:

Councillor J O'Shea for Councillor J Kirwin.

### **C&L2/22 Declarations of Interest and Dispensations**

There were no declarations of interest or dispensations reported.

### **C&L3/22 Minutes**

**Resolved** that the minutes of the previous meeting held on 1 March 2022 be confirmed and signed by the Chair.

### **C&L4/22 Cultural Strategy Consultation**

The Sub-Committee received an update report on the progress of the consultation on a Cultural Strategy for North Tyneside.

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

In conjunction with the Authority's Head of Culture, work had been undertaken by Iain Watson OBE (former Director of TWAM) and Catherine Hearne (former CEO Helix Arts) in order 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 provided an indication of themes emerging from the conversations to date with a selection of Creatives in Whitley Bay, North Shields, Wallsend and Longbenton. These included Equal access and confidence, Local identify, Discomfort and Invigorating cultural ambition.

The Centre for Cultural Value Report: Culture in Crisis (May 2022), set out the research findings of a project that had been shared with policymakers and more widely, so that cultural sector policy and practice could be informed by evidence emerging from the project, with recommendations to:

- Improve equality, diversity, and inclusion comprehensively
- Provide skills training to employees and management
- Establish “Creatives Connect”
- Culture Forums to be established in LAs and CAs
- “Mission orientated” funding mechanism for culture
- Audience and participant led approach to creative and cultural policy interventions

A research briefing on the impact of digital technology on arts and culture in the UK was published in May 2022. In relation to digital solutions – North Tyneside was at the forefront.

The North Tyneside challenges included:

1. Facilitating the development of networks to support and bring together the creative, cultural and heritage communities – with economic, social, health and wellbeing, educational and intrinsic value. Some supporting infrastructure would be required to do this.
2. Recognising supper-localism – for some people cultural engagement may be a gig in their neighbourhood pub, for others it may be travelling to see opera or panto or it is their children’s tap-dancing lessons?
3. Supporting independent creatives and cultural organisations to access funding – whilst overall arts engagement was not in the lowest bands across the country (43.07%, national average 44.25%) it is a mixed picture, a need to bring investment at that supra-local level.

The sub-committee was invited to put forward comments/suggestions as part of the cultural strategy consultation process: -

- Networking, sharing expertise and activities could help with equalities for those living in outreach areas and small villages within the borough: Work was being done on this by going out to a wider audience via policy teams with support from the Head of Culture.
- Pop-up shops could be considered in utilising empty premises e.g., via the North Shields Masterplan to help engage people and potentially lead to viable businesses as this could have a positive impact on the community.
- Expanding access to people from different areas to those parts of the borough where artists already provided activities.
- Accessibility, networking, equalities, disabilities and social capital as part of the culture considerations was important.

- Culture at grass roots level so that access to e.g., children and other groups to make it inclusive so there was no gap was essential: The Authority was committed to people being involved in the day-to-day things in bringing their valuable contributions to a cultural strategy.
- Access to funding streams via the North of the Tyne Combined Authority (NoTCA) could be explored: A pitch to NoTCA and The Arts Council had already been made (informally) – it was suggested that the more bids done via networking for funding at the right level of engagement and inclusion, the better.
- The key to getting support was via networking: The culture and creative sector structure could consider this with a view to help in the processing of bids.

A member of the sub-committee asked if Members could also be asked to be engaged in the consultation process on e.g., levelling-up and health and well-being?

The Chair, on behalf of the sub-committee, thanked Iain Watson OBE, Catherine Hearne and the Head of Culture for the report and presentation.

It was **agreed** to note the report, presentation and comments/suggestions made by the sub-committee on the Cultural Strategy Consultation

### **C&L5/22 Work Programme**

The Sub-committee received a report which presented Members with potential topics for inclusion in the 2022/23 work programme.

As part of the process for establishing the 2022/23 Overview and Scrutiny Work Programme, suggestions had been sought for potential topics that the Sub-committee could look at. As in previous years, the focus of overview and scrutiny would be on policy development. Following discussions with the Chair and Deputy Chair of Culture and Leisure Sub-committee, the Head of Culture, the Head of Sport, Leisure & Libraries, and senior officers, a number of topics as set out in Appendix A to the report had been identified as areas for the sub-committee to consider over the coming year.

The report highlighted that the sub-committee was able to establish a sub-group to carry out an in-depth investigation into a particular area but that due to resource constraints only one sub-group could operate at any one time.

In discussing the sub-committee's work programme, the Chair informed Members that a meeting of the scrutiny Chairs and Deputy Chairs was due to take place on 30 June 2022 to consider amongst other matters, topics that had been put forward by Members for potential inclusion in the work programmes' of the Overview, Scrutiny and Policy Development Committee and its sub-committees; and that any potential items of business arising from the meeting relevant to this sub-committee's terms of reference, would be considered for inclusion in the work programme

Members were given the opportunity to raise other topics relevant to the remit of the Sub-committee for inclusion in the work programme by contacting the Democratic Services Officer and/or the Chair direct.

It was **agreed** that (1) the proposed work programme for 2022/23 be approved; and (2) suggestions put forward by Members of the Culture and Leisure Sub-Committee and any further potential items of business arising from the meeting of the scrutiny Chairs and Deputy Chairs meeting be considered by the Chair for inclusion in the work programme relevant to this sub-committee's terms of reference.

### **C&L6/22 Date and Time Next Meeting**

It was **agreed** that the next meeting scheduled for 6.00pm on the 31 August 2022 be re-arranged for a date in mid-September in consultation with the Chair.

It was proposed that the venue for the above meeting would (provisionally) be held at 'The Exchange', North Shields, and that a progress report on the development of a Cultural Quarter in North Shields be received as part of the wider Masterplan for the regeneration of the town, with the option for a walk around Howard Street to help members visualise what was planned.



## Meeting: Culture and Leisure Sub-Committee

Date: 13 September 2022

## Title: North Shields Cultural Quarter

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Author: Steve Bishop, Head of Culture

Tel: 07979401875

Service: Regeneration, Economic Development and Culture

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 progress on the development of a Cultural Quarter in North Shields as part of the wider Masterplan for the regeneration of the town.

### 2. Recommendations

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

### 3. Background

Following the report to Cabinet of 26 November 2018, *An Ambition for North Tyneside*, a programme of masterplans was initiated to address issues of regeneration and redevelopment across North Tyneside. The North Shields Masterplan was the first of these to be completed and was approved by Cabinet on 25 January 2021.

The stated ambition in relation to North Shields Town Centre has been to “create a smaller but more vibrant, high-quality town centre; to create more flexible retail opportunities and expand the evening and weekend economy; to improve public transport and the quality of walking and cycling connections across the town (including better links to Fish Quay); and to raise and improve the quality of the built environment and the quality of public space in North Shields with more of it suitable for hosting events and festivals.”

The development of a North Shields Cultural Quarter has evolved from the successful bid to Historic England to create a Heritage Action Zone (HAZ) and the investment through the North of Tyne Combined Authority (NTCA) to create a Cultural and Creative Zone (CCZ), within broadly co-terminus boundaries.

### 4. Investment priorities

The core areas for investment in creating the Cultural Quarter are the Saville Exchange, the former Globe Gallery and the current Business Centre, all located at the junction of Howard St and Saville St in North Shields. This targeted investment in key cultural

buildings is complemented by the wider public realm investment in Northumberland Square and Howard St, as well as the transformation of the Bedford St area, with a new transport exchange and town square. Furthermore, the council recently marketed the vacant 131 Bedford Street, and this building is to be occupied by a cultural organisation, further enhancing the cultural focus on the town.

This transformation at the heart of North Shields, will create a 'cultural corridor' with stronger connections between the town centre and the Fish Quay. A programme of new public art, linked to existing public artworks and heritage assets, will also emphasise the cultural narrative associated with the town. The Levelling Up Fund bid submitted for the Fish Quay will, if successful, add to this transformation and strengthen the concept of an extended cultural zone in North Shields.

## 5. Cultural and Creative Zone

The NTCA funded project will add to the funding already provided by the Council and HAZ to support the internal building works within the Exchange building, to deliver affordable and fit for purpose spaces and the installation of digital infrastructure across the CCZ area. There will also be revenue provision for business support to emerging cultural and creative initiatives and funding for an events programme within the CCZ area.

The project is broken down into 5 work packages as set out below:-

- **WP1: Place**

The catalytic investment in the CCZ is the renovation of the Exchange (internal works), an already established music, arts and leisure venue that will act as an anchor for the re-alignment of the area.

At the southern end of the CCZ is what will become the Gateway to the Fish Quay which will be accessed through a new embankment walkway, part of the North Shields Masterplan project activity. This walkway will address current connectivity issues, creating a safe, interesting gateway to the Fish Quay and beyond whilst also creating a destination that maximises the key opportunities of the area, including the views of the River Tyne.

- **WP2: Support**

Building upon the North of Tyne Culture and Creative Investment Programme, delivered by Creative England, the focus will be upon the development and delivery of business support activity in a face-to-face format.

The bespoke business support for Cultural and Creative businesses will include leadership and management skills, securing finance, marketing and accessing new markets. Further work will be undertaken with key stakeholders to identify specific sector requirements. Business support will be provided through the 'Incubator model' recently delivered to pre-start digital and retail businesses within North Tyneside creating 8 new jobs. Funding for 10 incubator courses @ £25,000 each (£250,000) will provide places for 120 pre-start/start-up businesses.

Other proposed activities include the delivery of a Cultural Quarter Grant Scheme available to cultural and creative businesses. Offering grants of up to £10,000, at an intervention rate of up to 100% to support cultural and creative businesses to grow and leverage additional funding.

- **WP3: Skills**

The zone will foster relationships with key skills providers; colleges, regional universities, and the successful bidders for the North of Tyne Skills for Growth (Creative People and Digital Innovation) programme. Through the zone specific skills challenges within the industry will be highlighted and appropriate skills delivery, talent development and pathways into the sector developed.

A Cultural Quarter Bursary Scheme will provide access to training for those facing financial barriers to accessing skills courses or talent development and will engage those who would otherwise miss out on the opportunity to pursue a career in the cultural and creative sector.

- **WP4: Promotion**

The goal is to establish the North Shields Cultural Quarter as a destination, visitor attraction and great place to work, visit and learn. To support this goal will require a new brand, associated marketing materials and a programme of activity to promote North Shields Cultural Quarter via social media, PR and advertising. The development and delivery of events and festivals is also a key role for the CCZ, helping to attract new visitors to the town and region, and growing the cultural engagement with local audiences.

- **WP5: Community Engagement**

The CCZ will engage with the community by welcoming them into the Cultural Quarter but also by delivering within local community settings to achieve the greatest level of engagement. Activities will directly link into our local schools and communities raising inclusion, participation, and aspirations.

Excellent community engagement activities, already well established in the area, will be utilised, while commissioning new and novel approaches that test new ways of engaging. The new digital infrastructure being installed within schools and community buildings will allow for the piloting of new ways of working and engaging with residents.

The North of Tyne Cultural and Creative Zones Prospectus sets out the ambition to establish the North of Tyne as a Culture and Creative Enterprise Area, putting in place one of the most supportive and attractive environments in the country for creative and cultural businesses and people to locate, start-up, grow, and flourish.

The development of a Cultural Quarter in North Shields will contribute to this ambition. The buildings at the centre of the regeneration are already used for performance and other cultural activities, and redeveloping the space within the Exchange building will create bespoke studio space for over 15 cultural and creative businesses.

The existing Business Centre will be redefined as a hub for cultural and creative business initiatives and the Globe Gallery will be restored, to once again become a contemporary art gallery in the town.

By providing the wrap around revenue support activities as set out in the work packages, these businesses and others in the local area will have the space and support to grow and flourish. The addition of a Cultural Quarter will further enhance the area as somewhere to live, work and visit.

Information used in the preparation of this report:-

<https://my.northtyneside.gov.uk/category/1415/ambition-north-shields>

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