

North Shields Cultural Quarter

Steve Bishop, Head of Culture
Culture and Leisure Sub Committee
13th October 2022



An Ambition for North Tyneside



Image of Howard Street completed public realm project funded through HAZ

- The North Shields Masterplan was the first to be completed and was approved by Cabinet on 25 January 2021.
- The ambition in relation to North Shields Town Centre has been to;
 - Create a smaller but more vibrant, high-quality town centre;
 - Create more flexible retail opportunities;
 - Expand the evening and weekend economy;
 - 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.

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 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.

The vacant 131 Bedford Street was recently marketed, 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.

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.

Cultural and Creative Zone



- The NTCA funded project will add to the funding already provided by the Council and HAZ 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.
- Total Project Cost - £1,911,000 (NTCA Grant £1,695,000, NTC Match £216,000 Our Ambition)
- Delivery Dates September 2022 to 31st March 2027

Work Package	Description
WP1: Place	To support the provision of permanent, affordable and accessible creative work and collaborative space. The catalytic investment in the CCZ is the renovation of the Exchange (internal works) which will act as an anchor for the Zone. It will also include the former Globe Gallery, and the Business Centre that sit within the Howard Street/ Saville Street intersection. The CCZ will also complement existing activity and investment at the Fish Quay and Northumberland Square Conservation Area.
WP2: Support	Building upon the North of Tyne Culture and Creative Investment Programme, delivered by Creative England. This work package will include bespoke business support for Cultural and Creative businesses aligned with specific sector requirements; incubator courses; a Cultural Quarter Grant scheme to support cultural and creative businesses to grow and leverage additional funding. Also networking and peer to peer support for businesses in the sector.
WP3: Skills	The Zone will foster relationships with key skills providers based locally and nationally, including the successful bidders for the North of Tyne Skills for Growth programme. Through the Zone, there will be an opportunity to highlight specific skills challenges within the industry, and help facilitate appropriate skills delivery, talent development and create clear pathways into the 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. A programme of activity to promote the Zone will be developed which will link into the overarching promotion of the North of Tyne CCZs. The development and delivery of events and festivals will also be a key role for the CCZ, helping to attract new visitors to the town and region.
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. The aim is to develop and deliver activities that directly link into local schools and communities; raising inclusion, participation, and aspirations.

Key Stakeholders

Culture Consortia

This is a relatively new distinct group which was set up to deliver the local cultural programme. Colleagues have attended these meetings to seek feedback and input on proposals which have informed the development of the revenue workstreams.

Attendees:

- VODA
- The Exchange
- NTC Senior Regeneration Manager
- NTC Cultural and Heritage Manager
NTC Tourism and Events Manager
- NTC Customer First Centre Rep
- North Shields Business Chamber
- Fish Quay Productions
- Local Artists
- Helix Arts
- Heritology Rep
- Historic England Rep

Forums

North Tyneside Council have well established and successful network of groups across all sectors which we will utilise to hit the ground running as part of our collaborative approach to engagement.

There are a range of forums:

- North Shields Business Chamber
- North Tyneside Business Forum
- VODA
- North Tyneside Youth Cabinet
- Fish Quay Coastal Communities Team

North Tyneside Disabled Coalition

Discussions have taken place with the NT Disabled Coalition who are happy to work with us and assess any plans, complete a desk top study about the accessibility of the Exchange and surrounding area and how any improvements can be made.

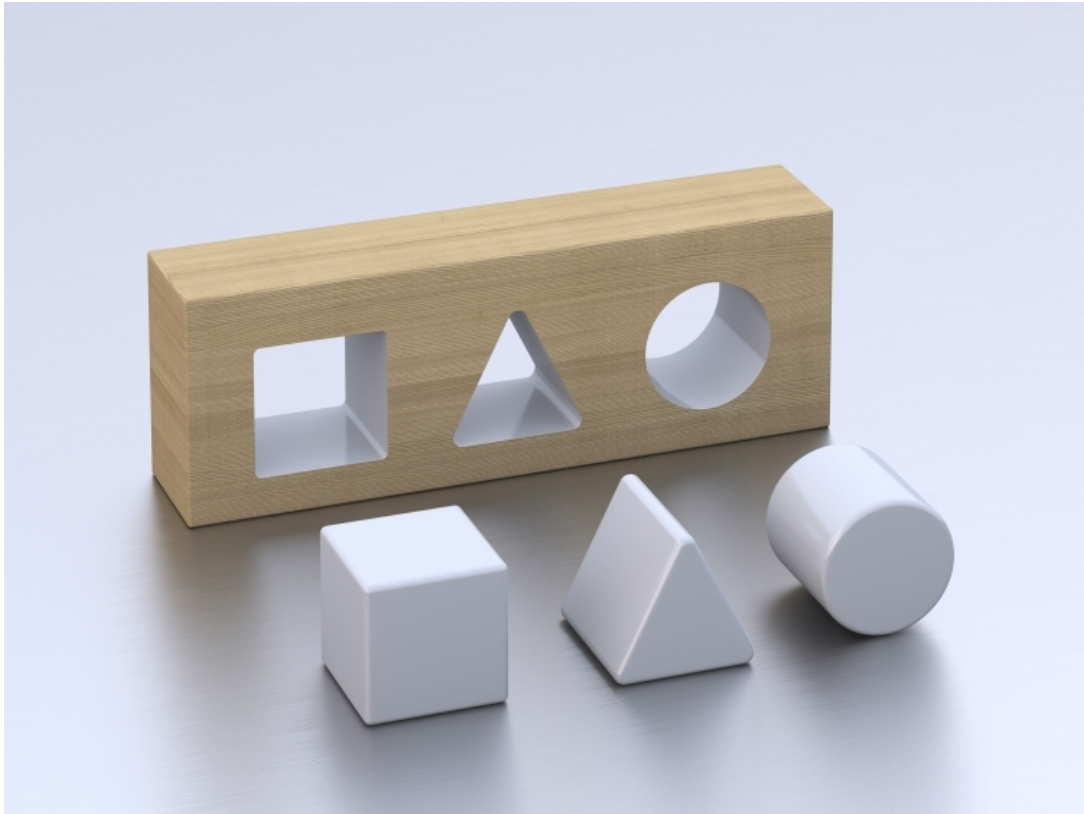
Community Groups

The Voluntary Organisation Development Agency (VODA) is currently working with over 15 community groups based in and around the North Shields Town Centre and we will work with VODA as the key link to the groups. They are working with collaborative funding on ways to explore how voluntary, public and private sectors can work more closely together to help regenerate North Shields Town Centre. They are keen to collaborate with NTC, running their project parallel to ours. They have been engaged in the development of the revenue workstreams and were supportive of the project proposal. These groups include:

- Heritology
- Helix Arts
- Exchange Theatre
- North Shields Coastal Communities Team
- YMCA
- Old Low Lights Heritage Centre
- Age UK
- Cedarwood Trust
- East End Youth and Community Centre
- Independent Advocacy NE
- Meadow Well Connected
- NT Arts Studio
- Youth Village
- Carers Centre
- CAB
- Linskill Centre
- Scout Groups



Provide a cultural and creative grant fund



- What should be the conditions of the funding?
- How much funding should each organisation be able to apply for? (min / max)
- How should it be administered? (grant panel, first come first served etc.)
- Available in each financial year (£200k)
 - Yr1 - £20k
 - Yr2 - £50k
 - Yr3 - £50k
 - Yr4 - £40k
 - Yr5 - £40k

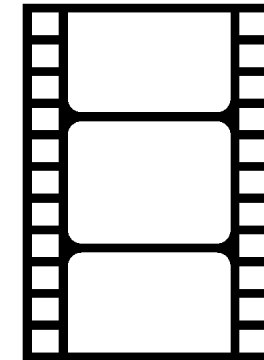
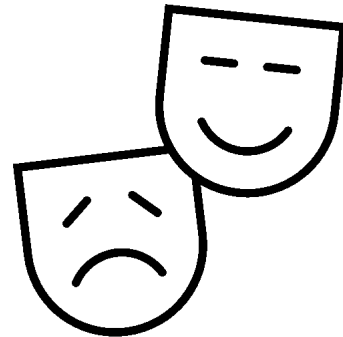
Deliver a package of business support



- What type of bespoke support would organisations like to access?
- How can we deliver business support? (bootcamps, evenings etc)
- If there was an incubator model, what type of support would you like to see delivered through it?

Develop a new brand for North Shields Cultural Quarter

- Are there any members of the group who would like to form a sub-group to support this workstream?



Cultural and Creative Mentoring Network



- Would your organisation benefit from a cultural & creative network within the cultural quarter?
- Are there existing networks that we could support within the Cultural Quarter?
- Who should be able to access mentors?
- Are there any stakeholders who would like to be a mentor?

Support talent development and access to learning or improving skills



- Are you aware of existing skills programmes for culture & creative activities?
- Are there any stakeholders who would like to be a part of skills development – visits to schools, colleges etc?
- Are there any other avenues we could explore to get in front of young people?

Next Steps



AWAITING GFA FROM NORTH OF
TYNE COMBINED AUTHORITY – DUE
NEXT WEEK



STAKEHOLDER STEERING GROUP -
NOVEMBER

Any Questions?

WE LISTEN | WE CARE | WE ARE AMBITIOUS | WE ARE GOOD VALUE FOR MONEY



North Tyneside Council