

North Tyneside Council

Report to Cabinet

Date: 28 November 2022

Title: A Cultural Strategy for North Tyneside

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

PART 1

1.1 Executive Summary:

The value of culture and its vital role in supporting health and wellbeing was brought into sharp relief during the COVID 19 pandemic, 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.

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.

Consultants Iain Watson OBE (former Tyne and Wear Archives and Museums (TWAM) Director) and Catherine Hearne (formerly Chief Executive Officer Helix Arts and BBC Executive) were commissioned to work with Steve Bishop (Head of Culture) to undertake a process of consultation which would result in a boroughwide strategy and cultural compact, consistent with the Arts Council England (ACE) guidance in their ten year plan *Let's Create* (2020-2030), which emphasises partnership working and the development of broad based cultural compacts in developing the cultural offer for the benefit of residents and the economy.

The consultation identified challenges which any strategy for the Borough will need to address if it is to sustain the engagement of key stakeholders. These challenges are summarised in section 1.5.5

The consultation has demonstrated an enthusiasm and readiness to engage along with a willingness to be part of an ongoing process of developing the cultural agenda for the borough.

Harnessing and sustaining this energy will be essential, as we move towards a finalised strategy and an ongoing dialogue through a long term compact with the cultural sector.

1.2 Recommendation(s):

It is recommended that Cabinet:

- (1) Note the progress to date and support the outcomes of the consultation as forming the basis of the strategic objectives for a boroughwide Cultural Strategy;
- (2) Note the outcome of the Cultural Strategy Survey Key Finding Report at Appendix 1 of this report;
- (3) Authorise the Director of Regeneration and Economic Development to draft a Cultural Strategy in consultation with [appropriate Cabinet Member(s)] and the Director of Resources and the Assistant Chief Executive and to take all necessary steps to develop the Final Strategy;
- (4) Agree to receive a further report presenting the final draft Cultural Strategy;
- (5) Work with partners to form a North Tyneside Cultural Compact to drive forward the delivery and monitoring of the agreed strategy.

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 9th September 2022.

1.4 Council Plan and Policy Framework

This report relates to the following priority 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 should be one for the Borough, not just the Authority.

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partnership working and the development of broad based cultural compacts in developing the cultural offer for the benefit of residents and the economy.

ACE Chief Executive, Darren Henley states in his summary,

“...if we’re going to support the cultural sector to be fit for the future, we have to make sure that everyone, everywhere, benefits from it and can be part of it. If we fail at this, we won’t succeed at anything else.”

This approach is also consistent with that recommended by the Local Government Association, *Cultural Strategy in a Box* (2020), which notes,

“A cultural compact is a strategic cross sector partnership that is driven by a shared ambition for culture and place. This ambition links arts and culture with broader strategic plans for local social and economic development. These partnerships seek to bring together local authorities, businesses, education providers, cultural and community leaders, to co-design and consult upon a vision for the role of culture within a place and deliver against shared priorities.”

The development of a unified Cultural Strategy will provide the opportunity to give an even greater strategic profile to the cultural offer in the Borough, promoting new ways of more effectively engaging communities, supporting the wider objectives of Our North Tyneside Plan and contributing towards town centre recovery. Recent work by ACE, *A High Street Renaissance* (2021), illustrates how investment in arts and culture can bring people and pride back to high streets.

1.5.2 Consultation Phase One

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. The four 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.

These initial sessions identified a number of areas of agreement as well as concerns to those currently working in the sector in the Borough.

A cultural confidence emerged in the groups alongside multiple frustrations. Confidence was evident about what is on offer in North Tyneside, alongside some frustration about lack of marketing and promotion. There was confidence that there are high level skills and talents in the Borough but also some frustration that they are hidden away. Confidence was expressed in what culture in North Tyneside offers but frustration that there is a lack of focus. There was concern that the networks which do exist, to build on strengths and opportunities, are weak and insufficiently resourced.

However, the feedback overall demonstrated a willingness to collaborate and a determination that this strategy should not be a dust-gathering document on an office shelf. Instead, it needed to be dynamic, accessible and live.

A desire for more to be developed or provided, in the way of centres or a centre for culture and heritage, was expressed. It was thought that this could be one centre for the Borough, or it could be focused on the historic towns, townships and villages in the Borough. In many cases there is a lot of pride in place, but often this is very locally focused. There was generally an acknowledgment that the local authority area of North

Tyneside is porous and does not offer a central focal point with which communities identify. Connectivity remains an issue in the Borough; for example, travel to North Shields from Backworth is a challenge.

There were positive reflections about some programmes, notably festivals and music. A big concern was expressed by many independent artists about support for people such as themselves. There was also a powerful sense that culture and heritage are not promoted effectively or promoted in too corporate a manner. There was a sense that the Authority should take responsibility for supporting and developing culture in the Borough and prioritise it to provide the required infrastructure and resources.

Many people working in the sector expressed genuine support for the instrumental outcomes of culture and wellbeing: the difference that participation and engagement can make for disadvantaged members of society. Equally there is an artist community concerned with the survival of their own groups and businesses. The two must not be seen as mutually exclusive. There are also real concerns about affordability and inclusion/exclusion. These concerns will increase as the present cost of living crisis worsens.

Discussion took place about how the cultural offer could invigorate North Tyneside's ambitions around thriving, caring, being family friendly, being secure and going greener and what the cultural sector could do to meet these ambitions. This extended to discussion around the development of the Cultural and Creative Zone in North Shields as well as Masterplan work across the Borough and the importance of culture in these initiatives. Nationally the culture and creative industries sectors employ an estimated over 2m people and make an important economic contribution.

A significant ambition emerged to improve access to those least likely to participate in a rich cultural life with a desire to diversify the cultural offer, through using a range of non-traditional locations, to ensure this happened. While Arts Council England's Let's Create strategy was not referenced directly it was clear that its aims had been absorbed among artists and creatives. A pride in current and past cultural icons from Stan Laurel to Sam Fender and in North Tyneside's coast, country and riverside was evident. It was highlighted that culture and the creative industries can help regeneration while improving health and well-being. A lack of diversity amongst cultural figureheads from the Borough was also highlighted with a desire to showcase the lives of others whose story has been hidden.

Inequality is perceived as a significant issue in the Borough. If a cultural strategy is going to be meaningful it needs to include wider geographical engagement and a forum to bring together people from some of the outlying areas of North Tyneside, as well as addressing the needs of those with protected characteristics. The importance of local provision was also highlighted through the library network. There is an opportunity to look at Authority and community buildings and assess how these could be used more effectively to showcase culture with creatives and residents.

1.5.3 Consultation Phase Two

Following the initial consultation, a number of gaps were identified in relation to ethnicity, age, disability and sexual identity, which have been addressed through a series of bespoke sessions with representatives from these 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 have been engaged through the Culture and Leisure Sub Committee and briefings with the Elected Mayor and Deputy Mayor, as the relevant Cabinet Member. Work with the Authority's Policy and Performance team resulted in a questionnaire to gather public feedback. This was informed by successful questionnaires used in other consultations across the country and was available from September through to mid-October. It was widely disseminated through the Authority's networks and social media channels.

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.

1.5.4 Consultation Phase Three

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 is provided at Appendix One.

Overall, the response 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 to live.

While many cultural activities were identified as taking place at home or online there was also significant engagement with arts venues, museums, galleries and public spaces, suggesting a diverse range of interactions with cultural activity amongst respondents.

Satisfaction with the range and quality of cultural activities on offer in North Tyneside remained strong but responses suggest that there is room for improvement and that provision for children and young people in particular needs to be considered more closely.

1.5.5 Emerging Challenges

Consultation identified a number of challenges which any strategy for the borough will need to address if it is to sustain the engagement of key stakeholders.

In summary these are:-

Challenge One - Developing networks to bring together the creative, cultural and heritage communities and support the cultural and creative economy. A mixed approach to definitions of culture must be recognised. For some, cultural engagement may be a gig in their local pub, for others it may be travelling to see opera or panto. Some supporting infrastructure will be required to do this.

Challenge Two - Recognising super-localism – in North Tyneside there is a particular attachment to neighbourhoods, villages and towns, rather than the local authority area as a whole. The strategy must address the diversity of local need across the Borough and the specific sense of place with which local communities identify.

Challenge Three - Supporting independent creatives and cultural organisations to access funding. Whilst overall arts engagement in North Tyneside is not in the lowest bands across the country it remains a mixed picture. Many creatives lack the skills or knowledge to access funding and develop their businesses. North of Tyne Combined Authority (NTCA), Shared Prosperity Fund and Levelling Up Fund support could all play a vital role here and better signposting is required as well as identifying routes to funding.

Challenge Four - Embedding Culture, Creative and Tourism initiatives in emerging Masterplans being developed across North Tyneside will be vital to recognising culture as part of a thriving visitor economy in the borough, focussing on innovation while contributing to a sense of place and health and wellbeing.

Challenge Five - Developing clear entry points and progression routes for those seeking a career in the cultural and creative sector with a particular emphasis upon the development of Cultural and Creative Zone activity as a catalyst for wider engagement in the sector, aimed at creating a more diverse sector generating employment and economic growth.

Challenge Six - Recognising the positive impact of cultural engagement upon health and wellbeing and supporting collaboration with health partners, through the National Centre for Creative Health structures, to actively promote cultural provision across the life course.

Challenge Seven - Addressing inequity and challenges in accessing culture, for audiences, makers, and volunteers particularly, as a result of economic hardship.

These themes identify issues that are of concern to those working in and with the sector but also reflect some of the concerns echoed by the wider public. The challenge, in relation to the holistic picture of how culture is viewed in North Tyneside, is to identify where gaps in provision lie and what the sector collectively may do to address them.

The journey to date has certainly demonstrated an enthusiasm and readiness to engage and a willingness to be part of an ongoing process of developing the cultural agenda for the Borough.

Harnessing and sustaining this energy will be key to the next phase of the process, as we move towards a finalised strategy and an ongoing dialogue through a long term compact not only with the cultural sector but engaging business, education and health and wellbeing.

An impact statement, which considers each of the challenges; partners and resources required to meet them; indicative outputs; and impact, is included at Appendix Two.

An illustrative visual representation of the networks necessary to make a cultural compact work, which is by no means exhaustive, is included at Appendix Three.

1.5.6 National and Regional Picture

The scope of work did not allow for a specific analysis of the impact of COVID on the culture sector and audiences. However, the Audience Agency and nationally published data suggests 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.” (Walmsley 2022).

Although the shift to digital during lockdown made some access to culture cheaper and easier this did not help those without good broadband access and nationally it has failed to diversify the audience base. The Audience Agency CEO, Anne Torreggiani, has said findings from its Cultural Participation Monitor and Audience Spectrum Analysis support the idea that the gap in engagement between the most and least deprived groups has generally widened due to COVID.

Evidence being gathered across various forms of art and culture suggests that audiences are returning to culture in different ways; in general, outdoor venues have found it easier to get audiences to return than indoor venues.

Creative UK estimate that the cultural and creative industries contributed £115.9bn in Gross Value Added 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 recently published *Valuing culture and heritage capital: a framework towards informing decision making* (Department for Digital, Culture, Media and Sport (DCMS) January 2021) sets out DCMS's ambition to develop a formal approach to value culture and heritage assets. The programme's ultimate aim is to create publicly available statistics and guidance that will allow for improved articulation of the value of the culture and heritage sectors, setting out how DCMS will develop an approach to aid decisions on public funding that is consistent with Social Cost Benefit Analysis principles published in HM Treasury's Green Book.

The recently published DCMS Committee report on placemaking and levelling up includes a range of recommendations aimed at supporting the sector. The report recognises the important role culture plays in placemaking, stating, "It is evident that place-based cultural policymaking can help deliver on the missions set out in the Levelling Up White Paper, including improving pride in place but also local leadership, living standards, education, skills, health and wellbeing, so long as these are done in a locally-sensitive way."

The report goes on to stress the need for the government to incorporate support for local arts and culture into its Statement for Levelling-Up Missions.

North East Screen suggest there is an explosion in film and media production in the region thanks to partnership with the BBC and proposed investment in studios in Sunderland. There is a skills gap which North Tyneside could help address. North Tyneside is home to some media executives and consequently there may be significant opportunities for North Tyneside to be part of this generational shift.

Arts Council England's *National Portfolio Organisations 2023 – 26* publication offers an opportunity to commission a study to look in more detail at cultural provision in North Tyneside. This could consider the need for additional provision, as well as potential funding sources, looking at both centralised and dispersed models.

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.

Within the region, in Durham, where the City of Culture bid was not successful, the process of developing the bid through engaging communities and the cultural sector has been assessed as being so valuable that it will be continued as part of a County-wide approach to ongoing cultural development.

The common factor in all of these examples has been the role of culture in defining place. 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, latterly, post pandemic recovery has been a constant.

These are examples from which we can learn in North Tyneside and take inspiration in shaping the Authority's own bespoke vision, with and for the residents and cultural workforce in the Borough.

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 Strategy for North Tyneside.

Option 2

To reject the recommendations as outlined at 1.2 and not progress the development of a Cultural Strategy 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 One: Culture in North Tyneside Public Survey (North Tyneside Council 2022)

Appendix Two: Cultural Impact Statement

Appendix Three: Cultural Compact Networks

Appendix Four: Equality Impact Assessment

1.9 Contact officers:

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

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) Cultural Strategy in a Box - Local Government Association (2020) <https://www.local.gov.uk/cultural-strategy-box#:~:text=Cultural%20strategy%20in%20a%20box%20For%20local%20authorities%2C,can%20contribute%20to%20welcoming%2C%20distinctive%20and%20attractive%20places.>
- (3) A High Street Renaissance – Arts Council England (2021) <https://www.artscouncil.org.uk/search?query=A+High+Street+Renaissance>
- (4) People, culture, place The role of culture in placemaking – LGA and CLOA (2022) https://www.local.gov.uk/sites/default/files/documents/12.3%20-%20culture%20and%20place_v4_1_1.pdf
- (5) Culture in Crisis – Ben Walmsley (2022) <https://www.artsprofessional.co.uk/magazine/351/feature/culture-crisis>
- (6) Valuing culture and heritage capital: a framework towards informing decision making (DCMS January 2021) [Valuing culture and heritage capital: a framework towards informing decision making - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/100000/valuing-culture-and-heritage-capital-a-framework-towards-informing-decision-making)
- (7) [Reimagining where we live: cultural placemaking and the levelling up agenda - Committees - UK Parliament](https://www.parliament.uk/business/committees/committees-a-z/all-committees/cultural-placemaking/)

PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

2.1 Finance and other resources

There are no direct financial implications arising from the report, but effective implementation will require appropriate resourcing in order to ensure successful delivery.

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

Details of the engagement process are outlined in full in sections 1.5.2 - 1.5.4 of the report.

2.4 Human rights

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

2.5 Equalities and diversity

Presentations were made to the Authority's Staff Networks for Pride, Ethnic Diversity and Disability, Long Term Conditions and Carers and the Ethnic Diversity Community Taskforce.

An Equality Impact Assessment has been undertaken and is attached at Appendix Four.

This highlights the commitment to Equality Diversity and Inclusion as articulated by Arts Council England (ACE). This will ensure that the strategy aims to reflect the diversity of audiences, leaders, producers and creators of creativity and culture across North Tyneside. In line with ACE principles, we will aim to measure our progress by collecting, analysing and reporting on data relating to equality and diversity of the work, organisations and projects that are engaged in delivering the Strategy. The Strategy will seek to challenge organisations to make sure their leadership, governance, workforce, programmes, and audiences better reflect the communities they serve in terms of disability, sex, race, sexuality, and socioeconomic background.

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

Cultural Strategy Survey Key Findings Report

Date: October 2022

Version: 1

Author: Policy, Performance & Research

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Introduction

North Tyneside Council is working with its partners to create a new Cultural Strategy with and for residents, workforces, and visitors in the borough.

North Tyneside culture covers a very wide range of activity from dance classes to railway walks, from fishing heritage to contemporary art. We know culture is important to many people, and helps create a sense of place, and yet many people find there are barriers to them accessing culture.

The Authority has undertaken extensive consultation with artists, libraries, museums, heritage organisations, performers and those who use arts and heritage in their work which has provided some great insights.

In addition, further research has been undertaken with people who live, work and participate in culture in the borough. The aim has been to understand their views around the cultural offer and to understand if anything is missing from the offer.

The focus of this report is on those views – the people who live, work and participate in culture in North Tyneside.

Method

To gather the views from the people who live, work and participate in culture in North Tyneside, it was decided that online survey, hosted by North Tyneside Council would be the best approach to use.

The survey consisted of a 15-question-set questionnaire that focussed on culture-specific questions. The fieldwork for the survey ran from 21 September to 14 October 2022. In total, 359 responses to the survey were received and were analysed using Microsoft Excel.

The next section of the report highlights the findings received from the online survey.

Findings

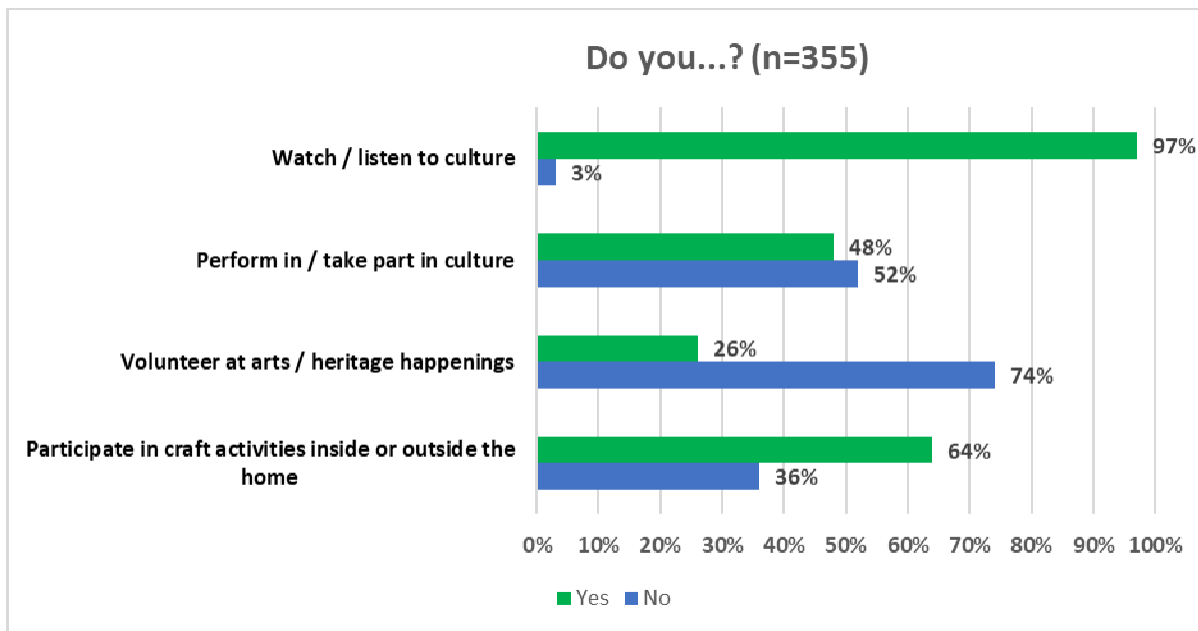
This section of the report focuses on the findings gathered from the online Cultural Strategy survey.

Types of cultural activities respondents take part in (n=355)

Respondents were asked what types of cultural activities they take part in. Almost all (97%) of those responding said they watch / listen to culture with only 3% saying they do not. Just over half (52%) said they perform in / take part in culture whereas just under half (48%) said they don't.

A quarter (26%) of respondents volunteer at arts / heritage happenings with three quarters (74%) stating they do not volunteer. Around two thirds (64%) participate in craft activities inside or outside of the home with around one third (36%) stating they do not participate in craft activities.

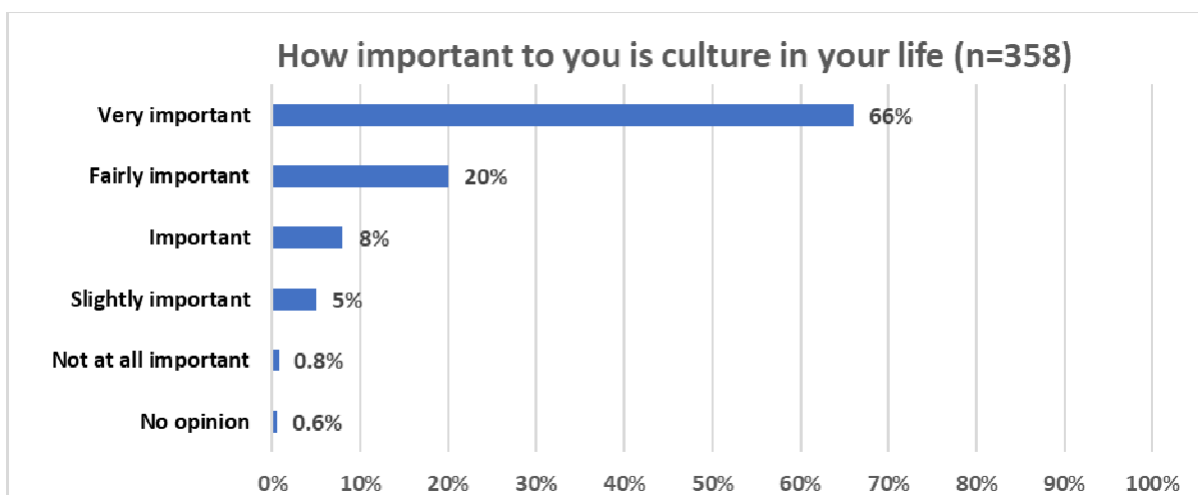
Graph 1: Types of cultural activities



Importance of culture in respondents' lives (n=358)

Three quarters (66%) of respondents said that culture is very important to their lives with a further one in five (20%) saying it is fairly important. An additional 8% and 5% said culture is important and slightly important to them whereas only 1.5% said culture is either not at all important (0.8%) or that they had no opinion (0.6%).

Graph 2: Importance of culture



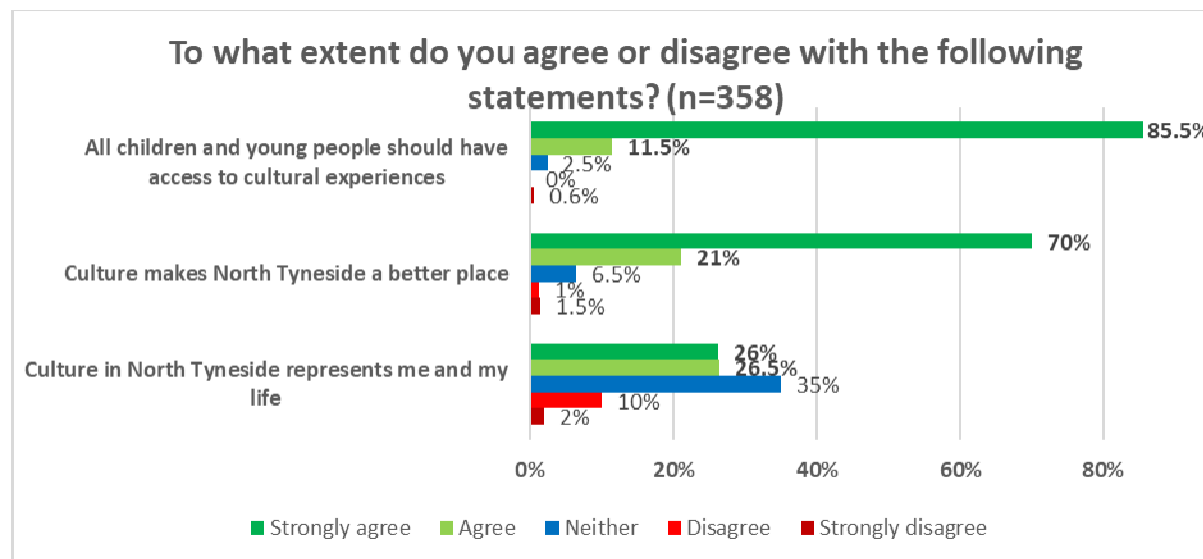
Agreement with the following statements (n=358)

Respondents were asked to what extent they agree or disagree with the statements outlined in the graph below. As can be seen, over four in five (85.5%) strongly agree that all children and young people should have access to cultural experiences with just over one in ten (11.5%) saying they agree.

Almost no respondents (0.6%) said they disagreed with this statement with a further 2.5% saying they neither agree nor disagree.

Seven in ten (70%) strongly agree that culture makes North Tyneside a better place with two in five (20%) also saying they agree. Again, only a nominal number of respondents disagree with this statement (1% and 1.5% respectively) with 6.5% claiming they neither agree nor disagree. Around a quarter of respondents suggested they either strongly agree (26%) or agree (26.5%) that culture in North Tyneside represents them and their life, with 12% disagreeing (10% disagree, 2% strongly disagree). Just over a third of respondents (35%) said they neither agree nor disagree.

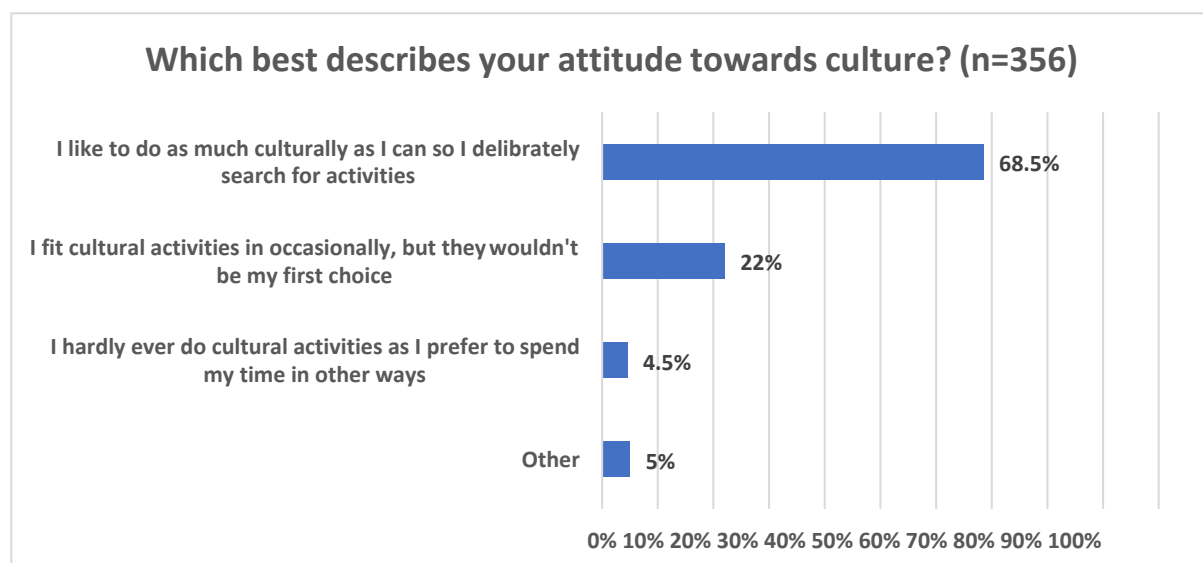
Graph 3: Extent of agreement with statements in graph



What best describes respondents' attitude towards culture (n=356)

Almost seven in ten (68.5%) respondents claim they like to do as much culturally as they can so they deliberately search for activities. Just over a fifth (22%) occasionally fit in cultural activities (but they wouldn't be their first choice) and further 4.5% said they hardly ever do cultural activities as they prefer to spend their time in other ways. An additional 5% suggested they do 'other' things in terms of their attitude towards culture.

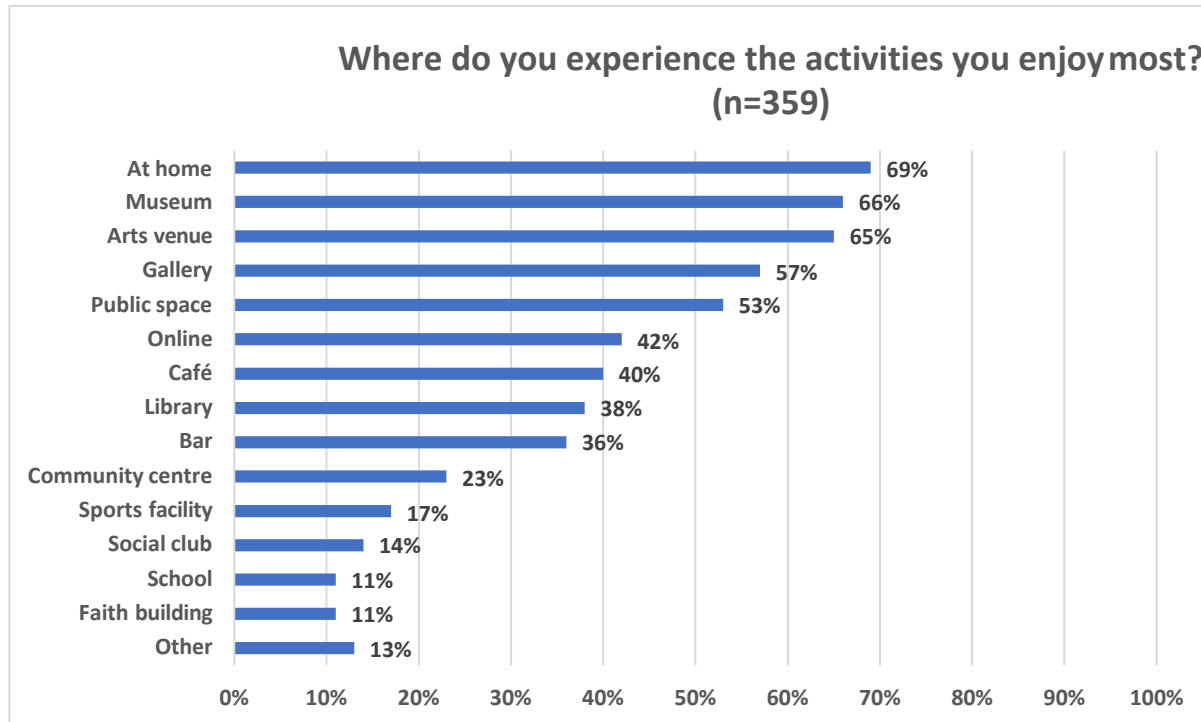
Graph 4: Attitudes towards culture



Where respondents experience the activities they most enjoy (n=359)

Respondents were asked to indicate where they experience the activities they most enjoy. As can be seen from the graph below most say 'at home' (69%), 'museums' (66%) and 'arts venues' (65%) as the main places where they experience the activities they enjoy most. 'Social club' (14%), 'school' (11%) and 'faith building' (11%) are the places where the least number of respondents say they go to experience the activities they most enjoy.

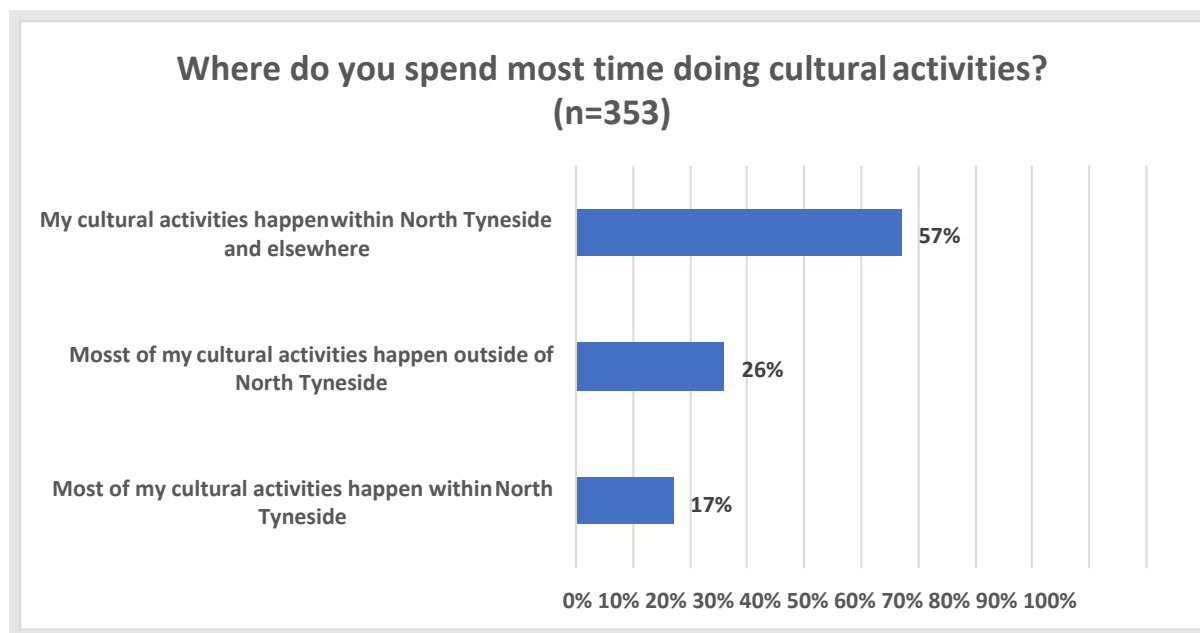
Graph 5: Experience of cultural activities



Places where respondents spend most of their time doing cultural activities (n=353)

Nearly three in five (57%) respondents spend most of their time doing cultural activities within North Tyneside and elsewhere and a quarter (26%) spend their most of their time doing cultural activities outside of North Tyneside. A little under a fifth (17%) said most of their cultural activities happen within North Tyneside.

Graph 6: Time most spent doing cultural activities



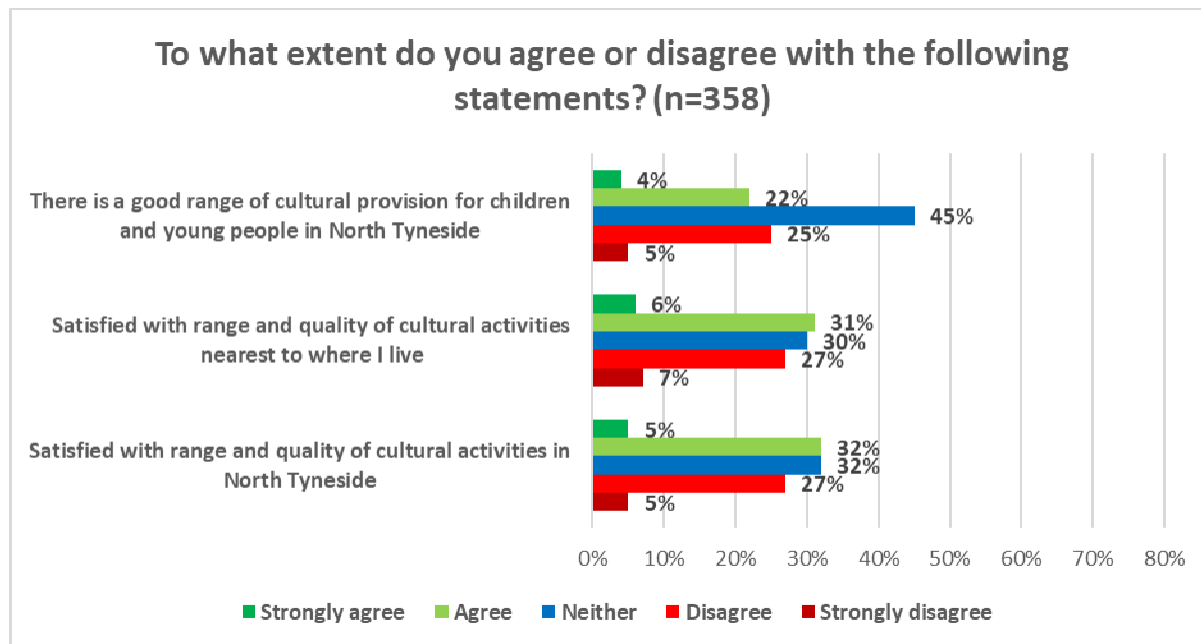
Agreement with the following statements (n=358)

Respondents were asked to what extent they agree or disagree with the statements outlined in the graph below. A quarter (26%) agree there is a good range of cultural provision for children and young people in North Tyneside (4% strongly agree, 22% agree) with three in 10 (30%) disagreeing (25% disagree, 5% strongly disagree). Under half (45%) of respondents neither agree nor disagree that there is a good range of cultural provision for children and young people in North Tyneside.

Under four in 10 (37%) respondents said they were satisfied with the range and quality of cultural activities nearest to where they live (6% strongly agree, 31% agree) and around a third (34%) disagree that they are satisfied (27% disagree, 7% strongly disagree). Three in 10 (30%) neither agree nor disagree that they are satisfied with the range and quality of cultural activities nearest to where they live.

Again, 37% of respondents agree they are satisfied with the range and quality of cultural activities in North Tyneside (5% strongly agree, 32% agree), with around a third (32%) not being satisfied (27% disagree, 5% strongly disagree). A further one in three (32%) respondents claim they neither agree nor disagree that they are satisfied with the range and quality of cultural activities in North Tyneside.

Graph 7: Agreement with statements in graph



The word respondents would like people to use to describe culture in North Tyneside in 10 years' time (n= 320).

Respondents were asked to state one word they would like people to use to describe culture in North Tyneside in 10 years' time. The most popular word that was used was "vibrant", with around one in 10 (9%) using the phrase. Other popular words that were used were:

- Accessible
- Diverse
- Exciting
- Heritage
- Inclusive
- Inspiring / Inspirational
- Thriving.

Other comments about culture in North Tyneside (n=143)

There were 143 responses received to this question.

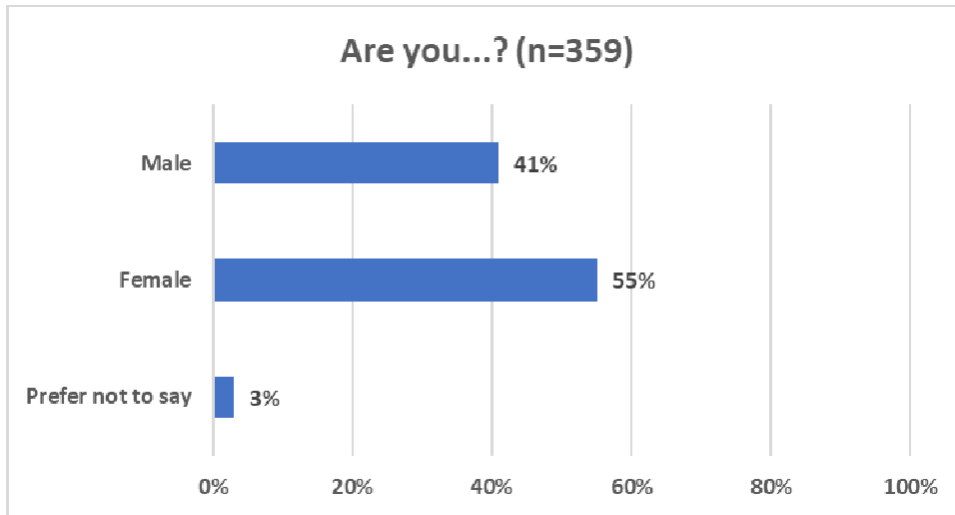
Demographic make-up respondents

This section of the report highlights the demographic make-up of the respondents who took part in the survey. Asking these questions allows the council to see the spread of the data among the demographic characteristics of the respondents and ensures that all groups of people have been included in the survey.

Sex of respondents (n=359)

Of those taking part in the survey, 55% were female and 41% male. Only 3% said they preferred not say whether they were male or female.

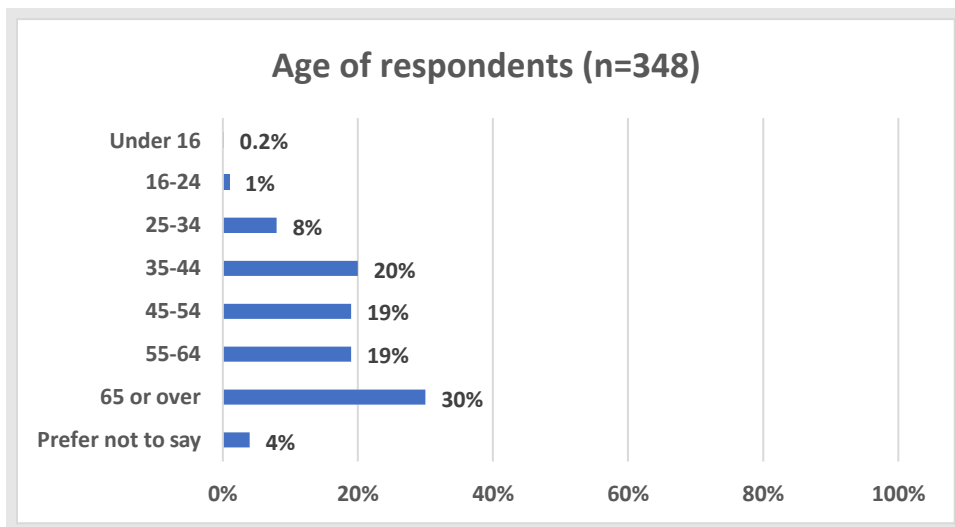
Graph 8: Sex of respondents



Age profile of respondents (n=348)

The majority (30%) of those responding to the survey were aged 65 or over with one in five aged between 35-44 (20%), 45-54 (19%) and 55-64 (19%). Only 8% were aged 25-34 and 1% aged 16-24.

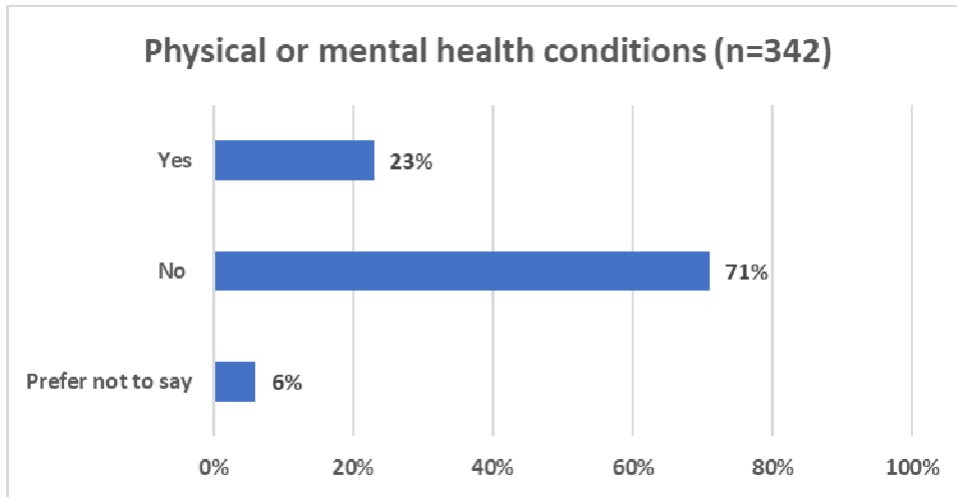
Graph 9: Age of respondents



Physical or mental health conditions expected to last 12 months or more (n=342)

Respondents were asked to state whether they had any physical or mental health conditions lasting or expected to last 12 months or more. As can be seen, seven in ten (71%) said they did not with around a quarter (23%) saying they did. Only 6% preferred to say.

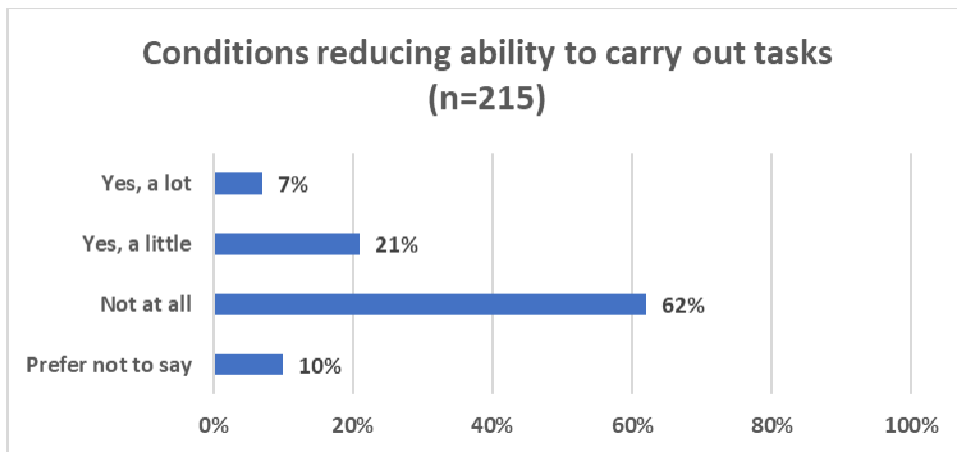
Graph 10: Physical or mental health conditions of respondents



Conditions / illnesses that reduce respondents' ability to carry out day-to-day tasks (n=215)

Those respondents who said they had a physical or mental health condition that is expected to last 12 months or more were also asked if the condition(s) reduces their ability to carry out day-to-day tasks. The vast majority (62%) responding said their condition does not at all affect their ability to carry out day-to-day tasks, whereas a fifth (21%) said their condition does a little. A further 7% indicated their condition reduces their ability a lot and 10% indicated they preferred not to say.

Graph 11: Conditions reducing ability to carry out tasks



Ethnic group of respondents (n=346)

Almost all (89%) respondents to the survey said their ethnic group was 'white British'. The remaining responses were split quite evenly among the other ethnic groups.

Graph 12: Ethnic origin of respondents

