

How the North Tyneside Cultural Strategy 2023 – 2030 can deliver Our North Tyneside’s plan for thriving, caring, family friendly and healthier towns and villages across the borough

Challenges	Partners and Resource	Indicative Outputs	Impact
1)Developing networks to bring together the creative, cultural and heritage communities	Build a diverse coalition of the talented and willing to connect cultural activity across North Tyneside – an active cultural compact with a clear action plan	Co-ordinated research and evaluation across North Tyneside, establishing dialogue between stakeholders and communities with an annual conference	Cultural activity is central to policy development as the beating heart of a thriving borough
2)Recognising super-localism	Address the diversity and specific sense of place of North Tyneside’s towns and villages with neighbourhood cultural leads	Four cultural production hubs to expand workspace and develop ‘making spaces’ for production, rehearsal, heritage development and incubator activity.	Culture is a key driver of community development
3)Supporting independent creatives and cultural organisations/businesses to access funding and generate income	Work in partnership with key organisations and individuals to secure high quality income generation training and deliver cultural growth	A hundred individuals a year access training in the hubs to build the confidence, skills and networks needed to secure new investment from funders dedicated to creative, arts, heritage, and media development	Creative industries thrive and are retained in North Tyneside
4)Embedding Culture, Creative and Tourism initiatives in emerging Masterplans	Raise the profile and voice of the cultural sector in the development of Masterplans in all four North Tyneside quadrants.	Cultural compact reps with expertise in creative industries inc. visitor economy join Masterplan developments.	Culture is the driver for visitor economy development and town centre regeneration
5)Developing clear entry points and progression routes for those seeking a career in the cultural and creative sector	Recognise Cultural and Creative Zone activity as a catalyst for wider engagement in the sector, to attract and retain talent, generating employment and economic growth. In partnership with HE, FE, NTCA, LEP	Build capacity in the cultural sector and creative industries, mentoring a new generation of producers, programmers, curators, artists and more.	Cultural and creative activity is a clear career choice for young people
6)Recognising the positive impact of cultural engagement upon health and wellbeing	Collaborate with health partners, through the National Centre for Creative Health structures, to actively promote cultural provision across the life course.	Park and outdoor based cultural events in the four quadrants focusing on specific need such as childhood obesity, mental health, isolation etc. in fun, engaging ways	Culture is embedded in the Equally Well strategy
7)Addressing inequity and challenges in accessing culture	Increase opportunities with cultural audiences, makers, and volunteers using innovative portrayal and new invitations to share culture, heritage and identity	Surprising venues programme of 12 cultural events per year developing North Tyneside as a culturally vibrant, attractive, and prosperous area that enriches the lives and environment with and for all residents	Culture is the catalyst for addressing social change and challenging inequality

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