

# North Tyneside Council

## Report to Cabinet

Date: 22 May 2023

Title: North Tyneside Creates – A Cultural Plan for North Tyneside  
2023–2030

---

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

---

### PART 1

#### 1.1 Executive Summary:

Investing in culture and transforming the cultural offer in North Tyneside is a key objective of Our North Tyneside Plan. Cultural activity is widely recognised as a key driver of economic regeneration and is central to the place-based agenda of Arts Council England (ACE), as well as the levelling up priorities of the Department for Digital Culture Media and Sport (DCMS).

The transformation of town centres is increasingly driven by the diversity of the offer, beyond the traditional retail offer, and cultural activity is recognised nationally as being key to rebuilding successful town centres. This approach has already been prioritised in North Tyneside through the masterplan work which has been undertaken in North Shields and Wallsend, where cultural developments, through the North Shields Cultural Quarter and the redevelopment of Segedunum, are central to the wider regenerations plans.

The economic drive which cultural and creative industries generate is developed further through the expansion of the employment and skills base and the cross-sector partnerships forged across the public, private and voluntary sectors.

Extensive consultation around the formation of a Cultural Plan for the Borough has been undertaken since April 2022, the detail of which was provided to Cabinet in a report dated 28 November 2022.

That report outlined ten challenges which had arisen from the consultation process as key steps towards transforming the cultural offer across North Tyneside. Cabinet endorsed the outcomes of the consultation as forming the basis of the strategic objectives for a boroughwide cultural plan.

The report of 28 November 2022 authorised the Director of Regeneration and Economic Development, in conjunction with the Cabinet Member and appropriate other Directors, to take all necessary steps to develop the final plan. This included working with key partners to form a cultural partnership to drive forward the monitoring and delivery of the agreed plan.

The plan now has the widespread backing of key partners across the cultural sector and an initial North Tyneside Cultural Partnership meeting was held on 30 March 2023.

The plan, *North Tyneside Creates*, is available at Appendix One for Cabinet consideration and approval.

## 1.2 Recommendation(s):

It is recommended that Cabinet:

- (1) Approve *North Tyneside Creates* - A Cultural Plan for North Tyneside 2023-2030 ("the Plan") appended to this report;
- (2) Authorise the Director of Regeneration and Economic Development to work with partners to develop the North Tyneside Cultural Partnership, to drive forward the delivery and monitoring of the Plan; and
- (3) Receive annual updates on progress against the key challenges and strategic objectives of the Plan.

### 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 17 March 2023.

### 1.4 Council Plan and Policy Framework

This report relates to the following priorities 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 would be one for the Borough, not just the Authority.

Iain Watson OBE (former Tyne & Wear Archives & Museums Director) and Catherine Hearne (formerly CEO Helix Arts and BBC Executive) were commissioned to undertake a process of consultation which would result in a boroughwide strategy and cultural partnership, consistent with the Arts Council England (ACE) guidance in their ten year plan *Let's Create* (2020-2030), which emphasises the establishment of broad based cultural partnerships, in developing the cultural offer for the benefit of residents and the economy.

#### 1.5.2 Consultation

In the first phase of consultation 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. Four engagement 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.

Following the initial consultation, a number of gaps were identified in relation to ethnicity, age, disability and sexual identity, which were addressed through a series of bespoke sessions with representatives from those 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 were engaged through the Culture and Leisure Sub Committee and briefings with the Elected Mayor and Deputy Mayor, as the relevant Cabinet Member.

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.

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 was provided as part of the report to Cabinet on 28 November 2022.

Overall, responses 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 in which to live, work and visit.

### 1.5.3 Cultural Partnership

Following the approval of Cabinet on 28 November 2022, a draft Cultural Plan ("the Plan") was prepared and shared with key partners, Authority Officers and the Cabinet Member for Culture, Tourism and Events. Comments were received up until the 4 April 2023 and incorporated into the draft Plan appended to this report.

The Plan reflects the challenges outlined in the report to Cabinet of 28 November 2022; recognises the diversity of the cultural offer in North Tyneside;

and sets out the necessary steps to meet the strategic objectives for the transformation of culture in the Borough.

Organisations were invited to endorse the Plan and add their logo to the draft by way of signalling their support for the approach outlined. A call out was made for the position of Chair of the Cultural Partnership, to work closely with the Authority's Head of Culture on the monitoring and delivery of the Plan. That call resulted in the endorsement of Chair, Katy Fuller (Pinwheel) and Vice-Chair, Stella Hall (Creative Producer) at the inaugural meeting of the North Tyneside Cultural Partnership on 30 March 2023, which saw over 30 representatives from the wider cultural sector in attendance.

The initial meeting worked through the challenges in the Plan with a view to developing initial action points to cover the first two years of the Plan period.

The partners who have signed up to the Plan are committed to working together to meet the challenges outlined, deliver the impacts indicated and improve the cultural life of the residents of North Tyneside.

*North Tyneside Creates* will be the starting point of an exciting partnership journey, improving the cultural life of all and boosting the growth of the cultural sector.

## **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 Plan for North Tyneside.

### Option 2

To reject the recommendations as outlined at 1.2 and not progress the development of a Cultural Plan 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: *North Tyneside Creates* – A Cultural Plan 2023 – 2030.

## 1.9 Contact officers:

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

David Dunford, Senior Business Partner, tel (0191) 643 7027

## 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) <https://democracy.northtyneside.gov.uk/documents/s10450/A%20Cultural%20Strategy%20for%20North%20Tyneside%20Report%20Appendix%201.pdf>

## PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

### 2.1 Finance and other resources

The revenue or capital cost implications of implementing the Cultural Strategy will be assessed in line with current budgets. Any additional financial resources would need to be considered in line with the Budget-setting process and the Medium-Term Financial Plan.

### 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

## **2.4 Human rights**

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

## **2.5 Equalities and diversity**

Presentations were made to North Tyneside Council's Staff Networks Pride, Ethnic Diversity and (Disloc (Disability and Long-term Conditions)).

As a result of the consultation process key challenges for the Plan were identified as:-

3. Equality, diversity and inclusion; and
8. Addressing inequity in accessing culture

An Equality Impact Assessment was undertaken and endorsed as part of the report to Cabinet of 28 November 2022 and is attached at Appendix One.

## **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
- Director(s) of Service
- Mayor/Cabinet Member(s)
- Chief Finance Officer
- Monitoring Officer
- Assistant Chief Executive



### Equality Impact Assessment

1. Proposal details		
Name of the policy/project/process being assessed (subsequently referred to as project)	A Cultural Strategy for North Tyneside	
Purpose of project	To develop a strategy for ongoing investment in, and delivery of, cultural activity across the Borough	
Who is the project intended to benefit?	All residents	
What outcomes should be achieved?	Increased engagement in cultural activity A partnership compact to drive the strategic objectives	
Version of EqIA	1	
Date this version created	20/10/2022	
Confidential	no	
Directorate	Regeneration and Economic Development	
Service	Culture	
	<b>Name</b>	<b>Service or organisation</b>
Principal author	Steve Bishop	Head of Culture
Additional authors	Pete Warne	Operational Manager – Tourism and Events

2. Groups Impacted		
Does the project impact upon?		If yes, what is the estimated number impacted? And the Level of impact this will have on the group (high, medium, low)
Service Users	yes	Audience for any cultural activity. Exact numbers difficult to estimate. (high)
Carers or Family of Service Users	yes	Numbers difficult to estimate but inclusivity of process should open up opportunities for engagement (med)
Residents	yes	All residents are eligible to engage in the range of cultural provision on offer (med)
Visitors	yes	Yes, tourism and the importance of the visitor economy is key to the success of the strategy but exact numbers are difficult to estimate (med)
Staff	yes	Yes, both as residents of the Borough and as service providers who will need a cultural offer to deliver more effective services (med)

<b>Partner Organisations</b>	yes	Partners will be key to the formation of a cultural compact and the delivery and monitoring of a finalised strategy. (high)
------------------------------	-----	---

<b>3. Evidence Gathering and Engagement</b>		
	<b>Internal evidence</b>	<b>External Evidence</b>
<b>What evidence has been used for this assessment?</b>	Feedback from SLT presentations, Cabinet Member Briefings and Team presentations Culture and Leisure Sub Committee reports	Reports from Arts Council England DCMS and Creative UK
<b>Have you carried out any engagement in relation to this proposal?</b>	yes	
<b>If yes of what kind and with whom? If no, why not?</b>	4x consultation meetings across the Borough with cultural sector Corporate Equality Group Diversity Network meetings Meetings with University research and cultural engagement providers Senior Leadership Team presentations Leadership Forum presentations Bespoke team presentations Local Cultural Education Partnership Culture Health and Wellbeing Network Culture and Leisure Sub Committee Reports Publicly distributed survey	
<b>Is there any information you don't have?</b>	no	
<b>If yes, why is this information not available?</b>		

<b>4. Impact on Different Characteristics</b>			
<b>Legally Protected Characteristics</b>	<b>Potential Positive Impact Identified</b>	<b>Potential Negative Impact Identified</b>	<b>Description of the potential impact/s and evidence used</b>
<b>Age</b>	yes	no	Targeting of young people to encourage audience engagement and pathways into employment is part of existing

			Cultural and Creative Zone action and will be key to a wider cultural strategy
Disability	yes	no	Awareness of access issues including auditing venues and developing more active consideration of audience positioning in outdoor spaces will be key to a finalised strategy
Gender reassignment	no	no	
Marriage & civil partnership	no	no	
Pregnancy & Maternity	no	no	
Race	yes	no	Active engagement with the regional Culture Against Racism initiative and adherence to Arts Council England's Equality, Diversity and Creativity agenda will help shape programme choices and initiatives
Religion or belief	no	no	
Sex	yes	no	Adherence to Arts Council England's Equality, Diversity and Creativity agenda will help shape programme choices and initiatives
Sexual Orientation	yes	no	Adherence to Arts Council England's Equality, Diversity and Creativity agenda will help shape programme choices and initiatives
Intersectionality	no	no	
Non-legally protected characteristic			
Carers	yes	no	Inclusivity of process should open up opportunities for engagement

5. Achievement of the Authority's public sector equality duty		
Will the proposal contribute to any of the following?		If yes, how?
Eliminate unlawful discrimination, victimisation and harassment	N/A	
Advance equality of opportunity between people who share a	yes	Cultural engagement plans will actively promote access to learning, mentoring and business support within the sector aiming to

protected characteristic and those who do not		advance equality of opportunity between those who share a protected characteristic and those who do not
Foster good relations between people who share a protected characteristic and those who do not	yes	Cultural engagement activities will actively promote collective understanding and challenge prejudice with a view to developing greater understanding between those who share a protected characteristic and those who do not

6. Negative Impacts		
Potential negative impact	Can it be reduced or removed?	If yes how? If no, why not and what alternative options were considered and not pursued?
	Choose an item.	
	Choose an item.	
	Choose an item.	
	Choose an item.	

7. Action Plan				
Actions to gather evidence or information to improve NTC's understanding of the potential impacts on people with protected characteristics and how best to respond to them	Responsible Officer Name	Responsible Officer Service Area	Target Completion Date	Action completed
Establishment of boroughwide cultural compact with a clear Equality, Diversity and Creativity agenda	Steve Bishop	Culture	10/04/2023	Choose an item.
			Calendar	Choose an item.
			Calendar	Choose an item.
Actions already in place to remove or reduce potential negative impacts	Responsible Officer Name	Responsible Officer Service Area	Impact	
AccessAble audit of key facilities	Iain Betham	Asset Management	reduce	

Viewing platform at Mouth of the Tyne Festival (MOTTF)	Pete Warne	Culture	reduce		
Signing on MOTTF Cabaret Stage	Pete Warne	Culture	reduce		
<b>Actions that will be taken to remove or reduce potential negative impacts</b>	<b>Responsible Officer Name</b>	<b>Responsible Officer Service Area</b>	<b>Impact</b>	<b>Target Completion Date</b>	<b>Action completed</b>
Annual review of access arrangements to assess scope for improvements	Steve Bishop	Culture	reduce	29/03/2024	Choose an item.
			Choose an item.	Click or tap to enter a date.	Choose an item.
			Choose an item.	Click or tap to enter a date.	Choose an item.
<b>Actions that will be taken to make the most of any potential positive impact</b>	<b>Responsible Officer Name</b>	<b>Responsible Officer Service Area</b>		<b>Target Completion Date</b>	<b>Action completed</b>
Active promotion of positive adjustments to improve access and promote diverse programming	Steve Bishop Pete Warne	Culture		29/03/2024	Choose an item.
				Click or tap to enter a date.	Choose an item.
				Click or tap to enter a date.	Choose an item.
<b>Actions that will be taken to monitor the equality impact of this proposal once it is implemented</b>	<b>Responsible Officer Name</b>	<b>Responsible Officer Service Area</b>		<b>Target Completion Date</b>	<b>Action completed</b>
Annual Review	Steve Bishop	Culture		20/10/2023	Choose an item.
				Click or tap to enter a date.	Choose an item.

			Click or tap to enter a date.	Choose an item.
<b>Date review of EqIA to be completed</b>	<b>Responsible Officer Name</b>	<b>Responsible Officer Service Area</b>		
20/10/2023	Steve Bishop	Culture		

8. Outcome of EqIA	
<b>Outcome</b>	<b>Please explain and evidence why you have reached this conclusion:</b>
The proposal is robust, no major change is required	The proposal is linked to and actively implements proposed equality and diversity strategies agreed with the Council and Arts Council England. These are reflected in the approaches of key partner organisation who will be part of an ongoing partnership to drive the strategy.

9. Corporate Equality Group Member approval	
<b>Do you agree or disagree with this assessment?</b>	Agree
<b>If disagree, please explain why?</b>	
<b>Name of Corporate Equality Group Member</b>	David Cunningham
<b>Date</b>	21/10/2022

10. Director approval	
<b>Do you agree or disagree with this assessment?</b>	Agree
<b>If disagree, please explain why?</b>	
<b>Name of Director</b>	John Sparkes
<b>Date</b>	21/10/2022

Please return the document to the Author and Corporate Equality Group Member.