

Thriving Sub Committee

20th June 2023

Steve Bishop – Head of Culture

North Tyneside Creates
A Cultural Plan 2023–2030



Why a Cultural Plan?

Previous Council strategies

Words, Wellbeing and Wifi – Libraries 2016-21

Great Art for Everyone – Arts Strategy 2014-21

Past, Present and Future – Heritage Strategy 2014-21

Visit North Tyneside – Tourism Strategy 2014-21

Arts Council England – Let's Create (2020-2030)

Creative People

Cultural Communities

A Creative and Cultural Country

Investment to encourage recovery post pandemic

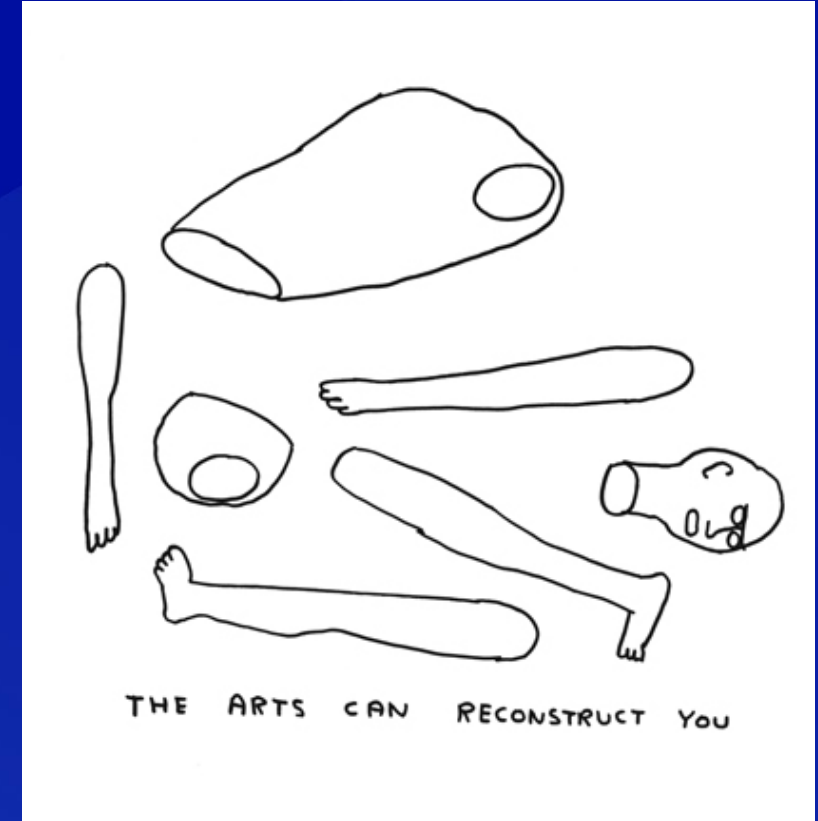


Partnerships promote place

“Culture could be a tonic – the shot in the arm to boost the economy, address inequality and promote social wellbeing. It is crucial to how we recover from the pandemic. Culture contributes to healthy and sustainable communities and helps give cities and towns a rich identity”. *Dame Julie Kenny, Chair of Sheffield Culture Collective*

UK Cultural Cities Enquiry (2020)

- Place based partnership structure
- Taking full advantage of cultural resources
- Embedded within wider strategic development plans



Asset Mapping

- Joint cultural needs assessment
- Identifying existing cultural spaces
 - Playhouse
 - Lighthouse
 - Museums
 - Libraries
 - Private sector
 - Voluntary sector
- Identifying others which could become part of the cultural landscape
 - Town centre masterplan
 - Parks and outdoor spaces

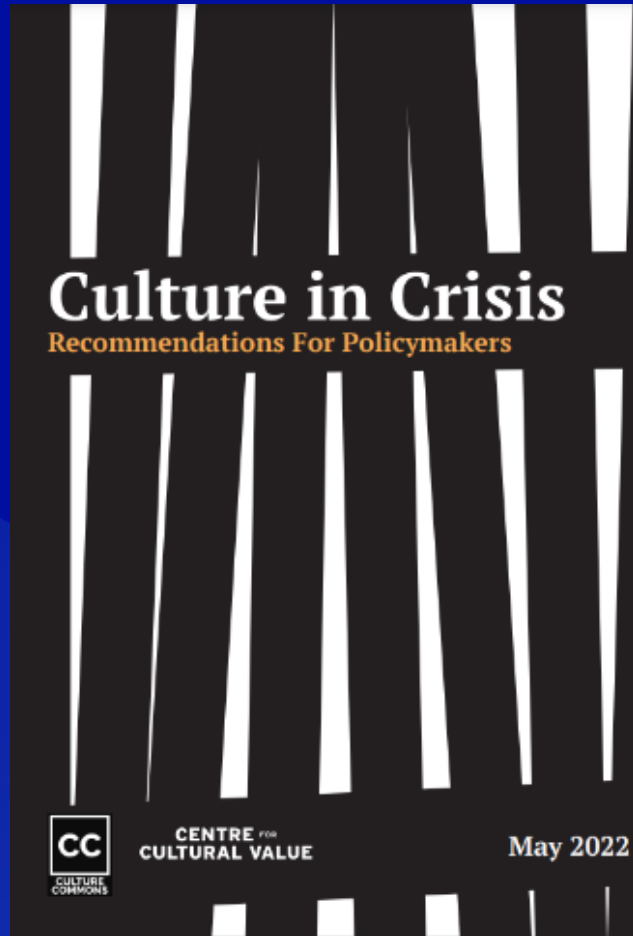


Consultation and Engagement

- Broad cross sector steering group
- Public forums
- Online questionnaire
- Bespoke engagement with
 - Chambers of Trade
 - Creative practitioners
 - Voluntary and community sector
 - Service users
 - Other Council services



Culture in Crisis



- 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

Creative UK

Creative UK estimate that, amongst other achievements, UK Creative Industries:-

- Contributed £115.9bn in GVA to the UK economy in 2019, which is greater than aerospace, automotive, life sciences and oil and gas sectors combined.
- Created jobs at three times the UK average, employing 2 million people across the UK
- Supported 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.

Such statistics underline the significance of the cultural sector to the economy, both locally and nationally. The Cultural Plan for North Tyneside aims to increase the share of this action which North Tyneside can access.

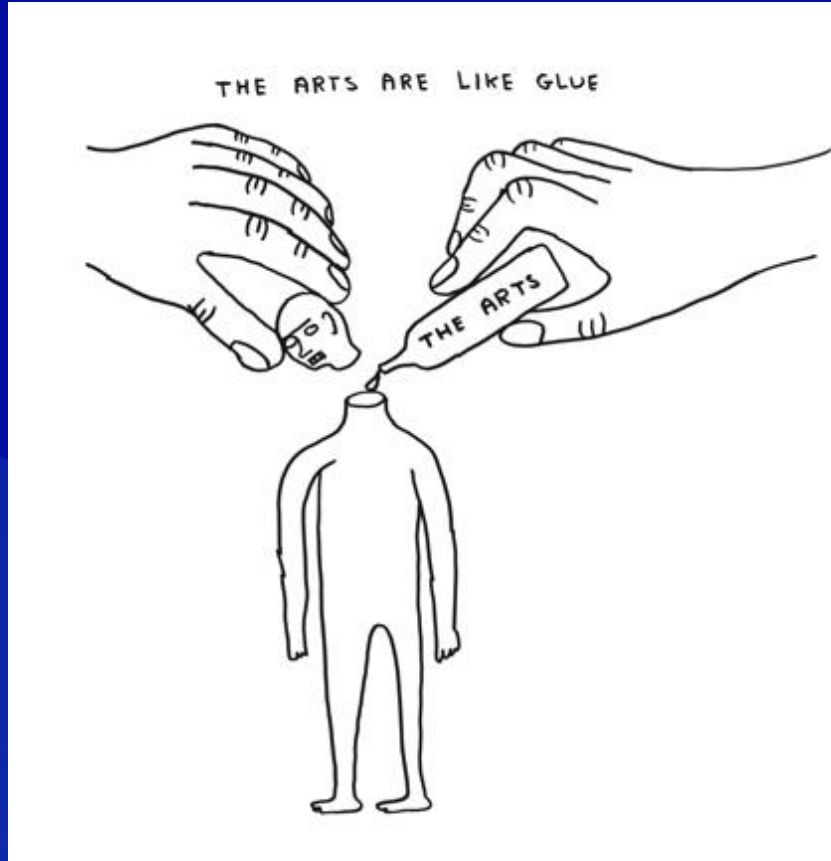


Invigorating Cultural Ambition



- Align with objectives in Our North Tyneside Plan
- Address issues arising from public consultation
- Include key drivers for business and voluntary sector partners
- Consider the needs of creative practitioners and the sector more widely post pandemic
- Highlight alignment with Arts Council England *Let's Create* (2020-2030) strategy
- Develop an Action Plan identifying short, medium and long term objectives with indicative funding streams to support activity

Cross Cutting Challenges



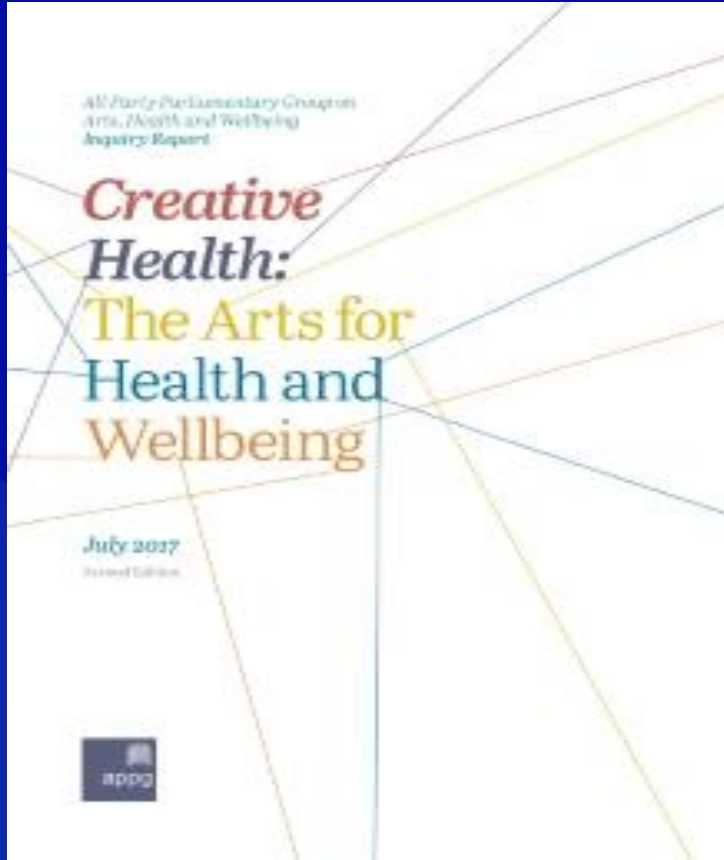
- Climate change – Working with partners in buildings and at festivals and events to meet net zero carbon targets
- Digital offer – explore how this can increase access and diversify audiences for cultural activities
- Equality, Diversity and inclusion – cultural activities to increase the diversity of communities represented in North Tyneside

Sector Challenges



- Developing Sector networks – develop an active cultural partnership with a clear action plan
- Recognising hyper-localism – address the issues of culture in localities in North Tyneside
- Supporting creatives to access funding
- Embedding Culture in Masterplans

Sector Challenges



- Skills and career opportunities – work to promote and retain skilled artists and technicians
- Addressing inequity in access – highlight diverse heritage and identities
- Promoting Health and Wellbeing – strengthen Culture Health and Wellbeing Network and support wider cultural engagement

North Tyneside Cultural Partnership



KATY FULLER is a Creative Producer with over twenty years' experience in commissioning and producing major cultural events, festivals and outdoor and site-specific projects. She has a career-long commitment to engaging the broadest possible audiences in culture and to supporting artists to extend their practice, take risks and create memorable experiences which resonate for years to come.



STELLA HALL, FRSA is a creative producer, connecting people and place through culture. She co-founded Green Room, Manchester, was Director, Warwick Arts Centre and Festival Director, Belfast Festival at Queen's. Moving to Whitley Bay in 2005, as Deputy Director, NewcastleGateshead Initiative, she led Culture10 supporting Festivals and Events across the North East. In 2013, She co founded Festival of Thrift, the National Festival of Sustainability in Teesside.

Creative Industries Sector Vision: A joint plan to drive growth, build talent and develop skills

- <https://www.gov.uk/government/publications/creative-industries-sector-vision> Creative industries sector vision - GOV.UK (www.gov.uk)
- DCMS June 2023



Culture...
keeps us hanging
on in there...

• Questions?

