

NS800 Strategic Objectives

North Shields 800: celebrating our past, present and future

Bringing everyone together to enjoy a year of exciting anniversary events.

We plan to make North Shields 800 a very significant milestone in the life of the town. Working together we will:

Strategic Objectives	Actionable Goals
1. Inspire pride in our town and its unique identity	<ul style="list-style-type: none">a. Use funding in a way that encourages local people to get involved e.g. funding one event each month during 2025 that people can take part inb. A majority of people surveyed said they enjoyed the event they attended and found it interesting
2. Generate a more positive profile for the town around the region and beyond	<ul style="list-style-type: none">a. A minimum of ten positive media stories about North Shields, including at least one national storyb. A majority of people surveyed said they saw North Shields more positively then previously
3. Increase visitor numbers throughout 2025	<ul style="list-style-type: none">a. Deliver 10 interesting and engaging events that will appeal to visitors within a 30-60 min travel radiusb. Deliver at least two signature events that increase visitor footfall from further afield
4. Provide a sustained boost to local businesses	<ul style="list-style-type: none">a. Plan events so that local businesses can benefitb. Leave a legacy or permanent reminder of the celebrations that will continue to attract visitors beyond 2025 such as artworks, books and film

<p>5. Inspire people from all kinds of backgrounds to explore the town's heritage</p>	<ul style="list-style-type: none">a. Every school in North Shields gets the chance to take part in a cultural or heritage activity to celebrate North Shields 800b. Encourage communities of interest and identity to take part and create events reflecting the diversity of the history of North Shields
<p>6. Bring together the different communities that call North Shields home.</p>	<ul style="list-style-type: none">a. Involve volunteers from different communities in North Shieldsb. Support the voluntary and community sector to come together and collaborate on events and initiatives