



North Tyneside  
Council

# Briefing Notes

**To:** Thriving Sub  
Committee

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**Date:** 16 July 2024

**Title of Briefing:** North Shields 800 (NS800) anniversary update and Summer Events

## Purpose

The purpose of this note is to provide Thriving Sub Committee with an update on the planning for NS800. A presentation on Summer Events will be presented at the committee meeting.

## Background

The North Shields 800 Anniversary Committee was established in October 2023 with Sir Alan Campbell MP as Chair. The committee currently has representatives from local groups, organisations and businesses.

A number of strategic objectives to frame the North Shields 800 programme of events and activities have been developed and agreed to by the Committee. A copy of these are attached.

A soft launch of the North Shields 800 was undertaken in July that brought together residents and community groups to start the promotion of the programme.

The Council has provided a financial contribution of £80k for this year and next year to the programme which will be used to leverage in additional funding.

A Creative Project Director has been appointed to help co-ordinate and develop North Shields 800

## **Progress to date**

To develop the programme and activities in further detail four sub groups have been established to cover the following areas:-

- Funding
- Events
- Communications and Community Engagement
- Fishing Industry

These groups are meeting regularly and are developing ideas, looking at a range of funding sources and producing a communications plan. Further details on each of these groups is set out below:

## **Funding**

At present the only guaranteed funding is that approved by Cabinet as part of the budget setting for 2024-25. However, it is anticipated that this will help lever in funding from other sources including National Lottery Heritage Fund, Community Foundation, other trusts and corporate sponsorship which can be accessed independently by members of the committee.

## **Communications and Community Engagement**

As word about NS800 begins to spread, by word of mouth and social media, it is important to establish clear branding and a communications plan. This will include a logo, development of a website, social media presence as well as more traditional methods of publicity.

A plan around engagement with the wider community and how they can engage with the programme will be developed once the programme starts to firm up. A piece of work around school engagement and a school pack has been identified as a priority so schools can plan their involvement over the year and also to ensure that there is a joined up approach to working with schools.

## **Events**

Consideration is being given to events in the following ways:-

### Signature events

One or two moments of mass celebration, that are innovative and ambitious, giving them a high impact and drawing in audiences from the local area and beyond.

### Open call programme

An open grant fund allowing groups and organisations to bring their own contributions to the programme.

### Existing Events and 'Badged' programme

Potential to collaborate on existing events, with a coherent approach.

The exact determination of events will depend to a great extent on the success of fundraising and the ideas generated by partner organisations.

Attached is a proposed list of events that have been put forward to date and we anticipate that more ideas will be generated as the year progresses and there is greater publicity about North Shields 800.

As part of the development of programme we will need to ensure that there is good coverage of activity across the communities of North Shields as well as events that appeal to different audiences. The programme needs to also celebrate the future of North Shields and further consideration will be given to how this can be achieved.

## **Fishing Industry**

Representatives from the fishing industry are keen to stress the importance of the industry in the history of North Shields as well as its present day significance. Initial thoughts include a week focussed on the industry in March with a range of event based and educational activities to showcase fishing.

## **Legacy**

The committee are keen that there is a legacy associated with North Shields 800 and this will be a key priority for the Creative Project Director on how the year long programme of events and activities can result in a lasting impact that benefits the creative and cultural sector in the area.

## **Summer Events**

A presentation will be presented at the Thriving Sub Committee meeting, that will draw together the events that are currently programmed for this summer that are being delivered by a number of Council teams including the Culture & Events Team and Leisure and Libraries.

## **Recommendations**

1. To note the information contained within this Briefing Note and offer observations to help ensure that North Shields 800 is successful and delivers against its strategic objectives and;
2. To note the information in the presentation and to put forward recommendations to inform future summer programmes.