

A Culture Strategy ... with and for the people of North Tyneside

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Creatives had conversations in Whitley Bay, North Shields, Wallsend and Longbenton



Equal access and confidence



Local identity



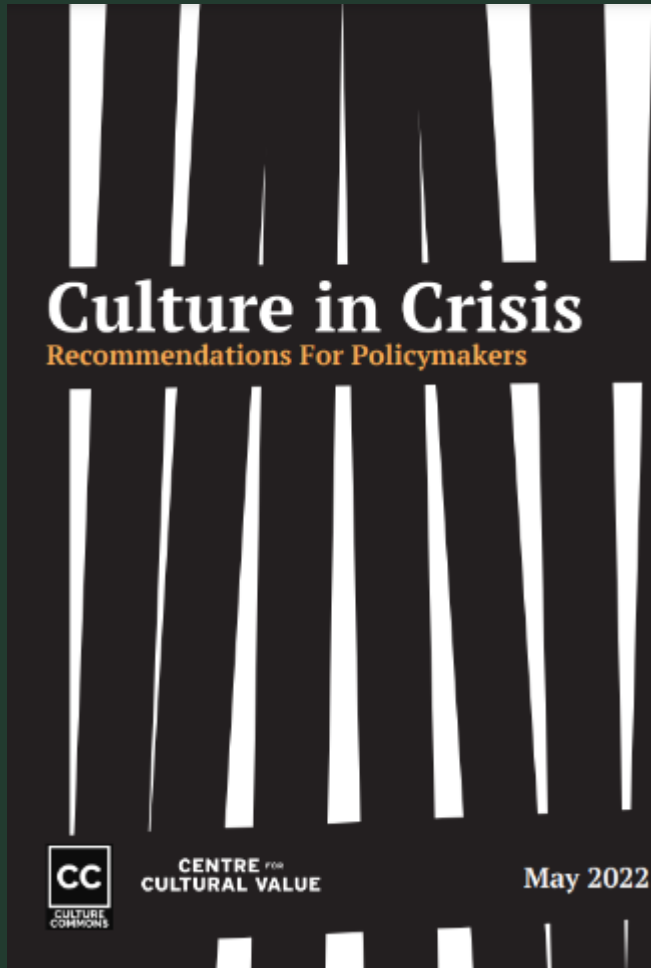
Discomfort



Invigorating cultural ambition



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

Digital solutions – NT at the forefront?



The impact of digital technology on arts and culture in the UK
Research Briefing
Published Tuesday, 10 May, 2022

The North Tyneside challenges

1. Facilitating the development of networks to support and bring together the creative, cultural and heritage communities – with economic, social, health and wellbeing, educational and intrinsic value. Some supporting infrastructure will be required to do this.
2. Recognising super-localism - for some people cultural engagement may be a gig in their neighbourhood pub, for others it may be traveling to see opera or panto or maybe it's their children's tap dancing lessons?
3. Supporting independent creatives and cultural organisations to access funding - whilst overall arts engagement is not in the lowest bands across the country (43.07%, national average 44.25%) it's a mixed picture – a need to bring investment at that supra-local level.

What next?

