

South Tyneside

*– a place where people live healthy,
happy, and fulfilled lives.*

Councillor Tracey Dixon, Leader of South Tyneside Council
and Vice Chair of LGA Culture, Tourism & Sport Board



South Tyneside Council

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**THIS IS
SOUTH
TYNESIDE**

About South Tyneside

- In the heart of the North East, including the towns of South Shields, Hebburn and Jarrow, and the villages of Boldon, Cleadon and Whitburn.
- 147,800 residents; ageing population; comparatively small and concentrated populations of ethnic minorities.



South Tyneside Council

NORTH TYNESIDE

South Shields

Jarrow

Port Of Tyne

Hebburn

Cleadon

Whitburn

East Boldon

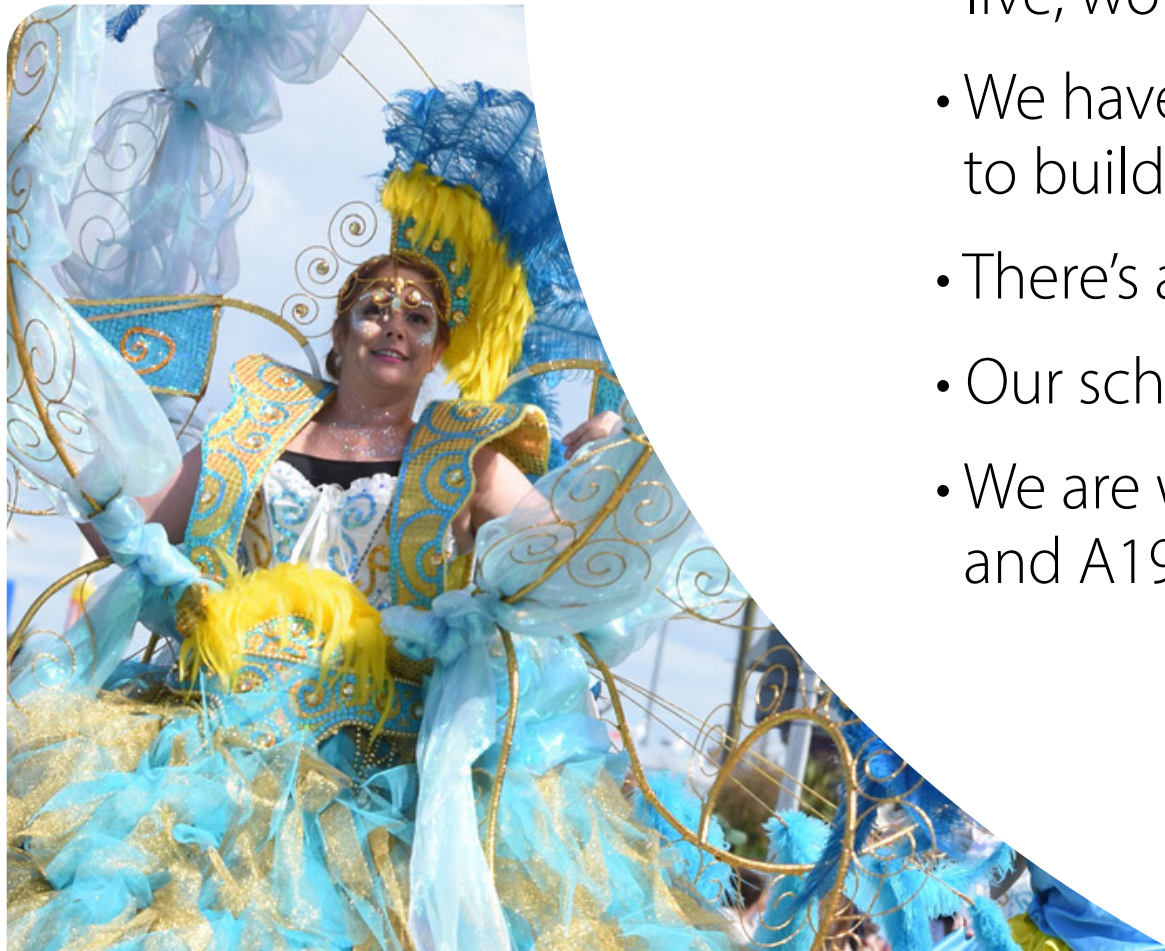
West Boldon

SUNDERLAND



Coast, Community and Growth Corridor

- Our beaches, green spaces, cultural and heritage attractions are unique and bring huge opportunities.
- Local people like living here and have good opportunities to live, work and play.
- We have a strong tourism offer and visitor economy and need to build on this.
- There's a powerful sense of community, pride, and identity here.
- Our schools are good, as is attainment in early years.
- We are well positioned, flanked by the coast, River Tyne and A19.



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Our 20 Year Vision and 5 Ambitions

We have analysed the data and spoken to a wide range of stakeholders...including through a new Residents' Survey; Our ST Conversation; Business Survey; Employee Survey; focus groups; external reviews, an independent economic assessment.



Our South Tyneside A place where people live healthy, happy, and fulfilled lives.

We have five 'Ambitions' – the things we want to achieve over the next 20 years to help deliver our Vision. Culture underpins each Ambition and will guide everything we do.

We want all people in South Tyneside to be:



Financially secure

Residents will be financially secure. They will have what they need for a good standard of living.



Healthy and well

Residents will enjoy good mental wellbeing and physical health throughout their lives. They will have the best start in life and be able to live and age well.



Connected to jobs

Residents will have access to jobs, skills, and learning. They will have the skills and confidence to apply for a wide range of quality local jobs. These jobs will be in key and growing areas of employment and will benefit all of our borough.



Part of strong communities

Residents will live in clean, green, and connected communities where they feel safe.

And we want these things for every resident, so we are committed to:



Targeting support to make things fairer

We will target support at the residents and parts of our borough that need it the most, reducing inequalities and making things fairer.



Culture, Tourism & Sport

- A significant contributor to the wider regional offer and economy and we bring something unique and special to the region and the UK (we are the finish to the Great North Run and South Shields was named as Beach of the Year 2023 by the Sunday Times).
- We host on average 7million visitors per year (pre-pandemic). We are proud of our unrivalled family offer at the foreshore.
- Most of our visitors come for the day – an important opportunity to boost overnight visits and inward tourism, particularly around our coast and heritage assets and linking closely with Newcastle International Airport.
- Tourism, leisure and hospitality in South Tyneside employs over 5,000 people contributing more than £100m to the economy every year.



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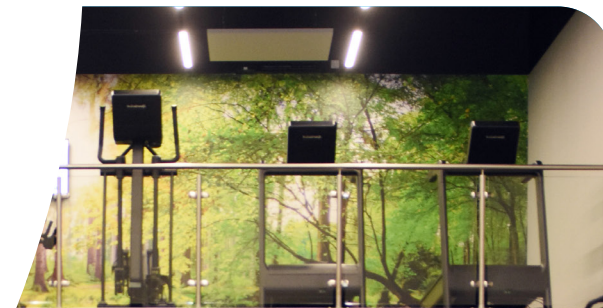
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Partnership working through tough times

- Over £30 million investment in leisure during the last decade (including cutting edge green gym technology at Monkton Stadium), leading to record membership numbers (10,000 plus) and 1.5 million admissions per annum.
- Support for sporting assets and events, including our football clubs and Great North Run.
- Proactive approach (including sourcing Arts Council England and Levelling Up funding) to support our key cultural assets, such as Arbeia Roman Fort (our world heritage site), South Shields Museum, Jarrow Hall, The Customs House and more...
- Ambitious plans to boost tourism at the Foreshore through masterplan, work with National Trust and events offer for visitors (annual free Summer Festival and Parade).
- Big focus on inclusivity, first PRIDE festival this year.



South Tyneside Council



South Tyneside

Making Waves

2022-2027  Cultural Strategy

Vital role of Culture, Tourism & Sport

- We know these are difficult times and we experienced significant budget cuts over the past decade.
- We have a clear strategy through the South Tyneside Cultural Partnership and the Making Waves Strategy; “an essential cog to support the borough to live well, invest and thrive and visit and enjoy.”
- Culture, tourism and sport are not statutory services, but are vital as they underpin so much; helping to build skills, improve health, boost aspiration, attract visitors, change perceptions, strengthen communities and grow economies.



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