

## North and South Tyneside Council



### Cultural regeneration through costal partnership

Prior to 2003, North and South Tyneside had little history of working together in partnership within the cultural field or within other areas. However, it became clear that the strategic drivers in the region meant that working together was the only sensible approach to future developments taking place. The Regional Economic Strategy stated that a 'culturally vibrant North East' would ensure that the benefits of economic renewal would be secured for the whole community.

The TyneWear Partnership (TWP) proved to be the catalyst for joint working. Both local authorities are now working closely together on regeneration issues, which link both sides of the River Tyne.

In 2004, two major initiatives brought the two local authorities together, in a very practical way. First, they were awarded joint Creative Partnership status. This brought £2-4 million of funding and resources for the two authorities, to help develop creativity in the education sector during the next two to four years. Secondly, a Coastal Regeneration Strategy, covering North and South Tyneside and Sunderland (the coastal strip of Tyne and Wear) was published. The aspirations of both Tyneside authorities are that the Tyne Riverside, the Foreshore and the Mouth of the Tyne areas will be a vehicle for regeneration with tourism and cultural activity the key driver.



The development of the Mouth of the Tyne will complement the other activities, proposals and developments being undertaken along the length of the Tyne, to create a vibrant corridor that will be a focus for major international events. This will include the Tall Ships Race in 2005 aligned with International River Festivals, where North and South Tyneside will stage a river mouth 'spectacular'. This has attracted £250,000 from Culture 10, the multi-agency organisation, which is supporting the promotion of cultural tourism within the region. It will bring a host of events of a scale and diversity never before seen in the UK.

The Cultural Pathfinder project will focus upon the Coastal Regeneration Partnership and, in particular, evaluate the impact of the partnership initiative in the two boroughs. It will contribute specifically to the Shared Priority objective of 'promoting the economic vitality of communities' although it is anticipated that aspects of the project will help transform the local environment and meet transport needs more effectively.

The project's key aims include:

- provide learning and creativity opportunities for all ages, to ensure that culture is at the heart of raising the aspirations of socially excluded groups
- promote creative enterprise, by using culture to activate re-engagement in labour market and build, develop and sustain SMEs
- develop cultural infrastructure at the Mouth of the Tyne

A series of joint proposals and projects have now been initiated and are planned to develop during the coming years. These are organised around three themes:

- events and programmes that will engage people in cultural activity
- improvements to infrastructure, public realm and cultural facilities
- investment in feasibility work, to determine whether aspirational projects are viable and sustainable in the long term

The project will identify key indicators from the evaluation framework, but it is anticipated that outputs will include:

- create and support 600 jobs
- support eight businesses
- create 60 intermediate labour market opportunities for work experience and learning
- remediate eight hectares of brownfield land
- create 137,000 school visit learning opportunities
- increase visitor numbers in new and traditional visitor locations
- increase the number of overnight stays and visitor attraction visits

Despite stiff competition for funds from other Tyne and Wear authorities, North and South Tyneside have attracted approximately £2 million of external investment into related cultural activity.

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