



Creative Gateshead

A Culture Strategy for Gateshead

What is culture?

Culture in Gateshead is defined as:

Arts, artists, architecture, community centres, college, concert halls, creative industries, design, galleries, heritage, leisure centres, libraries, museums, musicians, open spaces, parks, people, places of worship, public art, schools, sports clubs, sporting events and venues, theatres, universities, voluntary sector, volunteers

The Strategy is for:

- Gateshead - making Gateshead a great place for culture
- Gateshead Council - a framework for making strategic and investment decisions
- All organisations who contribute to the cultural offer in Gateshead and the North East

The evidence base

- Robert Putnum, Bowling Alone - sustainable economic growth based on tight-knit communities with strong social capital
- Richard Florida, Creative Cities - the creative class, tolerant, diverse places open to creativity. Creative communities + older urban centres + high tech industry + outdoor amenities will drive economic growth
- Matarasso, Social and Economic impact of Culture and Sport (Glasgow; Manchester)
- Vanessa Swartz, University of Southern California - Culture has globalised and decentralised. Creative laboratories emerging in Austin Texas, Marseilles France and Gateshead
- Sage Gateshead has a GVA impact of £8.5m a year - most significant arts venue outside London
- Significant growth in creative industries - Creative industry GVA in Gateshead increased by 50% between 2005 and 2010
- Between 2013-14 NewcastleGateshead cultural venues generated around £85m, providing 2,068 jobs
- Economic impact of cultural industries in Gateshead - Over £300m has been invested in Gateshead Quays over the last fifteen years
- The total direct economic value of sport in Gateshead is £60m and total wider economic value is £105m
- Total economic impact of Great North Run is £22m (2010 report) with 54,000 runners, 73% outside the North East region
- Great North Run millionth runner generated £32m into North East economy
- £3.36m generated into the North East Economy from the Sainsbury UK School Games in 2010 (£1.6m in Gateshead) and 90% of the 10,500 visitors to the event said they would make a return visit to Gateshead
- Economic Impact of European Athletics Games, £840,000 and 400 volunteers engaged
- Economic Impact of Rugby World Cup 2015 estimated to be around £93m
- Angel of the North and public art has had a positive effect on community wellbeing and identity (Blackman 2014)
- 1Plan; Rural Economic Strategy (2012-15); Rural Accommodation Study (2009); Fit for a City - Gateshead Regeneration Delivery Strategy (2008); Gateshead Quays Masterplan (2011)

Building on our strengths

- Over 40 years of consistent investment in culture
- 30 years investment in a community arts programme of participation
- 30 years of placing art in the public realm including The Angel of the North - 20 years old in 2018.
- High quality professional experience, knowledge, commitment and passion
- Internationally renowned for culture led regeneration "one of the world's eight most Creative Cities" (Newsweek 2002)
- Confident community led arts and culture organisations
- A library service that has pioneered the innovative use of technology over 20 years. It was the first library service to offer access to IT and the first internet shopper in the world
- Evolving partnerships since 2000 both around the region and across Gateshead.
- Designated as the European Capitals of Sport Association's European City of Sport 2010
- A contrasting urban and rural environment
- A track record in environmental project delivery, such as Northern Kites
- High quality countryside and an already popular rural tourism offer, with over 300,000 visitors per year to Derwent Valley Country Park.
- A high concentration of heritage assets contributing to the areas quality and attractiveness, including listed buildings and structures, historic parks and gardens and an historic battlefield.
- Outstanding collection of craft and design at Shipley Art Gallery, including Henry Rothschild Collection of studio ceramics

5 BIG AMBITIONS - To establish:

- A network of creative hubs and community hubs to drive economic growth and strong, cohesive communities
- Talent retention and attraction - to build the skills and successes of our residents and the cultural sector
- A stronger visitor economy in our towns and countryside
- High profile international cultural and sports events and conferences
- Strong partnerships -with businesses and international partnerships, community and voluntary organisations, local authorities and NewcastleGateshead Initiative, north east culture organisations, universities and colleges



We aim to:

- Accelerate economic and cultural growth in Gateshead and increase employment opportunities
- Improve health and wellbeing of Gateshead residents through a strong and accessible cultural offer and activities
- Build on our legacy of 40 years investment in culture in local communities
- Ensure that creative and innovative leadership in culture is sustained
- Attract and retain creative people and nurture talent and ensure Gateshead is a creative place
- Develop new sustainable solutions and partnerships with significantly less resources
- Continue to develop a cultural infrastructure and cultural network that places Gateshead as an international leader in culture



Outcomes

- Culture, creativity and high impact events
- Improving health and wellbeing
- Creating capacity through volunteering
- Creating the conditions for economic growth



CREATIVE ECONOMY

Big Goals: 2014- 2017 (3 years)

- Delivery of the Rural Economic Strategy, in particular, Land of Oak and Iron and Cultural Corridor
- A sustainable infrastructure of international cultural venues, including BALTIC Centre for Contemporary Art, Gateshead Old Town Hall, Gateshead International Stadium, Gibside, Sage Gateshead, Shipley Art Gallery, St Mary's Heritage Centre and Workplace Gallery.
- Sector and talent development in all cultural activity
- Programme of high impact cultural, sports events and conferences
- Investment in our cultural infrastructure and public art, to sustain and increase its value
- Continued enhancement and sustainability of our unique heritage assets including Central Library, Derwent Valley, Gateshead Old Town Hall, Gibside Estate, Saltwell Park, Shipley Art Gallery and St Mary's Heritage Centre, maximising opportunities and exploring different delivery models
- 25% growth in creative business located in Gateshead
- A programme of cultural projects with NELEP to create enterprising businesses, improve skills in communities and develops infrastructure
- Improved landscaping and facilities for visitors to the Angel of the North
- Network of Creative Cultural Hubs at Baltic Business Quarter, Derwent Valley, Gateshead Town Centre, Gateshead Quays,
- Implementation of Core Strategy and maximising opportunities for culture, including a provision of public art in key locations
- Working with the NE Cultural Partnership to support the Culture and Innovation Fund; Universities business support to graduates to start creative SMEs; training and mentoring including the 100 artists in 100 businesses
- An increase in Social Enterprises in Gateshead located at Baltic Business Quarter
- Gateshead FC are promoted to the National Football League
- Increase the visitor economy (business, culture and leisure) working with destination marketing infrastructure, including NewcastleGateshead Initiative

Big Goals: 2017 onwards (5 years and beyond)

- A centre for excellence for culture for young people - supporting learning and accreditation
- Gateshead recognised as an attractive hub for artists to locate - Increased number of affordable artist studio spaces available to rent in Gateshead
- Gateshead's Creative Quarter completed as a thriving and vibrant centre for employment and culture
- Theatre spaces in Gateshead which support the voluntary arts sector as well as professional touring and commissioning
- Further high quality development at Gateshead Quays and BALTIC, including visitor facilities and attractions.
- Partnership with the Universities and Sport England/Scotland to deliver international and national sports events in Gateshead
- Sustained programme of high impact cultural and sports events and conferences, potentially hosting international sports events; international conferences; Turner Prize; Juice Festival; Late Shows; Enchanted Parks
- 50% increase of visitors at our heritage and cultural venues
- Delivery of the Rural Economic Strategy, with a significant increase in the visitor economy and tourism to Gateshead
- Delivery of a network of high quality green infrastructure, by implementing the Green Infrastructure Strategy Report and Delivery Plan

CREATIVE COMMUNITIES

Big Goals: 2014- 2017 (3 years)

- A network of Community Cultural Hubs at Teams (Big Local); Bensham and Saltwell, Birtley; Blaydon; Chopwell; Crawcrook; Dunston; Felling; Lamesley; Leam Lane; Pelaw; Rowlands Gill; Ryton; Whickham and Wrekenton
- A thriving community and voluntary sector delivering cultural activities
- Sector and talent development in all cultural activity
- A network of community run and Council run libraries, facilities and services where residents can read, learn and innovate by investing in digital infrastructure (ebooks; iPads; PCs); focusing on children and young people and supporting residents into employment
- An annual programme of Cultural Community Festivals including those designed and sustained by community groups, supported by the council
- A cultural programme in the care pathway for those with dementia and long term health conditions
- Every young person and every older person has access to Gateshead and the Region's cultural offer through the Northern Cultural Ambassadors Network
- A network of community buildings in Gateshead with access to free wifi and broadband
- Clinical Commissioning Group and public health commissioning cultural programmes to improve health
- 9,000 people accessing 'wellness' activity/support and are leading a healthier lifestyles
- Develop a new and innovative cultural programme for the rising student population living in Gateshead
- 400 artists delivering 1,200 arts activities to audiences of 200,000 per year
- 2,000 active culture volunteers
- 100 sustainable sports clubs working with the Council
- Celebrating and promoting the 30th anniversary of Gateshead Sculpture Day (2015) and the 100th anniversary of Shipley Art Gallery (2017)
- Develop a network of strategic parks and community parks in Gateshead

Big Goals: 2017 onwards (5 years and beyond)

- Wellbeing culture, arts, sports, libraries, events and heritage are fundamental to and routed in improving wellbeing and supporting health improvements in Gateshead
- 800 artists delivering 2,400 arts activities to audiences of 400,000 per year
- A major annual Cultural Community Festival designed and delivered by a partnership of Gateshead's professional cultural partners and communities
- 90% of residents feel they have a sense of identity and belonging with Gateshead
- The best digital library service in England
- 60% of residents are engaged in at least 1 x 30 minutes of sport and physical activity per week.
- The volunteering capital of England with 10,000 culture volunteers
- A thriving network of Council supported and community led parks and open spaces, valued by Gateshead residents with a nationally recognised profile

What is a Creative Hub?

Creative Hubs will help to instigate economic growth. Hubs are creative industries clustered together, sharing skills, talent and creativity and creating a unique sense of place, drawing visitors and businesses to them.

What is a Community Hub?

Community Hubs strengthen communities. Communities working together through capacity building and volunteering, clustering in spaces and creating a unique sense of place.

Resources and Investment

- £21m Arts Council funding (2015-18)in seven organisations in Gateshead (BALTIC, Gem Arts, Lawnmowers, NewcastleGateshead Initiative, Sage Gateshead, Tyne and Wear Museums and Archives, Workplace Gallery)
- £1.5m Gateshead Council support to culture and culture organisations
- 200,000 Gateshead residents, 2,000 culture volunteers
- Creative Apprenticeship Scheme
- Community and voluntary sector cultural organisations
- Local authorities, the north east culture partnership and Community Foundation Cultural Partnership Network
- NELEP European and Economic strategies
- Land of Oak and Iron - £2.4 million to conserve areas of distinctive landscape character in Derwent Valley

Partner organisations:

- Arts Council
- Big Lottery Fund
- Creative Europe
- European Funding(North East)
- Football Foundation
- Heritage Lottery Fund
- National Endowment for Science, Technology and the Arts (NESTA)
- North East Charitable Trusts and Foundations
- North East Local Enterprise Partnership (NELEP)
- RSA - The Royal Society for encouragement of Arts, Manufacturers and Commerce
- Social Investment Funds
- Sport England

Outcome of Consultation

Between 8 October and 14 November 2014, the Council consulted with partners, stakeholders and residents, involving them in developing the strategy.

The consultation process helped to shape the strategy and establish shared goals and ambitions for culture in Gateshead, identify resources and consider how we might work together to realise the strategy. The following key headlines informed the development of the strategy:

- It was recognised that the cultural offer in Gateshead is linked to a wider regional offer, including working with key partners, for example, Newcastle City Council and NewcastleGateshead Initiative to maximise the benefit of our cultural assets to the local economy and communities.
- It was agreed by partners during consultation that the strategy is not only a Council strategy; it is a strategy for Gateshead as a whole, owned by all.
- Everyone consulted agreed that the five big ambitions in the strategy are right.
- Recognition that Gateshead has a great cultural offer that provides an international profile and should be sustained.
- Improving health and wellbeing should be a key outcome of the strategy.
- Ensure that employment opportunities are delivered as part of the strategy.
- Focus on communities and community activities/festivals as well as high impact cultural and sports events and conferences.
- Culture should be maintained by working in partnership.
- The importance of parks, and Saltwell Park as a unique asset.
- Explore new and existing international partnerships, for example Japan, mainland Northern Europe, India.



Quotes from Gateshead residents:

“Culture is about having the opportunity to be entertained, energised (and exercised), to learn and be creative, to try new things and think new ideas about yourself, the area in which you live and the world beyond - on your own or with others.”

“Gateshead has proved time and time again that investment in cultural activities enhances and enriches the lives of those who live in and those who visit the area. It promotes a sense of belonging and a feeling of pride in the area. It ensures our region is known beyond the boundaries of the North East.”

“The recent flourish of cultural activities in Gateshead has contributed to a massive improvement in the area. I have lived in Gateshead for eight years and hope this improvement continues as it is a much nicer and interesting place to live now.”





Implementation - how we will deliver our strategy

We will work together through Gateshead's Culture Forum to deliver our ambitions and goals.

The strategy will be reviewed and updated regularly.

Gateshead Council would like to thank the following for taking part in consultation and helping to develop the Culture Strategy:

- Arts Council
- BALTIC, Centre for Contemporary Art
- Cleveland Hall Community Association
- Dance City
- Friends of Saltwell Park
- Gateshead College
- Gateshead Older People's Assembly
- Gateshead Volunteers
- Gateshead Schools
- Gem Arts
- GVOG
- Jazz North East
- Lawnmowers
- Lobley Hill Community Library
- Low Fell Library Association
- Newcastle City Council
- Newcastle University
- NewcastleGateshead Initiative
- NewcastleGateshead Culture Venues
- Northumbria University
- Sage Gateshead
- Seven Stories
- Sight Service
- Sport England
- St Mary's Heritage Group
- Swingbridge Media
- Tyne and Wear Archives and Museums
- Tyne and Wear Sport
- Tyne and Wear Heritage Forum
- Winlaton Library
- Workplace Gallery
- Gateshead Residents