



BALTIC

DANCECITY ©
Dance for the North

Life

live
theatre

N
NORTHERN
STAGE

Sage
Gateshead

seven stories
National Centre for Children's Books

THEATRE ROYAL
NEWCASTLE UPON TYNE

TYNE & WEAR
archives &
museums

TYNESIDE
C I N E M A

CASE FOR CULTURE - CONSULTATION REPONSE

1. Economy – what has culture got to offer the economy of the North East? (250 words)

The cultural sector creates a significant amount of employment in its own workforce, provides ongoing training and development and is also generating a range of higher skilled positions. In addition, many cultural organisations support and nurture creative talent and the development of new creative businesses, as well as creating opportunities to showcase and profile these. There are a large number of existing and emerging small and micro business in the cultural sector, generating significant economic impact and with the potential to form part of a more resilient economic base.

The sector also creates opportunities for those who are socially excluded or far from the labour market to engage in activities which increase their confidence, skills and employability and enable them to make progress.

People are attracted to live in the region by the quality of place and sense of authenticity and depth of culture available. A higher and more diverse cultural offer and a creative environment attracts and supports retention of skills and employees – graduates and other skilled professionals from all sectors are more likely to be attracted and retained in an area which is seen as culturally vibrant and dynamic.

In an area with a good cultural infrastructure and iconic cultural facilities, other investment follows, including in the hospitality, retail, creative industries, housing and other sectors. High quality cultural events and activities attract local, business and tourism visitors, generating multiplier effects on spend in the local economy. Increasingly conferences are held in cultural venues, which generates profile and increased visitor spend in the local economy.

2. Health and wellbeing - how can culture contribute to the health and wellbeing of people living and working in the North East? (250 words)

There is a wealth of evidence showing that culture can contribute to the improved physical and mental health and well being of people in general, as well as with particularly disadvantaged groups – from the very young to the very old, to those who may be socially excluded due to challenging personal circumstance, deprivation factors or by virtue of their race, religion, interests or beliefs.

“The arts, creativity and the imagination are agents of wellness: they help keep the individual resilient, aid recovery and foster a flourishing society.” The Charter for Arts, Health and Wellbeing

The ways in which culture and cultural organisations can support this are:

- through the main cultural programmes/activities on offer and supporting more people to engage with these, encouraging them to try different things across cultural forms and with more frequency
- through learning and participation outreach programmes within communities, giving access and an introduction to cultural activities, as well as promoting engagement in positive and life affirming activities
- through specific and targeted projects which support particular groups of place, identity or interest to validate their experience and help them engage or express themselves in a creative way
- through cultural interventions in healthcare settings, which take creative activities and approaches and apply these with sensitivity to enhance the well being of the people in those settings
- through specific and targeted projects which support those who may be socially excluded, isolated and vulnerable to become more engaged in activities and help to build confidence and self esteem, whilst having fun and doing something creative

3. Sense of place and community – what has culture got to offer the North East as a ‘place’ and its communities?

Engagement in culture and cultural activities can help reveal and enhance the identity of a place and its communities and help people to explore the meaning, value and character of their own community and where they live. This is not static, but will change over time and evolve. Culture helps to define the character of a place and helps people and communities define their own story and for new narratives to emerge. Through cultural activities and creativity, people are able to explore and articulate the historic, social, cultural and economic context of the region and its communities and develop this.

Culture can help people engage in society, help them develop confidence and the ability to express themselves in different ways. It has the power to inspire and generate awe and wonder, to challenge existing norms and thinking, but also to celebrate community character and ultimately create, reinforce or enhance the sense of place.

4. Distinctiveness/ image and profile of the region - how does culture contribute to making the North East a distinctive and attractive place?

The critical mass of world-class cultural infrastructure in NewcastleGateshead and the diverse range of cultural and heritage sites, attractions and activities across the region, makes this region a distinctive destination for visitors and an attractive place to live.

The world-class cultural offer available in the region across a wide range of cultural forms creates a sense of interest, vibrancy and dynamism and makes the area an attractive place to live, work, visit and do business.

The deep and rich cultural heritage of the North East makes it distinctive, from its Roman history, to Christian heritage and through to industrial innovation, which have influenced and shaped the wider country and world .

5. National/ international work - what are your ambitions to develop national/ international work, links and collaborations in the future?

As a partnership, NGCV is keen to develop links with key policy and decision makers, build relationships and engage in key debates to promote the recognition of the sector's contribution to the development of culture, our society and the economy and to influence future policies and strategies, investment and support.

NGCV members also develop and test new approaches and innovative ideas within the partnership, sharing learning regionally, nationally and, increasingly, internationally. We would like to build on our strengths and explore potential partnerships and collaborations which would extend the benefit and impact of innovative and collective activities, in particular around the following key areas:

- Audience development – new approaches to nurturing relationships and engaging people in the cultural offer, increasing the effectiveness of shared data joint marketing, as well as exploring collective approaches to learning and participation to benefit communities
- Exploring new economic models and diversification of income streams to support, sustain and develop our cultural assets and offer and improve resilience
- Training and employment – investing in and upskilling our future workforce and creating opportunities for employment in the sector, or access to employability support and supporting those who may be far from the labour market

In addition, additional common priorities across the partnership members are:

- Presenting excellence in the artistic and cultural programme (including across cultural forms, touring, making and producing work)
- Increasing digital content, presentation and engagement of audiences
- Increasing national and international visitors
- Nurturing talent, supporting professional and business development and providing platforms to promote and showcase new work

6. Vision -what are your ideas and aspirations for developing your sector over the next 15 years?

NGCV members work together to maximise the artistic and economic potential of the cultural sector in the North East. We seek to achieve this by developing strategic and creative initiatives, sharing practice and resources and by being a strong collective voice.

NGCVs' shared aims and aspirations are:

- To offer world-class cultural experiences and to sustain the rich cultural fabric of the region

- To develop audiences and encourage participation in culture in the North East
- To attract visitors, artists and producers to come to the North East
- To ensure the strength of culture in Newcastle and Gateshead is recognised in the national and international conversation
- To support innovation and nurture the next generation of cultural producers
- To contribute to the social and economic well-being of the North East
- To pursue training and educational opportunities to ensure ongoing expertise and leadership in the sector
- To protect the current and future physical assets of each of the cultural forms
- To develop sustainable organisational and financial models across the membership of the consortium
- To share good practice and opportunities with the wider cultural sector
- To collaborate in the realisation of international partnerships

7. Realising your vision/ aspirations for your sector - what specific interventions (rather than just 'more money') could help make this happen?

Developing and implementing supportive policies and strategies, backed by adequate resources would nurture the cultural sector and maximise the impact and benefit of the sector to the society and economy – across education and learning, skills and enterprise, cultural excellence, digital and social inclusion policy areas. This includes, at regional level, recognising the cultural sector and its contribution in key devolved area strategies and funding streams being developed and overseen by the Local Enterprise Partnerships and Local Authorities.

Developing more flexible support and investment opportunities for the cultural sector to encourage the exploration of new economic models and larger-scale collective action to generate alternative and diversified income streams to support more sustainable organisations and sustainable investment in culture.

Ensuring skills strategies and resources recognise and support the sector to build a stronger, more skilled and enterprising cultural workforce and creating new opportunities for employment and experience in the sector will benefit the region both in terms of the cultural workforce, but also local employment and the wider visitor economy.

Creating a more conducive environment and approach to commissioning public services, to enable the sector to use our creative assets and collective approaches more effectively to tackle inequalities and improve social inclusion and health and well being.

Working better together across the public, private and voluntary sectors to create a joined up approach and support systems, which welcome visitors to come to the area, enable everyone to experience the breadth of culture and heritage on offer and build a relationship with audiences and visitors which is deeper and more sustainable and will build over time (requiring co-operation and collaboration between transport, marketing, cultural venues and attractions, local authorities and the hospitality industry and potentially digital initiatives to underpin the approaches)