

Our North Tyneside

Past, Present and Future



A Heritage Strategy for
North Tyneside 2014-2021



North Tyneside Council

Our starting point

North Tyneside - Rich, Diverse and Distinctive

North Tyneside is a kaleidoscope of images, colours and sounds informed by over 2000 years of history. Visit North Tyneside and discover a heritage and history like no other.

Home to the Frontiers of the Roman Empire World Heritage Site, the Roman Fort at Segedunum marks the Eastern gateway of the famous Hadrian's Wall, putting Wallsend on the map both nationally and internationally. The lives of Roman frontier soldiers can still be evoked through the innovative interpretation provided by the award-winning Segedunum museum.

During the years of the industrial revolution, North Tyneside gave the world a clear lead in several fields. Two of these deserve special mention: the locomotive and steam turbine. The Stephenson rail revolution was born in North Tyneside. It was here that George and Robert Stephenson developed their ideas for rail transport that were to change the world. It was here that the innovation of rail electrification began. Here where tracks from the age of industrialisation, waggonways and rail, continue to provide a network of transport routes connecting people across the Borough. Sir Charles Parson's development of the steam turbine revolutionised power generation both on land and at sea through the innovations of his Marine Steam Turbine Company at Wallsend.

It was here that for centuries miners hewed coal that drove industrial change. It was in North Tyneside where the cranes of famous shipyards oversaw the launch of thousands of ships, the fame of Swan Hunter in particular reaching across the globe. It was here that hardy sea souls battled with the swell of the North Sea for their daily catch.

North Tyneside is also the final resting place of royalty. The Tynemouth Priory and Castle has been the unique burial place of three Kings – Oswin, Osred and Malcolm III.

Tynemouth is the proud home of the greatest statue to Admiral Lord Collingwood, who on the death of Nelson led the famous sea victory at Trafalgar, symbolising the Borough's maritime and naval history.

Tynemouth has a fascination that has always attracted the most esteemed visitors. Harriet Martineau and Garibaldi graced the local area with their presence during the 19th Century. Giuseppe Garibaldi, 19th century Italian patriot, stayed in Tynemouth in 1854 to brief local political and industrial leaders on his plans for a unified Italy. Harriet Martineau, novelist, political economist and England's first woman journalist, regained her health here in 1840 – 1845.

The internationally renowned Cullercoats artists created a body of work unrivalled in its depiction of the lives of local people at the end of the nineteenth century. Most famous of all was the American born Winslow Homer, whose works hang in galleries around the world.

North Tyneside has been both the home and birthplace of many famous names in the world of popular culture including Sting, Andy Taylor, Robson Green and the inimitable Stan Laurel. The inventor of plasticine, William Harbutt, was born in North Shields.

The area is significant in maritime history as the birthplace of the Life Brigade, with the Tynemouth Volunteer Life Brigade, established in 1864 being the first in the country. The shipbuilding history of the Borough can boast such landmarks as the Mauretania (1907) and the Esso Northumbria (1969), both built at Swan Hunter in Wallsend.

The iconic St Mary's Lighthouse sits proudly on a tidal island. Complemented by the historic Tynemouth Pier and the High Lights and Low Lights of North Shields, these distinctive navigational aids have guided in visitors and international trade over the centuries.

Combine these sights and this heritage with a spectacular coastline that is second to none and you cannot fail to realise that you have arrived somewhere special.



Executive Summary

The strategy has seven core themes:-

1) Protecting Our Heritage

North Tyneside has a diverse and unique historic environment. We have a wealth of scheduled ancient monuments, listed buildings and sites of special historical and architectural interest. The Borough also boasts a range of unique conservation sites. We have natural heritage that includes sites of unique beauty and special scientific interest. Preserving and enhancing these environments for present and future generations is a core element of the strategy.

2) Promoting Our Heritage

The unique place heritage has in promoting tourism is highlighted in the strategy for tourism in the Borough, emphasising the importance of promoting the Borough's historic links with the wider region and its heritage offer. The Heritage Strategy seeks to raise awareness of the Borough's heritage and ensure effective working with key partners locally and in the wider region.

3) Promoting Heritage Learning

Understanding the heritage of his or her local area is something every child and young person in North Tyneside has a right to expect. The strategy seeks to promote opportunities to maximise school-based learning and opportunities to learn outside the classroom at heritage venues. The strategy recognises the importance of lifelong learning and learning between generations through effective intergenerational work. We will work with the Borough's voluntary heritage groups and key partners to maximise learning opportunities in the Borough.

4) Preservation and Conservation

Preservation and conservation involve the development and retention of heritage knowledge, the interpretation of the Borough's heritage and the safe storage and keeping of valuable objects and artefacts. The strategy seeks to evaluate practise in the Borough and to identify opportunities to refresh interpretation in order to more effectively engage audiences.

5) Researching Our Past

North Tyneside has a rich history already captured in written, voice and visual form. The researching our past theme seeks to consolidate and build on that wealth of information through the popularising of current knowledge and the promotion of new research. We will work to promote greater accessibility of information within the Borough to the mutual benefit of local residents and others interested in our past and present.

6) Celebrating Diversity

Celebrating diversity is a key theme of the strategy. As an area rich in maritime history and associated sea travel, North Tyneside has always benefited from a rich diversity of international cultures which has helped shape the character of the Borough and its people. This theme recognises that individuals and communities may share common experiences but also have different experiences of the past, each of which inform the heritage of the Borough. We will work to promote greater understanding of the different perspectives and cultural heritage that our diverse communities bring to the history and heritage of North Tyneside.

7) Investing in Heritage

Investment in heritage is a process of investing in history in the making. What is new, cutting edge and contemporary today will be the heritage of tomorrow. In the past ship building was a key industry on the Tyne including at sites such as Swan Hunters. The same sites are now being utilised for our current and emerging industries of green energy through wind turbines. The potential to become a renowned international centre for wind turbine manufacture is undoubtedly a current opportunity. One hundred years from now it may be looked back on as part of the shaping of North Tyneside in the 21st century.

Putting heritage at the heart of investment and regeneration is a central theme of the Heritage Strategy. It is recognised that regeneration of the Borough is essential to present and future generations. Maintaining and celebrating essential aspects of our past while achieving qualitative regeneration is a fine balance. Investing in key heritage venues and spaces to enhance the heritage offer also forms a key part of investing in heritage.

Achieving the aims and aspirations of the Heritage Strategy will require the involvement of a wide range of individuals and organisations. The Council has a key role in making things happen and ensuring heritage is at the heart of Council plans.

Introduction

Background

Our North Tyneside: Past, Present and Future has been developed to highlight the rich and diverse heritage that characterises North Tyneside. The first heritage strategy for the Borough *Reveal the Past, Shape the Future* was adopted in 2010. The renewed strategy provides a strong basis on which to expand understanding of the Borough's heritage and will be a strong tool in establishing the importance of heritage for the Borough.

Over the next seven years the renewed strategy *Our North Tyneside: Past, Present and Future* will ensure that heritage informs education strategies, regeneration plans and plays a central role in the promotion of heritage tourism. Despite tough economic times, the strategy seeks to champion conserving the historic environment and maintaining its central importance to the Borough. The strategy will summarise the context of future developments regarding the historic environment, the planning responsibilities and the wider corporate responsibilities of the Council.

Our North Tyneside: Past, Present and Future will provide a framework for the delivery of heritage related activities in North Tyneside. It will also demonstrate our contribution to sub regional, regional and national agendas in the promotion and protection of our cultural heritage.

The development of this strategy has taken into account the related strategies developed by the Council in relation to Culture, Economic Regeneration, Planning, Children and Young People as well as the Council Plan *Our North Tyneside*.

National Context

Heritage reform has continued to be debated nationally. The National Heritage Protection Plan is currently under review and a new plan for 2015-20 is being prepared. A number of key elements are significant in informing the future of North Tyneside's heritage and historic environment.

Key among these are the following:

Enterprise and Regulatory Reform Act 2013

The Enterprise and Regulatory Reform Act was given Royal Assent in April 2013. The legislation aims at improving efficiency without affecting protection. The act introduced the following provisions. Some have taken effect; others require further regulations before coming into force.

The changes have been:

1. Conservation area consent is replaced with planning permission;
2. Heritage partnership agreements may be entered into between local authorities and owners setting out works for which listed building consent is deemed to be granted (excluding demolition);
3. For new, or revised listings, extent of protection of a listed building can be better defined by excluding attached buildings and structures and those within the curtilage of the principal listed building from protection, and by stating definitively that some feature of a listed building is not of special architectural or historic interest.
4. A system of local and national class consents under which works of the type described in the local or national class consent order will not need listed building consent.
5. Allowing a certificate of immunity from listing to be applied for at any time.
6. A certificate of lawful proposed works is introduced (valid for ten years) that confirms that the works described in it do not affect the character of the listed building and do not therefore require consent.

The changes allowing better definition for new and amended listed building list entries and relating to certificates of immunity from listing came into force on 26th June 2013. The other changes require supporting regulations to be produced by Government and are all now in force.





National Planning Policy and Guidance

Current national policy on the historic environment is found within the National Planning Policy Framework (NPPF) (March 2012), which sets out the recommended strategy for the management of heritage assets that Local Planning Authorities have to pursue in preparing their Local Plans and determining planning applications. Heritage assets encompass buildings, monuments, sites, places, areas or landscapes identified as having a degree of significance because of their heritage interest. The NPPF encourages Local Planning Authorities to take into account:

- the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;
- the desirability of new development making a positive contribution to local character and distinctiveness; and
- opportunities to draw on the contribution made by the historic environment to the character of a place.

In April 2014, Central Government published Planning Practice Guidance, including *Conserving and enhancing the historic environment*, which provides further detail on how to apply the principles of the NPPF.

English Heritage are the Government's statutory advisors on the historic environment. Government propose to split English Heritage into two parts by 2015. One part will continue to be called English Heritage and will manage its property portfolio on a charitable basis. A new statutory body, probably called Historic England, will carry out the statutory function as advisors to central Government. Their document *Conservation Principles: Policies and Guidance for the sustainable management of the historic environment (April 2008)* develops conservation principles as a framework for the sustainable management of the historic environment. It forms part of the continuum of national discussion on heritage that has evolved over the last decade and will inform future practise. The document provides a comprehensive framework based on the following key principles:-

- The historic environment is a shared resource
- Everyone should be able to participate in sustaining the historic environment
- Understanding the significance of places is vital

- Significant places should be managed to sustain their values
- Decisions about change must be reasonable, transparent and consistent
- Documenting and learning from decisions is essential.

Local Planning Policy and Guidance

North Tyneside Council has a collection of policy and guidance to ensure the protection and enhancement of the Borough's heritage assets.

The current development plan for the Borough is the Unitary Development Plan (UDP), which contains policy on listed buildings, conservation areas and locally registered assets to be applied during the planning application decision-making process. The UDP will, in time, be replaced with the Local Plan. A draft version of the Local Plan was published in November 2013 containing planning application policies like the UDP, as well as an overarching positive strategy for the management of heritage assets, in line with the recommendations of the NPPF.

Supplementary Planning Documents (SPDs) provide further detail on how to apply the policies in the UDP. North Tyneside has SPDs for the Local Register, the Fish Quay conservation area (Neighbourhood Plan SPD) and Tynemouth Village conservation area (Management Strategy SPD).

Further guidance comes in the form of Character Appraisals for conservation areas that set out the qualities that make them special, and those that detract from that special character. Plus the Planning team have also produced the guidance documents *Living in a Conservation Area*, *Repair and Maintenance of Heritage Buildings*, and *Listed Buildings A Guide for Owners and Occupiers*.

Theme 1 - Protecting Our Heritage

Scheduled monuments are nationally important archaeological sites or historic buildings that are subject to statutory control and protection. North Tyneside has eight designated scheduled ancient monuments, which are:

- the remains of a medieval settlement at West Backworth,
- Holy Cross Church at Wallsend,
- the Burradon Tower,
- the Enclosure 540m NE of Burradon House,
- Tynemouth Castle and Priory,
- Clifford's Fort at Fish Quay
- Segedunum Roman Fort and
- Hadrian's Wall.

Tynemouth Castle and Priory forms an iconic structure on the headland at the mouth of the Tyne. The site is managed by English Heritage and captures over one thousand years of local Christian history in the Borough. The 17th Century Clifford's Fort at North Shields has been the focus of a major heritage led regeneration project as part of the wider regeneration of the Fish Quay conservation area. The Roman Fort at Segedunum and the sections of Hadrian's Wall in Wallsend are notable parts of the Frontiers of the Roman Empire World Heritage Site. Their interpretation is provided by the innovative and award-winning Segedunum museum based at the site. Their protection and development are key priorities and the Council is working in partnership with the Hadrian's Wall Management Plan Committee and English Heritage to achieve this.

North Tyneside has over 220 statutory listed buildings. English Heritage states that listing helps us acknowledge and understand our shared history. It marks and celebrates a building's special architectural and historic interest, and also brings it under the consideration of the planning system so that some thought will be taken about its future.

- Grade I buildings are of exceptional interest, sometimes considered to be internationally important. Just 2.5% of listed buildings are Grade I. North Tyneside has two Grade I listed buildings.
- Grade II* buildings are particularly important buildings of more than special interest. Only 5.5% of listed buildings are Grade II*. North Tyneside has ten Grade II* listed buildings.
- Grade II buildings are nationally important and of special interest. The majority, 92% of all listed buildings, are in this class and it is the most likely grade of listing for a home owner. North Tyneside has 210 Grade II listed buildings.

St George's Church in Cullercoats and the Church of Holy Cross, Wallsend are the only Grade I listed buildings in North Tyneside. St George's is a Victorian parish church designed by the internationally known architect John Loughborough Pearson and built by the 6th Duke of Northumberland in 1884. The church has one of the best organs in the country, as well as good stained glass and a striking steeple. It is a perfectly proportioned French Gothic building, stone vaulted and finished with great attention to detail, the tower and spire rise to 180 feet high.

The Church of Holy Cross is a scheduled ancient monument as well as a grade I listed building. The visible remains of Holy Cross Church include a chancel, nave, porch and associated graveyard. The first reference to a church at Wallsend is in the late 12th century in a bull from Pope Urban to Germanus, prior of Durham confirming to him the church of Wallsend. The church continued in use until 1797. The last burial occurred in 1842. In 1909 the church was consolidated and an iron railing fence erected enclosing the majority of the visible gravestones. Although normally referred to as a church, the ecclesiastical state of the site was a parochial chapel.

Currently North Tyneside has no listed buildings that feature in English Heritage's at Risk Register. Clifford's Fort was removed from the Register in 2013 following a range of regeneration schemes; most recently it was the critical project in a Townscape Heritage Initiative scheme where over £250,000 of joint funding from North Tyneside Council and the Heritage Lottery Fund was spent on consolidation and public realm improvements. Tynemouth Station which also was previously at risk benefitted from almost £4m in funding, including £2m from the national Sea Change programme, to bring about the restoration of the decaying canopies. This saw the Station being removed from the Register in 2012. This investment in the heritage of the Station has opened up opportunities for its use as a cultural events venue and re-instated its role as the gateway to the wider cultural coast offer in the Borough.

North Tyneside also has 148 buildings and parks that are locally registered. These buildings and parks have been identified as having special local historical and architectural significance. Their status on the local register ensures that due consideration is given to their value in determination of any planning consents. In recent years, the Council has pursued a programme of nominating local register entries for potential national listed status, and have been successful in achieving over 20 new additions to the national list.



North Tyneside has seventeen designated conservation areas. Conservation areas are areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. They are designated by the Local Planning Authority using local criteria. Conservation areas are about character and appearance, which can derive from many factors including individual buildings, building groups and their relationship with open spaces, architectural detailing, materials, views, colours, landscaping, street furniture and so on. Character can also draw on more abstract notions such as sounds, local environmental conditions and historical changes. These things combine to create a locally distinctive sense of place worthy of protection. Conservation areas do not prevent development from taking place. Rather, they are designed to manage change, controlling the way new development and other investment reflects the character of its surroundings.

One in seven conservation areas nationally are deemed at risk. Currently one conservation area in North Tyneside meets the English Heritage "at risk" criteria. This is St Peter's, Wallsend. Whilst this is the only one formally recognised as being at risk, there are wider issues and pressures that affect conservation areas such as a proliferation of street clutter and use of inappropriate materials (such as uPVC) in developments.

Heritage is not solely connected to "old" sites; North Tyneside offers an excellent range of buildings, parks and sites from the late 20th Century that reflect on the area's past and provide as much interest as those from earlier periods. For example, North Tyneside features work from celebrated late 20th Century architects Ryder and Yates, and Ralph Erskine.

North Tyneside has a unique natural heritage. Over 50 sites of international, national, regional and local importance have been identified in the Borough. Sites range from ancient coastal habitats, old meadows and denes to sites reclaimed from areas of previous industrial use. These are linked in many cases by 'wildlife corridors' consisting of a network of waggonways, cycle paths and streams. The Borough features parts of the internationally designated Berwickshire and North Northumberland Coast Special Area of Conservation and Northumbria Coast Special Protection Area. Local designations include a wealth of Sites of Special Scientific Interest (SSSI), Local Wildlife Sites and Sites of Local Interest.

Heritage assets are at risk of harm or loss if they are not identified, recorded, understood and protected accordingly. This is recognised in the NPPF, which recommends that Local Planning Authorities have up-to-date evidence about their heritage assets, using it to assess their significance of heritage assets and the contribution they make to the environment.

The importance of this information being accessible to the public is essential in allowing communities to understand their local historic environment. We will maintain an integrated record of buildings and sites of historical interest that is easily accessible to the public.

The coming period also provides the potential to test our heritage partnership agreements (HPAs). Heritage partnership agreements are statutory management agreements intended for complex or multiple sites and involve the use of alternative management regimes to the heritage consent system.

By 2021...

- 1.1 North Tyneside will maintain an integrated register of buildings and sites of historical interest that is easily accessible, compliant with Heritage Protection Reform and linked to Heritage Gateway.
- 1.2 We will have maximised public access and involvement in decision making affecting our historic environment.
- 1.3 We are formally required to maintain up to date evidence of our heritage assets and we will develop and implement a priority programme of completing Character Appraisals and Management Strategies for all the Borough's conservation areas, as well as updating the Local Register and associated guidance.
- 1.4 We will use our best endeavours to ensure that none of our existing heritage assets formally appear on English Heritage's Heritage at Risk Register.



Theme 2 - Promoting Our Heritage

We will work in partnership with tourism bodies and agencies to sell the unique opportunities afforded to visitors to North Tyneside. We will work with key partners in the heritage sector including, English Heritage, Hadrian's Wall Partnership Board, North of England Civic Trust and Tyne and Wear Archives and Museums to enhance and promote our offer with the aim of achieving a best quality experience to visitors and local communities.

The Tyne and Wear Local Authorities already actively work together in partnership with the North of England Civic Trust and English Heritage to actively promote heritage sites across the sub-region. The annual programme of Heritage Open Days has shown year on year increases in venue participation and visitor numbers. The Tyne and Wear Heritage Open Days Steering Group co-ordinates this annual programme.

By 2021...

- 2.1 We will have effective partnership working to promote the unique history and heritage of North Tyneside and its contribution to the Borough's tourism offer.
- 2.2 We will deliver an annual programme of heritage events and activities to promote awareness of the cultural heritage of the Borough, highlighting key events and anniversaries.
- 2.3 We will have an established programme of blue plaque renewal and a comprehensive promotional programme of blue plaque and discovery walks.

Theme 3 - Promoting Heritage Learning

The strategy recognises the importance of lifelong learning and learning between generations through effective intergenerational work. We will work with the Borough's education providers, libraries, voluntary heritage groups and key partners to maximise learning opportunities in the Borough. This will include working with local interest groups such as The Net who are undertaking to establish the Old Low Lights building as a Heritage Centre with an education offer and Tynemouth Volunteer Brigade who are building their education offer as part of an HLF funded project to renew the Watch House Museum.

The Borough's strategy for the arts highlights the important opportunities for creative learning through key partnerships with schools and education providers. We will work with the Arts Service and these partners to support the use of creativity as a means to explore and learn about the heritage of the Borough.

We will review the extent to which local history and heritage contribute to the schools curriculum and explore greater opportunities to promote learning about the heritage of the Borough. We will seek to extend opportunities for learning outside the classroom at all museum and heritage venues. We will analyse current take up and identify further opportunities to extend this education offer across all key stage groups.

As the school curriculum is shaped to meet the needs of the 21st century and school premises are designed to facilitate holistic learning, the opportunities for intergenerational learning and community engagement will increase. It will be vital to ensure that an understanding of our past and local heritage is integral to knowing our way in the future.

By 2021...

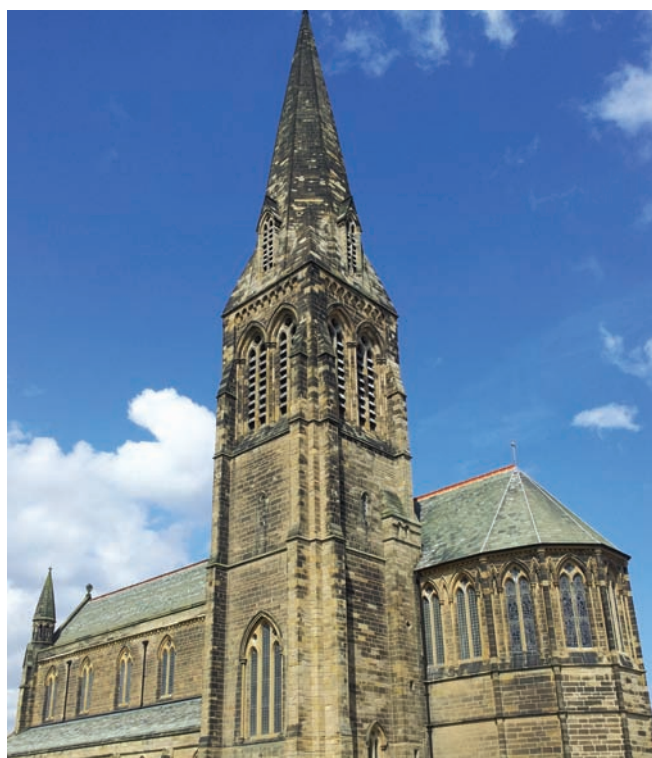
- 3.1 We will have established local heritage learning as part of school based educational offer in the Borough.
- 3.2 We will have a growing programme of heritage opportunities for children to learn outside the classroom.
- 3.3 We will actively promote learning opportunities provided by voluntary heritage groups.
- 3.4 We will have established an expanded programme of intergenerational learning between schools and older people.

Theme 4 - Preservation and Conservation

Collections are the central element of our museum and heritage provision. Good practice in the benchmarking and the visual inspection of conditions in which collections are kept already exists within Tyne and Wear Archives and Museums outlined in their Conservation and Collections Care Policy. The strategy will seek to extend good practice across the Borough to encourage voluntary heritage organisations to apply the principles of good practice in preservation and conservation.

By 2021...

- 4.1 We will have guidance on a consistent approach to conservation and collection care across North Tyneside.
- 4.2 We will promote active participation in adherence to standards of safe storage and cataloguing.
- 4.3 We will provide innovative and engaging interpretation at all our heritage venues in line with best practice in the sector.



Theme 5 - Researching Our Past

A host of locally based history societies, 'Friends' groups and local historians continue to uncover new and interesting information about aspects of our past lives and the forces that have shaped change. Work to record oral histories and use reminiscence to engage older people is vitally important to capture the unwritten histories of the borough and people's lives.

Older people in our communities hold a wealth of experience and knowledge of events that have shaped our Borough in living memory. We will map existing records of living history in the Borough and support projects to capture new information that can inform us about the subjective experiences of individuals affected by change.

Discover North Tyneside, based at the North Shields Customer First Centre, provides a significant resource in the study of the local history of the Borough and area. They will continue to be a key partner and vital resource in the gathering of data and historical records to evidence significant events in the life of the Borough.

It is important that the Historic Environment Record (HER) is maintained and properly curated in order for it to be a robust research and educational tool.

We are committed to increasing accessibility of information related to the heritage of the Borough.

By 2021...

- 5.1 We will have a comprehensive record of existing voluntary heritage and local history web based information.
- 5.2 We will have a comprehensive record of new and available living history records in North Tyneside.
- 5.3 We will have increased the accessibility of historical data and information through the better use of all internet based and modern technologies.



Theme 6 – Celebrating Diversity

We are committed to making heritage venues and projects welcoming and inclusive for all. Significant progress has been achieved at our museum venues with our commissioned management team from Tyne and Wear Archives and Museums achieving national recognition for accessibility initiatives. We will initiate further programmes of engagement with a range of groups to better understand the barriers that exist in this respect and how they can be removed.

Heritage projects and initiatives can be used to support specific communities and groups to reflect and promote understanding of their cultural heritage. We will work with the range of groups and communities in the Borough to explore their cultural heritage and to record the details of their experiences.

Older people represent both a key target audience for heritage venues and a source of key heritage knowledge and living history. We will engage with older people's organisations to promote greater engagement of older people both as participants in heritage learning and as embodiments of our living history. We will actively promote intergenerational learning between older and younger people in our Borough.

The Council will also work to ensure that heritage represents the diversity of sexual orientation in the community and the increasing religious diversity evident in North Tyneside.

By 2021...

- 6.1 North Tyneside will have an inclusive approach to removing barriers to access for heritage venues and projects.
- 6.2 We will have a better understanding of the diverse cultural heritage of our Borough through active engagement with black and minority ethnic communities to promote culturally diverse heritage learning promoting better community cohesion and understanding.
- 6.3 Older people will be valued for their life experience and knowledge and what they can contribute to living history. Intergenerational learning will play a key role in the learning experience of young and older people across the Borough.

Theme 7 - Investing In Heritage

Two major strategic projects illustrate the ambition to achieve qualitative regeneration in North Tyneside: the River Tyne North Bank study and the Coastal Zone masterplan process. In both areas it is acknowledged that we need to protect and celebrate our heritage while recognising the important commercial needs of businesses and residents.

The regeneration of the North Bank of the Tyne and Wallsend Town Centre provide major opportunities for heritage development. We will explore options for the development of our World Heritage Site at Segedunum Roman Fort, Baths and Museum and will explore the feasibility of creating an expanded heritage and learning offer that incorporates the industrial and maritime heritage of our Borough.

Collaboration with Hadrian's Wall Partnership Board, English Heritage, Tyne and Wear Archaeology as well as Tyne and Wear Archives and Museums will ensure that the developments in the North Bank are fully informed by the key partners with expertise in the heritage field. The opportunity to further stress the significance of Wallsend for the Borough will involve collaboration with transport providers Nexus, seeking opportunities for public art and securing access to the riverside as part of the wider cultural offer on the North Bank.

The regeneration of the coast also provides major opportunities for enhancement and investment in heritage facilities. The continued regeneration of Whitley Bay including the restoration of the Spanish City Dome symbolises the ambition for a retained heritage that delivers services in a modern setting.

Dialogue with English Heritage will continue over the use and promotion of Tynemouth Priory and Castle; opportunities to increase investment in St. Mary's Lighthouse will be sought; and opportunities to enhance the public realm through investment in public art will be pursued. The aim will be to promote the Coast as a 21st century destination for visitors, while retaining its heritage and character consistent with relevant conservation area plans.

The ambition to invest in the Borough's heritage is also reflected in the achievement of key heritage led regeneration schemes for Wallsend Parks, the delivery of heritage regeneration for Northumberland Park and the pursuit of investment for other parks in the borough.

With the benefit of Heritage Lottery 'Parks for people' and Council funding both schemes seek to conserve, enhance and interpret the history and heritage of the parks including the buildings, structures and features contained therein. There is an ongoing commitment to run a programme of interpretation events and education services relating to these historic parks. A significant archaeological project at Northumberland Park is discovering the remains of a medieval leprosy hospital which is yet to be fully documented.

Similarly investment in Clifford's Fort and the Old Low Light through the Townscape Heritage Initiative and the Coastal Communities Fund will see this important building being brought back into use as a community led heritage centre.

Having good quality museum and heritage facilities is essential to engage audiences of local people and tourists alike.

By 2021...

- 7.1 North Tyneside will maintain a register of heritage assets that could be potential targets for funding and identify opportunities for potential bids according to Council and funding priorities.
- 7.2 We will have delivered the restoration projects for Wallsend Parks and Northumberland Park
- 7.3 We will have developed plans for the development of the Segedunum facility to incorporate a wider range of industrial, maritime and social history related to the Borough





Implementing the Strategy

During 2014 –2021 the Council will take action in the following areas to deliver the strategy.

- **Advocacy**

Promote 'ownership' of the strategy across the Council and its key stakeholders.

Promote an annual Heritage Review for senior elected members and Council Officers to assess progress on implementing the Strategy and consider future investment needs.

Engage regularly at a senior level with English Heritage, Tyne and Wear Archives and Museums, Heritage Lottery Fund and other local and regional public and private sector bodies to promote the heritage in North Tyneside and identify new opportunities.

Establish an annual meeting with key voluntary heritage providers to report progress on the implementation of the strategy.

- **Funding and Resources**

While some projects will be funded from existing budgets others will only be realised if funding can be found from external sources.

We will actively support applications for funding for projects in line with the key objectives of the strategy including major heritage facilities in the Borough.

We will work with key partners to develop a strategy to attract business funding to support heritage initiatives in the Borough.

- **Marketing and promotion**

Develop and promote the history and heritage webpage and use the visitnorthtyneside.com website to promote heritage tourism.

Work with the Council's corporate marketing and communication services to ensure local heritage activities and organisations have a high profile in publications and promotional material.

Be pro-active in placing positive heritage stories in the regional and national media.

Utilise more fully the Council's Our North Tyneside magazine to encourage awareness and customer take up of heritage activities.

Aim to better inform the public of heritage with appropriate interpretation display boards, plaques and maps.

- **Support services**

Facilitate and support the establishment of heritage forums and heritage networks.

Provide an advice and information service for heritage, in partnership with other agencies that can provide specialist services.

Link into the **Heritage Gateway** to England's local and national historic environment records enhancing public access to North Tyneside's historic environment records.

- **Monitoring Performance**

Ensure that Equality Impact Assessments are undertaken for all major heritage projects and facilities.

Improve data collection and analysis of engagement in heritage across the Borough.

Ensure that information about the importance of heritage and museums to local residents is included in resident surveys.

Undertake evaluation of key heritage projects and facilities and share the outcomes.



North Tyneside Council

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