

NP11

**A Place Strategy  
for the North**



NP11

# The NP11








The NP11 is the business-led voice for the North that brings together the 11 Local Enterprise Partnerships (LEPs) from across the North of England. It plays a leading role in realising the vision for an economically thriving Northern Powerhouse that drives economic prosperity, international competitiveness, and inclusive growth that benefits everyone across the North's great towns, cities and rural communities.



## Partners

This strategy builds on the work of the NP11 Place and Culture Partnership. The partnership brings together the NP11, Arts Council England, Historic England, The National Lottery Heritage Fund and The Environment Agency.

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# The North: Key Place Assets

## Cumbria

- Two World Heritage Sites – Hadrian’s Wall and the Lake District National Park (the most visited National Park in the UK).
- Enviably Roman heritage, reflecting its strategic importance at the North-West frontier of the Roman Empire.
- The most extensive coverage of protected natural landscapes in England; landscapes that inspired Wordsworth and Ruskin.

## Lancashire

- Lancashire is 80% rural, with two AONBs and 137 miles of coastline.
- Major festivals and events include the British Textile Biennial, the National Festival of Making and Blackpool Illuminations.
- Lancaster is one of England’s Historic Cities and home to the Queen’s castle in the North, while Morecambe Bay is the chosen location for Eden North.

## Greater Manchester

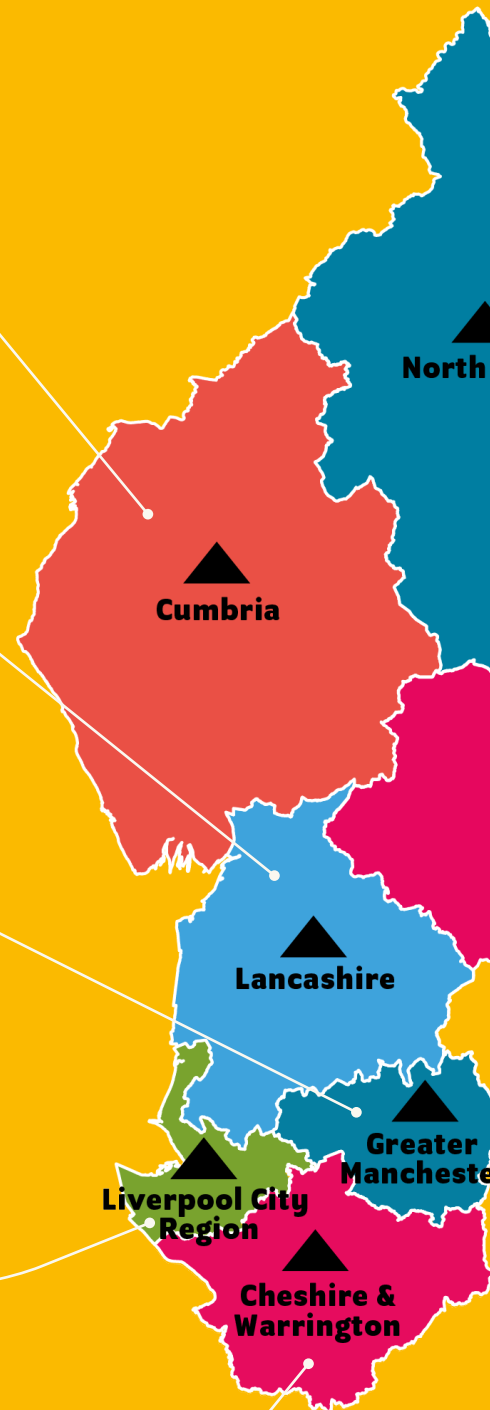
- Home to Manchester International Festival and The Factory, Manchester is world renowned for sport and music and is a UNESCO City of Literature.
- Globally recognised for innovation and contributions to science, industry and engineering including modern discoveries such as graphene.
- A proud heritage in radical politics and the birthplace of women’s suffrage, co-operatives and trade unions.

## Liverpool City Region

- Liverpool is internationally renowned for culture and sport and is a UNESCO City of Music.
- Cultural assets include Anthony Gormley’s ‘Another Place’, the Royal Liverpool Philharmonic, Bluecoat Arts Centre and major events like Liverpool Biennial, the UK’s largest festival of contemporary visual art in the UK.
- Nature assets include Formby reserve, a designated AONB and unspoilt stretch of coastline with beach, sand dunes and pine woods.

## Cheshire and Warrington

- Jodrell Bank Observatory, a UNESCO World Heritage Site with its Grade I listed Lovell telescope and new discovery centre ‘First Light’ opening spring 2022.
- Chester’s rich heritage includes the celebrated 700-year-old Rows galleries and the oldest racecourse, the most complete city walls and the largest Roman Amphitheatre in Britain as well as new cultural assets such as Storyhouse.
- Natural assets include the Dee Estuary, Delamere Forest and the Sandstone Ridge as well as part of the Peak District National Park near to Macclesfield.





## North East

- Two World Heritage Sites - at Hadrian's Wall and Durham Cathedral and Castle.
- Internationally designated rural and coastal landscapes, including Northumberland National Park, the North Pennines, Northumberland Coast and Holy Island.
- Newcastle/Gateshead and Sunderland are cities with unique cultural assets, events and venues including the Great North Run and the International Convention Centre in Gateshead Quays.

## Tees Valley

- Cultural and creative assets including Theatre Hullabaloo, ARC, Tees Valley Arts, Stockton International Riverside Festival, Middlesbrough Art Weekender, Hartlepool Waterfront Festival, Mima, The Northern Studios, Boho Zone and Double Eleven.
- Heritage Assets including Stockton and Darlington Railway, National Museum of the Royal Navy, Kirkleatham Museum, Preston Park Museum & Grounds, Dorman Museum .
- Natural Assets including The River Tees, the Tees Barrage International White-Water Centre and SSSIs at South Gare and Coatham Sands.

## York and North Yorkshire

- York is a UNESCO Creative City of Media Arts and renowned for its Roman, Viking and Georgian innovation in city-making, for railways and confectionery, and for its built heritage including York Minster and the historic City Walls.
- Two national parks - the Yorkshire Dales and North York Moors.
- Yorkshire's Heritage Coast, including Whitby with its atmospheric Abbey, Britain's first seaside resort of Scarborough and the former fishing village of Filey, the second most visited UK destination after London.

## Hull and East Yorkshire

- Hull was 2017 UK City of Culture and has an 800-year seafaring history, celebrated through its Maritime City heritage programme.
- The scenic Spurn & Flamborough Heritage Coasts, home to over half a million migratory seabirds each year.
- The Yorkshire Wolds, inspiration for David Hockney's most recent British paintings.

## Leeds City Region

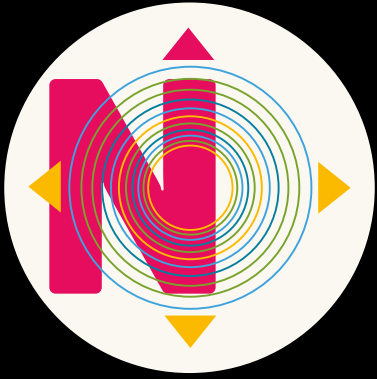
- World Heritage assets including Saltaire World Heritage Site, The Piece Hall and Bronte Country.
- Creative and cultural assets including Channel 4, Bradford UNESCO City of Film, Wakefield's Production Park, Opera North and the Yorkshire Sculpture Triangle.
- Major cultural events and festivals including Bradford Literature Festival, Huddersfield Contemporary Music Festival and Leeds City of Culture 2023.

## South Yorkshire

- Rotherham is home to the Grade I listed Wentworth Woodhouse, and in 2025 will be the world's first Children's Capital of Culture.
- 17,000 square kilometres of designated natural landscapes, including the UK's greenest city, Sheffield.
- A thriving cultural landscape, with Sheffield hosting dozens of annual festivals such as DocFest and Tramlines, venues including the award-winning Sheffield Theatres, iconic rock venue The Leadmill and CAST Doncaster, and over 3,000 businesses in the Creative Industries sector.

▲ LEP  
○ LEP boundary

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# Foreword



**The North of England is and has always been one of the most important parts of what is now the UK.**

The North lies at the heart of our national identity, with a distinct character that has been forged and shaped by its people and their lives and stories, layered over centuries. People are at the heart of the place agenda and integral to the North's diverse and distinctive communities of place. With six World Heritage Sites, five National Parks, seven Areas of Outstanding Natural Beauty and four UNESCO Creative Cities, the North's enviable portfolio of cultural, heritage and environmental assets are of national and international significance and are a source of deeply held loyalties and shared civic pride.

The North is uniquely positioned to respond to current national and global priorities, including Global Britain and the UK Plan for Growth. The North's wealth of green space and peatlands represents significant natural capital, and underpins its leading contribution to sustainability, Clean Growth and Net Zero objectives. Its cultural strength not only includes significant built heritage and renowned cultural venues, events, and festivals, but also a rich tapestry of identities, accents and traditions, creative, musical and sporting talent, and a distinctive sense of place. 'Pride in Place', so often engrained in local culture and heritage, has been identified as a key pillar of Levelling Up.

Place is an idea whose time has come. Adopted as a priority by the 2019 Convention of the North, the Place agenda represents something of a new frontier for the NP11.



It is not simply a programme that is solely focussed on growth and productivity, which are about making a living, but which also encompasses a much broader set of considerations, about what makes life worth living.

The criticality of place in generating a sense of purpose and belonging and in promoting community connection and cohesion has been restated over recent years during the COVID-19 pandemic and lockdowns. The Pandemic has emphasised, and in some cases exacerbated, inequalities of access to culture and green space. Our cultural sector, freelance community and cultural grassroots, and the related hospitality, tourism and retail sectors, have all been severely impacted. At the same time, there has been a burst of localism, prompting cultural activity and animation in local high streets and town centres, creativity and innovation across every sector of the economy, and a notable uplift in interest in and engagement with the great outdoors.

Collaboration lies at the heart of this strategy. Our work around Place has been steered and supported by a strategic partnership of key nature and culture partners, convened by the NP11, and it builds on a broad scope programme of stakeholder engagement without which the Policy is merely words. Key messages emerging from stakeholder engagement include a recognition that the North - as a place - is 'stronger together', that there is appetite for pan-Northern collaboration and enhanced connectivity and complementarity between places, and that the scale of both ambition and opportunity for the Place agenda across the North cannot

be supported by discreet small pots of competitive funding. It requires something different.

We estimate that the scale of opportunity could be an additional £2.7bn GVA for the Northern economy.

Place is an untapped opportunity that offers both hard economic outcomes and meaningful benefit to people, their families, wellbeing, livelihoods, and communities. This strategy – A Place Strategy for the North - provides a framework for private, public, academic, voluntary, civic sectors and place communities to work together to secure maximum benefit for their own local places, and optimal gains for the North as a whole. The strategy reflects partners' collective ambition for hardwiring the North's nature, culture and heritage into an inclusive and sustainable economy. In it, we present a set of 'oven ready' propositions supported by evidence for investment; propositions that have been made in the North, by the North and for the North.

The moment for the Place agenda has arrived, building on the North's rich cultural and natural asset base and the strength of its greatest asset – its people - to realise a better future for all.



**Lord Inglewood DL**  
Chair of Cumbria LEP

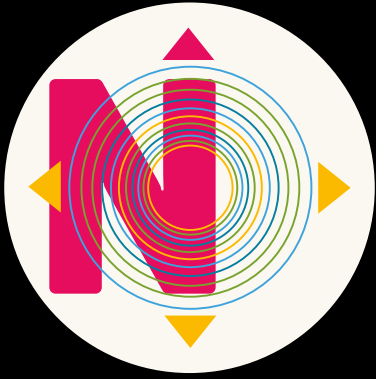


**Helen Simpson OBE**  
Chair of York & North Yorkshire LEP



Great North Run, Newcastle Upon Tyne/ Gateshead  
Credit: Peter Langdown





# Executive Summary

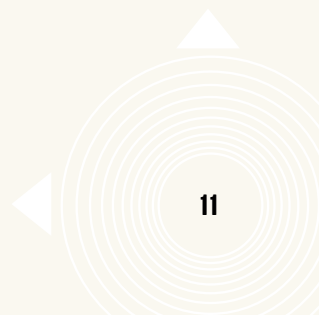


**The North of England has an exceptional culture, heritage, landscape and people which make it a great place to live, work, visit, invest and study. It is a region full of beauty, wonder and creativity, encompassing World Heritage sites, National Parks, Areas of Outstanding Natural Beauty and Sites of Scientific Interest, international culture and music festivals, renowned sports clubs, world-leading arts and cultural venues and collections, and globally recognised historic assets and buildings. These assets and attributes are integral to the cultural richness, diversity and place identity of the nation.**

The arts, heritage, cultural and environmental assets of the North are intrinsic to developing the northern economy and to supporting economic recovery and growth. The UK cannot have a truly successful economy without a strong cultural sector, and a 'levelled-up', enhanced North will not be achieved without strategic investment in and commitment to its cultural and environmental assets, which in turn play a vital role in regenerating places, provide a voice and identity to its cities, towns, and villages, and contribute to biodiversity and sustainability to build our resistance to climate change.



The NP11 Place Strategy has been developed by a partnership which brings together the NP11, representing the eleven Northern Local Enterprise Partnerships (LEPs), and key partner organisations including Arts Council England, Historic England, the National Lottery Heritage Fund and the Environment Agency, with Steering Group representation from Nature North and the Northern Culture Consortium. The Strategy provides a holistic and strategic approach to place that enables inclusive and sustainable growth, establishing a better understanding of the relationship between investment in place and economic performance.



# Responding to Drivers of Change

Key drivers of change to which the strategy responds include:



Significant shifts in established live and work patterns as a result of COVID-19, which presents a unique opportunity for the North to capitalise on its quality of life offer to attract and retain talent to live, work and study in the North



A policy focus on localised, place-based initiatives has presented opportunities and challenges in securing resource and successful delivery. An overarching strategic framework for place in the North will maximise place-based investment and activity



The success of the visitor economy in the North is intrinsically linked to the place sectors of arts, culture, heritage and nature, and this relationship is mutually reinforcing. The visitor economy has been hard hit by the pandemic, but the easing of restrictions has boosted domestic tourism and a re-emergence of the 'staycation' trend. The North needs to secure investment in place sector assets to capitalise on growth in the domestic visitor economy.



The North's rural landscapes are key assets and drivers of the green economy, supporting livelihoods, quality of life and the visitor economy. Investment in the rural North is required to enhance capacity, connectivity and cultural infrastructure.






Shifts in retail consumer patterns are changing the face of town centres. At the same time, a preference for a more localised consumption of culture is emerging, creating a critical imperative for arts and culture to breathe new life and purpose into high streets and town centres. The North needs to support cultural reanimation of town and city centres to meet the changing needs of local communities and consumer demands.



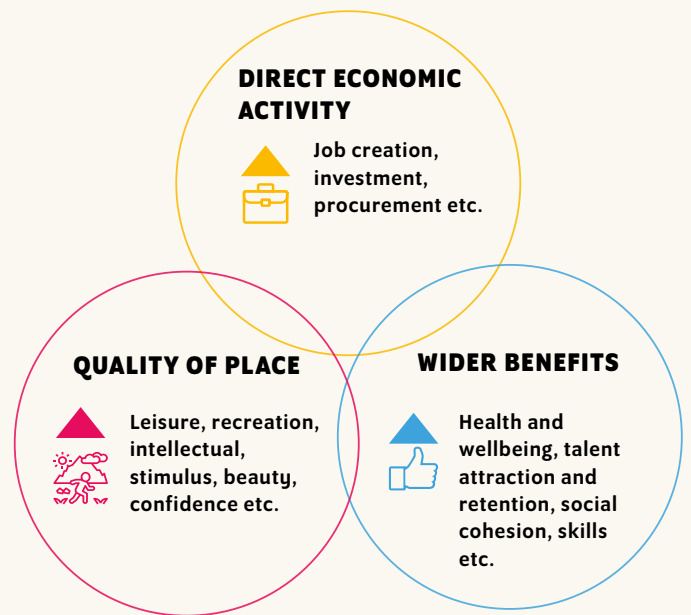
The pandemic has re-emphasised the critical importance of health and well-being as a potent economic driver. The North needs to prioritise health as an economic driver, capitalising on the role of arts and culture in supporting wellbeing through physical and mental health, community cohesion, education and personal development.

# The Economic Benefits of Place

Place plays an important role benefiting residents, visitors, businesses, and the wider economy. Those sectors that contribute to (and benefit directly from) the North's quality of place include:

-  The arts and cultural environment
-  The heritage environment
-  The natural environment

The benefits of place can be measured and valued through direct economic activity in the North in terms of jobs and GVA revealing an estimated £3.5bn direct contribution to the North's economy and £10.4bn direct and indirect contribution from the North's arts, cultural and heritage sectors.



**£5.8bn**

**direct contribution to the North's economy**

**£10.4bn**

**direct and indirect contribution**

**1.4%**

**direct contribution to total GVA**

**2.8%**

**direct and indirect contribution to total GVA**

**170,000**

**Over 170,000 total direct jobs**

However, the relative economic contribution that these place sectors make in the North remains significantly lower than the England average which reflects, to an extent, the dominant role of London in these sectors.

The North has some of the most visited destinations outside London, however historically the North has only received a small share of total UK inbound tourism visits and trips. Domestic tourism is a more significant driver of activity and spend in the North, however, there is considerable scope for the North to increase its market share of UK domestic tourism.

#### ECONOMIC IMPACT FROM INTERNATIONAL TOURISM IN THE NORTH



**1.65 million**  
international tourism  
holiday trips



**10%**  
of all international  
tourism holiday trips



**£850 million**  
spend by international  
holiday visitors



**6%**  
of UK international  
holiday tourism spend

#### ECONOMIC IMPACT FROM UK DOMESTIC TOURISM IN THE NORTH



**20.2 million**  
domestic tourism holiday  
trips



**28%**  
of all GB domestic tourism  
trips



**£3.4 billion**  
spend by domestic  
holiday tourists

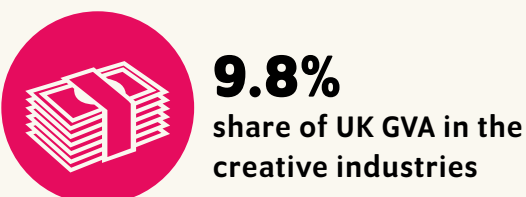
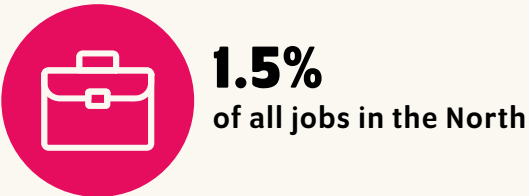
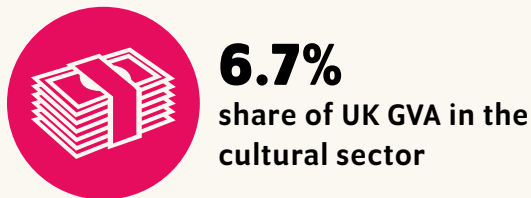


**23%**  
of all GB domestic holiday  
tourism spend

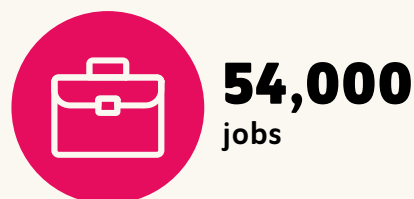
The arts and culture sector makes a substantial contribution to the North's economy, delivering £2.3bn in direct GVA in 2019 with key contributors including film, music, TV and radio.

The North has a large number of England's important and designated heritage sites. It is estimated that the heritage sector supported over £3bn of direct GVA and 50,000 direct jobs in the North in 2019.

### ECONOMIC IMPACT OF ARTS AND CULTURE



### DIRECT ECONOMIC IMPACT OF HERITAGE IN THE NORTH, 2019



Nature plays a complex role in the North's economy, with contributions including supporting the visitor economy, underpinning agriculture and land-based industry, an enhanced liveability of places and a wide range of social and health benefits. There is significant potential for the North to benefit from the natural capital value of its green and environmental asset base, and to enhance these benefits further through nature recovery activity including the creation of new parks, new woodland, or restoration of peatland.

## ECONOMIC IMPACT OF NATURE RECOVERY



**4:1**

Cost benefit ratio from the creation of new urban greenspaces



**25**

temporary jobs generated per 100ha g from woodland creation



**3:1**

cost benefit ratio from the generation of woodlands



**5:1**

cost benefit ratio from restoration of peatlands



**£1.2 million**

GVA generated per 100 ha of woodland creation



**£156,000**

of GVA per 100ha generated from the restoration of peatland

There are also substantial wider benefits that are delivered by the stock of natural, cultural and heritage assets that are not necessarily captured in these measures of economic activity.

Place sectors have been badly affected by COVID-19, and have been some of the hardest hit and last to recover. In driving recovery, the North needs to capitalise on drivers of change and draw on its heritage, arts, cultural and environmental assets to help drive and support economic development and recovery from the pandemic.

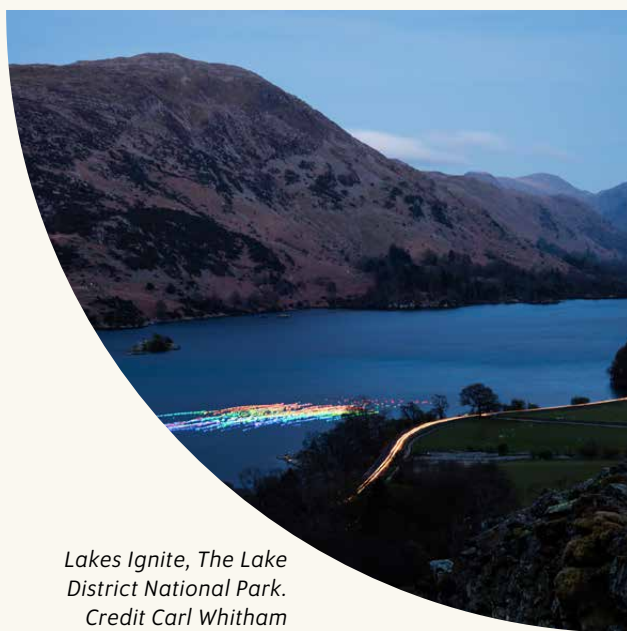
# The Scale of Ambition and Opportunity

The NP11 Place & Culture programme has identified that there are **real opportunities** to enhance the role of place in the North - for the benefit of the region and for the country as a whole.

There are two areas where the scale of ambition for Place in the North can be quantified:

- **Expanding place sectors:** focused on raising productivity levels in the cultural sector in the North and capturing a larger share of the overall economic output from the sector in the UK. Under the most ambitious scenario this could potentially add **£1.7 billion** to the North's economy (or nearly 0.5%). To put this in context, in 2019 total direct economic output from the North's cultural sector was £2.3 billion and from all creative industries £11.3 billion.
- **Increased visitor spend in the North:** focused on raising the share of the North in UK holiday spend, capturing more international inbound tourism spend and outbound spend by UK residents that would otherwise go abroad. The transformational scenario has elements of all three of these changes and would see **total spend rise by around £2.2 billion, direct GVA by £1 billion and jobs by around 30,000 FTEs**. To put these numbers in context, in 2019 total tourism spend in the North, including day trips, was around £22 billion.

It is important to stress that these are not targets or forecasts. Their achievement will depend on a wide range of actions by the public and private sector, including those set out in this strategy.



*Lakes Ignite, The Lake District National Park.  
Credit Carl Whitham*



*Lancashire Encounter, Preston. Courtesy of Lancashire LEP*






Our shared vision for 2030 is:

“ A green, creative and future facing North which leverages its diverse natural, historic and cultural capital to unlock economic prosperity and inclusive growth. ”



# A Shared Vision for Place in the North

The Place Strategy for the North responds to national policy imperatives and provides a framework to inform local and sub-regional policy. We have framed the strategy around six thematic areas of intervention to realise the North's Place potential as a driver for the UK's creative and green economies and asserting its potential as a key contributor to Global Britain. We have shone a spotlight on inspirational activity which is already delivering impact. The actions contained within the strategy have been selected on the basis that they are:

-  Pan-Northern in scale and reach
-  Capable of driving transformational economic and social impact
-  Within the gift of NP11 and partners to deliver

# Themes and Proposals

The six themes and twelve evidenced propositions for investment are:



## Amplify

Strengthening the **North's Place Proposition** to promote and amplify place distinctiveness and complementarity, within a pan-Northern offer; and Securing Additional investment in the North's '**Screen and Green**' Film, TV and broadcasting capacity, and nature-based Big-Ticket items.



## Animate

Developing a **Best Practice Guide to Place Asset Management** which supports repurposing, management and future maintenance of vacant buildings and underutilised heritage, green and blue spaces; and **Scaling up Creative and Cultural Zones** as a bespoke place-based response to the identified workspace and affordability needs of the sector.



## Innovate

Contributing to the North as a Life Sciences Supercluster through a **Creative Health Challenge** Fund as a pan-Northern demonstrator of innovative, impactful and culture-led responses to health and wellbeing challenges; and contributing to Net Zero goals through Incentivising **Reuse and Retrofit**, utilising planning and tax incentives, and capital grant support.



## Create

Supporting Talent (with a focus on Young People and Freelancers as two talent groups hard hit by the pandemic) through a bespoke **Pan Northern Creative and Cultural Investment** Programme; and **Amplifying STEAM** in the Curriculum to raise the prominence of arts and design in meeting future skills needs.



## Connect

**Enhancing Digital Connectivity** to tackle digital cold spots and ready the North for the future by ensuring access to Full Fibre and 5G connections; and **Optimising Green Tourism** through the development of a digital app to support active and sustainable travel.



## Collaborate

Strengthening connections between and across the North's networks, partnerships, sectors and places through a **pan-Northern cultural research network** (linked to the Northern Evidence Network), exploring potential for a dedicated **Research Centre for Place** and developing a web-based, **Interactive Place & Culture Intelligence Tool**.

# Delivering our Ambitions

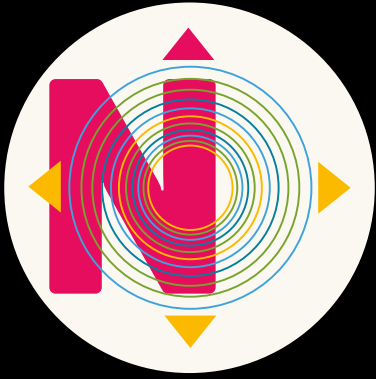
Our vision for the Place Strategy is multifaceted and will require commitment from multiple partners and stakeholders operating at all tiers of local, regional and national policy and delivery to realise our ambition and secure optimum gains for the North.

The Northern Place & Culture Partnership, working with NP11, Local Place Partners, and Delivery Partners will work closely with government agencies and funders to raise awareness of our strategic intent and asks of government.

The NP11 Place Strategy builds on a broad programme of stakeholder engagement across the arts, culture, heritage and environment sectors and from business, academia, the voluntary sector, civic leadership, policy and governance. This interim strategy will proceed through a period of stakeholder engagement and consultation in February 2022. A finalised strategy and companion delivery framework will be released in March 2022.



*Jodrell Bank Observatory,  
Cheshire. Credit: Ant  
Holloway*



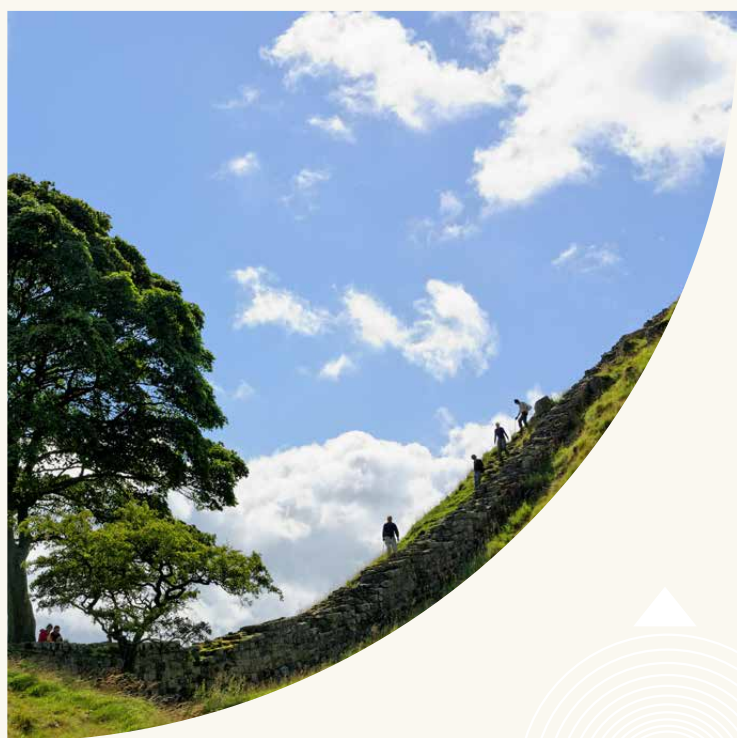
# Exceptional People and Places

01

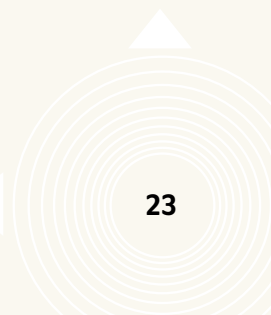


**The North of England offers an outstanding quality of life which attracts investors, businesses and visitors from around the world. It has an exceptional culture, heritage, landscape and people which make it a great place to live, work, visit, invest and study. The North has been a celebrated as a culturally rich region across many centuries, and is integral to the cultural richness, diversity and place identity of England, of Great Britain and of the United Kingdom.**

**It is a region full of beauty, wonder and creativity, encompassing World Heritage sites, National Parks, Areas of Outstanding Natural Beauty and Sites of Scientific Interest, international festivals, internationally renowned sports clubs, world-leading arts and cultural venues and collections, and globally recognised historic assets and buildings, some of which powered the Industrial Revolution. The North's evocative landscapes, its distinctive industrial heritage, and diverse cultural offer have been shaped and enriched by its people through the ages, contributing towards a deeply embedded sense of place, cultural identity and civic pride.**



*Hadrian's Wall. Celebrating 1900 years in 2022.  
Courtesy of North East LEP*



# Levelling Up the North through Place and Culture

The arts, heritage, cultural and environmental assets of the North are intrinsic to developing the northern economy and to supporting economic recovery and growth. The UK cannot have a truly successful economy without a strong cultural sector, and a 'levelled-up', enhanced North will not be achieved without strategic investment in and commitment to its cultural and environmental assets, which in turn play a vital role in regenerating places and provide a voice and identity to its cities, towns, and villages.

The pandemic has brought the criticality of culture and place into sharp focus, and highlighted the integral role that arts, cultural events, heritage, museums, libraries, sport, green space and landscapes play in supporting economic growth and prosperity, place distinctiveness, health and well-being, and individual and collective identity.

'Placemaking' was adopted as a strategic priority for Northern partners at the 2019 Convention of the North. In response, the NP11 convened a pan-Northern strategic

partnership to advance the 'Place' agenda, bringing together key arts, cultural, heritage and environmental partners. This strategy is the result of the partnership's work and sets out a collective ambition for Place in the North.

The strategy responds to all twelve stated missions in the national Levelling Up agenda, and specifically to the key pillar of 'Pride in Place'. Supporting, maintaining and expanding the North's world-leading portfolio of natural, cultural and heritage assets is critical to rebalancing the UK economy. These assets contribute significantly to 'Pride in Place'. They help to retain and grow a highly skilled workforce, create a positive impact on health and wellbeing, bring people together, strengthen communities, and attract tourism spend and inward investment.

The North of England is an economy with culture at its heart. Investment in 'levelling up' culture is investment in levelling up the economy.



**6**  
**World  
Heritage  
Sites**



**4**  
**UNESCO  
Creative  
Cities**



**228**  
**Arts Council  
England National  
Portfolio  
Organisations  
(NPOs)**



# MASHAM HOTEL

Navigator North

An artist led organisation  
making space for the  
creative community.

- Everyone welcome -

h.co.uk

Masham Hotel, Middlesbrough High Street Heritage Action Zone (HAZ). Courtesy Historic England

## The Green Lungs of England

The Place Strategy responds to the **Net Zero** imperative and UK Net Zero Strategy: Build Back Greener. The North's natural capital has a key role to play in contributing to Global Britain's leadership and action on biodiversity and sustainability, in reducing emissions, sequestering carbon, and in building our resilience to climate change.

Just under a third of the North of England land area is covered by a National Park or an Area of Outstanding Natural Beauty (AONB). The people of the North benefit from the proximity of these landscape assets, which frame a unique quality of life and offer enormous economic potential. Nowhere else in the UK are so many areas of natural beauty located near to so many large urban centres.



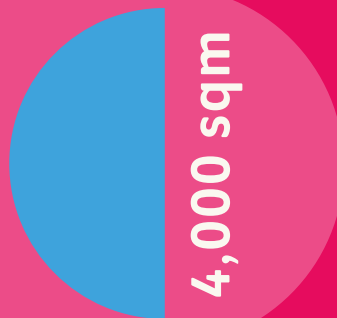
**Half of  
England's  
National Parks  
covering a  
fifth of its land  
area**

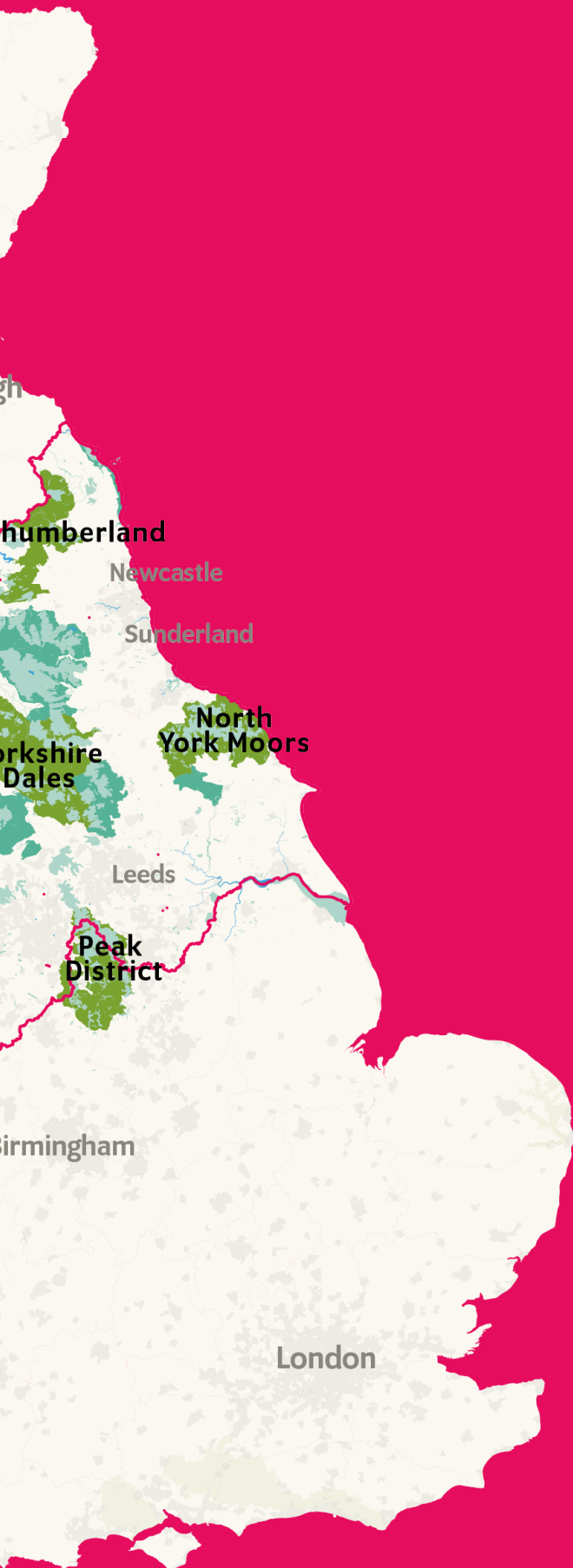
**8,000 sqm**







**7 AONBs  
covering a  
tenth of its  
land area**

**4,000 sqm**





Map of Green Assets

-  **NP11 Area**
-  **NP11 Area: National Parks**
-  **NP11 Area: AONBs**
-  **NP11 Area: SSSIs**

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## **Translating our Ambition into Action**

The NP11 Place Strategy has been developed by a partnership which brings together the NP11, representing the eleven Northern Local Enterprise Partnerships (LEPs), and key partner organisations including Arts Council England, Historic England, the Natural Lottery Heritage Fund and the Environment Agency, with Steering Group representation from Nature North and the Northern Culture Consortium.

The strategy builds on a broad scope programme of stakeholder engagement, working with colleagues from across the arts, culture, heritage and environment sectors, including artists and practitioners, grassroots organisations and sector networks, with communities of place and with partners and stakeholders from across business, academia, the voluntary sector, civic leadership, policy and governance.

## **Making Life Worth Living**

The strategy adopts a working definition of 'place' as 'location plus meaning'. The arts, culture, heritage and environment of a location contribute to its meaning and so help to make it a place. These sectors are not discrete, rather they frequently work together and overlap.

Culture in many ways defies definition, but for the purposes of this strategy is understood as 'the making of meaning'. It is what we make and what makes us. It is what makes life worth living. Culture sits at the centre of place. It is a critical catalyst for placemaking.



*Durham Cathedral. Courtesy of North East LEP*



# Responding to Drivers of Change

## *The Way We Live, The Way We Work Now*

This Strategy has been developed during a time of rapid economic and political turbulence and change.

In particular, the COVID-19 pandemic has created significant shifts in established live and work patterns. There has been widespread adoption, for example, of remote working, virtual meeting platforms, and the emergence of hybrid working. Employers have become more accepting of greater flexibility in decisions around living and housing locations, which in the past has been traditionally driven by proximity to workplaces. This trend presents a unique opportunity for the North to capitalise upon relocation decisions and position its quality of life offer to attract and retain talent who can live and work in the North, even when their official workplace is located outside the region. The relocation of work could have a significant economic impact on the North, particularly with the associated relocation of incomes, and potentially, spending by workers on locally consumed services.

This shift is reflected too in decisions about where to study. Many prospective students want to study closer to home, with nearly a quarter of pupils planning to go to university indicating this intention, in a steep acceleration of a long-term trend.

***The North needs to capitalise on our quality-of-life offer as an enhanced live, work, visit, study and invest proposition.***

## *Collaboration over Competition*

At a national level, 'Pride in Place' has been identified as one of the four pillars in the Levelling Up agenda, and several funding opportunities including Town Deal, Future High Street, Heritage Action Zones, Levelling Up and Community Renewal Funding, have focused on localised, place-based initiatives.

Opportunities have in some cases brought challenges, as local partners across the North require resource and capacity to translate opportunity into success, intensified by the competitive nature of the bidding process, a focus on capital funding and the short-term nature of many funding streams.

The current funding context is competitive and short-term, but cultural investment gains are collaborative and long-term.

To optimise gains across the North, investment in places should be complementary, growing economic/social activity without taking market-share away from surrounding places. Places need to identify the type and scale of cultural activity which best suits their place, building on existing assets and distinctive offer. This needs to be done in collaboration with neighbouring places, in order to build a sustainable, non-competitive cultural offer which meets local needs and aspirations and fosters a regional cultural infrastructure/ecosystem which meets regional needs and aspirations.

***The North needs an overarching strategic framework to maximise returns from place-based investment and activity.***

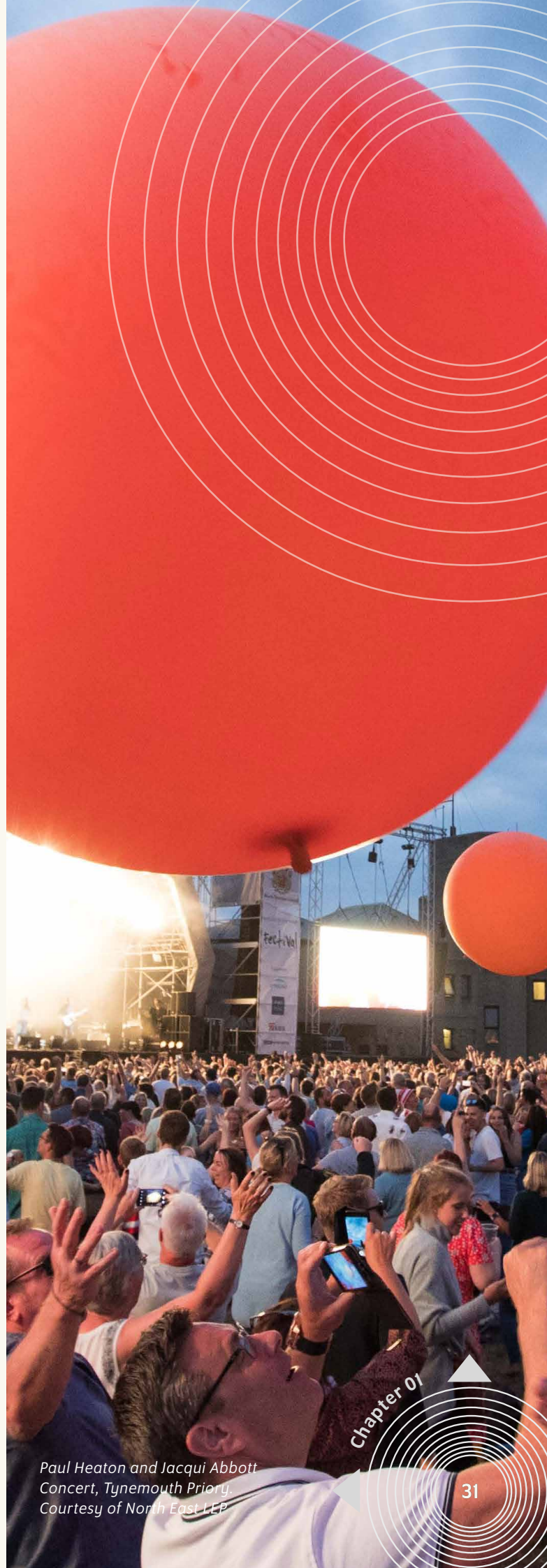
## ***Capturing Growth in the Domestic Visitor Economy***

The success of the visitor economy in the North is intrinsically linked to the place sectors of arts, culture, heritage and nature, and this relationship is mutually reinforcing.

The tourism sector has been hard hit by the pandemic, with a 64% fall in GVA over 2019/20 and a significant decline in international tourism visits. The gradual easing of domestic travel restrictions has contributed to a boost in domestic tourism and a re-emergence of the growing 'staycation' trend. The domestic tourism market has become a primary target audience for Destination Management Organisations (DMOs), while the inclusion of local residents as a target audience is helping to drive recovery in the visitor economy.

Evidence from public opinion data points to clear demand for hospitality as restrictions unwind, and significant pent-up demand for hospitality, retail, and leisure. Consumer sentiment is at an all-time high, particularly in response to the vaccine ('the vaccination effect') and among older age groups who have been less affected financially and are likely to have 'forced savings'.

***The North needs to secure investment in our place sector assets to capitalise on growth in the domestic visitor economy.***



Chapter 01

Paul Heaton and Jacqui Abbott  
Concert, Tynemouth Priory.  
Courtesy of North East LLP

## **Rural Economies**

The North's rural landscapes are key assets and drivers of the green economy. The North is one of the UK's leading farming and forestry regions, and source of much of its domestically produced food. The new Nature North network is exploring sustainable, productive and nature friendly farming programmes within its portfolio.

The UK Tourism Recovery Plan notes a particular opportunity in the domestic tourism market for rural economies. A re-emphasis on the importance of nature and greenspace has seen significant increases in visitor numbers to the North's natural landscapes and, combined with the rise in virtual and remote working practices, a marked shift toward rural living.

At the same time, rural economies are heavily impacted by limited access to health and care services, travelling and transport issues and a relative lack of community support infrastructure. Earnings in rural economies are around 10-15% lower than urban incomes and residents in rural communities spend an average of 20% more in covering everyday expenses.

While levels of engagement in arts and culture are generally high in rural areas, there remains opportunity to enhance sector support and advice services, as well as increasing commissioning opportunities for rural based companies, so that local supply can meet local demand.

Focussing place-based investment on urban and town centres could, inadvertently, contribute to further imbalance. Complementarity might instead be better supported through investment in digital and transport connectivity, and enhanced cultural and collaborative infrastructure.

***The North needs to support complementarity and shared progress through investing in enhanced capacity, connectivity and collaborative infrastructure.***



*Millom Beach. Courtesy of Cumbria LEP*

## **The Changing Face of Town Centres**

Town Centres and high streets have for some time been at the nexus of a complex set of changes in society and leisure, including changes in consumer preference and behaviour, and a marked shift in retail consumption toward online shopping. The pandemic and the required 'lockdowns' have exacerbated these trends, driving demand for online shopping, home delivery, and locally available services. Independent retailers have benefited from a parallel shift in consumer attitudes to support local and independent shops.

These shifts in retail consumer patterns are mirrored in a preference for a more localised consumption of culture, creating a critical imperative for arts and culture to breathe new life and purpose into high streets and town centres, bringing purpose and activity and generating invaluable economic and social capital.

To meet these challenges, and to drive footfall, city and town centres need to look beyond retail to offer a wider range of arts, culture, and leisure activities, community services and enhanced natural and green spaces.

***The North needs to support cultural reanimation of our town and city centres to meet the changing needs of local communities, and consumer demands.***

## **Health is Wealth**

The pandemic has re-emphasised the critical importance of health and wellbeing as a potent economic driver, not least in its impact on productivity.

There are deep-rooted and widening health inequalities between the North and the rest of England, with a two-year life expectancy gap and 20% higher premature death rates across all age groups. People living in the North face a 17% higher mortality rate due to COVID-19.

There is a significant and growing body of evidence around the social determinants of health, the effects of underinvestment in public health, and the positive impact of engagement in cultural and nature-based activities for mental and physical health and wellbeing.

This sits alongside a general shift in thinking toward societal, experiential and wellbeing measures as important indicators of economic health, performance, and resilience.

***The North needs to prioritise creative health as an economic driver, capitalising on its acknowledged strengths in socially-engaged arts practice and cultural research.***

# Strategic Intent

This Strategy provides a holistic and strategic approach to place that enables inclusive and sustainable growth, establishing a better understanding of the relationship between investment in place and economic performance.

The strategic intent is to make the case for collaboration across the North, setting out where and how pan-Northern approach can add value, and to what end.

It is a framework within which the private, public, voluntary, civic and all sectors of the community can work together to secure maximum benefit for their immediate locality, and for the North as a whole.

Collaboration lies at the heart of our strategy, in recognition of the benefits of connected working including shared learning, expediting post-COVID recovery, and creating economies of scale.

# Strategy Structure

The strategy is split into three parts:

## **Realising the Economic Impact of Place**

**Articulating the characteristics, scale and contribution that place makes to the North**

## **A Strategy for Place**

**Framing our vision, thematic interventions and asks of Government and partners**

## **Delivering our Ambitions**

**Setting out proposed governance and delivery arrangements, consultation details and next steps.**

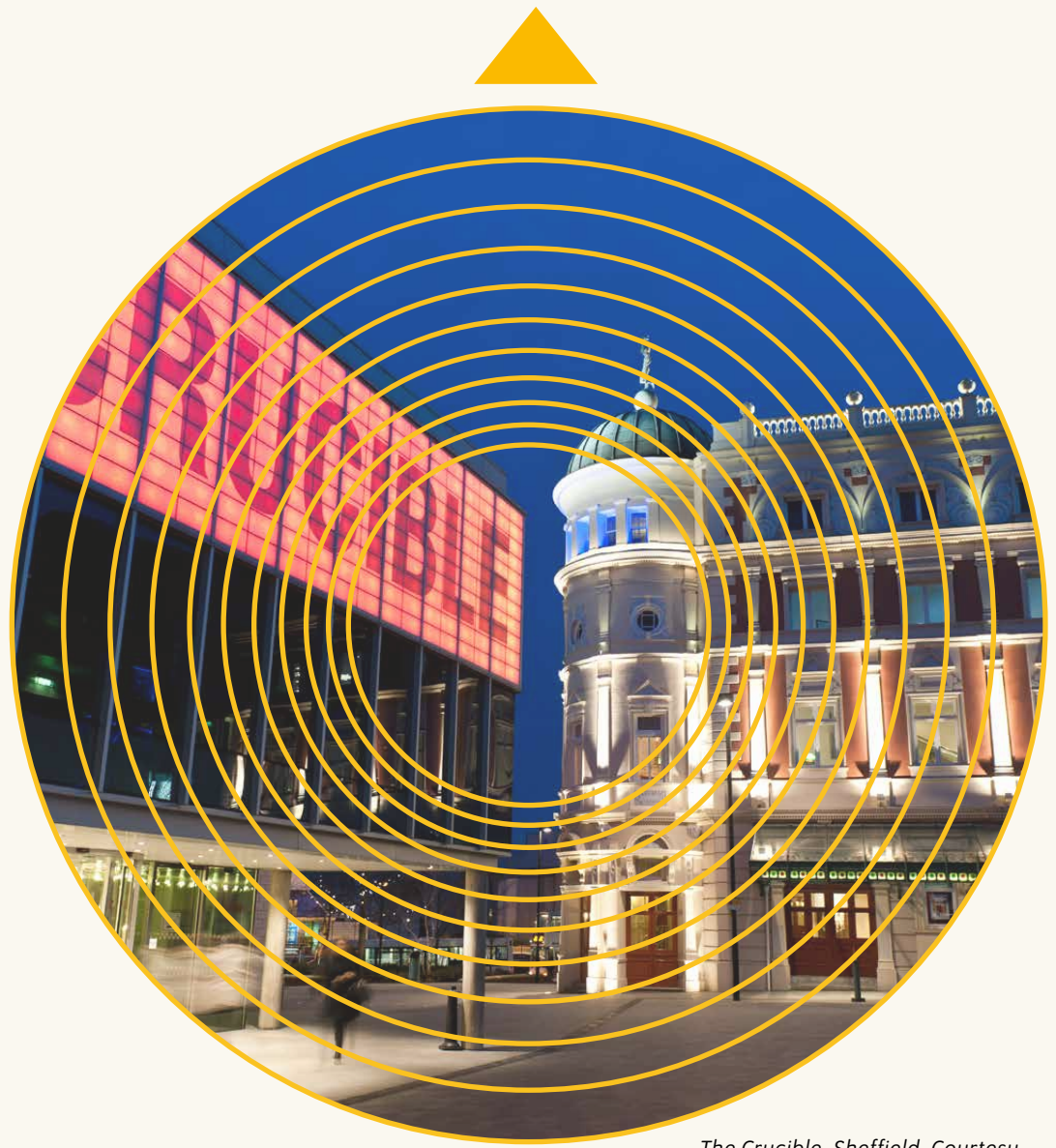


Pop-Up Pantomime, York Theatre Royal Summer 2020.  
Courtesy of Make It York. Credit: Karen Boyes






# Realising the Economic Impact of Place

02



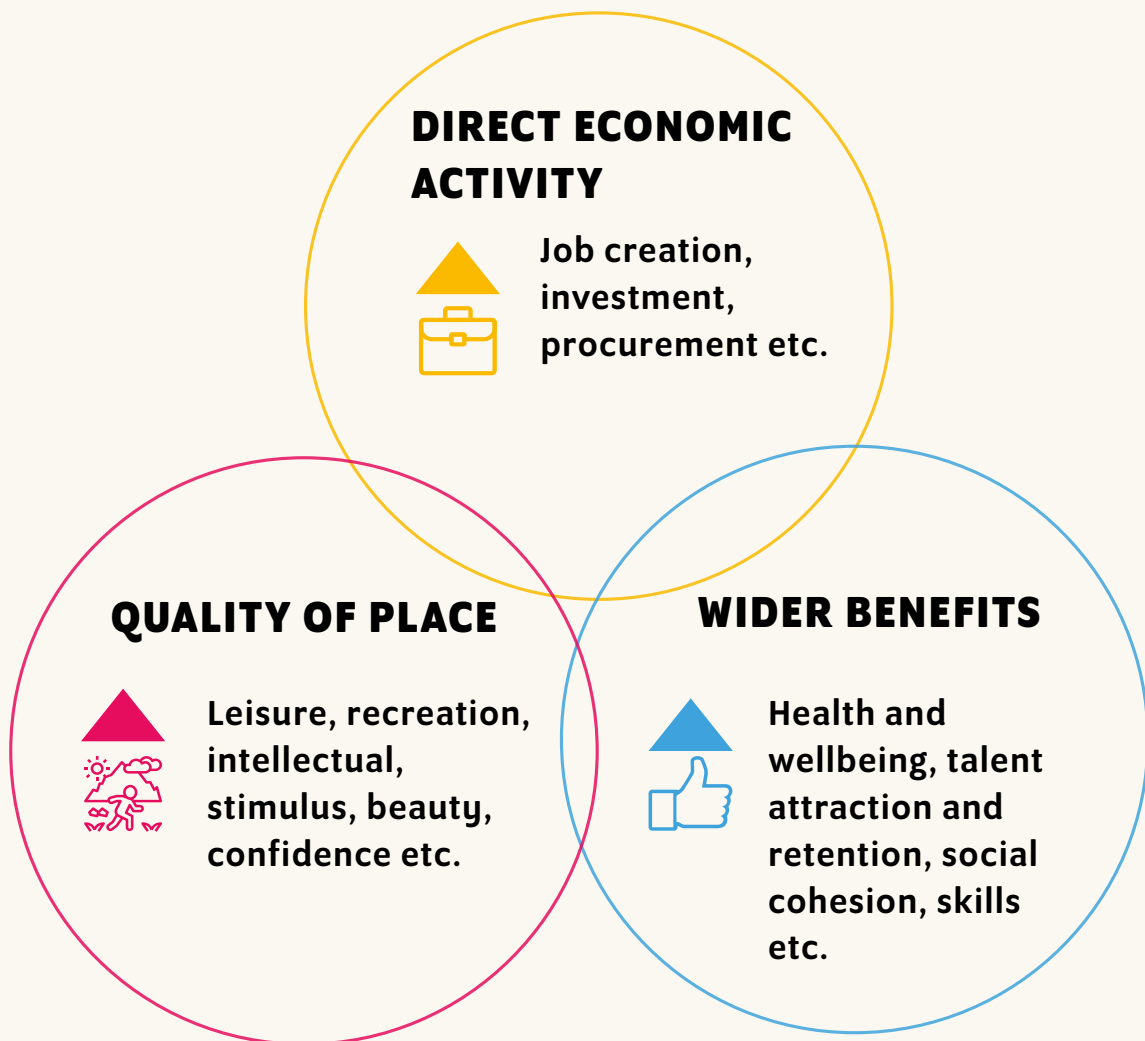
*The Crucible, Sheffield. Courtesy of South Yorkshire MCA*

**Place plays an important role benefitting residents, visitors, businesses, and the wider economy. We have focused on the sectors that contribute (and benefit directly from) the North's quality of place. These include:**

-  **The arts and cultural environment**
-  **The heritage environment**
-  **The natural environment**

# The Economic Benefits of Place

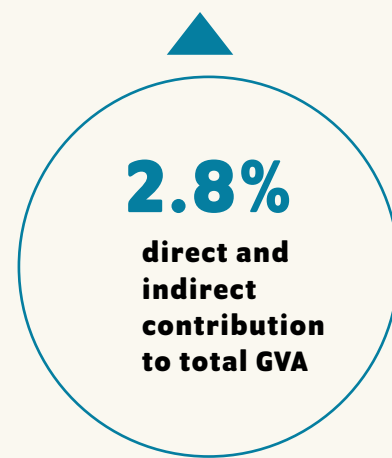
The benefits of place can be measured and valued through measurable economic activity in the North in terms of jobs and GVA. However, there are substantial wider benefits that are delivered by the stock of natural, cultural and heritage assets that are not necessarily captured in the immediate measures of economic activity.



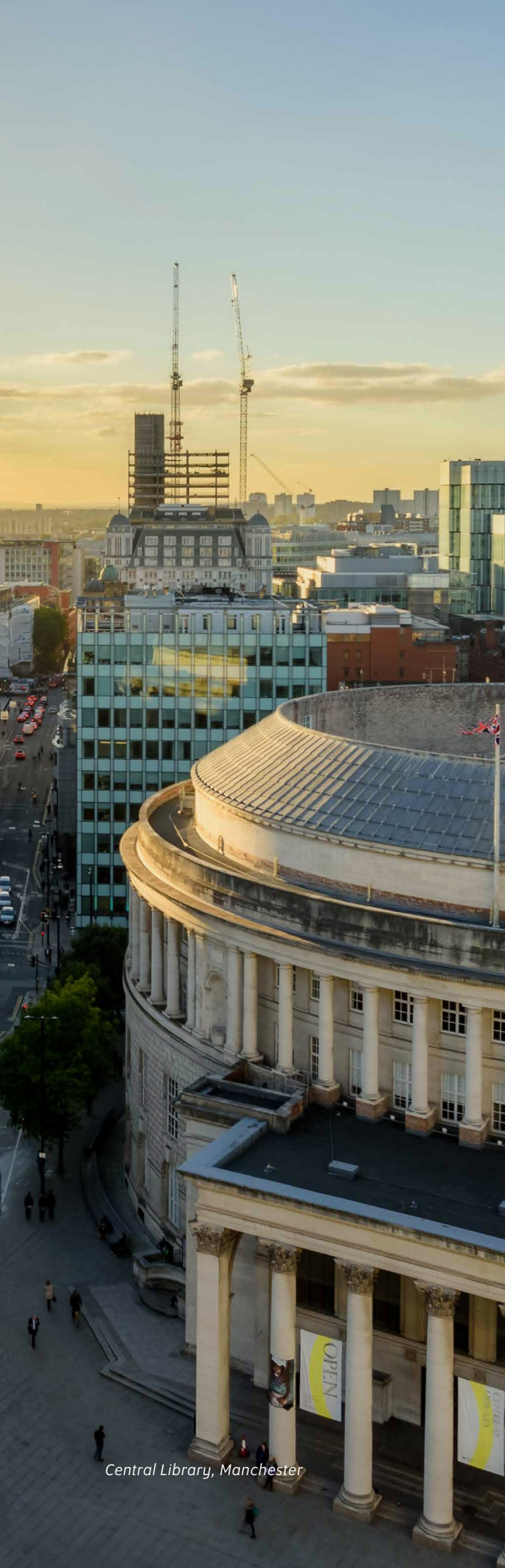
## Delivering Direct Economic Activity

Direct economic activity is generated by arts and culture, heritage and nature as “place sectors”, resulting from the production and consumption of place related activity. Some of this is generated from spend by visitors to the North, and some from the North’s own residents. Assets and attractions generate direct economic value, through job creation, investment, procurement, sales and marketing etc. Overall, the place sectors make an important economic contribution to the North.

However, the relative economic contribution that these place sectors make in the North remains significantly lower than the England average. This can be attributed largely to the dominant role of London in the arts, cultural and (to a lesser extent) heritage sectors. The disparity is much stronger in terms of GVA, with GVA per job across the arts/culture and heritage sector much lower in the North (£32,000), than the England average (£62,000), largely due to the role of London in securing higher value-added private sector arts and cultural activities. Place sectors have been badly affected by COVID-19, and have been some of the hardest hit and last to recover.



[NB: The contribution of arts/culture is based on the DCMS definition for the cultural sector. The contribution of heritage is based on CEBR methodology developed for Historic England. There is a modest element of overlap. There is no simple way of using these approaches to measure the contribution of outdoors/nature.]



Central Library, Manchester

## The Economic Impact from International and Domestic Tourism

The quality of place in the North attracts tourists and drives footfall, spend and vitality. The North has some of the most visited place destinations outside London.

Historically the North has only received a small share of total UK inbound tourism visits and trips. Domestic tourism is a much more significant driver of activity and spend in the North. In market terms, the single most important market source of domestic tourism in the North is actually visits and spend by the North's **own residents**. Around half of the spend by the North's residents on domestic UK tourism is captured within the North, and this accounts for around half of all spend in the region. In contrast, the North accounts for just 11% of all domestic holiday tourism in the UK by residents of the south of England, illustrating the strategic opportunity and scale of the potential for the North to increase its market share of UK domestic tourism spend.

Hospitality has been one of the sectors hardest hit during the pandemic, and restrictions of economic activity have particularly affected the industry's ability to trade. There are clear signs that ongoing costs and accumulating debt with an extended period of low revenues, depressed demand, and faltering cash reserves has placed immense pressure on the industry.

## ECONOMIC IMPACT FROM INTERNATIONAL TOURISM IN THE NORTH



**1.65 million**  
international tourism  
holiday trips



**10%**  
of all international  
tourism holiday trips



**£850 million**  
spend by international  
holiday visitors



**6%**  
of UK international  
holiday tourism spend

## ECONOMIC IMPACT FROM UK DOMESTIC TOURISM IN THE NORTH



**20.2 million**  
domestic tourism holiday  
trips



**28%**  
of all GB domestic tourism  
trips



**£3.4 billion**  
spend by domestic  
holiday tourists

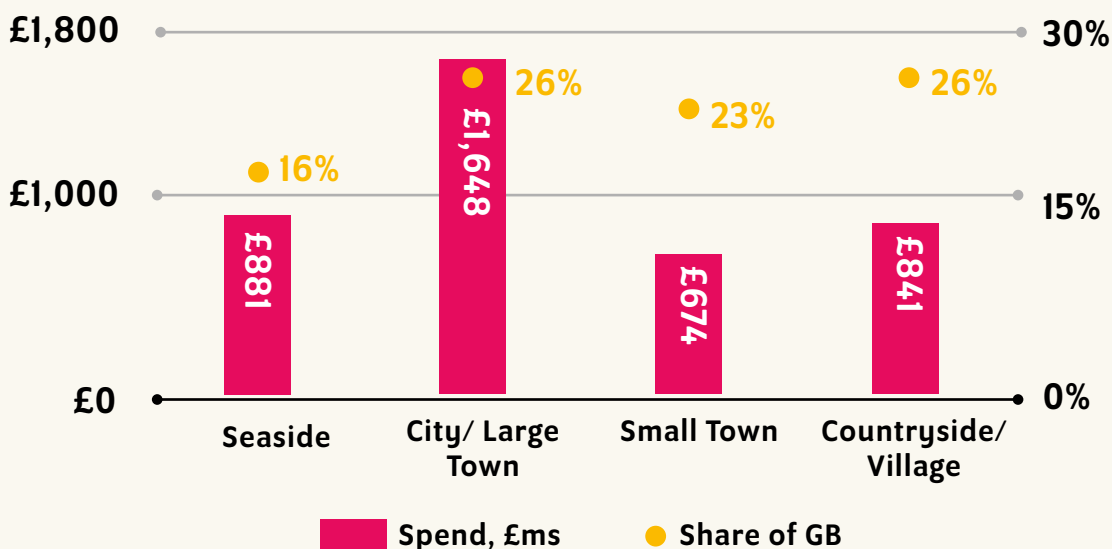


**23%**  
of all GB domestic holiday  
tourism spend

Source: Visit Britain, 2019

The North's share of domestic tourism was higher in trips to cities and large towns (26% of all GB spend and visits) and countryside (26% of all GB spend and visits).

### UK DOMESTIC TOURISM IN THE NORTH, 2019





*Festival of Thrift, Redcar. Courtesy of Tees Valley Combined Authority*

## **The Economic Impact of Arts and Culture**

In 2019 (pre COVID-19 pandemic), the overall value of the cultural sector in the North was a direct £2.3bn GVA contribution and the wider creative industries contributed £11.3bn.

Film, music, TV and radio is by far the largest cultural sector in the North, worth £1.3bn in GVA. The North's share of UK GVA is modest at 7%. This is largely because this sub-sector is heavily concentrated in London.

The pandemic has had a profound impact on the arts and culture sector. During 2020/21, UK GDP fell by 54% (accommodation and food services) and 34% (arts, entertainment and recreation) compared to 10% for the whole economy. Indoor arts, culture and heritage saw activity suppressed due to COVID-19 related restrictions, although some new digital activity took place.

## ECONOMIC IMPACT OF ARTS AND CULTURE



**£2.3 billion**  
direct GVA contribution from  
the cultural sector



**1.5%**  
of all jobs in the North



**6.7%**  
share of UK GVA in the  
cultural sector



**£11 billion**  
direct GVA contribution  
from the wider creative  
industries sector

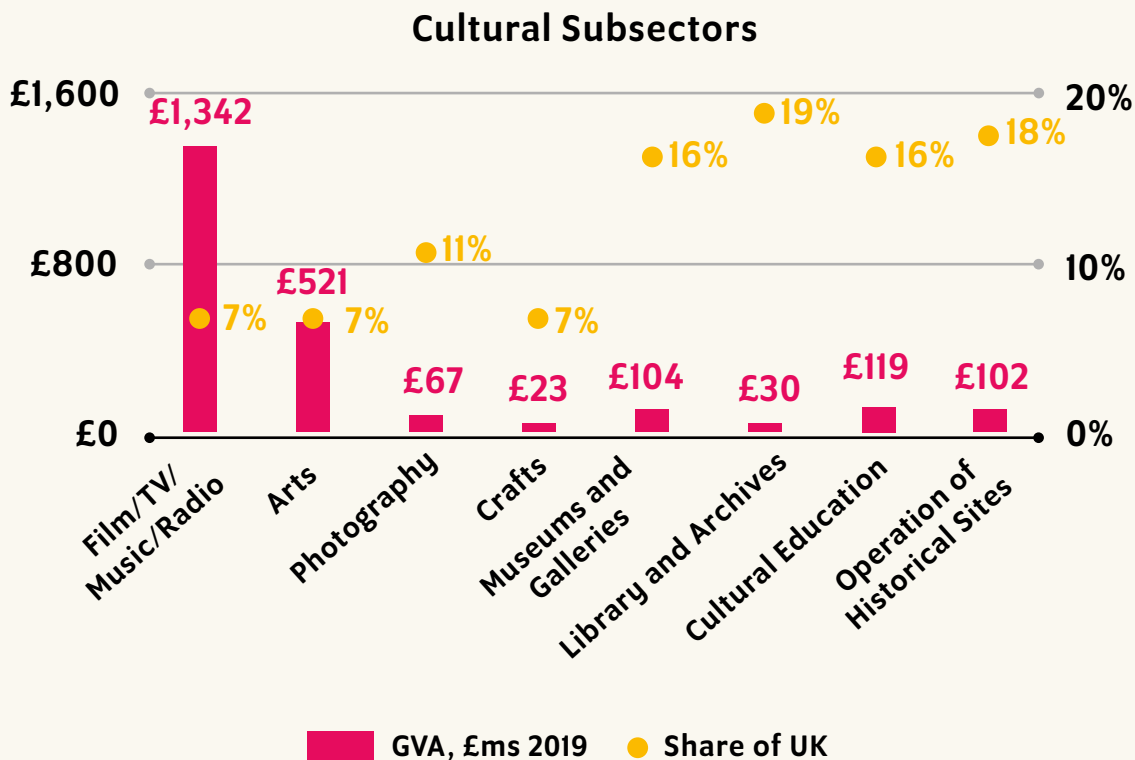


**113,000**  
total employment of  
which 43% are self  
employed



**9.8%**  
share of UK GVA in the  
creative industries

## GVA CONTRIBUTION OF CULTURAL SUB SECTORS IN THE NORTH





Durham Riverside

## **The Economic Impact of the Heritage Sector**

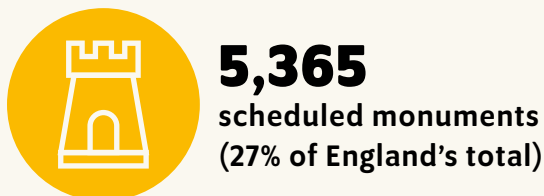
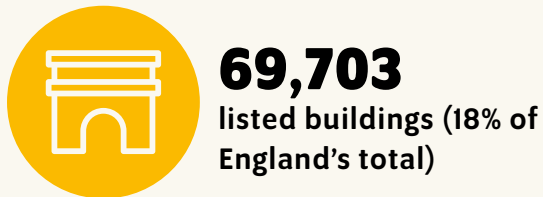
The North has a large number of England's important and designated heritage sites. Reflective of its historic significance, it has a disproportionate number of world heritage sites and battlefields compared to other parts of England. In part this is consequence of the North's historic role as a contested area and then centre of the Industrial Revolution.

It is estimated that the heritage sector supported over £3bn of direct GVA and 50,000 direct jobs in the North in 2019.

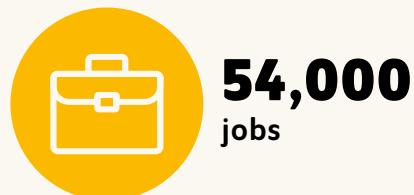
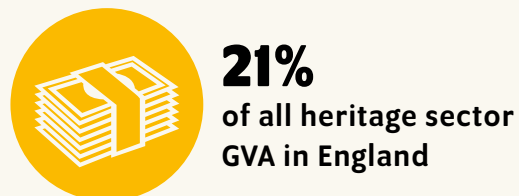
Environmental assets like parks and some outdoor-heritage assets with environmental attributes such as stately homes or castles saw demand rise during the pandemic, but social distancing meant that capacity had to be reduced and/or indoor areas had to be closed to the public.

While our economic analysis focusses on designated heritage assets; we recognise the universality of heritage, that cultural and intangible heritage plays a key part in place distinctiveness; and that much of our heritage is free to visit, making heritage one of the most intrinsically democratic and accessible parts of Northern culture.

## KEY DESIGNATED HERITAGE SITES IN THE NORTH



## DIRECT ECONOMIC IMPACT OF HERITAGE IN THE NORTH, 2019



Source: Historic England, 2021



Lake District National Park

## The Economic Impact of Nature

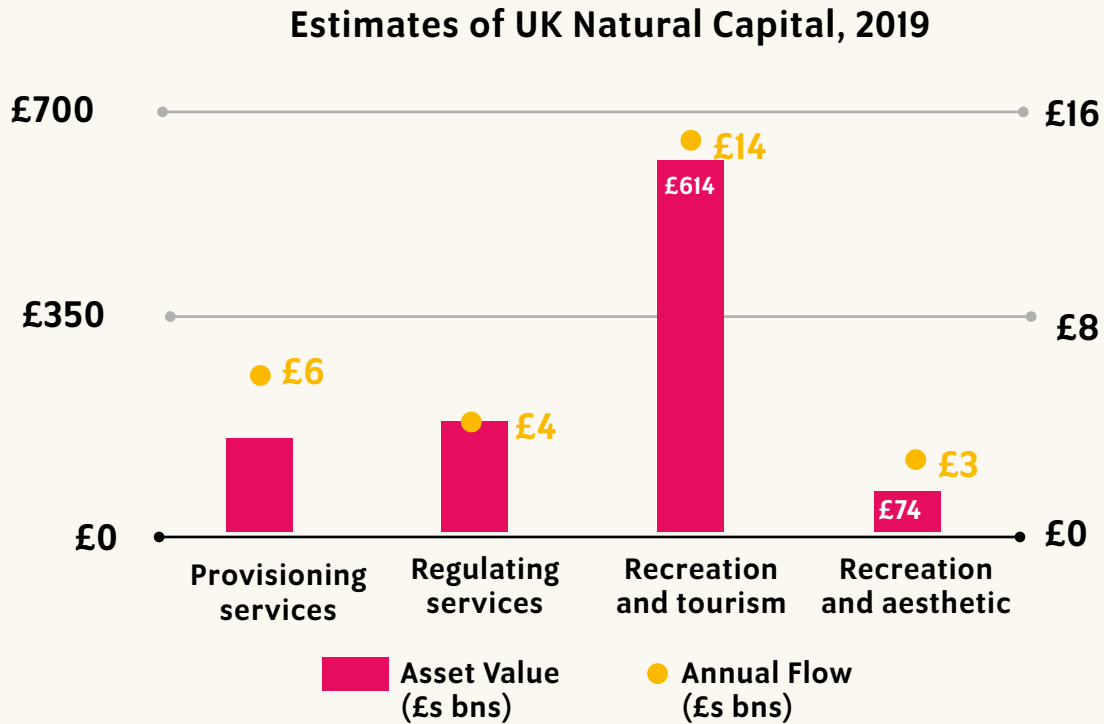
Nature plays a complex role in the North's economy, with contributions including supporting the visitor economy, underpinning agriculture and land-based industry, an enhanced liveability of places and a wide range of social and health benefits.

The concept of '**Natural Capital**' has been developed to measure the value of natural assets, based on the role that these assets play in support of society and economy. Value can relate to provisioning services (the benefits that people receive as consumers of food, energy and other nature-based materials), regulating services (societal benefits from the maintenance of natural processes (such as slowing the rate of climate change, improving water quality, removing pollutants from the air and improving soil quality), supporting services (indirect benefits from biological processes, such as photosynthesis) and **cultural services**, primarily **recreation and tourism**, plus the less tangible '**quality of life**' benefits people receive through spiritual enrichment and aesthetic experiences from the natural environment.

At a UK level, the most recent estimates by the ONS value natural capital at £1.2 trillion (supporting £42 billion annual value of services), of which half is accounted for by recreation and tourism/cultural services (There are, currently, no separate estimates for the North).

There is significant potential for the North to benefit from the natural capital value of its green and environmental asset base, particularly through recreation and tourism (cultural services). There is potential to enhance these benefits further through nature recovery activities including the creation of new parks, new woodland or the restoration of our peatland. These activities in turn generate cost-benefits, GVA and job creation as direct economic impact.

**ESTIMATES OF UK NATURAL CAPITAL, 2019**



**ECONOMIC IMPACT OF NATURE RECOVERY**



**4:1**  
Cost benefit ratio from the creation of new urban greenspaces



**25**  
temporary jobs generated per 100ha g from woodland creation



**3:1**  
cost benefit ratio from the generation of woodlands



**5:1**  
cost benefit ratio from restoration of peatlands



**£1.2 million**  
GVA generated per 100 ha of woodland creation\*



**£156,000**  
of GVA per 100ha generated from the restoration of peatland\*

*\*from capital investment*

Source: Vivid Economics and Barton Wilmore 2020; Cambridge Econometrics 2020

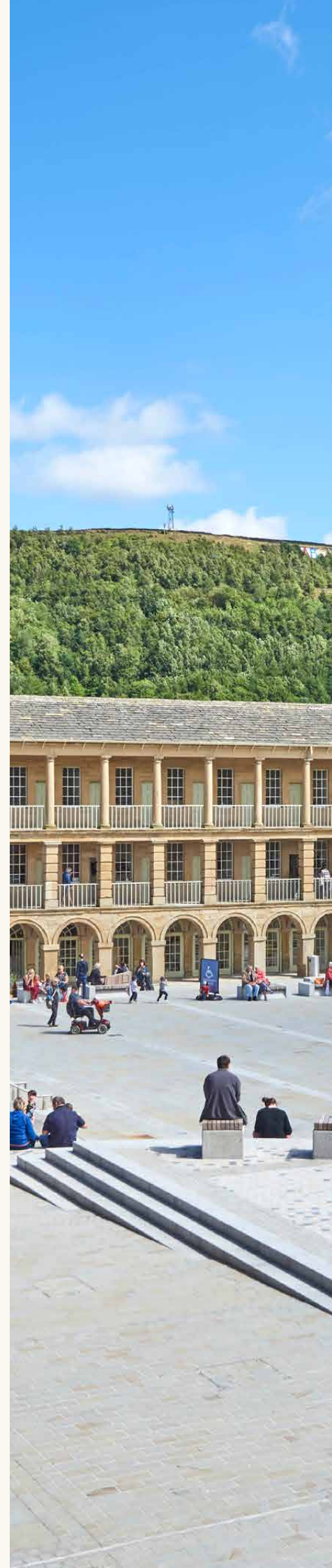
# Driving Recovery through Quality of Place

The recovery from COVID-19 presents a pivotal juncture in which a sustainable, resilient, and levelled up North can be built, drawing on - and reinforcing - the strengths of its vast assets. The North's economic potential can be significantly strengthened by drawing on its heritage, arts, cultural and environmental assets to help drive and support economic development and recovery from the pandemic.

The strength of the North's 'live, work, visit and invest' offer is key to recovery. For places to recover well, they need to draw upon all their assets and integrate thinking about the role in which the placemaking role of heritage, arts, culture and environmental assets can boost recovery. Crucially, the North needs to capitalise upon the shift in people's relationship with where they live and these place-based assets.

The place sectors that are major contributors to places and their success include:

- Heritage assets, including tangible assets such as museums, stately homes and sites of historical significance, and universal, cultural and intangible heritage
- Arts and culture, including theatres, galleries, concert halls and outdoor events
- Environmental assets, such as green space, access to nature, particularly in rural and coastal areas and, indirectly:
  - Sport and recreation
  - Hospitality, across bars, restaurants, and hotels
  - Retail





The Piece Hall, Halifax. Courtesy of Piece Hall





## Stimulating Demand

In driving recovery, the North needs to capitalise on emerging trends including capitalising on new live and work patterns, capturing the rise in domestic tourism and the demand for hospitality, and responding to changing consumer behaviours and demands.

There is unlikely to be a sustainable long-term recovery for place sectors in the North unless demand is stimulated, particularly for those most likely to spend and consume. This requires consideration of improving wage levels and how places can better capture and recirculate spending in local economies.

# Generating Wider Benefits

**Placemaking assets improve the quality of place, through the provision of cultural and arts venues as leisure, creative and intellectual stimulation, through access to green spaces for recreation and sport; and by helping to promote and instil confidence in investment, increasing footfall, and marketing an area as a quality destination in which to live, work, visit, study or invest. This builds confidence in local economies – increasing the likelihood of locating or starting economic activity there.**

## **Attracting and Retaining Talented People**

Attractive places help attract and retain talent to live and work in the North. Overall, 62% of all residents in the North experience a very or fairly strong level of belonging to their immediate neighbourhood (compared to 60% in England). Access and exposure to placemaking assets also supports innovation and skills, helping our residents to support and develop creative skills and critical thinking.

The North provides good proximity to green spaces for its residents, although the overall 28 sqm of green space per resident is below the national average. Green space has been particularly important during the pandemic. 65% of YouGov respondents found that green space benefited their mental health more following pandemic-related movement restrictions being enforced compared with before.

The North is culturally rich, with an asset portfolio including World Heritage sites, internationally significant arts, music and literature, celebrated events and festivals and a diverse and dynamic cultural grassroots community. The North's cultural ecology includes 220 Arts Council England National Portfolio Organisations (NPOs), with a £150m investment that generates around 42 million cultural visits.

Arts Council England's Creative Case for Diversity initiative and the Creative People and Places (CPP) programme, have gone some way to addressing persistent challenges and inequalities in levels of cultural engagement. Despite some incredible outreach and digital engagement from North based creative and cultural organisations during the pandemic, evidence suggests that persistent challenges and inequalities in cultural engagement and production are still likely to have worsened, with correlations to age, disability, class and ethnicity.

## Wider Health and Wellbeing Benefits

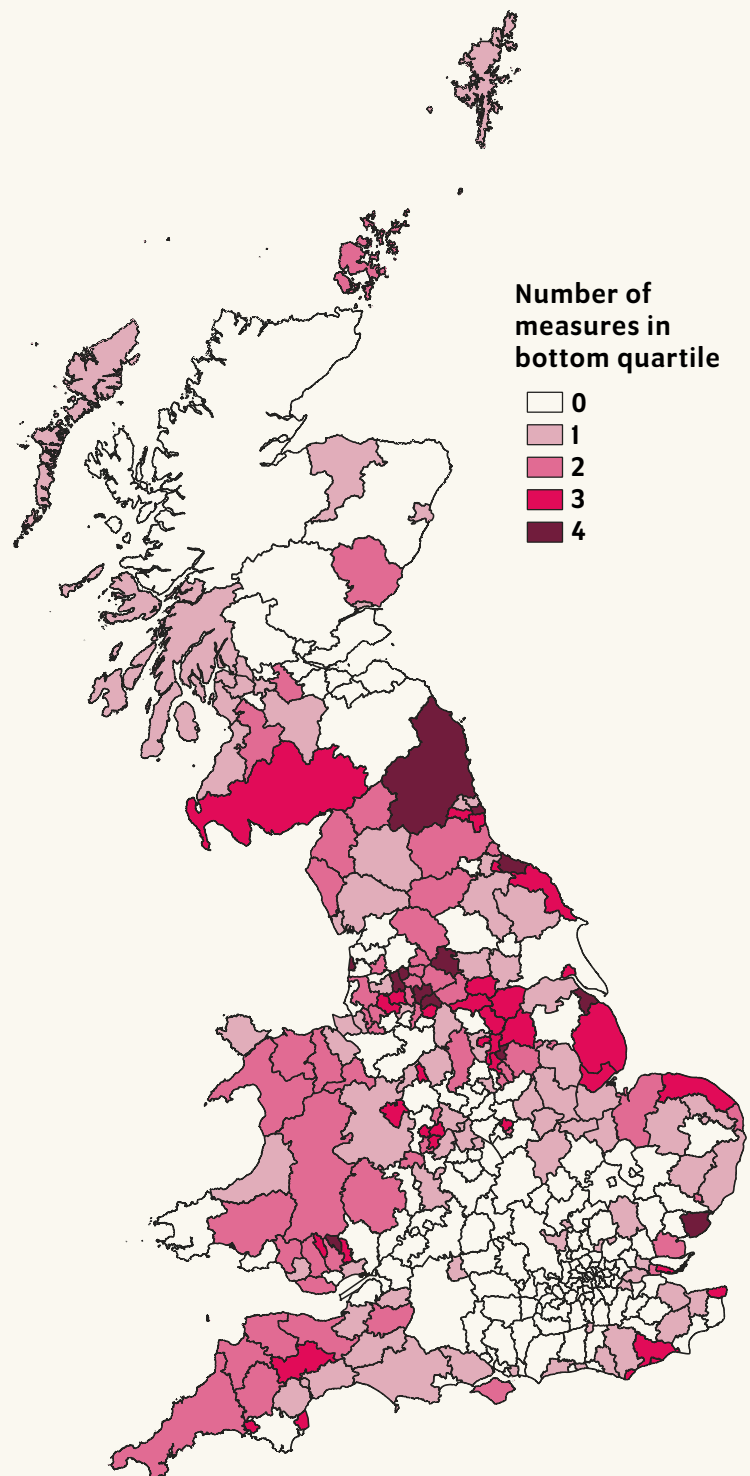
The 2022 Levelling Up White Paper demonstrates the depth and scale of inequalities across a range of indicators including GVA, weekly pay and healthy life expectancy.

Place-related activities linked to arts, culture and the outdoors generate **wider health and wellbeing benefits** for the residents of the North (as well as visitors). By supporting a healthier and happier population, we can generate a range of wider social and economic benefits. These wider benefits have been thrown into sharp relief by COVID-19 and the impact of lockdowns.

Types of wider benefit include:

- Physical health and well-being
- Mental health and well-being
- Social cohesion and social networks
- Educational attainment and personal development
- Spill-over productivity benefits

These wider benefits can impact positively on people's productivity (fewer days lost at work) and reduce the demand on the health and social care system.



*'Spatial patterns: Which places are most left behind? Local authorities in the bottom quartile for level 3+ equivalent skills in the adult population, Gross Value Added (GVA) per hour worked, Median Gross Weekly Pay and healthy life expectancy.'*

Source: Adapted from the Levelling Up The North White Paper, February 2022, Figure 1.13 p18

# The Size of the Prize

## The scale of Ambition and Opportunity

The NP11 Place & Culture programme has identified that there are real opportunities to enhance the role of place in the North - for the benefit of the region and for the country as a whole.

As part of developing the evidence base, we have carried out an exercise to assess the potential scale of the opportunity - providing a sense of what might be possible.

There are two areas where the scale of ambition can be set out in quantitative terms:

- **Expanding place sectors:** The focus here is on raising productivity levels in the cultural sector in the North (hence the measure we have focused on is GVA, not jobs) and capturing a larger share of the overall economic output from the sector in the UK. The metric is the direct economic output (GVA) generated by the sector. Under the most ambitious scenario this could potentially add £1.7 billion to the North's economy (or nearly 0.5%). To put this in context, in 2019 total direct economic output from the North's cultural sector was £2.3 billion and from all creative industries £11.3 billion.
- **Increased visitor spend in the North:** The focus here is raising the share of the North in UK holiday spend, capturing more international inbound tourism spend and outbound spend by UK residents that would otherwise go abroad. The transformational scenario has element of all three of these changes and would see total spend rise by around £2.2 billion, direct GVA by £1 billion and jobs by around 30,000 FTEs. To put these numbers in context, in 2019 total tourism spend in the North, including day trips, was around £22 billion.

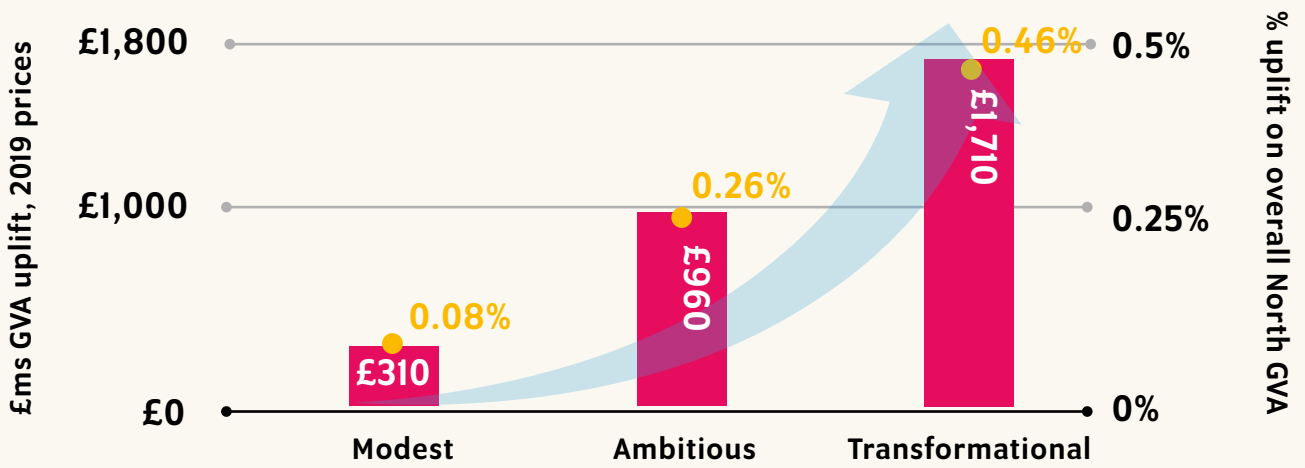
It is important to stress that these are not targets or forecasts. Their achievement will depend on a wide range of actions by the public and private sector, including those set out in this strategy.

*A more detailed explanation and rationale is provided in the synthesised evidence base, attached as Appendix i*

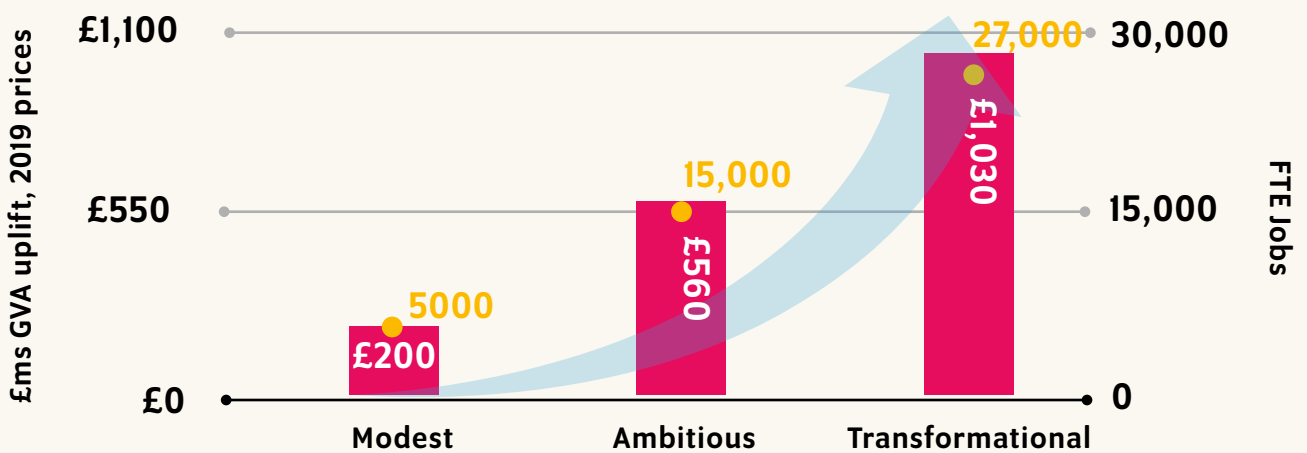
*These scenarios are based on more readily measurable factors. As stressed throughout this strategy, improving places and making better use of places (especially green spaces) has the potential to really transform people's lives in the North: helping to make people healthier and happier. Moving forward, there is also a need to identify the scale of ambition in this regard.*

**SCENARIOS FOR ECONOMIC UPLIFT FROM IMPROVING THE PERFORMANCE OF THE NORTH'S PLACES AND PLACE SECTORS**

**Economic uplift: Improved performance of the North's cultural sector**



**Economic uplift: From increased spend in the North from staycation**



Source: estimates set out in the Synthesised Evidence Base (Appendix i)



# A Strategy for Place

03

# A Shared Vision for Place in the North

Our shared vision for 2030 is:

**“A green, creative and future facing North which levers its diverse natural, historic and cultural capital to unlock economic prosperity and inclusive growth.”**

We have framed the strategy around six thematic areas of intervention to realise the North's Place potential and to shine a spotlight on inspirational activity which is already delivering impact.

The actions contained within this strategy have been selected on the basis that they are:



Pan-Northern in scale and reach



Capable of driving transformational economic and social impact



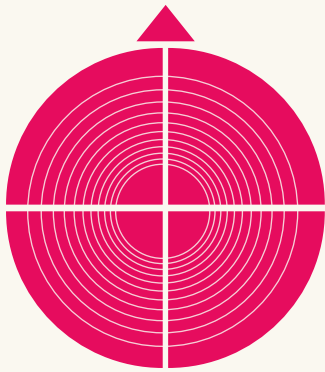
Within the gift of NP11 and partners to deliver



## Setting Policy Direction

The Place Strategy for the North will deliver against national policy imperatives and provides a framework to inform local and sub-regional policy.

The Place Strategy will enable improved targeting of interventions at a local level by facilitating a coordinated approach. The implementation of successful Town Deal, Future High Street, Heritage Action Zones, Levelling Up and Community Renewal Funding will contribute towards the realisation of our vision. Future funding submissions can demonstrate how the planned intervention will deliver against the Place Strategy Strategic Framework.



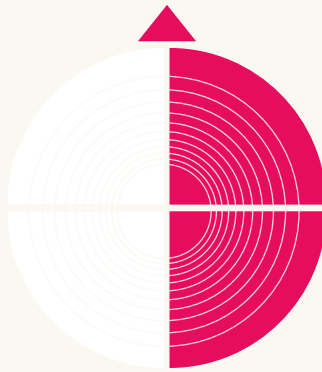
### National

- Levelling Up Agenda
- Net Zero Strategy
- Build Back Better: Our Plan for Growth- DCMS 'Here for Culture'- Arts Council England 'Let's Create' 2020-30
- Hospitality Strategy
- UK Digital Strategy
- Green Industrial Strategy



### Place Strategy alignment with national agendas...

- Addressing barriers to prosperity and productivity
- Rejuvenating places to drive positive economic and social outcomes
- Enhancing the UK's world leading portfolio of arts, cultural and heritage assets
- Ensuring digital and transport connectivity
- Protecting and restoring the natural environment



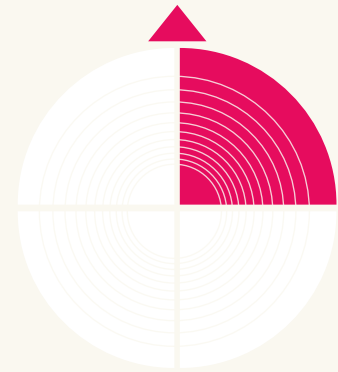
### Regional & Sub-Regional

- NP11 Workstreams: Placemaking, Trade & Investment, Innovation, Clean Growth, Digital
- Local Industrial Strategies/ Strategic Economic Plans/ Cultural Strategies/Clean Growth Strategies



### Place Strategy alignment with regional and sub-regional agendas...

- Promoting and enhancing the built, historic and natural environment
- Helping place sectors to grow
- Meeting Net Zero goals
- Attracting people to live, work and invest
- Supporting place development, complementarity and connectivity
- Facilitating sustainable travel



### Local

- Strategic Plans
- Local Plans
- Economic Strategies
- Cultural Strategies
- Transport Strategies
- Town Strategies
- Masterplans



### Place Strategy alignment with local agendas...

- Regeneration of town centres
- Repurposing vacant historic and town centre assets
- Enhancing cultural ecologies & grassroots offer
- Improving sustainable travel offer
- Enhancing digital infrastructure
- Supporting health and well-being
- Aligning skills with demand
- Enhancing health, wellbeing and quality of life

# **We are the North: Turning Up the Volume**

**The North of England is full of beauty, wonder and creativity, bringing together a vast array of cultural and natural assets with a wealth of artistic, cultural and creative talent. Its diverse rural, coastal, urban and townscapes have inspired artists from the Brontës to The Beatles, from Beatrix Potter to Buzzcocks, Wordsworth, Coleridge, Dr John Cooper Clarke, Paul Heaton and Jacqui Abbot, Barbara Hepworth, LS Lowry, Ted Hughes, Henry Moore, David Hockney, Joy Division, Lemn Sissay, Pulp, Danny Boyle, Sally Wainwright, Wayne Hemingway, Simon Armitage, Jimmy McGovern, The Smiths and The Singh Twins. The list goes on.**

**The North's unique combination of natural and cultural assets offers significant competitive advantage and potential, positioning the North as a driver for the UK's creative and green economies and asserting its potential as a key contributor to Global Britain.**

**The COVID-19 pandemic and lockdowns have restated emphatically the critical importance of culture and green space, creating a point-in-time moment to 'turn up the volume' on the story of the North, its cultural and natural assets, creative talent and rich diversity of identity and place.**



**Amplify**

**Animate**

**Innovate**

**Create**

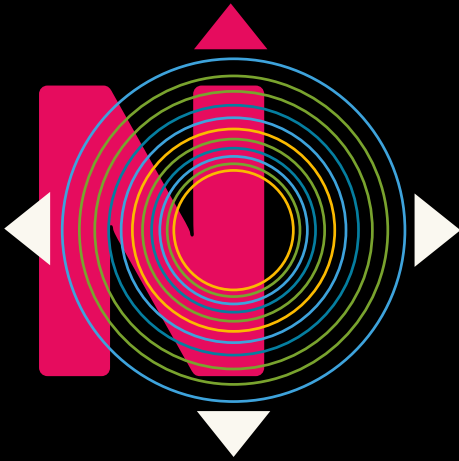
**Connect**

**Collaborate**

*Peterloo Commemorations, Manchester. Credit:  
Manchester Histories/Jonathan Keenan*

Chapter 03

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**Amplify** 

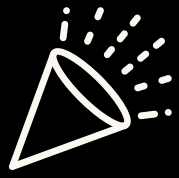
**Animate** 

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# Amplify

## Inspiring Places - Amplify:

# Big Ticket Items: Screen and Green

## *The Green Lungs of England*

The North's green and natural assets position it as the '**Green Lungs of England**', powering its significant contribution to the UK's **Net Zero** ambitions and securing its position at the vanguard of the '**Green Industrial Revolution**'. The North's vast peatlands offer potential for significant contribution to reaching net zero and in realising the economic potential of natural capital.

The new **Nature North** partnership is developing a suite of work to support better **measurement of natural capital**. The partnership is developing a suite of large-scale and pan-Northern investment propositions to **support nature recovery** and to enhance and promote coasts and estuaries, healthy rivers, resilient farming and improved green spaces in towns and cities. 'Big ticket' investment propositions include:

- **The Northern Forest**, which will see 50 million new trees planted from Liverpool to Hull. The forest will realise multiple benefits, including an estimated 7.5 million tonnes of CO2 sequestered over 25 years.
- **The Great North Bog**, which aims to restore 7000 km<sup>2</sup> of the North's upland peat landscape. Restoration will keep 400 million tonnes of stored carbon in the ground, avoiding emissions of 4.4 million tonnes a year from degraded peat.
- **Eden North** is a £125m project planned as a major new attraction, iconic place marker and visitor destination in Morecambe Bay, Lancashire.

## *Lights, Camera, Action*

The '**createch**' sector, which combines creative skills and emerging technologies, has been described as the most dynamic driving force for economic development in the North of England. Despite the tough economic climate, Tech Nation reports a record £981.8m investment in UK createch companies in 2020.

The createch sector includes areas of recognised strength for the North such as **TV, Film and Broadcasting, Music and Entertainment, and Gaming and Media**, with notable successes including significant **BBC and ITV** operations at Salford's **Media City**, **Channel 4's new national headquarters** in Leeds, and Newcastle's renowned **video games cluster**.

The North's film, TV and broadcasting offer is supported through **BFI North, Film Hub North** and **Screen Yorkshire**. Key assets include **Bradford**, the world's first UNESCO City of Film, **Warp Films**, an internationally acknowledged production company based in Sheffield's iconic Park Hill building, Wakefield's **Production Park Studios**, Manchester's **Space Studios** and the **Liverpool Film Studios**, set for the city's Grade II listed former Littlewoods' building.

Investment in related '**micro-cluster**' strengths across the North, in **enhanced production infrastructure** and in the North's film, TV and broadcasting **talent pipeline** will consolidate the North's position as an internationally recognised sector leader, supporting long-term growth and attracting global investment and talent.

# Taking Action to Amplify the North



## Strengthening the North's Place Proposition

Working with Northern DMOs, ALBs and local places and partnerships to better convey the collective strength of the North's place proposition, focused on cultural, heritage and natural strengths and assets, boosting investment and relocation interest and supporting future prosperity and sustainability through talent attraction and retention. Activity will be designed to support, promote and amplify place distinctiveness and complementarity, within a pan-Northern offer.

### *How?*

Developing a collaborative structure and invite local place partnerships to work together to promote the North. The collaboration will share good practice and provide targeted support for those areas without local place partnerships.

### *Action Outputs*

A strengthened Place proposition for the North

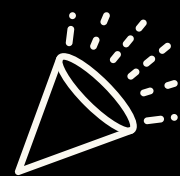
### *Medium Term Outcomes*

- Increased sense of place & belonging
- Increased visitor numbers & spend
- Inward Investment
- Talent Attraction/Retention

### *Longer Term Impacts*

- Jobs
- GVA
- Social value





## **Secure additional investment in Screen and Green**

The North’s ‘Screen and Green’ assets will be central tenets of its strengthened place proposition.

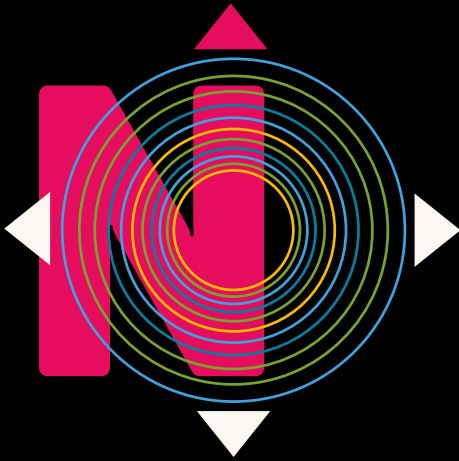
### **2A. Screen – Film, TV, Broadcasting & CreaTech**

The North’s significant production and content development assets and clusters of ‘createch’ activity (creative technology, including digital, VR/AR, gaming and media) represent a key opportunity for global reach, with potential to secure impact across the North through supply-chain and services and to support long-term growth through developing the talent pipeline.

### **2B. Green – The Green Industrial Revolution**

The North has transformational opportunities for driving economic prosperity through the Green Industrial Revolution. ‘Big Ticket’ items including The Northern Forest, The Great Northern Bog, and Eden North will bolster pan-Northern nature recovery, carbon sequestration, environmental education, and eco-tourism, and can generate significant financial returns.

<b>How?</b>	Working with partners to develop targeted investment plans for Film/ CreaTech in the North and for the North’s Green/Nature-based assets and offer as the basis for securing additional funding.
<b>Action Outputs</b>	£ funding secured
<b>Medium Term Outcomes</b>	<ul style="list-style-type: none"> <li>• Strengthened CreaTech sector and Film, TV and Broadcasting offer</li> <li>• Strengthened Green offer and enhanced nature/ecosystem benefits</li> </ul>
<b>Longer Term Impacts</b>	<ul style="list-style-type: none"> <li>• Strengthened Talent Pipeline</li> <li>• Enhanced Natural Ecosystem</li> <li>• Decarbonisation Benefits</li> <li>• Jobs</li> <li>• GVA</li> </ul>



Amplify 

**Animate** 

Innovate 

Create 

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Collaborate 



# Animate

## Repurpose and Reanimate: Bringing Places to Life

High streets and town and village centres across the North are deeply connected to cultural heritage and place identities. Culture and cultural organisations play a significant role in the distinctive character of high streets, with recent research from Arts Council England revealing that **over 75% of buildings used by arts and culture organisations are within a five-minute walk of a high street in England**, and further that **69% of people think that culture on their high streets make their place a better place to live**.

The COVID-19 pandemic has accelerated changes in the purpose and use of high streets, with **a marked shift away from retail**. Several large department stores have gone into administration over the course of 2020/21, leaving large-scale vacant spaces in many town and city centres.

The North of England's historic textile mills powered the Industrial Revolution and offer significant potential for the UK's green and creative economies. Historic England has identified **688 vacant or underused mills across the North, representing some 2.3**

**million sqm of vacant floor space**. Bringing forward these vacant mills for residential use could accommodate in the order of 42,000 homes, while repurposing as an equal mix of office and light industrial use, could accommodate in the order of 84,000 jobs.

Though sizeable, the opportunity for repurposing industrial, and other, heritage is not limited to historic mills. There is great potential, for example, to upgrade historic housing stock. Wider examples of reanimated industrial heritage include Hull's celebration of its maritime heritage through its **Maritime City** programme and several designated Heritage Action Zones (HAZ) across the North have industrial assets at their heart, including **Grimsby's historic fishing port, Elsecar's mining and ironworks** heritage and the **Stockton & Darlington Railway**.

Proper maintenance of historic buildings and capital heritage assets is critically important to long-term sustainability. A focus on – and appropriate investment in – maintenance at the earliest possible juncture can avoid excessive remediation and critical recovery costs required to 'save' buildings and assets at a later stage.

Inspiring Places - Animate:

# Creating Spaces for Imagination

There are plentiful examples of a **culture-led renaissance** already happening in cities and town centres, high streets, former mills and industrial heritage spaces across the North. **The Factory** in Manchester, set to open in 2023, promises to 'redraw the UK's cultural map', realising an internationally significant 7,000 capacity arts and cultural venue through £186m investment.

Historic England's **High Streets HAZ** programme has supported revitalisation programmes across the North, including in Selby, Maryport, Hexham, Ormskirk, Chester, North Shields and Middlesbrough.

Sunderland's Cultural Quarter has recently seen **The Fire Station** extended as a live performance venue, including a state-of-the-art auditorium. The transformation of Stockton-on-Tees' High Street centres on restoration of its **Grade II listed Globe Theatre**, supported by a £4.5m award from the National Lottery Heritage Fund. In Wigan, internationally acclaimed artists Al&Al drew on their local roots to establish **The Fire Within** as a cultural space in the town's former shopping centre (within the award-winning King Street High Streets HAZ) and in Doncaster, **ArtBomb** has transformed a vacant retail space into a hub at the centre of an annual festival of art, debate and performance. In St Helens, collaborative

arts agency **Heart of Glass** has developed the concept of the town as an arts centre, creating almost 600 workshops, events and projects in the town centre across 2014-20, including its co-produced Takeover Festival, while in Sheffield, plans to transform the central **Fargate District**, centring on a six-storey repurposed retail space as 'Events Central', have secured £15m in support from the UK Future High Streets Fund.

Historic mills repurposed and brought back into innovative use include **Salts Mill**, a well-established arts and cultural space, and the centrepiece of the Saltaire World Heritage Site, **Crusader Mill**, Manchester, **Conditioning House**, Bradford and **Woodhill Mill**, Bury, all examples of mills brought into use as residential housing, and Lancashire's **Brierfield Mill**, Manchester's **Beehive Mill** and Rutland Mill, Wakefield, all repurposed as commercial or mixed-use development. Industrial and retail buildings finding new life as cultural and creative industry spaces include Manchester's **Sharp Project**, housed in a former distribution centre for SHARP Electronics, Richmond's historic railway station, which now serves as a '**The Station**' cinema, Newcastle's **Toffee Factory**, housed in a former sweet-making factory (built originally as a slaughterhouse) and plans for the **Co-operative Hub** a start-up hub for creative enterprises which is set for a



prominent former jeweller's unit in Rochdale (home of the Co-operative movement). Programmes blending heritage, culture and green space in their reanimation include the **South Pennine Park**, the **Pennine Lancashire Linear Park** and the **Castlefield Viaduct**, a proposal to create a New York High Line style feature in central Manchester. The centrality of green spaces in urban placemaking is demonstrated by the success of programmes like Greater Manchester's GM Green City, Incredible Edible in Todmorden, and Urban GreenUp and Scouse Flowerhouse in Liverpool.

Several current initiatives are exploring new models of community ownership and asset management, and opportunities to 'match' artistic and creative talent and cultural uses, content and programmes with vacant and underused spaces. These include Hypha Studios, who work with artists and landlords to negotiate temporary access to available (and unusual) disused spaces, and the national **Platform** initiative, supported through Power to Change and the Architectural Heritage Fund and working with projects such as **Heart of the City, Sheffield** and the **People's Property Portfolio, Bradford**, to facilitate community enterprise access to and enhanced management of city and town centre property.



Hull: Maritime City 'The Kraken'.  
Courtesy of Hull City Council.

# Taking Action to Animate the North



## Best Practice Guide to Place Asset Management

There are numerous underused green/blue spaces and vacant capital spaces across the North, including mills, industrial heritage, retail spaces and former cinemas. Early intervention in enhanced management and maintenance can avoid costly remediation later. There are also several new and emerging approaches to capital and natural asset management designed to support complementarity and long-term growth, including community ownership, place portfolios and reinvestment models. NP11 will work with place partners to develop a Best Practice Guide to Place Asset Management convening and facilitating a series of place-level expert workshops to support action and build in-place capacity.

### *How?*

Development of a Best Practice Guide to Place Asset Management facilitating complementarity in and across places and supporting repurposing, management and future maintenance of vacant and underutilised heritage, green/blue and built spaces.

### *Action Outputs*

Best Practice Guide and Workshops

### *Medium Term Outcomes*

- Existing underused spaces and buildings renovated/restored
- Entrepreneurship and business growth
- More competitive cultural and creative sectors
- Strengthened and complementary portfolio asset management
- Enhanced in-place capacity
- Strengthened and more resilient local place economies

### *Longer Term Impacts*

- Carbon savings
- Jobs
- GVA





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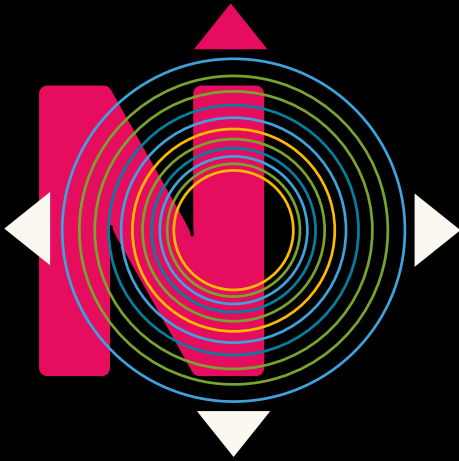
**Scaling Up  
Creative and  
Cultural Zones**

Cultural and ‘createch’ activity could be incentivised through a pan-Northern programme of designated Creative and Cultural Zones, inspired by programmes in the North of Tyne, St John’s in Manchester, and Creative Enterprise Zones in London to put in place a supportive environment for creative and cultural businesses and people to locate, start-up, grow and thrive. Activities could include workspace development, business support, financial incentives, skills and community engagement, with a specific focus on repurposing mills, heritage buildings and vacant retail spaces in designated zones.

<b>How?</b>	Establishing a pan-Northern programme of designated Creative and Cultural Zones, responding to the identified workspace and affordability needs of the sector and are bespoke to place strengths, needs and challenges
<b>Action Outputs</b>	£ funding secured
<b>Medium Term Outcomes</b>	<ul style="list-style-type: none"> <li>• Existing heritage buildings renovated/restored</li> <li>• Skills development</li> </ul>
<b>Longer Term Impacts</b>	<ul style="list-style-type: none"> <li>• Carbon savings</li> <li>• Jobs</li> <li>• GVA</li> <li>• Social value (skills and employability)</li> </ul>



*‘Hymn’ by Damien Hirst, Leeds City Centre. © Historic England Archive*



Amplify 

Animate 

**Innovate** 

Create 

Connect 

Collaborate 



# Innovate

## Northern Invention: Place, Culture and Innovation

There is a deep and well-established relationship between the arts, culture, the creative industries and innovation. CEBR analysis for Arts Council England describes how “**the arts and culture industry is seen as an incubator for nurturing innovation** and fostering future growth in the commercial creative industries”, while research from Metro-Dynamics, also for the Arts Council, says that arts and culture “**act as an R&D lab for the creative industries**, encouraging experimentation and in turn driving innovation and commercial activity”.

The link between **place and innovation** is recognised in the UK’s Innovation Strategy, which acknowledges the vital importance of where innovation happens in realising a step-change in the UK’s innovation ecosystem. The strategy supports a place-based approach which increases economic growth and investment, maximises local economic and societal impacts and **in which R&D investments are embedded in wider strategies for local places**, considering skills, infrastructure, business support and regeneration, tailored to each place’s strengths and needs.

Exploring the relationship between place and innovation through a distinctly cultural lens, proposals in this strategy are shaped specifically to explore how culture can enhance and optimise place-driven innovation capacity, and how its potential contribution to the **North’s Life Sciences Supercluster** priorities can be maximised.

The NP11 has welcomed this strategic focus on place and innovation and called for a more **decentralised and distributed model of innovation**, support diffusion of innovation in the real economy, increased local private sector leadership and enhanced collaboration across administrative boundaries. It has identified two innovation missions where the North’s Prime Capabilities – where it has nationally leading and internationally competitive industrial strengths – align with national priorities for future prosperity: **Clean Growth/Net Zero** and **Health and Life Sciences**. Working with the NHTA and key sector and academic partners, the NP11 supports the North’s continued development as a Life Sciences Supercluster, a move which could bring in £16.52bn a year to the UK’s economy.

## Inspiring Places - Innovate:

# Contributing to the North's Innovation Missions

## Health and Life Sciences

The positive impact of **engagement in arts and culture on health and wellbeing** is well-documented and explored in depth, for example, through the work of the 2017 APPG on Arts, Health and Wellbeing, and its 'Creative Health' report.

The **arts and cultural sectors also make a significant contribution to the decarbonisation agenda**, both through a commitment to decarbonising cultural buildings and artistic practice and by operating at the front-line of public engagement, carbon literacy and encouraging necessary behaviour change.

## Clean Growth/ Net Zero

The NP11, Nature North and wider strategic partners are progressing a **10-point Green Recovery Plan for the North**, which includes pan-Northern programmes such as **The Northern Forest**, which will see 50 million new trees planted from Liverpool to Hull, and **The Great North Bog**, which aims to restore 7000 km<sup>2</sup> of the North's upland peat landscape. In addition to their critical role in carbon storage and reduction and in mitigating the effects of climate change, **the North's peatlands** have significant historic and cultural value, and offer considerable economic opportunities.

There is scope in the 'green revolution' too for enhanced management of the North's blue spaces. **Nature North's** portfolio of work includes proposals to enhance the North's coastal habitats and river catchments and projects like **'The People's Pool'** are exploring opportunities to improve access to outdoor spaces for safe swimming, which is currently limited in the North of England (but which will include Cumbria's Grade II listed **Grange Lido**, set for a £5.2m renovation and to open in 2024).

There is a strong argument for the repurposing and reuse of existing capital and built heritage stock in support of the decarbonisation agenda. **Retrofitting historic buildings results in carbon savings and reduces the social cost of carbon.** Modelled evidence of retrofitting scenarios for the built historic environment demonstrates that retrofitting and refurbishing 25% of all historic buildings over a 25-year period will reduce carbon by 15.5 million tCO<sub>2</sub> and result in £2.5 billion savings in offsetting climate change. Further modelling demonstrates that speed is of the essence, supporting a swift and large-scale programme of capital repurposing and reuse. Potential interventions to incentivise such a programme at depth and scale include **tax incentives and favourable changes to VAT structures.**



# Taking Action to Innovate across the North




## Contributing to the North as a Life Sciences SuperCluster: Creative Health Demonstrator

Invest in development of innovative, impactful and culture-led approaches to key challenges such as health inequalities, post-COVID recovery, healthy ageing and mental health and wellbeing (all identified as priorities for the Northern Life Sciences SuperCluster).

<b>How?</b>	Support a pan-Northern demonstrator programme to pilot innovative, impactful and culture-led responses to health and wellbeing challenges
<b>Action Outputs</b>	£ funding secured
<b>Medium Term Outcomes</b>	<ul style="list-style-type: none"><li>• Demonstrator established</li></ul>
<b>Longer Term Impacts</b>	<ul style="list-style-type: none"><li>• Innovation/IP</li><li>• Social value (improved health and wellbeing)</li></ul>





## Contributing to Net Zero goals: Incentivising Reuse and Retrofit

Reductions in VAT rates for refurbishment will incentivise the more sustainable option of refurbishing existing buildings. The current VAT rates, at 20% for refurbishment and 0% for new build, arguably incentivises developers to demolish existing buildings and build new. Historic England research has found that sympathetically upgrading and reusing existing buildings could make substantial energy savings. Capital grants to support sensitive retrofitting of historic buildings will enable improved energy efficiency without harming special character. Planning policies can be shaped to promote reuse, supported by capital grants to enable sensitive retrofitting of historic buildings and improved energy efficiency without harming special character.

**How?**

Working with place partners to support the promotion of reuse in planning policy, and with Government to secure reductions in VAT rates and and capital grant support for refurbishment and retrofit

**Action Outputs**

Reuse and Retrofit campaign

**Medium Term Outcomes**

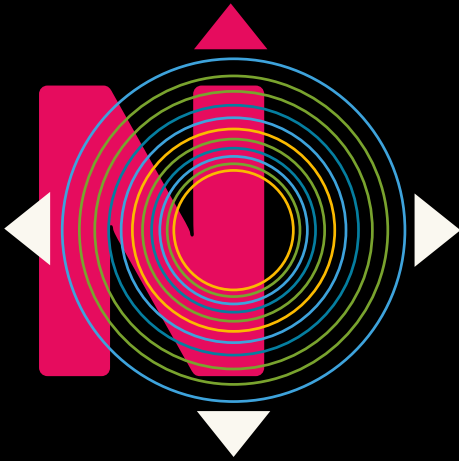
- Existing heritage buildings renovated/restored/retrofitted
- Specialist construction skills development

**Longer Term Impacts**

- Carbon savings
- Jobs
- GVA



Eden North CGI. Courtesy of Lancashire LEP



Amplify 

Animate 

Innovate 

**Create** 

Connect 

Collaborate 



# Create

## A Place for Creatives: The North's Got Talent

The North's most significant asset – its people – represent a wealth of artistic, cultural and creative talent. **Attraction, retention and development of talent is critical to the cultural ecology of the North** and must enhance the availability and accessibility of opportunity in order to make the most of the North's diverse talent pool.

Driven in part by the COVID-19 pandemic and related changes to live/work patterns, there has been a notable shift away from the long-established narrative (and reality) of moving to the South, and specifically London, to access opportunities for work. UCAS also reports a sharp rise in the number of students seeking to study at universities located close to home.

These current shifts in working patterns and the labour market lend amplify a current opportunity for the North to assert itself as **the place to be for people who want to work in the cultural and creative industries.**

This requires attention on the demand side, addressing the 'opportunity gap' by investing in **supply-chain support, developmental and production infrastructure and the 'micro-cluster' activity** in between the urban centres and major cultural and creative sector hotspots across the North, and on the supply side, supporting **diversity and dynamism in talent pipeline** and leadership pathways, amplifying **STEAM** in the education curriculum and ensuring that skills development programmes are shaped to capitalise on **emerging inter-sector opportunities** (for example, in natural heritage) **and to meet future market demand.**

While part of the focus here is to support young talent, it should be noted that **the North's creative talent encompasses all ages.** The average age of freelancers in the UK is 48, with the highest growth in the 60-plus age range (which has seen an increase of 73% since 2008).

Inspiring Places - Create:

# Supporting Talent: Young and Free

**Young people and freelancers** are two talent groups that have been hard-hit by the pandemic, resulting in seismic changes to the culture and creative labour market. The cultural sectors rely on a sizeable and established freelance workforce, alongside critical voluntary support, and young people represent the sector's talent pipeline for the future.

## *Freelancers*

**Freelancers accounted for 30% of the UK's arts and cultural sector workforce** at the start of 2020 (and 88% of the workforce in music and performing and visual arts). By the end of 2020, this had declined to 20%, representing the loss of 38,000 freelancers from the sector. Arts Council England has awarded 15,000 support grants, totalling over £52 million, to freelancers and individual creative practitioners over the course of 2020.

The North of Tyne **Culture and Creative Investment Programme** has been designed to support freelancers and creative talent in establishing and developing creative enterprise. The pilot programme of bespoke investment and wraparound business support is delivered by Creative UK in partnership with the North of Tyne Combined Authority through a total £4m investment.

The **Prosper North** programme (2019-21), funded by The National Lottery Heritage Fund and delivered by **Creative United** in partnership with Key Fund, Bates Wells and Social Investment Business, offered quality business development support to heritage organisations from across the North, increasing confidence and investment readiness, and leveraging funding.

## *Young People*

Initiatives such as **Curious Minds** and **YouthFocus** seek to champion cultural education and to secure a stronger voice for young people in place and culture policymaking. Nationally, the **Kickstart** scheme has seen over 76,000 young people across the UK complete apprenticeship placements in 2020/21. Cultural organisations in the North have in many cases developed shared applications to the scheme, working through 'gateway organisations' including Curious Minds, **Creative and Cultural Skills** and **The Factory Academy** and developing complementary training specific to the creative industries like The Factory Academy's '**Kickstart Creative**' programme. **MakoCreate** is a Cheshire-wide creative, tech and digital design skills development programme for 17–25 year-olds, while the **Tees Valley New Creatives** programme, supported through Tees Valley Combined Authority and led by ARC Stockton, offers online and offline networking, workshops and masterclasses for early-career creatives.

Programmes responding to the demands and effects of the pandemic join established initiatives such as Sharp Futures, a spin-off social enterprise from Manchester's



flagship digital content and production hub The Sharp Project. **Sharp Futures** is leading apprenticeship programmes for BBC North (at Media City, Salford) and Channel 4, Leeds, and offers a POD ('People on Demand') service through which companies hire trainees as project-based resource support, creating a win-win where the specific and immediate needs of the company can be met and offering broad-scope experience for the trainee.

Similarly, Arts Council England is working with GM Chamber as lead partner in developing a **place-based apprenticeship** programme, through which young people will work with several cultural organisations in the course of one apprenticeship, acquiring multiple, and transferable, skills. Schemes such as Historic England's **Heritage Building Skills** programme, supported by The Hamish Ogston Foundation, are designed to meet specific sector skills demands. Heritage Building Skills is a major five-year programme for the North of England designed to reduce current and future shortages in heritage craft skills and offering targeted support for young people from less-advantaged backgrounds.



# Taking Action to Stimulate Creativity across the North



## Pan Northern Creative and Cultural Investment Programme

Rolling out a bespoke programme of financial and business support for freelancers (artists, creatives and cultural practitioners) and businesses working in the culture and creative industries across the North will enable a more resilient and sustainable future for the creative sector in a post-COVID 19 economy.

The programme will provide equity finance, loans, masterclasses, bootcamps and networking events to support freelancers in personal and professional development, to develop new business models, access new markets, and bring new practice, products and services to market.

Partners have identified potential to resource roll-out through flexible use of existing investment funds, such as the Shared Prosperity Fund.



*Sharp Futures POD Trainees.  
Courtesy of Sharp Futures.*

<b>How?</b>	Working with delivery partners to finesse programme content and resource roll-out
<b>Action Outputs</b>	£ spend on a pan-Northern Creative and Cultural Investment Programme
<b>Medium Term Outcomes</b>	<ul style="list-style-type: none"><li>• Entrepreneurship and business growth</li><li>• More competitive and resilient sectors</li><li>• Talent retention and development</li><li>• Innovation, ideas and IP</li><li>• Social cohesion and value</li></ul>
<b>Longer Term Impacts</b>	<ul style="list-style-type: none"><li>• Jobs</li><li>• GVA</li></ul>



08

**Amplifying STEAM in the Curriculum**

The education curriculum is heavily focused on the four disciplines of Science, Technology, Engineering and Mathematics (STEM). Pressure on school budgets and the demands of national tests have had a disproportionate impact on the provision of creative subjects. This requires a shift to reintroduce arts and creativity to the STEM learning emphasis through including A for Arts (STEAM) in recognition of the advantages this will bring in meeting future skill requirements. Identified benefits include creativity, independent thinking, confidence, problem-solving, and collaboration.



*Open Treasure, Durham Cathedral.  
Credit: Historic England*

**How?**

Working with Government to raise the prominence of arts and design into the curriculum

**Action Outputs**

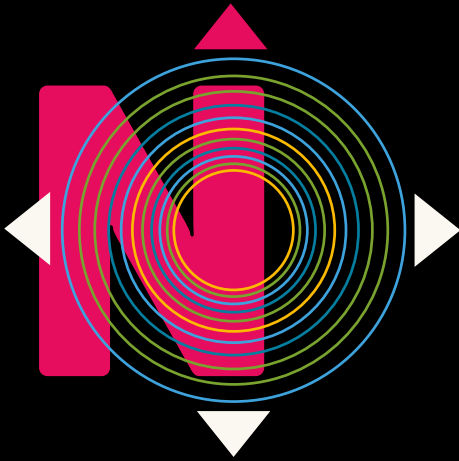
STEAM campaign

**Medium Term Outcomes**

- Increased learner engagement
- Inclusive growth
- Cultural capital

**Longer Term Impacts**

- Productivity benefits
- Social value (sense of belonging)



Amplify 

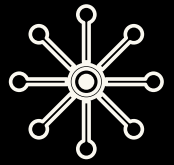
Animate 

Innovate 

Create 

**Connect** 

Collaborate 



# Connect

## Connecting People and Places

Place is integral to people's identities and to individual and collective heritage. Cultural expressions of place can connect people to places, to themselves and to each other. Culture is a major driver for domestic and international tourism and can create connections between individuals, local communities and with the world, as amply demonstrated by **Liverpool's tenure as European Capital of Culture 2008**, by **Hull's experience as UK City of Culture 2017** (and in the current experience of **Durham and Bradford**, both shortlisted for UK City of Culture 2025).

A **sense of place** and **place resilience** can be impacted severely by disconnect or poor connectivity.

Arts Council England's **Creative People and Places** programme has made significant impacts in extending and enhancing cultural engagement in places across the country, specifically in areas with previously poor levels of cultural engagement. Historically, 'place-based' funds have centred on specific places or projects rather than the connections within and between places, and economic imbalances between places across the North have been worsened by differences in the availability and quality of infrastructure, including transport and broadband connectivity. **Inequalities in access to cultural and green spaces** have been highlighted, and in many cases exacerbated, by the pandemic.



*The Ship Sculpture at Half Moon Bay, Heysham.  
Courtesy of Lancashire LEP*

## Inspiring Places - Connect:

# Connecting to the Future

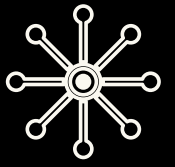
Connecting young people to and with cultural experiences is critical in **addressing inequalities of access and boosting diversity across the sector**, not only in reaching wider audiences, but in diversifying and strengthening the future cultural workforce, leadership and governance.

Programmes seeking to better connect young people to and through cultural experiences include **Our Pass GM**, a membership scheme for 16 to 18 year-olds which combines tickets for cultural and sporting events with free bus travel across Greater Manchester, the **Free Space** project, delivered jointly by YouthFocus North East and SAGE Gateshead, which aims to connect young people through music and, nationally, English Heritage's **Shout Out Loud** programme, supported through the National Lottery Heritage Fund, which connects young people to personal and collective heritage through site visits, creative experiences, transferable skills development and storytelling. Rotherham is developing exciting and meaningful plans as the world's first **Children's Capital of Culture**, in 2025, working with young people as creative producers.

Transport connectivity is critical to both the cultural and green economies and has cross-cutting impacts for the Levelling Up

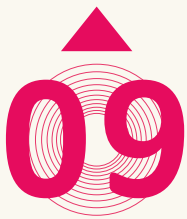
and Net Zero agendas. Initiatives connecting cultural assets through green transport options include the **National Cycle Network**, including routes along Hadrian's Wall, to Holy Island (Berwick to Lindisfarne), along the Cumbrian coast and across the Trans Pennine trail, and the **Norman Nicholson Heritage Trail app**, supported through the Towns Fund Accelerator Fund, and the proposed **Iron Line**, supported by Towns Fund, which connects the cultural, natural and heritage assets of Millom and Haverigg through virtual, walking, cycling and green transport routes.

The pandemic and lockdowns have necessitated significant innovation and adaptation in arts and cultural programming, and have prompted a steep uptake in digital engagement, with some organisations reporting an 800% increase. In our increasingly virtual world and amplified by the recent shift to remote working practices, addressing the so-called '**digital divide**' has become even more pressing. The NP11 is working in support of the North as a digital economy and is committed to understanding the shared and distinct challenges faced by towns, cities and rural communities across the North, and to identifying complementary opportunities for pan-Northern capacity, connectivity and progress.



*George Orwell from 'Icons' at The Fire Within, Wigan. Courtesy of AI & AI /The Fire Within*

# Taking Action to Connect the North

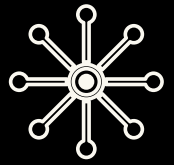


## Enhanced Digital Connectivity

Digital is a pan-Northern Prime Capability with nationally and internationally significant assets underscoring particular strengths in computing, data analytics, stimulation and modelling, and media. NP11 is working proactively with partners to enhance the North's digital connectivity and offer. Enhanced digital connectivity will underpin growth in the economy, and support the activities of our residents and businesses. The homeworking trend presents a key opportunity for the North to capitalise on its quality of life offer but this requires the delivery of new and enhanced digital infrastructure. Enhancing digital connectivity through the roll out of a fast fibre network and 5G will be a key enabler for inclusive economic growth and improved productivity across the North.

<b>How?</b>	Working with government to provide funding to address cold spots in current superfast broadband and access to 4G data, and ready the North for the future by ensuring access to Full Fibre and Ultrafast broadband and 5G connectivity
<b>Action Outputs</b>	£ spend on digital infrastructure
<b>Medium Term Outcomes</b>	<ul style="list-style-type: none"><li>• Additional enterprises and residential units accessing high speed broadband access</li><li>• Land area covered by 4G and 5G</li><li>• Digital inclusion</li></ul>
<b>Longer Term Impacts</b>	<ul style="list-style-type: none"><li>• Jobs</li><li>• GVA</li><li>• Social value</li></ul>





**Optimising  
Green  
Tourism**

Digital platforms provide an important mechanism for reaching target audiences. Digital apps can support sustainable growth in the tourism industry through coordinating activity and services including navigation, social, marketing, security and e-commerce. The development of a digital app for the North which coordinates walking and cycling networks, public transport, and EV charging points can optimise sustainable travel and green tourism.

**How?**

Development of a digital app which will be promoted by partners to support active and sustainable travel

**Action Outputs**

Digital app

**Medium Term Outcomes**

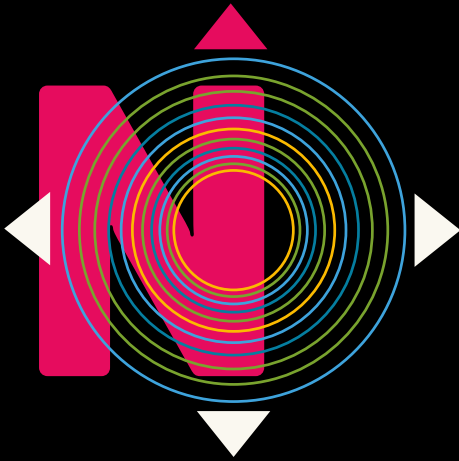
- Increased patronage of public transport systems
- Increased trips by pedestrians and cyclists
- Enhanced awareness of green tourism opportunities

**Longer Term Impacts**

- Carbon savings
- Jobs
- GVA
- Social value (education)



*Forest of Bowland.  
Courtesy of  
Lancashire LEP*



Amplify 

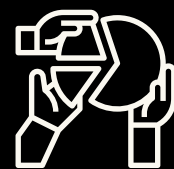
Animate 

Innovate 

Create 

Connect 

**Collaborate** 



# Collaborate

## Stronger Together: The Power of Partnership

New pan-Northern networks established in the wake of the COVID-19 pandemic attest to the importance of partnership and collaboration in strengthening impact and aiding recovery. The **Nature North** network brings together leading environmental sector organisations, while the **Northern Culture Consortium** brings together regional arts and cultural networks from across the North. The NP11 is working with partners including **Transport for the North** to establish a **Northern Evidence Network**, in support of enhanced and improved pan-Northern economic data analysis, evidencing, horizon scanning and intelligence.

These networks join the many existing and emerging culture and nature sector partnerships operating in the North's regions and local areas, including grassroots, community, informal and local networks, local and regional sector networks and partnerships (including, for example, the **North East Culture Partnership**, **Sheffield Culture Consortium** and the **Cumbria Arts and Culture Network**), **Local Nature Partnerships**, established through the 2011 Natural Environment White Paper, and

**Cultural Compacts**, established in response to the 2019 Cultural Cities Enquiry. The nature of 'place' and its multiple levels means that creating connections between and across the North's networks, partnerships, sectors and places is vital to collective and long-term place-driven progress.

**The People's Powerhouse** movement works with people across the North of England to ensure that individuals and communities have a voice, platform and influence in political discourse and policy. Building on core values which include diversity and inclusion, and with a commitment to 'speak truth to power', the programme brings communities and leaders together on an equal platform for discussion, deliberation and decision-making.

Nationally, the work of the '**Northern Culture**' **APPG** has run concurrently with the NP11 Place and Culture programme. The resurgence of 'place' and reassertion of culture in policymaking and in economic development is also reflected in the direction of academic research, as demonstrated by the **Arts and Humanities Council** (AHRC) creation of two new national research portfolios and Directorships in Place and in Creative Communities.

**Inspiring Places - Collaborate:**

# Underpinning Long-term Collaboration

The North has an established strength in cultural research capacity, with leading cultural research and civic engagement centres, including the **City and Culture** unit at the University of Sheffield and **Centre for Cultural Value**, based at the University of Leeds (and bringing together a partnership which includes the University of Leeds, Sheffield and Liverpool), and is well-represented in national and global place research, with both the **Centre for Place Writing** and **Institute for Place Management** (linked with the UK High Streets Task Force) based at Manchester Metropolitan University.

The North's research capacity is enhanced by specialist data sourcing, mapping and analysis expertise, with leading providers including **Open Innovations** (formerly ODI Leeds), **Open Data Manchester**, **Data City** and **Data Mill North**.

## *Measuring Shared Progress*

Recent years have seen a renewed focus on the **positive health and wellbeing impacts of engagement in arts, culture, heritage and the environment**, as explored, for example, through the work of the 2017 APPG on Arts, Health and Wellbeing and its 'Creative

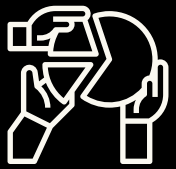
Health' report. This is contextualised by a general shift toward broader measures of value, performance and progress, marked by the emergence of 'alternative' models such as '**Doughnut Economics**' and '**mission-oriented**' approaches and adopted at an international level by countries such as **New Zealand**, a pioneer of the progressive dashboard model of economic performance measurement (including citizen-generated feedback around emotion, feelings and sentiment, cultural connection and sense of belonging).

In the UK, DCMS is leading on a programme of work around **Culture and Heritage Capital**, which seeks to better articulate the value of the culture and heritage sectors. The new **Nature North** network is progressing similar work in support of measuring the North's natural capital.

Examples of innovative and shared evaluation frameworks in practice include the **GM i-thrive** framework for young people's mental health, The **Borderlands** Place Intelligence tool, **Kirklees'** economic performance dashboard and the cross-sector, collective evaluation framework employed by **Kindred**, co-created with the Liverpool City-Region's creative and socially trading organisations.

# Conversation Corner

Collaborate



Art with Heart's Golden Years Caravan Project, Greater Manchester. Credit: Len Grant. Courtesy Art with Heart

Chapter 03

# Taking Action to Collaborate across the North



## Strengthened Research, Evidence and Intelligence

There is an opportunity to underpin long-term collaboration by bringing the North's place and cultural research capacity together as a pan-Northern cultural research programme, feeding into the proposed Northern Evidence Network in support of enhanced and more readily available data, evidencing and horizon scanning. Partnership working and connective threads could be further strengthened by establishment of a dedicated research centre with a focus on place research, data gathering and intelligence. A Research Centre for Place will enable new and innovative measurement across natural, heritage and cultural capital, strengthening the offer and identifying opportunities for development and investment.

### How?

Establishing a pan-Northern cultural research network and exploring potential for a dedicated Research Centre for Place

### Action Outputs

New research centre for Place

### Medium Term Outcomes

- Improved inventory of assets and benefits
- Better measurement of impact
- More effective interventions

### Longer Term Impacts

- Climate change
- Enhancing biodiversity
- Jobs
- GVA





## Development of an Interactive Place & Culture Intelligence Tool

There is an opportunity to support and maximise cultural sector contribution to the Northern Evidence Network and to position the North at the forefront of progressive thinking and practice in Place through development of a pan-Northern shared evaluation framework and place intelligence tool, designed to enhance understanding and to capture broad-spectrum impacts (including natural and cultural capital). The Interactive Place & Culture Intelligence tool will support targeted interventions and case-making for investment across the North, feeding in to the Northern Evidence Network portfolio. This web-based resource would also include sharing success stories, good practice and blogs to provide inspiration and practical advice to securing investment. An intervention framework would provide metrics to measure performance and impact.

<b>How?</b>	Development of an interactive Place & Culture Intelligence Tool which has a web based portal
<b>Action Outputs</b>	Interactive Place & Culture Intelligence Tool and web portal
<b>Medium Term Outcomes</b>	<ul style="list-style-type: none"> <li>• Improved capacity of local partners</li> <li>• Improved access to baseline evidence</li> <li>• Better measurement of impact</li> <li>• More effective interventions</li> <li>• £ funding secured</li> </ul>
<b>Longer Term Impacts</b>	<ul style="list-style-type: none"> <li>• Inclusive growth</li> </ul>

Chinese New Year, Newcastle upon Tyne. Credit: Richard Kenworthy. Courtesy of North East LEP





# **Delivering our Ambitions**

04

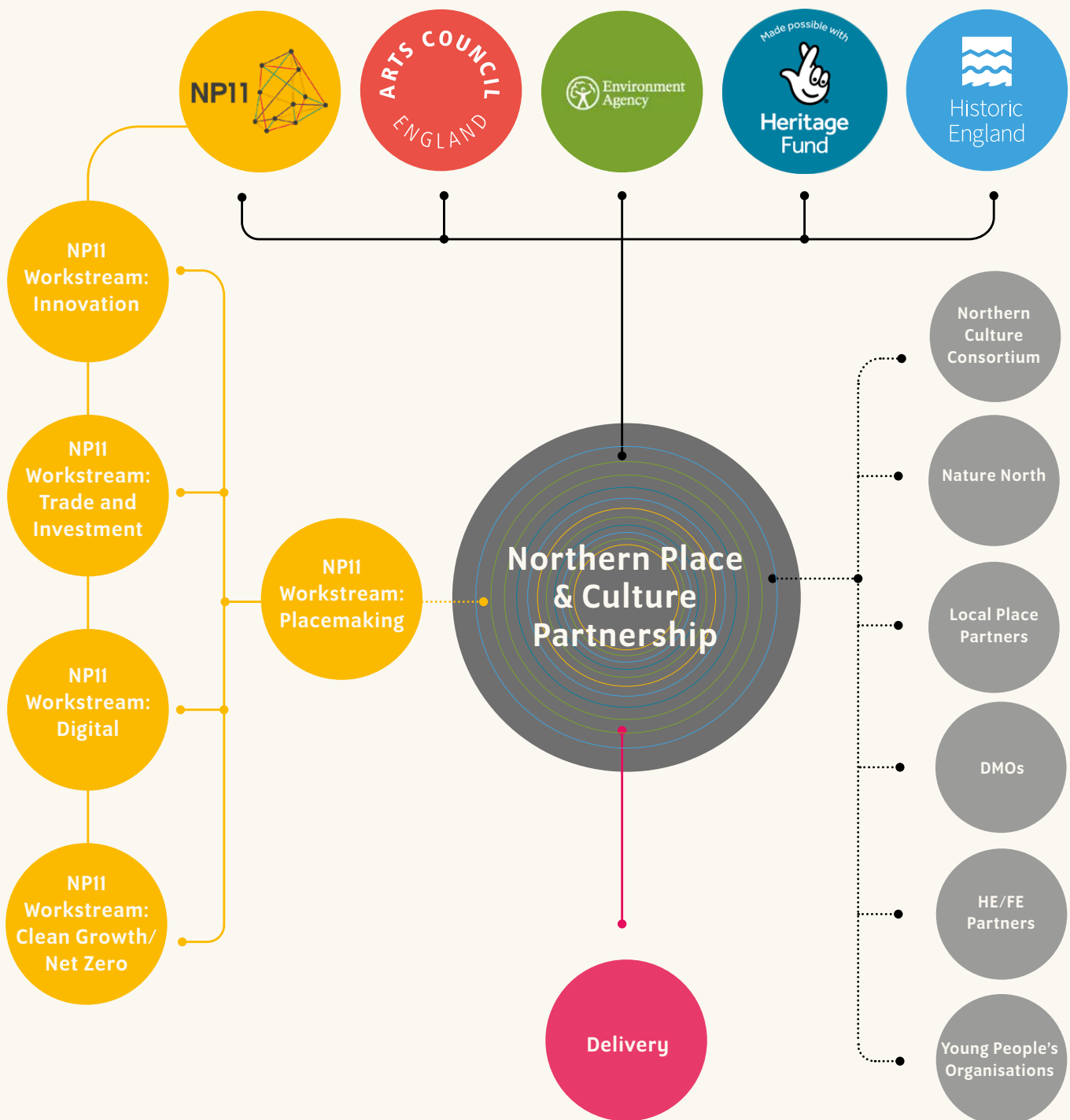
**Our vision for the Place Strategy is multifaceted and will require commitment from multiple partners and stakeholders operating at all tiers of local, regional and national policy and delivery to realise our ambition and secure optimum gains for the North. We recognise the complexity of pan-Northern partnership working at this depth and granularity, but the scale and momentum of opportunity creates a powerful imperative for action.**



*Baltic Mill, Gateshead.  
Courtesy of North East  
LEP*

# Governance and Delivery

The proposed governance structure for delivery is shown below:



## **The Northern Place & Culture Partnership**

The Northern Place and Culture Partnership is a strategic partnership convened by NP11, which brings together the NP11, representing the eleven Northern Local Enterprise Partnerships, Arts Council England, Historic England, The Natural Lottery Heritage Fund and The Environment Agency.

As the Place programme shifts from strategic development to delivery, the Place & Culture partnership will continue to provide light touch governance in support of a smooth transition and to maintain momentum.

The NP11 and its strategic Place partners will work closely with government agencies and funders including the Department for Levelling Up, Homes and Communities, Department for Transport, Department for Culture, Media and Sport and Department for Education, to raise awareness of our strategic intent and asks of government.

## **NP11**

The Place Strategy has been developed by the NP11 within its priority thematic workstream of ‘Placemaking’. The ‘Placemaking’ workstream is led by the NP11 Executive, governed through the NP11 Board and is co-sponsored at Board level by Cumbria LEP and York and North Yorkshire LEP, with strategic development and oversight provided through the Northern Place & Culture Partnership.

The Placemaking workstream links closely to NP11’s four other priority workstreams (Innovation, Trade & Investment, Clean Growth/Net Zero and Digital).

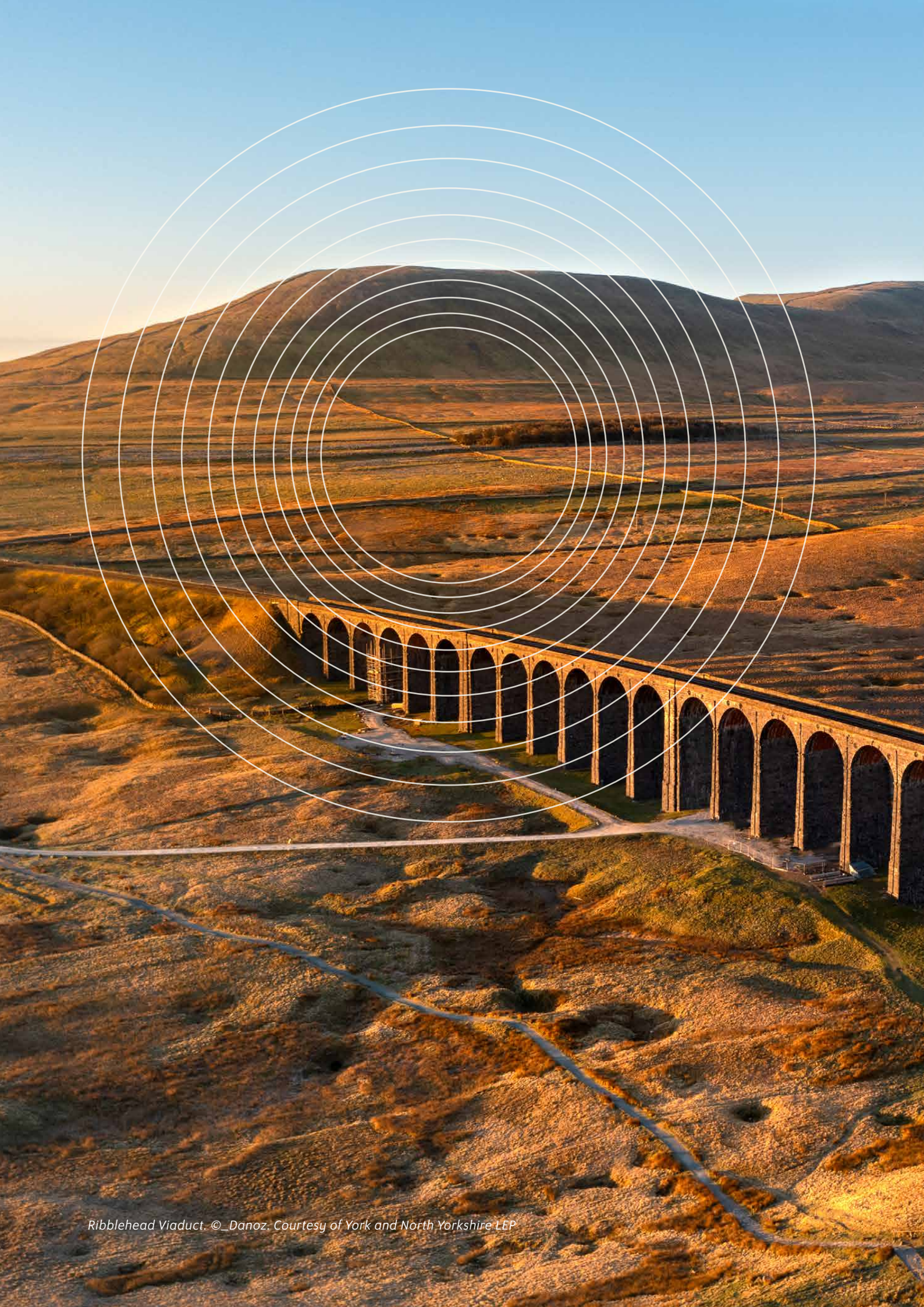
## **Local Place Partners**

Local Place Partners including Local Enterprise Partnerships, Mayoral Combined Authorities/The M10, Combined Authorities and Destination Management Organisations (DMOs) will provide valuable inputs to support delivery.

A key principle of the Place Strategy is that it provides an overarching framework to inform local and sub-regional plans for growth and comparable investment strategies developed by place partners.

## **Delivery Partners**

The Place and Culture Partnership will work closely with delivery partners including Nature North, the Northern Culture Consortium, Creative UK and Transport for the North, to initiate and progress delivery.



Ribblehead Viaduct. ©\_Danoz. Courtesy of York and North Yorkshire LEP



# Consultation and Delivery Framework

The NP11 Place Strategy was launched at the 2022 Convention of the North as an interim document for consultation.

Stakeholder comments and feedback gathered through consultation were fed into this document as the finalised NP11 Place Strategy and shaped the companion Delivery Framework, which sets out future governance arrangements and includes nominated key delivery partners against each of the twelve proposals.





*Museum of the Moon, Norton Priory Museum, Cheshire.  
Credit Rob Sanderson-Thomas. Courtesy of Norton  
Priory Museum & Gardens*



# Appendices

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# Appendix i

## Synthesised Evidence Base

Visit the link below to download the synthesised evidence base:

<https://www.np11.org.uk/wp-content/uploads/2022/12/NP11-Place-Strategy-Appendix-i-Evidence-Base.pdf>



*Keel Square, Sunderland.  
Courtesy of North East LEP*



*ArtBomb Festival, Doncaster.  
Courtesy of Doncaster Creates*

# Appendix ii

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# Appendix iii

## Contributors and Acknowledgements

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**Design:** Sangeetha Banner & Mark Foster, Optimised Environments Ltd. (OPEN)



*Blackpool Bridge. Credit: Gary J Stevenson,  
Courtesy Kirklees Council*



The NP11 Place Strategy builds on a broad scope programme of stakeholder engagement, working with colleagues from across the arts, culture, heritage and environment sectors, including artists and practitioners, grassroots organisations and sector networks, with communities of place and with partners and stakeholders from across business, academia, the voluntary sector, civic leadership, policy and governance.

Grateful thanks to all colleagues, partners and stakeholders who have contributed to the NP11 Place & Culture programme and to the development of this strategy.







Wentworth Woodhouse, Rotherham. Courtesy South Yorkshire Combined Authority

