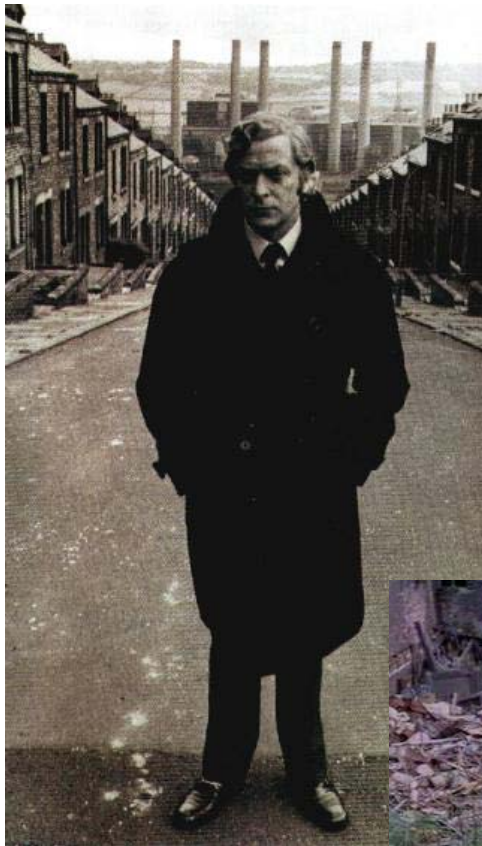




From rustbelt to creative city:
repositioning Newcastle as a city of
learning and culture

1960s image – Get Carter



How to get from this



....to this?



Innovation and competitiveness

- Innovative region of the 18th and 19th centuries
 - Clusters based on coal, engineering shipbuilding and chemicals
 - Large locally owned integrated works
- History of decline during 20th century
 - Centralisation of finance and ownership in the UK economy
 - Government stimulation of new industries in the South
 - London as centre of finance and consumer demand
 - The perverse effects of regional assistance
- Overall erosion of innovative potential

Newcastle's characteristics

- Principal city in the North East of England
- Core city in a city-region of 1.6 million
- Historical city – Roman foundation and important pre-Industrial revolution
- Innovative centre in 19th century, but declining industrial region since early 20th century
- Strong regional identity– historically based and rooted in adversity and working class culture
- Sense of mismatch between identity and external perceptions
- Low economic performance and low entrepreneurship
- Low educational achievement, but need to reposition for higher skill, knowledge based economy

Coping with transition – post-industrial Tyneside

- 1980 recession and rapid disinvestment
- New inward investment in 1980s – Asian firms replace Americans
- SME support from City Council and other local authorities –incubation but unfocussed
- Modest attempts at innovation support and science park developments
- Retail investment in the core plus out of town
- TWDC riverside regeneration - shift from traditional industries to housing offices and leisure
- But some river industries survive

Crisis of the inward investment approach

- Weak performance in services and entrepreneurship
- Failure of the inward investment approach in Asian downturn and opening of Eastern Europe
- Siemens as a critical case
- Cluster experimentation in North Tyneside – RSC, building ‘clusters’ from closures
- Newcastle City was never hugely affected by inward investment debate – always sceptical – but core city role never appreciated by the regional agency
- Opportunities for a rebirth of traditional offshore industries

Rethinking the strategy

- Growing emphasis in policies on skills and learning
- Competitive Newcastle strategy
- ONE Regional Economic Strategy
- Importance of knowledge based activities, clusters and innovation
- Central role of universities



NE England Strategy for Success

Research based on Excellence

Research Council
Funding



University of
Sunderland



Research funded
from other sources

Centres of Excellence in Key Sectors



Digital Technology &
Media



Energy



Process Industries



Nanotechnology,
Photonics &
MicroSystems



Life Sciences

NorthSTAR (IPR)

Northern Business School

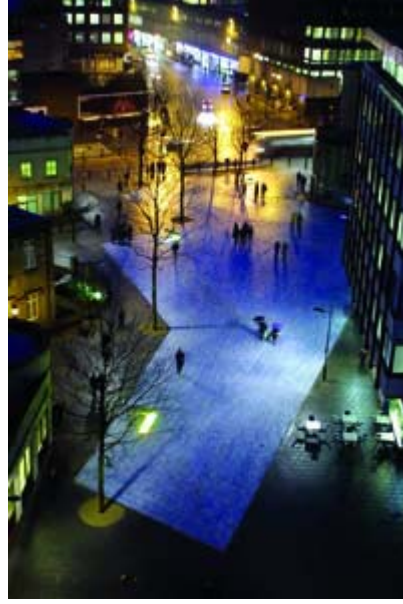
Industry Clusters

Re-marketing the city - 1990s onwards

- Newcastle City
 - PR and marketing to build a unique brand, sell the city in the South East and attract office investment
 - Focus on ‘a people made of stronger stuff’
 - Creativity and innovation – key ex-patriots such as Sting, Bruce Oldfield
- The Newcastle Initiative
 - Public private partnership focused on specific schemes or projects – the liveable city
- TWDC campaigns
 - Accelerating change, place-marketing, attracting investment to regenerated sites

Using culture to reposition the city

- Grassroots development with Northern Arts
 - The first and most active of the regional arts councils
 - Innovative at developing community art – Live Theatre
 - Example of photography and film – Amber, Side
 - Highly active in promoting public art
 - Working with major public regeneration projects – Metro, TWDC, Grainger Town
 - ...and in rural areas in the region
 - Commissions North



The Angel of the North





Arts centre and silicon alley



Festivals and events

- Tall Ships
- Garden festival
- Visual Arts North East
- Newcastle Mela and Community Green Festival
- Implanted events and community-grown initiative
- Party City

Gateshead Quays



Regional Cultural Strategy

- Required regional strategy as with other English regions
- Ten year strategy
- Developed through consultation among regional bodies and individuals
- Key themes
 - Cultural distinctiveness
 - Natural and cultural assets
 - Education and lifelong learning
 - Opportunities to participate
 - Stimulating cultural tourism and creative industries
 - Information, research and evaluation

Stressing education

- We need to re-centre education so that it sees creativity as the key to success, self-worth, and health. Creativity is about participation - allowing the individual to achieve within a supportive community structure. All levels of education need to teach and demonstrate the value of creativity and show that it can offer a successful career. Creativity and design are at the heart of competitiveness and economic advantage and should be valued as a lifelong commitment that offers great rewards in terms of quality of life.

City of Culture 2008

- The bidding process
- Research support
- Enrolling the community
- Support from HE and FE
- Newcastle University Cultural Quarter
- Newcastle College 'Fame Academy'
- Links with the key facilities



Failure or surprising success?

- Regarded as the people's choice even though Liverpool won
- 10 years ago no-one would believe we could be a credible bidder for European Capital of Culture.
- Huge increase in profile and credibility
- International press coverage such as Newsweek
- Massive growth in weekend tourism
- Increase in in-bound passengers at the airport
- 'Northern Soul' report



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