

Cultural Regeneration in Northeast England

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Who We Are

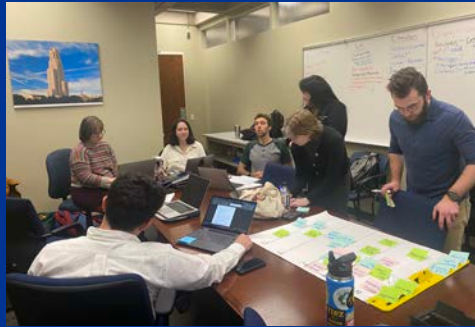


Acknowledgements



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- University of Pittsburgh European Studies Center – University Center for International Studies
- University of Pittsburgh Graduate School of Public and International Affairs
- Newcastle University
- Interviewees across Newcastle, North Shields, Berwick, and Ouseburn – both in person and on Zoom



Our Research

- Postindustrial Cities Then and Now
- Cultural Policy and Theory
- Impact of the COVID-19 Pandemic
- Impact of Devolution and Levelling Up
- Comparing Cultural Regeneration Strategies

What is Culture?

“Industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.” (DCMS)





Culture on the Ground

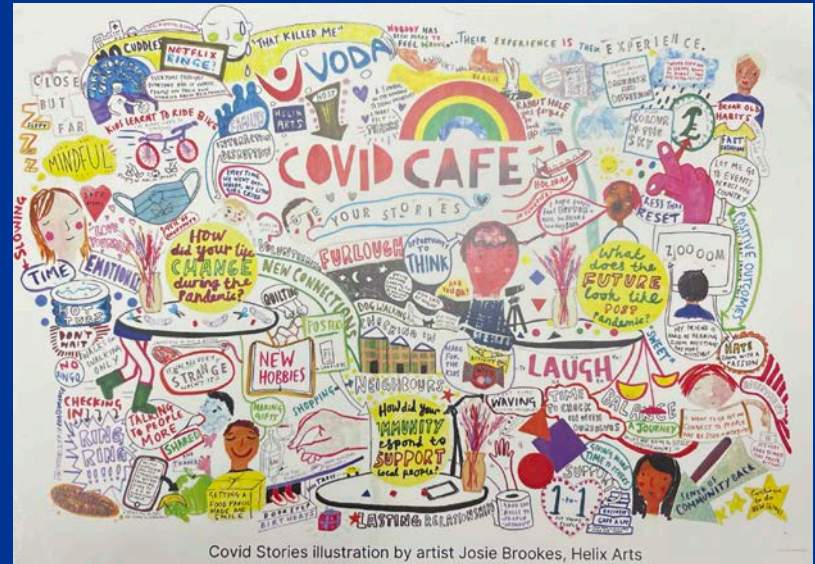


COVID-19: Impact and Adaptation

“the pandemic finally seems to have brought it home to everyone that the landscape really has shifted”

– worker in creative sector

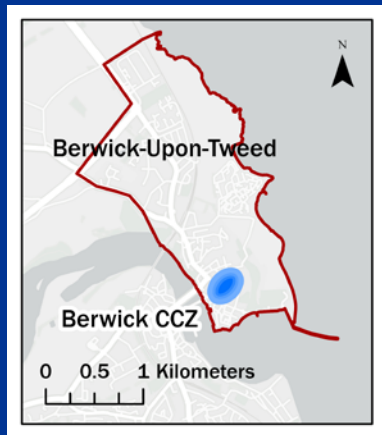
Between 2019 and 2021, DCMS sectors in the North East experienced a 14.9% loss in total employment



Covid Stories illustration by artist Josie Brookes, Helix Arts

Overview

- Methodology
- Cultural and Creative Zones (CCZ)
 - Newcastle, North Shields, and Berwick
- Ouseburn Valley
- Findings
- Recommendations
- Discussion and Q&A



How are current and emerging post-pandemic cultural regeneration strategies being:

Implemented

- What are the different cultural regeneration models? How do they operate in practice?
- How do these models balance development, culture, heritage and identity?

Perceived

- How are regeneration models viewed by different stakeholders?
- How can we evaluate cultural regeneration initiatives?

Experienced

- How did the pandemic affect the cultural sector?
- What are best practices for distributing benefits for creative practitioners in cultural sector?



Methodology



52 Semi-Structured Interviews



Content Analysis



Site Visits



Why Cultural and Creative Zones?



Affordable Workspace

Business Support

Financial Incentives

Skills Development

Community Engagement

Newcastle's Clayton Street Corridor



Developing Workspace on Clayton Street

- Underused and Vacant Spaces
- Greater Regeneration
- Grant Schemes
- Meaningful Community Engagement



North Shields

Designating a Cultural Corridor

- Local Networks
- Creative Flexibility
- Connecting with the Quay



Berwick-Upon-Tweed

Arts in the "Idyllic North"

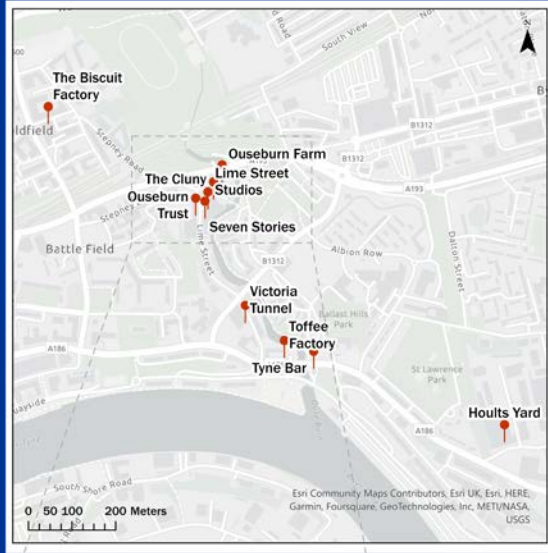
- Berwick is a Destination
- Bustling Local Arts Network
- Collaborative Spaces

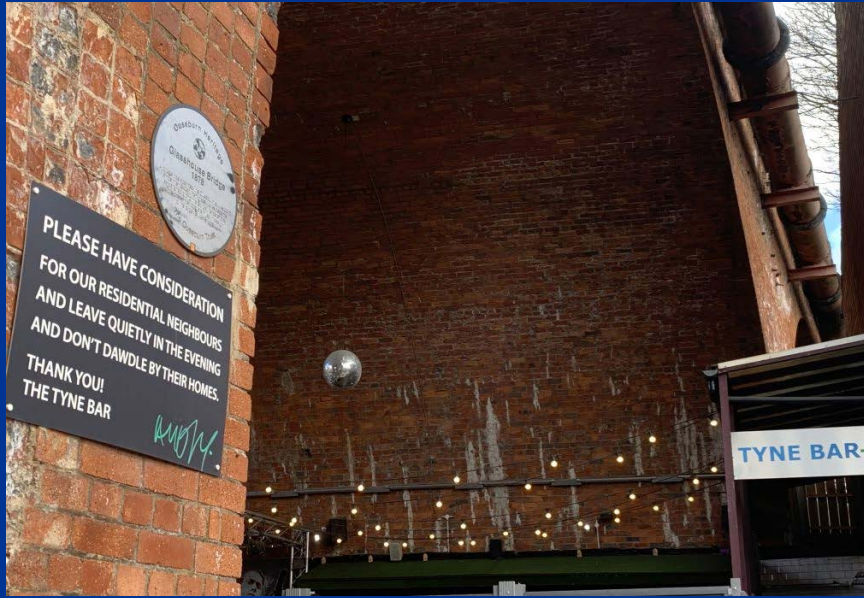


Ouseburn Valley

Why Ouseburn?

- Model of cultural regeneration
- Long history of transformation
- Ongoing balance of growth and community
- Key actors and anchor institutions
- Lessons for CCZs and future regeneration projects





Seeking Balance in Ouseburn's Regeneration

"The charm of this area is that it's different from the rest of the city...But if rents keep going up, we might lose the very people who made it so special."

-Ouseburn resident



Learning from Ouseburn: A Model for Cultural Regeneration?

Opportunities

- Community buy-in
- Anchor institutions
- Preserving heritage

Challenges

- Funding availability
- Private investment
- Concerns about gentrification

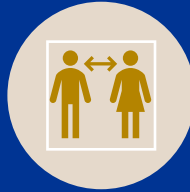


Key Findings and Recommendations

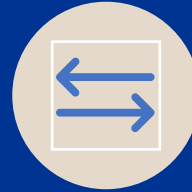
Our Findings



Ouseburn as a Model of Success and Challenges



Impacts of COVID-19 still have Major Influence in Policy and Practice



Limited Resources, High Ambitions, & Lack of Awareness



Optimism and Uncertainty with Future Devolution



Contending Perspectives on Value and Purpose Of Culture and Creativity



Heritage and Pride in Place are Assets to Build Off Of



Affordability and Access will be Continual Issues

Policy and Program Recommendations

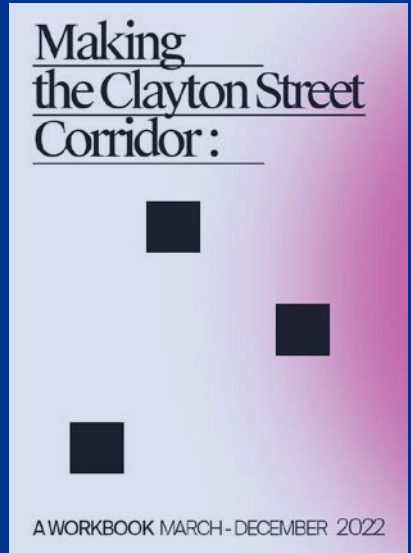
Robust and frequent collaboration between local and regional stakeholders

Ensure that place-based strategies are people-centered

Develop community engagement strategies that go beyond consultation

Raise Awareness and Communicate Success

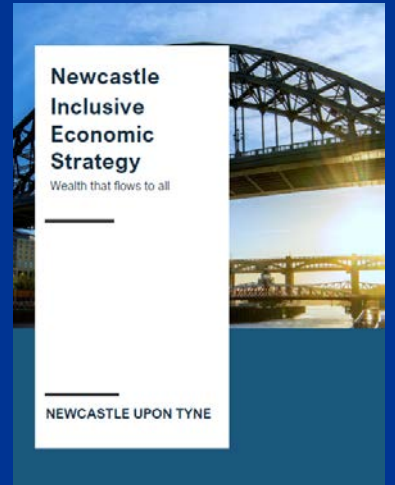
Work with direct stakeholders to develop more accurate inventories of local creative communities and assets



Recommendations for the Creative Sector

Leverage the collaborative spirit that the COVID-19 pandemic response required

Situate sector activities and goals into the broader inclusive economy narrative of the region



Recommendations for Further Research and Evaluation

Embed more resilience and equity-related measures into evaluating success of regeneration

Further questions for continued research:

What COVID-era efforts will remain and be integrated into the broader set of regeneration strategies in these areas? How will continued lifestyle and cultural consumption changes impact the theoretical underpinnings of cultural development and regeneration?

How will new devolved powers in North East England view and approach culture, creativity, and related sectors on a regional basis? What long-term impacts will the renewed Levelling Up strategy have on the sector?

How will continued regeneration efforts and generational changes affect how local heritage and pride is perceived and experienced in post-industrial regions?

A Note on Our Experience



Questions & Discussion



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