



North Tyneside Council

Regeneration & Economic Development  
Quadrant East  
Silverlink North  
Cobalt Business Park  
North Tyneside  
NE27 0BY

Date: 8.8.2022

Dr Patrick Duggan  
Head of Film, Media, Theatre and  
Performance  
Faculty of Arts, Design and Social  
Sciences,  
Sunderland Building  
Newcastle-upon-Tyne  
NE1 8ST

This matter is being dealt with by:  
Steve Bishop, Head of Culture  
**Direct Line: (0191) 643 1441**

Dear Patrick

**Impact of 'Social Distancing and Reimagining City Life: Performative strategies and practices for response and recovery in and beyond lockdown' (AHRC/UKRI 2020-2022)**

Further to our recent discussion regarding assessing the impact of your work with Dr Andrews on the shaping of our cultural strategy in North Tyneside. The research reports which you have produced, in particular *Performance as City Pandemic Response: Innovations to Innovate* (September 2021), and our subsequent conversations in this area, have helped shape our thinking around the approach to consultation and how we raise the profile of cultural activity in the Borough.

Your research demonstrated the need for us to extend our consultation process beyond the cultural sector and to see cultural activity as part of a wider process of development, across service areas. We look forward working with you and Dr Andrews on forthcoming workshops involving local cultural and voluntary organisations in the area that will take this work further.

Your work has triggered new conversations within the Authority about the positioning of culture as a service area but also how it should be embedded in our approach to priorities around the climate change, equalities, community engagement and place agendas. In addition, the involvement of a wider network of partners, engaged in areas of activity not traditionally associated with culture, emergency planning in particular, has initiated an exciting conversation around our approach to resilience and future planning. Again, we look forward to following this up with you over the coming months.

Findings from your project have helped us shape the emerging priorities within our cultural strategy, particularly with regard to the impact of the COVID 19 pandemic and the process of community recovery, the significance of public space, how it is used and how public confidence can be restored (all of which are addressed in your research). The insights you provide from locations often more challenging than ours has certainly helped re-align some of our thinking and will undoubtedly inform our policy discussions going forward.

While we are still in the process of shaping our final strategy, your work and our conversations have certainly provided the impetus to consider new directions. I hope that we will be in a position to report on these shortly and continue this dialogue as we move towards the conclusion of our consultation process and beyond.

Yours sincerely

A handwritten signature in black ink that reads "Steve Bishop". The signature is written in a cursive, flowing style with a horizontal line underneath the name.

Steve Bishop  
**Head of Culture**