

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

**EXECUTIVE MANAGEMENT TEAM'S
REPORT TO**

Cabinet
06 December 2022

Report Title: Newcastle-under-Lyme 850 Year Celebrations

Submitted by: Executive Director Development and Growth

Portfolios: All

Ward(s) affected: All

Purpose of the Report

This report updates Cabinet in relation to the work being undertaken by the Council to plan for the Newcastle under Lyme Borough 850 Year anniversary celebrations in 2023. It recommends the programme of activity, the launch of the 850 Website and the legacy programme planned as a consequence of the year-long celebration, with a view to the Year being a Civic, Community and Legacy creation event.

Recommendation

That Cabinet:

- 1. Agrees the Programme of Activities planned so far for the 850th Year of Celebrations**
- 2. Notes the financial contributions received to date to fund the programme and endorses the further work to raise contributions for the Celebrations.**
- 3. Agrees to launch an 850th Year Website for residents, organisations and businesses to easily access information about the Year of Celebrations and opportunities to be involved.**
- 4. Agree to the legacy programme envisaged for the 850 Year Celebrations**
- 5. Agree to introduce a heritage blue plaque nomination scheme**
- 6. Agrees that the Heritage Champion, the Portfolio Holder for Leisure, Culture and Heritage along with the Executive Director Development and Growth finalise the programme once Scrutiny have reviewed the plans for the year / events and are then delegated to enter into such agreements and licences to deliver the programme of activity and to be able to add or remove events / activities as may be required.**

Reasons

The council wants to celebrate the 850th Anniversary of the Charter that established the Loyal and Ancient Borough of Newcastle under Lyme, in 2023.

As a major milestone in the Borough's history, it is proposed to celebrate throughout the year with a programme of cultural and heritage events and activities.

The council wants to use the anniversary to create a lasting legacy for the borough and its people.

1. **Background**

- 1.1. In 1173 Newcastle was first recorded as a town and borough and around this time was granted its first charter protecting the rights of its people. The charter itself is lost but its existence is confirmed by later charters. In 1973 the Borough held 800th anniversary celebrations, attended by the Queen and it is hoped that this Year of Celebration will continue the legacy of that anniversary.
- 1.2. At Cabinet June 2022 it was agreed that a Programme of Activity for the 850th Year Celebrations would be produced and that this would be put forward to a future Cabinet for approval. To this end an 850 Working Group has been established to develop such a programme. This carried on from the cross party heritage working group that had considered a variety of activity suggestions, consulted with external partners and stakeholders for suggestions over a year and half and established the narrative for the programme and scope of the activities.

2. **Update and Proposals**

2.1 Programme of activities

2.1.1 Celebrate Newcastle people from the Past and Present. An exciting and engaging year-long programme of activity has been developed by the museum and other partners, with monthly activity themes to celebrate famous and influential past and present residents of the Borough. The activities will include film showings, talks, online content, spotlight gallery displays and a range of family-friendly activities. The programme is due to commence in January 2023 and run for twelve months (see current event list in Appendix 1). In summary the 'themes' for each month are:-

- January – Launch, overarching theme 'Fascinating Folk'
- February – Newcastle People in the World
- March – Business and Industry
- April – Literature
- May – Military
- June – Big Celebration
- July – Sports
- August – Heroes of the Borough
- September – Rights and Protests
- October – Arts
- November – Science and Engineering
- December – Living Legends

2.1.2 The Museum programme will include exhibitions, various talks / presentations and film shows and other activities in line with each monthly theme. An 850 themed schools experience is being developed and one of the highlight events of the year will be the medieval extravaganza in Brampton Park.

2.1.3 We have also contacted event organisers for some of the annual Borough events, including the Jazz & Blues Festival, annual firework displays, Tri Services event and The Homecoming about branding them under the 850 banner.

2.1.4 The key 850 Year Celebration event will be on the weekend of the 3rd June 2023 when Celebrate Newcastle will be held at the Brampton Park in association with Appetite and the Borough Council. In addition to this it is hoped that a medieval battle re-enactment (Blore Heath) will be held at the Brampton Park in September 2023.

2.1.5 Create an 850 logo. A new Logo recreating the Borough Crest has been produced and agreed by the Heritage Champion and the Portfolio Holder for Leisure, Culture and Heritage. This new Logo will front and centre all marketing, brand awareness campaigns, advertising and all events will be expected to feature the branding, including those put on by partners

2.1.6 School / Educational Programme. All schools in the Borough will be contacted to invite them to participate in the Celebrations. The museum will build on its existing schools programme to develop an exciting offer themed around the 850th anniversary.

2.2 Sponsorship Programme. This programme was launched in the summer of 2022 and letters were sent to individuals, businesses, charity organisations, Parish and Town Councils and MPs to offer opportunities to be involved in the year of celebrations, through volunteering time, support in kind or through financial contributions. We established four entry points for financial contributions:-

Bronze (up to £500)

Logo included on website and sponsor board

Social media thank you

2 complimentary tickets to an 850th anniversary event at Brampton Museum

A tree planted in the name of your business

Exclusive use of the 850 branding during 2023 and accompanying marketing pack

Silver (up to £1,000)

All of the above plus

10 complimentary tickets to an 850 event at Brampton Museum

A free advert in the celebratory literature

Gold (up to £5,000)

All of the above

A complimentary table at the Mayor's 850 ball for your company

20 complimentary tickets to an 850th anniversary event at Brampton Museum

Listed as an official partner rather than sponsor with your logo on the anniversary letterhead

The business' logo and contribution acknowledged on a permanent display board in the borough

Diamond (over £5,000)

All of the above

Business name on one of the keynote events being held during the summer of 2023

Several organisations have already offered sponsorship and more will be sought during the year, including for the legacy activities.

2.3 850 Year Celebration Website. In addition to the above, a dedicated Website will be launched that sits on the Council Website, where the programme of activities, updates, resources and signposts for getting involved will be available. The web pages will be updated regularly as new events, new sponsors, etc are added.

<https://www.newcastle-staffs.gov.uk/newcastle-lyme-850th-anniversary>

2.3 850 Year Celebration Legacy. With any such celebration there is a desire to create a legacy for the programme. The current legacy proposals are:-

- A new Lyme Forest of 850 new trees planted on the Former Keele Golf Course.
- A new printed book of the History of the Borough and a Celebration of the Year of Celebrations.
- An 850 Celebration Subway Mural at Queens Gardens
- Aspiration Keele - aspiring local students to study at Keele University
- The establishment of a Local Heroes Award ceremony each year to continue to focus on the rising stars of the Borough.
- An annual local history lecture.
- Blue plaque scheme (see below).
- A new statue of the late Queen Elizabeth II for the Borough.

2.4 Introduction of a Heritage Blue Plaque Nomination Scheme. This will replace the now defunct Civic Society nomination process and will introduce a new Borough wide Blue Plaque scheme for important residents, past and present, to acknowledge their contribution to society through cultural, political, personal, business and sporting achievements, etc. The nomination process will be advertised through the Council Website, with the Council covering half of the cost of the Blue Plaque and the nominating party covering the other half. The Cabinet Member for Leisure, Culture and Heritage will agree all nominations.

3. **Reasons for Proposed Solution**

Outcomes Linked to Sustainable Community Strategy and Corporate Priorities:

- Growing our People and Places,
- Healthy, Active and Safe Borough,
- A Town Centre for All

4. **Options Considered**

4.1 Not celebrating the Anniversary was considered but did not seem appropriate as it is a major milestone for the Borough. It was considered best to celebrate whilst attempting to maximise external funding to promote and deliver the events and activities.

5. **Legal and Statutory Implications**

5.1 Section 2(1) of the Local Government Act 2000 permits local authorities to do anything they consider likely to promote or improve the economic, social and environmental well-being of their area.

6. **Equality Impact Assessment**

6.1 The nature of the project is intended to seek benefits for all people across the Borough and to support the economic and social health of Newcastle town centre as a destination.

7. **Financial and Resource Implications**

7.1 A total of £25,000 has been earmarked by the Council to contribute to the marking the 850 anniversary via the Borough Growth Fund (£10,000 from 2022/23 and £15,000 from 2023/24).

7.2 Sponsorship for, and financial contributions to, events marking the 850 anniversary are being actively pursued, to date sponsorship and contributions committed to from external sources amount to £35,000.

7.3 The Museum has submitted an application to the NuL Shared Prosperity Fund (SPF) allocation to cover the costs of the majority of the events taking place at the museum. At this point the council has yet to hear if our SPF submission has been successful.

7.4 Partner organisations have submitted or are submitting applications to other funding bodies for the delivery of their events. We are aware that Foxfield Railway has already received a grant of £10k to commemorate the 100th anniversary of the Knotty in Brampton Park.

7.3 The officer group are finalising a fully costed programme for the 850 celebrations. Funding bids can now be submitted to secure external funding. Future reports to Cabinet will set out all financial details.

8. **Major Risks**

8.1 As with all funding applications success is never guaranteed. The programme will need to be shaped according to the resources available.

9. **UN Sustainable Development Goals (UNSDG)**



10. **Key Decision Information**

10.1 This is not a Key Decision

11. **Earlier Cabinet/Committee Resolutions**

n/a

12. **List of Appendices**

12.1 850 Celebration Brochure with current event list.

13. **Background Papers**

N/a