

2023

Celebrating the 850th year of the Borough of Newcastle-under-Lyme



2023 will be a year-long celebration of the borough of Newcastle-under-Lyme; its history, its culture, its people – past and present.

In 1173 Newcastle-under-Lyme was given Royal Charter of Incorporation status by King Henry II, making it a borough. This gave the area a new prominence and allowed it to hold markets in the town centre. Next year will be the 850th anniversary of the charter status.

The '850' celebrations will provide a free-to-attend programme of enjoyable, inclusive and long-lasting shared experiences for the residents of the Borough of Newcastle-under-Lyme as well as those who work in and visit the Borough.

The Year is also an important and vital opportunity to create a lasting legacy for the Borough with new events, sponsorships and projects that will live long after the 850 celebrations have concluded.

To celebrate the 850th anniversary of the Borough receiving its Royal Charter, the Borough, through a series of events and activities aimed at creating a Civic, Community and Legacy Programme for the residents, businesses and visitors through the year, we aim to showcase all that is great about the Borough and celebrate with pride and passion.

The Royal Charter gave special rights and freedoms to Borough residents that went on to help shape the Borough as we know it. Perhaps most notably this included the right to hold an outdoor market, a long-held tradition that is still an important aspect of the town's vitality and success.

The Borough is, of course, steeped in history. Did you know that Newcastle-under-Lyme is named after a new castle, which was built around 1145 by the Normans, close to the Lyme Forest.

Newcastle's location, in the heart of the country, meant that it was an important coaching town and the centre of major ironworking, felt hat-making and clay pipe production industries.

It was also the birthplace of many notable individuals, including Philip Astley, widely acknowledged as the 'father of the modern circus'; author, nurse and feminist Vera Brittain, who wrote the celebrated "A Testament of Youth" in response to her experiences during the First World War, and Sir Joseph Cook who worked in local coalmines before emigrating to Australia where, in 1913, he became Prime Minister.

We are very proud of our Borough's long heritage and we are keen to celebrate it as part of the 850th anniversary next year.

To do this we are aiming to deliver a year-long programme of events and we would like to invite you to be part of the programme of activity.

Any support, by way of donation, sponsorship, in kind support or simply helping raising awareness, would be very welcome to help us celebrate our 850th anniversary.

We would be really grateful if you could consider making a contribution. It's a 'once-in-a-lifetime' opportunity to bring our communities together in celebration of our history and it's also a chance to give the local economy a real boost and create a lasting legacy for the Borough.

Council Leader
Cllr Simon Tagg

Deputy Mayor & Heritage Champion
Cllr Simon White



Celebrate Newcastle People from the Past and Present

This year-long programme of activity with monthly museum activity themes to celebrate famous and influential past and present residents of the Borough.

The activities will include film showings, talks, online content and spotlight gallery displays.

- January – Launch, overarching theme
- February – Newcastle People in the World
- March – Business and Industry
- April – Literature
- May – Military
- Big Celebration & Performing Arts
- July – Sports
- August – Heroes of the Borough
- September – Rights and Protests
- October – Art
- November – Science and Engineering
- December – Local Heroes

Legacy Programme

Plans are in progress to achieve legacy programme:

- 850 Lyme Tree planting sponsorship programme
- A new book of the History of the Borough and the Celebrations of the Year
- An 850 Celebration Subway Mural at Queens Gardens
- Aspiration Keele - aspiring local students to study at Keele University
- Annual Local History Lecture
- The establishment of a Local Heroes Award Ceremony each year to continue to focus on the rising stars of the Borough.
- A statue of the late Queen Elizabeth II.

“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.”

Celebration Window Display Competition – organised by the town centre BID.

Virtual Display of Former Mayors – photographs and virtual imagery.

‘Newcastles of the World’ - possibility of video submissions from each Newcastle to be facilitated at Brampton Museum.

Town centre displays - Lamp-post flags displaying the logo will be on display around the town centre ring road.

Bunting in Queen's Gardens and around the Guildhall area.

Themed event Markets in the town centre.

Merchandising

Schools will be presented with special edition mugs for participating Year Groups at schools engaged across the Borough.

There will be a new Book of Newcastle which will be available at the Museum.

A Schools Information Pack will be available online with a programme of themed activities that schools can get involved in.





Businesses are welcome to join us.

There are various opportunities to be involved in the year of celebrations, through volunteering time, support in kind or through financial contributions.

There are 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

Business Packs have been distributed to make sure that all businesses understand the level of their role and what they can do to help.

Month	Date	Activity	Cv/Cm/Lg	Type	Venue
Dec 22		Pre-start activities			
		Launch Web Site	Com	Digital	N/A
		850 Calendar for 2023/24	Com	Paper	Museum
		Business Packs	Com	Digital	N/A
Jan 23		Theme - Fascinating Folk			
	19 Jan	Programme launch	Civic	Event	Museum
		Launch of the schools programme - museum events and school led activities	Com		Museum
		Launch of the Heritage Blue Plaque scheme	Legacy		N/A
	26 Jan	Museum Launch event, Fascinating Folk of Newcastle	Com	Talk	Museum
	TBC	Film Show at Museum	Com	Film show	Museum
Feb 23		Theme - Newcastle people in the world			
	16 Feb	Film Show at Museum - Joseph Cooke	Com	Talk	Museum
	TBC	Talk at Museum - Issac Cottrill	Com	Film show	Museum
Mar 23		Theme - Business and Industry			
	03 Mar	Film Show at Museum - Women of the Potteries	Com	Film show	Museum
	30 Mar	Talk at Museum - James Brindley	Com	Talk	Museum
		Tree Planting for Lyme Forest	Legacy		
	31 Mar	Mayor Ball and 850 Newcastle Heroes Awards	Com/Civic		Keele

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Apr-23		Theme - writing/literature			
	20 Apr	Film Show at Museum	Com	Film show	Museum
	27 Apr	Talk at Museum - Vera Brittain	Com	Talk	Museum
	TBC	Charters/850 Exhibition opens at the museum	Com/Legacy	Exhibition	Museum
	TBC	Britain in Bloom Planting	Com	Gardens	Outdoors
May 23		Theme - Military			
	04 May	Dance Event with NuL College	Com	Dance	NSCG
	06 May	Lyme Light Festival	Com	Festival	Town
	18 May	Film Show at Museum from Ray Johnson	Com	Film show	Museum
	25 May	Talk at Museum from Ian Atherton	Com	Talk	Museum
Jun 23		Theme - Big Celebration			
	01 Jun	Flags and Bunting in Queens Gardens	Com	Display	
	03-04 Jun	Celebrate Castle, 1173 Medieval re-enactment weekend (potential VIP visit)	Com	Festival	Museum
	17 Jun	Astley Homecoming	Com	Festival	Town
	18 Jun	850 market	Com	Market	Market
	12-23 Jun	Schools sessions at the museum	Com		Museum
	22 Jun	Film Show at Museum - Philip Astley	Com	Film show	Museum
	24 Jun	Tri Services Armed forces day	Com	Event	Town
		Distribution of Ceremonial Mugs to Primary Schools taking part in schools' events	Com		Museum

Month	Date	Activity	Cv/Cm/Lg	Type	Venue
	28 Jun	Special 850 Full Council	Civic	Event	Castle House
	29 Jun	Talk at Museum - A Van Buren	Com	Talk	Museum
	TBC	Cemetery history walk	Com	Walk	Cemeteries
	TBC	850 Years Shop Window Display Competition	Com	Display	Town
Jul 23		Theme - Sports			
	01 Jul	1920's Jazz Day - Jake Legg Jugg Band	Com	Event	Museum
	08 Jul	Betley Show	Com	Festival	Betley
	20 Jul	Film Show at Museum	Com	Film show	Museum
	27 Jul	Talk at Museum (speaker to be confirmed)	Com	Talk	Museum
Aug 23		Theme - Heroes			
	08 Aug	Film Show at Museum - heroes / mining	Com	Film show	Museum
	TBC	Talk at Museum- Azariah Clarke, rescue teams	Com	Talk	Museum
	26 Aug	Jazz Festival	Com	Festival	Town
Sep 23		Theme - Rights and Protests			
	8 Sep	The Malkin Lecture	Legacy		
	16 Sep	Blore Heath Reenactment	Com	Event	TBC
	21 Sep	Film Show at Museum - Fanny Deakin	Com	Film show	Museum
	28 Sep	Talk at Museum	Com	Talk	Museum
	TBC	Special 850 service at St Giles	Com / Civic	Service	Town
Oct 23		Theme - Art			
	19 Oct	Film Show at Museum - Clarice Cliff	Com	Film show	Museum

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	26 Oct	Talk at Museum - Clarice Cliff	Com	Talk	Museum
	TBC	Film show The Colour Room	Com	Film show	Museum
	28 Oct	Mayors Ball - Keele	Civic	Event	Keele
Nov 23		Theme - Science and Engineering			
	05 Nov	Mayors Charity Fireworks	Com	Event	Town
	11 Nov	Remembrance Sunday	Civic	Service	Town
	11 Nov	Film Show at Museum - Reginald Mitchell	Com	Film show	Museum
	30 Nov	Talk at Museum - Reginald Mitchell	Com	Talk	Museum
	TBC	Betley Bonfire	Com	Event	Betley
	TBC	Christmas Lights Switch On - Newcastle	Com	Event	Town
	TBC	Christmas Lights Switch On - Kidsgrove	Com	Event	Kidsgrove
Dec 23		Theme - Living Legends (nominated by community)			
	15 Dec	Film Show at Museum - NuL through the Ages	Com	Film show	Museum
	TBC	Talk at Museum	Com	Talk	Museum
		Newcastle History and 850 Celebrations Booklet	Legacy	Paper	
		Queens Gardens Subway improvements to celebrate Queen Victoria and Queen Elizabeth	Legacy		
		Queen Elizabeth Statue for Queens Gardens	Legacy		