



## **Special Environment and Sustainable Communities Overview and Scrutiny Committee**

**Date** Tuesday 15 January 2019  
**Time** 10.00 am  
**Venue** Committee Room 2 - County Hall, Durham

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### **Business**

#### **Part A**

**Items during which the Press and Public are welcome to attend.  
Members of the Public can ask questions with the Chairman's  
agreement.**

1. Apologies
2. Substitute Members
3. Declarations of Interest, if any
4. Any items from Co-opted Members or interested parties
5. The Heritage Coast and the Tourism Offer - Progress Update: (Pages 3 - 46)
  - (a) Joint Report of the Director of Transformation and Partnerships and the Corporate Director of Regeneration and Local Services
  - (b) Presentations by:
    - (i) Niall Benson, Principal Heritage Coast Officer, Regeneration and Local Services
    - (ii) Michelle Gorman, Managing Director, Visit County Durham, Regeneration and Local Services
6. Stockton and Darlington Railway Bicentenary Celebrations - Overview: (Pages 47 - 94)
  - (a) Joint Report of the Director of Transformation and Partnerships and the Corporate Director of Regeneration and Local Services
  - (b) Presentation by Steve Howell, Head of Culture and Sport, Regeneration and Local Services
7. Such other business as, in the opinion of the Chairman of the meeting, is of sufficient urgency to warrant consideration

**Helen Lynch**  
Head of Legal and Democratic Services

County Hall  
Durham

7 January 2019

To: **The Members of the Environment and Sustainable Communities  
Overview and Scrutiny Committee**

Councillor E Adam (Chair)  
Councillor O Milburn (Vice-Chair)

Councillors B Avery, D Bell, L Brown, J Carr, J Clark, R Crute,  
S Dunn, A Gardner, D Hicks, P Howell, P Jopling, C Kay,  
R Manchester, C Martin, A Patterson, A Simpson, P Sexton and  
M Wilson

**Co-opted Members:**

Mr T Bolton and Mrs P Holding

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**Contact: Paula Nicholson**

**Email: 03000 269710**

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**Environment and Sustainable  
Communities Overview and Scrutiny  
Committee**



**15 January 2019**

**Heritage Coast and the tourism offer -  
progress**

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**Joint report of Lorraine O'Donnell, Director of Transformation and  
Partnership and Ian Thompson, Corporate Director of Regeneration  
and Local Services**

**Electoral division(s) affected:**

Countywide

**Purpose of the Report**

- 1 To provide members of the Environment and Sustainable Communities Overview and Scrutiny Committee (ESC OSC) with detail of progress made in relation to projects on the Heritage Coast and work undertaken to promote it as a tourism destination prior to a presentation by officers from the Regeneration and Local Services Service Grouping.

**Executive summary**

- 2 A special meeting of the ESC OSC was held in February 2018 focusing on providing Members with an overview of activity undertaken on the Heritage Coast giving examples of various projects and schemes, detail of the development of Seaham Marina and the work undertaken in the county to promote the area as a tourism destination.
- 3 In addition, Members of the Economy and Enterprise Overview and Scrutiny Committee (E&E OSC) were also invited to the special meeting and to a ESC OSC visit held on the 29 March, 2018 to see 'first hand' the development activity undertaken at Crimdon, Nose's Point and Seaham Marina.
- 4 It was agreed at the meeting in February 2018 that the ESC OSC would include in its 2018/19 work programme a progress update session in relation to the further development of the Heritage Coast and how we

are continuing to promote it as a tourism destination. It was also agreed that members of the E&E OSC would be invited to attend this meeting.

- 5 Arrangements have been made for Niall Benson, Principal Heritage Coast Officer and Michelle Gorman, Managing Director, Visit County Durham to attend the meeting on the 15 January 2019 and deliver a presentation focusing on the promotion of the Heritage Coast and development of projects along the coast including detail of funding, opportunities and challenges. A copy of the presentation is attached as appendix 2.

## Recommendations

- 6 That the Environment and Sustainable OSC and the Economy and Enterprise OSC consider and comment on the information provided in this report and presentation provided at the meeting.
- 7 That the Environment and Sustainable Communities OSC considers as to whether a further progress report should be included in its 2019/20 work programme.

## Background

- 8 Heritage Coast status marks the Durham coastline as being one of the finest in England. With dramatic views along the coastline and out across the North Sea, it has unique qualities which come from its underlying geology, its natural vegetation and the influences of the sea. It offers immense variety from shallow bays and headlands with yellow limestone cliffs up to 30 metres high with occasional caves and stacks; the coastal slopes being home to a fabulous array of wild flowers, to magnesian limestone grasslands, coastal gills, sand dunes, rocky shores and kelp beds. The Heritage Coast has three designated bathing beaches at Seaham Hall, Seaham and Crimdon.

## What has been done?

- 9 Extensive work has been undertaken on the Heritage Coast by DCC and partners including:
  - **Horden** –The coastal area has now been restored and the former industrial areas transformed into stunning coastal grasslands. The cliff faces are now an important habitat for the Northern Brown Argus butterfly and funding from the Heritage Lottery Fund has helped improve access with a series of new footpaths, artwork and interpretation.
  - **Crimdon** – This was once a thriving holiday destination for mining families from nearby villages during the 1920s and is now a destination for one of our rarest seabirds, the Little Tern. The Little

Tern visits Crimdon to breed each year from West Africa and whilst at Crimdon are protected by wardens and volunteers who provide talks during the breeding season to the public about the colony. Crimdon has a long sandy beach with a large car park that provides access to the England Coast Path and a direct link to the Hart to Haswell cycleway.

- **Nose's Point** – Is a headland owned and managed by DCC and was once the location of Dawdon Colliery. The site has now been reclaimed into a stunning gateway site to Durham Heritage Coast, with wildflower meadows restored, ponds created for wildlife, seating areas, artwork and interpretation that have been designed to reflect the heritage of the area. The England Coast Path runs through Nose's Point and there is car parking available.
- **Integration** – The Heritage Coast Partnership has an active working relationship with DCC Regeneration staff particularly for Seaham, Seaham Marina and Horden Station. The Partnership also supports the work of Visit County Durham. These relationships are based on our mutual interests and shaped by resources and individual priorities.
- **Management Plan** – The Partnership has developed a new Management Plan to guide its work for the next seven years. This is supported with an annual business plan that guides the actions of the project management team and provides a forward view for partners.

### **Other Activities and/or events at the Coast**

- 10 With funding from the LEADER programme, work has been undertaken with the children in year 5 of the Ribbon Academy in Murton to produce a self-guided walk leaflet using ipad technology during fieldwork. Similarly, the Heritage Lottery Fund has supported the work of the charitable body John Muir Trust's Challenge activity which encourages the use, appreciation and confidence to use our outdoor environment by young people.
- 11 Working with Durham Wildlife Trust, three training days at Hawthorn meadows have taken place providing an opportunity to study its rich and diverse grasslands.
- 12 In addition as part of EU LEADER funding, a small cluster group of tourism related businesses was started in East Durham. This group however failed to become established following the completion of the project.

- 13 The Durham Coastal Footpath is an 11 mile walking route from Seaham to Crimdon aligned with the England Coast Path National Trail; with a route that straddles the magnesian limestone coastal grasslands supporting a vast array of wildflowers and insects. Its distinctive coastal denes incorporate some of the most natural woodland in north east England; providing a valuable habitat for mammals such as deer, foxes, badgers and bats.
- 14 The Heritage Coast Partnership has now established an outdoor activity festival in spring half term week. The 'Reach for the Beach' festival celebrates the outdoor environment and brings together over 30 partner bodies with around 50 separate activities over the week. In addition free family events are supported across the coast and feature Crimdon and Blackhall Rocks during the summer with Coasting at Crimdon a regular event together with Beach School events and rock pooling at Blackhall Rocks and Seaham.
- 15 For 2019, the Reach for the Beach festival will be rested as staff will help support the Seaham Food Festival.
- 16 One of the main aims of Visit County Durham (VCD) is to attract new visitors to the county through its marketing activity, VCD adopts a mixed approach to both online and offline marketing with the majority of marketing activity now undertaken online.
- 17 The significant landscape improvements and investment in the Durham Heritage Coast in recent years has increased its appeal as a visitor destination, and the coast is now a key component in the majority of VCD's thematic marketing campaigns.
- 18 The Durham Coast has strong tourism product which supports multiple themes such as walking, cycling, water sports, beach family fun, wildlife, stunning landscapes, and food and drink. VCD works closely with the Heritage Coast Partnership team to promote the offer to attract visitors to the county.
- 19 VCD's current Outdoors campaign started in October 2018 and will run until March 2019. The main campaign activity is a print and online package with Countryfile magazine which started with a double-page spread in the October 2018 edition, featuring the many tourism assets of the Durham Heritage Coast. Businesses offering competition prizes for the campaign are Seaton Lane Inn, Dalton Park and Seaham Harbour Marina.
- 20 Tourism product development and a partnership led approach to marketing has resulted in sustained economic growth for the coast, demonstrated by the 2017 STEAM results which show that 3.23m people visited the Durham Coast in 2017, up by 2% on 2016,

contributing £127.44m to the economy, up by 3% on 2016 and supporting 1,638 jobs, also up by 3% on 2016.

- 21 Coast Watch is a scheme where all those interested in the coast can get together with Durham Police, DCC and landowners along the coast to take action to reduce environmental crime, anti-social behaviour and vandalism. The scheme operates along the whole of the Durham Heritage Coast and covers the car parks, paths, the 'beach banks' and our nature reserves.
- 22 Beach litter is harmful to humans and wildlife and is costing local authorities in the UK an estimated £18 million in direct cleaning costs. Adopt-a-Beach and Marine Conservation Society (MCS) Beachwatch are coastal environmental initiatives organised by the MCS involving local individuals, groups and communities in caring for their coastal environment. In addition, the Beach Care Code includes the Beach Safety Code which tells you how you can be safe as well as how to look after our coast with a list of Do's and Don'ts.
- 23 The Heritage Coast Partnership continues to work with partners to improve the quality of the landscape, nature conservation interests and access to the coast. Recently Partnership support has been given to establish an active body to integrate the work of the Wear Rivers Trust, Environment Agency and others aiming to improve water quality, biodiversity and awareness of our coastal streams, extending the benefits of integrated working into our hinterland. This grouping is called the Coastal Streams Partnership.
- 24 Additionally, the Partnership have recently secured £247,000 from the Heritage Lottery Fund to develop a delivery plan for the whole magnesian limestone coast between the Tyne and the Tees for the coast and inshore waters. The full name of this project is the Tyne to Tees Shores and Seas, Seascape Partnership Project – shortened to 'SeaScapes'. This is the first project of its kind and if approved will bring a total of £5 million to be spent over the next six years on improving the natural, built and cultural heritage of the coast. It will also provide experience and evidence that will help shape how coasts and inshore areas are managed in the future.

## **Next Steps**

- 25 SeaScapes £5 million project planning continues with the second round application being submitted in August 2019. There is then a six month approval process. If successful implementation will start early in 2020.
- 26 Following submission of an Expression of Interest for facilities at Crimdon to the Coastal Communities Fund, we have been invited to

submit a second round bid by 21<sup>st</sup> January. This totals around £1.5 million and will provide toilets, interpretative space, volunteer space and a café at Crimdon. If successful, implementation will start in late 2019.

- 27 The EU LIFE Little Tern project is now finished; this leaves a gap in warden funding for 2019 ahead SeaScapes or Coastal Community Fund support. We are exploring the potential of working with Hartlepool Borough Council on a joint approach to wardening North Sands that may include the Little Tern colony. However it is unlikely that any arrangement will be in place for the 2019 breeding season.
- 28 The Coastal Streams Partnership has two funding bids currently awaiting decision, totalling some £490,000. Both bids include significant staff resources that will enable that partnership to thrive, delivering significant water quality, educational and volunteering opportunities across the area. The overall aim is to assist in reducing the damaging impacts of water quality and litter on the coast. Decisions on these bids are expected by early Spring 2019.
- 29 Horden railway station is expected to be operational in 2021. This key investment will bring significant regeneration benefits to East Durham. We continue to support this investment and, as resources allow, we will work to maximise the environmental, social and economic benefits of this investment.
- 30 The Heritage Coast Partnership currently provides the secretariat for the Tyne to Tees England Coast Path Partnership. This now includes South Tyneside and Stockton Councils. The completion of the whole England Coast Path is due in 2020 and will provide the longest managed coastal trail in the world.
- 31 At a national level we are working with Natural England to support their Living Coast initiative that is set to ensure that the wider benefits from the provision of the England Coast Path are realised.
- 32 Bathing Water Quality assessments for 2019 for our three Bathing Water Beaches show that Seaham Hall is rated as Good and both Seaham and Crimdon remain as Excellent.
- 33 The Heritage Coast Partnership is the delivery mechanism for coastal access and mitigation measures that are required under Habitat Regulations Assessment. These developer-generated contributions arising from planning permissions will enhance the protection for our European Protected Sites. We work closely with Durham County Council's Ecology team who, through the planning process, control how these sums are invested.

## Main implications

- 34 It can be seen that there are significant investment opportunities for the coast in the pipeline, however these are all subject to funder approvals and may or may not be realised. This means that in the short term there is a significant shortfall in projects to be delivered and a consequential reduction in available project management income and Heritage Coast team capacity. This will be managed as decisions on bids are provided.
- 35 The Heritage Coast Partnership works cross border with neighbouring authorities, police forces, Local Enterprise Partnerships and Destination Management Organisations. With further new connectivity provided by the England Coast Path and Horden Station, we expect an increased focus on the development and provision of coastal tourism products.

## Conclusion

- 36 Overview and Scrutiny Members are currently aware of the work undertaken by both DCC and partners to develop the Heritage Coast and how it has been promoted as a tourism offer. At the January meeting members will be updated on progress made in relation to the current and future proposed projects and schemes and how the Heritage Coast is promoted as a tourism destination. The committee shall be requested to determine as to whether it wants to continue to monitor future progress by including a further update in their 2019/2020 work programme.

## Background papers

- The Heritage Coast website
- Heritage Coast Management Plan 2018-2025
- Annual Heritage Coast Business Plan

## Other useful documents

- None

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<b>Contact:</b>	Niall Benson	Tel: 03000 268 130
	Tom Gorman	Tel: 03000 268 027
	Diane Close	Tel: 03000 268 141

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## **Appendix 1: Implications**

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### **Legal Implications**

Not applicable

### **Finance**

Not applicable

### **Consultation**

Not applicable

### **Equality and Diversity / Public Sector Equality Duty**

Not applicable

### **Human Rights**

Not applicable

### **Crime and Disorder**

Not applicable

### **Staffing**

Not applicable

### **Accommodation**

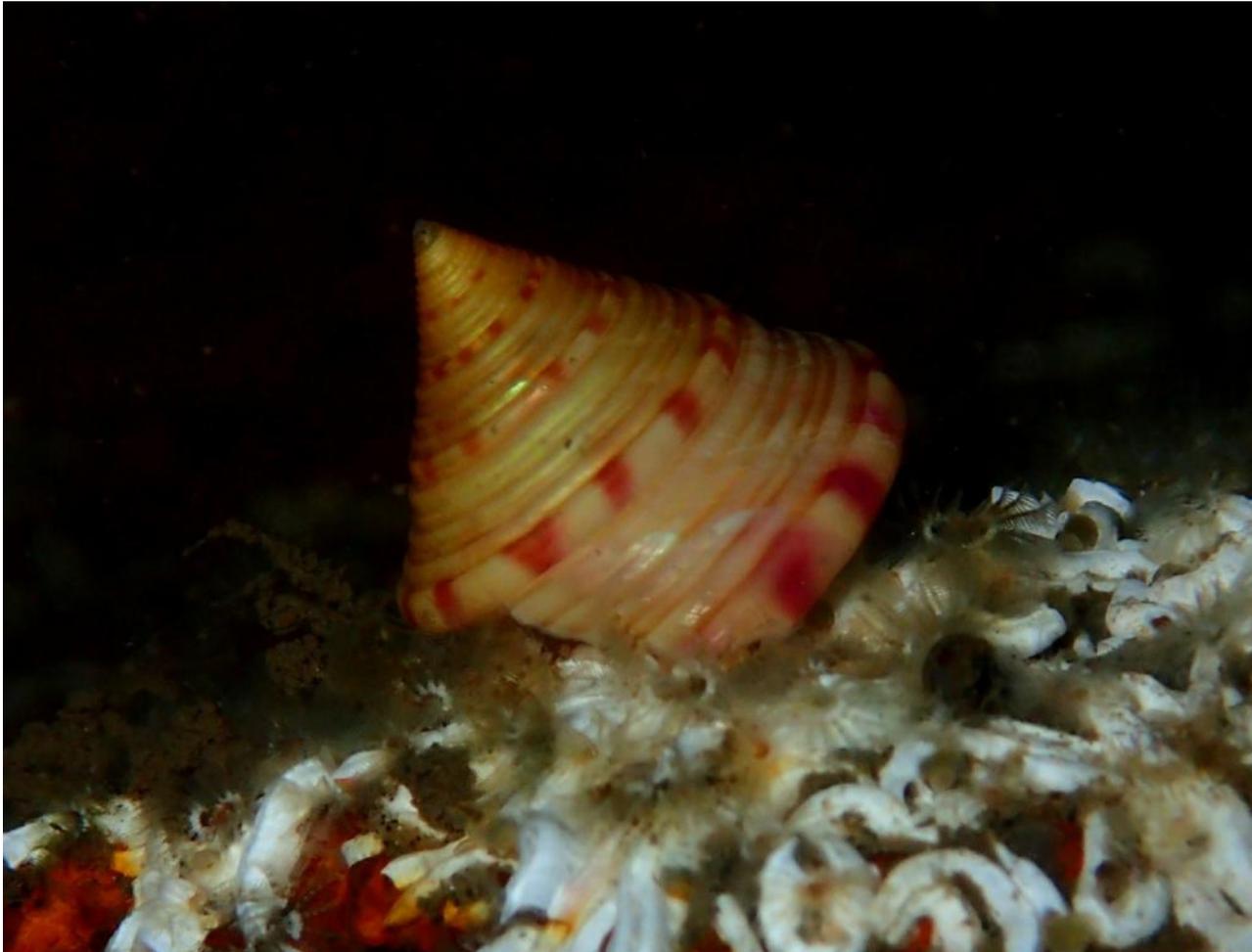
Not applicable

### **Risk**

Not applicable

### **Procurement**

Not applicable



# Heritage Coast and the Tourism Offer

## Environment & Sustainable Communities Overview and Scrutiny Committee

15<sup>th</sup> January 2019



**Heritage Coast**  
Sunderland-Durham-Hartlepool

[www.durhamheritagecoast.org](http://www.durhamheritagecoast.org)

@DurhamCoast

# Eleven months on – where are we now

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1. Landscape and Seascape
2. Nature Conservation
3. England Coast Path
4. Water



# Landscape - Seascape

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- SeaScapes
- Protected Landscape
  - Our Heritage Coast extension
- Natural England's Living Coast
- Plymouth National Marine Park
- Marine Management Organisation's Pathfinder



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Sunderland-Durham-Hartlepool

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(c) Nic Faulks

# A SHARED HERITAGE

Photos R1 L-R: INCA, Heritage Coast Partnership (2); R2 L-R: Sunderland Maritime Heritage, Nic Faulks, Healey Hero

# Seascape over Time

Telling the incredible story from Zechstein Sea, through ice ages, wars and industrial history up to the present day



# Revealing Hidden Heritage

Using innovative methods and participative approaches  
engaging beyond our usual audiences



# Accessing the Sea

**Improving access, removing barriers and allowing local communities to make full use of our coastal and marine assets**

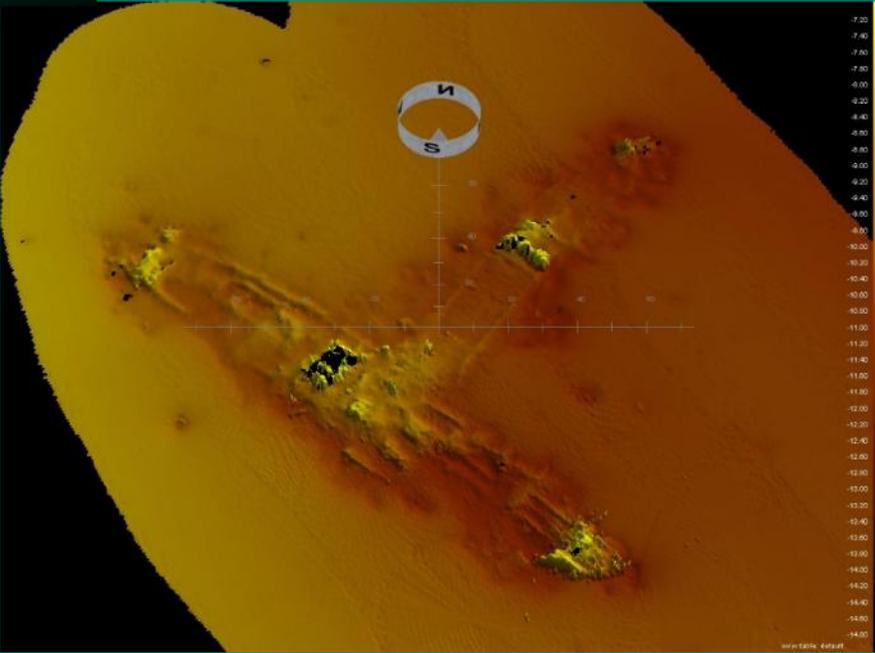


# Coastal Champions

Opportunities for learning, training and enjoyment engendering a stewardship of this unique seascape for generations to come



# Shipwrecks



San Dorio



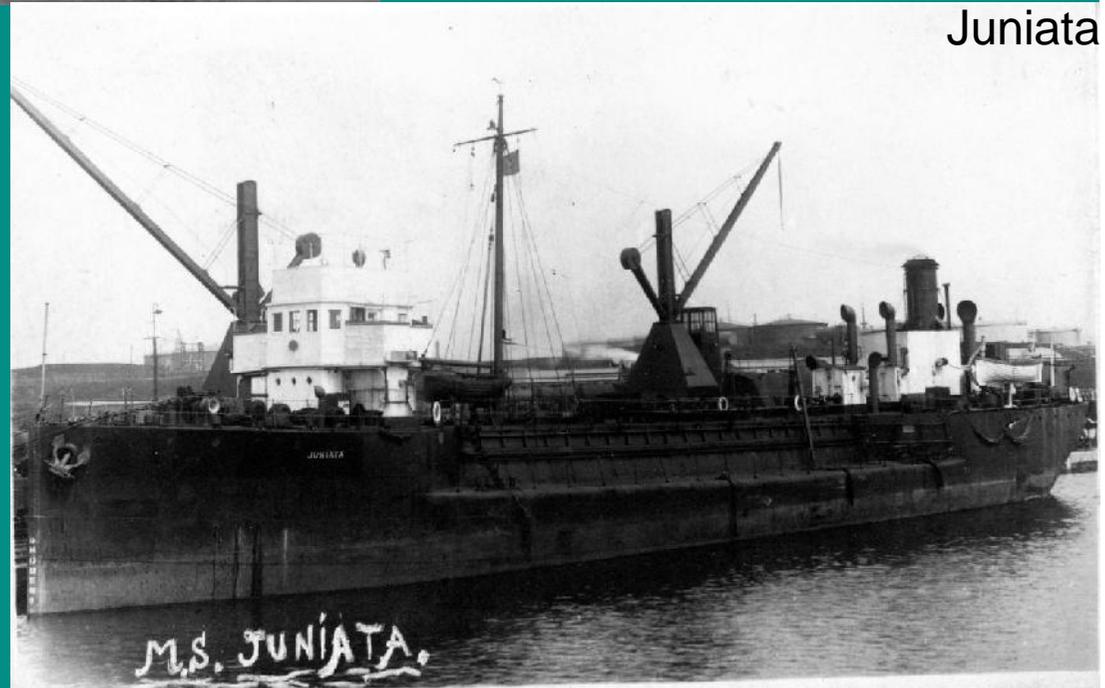
**RFA Creosol**  
torpedoed by U-boat  
lain off coast near  
Seaham for over 100  
years

**One of the UK's  
most important  
shipwrecks**

**One of just 36 military  
wrecks designated under  
the Protection of Military  
Remains Act.**

**Divers may visit, but not  
enter the wreck, remove or  
interfere with items without  
permission**

Juniata



4 year scheme

2020 - 2024



Supported by

**The National Lottery**<sup>®</sup>  
through the Heritage Lottery Fund



# Follow the SeaScapes Journey

[www.exploreseascapes.co.uk](http://www.exploreseascapes.co.uk)



@tynetotees



@tynetotees

**Thank you for listening!**



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**The National Lottery**<sup>®</sup>  
through the Heritage Lottery Fund



# Nature Conservation

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- Coastal Access and Mitigation Measures
  - Coast (Ian Graham, Sunderland)
  - Durham (Similar actions to come)
  - Crimdon (With Hartlepool)
- Little terns
- Seasearch
- Local Nature Reserve Improvements
  - Easington Colliery





**Heritage Coast**  
Sunderland-Durham-Hartlepool

[www.durhamheritagecoast.org](http://www.durhamheritagecoast.org)

@DurhamCoast

# England Coast Path/Access

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- England Coast Path National Trail
  - Around the coast of England by 2020
  - Partnership now includes South Tyneside and Stockton
  - Path condition, counters and signage standards
  - Small grant from Natural England
  - Supported by website – free promotional entry to local businesses
- Living Coast



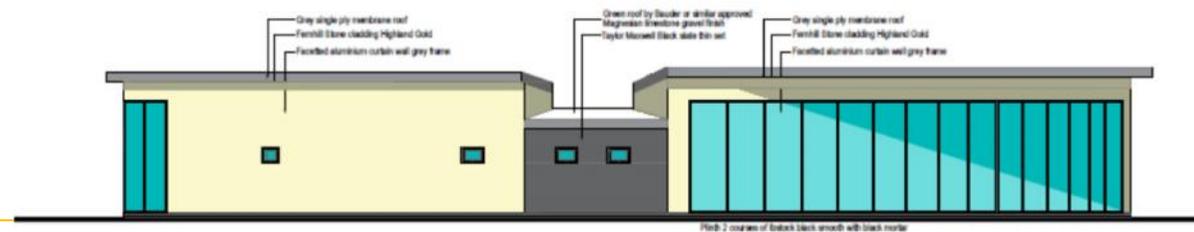
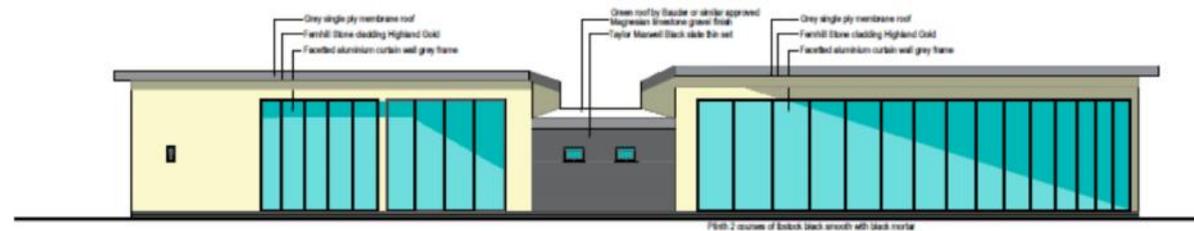
**Heritage Coast**  
Sunderland-Durham-Hartlepool

[www.durhamheritagecoast.org](http://www.durhamheritagecoast.org)

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# England Coast Path/Access

- Crimdon Facilities bid to Coastal Communities Fund invited to Phase 2 - £1.8million



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Sunderland-Durham-Hartlepool

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# Water

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- Bathing Water assessment for 2019
  - Seaham Hall - Good
  - Seaham - Excellent
  - Crimdon - Excellent
  - Signage
- Coastal Streams Partnership
  - Sub Catchment Delivery Group
  - Covers Magnesian Limestone area including Wear Estuary
  - Castle Eden Catchment Improvement Project
- North East Water Hub



**Heritage Coast**  
Sunderland-Durham-Hartlepool

[www.durhamheritagecoast.org](http://www.durhamheritagecoast.org)

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# Thank You

Feel free to contact me with any questions at any time

[E: Niall.benson@durham.gov.uk](mailto:Niall.benson@durham.gov.uk)

T: 03000 268130



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# Visit County Durham – Durham Heritage Coast

Michelle Gorman, Managing Director



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# Introduction

## Visit County Durham:

- Destination Management Organisation for Durham
- Visit England and Visit Britain key partners
- Public and private sector
- Promotion – live, work, study, invest and visit
- Main aim – grow the county’s visitor economy
- Main roles – destination management, destination marketing and place marketing

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## County Durham performance 2017



- 19.71 million people visited the county in 2017, up by 2.4% on the previous year
- 92% day visitors, 8% staying visitors
- Economic value at £866.71 million, up by 5% on 2016
- Food and drink and recreation main areas of expenditure
- Mainly from the North East on a repeat visit, first time visitors are more likely to be national or international
- Main age profile is over 45, visiting in couples
- Main segments 'Country Loving Traditionals' (48%) 'Fun in the Sun' (19%)

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# Durham Coast performance 2017

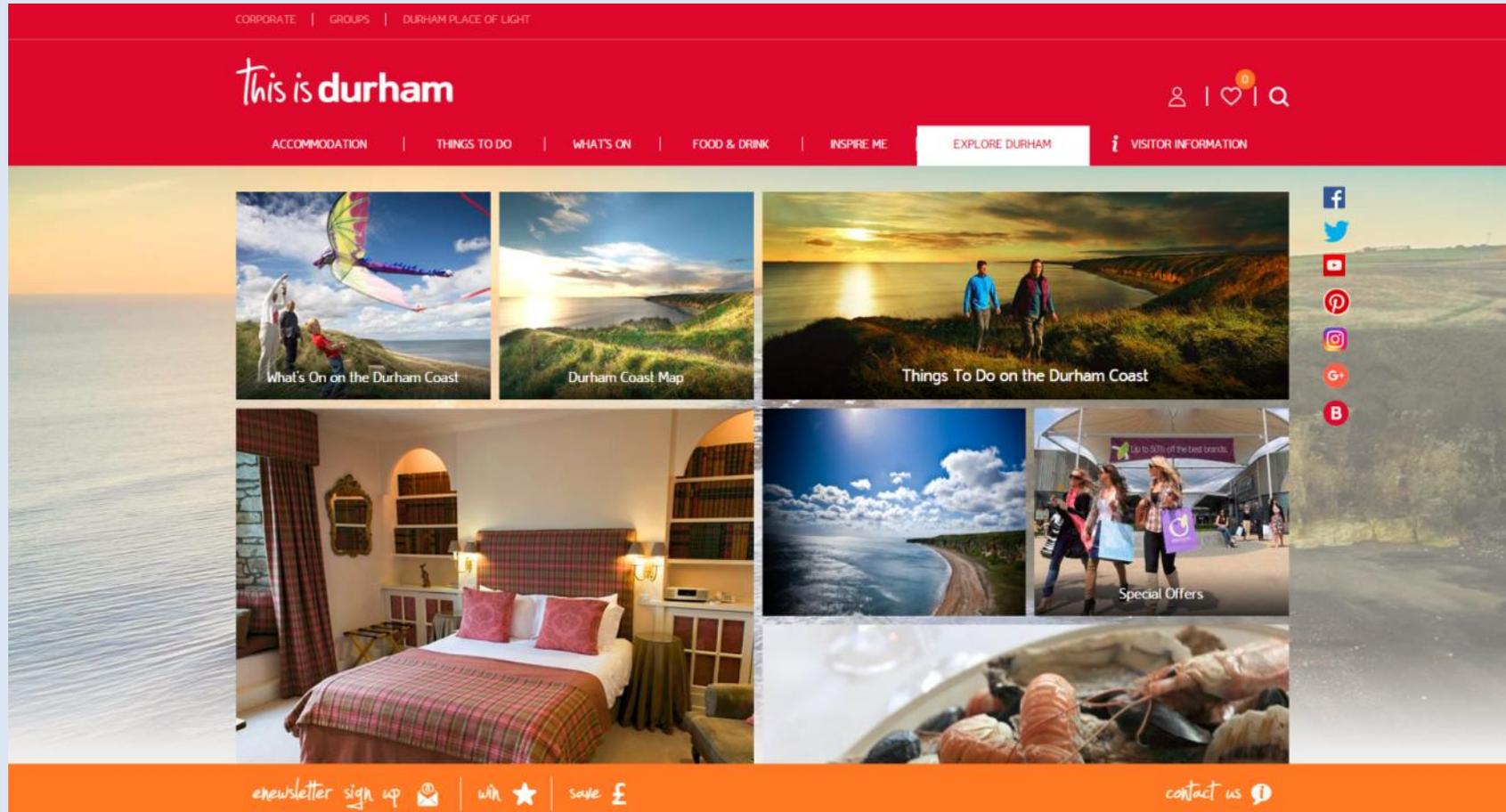


- Overall visitor expenditure £127.44m, up by 3% on 2016
- 3.23m people visited the Durham Coast in 2017, up by 2% on 2016
- 94% day visitors, 6% staying visitors (same as 2016)
- 15% of expenditure in the county as a whole
  
- 1,638 employed in tourism – directly and indirectly, a 3% increase on 2016
- 14% of overall tourism employment in the county
- Food & drink sector made the biggest contribution

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# Visit County Durham



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## Marketing the coast

- Featured throughout thisisdurham.com which receives over 1 million unique visits a year
- Durham Heritage Coast, associated products and events supported through online marketing activity
- Coast one of the main components of our countryside and outdoor offer
- Support to businesses and developers
- Social media and marketing training for businesses

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# A wild time in Durham

Durham is a sweeping emerald canvas with breathtaking dales, a dramatic coastline and a vibrant city at its heart and there's so much wild beauty to explore in the great outdoors.

## Durham by day

Begin your trip on Durham's Heritage Coast – recognised internationally for its rare plants and wildlife. Follow the coastal path that leads you through a colourful mosaic of grasslands, wildflowers, flora and fauna, and through areas of natural, historical and geological interest.

The limestone grasslands of the difftops are one of the UK's most protected habitats and home to unique and varied wildlife, including the protected Argus Butterfly. Inland, explore hidden dunes containing remnants of ancient yew and ash woodland. The largest is the picturesque Castle Eden Dene, a National Nature Reserve with 550 acres of natural woodland, 12 miles of footpaths and 450 species of plants and wildflowers.

Discover the charm of Seaham, a lively harbour town on Durham's Heritage Coast and home to St Mary the Virgin, one of the oldest churches in the country. Relax and enjoy a spot of shoreside luxury with fine dining, a spa and stunning suites in the award-winning Seaham Hall Hotel & Spa, or for a rush of adrenaline head to the marina, where you can try your hand at paddle boarding, surfing and canoeing. Seaham is a worldwide hotspot for collecting stunning sea glass pebbles, so be sure to take a little piece of Seaham home with you! After building up an appetite, sample traditional seaside favourites along the harbour, with cafés, sweet shops and ice cream parlours all boasting picture-postcard sea views.



Head across the Durham Dales, part of the North Pennines Area of Outstanding Natural Beauty and a European and UNESCO Global Geopark, where you'll find some of the best hiking and biking routes in the country. Take in breathtaking views from the dramatic High & Low Force waterfalls and explore 2,000 hectares of woodland in Hamsterley Forest, or let the chain take the strain on an electric bike.

## Durham after dark

In the Durham Dales and North Pennines Area of Outstanding Natural Beauty, your eyes can feast on up to 2,000 stars at any one time; the furthest object you can see with your naked eye is the Andromeda Galaxy – a vast island of stars very similar to our own Milky Way. The North Pennines AONB has more nationally recognised Dark Sky Discovery Sites than any other part of the UK.

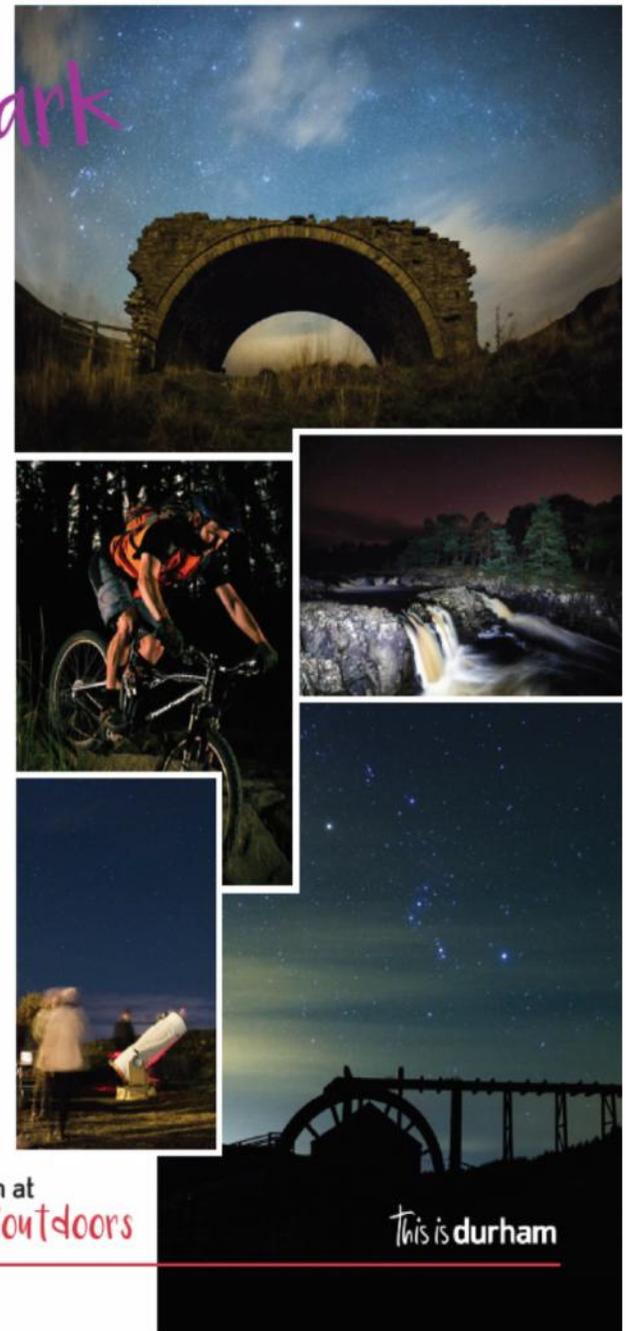
Although 80% of us have never even seen the Milky Way, in the Durham Dales and North Pennines AONB, you can see it in all its glory. You can also celebrate Durham's magnificent dark skies at the North Pennines Stargazing Festival, with 30 events taking place from 20 October to 4 November that will fascinate both seasoned stargazers and amateur astronomers. Highlights include an evening with Dr Maggie Aderin-Pocock MBE, discussing the wonders of space and what it can teach us.

As night falls, the county truly comes to life. For a cosy night's sleep, check into the Rose & Crown at Romaldkirk, where you can while away the hours in front of a roaring log fire. Or, take the family to an open air theatre performance, or learn the art of bush crafting within the magical setting of Hamsterley Forest. Prefer a slower pace? Enjoy a delicious dining experience at one of many Taste Durham-accredited cosy inns, restaurants and cafés serving fresh local produce, many of which offer live entertainment.

In the Durham Dales, pitch up on the county's scenic camping sites, make yourself at home in cosy self-catering cottages, or take your pick from a stunning selection of hotels and B&Bs, where you can relax in style and appreciate the majesty of the dark skies.

Boasting a UNESCO World Heritage Site made up of the imposing Durham Cathedral and Castle, in addition wealth of awe-inspiring attractions in Durham City, Durham is the perfect destination for families and couples alike to get outdoors and experience some of the UK's finest wild beauty.

Explore more of Durham at  
[thisisdurham.com/outdoors](http://thisisdurham.com/outdoors)



this is durham

## Outdoor campaign 2018

- Partner in the Outdoors campaign 2017, main activity being social media and blog posts regarding walking/exploring the coastal area
- Partner in the Outdoors campaign 2018, main activity being a package with Countryfile
- Countryfile advertorial in October 2018
- Spike in web traffic to campaign pages on [thisisdurham.com](http://thisisdurham.com)
- Competition partners Seaton Lane Inn, Dalton Park and Seaham Harbour Marina

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## Press and PR

- Coast pitched to national and international press and media
- Influencers and bloggers becoming important

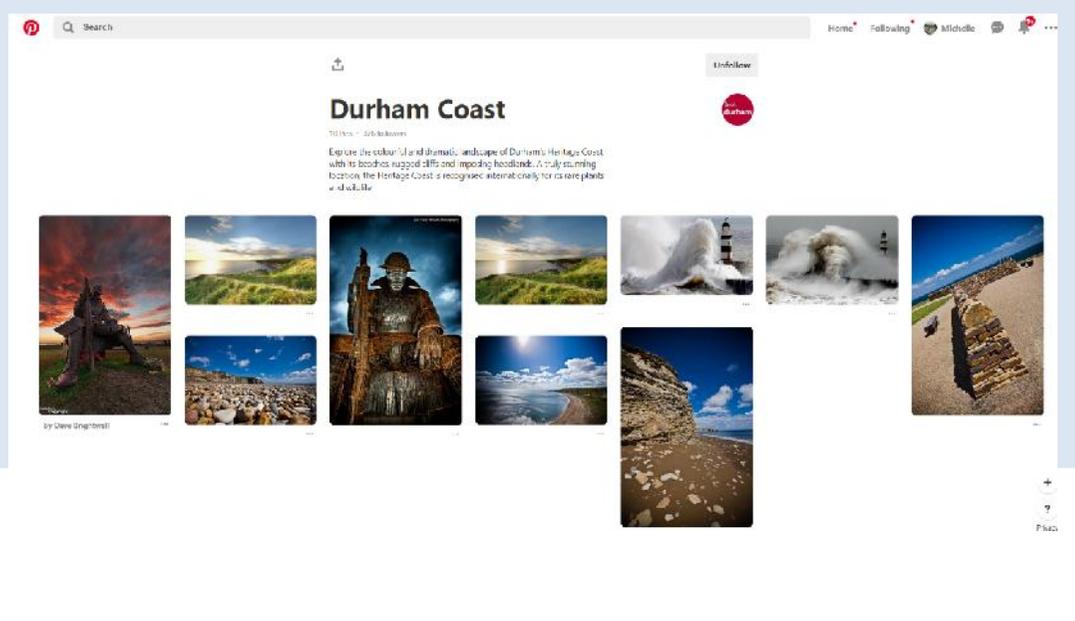
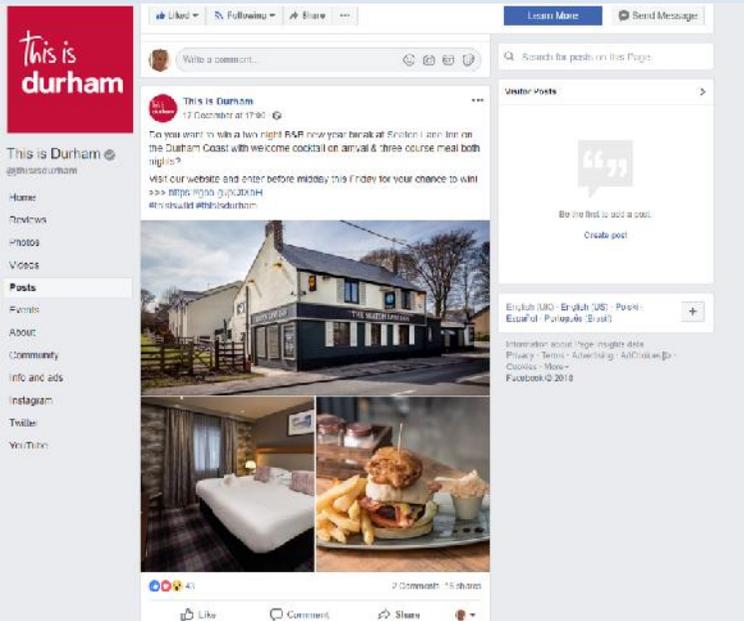
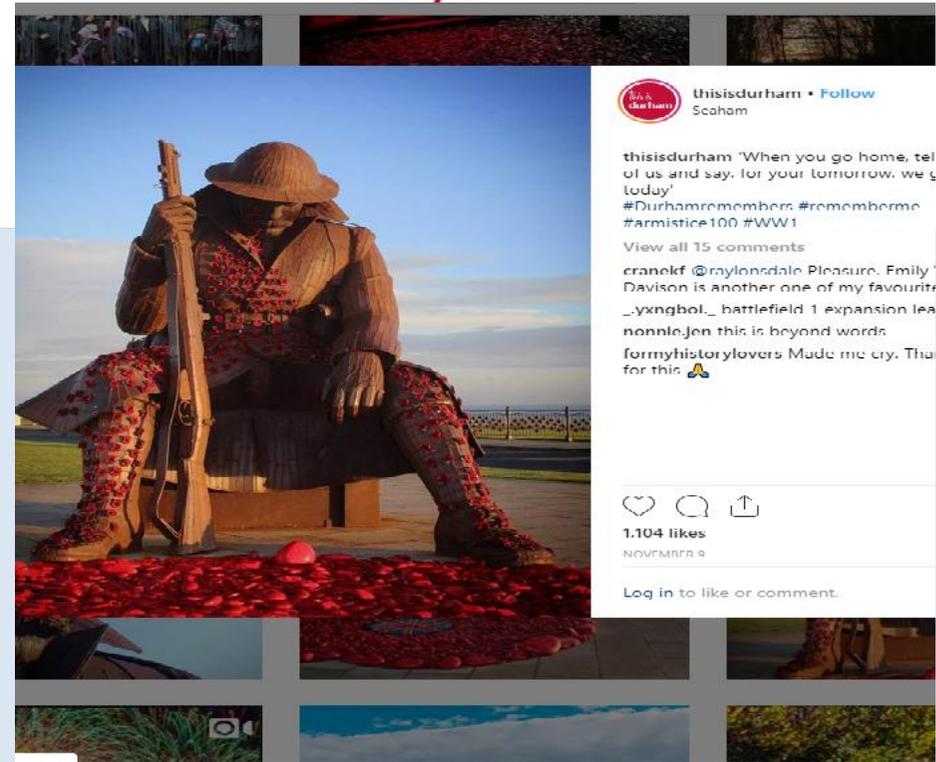
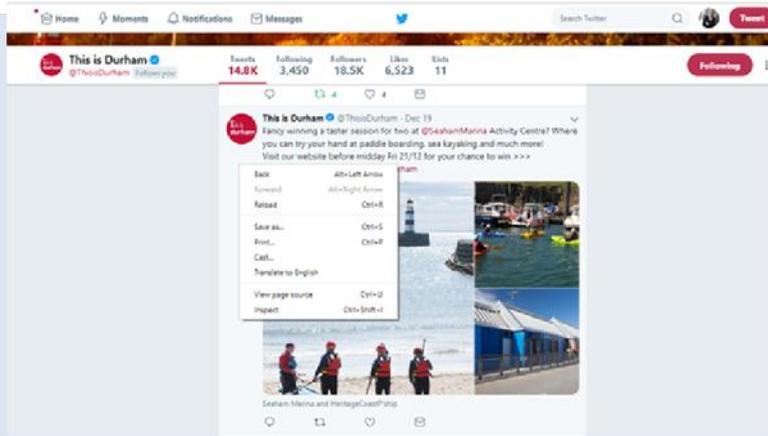
Coverage secured:

- DIVA Magazine - Romantic /heritage
- BBC Wildlife Magazine - Outdoors and wildlife
- Ms Marmite Lover - Food and local produce
- Family Travel Collective (My Travel Monkey) - This is Wild, This is Durham
- Globalmouse Travels - This is Wild, This is Durham
- London Unattached - This is Wild, This is Durham

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# Social media



# Experiential marketing



VISITING

WHAT'S ON

FESTIVAL NEWS



EXHIBITORS

GALLERY

GET IN TOUCH



# #durham19



**FESTIVAL**  
BY THE SEASIDE

A Durham County Council Event



STREET FOOD \* COCKTAIL MAKING CLASSES \* LIVE MUSIC \* TV CELEBRITY CHEFS \* SEASIDE FUN FOR THE FAMILY \* DELICIOUS PRODUCE

# Thank you Questions?



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**Environment and Sustainable  
Communities Overview and Scrutiny  
Committee**



**15 January 2019**

**Stockton to Darlington Railway Bicentenary Celebrations**

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**Joint report of Lorraine O'Donnell, Director of Transformation and Partnership and Ian Thompson, Corporate Director of Regeneration and Local Services**

**Electoral division(s) affected:**

Countywide

**Purpose of the Report**

- 1 To provide Members of the Environment and Sustainable Communities Overview and Scrutiny Committee (ESC OSC) with an update on the programme of celebrations for the Stockton and Darlington Railway Bicentenary prior to a presentation by the Head of Culture and Sport, Regeneration and Local Services.

**Executive summary**

- 2 At the meeting of the Environment and Sustainable Communities Overview and Scrutiny Committee held on the 13 July 2018 members agreed the committee's work programme for 2018/19 which included an overview of the proposed arrangements to celebrate the 200<sup>th</sup> Anniversary of Stockton and Darlington Railway.
- 3 Arrangements have been made for this item of business to be considered at the meeting scheduled for the 15 January 2018. The meeting will be held at Locomotion at Shildon and due to the cross cutting nature of this agenda item members of the Economy and Enterprise OSC have been invited to attend the meeting.
- 4 It is proposed that a progress update providing detail on the further development of arrangements to celebrate the bicentenary is included in the committee's 2019/2020 work programme together with a tour of Locomotion.

5 Arrangements have been made for Steve Howell, Head of Culture and Sport, Regeneration and Local Services to attend the meeting and deliver a presentation covering the following areas:

- Governance and Approach
- Conservation and Management projects
- Heritage Attraction developments
- Festival and Events
- Cross-cutting initiatives
- Next steps

A copy of the presentation is attached as appendix 2.

### **Recommendations**

- 6 That the Environment and Sustainable OSC and the Economy and Enterprise OSC consider and comment on the information provided in this report and presentation provided at the meeting.
- 7 That the Environment and Sustainable Communities OSC includes in its work programme for 2019/2020 a special meeting to be held at Locomotion to receive a report and presentation detailing progress made together with a tour of Locomotion.

### **Background**

- 8 The 27 September 1825 saw the opening of the Stockton and Darlington Railway with 2025 being the 200<sup>th</sup> year anniversary of this momentous occasion it offers an exciting opportunity for the region and the United Kingdom as a whole to celebrate this world changing event.
- 9 Durham County Council, Darlington Borough Council, and Stockton Borough Council (the three Local Authority areas in which the Stockton and Darlington rail track enters) along with representatives from the National Railway Museum and the Friends of Darlington to Stockton Railway have committed to working together to plan activities and events to mark the 200<sup>th</sup> anniversary of the Stockton and Darlington Railway.

### **Progress to date**

- 10 During 2014 and 2015 the four Local Authorities, namely the Tees Valley Combined Authority, Durham County Council, Stockton

Borough Council and Darlington Borough Council worked together to form a coordinated approach to making more of the region's rail heritage.

- 11 The Councils have forged a strong partnership with other interested stakeholders to deliver an ambitious programme associated with the Stockton and Darlington Railway story and culminating in the celebration of that story in 2025, its 200<sup>th</sup> anniversary.
- 12 The Rail Heritage 2025 Board was formally established in early 2018 and gained recognition for its ambition by successfully applying for Heritage Action Zone status from Historic England. For the sake of clarity the programme developed by the board is known as the Heritage Action Zone programme even though there are elements of that programme outside the core interests of Historic England, running up to 2025
- 13 This report explains the main highlights of those achievements, what the programme is for the next 24 months covering the financial years 2018/19 and 2019/2020 and considers what the longer term commitments may look like up to 2025.
- 14 The report explains the role of the Rail Heritage 2025 Board that has been established with other partners, its governance arrangements and high level programme.

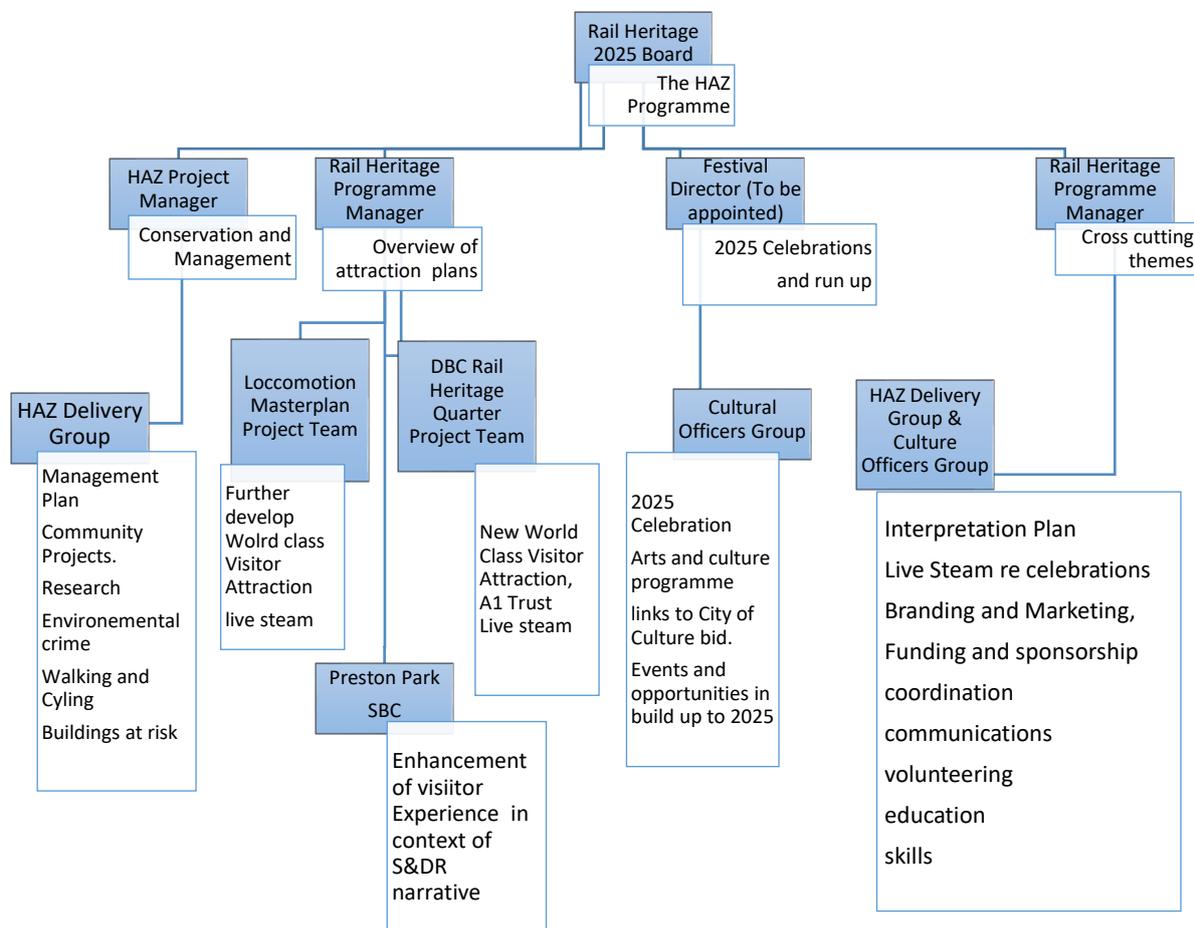
### **The Rail Heritage 2025 Board**

- 15 Significant progress has been made in forming a strong partnership to take the rail heritage and tourism agenda forward. There is strong political support at all of the Local Authorities and a Rail Heritage 2025 Board has been established to oversee the development and execution of tasks.
- 16 Representation at the Board is by Portfolio Holder and Directors / Assistant Directors of the authorities and supported by officers of the TVCA. Importantly the Board includes organisations important in influencing the development and delivery of the programme. The Board has representatives from the following organisations:
  - (a) The A1 Locomotive Trust
  - (b) The Bishop Line
  - (c) Friends of Stockton and Darlington Railway
  - (d) Historic England
  - (e) Hitachi

- (f) LNER
  - (g) Network Rail
  - (h) Northern Rail
  - (i) Science Museum Group (National Railway Museum)
  - (j) Tees Valley Combined Authority
  - (k) Stockton Borough Council
  - (l) Durham County Council
  - (m) Darlington Borough Council
- 17 The Board has agreed a vision and a programme of work that consists of some 43 projects. It has also achieved Heritage Action Zone (HAZ) status for the S&DR in May 2018 that brings advantages in terms of national recognition and credibility from Historic England. A summary of the HAZ Programme will be given in the presentation.
- 18 The HAZ Programme is organised into four work streams. These are:
- (a) Conservation and Management projects
  - (b) Heritage Attraction developments
  - (c) Festival and Events
  - (d) Cross-cutting initiatives
- 19 The governance framework for these work-streams is shown below in figure 1. The Governance organigram illustrates the scope of the programme and its ambition but also the interconnectivity and relationships between the work-streams. The shaded boxes indicate the “who” and the unshaded boxes the work areas, “the what”.
- 20 Members will note that resources have been put in place with support from all of the partners making contributions. In particular TVCA have appointed two officers that are currently focusing on this agenda and have borne the full costs for these posts to date, however, DCC will be contributing from 2019. The Programme Manager is now taking responsibility for the overall coordination of the HAZ Programme and is assisted by a Project Manager, seconded from Darlington, focusing on the cross cutting theme.
- 21 The HAZ Project Manager is in post and is 90% funded by Historic England up to April 2023.

22 Two delivery groups have been established under the board. The HAZ Delivery Group is focused on the physical assets of the S&DR, their conservation, the maintenance and management, the creation of assets for the visitor such as walking and cycling links whilst the Culture Officers group are focusing on the 2025 events. It should be noted that at this time no appointment has been made to a Festival Director as it is considered premature, however, resources from DCC and other partners has been used in commissioning the celebration business case.

**Fig 1 Rail Heritage 2025 Governance**



## **Progress on Cross Cutting Themes**

- 23 The Board is managing a number of cross cutting themes that impact on the whole of the S&DR offer that all partners have agreed to support. This includes considering progress made to date on these matters, any major activity over the next two years and any future resources required to execute those activities.

## **Progress on the S&DR Interpretation Plan**

- 24 The Board has commissioned an Interpretation Plan to be produced that will provide the framework for determining what the “grand narrative” should be, how to tell the stories of the S&DR, which story to tell where and how that might be told. This is a central and fundamental piece of work that will also provide the framework for the development of the tourism offer, branding and promotion. TVCA have commissioned TGCA to complete the work on behalf of the Board. That work should be completed in February 2019.

## **Progress on Branding, Marketing, Communications and Funding**

- 25 Work on branding is to follow from the Interpretation Plan and marketing is not likely to commence in earnest until the different S&DR visitor experience products have been developed and are in place. A range of itineraries for different target audiences will be developed that work both at regional and local destination scales.
- 26 The board has agreed a communication protocol that should help to shape key messages, responses to the press and conversations with potential key sponsors and funders. Again, until the evidence base is delivered in the form of the Grand Narrative, The Visitor Attraction Plans, the Conservation and Management Plan, the funding and sponsorship strategy is difficult to develop.

## **Progress on 2025 Bicentenary Celebrations**

- 27 The Board has also commissioned the development of a strategic framework for the 2025 Bicentenary celebrations. TVCA commissioned this work from Festival and Events International (FEI) and their report was received earlier this year.
- 28 FEI proposes that the core of the festival could be made up of the following activities:
- (a) STEAM Expo; the central celebration event is recommended to take place in either Darlington or Stockton. FEI preferred site is Darlington but further feasibility and logistical work needs to be done.

- (b) Along the Line; a coordinated programme of live steam journeys and attractions and events along key sites and tracks.
  - (c) Heritage commission; a heritage focused commission that will have ongoing life beyond the celebration as an educational resource.
  - (d) SMART programming; a co-ordination of key programming cultural partners and venues in the lead up to and during the celebration.
  - (e) Education and Skills; a specific strand that embeds learning in all aspects of the programme.
- 29 Whilst the Board has signed this work off as a framework there is still significant work needed to develop the products and activities.
- 30 It should also be noted that FEI recommends that to establish the bi-centenary celebration event as an iconic must-visit event, considerable investment in marketing over a sustained period, starting in 2022 will be required. This will build on the overall Marketing and Communication strategy for the larger S&DR Rail Heritage Project.
- 31 They advise the brand set up should begin in 2022. This would be to enable an initial launch announcement 3 years before the celebration around a strong central narrative that will provide the backbone of all strategy, programming, fund-raising, marketing and communications.
- 32 Significant activity in the development of the cultural programme – such as artists’ commissions should be timed to provide focus each September, establishing the anniversary date in people’s minds well in advance.
- 33 That does not mean that activity will not start until 2022 as other development work will progress through the Cultural Officers Group. It does mean that an appointment of a Festival Director or an organisation to lead on the festival can be procured with this timetable in mind.

### **Progress on Visitor Attractions**

- 34 The Board has recognised the overall potential to significantly boost the region as a visitor destination through the S&DR story. Nowhere else in the world can tell the story of where the modern rail system started that was transformational for the globe.
- 35 Creative use of the S&DR assets together with local business and communities can increase the value of that offer and reinforce pride of

place. One context emerging is the creation of a world class heritage attraction based on the development of honey pot sites along the S&DR that can operate at a strategic and local level and that are connected by internationally significant heritage and cycling and walking trails.

- 36 It is also worth underlining that the Board view all of the different components of the S&DR working to complement each other and add value to the whole offer. It is anxious to avoid competition or confusion between the various offers that might be created.
- 37 The three strategic honey pot sites are:
- (a) Locomotion Museum at Shildon where the Science Museum Group are looking to invest to improve its offer and a masterplan has been commissioned.
  - (b) Preston Park in Stockton through which the original track bed runs and which is already a significant asset for visitors and where a review of its offer is underway.
  - (c) North Road Darlington, where the intention is to create a world class visitor attraction around the collection of buildings and land associated with the Head of Steam Site and North Road Station. A Masterplan and Business Plan have been commissioned and consultants are anticipated to complete their work in May 2019.
- 38 Local honey pot sites are being explored along the route of the S&DR. These can include the various Railway Taverns which were effectively the first railway stations in the world. Brusselton Incline and the crossing point at Middleton St George are examples of opportunities for potential community led projects.
- 39 A walking and cycling audit is being procured to create a plan for a network of connected routes from Witton Park through to Stockton. It is intended that this would provide opportunities for people to access and enjoy the corridor though which the S&DR ran whilst connecting to places of interest whether that be rail or other heritage sites or sites of nature conservation interest. Equally the network should provide enhanced travel choices to access other destinations such as local services and employment sites.

### **Future Funding Commitments**

- 40 The Board are currently working to identify the likely shape of commitments over the period up to 2025 and in particular to ensure adequate funding is available over the next two years of the programme. In reality it is hoped that much of the costs can be

resourced from external funding bodies and organisations and the long term costs may represent an underwriting position.

- 41 Project Management resource needs to be maintained over the next two years in order to support the Board's activities. Over the period from 2018 to 2021 TVCA will be covering 54% of these costs, Historic England 27%, Darlington contributing just under 10% and Stockton and Durham each covering just less than 5%.

### **Next Steps**

- 42 There are a number of areas of work that the Board will be seeking to progress over the next 12 months namely:
- a) Agree the resource plan beyond 2019
  - b) Completion of the Interpretation Plan.
  - c) Work with Locomotion on Masterplan for site
  - d) Complete Masterplan for Rail Heritage Quarter Darlington.
  - e) Complete the Access Plan.
  - f) Commenced a number of community led projects
  - g) Commence work on the Management Plan.
  - h) Further develop the bicentenary framework in conjunction with 2025 City of Culture bid.
  - i) Improved communications and news about what is going on and where we are going.

### **Conclusion**

- 43 The programme is still very much in development and feasibility stages and whilst the broad shape and scope of the ambition is emerging it is important to ensure that development and feasibility work can continue and to form deliverable, sustainable and robust projects.
- 44 Overview and Scrutiny Members will be aware of work currently being undertaken and work planned for the bicentenary celebrations of the Stockton and Darlington Railway. It is suggested that the committee includes a further progress update in its 2019/2020 work programme together with a tour of the Locomotion site.

### **Background papers**

- S&D Railway Heritage Action Zone Delivery Plan: 2017

- The S&D Railway: Historic Environment Audit 2016
- S&D Railway Bi-centenary Celebration Event Business Case 2018 (FEI)

### **Other useful documents**

- None

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## **Appendix 1: Implications**

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### **Legal Implications**

Funding and contractual arrangements will need to be put in place for various elements of the programme. Intellectual property rights will be important to secure in terms of merchandising opportunities.

### **Finance**

Not applicable

### **Consultation**

Significant consultation has taken place during the production of the Economic Strategy, Experience Darlington Strategy, Town Centre and Town Centre Fringe Strategies. Further engagement and consultation is planned during the preparation of the Interpretation Plan, The RHQ Masterplan and Business Plan.

### **Equality and Diversity / Public Sector Equality Duty**

The programme and its projects will have regard to equalities considerations. In particular the programme will be conscious about the needs of international visitors.

### **Human Rights**

Not applicable

### **Crime and Disorder**

Not applicable

### **Staffing**

Not applicable

### **Accommodation**

Not applicable

### **Risk**

The programme is very ambitious and complex and therefore carries significant risks not all in the control of the Council.

The management of risk will be a key function of the Board as each of the partners can play a major role in removing or reducing risks.

Risk logs are being maintained both at a strategic level and at project level. Each of the authorities have put in place their own internal governance arrangements. The Managing Director chairs a Culture Group focused on the

delivery of the Experience Strategy and essentially operates a Darlington Board coordinating responses to the agenda. It is served by an Experience Darlington Officer group responsible for executing the actions and tasks. That is now chaired by the newly appointed Head of Culture and Heritage.

Members will note that there are significant gates to be negotiated before commitments are made. Most notably in regard to the RHQ where a compelling and Master Plan and Business case will be key to reducing risk and influencing the decision to proceed.

## **Procurement**

Procurement will be led by the lead organisation for any element of the programme and will be subject to their own procedures together with any public procurement requirements.

# Railway Heritage 2025 Update

Stephen Howell  
Head of Culture & Sport  
Durham County Council

# Content

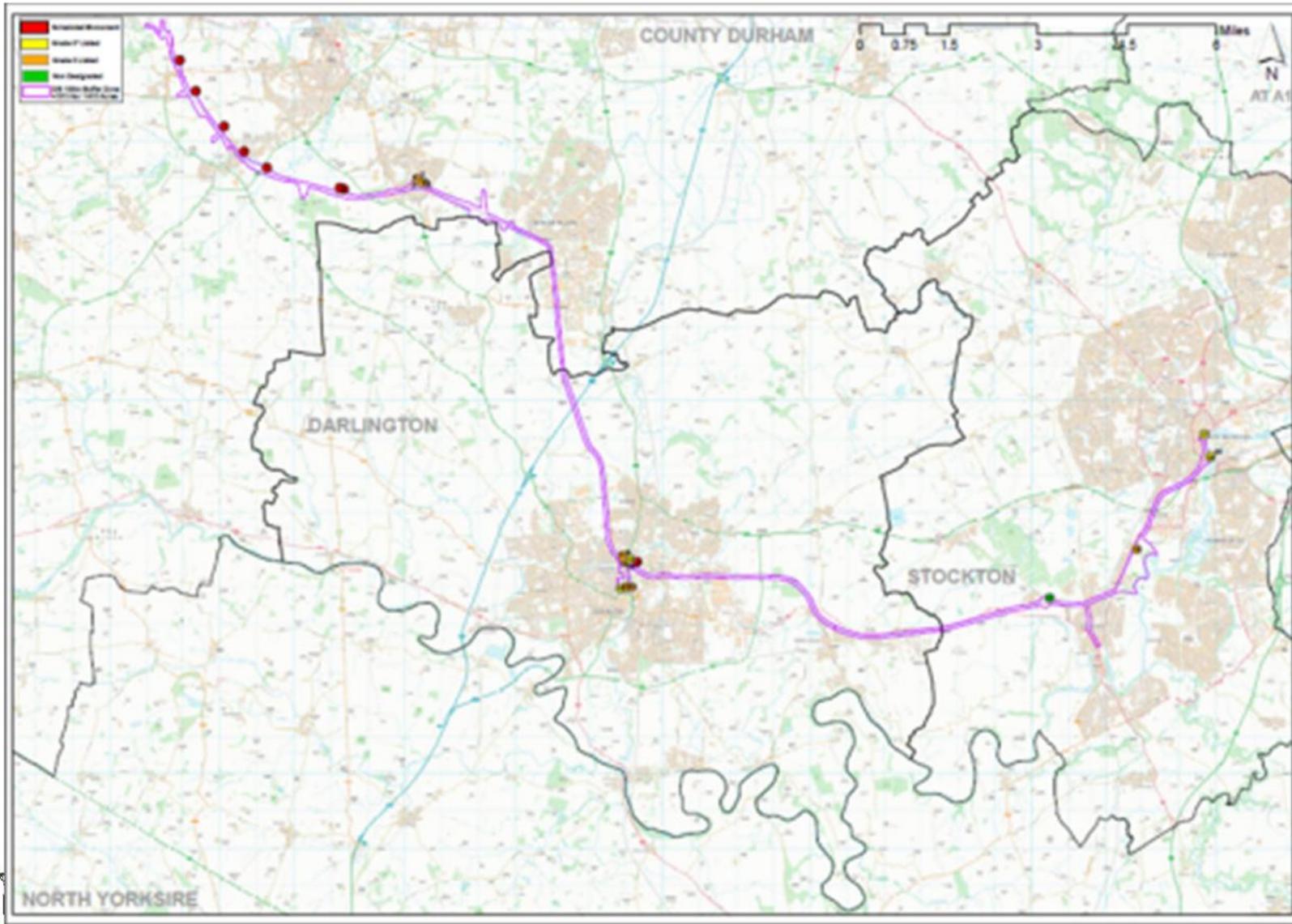
- ) Governance and Approach
- ) Conservation and Management projects
- ) Heritage Attraction developments
- ) Festival and Events
- ) Cross-cutting initiatives
- ) Next steps



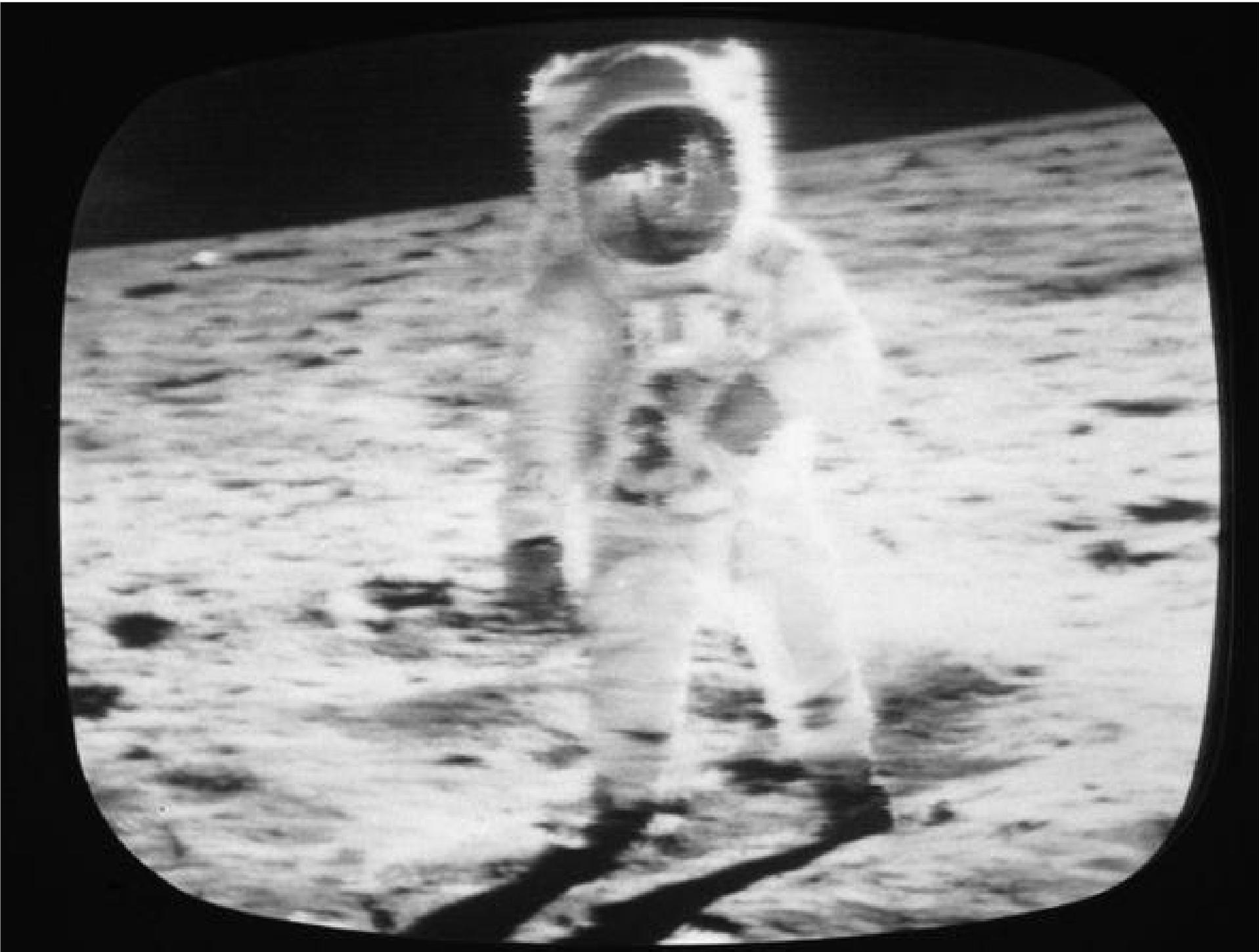
1825



# S&D Railway



DARL



A black and white photograph of an astronaut in a full spacesuit standing on the lunar surface. The astronaut is positioned in the center of the frame, looking towards the camera. The background shows the rugged, cratered terrain of the moon under a dark sky. The entire image is framed within a rounded rectangular border.

“The opening of the S&D Railway  
on the 27<sup>th</sup> Sept 1825 was as an  
important a date in world history as  
20th July 1969 (Holland 2015)



# Approach

- Recognise the LA involvement
- Single governance
- Co-ordination of multiple partners
- Provides a coherent initiative from the many emerging and related projects
- Ensures wider outcomes are achieved

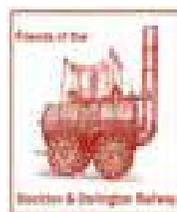


# Vision

*By 2026, the S&DR will be recognised as a world class heritage attraction, having built on its reputation as the birthplace of the modern railways to strengthen and promote a strong cultural offer that provides a distinctive experience for visitors and residents. The world class attraction will boost the economic growth potential of the area in this pioneering approach of using our historic environment to act as a catalyst to drive forward heritage led regeneration while conserving its historic interest.*

# Heritage Board established

- A1 Trust
- Bishopline
- Darlington Borough Council
- Durham County Council
- Friends of the Stockton and Darlington Railway
- Historic England
- Hitachi
- LNER
- Network Rail
- Northern Rail
- Science Museum Group (Locomotion)
- Stockton Borough Council
- Tees Valley Combined Authority

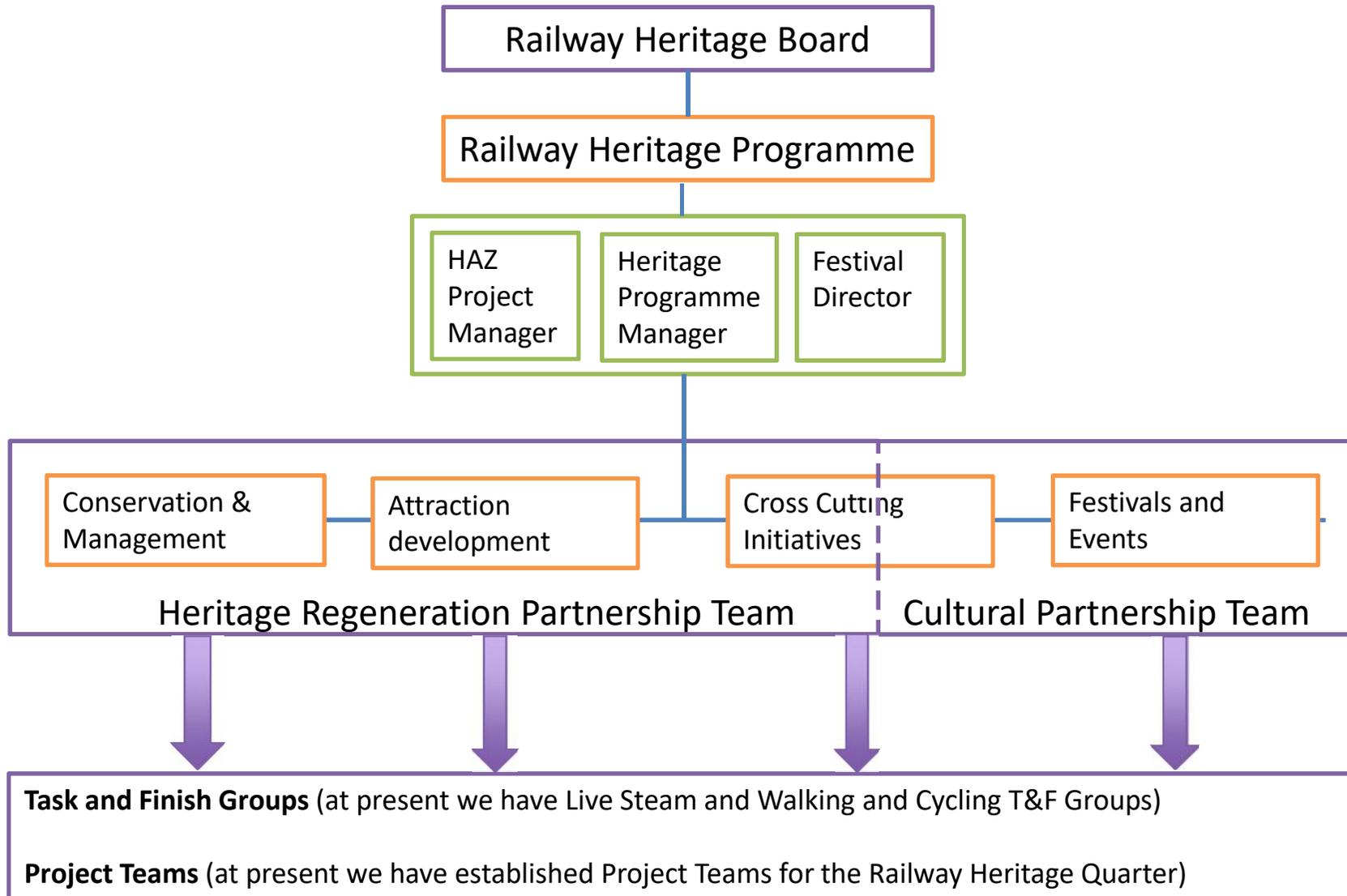


HITACHI  
Inspire the Next



SCIENCE  
MUSEUM  
GROUP





# Focus





# Track-bed & Assets

# What are Heritage **Action** Zones?

- Historic places that have the potential to become focal points for sustainable economic development and community development
- Areas (geographic or thematic) with untapped potential, rich in industrial, rural, cultural or faith heritage
- Often undervalued and underused, or under significant pressure



# Heritage **Action** Zone



**Stockton and  
Darlington Railway  
Heritage Action Zone**  
**Programme and Delivery Plan**  
April 2018  
(version 1)



## Programme covers:

- Background and need
- Vision, aims and objectives
- Partnership team
- Stakeholders and communication
- Projects and delivery methods
- Initial Budget and resources
- Monitoring and evaluation
- Timetable
- Risk log
- Strategic links

Programme submitted to Historic England  
and adopted in **May 2018**

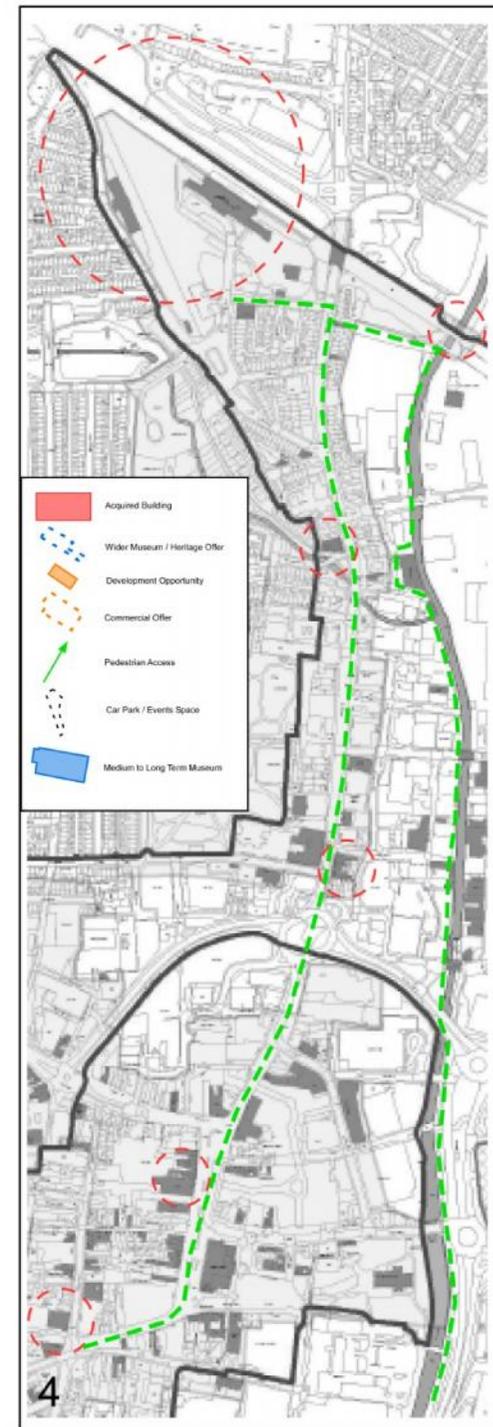
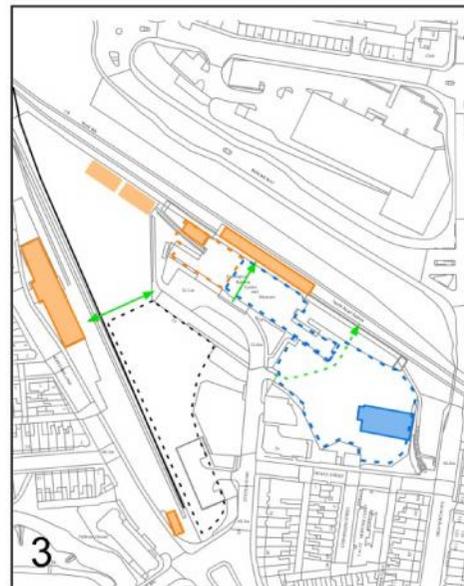
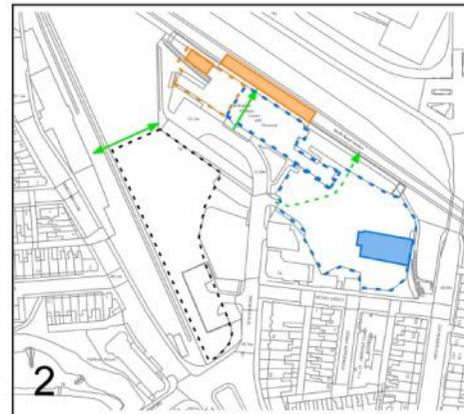
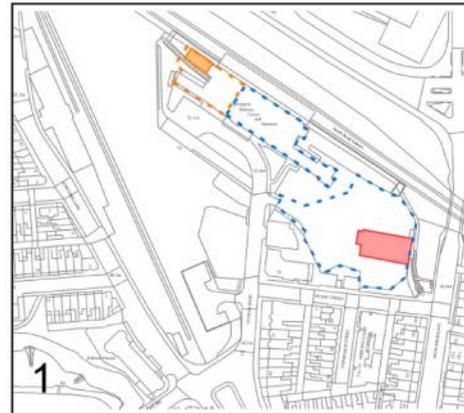
## Aims

- Improve the management and conservation of the S&DR
- Encourage economic growth through development of a world class visitor attraction
- Deliver Festival for bicentenary in 2025
- Increase knowledge and awareness of S&DR, and provide opportunities for volunteering, skills, employment and health



# Opportunities

- The track bed improvements
- Locomotion & NRM
- North Road
- Preston Park.
- St Johns Crossing
- Stockton Quayside
- Banktop Station



Work stream	Themes and projects	Lead	Outcomes
<b>Conservation and Management</b>	Aerial Survey of the line Historic Area Assessments Archaeological Excavations Historic building investigations Access audit Ecology audit Archives review Listing assessments Conservation area appraisals & management strategy Repairs to 'at risk' properties Policy provision in Local Plans Enforcement Action Heritage Crime initiative Housing Renewal	HE HE HE HE DBC, DCC, SBC DBC, DCC, SBC FSDR HE DBC, DCC, SBC HE DBC, DCC, SBC DBC, DCC, SBC DBC, DCC, SBC DBC, DCC, SBC	Better understanding of the line and its associated buildings and structures. Better protection through designation. Repairs to assets at risk, bringing them back into viable use. Improved management. Avoidance of damage and loss to the railway from new development.
<b>Heritage Attraction Development</b>	Collaboration with other regional and national attractions Development of Railway Heritage Quarter in Darlington S&DR Walking and Cycling Trail Development of Locomotion (Science Museum Group), Shildon Live Steam events	All partners  DBC, TVCA FSDR, DBC, DCC, SBC SMG, DCC  TVCA, DBC	Development of a holistic visitor experience – increasing its role as a destination, investing in key locations.
<b>Festivals and Events</b>	2025 Bicentenary Festival 2025 Tees Valley City of Culture	TVCA, DBC, DCC, SBC, FSDR	Extensive programme of events and activities, celebrating the line and its future
<b>Cross Cutting Themes</b>	Community and business engagement Capacity building and skills Interpretation of the line Publicity and branding Protection and management of the active line	All partners    Network Rail	Using conservation as the focus for engagement and training. Increasing awareness and understanding of the Railway, and building a real sense of ownership from local people.

# Projects:

To date, a total of 43 projects have been identified, grouped under four work streams:

- Conservation and Management
- Heritage Attraction Development
- Festivals and Events
- Cross-cutting Initiatives

# Early Progress

- Completed works at Gaunless Accommodation
- Phase One works on the Coal Drops
- Bridge Brusselton Incline.
- Developed Local Plan Policies specific to the S&DR
- Introduced Planning Trigger maps in respect of the HAZ
- Reviewed management of historic assets identified within HAZ boundary
- Cycle Way and Environmental Improvements to Skerne Bridge
- Recognition of the Skerne Bridge in Historic England's publication of 100 places that shaped England.
- Proactive work with the owner of Locomotion No 1 Public House.
- Friends of S&DR achieved Trust status.
- 100<sup>th</sup> anniversary plaque at St John's Crossing recast and re-erected.
- Series of events and guided walks.

# Completed works at Brusselton Incline



DA

# Phase One works on the Coal Drops



# Skerne Bridge Cycleway





Heritage &  
Visitor  
Attractions

# Heritage & Visitor Attractions

- Locomotion Museum at Shildon
- Preston Park in Stockton
- North Road Darlington



# What will success look like?

- World class visitor attraction
- Places where businesses want to be
- Places that attract higher growth businesses
- Places that encourage local people to value their heritage, visit and stay longer
- Places that attract tourists
- Places with a stronger sense of place and wider outcomes



# Celebration



1825 Stockton and Darlington Railwa

# Celebration

- FEI report complete
- Need to refine nature and scope of activities
- Resources and capacity
- Build on existing activity
- Community engagement
- Cultural Partnership Team in place

# Celebration

- STEAM Expo
- Along the Line; a coordinated programme of journeys, attractions and events.
- Heritage commission; a heritage focused commission that will have ongoing life beyond the celebration as an educational resource.
- SMART programming; a co-ordination of key programming cultural partners and venues in the lead up to and during the celebration.
- Education and Skills; a specific strand that embeds learning in all aspects of the programme.





Legacy

# Wider Legacy Impacts

- **Developing skills, nurturing innovation and fostering growth**
  - Employment and apprenticeships
  - supporting commercial creative endeavor.
- **Developing ‘Place’**
  - Attractive place to locate, live and work
  - Heritage assets and environment
- **Improving wellbeing**
- **Improving productivity**
  - academic attainment
  - transferable skills.
  - STEAM subjects
  - further education and community learning



# What Next

# Next 12 Months

- Agree the resource plan beyond 2019
- Completion of the Interpretation Plan.
- Work with Locomotion on Masterplan for site
- Complete Masterplan for Rail Heritage Quarter Darlington.
- Complete the Access Plan.
- Commenced a number of community led projects
- Commence work on the Management Plan.
- Further develop the bicentenary framework in conjunction with 2025 City of Culture bid.
- Improved communications and news about what is going on and where we are going.



# HLF Resilient Heritage Bid:

- Develop governance
- Develop Rail Heritage Development Plan
- Interpretation Strategy for full route
- North Road feasibility
- Marketing and communications

# 2025 Questions



END

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