
thesixtysix

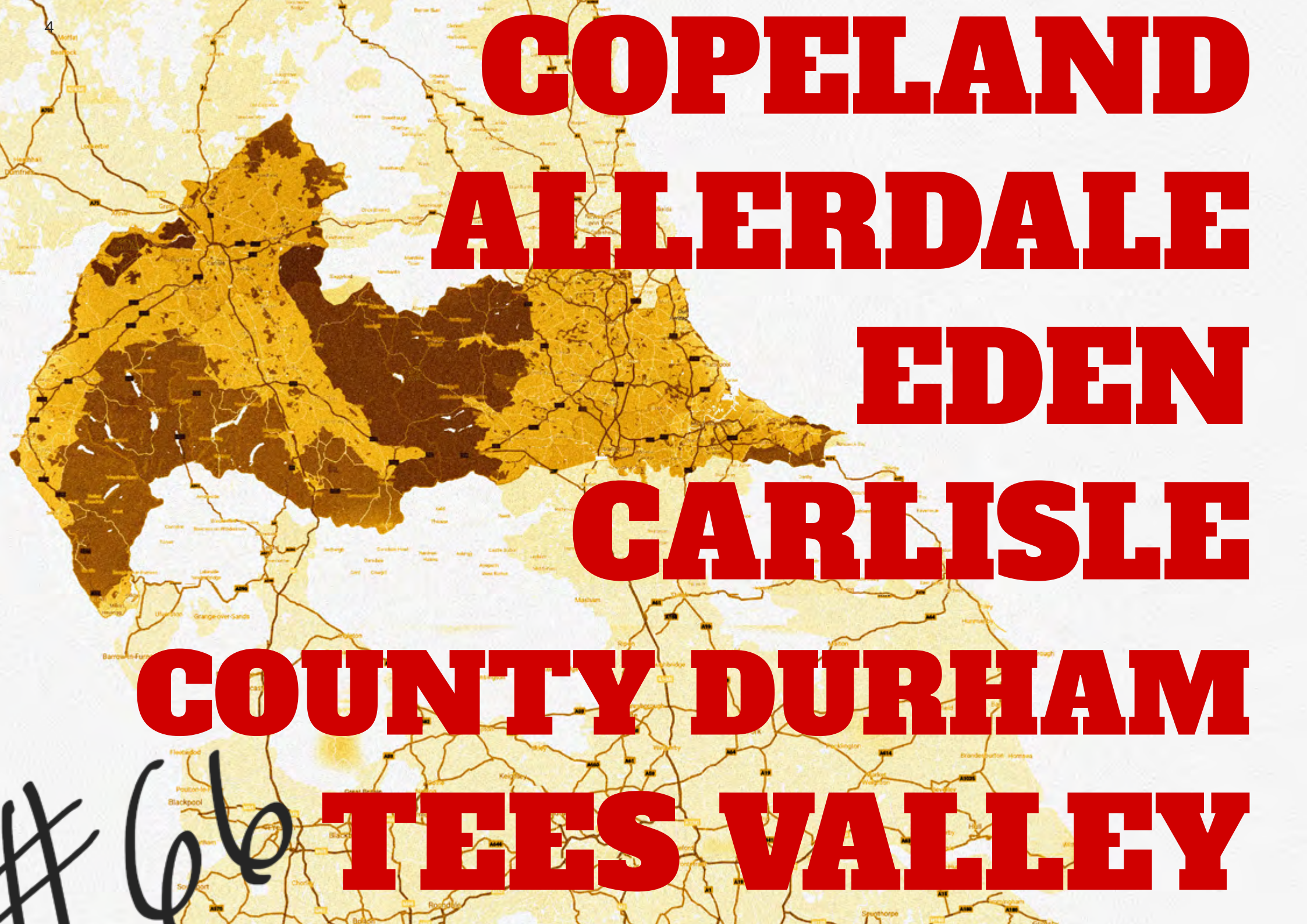

eden arts
Supported using public funding by
ARTS COUNCIL ENGLAND
Durham County Council
Allerdale borough council
Copeland borough council
Eden District Council
TEES VALLEY COMBINED AUTHORITY
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TEES VALLEY COMBINED AUTHORITY

RULE
7

Never do 66 things on your own

The places along the A66 have produced world changing things, led innovations in land use and environment, given the world pioneering people, and it embraces some of the most outstanding coasts and landscape.

think the worlds first railway line and a nuclear power station

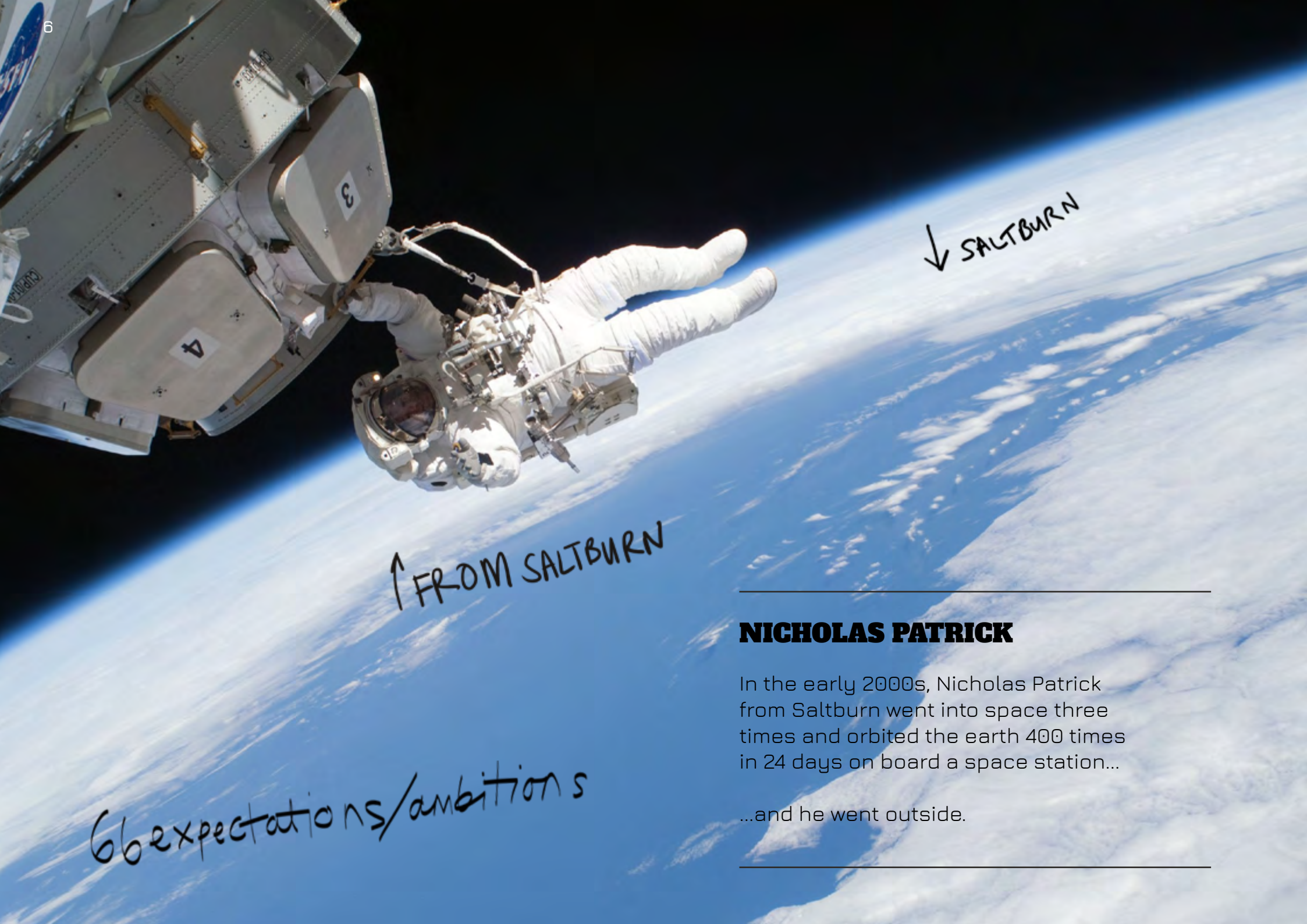

COPELAND
ALLERDALE
EDEN
CARLISLE
COUNTY DURHAM
TEES VALLEY

The #66 is a corridor of land and people across the North of England, running along a line of latitude that connects the east and west coasts from the mouth of the Tees to the Copeland/Allerdale coast surrounding the Whitehaven/Workington areas.

It is roughly defined by the route of the A66 encompassing the districts of Copeland, Allerdale, Carlisle, Eden, County Durham and Tees Valley Combined Authority of Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland and Stockton-on-Tees.

When brought together to work around joint projects and themes as one place the notion of the #66 can be used to develop, promote, improve and unite it for the benefit of all who live in it and visit it.

The core aims of working together can be to better support and develop ambition, prosperity, aspiration, inclusivity, equity, health and wellbeing through working to mutual aims, particularly those that address the needs of the working age population, and especially those under 40.



NICHOLAS PATRICK

In the early 2000s, Nicholas Patrick from Saltburn went into space three times and orbited the earth 400 times in 24 days on board a space station...

...and he went outside.

a few degrees of change

“Vibrancy is rarely contained within individual authority areas, but spreads across traditional boundaries [...] this points to a need to work with place-based partners and other stakeholders to address the issues.”

Grant Thornton, Vibrant Economy Index 2018

TL;DR:
too long didn't read

Short on time? Just read the big stuff

Something that came up in conversation with Jake Berry MP, Minister for the Northern Powerhouse, is the size of Cumbria, County Durham and Tees Valley as compared with the scale (and super-gravity) of bigger urban places like Manchester, Leeds/ Bradford etc.

Separately North Cumbria (327K), Tees Valley (679.6K) and County Durham (538.8K) are smaller and weaker than together (1,545m).

The Minister pointed out that it is not always easy to get the variety of agencies and administrations and councils to work together - and in doing so he was quick to suggest that this would be something that he/the government would be ready and willing to do in response to dynamic ideas such as the #66.

It is when we work together as a region of 1.5m people, across themes that have universal sense and coherence, that we are able to seek greater support for our ideas, to market ourselves more effectively, do bigger things, shift perceptions and make the small but significant few degrees of change that is the difference between 'same old' and 'bright and new'.

The #66 is the culmination of an extensive piece of research, observing, talking, thinking, listening undertaken during 2018/19.

The #66 is about positivity, encouraging the small swing in perception that can move places from being hopeless to hopeful, from seeing only negatives to seeing positives.

This swing in perception doesn't solve everything, but it does give permission to those ——— to solve problems like making

ageing population, skills shortage, social and wellbeing needs.

The #66 is a mantra for working together to help achieve positive change, for inclusivity and problem solving, so that the region defined by the 10 districts within it can benefit and play a leading role in the UK.

BALANCE

Successful places need to be in balance. There is no point in having the best housing if only a certain demographic can afford to live in it. There is no point in just having lots of jobs if the place is dull (like an oil rig). There is no point in having just fantastic scenery if the young are bored by the lack of variety of activity and too many of them leave and don't come back.

Places also have to be in balance in terms of the whole of thier populations. They need to be inclusive so that there are no barriers to participation or being able to be fully part of the community.

The #66 is about BALANCE. Younger and older, urban and rural, progressive and traditional.

everything is connected.

Our two year research into the #66 region has told us that the region is not balanced.

However, the necessary balance is easily achieved by small interventions and adjustments.

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LIVE ABLE

Liveability is the sum of the factors that add up to a community's quality of life—including the built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities.

http://livable.org/about-us/what-is-livability



We must have a balanced community, one where the young(er) feel that they have a future and that their contribution is valued.

Through the workshops and conversations that we have held across the country the major concern that we heard about (and this is not unique to the #66 region) is LIVEABILITY.

For some this may come as a surprise. Many of our places seem perfectly 'LIVEABLE' to us – that is why we live here.

However, the issue is that places are not always universally liveable – that there are absences or problems for particular demographics i.e. they are not balanced for all ages and all people.

In the case of the #66 the single clearest issue is with the LIVEABILITY of the region for those aged under 35/40 - the 'millennials' and younger.

This issue manifests differently in different parts of the #66. In some parts it is about a dearth of younger people - literally not enough of them to do the jobs that exist[1]; in others it is about not having enough jobs; in others it is about skills and training and quality of opportunity[2].

1 As identified in the Cumbria LEP Local Industrial Strategy "a looming workforce deficit of over 20,000 people emerging over the next 10 to 15 years or so. This would be of an intensity and scale unique in England." Durham County Council's A Vision for County Durham for 2035 identifies an aging population as an issue that needs addressing.

2 TVCA Local Industrial Strategy identifies that achievement and participation in academic education is lower than average. Employment in Tees Valley is low, with 68% of residents in employment. North East LEP Strategic Economic Plan states that the North East (incl. Durham) has fewer employment opportunities compared to other parts of the UK and needs to improve the quality of jobs. Cumbria LEP Local Industrial Strategy also states the proportion of Cumbrian students, who leave for study and do not return is higher than average.

There is also a perception vs. reality gap that needs to be addressed. Tees Valley identified that external perceptions of the area are influenced by the industrial past and do not reflect realities of life in many parts of The Tees Valley[3].

Lord Heseltine, in his independent review of Tees Valley in 2016, Tees Valley: Opportunity Unlimited, stated that: "Too little is made of these assets, and as such the Tees Valley remains a well-kept secret, rather than a place that draws visitors from the UK and abroad and a place which can attract inward migration and skills from other parts of the country and internationally."

3 TVCA Local Industrial Strategy

There are issues of perception around parts of West and North Cumbria and Durham, too. Some stakeholders feel that they are 'forgotten lands'.

We must also work together collectively to reposition and strengthen the region's place-based proposition.

The #66 proposition is about addressing the issues of perception, reality and seeking to subtly tilt the balance. Without a balanced community with both the young and the old(er) there are inevitable issues with recruitment, dynamism, entrepreneurship, and skills. In the health and wellbeing sectors, there are real issues with recruiting enough health and social care professionals - the very people that an ageing population need.

The crisis of imbalance is one that impacts all.

quartier de la création
Nantes, France

Nantes is a city which has put culture at its heart for over 20 years. Le Voyage à Nantes manages the promotion of Nantes' cultural offering and produces its own programme with a cultural trail stretching across the whole metropolis each year.

Culture is a key driver for local authorities and is included across many development policies such as ecology, urbanism and tourism, which has greatly contributed to the success of the area.[1]

1 see full case study at www.the66.club/66visioncasestudies

THIS!

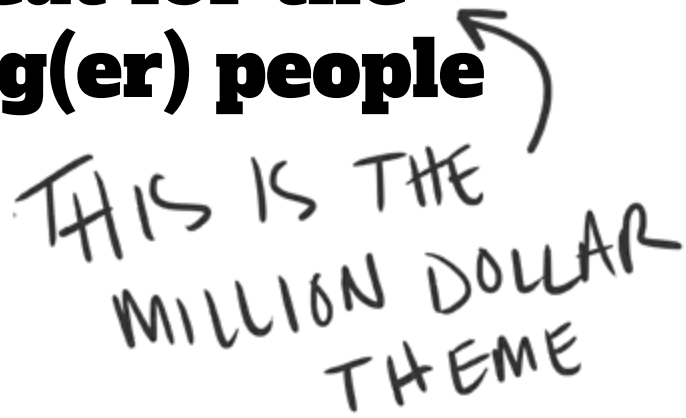
CASE STUDY: REGÉNERATION




Nikon
animator
astronaut
designer
plumber
artist
gardener
physicist
DJ
?!

MILLENIALS AND POST MILLENNIAL GENERATION

making it great for the young(er) people



It encapsulates the desire to ensure that 'younger' people (millennials and under 40s) continue to wish to live in and prosper and invigorate the region. It's about how they live, where they live, what sort of jobs they have, being up to date. It's about a thriving liveable region.

There are grave concerns that the graph is dipping, i.e. that there is an ageing population and that 'new' jobs are not being provided quickly enough. The desire is not just that younger people stay in the region, but that it becomes THE place to live for those from elsewhere.

The potential is great, but issues have to be addressed as they are real - parts of the Tees Valley suffer high youth unemployment and low aspirational attainment, Cumbria is facing a dearth of working age population to fill its jobs; we need to increase aspirations of our young people. All of these issues must be faced up to - now.

Across all of the #66 themes – millennials, culture, sustainability, digital education, environment - there is a need for a shift not a wide scale departure on a new course. We need to change direction by a few degrees not by 180.

nurture and develop our home grown talent



Young Cumbrian Artist of the Year Exhibition
at University of Cumbria

Does corporate and public decision making have the desire to be liveable for the young at its centre?



The question has to be asked. And then asked again and again.


TAIL
DEVELOP


ENT
PMENT

all these things where I grew up



K.O.G & THE ZONGO BRIGADE AT
THE WINTER DROVING, PENRITH 2019

CULTURAL

If a place is to be successful, healthy, and prosperous it must be culturally rich



Middlesbrough Mela

'Cultural' means a wide range of things - arts, sports, heritage, food, natural assets.

CULTURAL MEANS A WIDE RANGE OF THINGS

Culture is how we live, it is what defines a place and people. Some of these things are already there - local folklore and place-defining scenery for example.

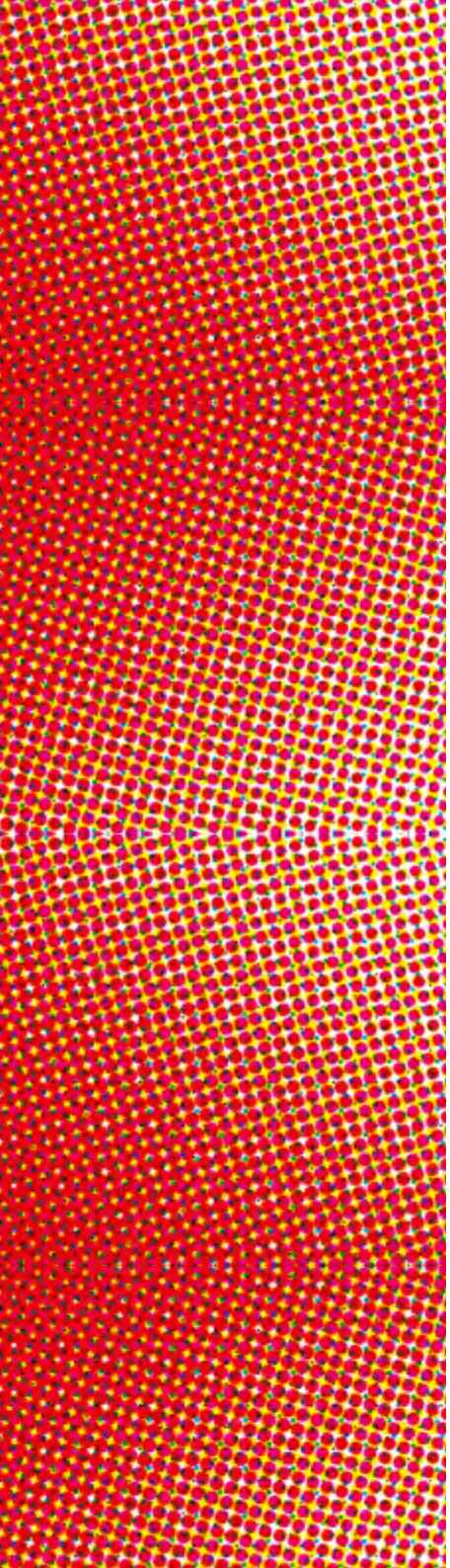
For places to be stand-out and appeal to a broad demographic they must also have - and be seen to have - new and aspirant things. Bright, go ahead things like festivals and activities that encompass both the spectacular such as Durham Lumiere, the contemporary and outstanding such as MIMA and Locomotion, and the rooted and progressive such as the Festival of Thrift, Stockton International Riverside Festival (SIRF), Winter Droving and Kendal Calling.

These things and others already exist along the #66 - but our cup doesn't overflow with the progressive and contemporary - too often we hear that this is something we lack and don't 'compete' with urban centres like Manchester.

The fact is that for our demographic scale we are doing pretty well but we can do more and better. Greater Manchester is huge by comparison, at 2.8m it has approximately twice the number of inhabitants as the #66.

BE CONTEMPORARY & OUTSTANDING

The Manchester demographic and geography is different and not something we should even try to mimic - but the aspiration is something that we can seek to learn from, as is the desire to work together on a bigger scale and to market that intent.



Grow your own!

Just as we have to commit to a low carbon circular industrial economy (we will get to that...) we also have to commit to a circular cultural economy.

The #66 region does not overflow with a huge amount of producing companies or organisations

We import a lot of our art and culture into the region. The desire to bring great art and culture here is not a bad thing, but we need to make sure that we create high quality 'in-region' cultural production; from grassroots community participation and creation, right through to excellent talent development and incubation programmes. We must provide support and nurture producing companies so that they can grow and become regionally, nationally and internationally recognised.

Cultural education, incubation and production must be interconnected. Local Authorities, Further Education, Higher Eduction and the creative and cultural sector must work together to achieve this - a circular economy of culture where excellence breeds excellence.

The #66 region must continue to desire to be the best and become known as a hotbed of creative and cultural production/ activity. Outdoor arts and work in the landscape should be a focus and USP, given the expertise that already resides in the region.

Cultural initiatives have become one of the main agents for change in society

Auckland Tower, Bishop Auckland



21 Balancoires, Daily Tous Les Jours

CASE STUDY: REGENERATION



The 21 Balancoires (21 Swings) were situated in an abandoned piece of land in Montreal and transformed what was a disused transition space between two districts into a public meeting place. It was important to keep the area publicly accessible (by the central bus station) but was cold, desolate and an unwelcoming and potentially dangerous place for people especially at night - impacting on public transport use.

The swings bring together people of all ages and backgrounds, and create a place for playing and exchanging in the middle of the city centre, giving people a sense of ownership of the public space.

The award winning 21 Balancoires is an urban scale collective instrument consisting of a series of 21 musical swings. When in motion, each swing triggers different notes and at night they illuminate. When used all together, the swings compose a musical piece, melodies emerge only through cooperation[1].

1 see full case study at www.the66.club/66visioncasestudies

In 2018/19, the average investment from Arts Council England (ACE) per head of population across the #66 region (Allerdale, Copeland, Carlisle, Eden, County Durham, Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland, and Stockton on Tees) was £6.22, compared to the average across England of £10.58.

The highest spend per head was £13.83 in Allerdale (primarily due to Theatre by the Lake) and the lowest was £1.18 in Redcar and Cleveland (which has no NPOs). In Hartlepool in 2017/18 investment per head was 0.30p and £0 in 2014/15.

This compares, in 2018/19 to £14.89 in South Lakeland, £37.49 in Newcastle upon Tyne and £48.62 in the City of Manchester.

There are 18 Arts Council National Portfolio Organisations across the #66 region, i.e. regularly funded by Arts Council England over a period of 4 years, 2018 - 2022 (both Redcar & Cleveland and Hartlepool have no NPOs).



"Cultural investment and cultural workers influence the attractiveness of places (cities and regions), the spirit and morale of people, as well as being the focus of policies, whether social cohesion, entrepreneurship, wellbeing, or investment. This influence is largely unknown because such initiatives are rarely branded as cultural. They are often piloted by development or economic agencies as part of innovation programmes, often in the social field or as part of urban regeneration [...]
In addition, cultural stakeholders often are not aware of, or do not claim credit for such transformation because they are still relegated to the traditional edges of cultural policy – public subsidy for the arts."

Future Creative Cities: Why culture is a smart investment in cities, December 2017, Culture for Cities and Regions.

How can we help ACE invest more in the #66 Region?


CARLISLE
DURHAM
HARTLEPOOL?
Marc Quinn
Grayson Perry
Katerina Seda
Joana Vasconcelos
Tania Bruguera
COMING SOON
GRAYSON PERRY
KABOOM
WAHEYY!

barcelona art factories

Barcelona, Spain

CASE STUDY

Barcelona's city council has transformed disused factories and public spaces into artistic powerhouses fostering innovation and creativity as well as promoting cultural activities within the community.

The project promotes artistic hybridisation and helps artists to experience different fields, such as photography, dance, theatre etc. through a range of facilities specialising in just one discipline or multi-use, covering 30,000sqm. Experts and beginners alike are able to develop their talent and express their creativity. The facilities also offer activities for the local communities and welcome international artists that wish to live this experience.

The council allows local institutions and civil society to run the factories autonomously. The groups are completely responsible for the development, sustainability and structure of each facility. Barcelona city council finances 70% of the project, with private partnerships, national funds and EU funds financing the remainder.[1]

1 see full case study at www.the66.club/66visioncasestudies




WHITEHAVEN
BISHOP AUCKLAND
WORKINGTON
HARTLEPOOL
DEVELOP SPACES FOR
CREATIVE HOMEGROWN
TALENT TO THRIVE
SPIKE ISLAND
HAVEN
SPIKEISLAND, BRISTOL


BRING MORE WORLD CLASS ARTS TO THE REGION
DURHAM LUMIERE
KAMCHATKA, BARCELONA AT WINTER DROVING AND STOCKTON INTERNATIONAL RIVERSIDE FESTIVAL IN 2019



UiTPAS
Aalst, Belgium

Developed as a tool to help impoverished families living in Aalst to access social and cultural offers, the UiTPAS rewards locals with loyalty card points, discounts and offers through participating in cultural or sporting activity. While anyone living in the locality can get a pass, only households in financial difficulty qualify for 80% discounts at cultural institutions.

The data collected from pass users is then used to make decisions on locations of new cultural activity and marketing. [1]

1 see full case study at www.the66.club/66visioncasestudies




DIGI
TA
L

NEVERMIND 'WORKINGTON MAN' WHAT ABOUT WORKINGTON GIRL AND HER DIGITAL FUTURE?

"We need to develop the digital talent of the future, this is the biggest barrier for growth for businesses."
Lindsay Robinson,
Digital City, Teesside University

We heard a lot about the desire to be 'digital' in our consultation workshops. We interpret this as a desire not to miss out on progressive tech and fin-tech developments. This can embrace new business start-ups, the pursuit and development of new digital developments in AI, VR and AR, the encouragement of digital business to come to the region, education, gaming etc.

The desire to be digital is the desire to be up to date. The #66 region won't achieve this desire without investment in our children and young people's cultural capital.

We need to ensure that our children in the #66 region have high aspirations so that the 10 year old girl in west coast Cumbria or the 12 year old boy in rural Pennines can believe they can gain the skills they need to become a digital animator, programmer, entrepreneur or digital leader.



Boho X Proposal, Middlesbrough

At the time of writing Middlesbrough Mayor Andy Preston has created a £250m plan to create Boho X, a digital skyscraper for tech companies, alongside two residential towers, a gym, café, 20-seat cinema, 200-seat lecture theatre and 750-seat events space. Middlesbrough already has Boho Zone, a creative quarter for Middlesbrough's thriving digital media and technology companies such as Animmersion and Double Eleven. Tees Valley has internationally and nationally significant tech companies such as Cubic and Visualsoft.

Teesside University has been ranked 3rd in the UK, 8th in Europe, and 19th globally for animation.

NESTA identified Middlesbrough and Stockton as a creative cluster[1], the only one in the #66 region.

NESTA identified Middlesbrough and Stockton as a creative cluster[1], the only one in the #66 region.

TVCA Industrial Strategy highlights that the average digital worker in Tees Valley generates £103,050 of GVA per annum, making the sector 10% more productive than at the national level and one of the most productive parts of the local economy[2].

Digital City supports start-ups and SME's. They have had a direct impact on the creation of 286 businesses, 700 jobs, supported over 650 core digital and creative businesses, and over 100 in the wider SME market[3].

1 https://www.nesta.org.uk/report/the-geography-of-creativity-in-theuk/
2 TVCA Local Industrial Strategy
3 https://thedigitalcity.com/

Teesside University hosts Animex, International Festival of Animation and Games[1] which leads a highly successful European Social Fund Digital Skills for Growth programme[2].

However in Cumbria: “We have a low share in the most highly productive service sectors (IT/digital and financial services) [...]There is a particularly low business start-up rate in Cumbria; indeed the county was one of the few areas in England where business births were exceeded by deaths in 2016[3].

So the obvious thing is for the #66 to become a mechanism for exchange and sharing the digital ambition across the #66 region through extending the Teesside model and programmes.

Sometimes the thing to do is just obvious!

1 https://animex.tees.ac.uk/
2 https://www.tees.ac.uk/sections/business/training/digital_skills.cfm
3 Cumbria LEP Industrial Strategy 2019



CREATING A DIGITAL FUTURE

Raising aspirations and increasing understanding of the world of work improves pupil engagement, raises achievement and has long term positive economic impact on each child (as evidenced by the Careers and Enterprise Company[1]).

Furthermore, it offers greater likelihood of social mobility and breaking the chain of familial unemployment. The growing evidence also strongly indicates that getting this right starts in primary school and needs to be continued effectively through to secondary school. This is not about traditional 'careers advice'; this is focussed on developing Cultural Capital.

We do not need to start from scratch, it is already happening.

Children are inspired by the augmented reality company that is up the road from their school, meeting coders, cybercrime fighters, world-leading animators from Disney Pixar; training up teachers to teach music through computing, math through coding and games design, creativity and art through 3d animation, geography via virtual and augmented reality.... by inspiring, showing that it is possible and gaining the skills needed to enter that career pathway.

1 https://www.careersandenterprise.co.uk/

Just as with culture we do not need to start from scratch. There are skills in the region.

Spark Tees Valley specialise in developing cultural capital for children in the Tees Valley and have supported almost 50,000 pupils over the last 5 years[2]. Over in West Cumbria Energus Cyberlab is leading the way in the war against cyber-crime through the delivery of their extensive Cyber Security apprenticeship & STEM training programmes[3].

Through the innovation project Creative Fuse, academics have worked alongside industry, cultural organisations, charities and the public sector based in the Tees Valley and Durham to explore how creative, digital and IT firms can have a sustainable future in the region adding value to the region's broader employment base[4]. Animex Festival exists and wishes to spread its wings further...

Connecting all this up is how the 10 year old girl form Workington becomes inspired to be a digital animator, or the lad from Redcar to be a digital entrepreneur, the kid from Peterlee to be a coder, the lass from Bishop Auckland to think the sky is the limit. And what we get back is digital business development here.

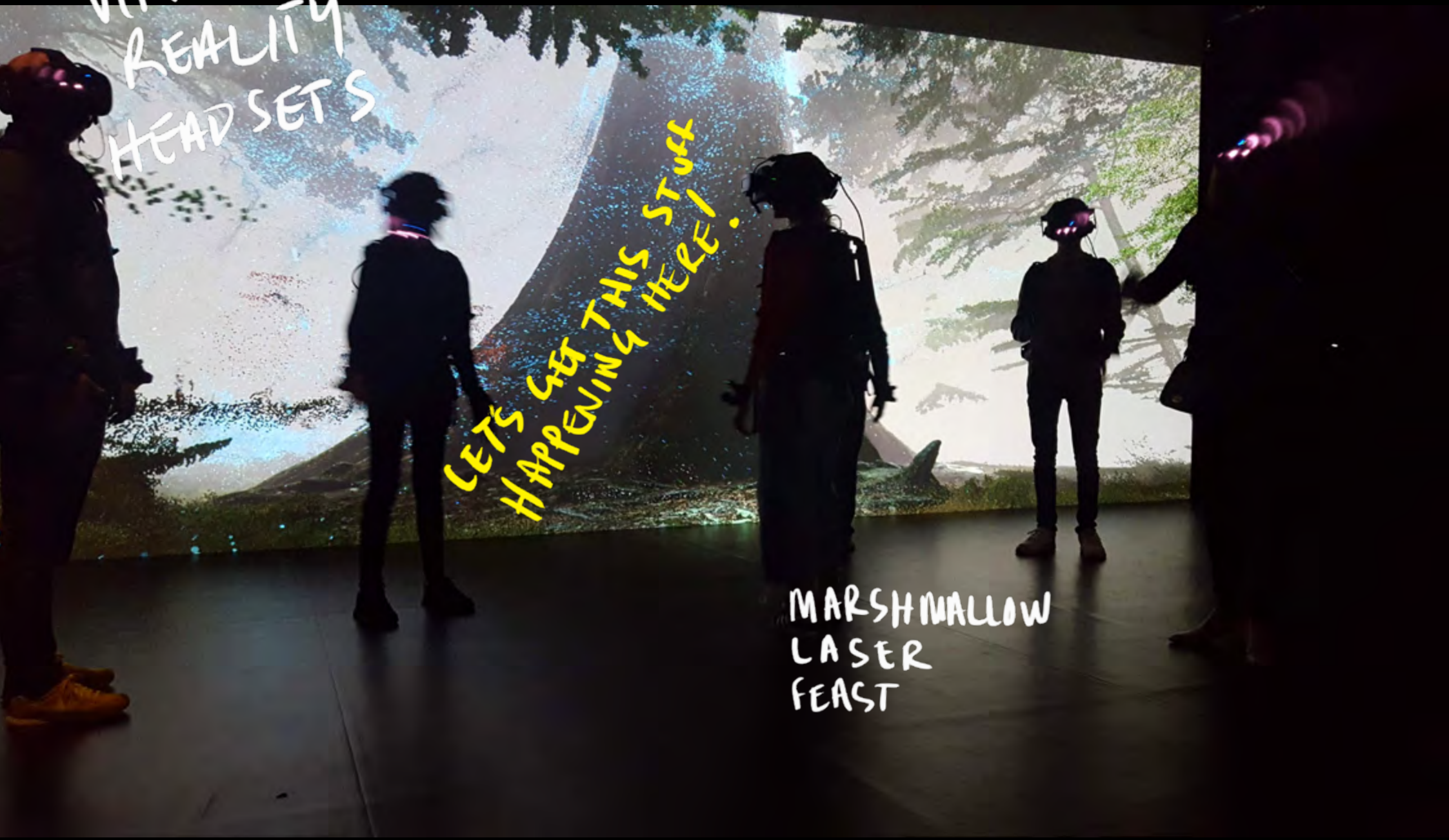
2 https://sparkteesvalley.com/
3 https://www.energus.co.uk/spaces/cyber-lab/
4 http://www.creativefusene.org.uk/

“We have a low share in the most highly productive service sectors (IT/digital and financial services) [...] There is a particularly low business start-up rate in Cumbria; indeed the county was one of the few areas in England where business births were exceeded by deaths in 2016.”[1]

If every child across the #66 region has increased their cultural capital this will make a significant impact on tackling low aspiration and barriers for business growth.

It will enable the region to have more home-grown start-ups, entrepreneurs and a diverse set of highly skilled people thriving in digitally and technologically up-to-date businesses.

1 Cumbria LEP Industrial Strategy 2019



We Live in an Ocean of Air,
Saatchi Gallery, 2019

“It is critical that businesses and organisations seek opportunities and ideas from outside Cumbria by networking and collaboration given that the scope for local collaboration either with other businesses or centres of R&D is limited.”

Cumbria LEP Local Industrial Strategy


augmented
Reality
PENRITH BUILDING SOCIETY
ENRITH BUILDING SOCIETY


THIS
IS
MEMORY
2022

ENVIRON
MENTAND
SUSTAIN
ABILITY



Watchtree Nature Reserve, Carlisle

If we disregard the desire to improve our environment, to live in more sustainable ways, to eat better and to live better on a local and global scale, we may as well forget any desire to meet the needs of the young and ensure that we are - and are seen to be - a leader in innovative thinking and living. Both the global issue of climate change and the local issues of environment are high on the agenda for the millennial and post millennial generation - to ignore this would be nonsensical.

WITH OUR ENVIRONMENT AND ENERGY DEVELOPMENTS WHY DON'T WE START TO THINK OF THIS AS THE GREEN PLACE?

EMMA PORTER, ARUP & STORY HOMES

However, the region is well placed to lay down its credentials and to develop its leadership role in sustainable living.

The #66 is already an extraordinarily green place with its natural assets in both landscape and seascape. The region includes three National Parks, an Area of Outstanding Natural Beauty, two UNESCO World Heritage Sites, and a UNESCO Global Geopark. Cumbria has been named the most biodiverse place in England and it also has many sites and features designated for their conservation interest and importance. These are national assets that can add great value to local and regional communities and economies and which need to be at the heart of action for addressing nature recovery and the climate crisis.



STRANDBEESTS, THEO JANSEN

There are a number of schemes which already exist to forward the region's environmental ambitions:

- Local Authority commitments to reducing carbon usage and becoming zero carbon by 2050
- Having leading non-carbon energy production on both energy coasts
- Huge wind farms on the west coast of Cumbria and Tees Valley producing 50% of the UK's Hydrogen (the newly developing green fuel)
- Durham University's Energy Institute which is supporting and producing cutting edge energy research
- Cumbria Action for Sustainability's work to help businesses, communities and individuals to reduce their carbon footprint
- Tees Valley's commitment to become a high value, low carbon, diverse and inclusive economy (with a goal by 2026 to become England's demonstration region for the circular economy)

There is only a short step to developing and describing the region as THE GREEN PLACE. The #66 is only degrees away from being the exemplar. The opportunity is there.

By building on this and applying it to planning, transport and housing, the #66 region can and should become the place to live for the millennial generation and beyond.



superkilen, denmark

CASE STUDY

Superkilen is a half a mile long urban space wedging through one of the most ethnically diverse and socially challenged neighbourhoods in Denmark.

It has one overarching idea that it is conceived as a giant exhibition of urban best practice – a sort of collection of global found objects that come from 60 different nationalities of the people inhabiting the area surrounding it. Ranging from exercise gear from Muscle Beach LA to sewage drains from Israel, palm trees from China and neon signs from Qatar and Russia. Each object is accompanied by a small stainless plate inlaid in the ground describing the object, what it is and where it is from – in Danish and in the language(s) of its origin. A sort of surrealist collection of global urban diversity that in fact reflects the true nature of the local neighbourhood – rather than perpetuating a petrified image of homogenous Denmark.[1]

1 see full case study at www.the66.club/66visioncasestudies

Eco Tourism



FELL PONY ADVENTURES, CUMBRIA

SUSTAINABLE TOURISM

Overall, over 84m people visited Cumbria, Durham, and Tees Valley in 2017, generating over £4.7b in tourism revenue. Roughly 400,000 people are employed in the tourism industry, in 58,500 FTEs along the A66.

The #66 purpose is to support the development of a sustainable tourism economy in places that recognise they need to innovate and build confidence if they are to be viable and future-proof, places that are not on the mainstream tourism map, but that can be relatively easily reached and explored. In particular it is to be an attractor for younger people –

to develop a tourism that is delivered by younger people for younger people

to encourage visits, jobs, inward investment and skill retention (and to understand and promote the connections between those activities).

Despite the lack of singular political governance, strategic partners see the value of working collectively across the A66 West-East axis to tackle shared challenges at a more macro level. Whilst the #66 project cannot tackle these issues directly, it is an expression of placemaking confidence, innovation and ambition, and it can develop and deliver projects that will incrementally build local capacity across the region. This is localism, spanning over 100 miles, but connected coast to coast – multi-localism that can magnify and accelerate sustainable progress through shared best practice. There is an opportunity to be a pathfinder region for creating the connected, circular economies within a given geography, to cohere rural and urban communities post-Brexit, post Covid, rebuild the workforce (notably in tourism) and welcome visitors to existing and new tourism experiences.

SUSTAINABLE TRANSPORT

Issues of connectivity were raised over and over again. Affordable and sustainable transport is a key element to making a place liveable and visitable, allowing a flow of people across the region and, for example, between the polycentric nature of Tees Valley, connections between rural Cumbria and its towns, and the city of Carlisle.

A small degree of change would make a big difference. The proposed dualling of the A66 would improve journey times; however, there is currently no public transport that runs along the A66 to connect both sides of the Pennines.

DARLINGTON - PENRITH (58MILES)

by road: 1h 7m
by public transport: 3h 56m
via Newcastle & Carlisle

PENRITH - REDCAR (85MILES)

by road: 1h 39m
by public transport: 4h 45m
via Carlise & Newcastle

MIDDLESBROUGH - WHITEHAVEN (117MILES)

by road: 2h 28m
by public transport: 4h 30m
via Carlise & Newcastle



Accessing nightlife, cultural events, evening concerts etc. in the nearest cities like Newcastle or Carlisle is also very difficult or not possible via public transport without an overnight stay. (There is no train from Carlisle to Penrith on a Saturday after 7.30pm or from Newcastle to Stockton-on-Tees after 9.45pm.)

TEESSIDE - ALICANTE BY PLANE (2000KM) = 2h 55m

TEESSIDE - CUMBRIA BY PUBLIC TRANSPORT (100KM) = 4h+


ZERO EMISSIONS
SARTA
H2O

The Tees Valley produces more than half of the UK's hydrogen

WHY HYDROGEN?

A resource that is currently stored in caverns before being transported out of the region to other areas across the country.

Figures from a draft report commissioned by the Tees Valley Combined Authority and produced by KPMG suggest that exploiting the opportunities of the hydrogen economy could add up to £7billion to the region's economy by 2050, with the creation of as many as 1,000 jobs[1].

A report by Arup in 2018 also suggested "Focus should be on early wins and adopting low regret solutions such as hydrogen use in transport in particular within public transport and return-to-base fleets. This will build confidence, experience and a supply chain needed to tackle more complex challenges such as using hydrogen for heating [...] We should capture the value of hydrogen that is currently being wasted."[2]

1 Press Release: Tees Valley Wins £1.3million Project To Bring Hydrogen Vehicles To The Region, February 2020

2 Future of Energy: The Hydrogen Economy in 2035, December 2018, ARUP

COMMUNITY WELL BEING



"Cumbria benefits from particularly strong social capital - the glue that binds our communities and helps in the delivery of important services... There is a strong sense of 'belonging' in many of our local areas. This is of course not universal and there are real challenges in some of our communities, nevertheless this sense of community, strong base of willing volunteers and potential support activity that is not measured by GVA is a real strength to build upon."[1]

1 Cumbria Local Industrial Strategy - Cumbria LEP March 2019

There are thriving community and voluntary run cultural, heritage, social, and environmental initiatives across the #66 region including Highlights Rural Touring, Cine North Community Cinema programme, Northern Heartlands, East Durham Creates, Cumbria Action for Sustainability, Beyond Housing, Plastic Free Cumbria and ReFUSE pop up cafe Durham to name but a few. There are a vast network of village halls and community centres across the region providing much needed activity and support. They are keeping particularly rural communities vibrant especially where village shops, schools and local pubs are closed.

Throughout the consultation people from all areas of the #66 region told us of the tightly knit communities in the #66 region which have strong identities and heritage. They also spoke of mistrust of 'schemes', of being 'done to' and of having hopes raised only for a scheme to disappear again.

We must ensure that communities are well served and involved as collaborators, co-authors and co-designers in the creation and delivery of new programmes of activity in their locality. We must also ensure that marginalised voices are heard and inclusion is at the heart of any #66 programme or project.

This work will build on the expertise of existing organisations within the region, ensure that residents genuinely engage with and inform #66 planning and projects, and that all areas of the #66 programme speak to and improve the liveability of the region for post millennials/under 40s.



CASE STUDY

musée passager

Île de France

Musée Passager was a travelling museum, which 'popped up' in locations in the Parisian suburbs and beyond, bringing a cultural centre to villages and towns. The museum showcased local, regional and international artist works, highlighted local artist events, and became a social space in the communities during its time there. [1]

1 see full case study at www.the66.club/66visioncasestudies



Cine North,
Community Cinemas in over 60 venues

WARSAW IN FLOWERS



Now in its 37th edition, the Warsaw in Flowers festival engages citizens, promotes ecology and social integration, and gives the community an active role in city life. Inhabitants not only grow flowers on their balconies, but have also founded new street squares and greens, adopted verges and community spaces.[1]

In 2014, participation grew from 150 to 300 (25% of these being young people). The festival is curated by artists, and uses a social and participatory focus to help cross-generational learning and innovation. The latest edition of the festival included the giving out of 500 flowers and thousands of seeds, workshops and 'growing tip' surgeries, and numerous prizes throughout July.

1 see full case study at www.the66.club/66visioncasestudies





Middlesbrough Mela

DIVERSITY & INCLUSION



Apropra Cultura, Catalonia

CASE STUDY

apropa cultura

Catalonia

Apropa Cultura works between social intervention agencies and cultural organisations to signpost people to the cultural offers, providing an easy menu for the social care sector to access in the city and offer discounted ticket prices. The organisation encourages participation in cultural activity and also offers training to social care workers in performing arts and music.[1]

1 see full case study at www.the66.club/66visioncasestudies

ALL OF THIS IS A WASTE OF TIME IF YOU DONT APPROACH IT WITH DIVERSITY AND INCLUSION AT ITS HEART.

Those that sign up to the #66 approach need to make a demonstrable commitment to an inclusive code of practice.

This means, for example:

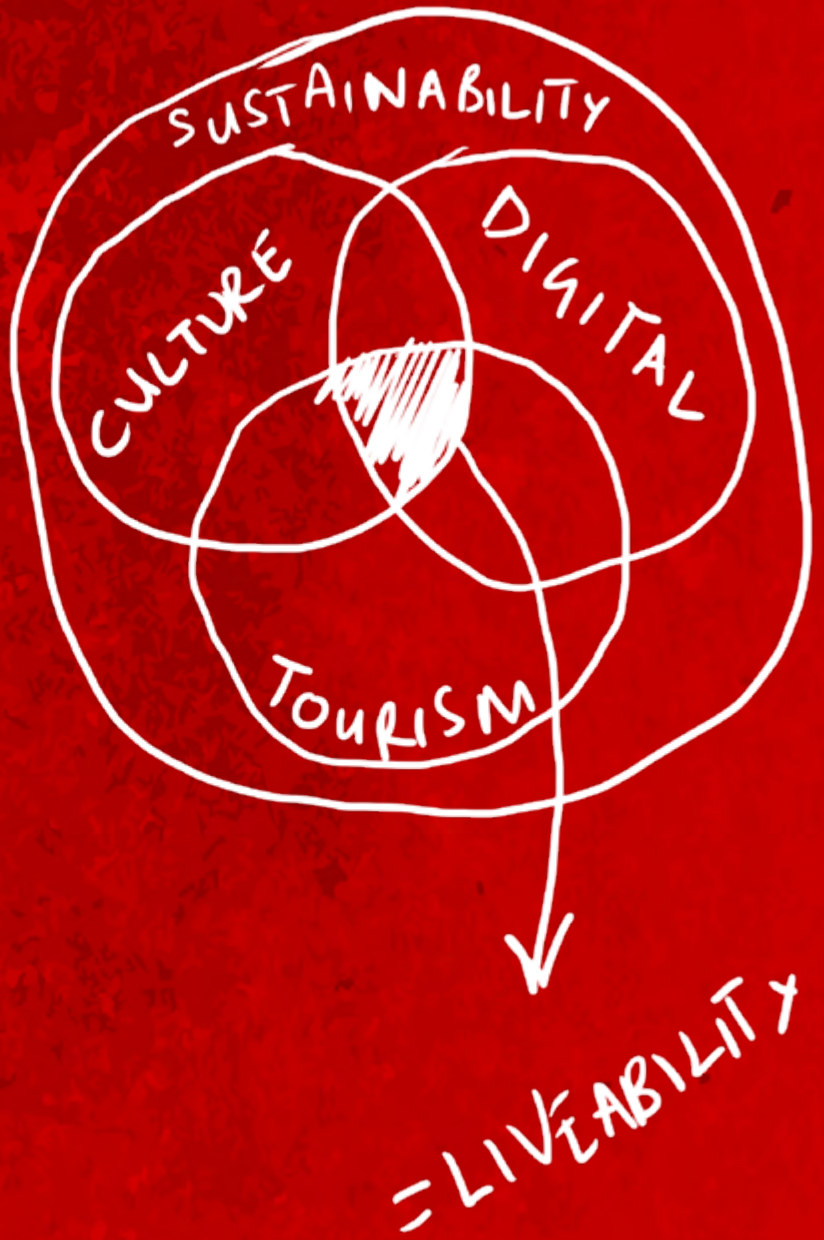
- Understanding what protected characteristics[1] are and having a commitment to enable engagement with those with protected characteristics as well as those from different socio-economic groups.
- A commitment to reducing barriers to entry/ participation.
- Increasing representation from those currently under-represented within audiences, participants, workforce and governance.

1 The Equality Act protects people against discrimination because of the protected characteristics that we all have. Under the Equality Act, there are nine protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

These things are not the final answer; they are just the beginning.

Mostly, they cost little more than willingness and desire.

We don't have to do any of these things. We can carry on as we are.


SUSTAINABILITY
CULTURE
DIGITAL
TOURISM
=LIVEABILITY


CARLISLE
PENRITH
WORKINGTON
COCKERMOUTH
WHITEHAVEN


DURHAM
BISHOP AUCKLAND
HARTLEPOOL
MIDDLESBROUGH
REDCAR
BROUGH
BARNARD CASTLE
DARLINGTON

Consultees

We are grateful for the contributions and thinking that we have received from a wide range of sector representatives. We heard these at workshops conducted in Whitehaven, Penrith, Darlington and Middlesbrough as well as at individual meetings in constituency offices and in Parliament.

Across a wide spectrum - politically and from both public and private perspectives - we heard the same desires and the same commitment to working together to solve problems.

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Armathwaite Hall
Art Gene
Arts Council England
Arup
Askham Hall
AST Signs
Auxiliary
Balfour Beaty
Beacon Museum
Britain's Energy Coast (BEC)
BEC Business Cluster
Carlisle City Council
Cirque Bijou
Community Churches Together
Copeland District Council
Creative Darlington
Creative Factory Middlesbrough
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Cumbria County Council
Cumbria Local Enterprise Partnership
Cumbria Tourism
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Darlington for Culture
Darlington Market
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Durham County Council
Durham University
Eden Arts
Eden District Council
Empty Shop CIC
Energus
Festival of Thrift

Flock PR
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Honister Slate Mine
Humantics
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The Bridge Centre for Visual Arts
The Mela Partnership
The University of Central Lancashire (UCLAN)
Theatre by the Lake
Theatre Hullabaloo
theidol.com
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Tullie House Museum & Art Gallery
Ullswater Steamers
University of Cumbria
Visit Copeland
Visit Durham
Visit Eden
Waterfoot Park
Westmorland Family
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WYG

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Copeland Borough Council
Durham County Council
Eden District Council
Tees Valley Combined Authority

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eden
arts
CULTURE MAKES MAGIC


BALANCE