

Policy 16

Id No Respondent

345 Age Concern

69 Bourne Leisure Ltd

141 Brethren's Gospel Trusts

248 CABA

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Policy 16 states policies should be developed to: 'c) encourage cultural and tourism developments that benefit the local economy, people and environment without diminishing the attractiveness of the place visited; and d) ensuring that the identification and development of cultural and tourist facilities is guided by the principles of sustainability and information on market demand'. It should be recognized that although a great number of our older population do not have a huge disposable income, those who do are willing to attend and participate in cultural events, and have time and money to spend.

Bourne Leisure supports para 3.20.

Supports para c), but believe that this clause should be redrafted to refer both to existing and proposed cultural and tourism developments and in particular, to the maintenance, improvement, enhancement, intensification and where appropriate, the enhancement of such existing developments.

Whilst we support policies designed to promote culture and tourism, we submit that clarity is needed as to whether Policy 16 is intended to include community uses such as places of worship.

If this is the case, then we submit that para 3.19 should be expanded to provide the clarity required. If this is not intended that Policy 16 should include such types of community uses, we would respectfully request a short sentence to direct readers to the appropriate alternative policy.

CABA supports the objectives of seeking to encourage tourism through encouraging the protection and enhancement of the region's resources [pp70-71 paras. 3.18-3.21]. However, we do not consider that this policy initiative should necessarily limit itself to discrete areas that are seen to be important for tourism reasons. Therefore we would support a broadening of the scope of this initiative to cover the whole region – as set out in the covering letter. CABA supports the intent of these paragraphs [p83 paras. 3.43-3.44]. It is a shame, however that the principles contained within these 2 paragraphs have not been transferred to the specific policies within the Regional Spatial Strategy.

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- 98 English Heritage
Para 3.20 Object - Use of the word 'built' is unhelpful. The point should be made that it is the region's history which contribute so richly to the tourism affier of the region.
- 95 English Nature,
The point is better expressed in the policy than in the supporting text.
Propose insert new criterion into policy
h) providing sporting / recreational facilities, promoting access to footpath and creating cycle paths to encourage visitors and local communities to participate in healthier recreational activities”
Reason: to address benefits of promoting healthy lifestyles through culture and tourism in line with recommendations of the Sustainability Appraisal
- 200 Environment Agency
We support this policy, however additional tourism could require additional water infrastructure, and the RSS should recommend early consultation with water companies and the Environment Agency to ensure this is carried out in a timely way.
This policy needs a ‘utilities infrastructure’ bullet, similar to Policy 13 h).
- 163 Friends of the Earth North East
Friends of the Earth supports this policy. However, we are concerned that at point f) which simply says that all major cultural and tourism attractions should be accessible by a range of transport modes. The phrase ‘a range’ could be interpreted as meaning that accessibility by car and coach is sufficient. In order to encourage modal shift from private to public transport, the emphasis needs to firmly be on ensuring high levels of accessibility by public transport, walking and cycling. Currently, all major attractions are accessible by car, but very few are easy to get to by sustainable means. If people are to choose public transport, it needs to be made easier, cheaper and more appealing than using their own car. At the moment, only those concerned about the environmental impacts of transport choose to leave their cars at home because the sustainable choices are normally highly inconvenient and expensive. There needs to be a ‘step-change’ in transport provision if this is to be reversed.
We recommend point f) is amended to read:
‘ensuring all major cultural and tourism attractions and services are accessible by high quality public transport services, walking and cycling as part of ‘green leisure travel plans’ and that encouraging a significant shift to these modes is prioritized.’
- 329 Friends of the Earth South Tyneside
South Tyneside Friends of the Earth supports this policy. However, we are concerned that at point f) which simply says that all major cultural and tourism attractions should be accessible by a range of transport modes. The phrase ‘a range’ could be interpreted as meaning that accessibility by car and coach is sufficient. In order to encourage modal shift from private to public transport, the emphasis needs to firmly be on ensuring high levels of accessibility by public transport, walking and cycling. Currently, all major attractions are accessible by car, but very few are easy to get to by sustainable

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means. If people are to choose public transport, it needs to be made easier, cheaper and more appealing than using their own car. At the moment, only those concerned about the environmental impacts of transport choose to leave their cars at home because the sustainable choices are normally highly inconvenient and expensive. There needs to be a 'stepchange' in transport provision if this is to be reversed.

We would like to see strong references to the benefits of cycle tourism in the region, and recognise the economic benefits inherent with this form of tourism, which outweighs car based tourism.

We recommend point f) is amended to read:

'ensuring all major cultural and tourism attractions and services are accessible by high quality public transport services, walking and cycling, and that encouraging a significant shift to these modes is prioritized.'

160 Highways Agency

develop policies to promote culture and tourism: ensuring all major cultural and tourism attractions and services are accessible by a range of transport modes; encourage development in sustainable locations

453 Member of Public

Support policy

However point f) in the phrase "a range of transport modes" the word "a range" could be interpreted as meaning that accessibility by car and coach is sufficient. To encourage modal shift the emphasis need to be on ensuring high levels of accessibility by public transport walking and cycling.

Pont f) amended to read:

"ensuring all major cultural and tourism attractions and services are e accessible by high quality affordable public transport services walking and cycling and that encouraging shift to these modes id prioritized"

273 Member of Public

The drive to capture tourism is to be supported but the absence of infrastructure to support the level of business id self evident in the region and further major investments require suitable accommodation and support investments. It should not be assumed that all culture and tourism investment will be supported by the community it is meant to sustain. Nor should it be assumed where some offer of an asset is made to justify an otherwise unacceptable development it will create any planning credibility.

681 Member of Public

Support generally but should be an emphasis on promoting visitor attractions to reduce air travel which impacts negatively on greenhouse gas emissions. This would bring increase in tourism and employment benefits. There should be emphasis on culture to improve quality of life and sense of identity

293 Member of Public

Funding for cultural development is a serious issue. Without it improvement is limited.

334 Morpeth Town Council

The Town Council supports this policy, but would like to see the involvement of parish and town councils at the appropriate levels of local delivery.

There should be landscape and wildlife within towns as well as in the rural areas, and reference should also be made to built and heritage environment.

449 National Trust North East

The Trust support this policy. Part (a) is a little vague and needs to be more clearly defined.

94 Nectar

Policy 16 is supported by NECTAR but with the proviso that emphasis be placed on the need for increased provision of sustainable transport links and that a specific clause be added to draw attention to the need to manage the provision of car parking in a sustainable and sensitive manner. Of all the facets of transport which will increase with the success of the tourism initiatives, car parking has perhaps the greatest potential to destroy the features which attracted the visitor in the first place

256 North East Wildlife Trust

Though mentioned in Policy 16, where we support the overall point, we feel that Eco and Nature Tourism is severely underplayed throughout the rest of the document. Like Scotland, Wales and Cumbria, the North East region has a large number of outstanding natural locational assets that complement its unique urban, cultural historical character. As in these areas, there is the real potential to adopt Nature Tourism as a driver

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for wider economic development as well as regeneration in the region. Nature Tourism also has the potential to bring together, under one development scheme, marine, riverine and other landscape scale integrated renaissance initiatives. This needs to be picked up at several points in the document, not just highlighted as a general point.

The occurrence of iconic wildlife habitats and species - red squirrels, otter's seabird colonies, marine, wetland and upland areas throughout the North East and the juxtaposition of wildlife and urban and industrial centres, all provide local distinctiveness that could be exploited for sustainable tourism development and wider renaissance in the region.

Overall, the RSS emphasizes what can only be seen as unsustainable development drivers - eg airport and related infrastructure expansion - whilst underplaying the potential of sustainable exploitation of the regions natural assets. The full sustainable development impact of airport development is not strongly presented enough or the extent of amelioration needed to offset its wider environmental impact and its contribution to climate change.

222 Northumberland County Council

The County Council supports the policy for the promotion of Culture and Tourism

229 One North East

The RSS continues to be generally effective in the treatment of Tourism. 'Capitalizing on Tourism' is rightly recognized as one of the Region's key challenges. However, as the RSS moves toward the EiP there remains scope for further clarity on prioritization and spatial distribution of tourism product development, particularly with respect to: The coast, • The city regional approach,

406 Port of Tyne

We only comment on the basis that the Port of Tyne fits very well into Item f of the policy providing very good and easy access for Ferries and Cruise. However, we need the other relevant Agencies to become fully engaged if the true potential is to be realized. We continue to strive to do that. Any assistance the Spatial Strategy document can give to emphasize the importance of the Tyne Gateway would be helpful.

66 Railfuture NorthEast

Policy 16 is supported by Railfuture northeast but with the proviso that emphasis be placed on the need for increased provision of sustainable transport links and that a specific clause be added to draw attention to the need to manage the provision of car parking in a sustainable and sensitive manner. Of all the facets of transport which will increase with the success of the tourism initiatives, car parking has perhaps the greatest potential to destroy the features which attracted the visitor in the first place.

190 Sedgefield Borough Council

The tourism section within the consultation draft RSS was weak. The Submission Draft RSS provides greater detail on the growing importance of this sector to the regional economy and seeks to promote these cultural and tourist assets.

Paragraph 3.21 lists some regionally important tourist and cultural facilities. However, Locomotion: The National Railway Museum is not one of them. The museum is the first national museum in the North East of England, a joint venture between Sedgefield Borough Council and the National Railway Museum and houses more than 60 vehicles from the national collection. The opening of the museum is the first stage of the Locomotion 'journey' with many expansions planned for the future, including an apprenticeship scheme in partnership with South West Durham Training Centre to offer skills training, whilst renovating vehicles saved for the national collection, as well as digitized archives and further renovation of important railway buildings on the site.

Visitor numbers for the first year of operation were anticipated to be 60,000 and to date; in less than a year visitors' figures have reached over 200,000. An economic impact model was commissioned before Locomotion was operational which anticipated a £1 million effect upon the local economy in its first operational year. The model is to be rerun following completion of the first year in order to make a comparison between actual and projected figures.

Locomotion has already become an award winning attraction. It has won a National Museum and Heritage Award; an environment award for the new collection building was a finalist in the Gulbenkian Museum of the Year Awards and is a contender for European Museum of the Year to be announced in the autumn. Having now reached the 200,000 visitors' mark within its first year Locomotion is now in the elite list of

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museums in the country for volume.

The Culture and Tourism section of the RSS should be amended to reflect the importance of Locomotion to the regional economy and its importance as a nationally recognized tourist facility.

89 Sport England

Amendments needed to improve linkages between RSS and regional plan for sport

Should the Panel be reminded to retain & expand Policy 16, Sport England request that it is expanded as follows;

Insert the word sport alongside the words culture & tourism in the following locations

- Within the opening line of the policy
- Within criterion b,c,d, f & g of the policy

Insert an additional paragraph within the supporting text to Policy 16 along the lines of;

The Sports sector has a significance for the North East that is hard to underestimate. The region's passion for sport is deeply entrenched in its cultural identity. What is less well known however is that levels of employment in sport (2.25% of all employment in the North East) & its contribution to the economy (1.7% of total GVA) is higher than the respective national figure. There are significant examples across the region where sport has been used as a regeneration catalyst such as the Tees Barrage at Stockton. Sport will continue to offer such opportunities for the region's urban regeneration companies & similar regeneration vehicles, particularly as greater clarity begins to emerge as to the role the region can play in providing the facilities needed both in the run-up to & after the 2012 London Olympics.

The synergy between the three sectors has challenged perceptions of the North East, & has the potential to establish & sustain the region's world-wide profile. The Angel of the North has become an iconic symbol while events such as the Great North Run, Test Match cricket at the Riverside, International football at each of the Premiership grounds & most recently golf's Seve Trophy at Wynyard are events that attract a significant international audience & bring significant numbers of sports-driven tourists to the region.

151 Sunderland ARC

Culture and Tourism is fully supported.

43 Teesdale District Council

TDC support the recognition of the natural and the built environment as being key elements in the developing a stronger tourist economy.

18 The Theatres Trust

We are pleased to note the references to culture and cultural activities on pages 70 and 71, in particular Policy 16 which is designed to promote culture and encourages protection, enhancement and investment.

We are pleased that conclusions have been drawn from the Regional Cultural Strategy which highlights the importance of culture. Planning Policy Statement 11 (PPS11): Regional Spatial Strategies advises that "it is essential that the RSS both shapes and is shaped by other regional strategies, and specifically mentions cultural strategies in the list as a document to take into account.

The protection and provision of cultural facilities is an essential factor to take into account when drafting Regional Spatial Strategies.

We look forward to being consulted on further drafts.

254 UK Coal Mining Ltd

UK Coal support the Blue Sky Forest project near Stobswood and Widdrington, Northumberland, which will have the potential to create significant economic and community benefits for the locality and wider region as a new tourist facility. **Page 5 of 5**