



The social objectives of  
a major arts and heritage investment

Liz Fisher, Engagement Director

# What is The Auckland Project?

- Public name for Auckland Castle Trust, a charity launched in 2012 to protect Auckland Castle and its Zurbarán paintings



- A world-class visitor destination in the making in Bishop Auckland

# Our social objectives

- Use culture and heritage as a catalyst for regeneration
- Work with, not for, the local community to:
  - Nurture pride
  - Raise aspirations
  - Create opportunities
- Create an environment for businesses
- Help reinvigorate Bishop Auckland



# Bishop Auckland

- Second largest town in County Durham
- Population around 30,000
- Once an important market town and a vibrant coal mining community
- Decline in traditional industries has left:
  - High levels of unemployment especially in young
  - High dependence on state benefits
- Assets include:
  - Auckland Castle and its Zurbarán Paintings
  - Proud Community





# What's been achieved so far?

- Investment:
  - £130m committed to date
- Direct jobs
  - 100+ staff
- Opportunities for young people:
  - 24 apprentices
  - 6,000 students 2015-2017
- Opportunities for local business
  - £50m worth of contracts
  - 30,000 Castle visitors in 2016
  - Thousands of event attendees



# What happens next?

- 8,000 opportunities for learning and skills development
- 60 apprenticeships
- More than 400 jobs
- More than 750,000 visitors
- £45m p/a for the local economy



# How will this be achieved?

- World class visitor destination
- This will include:
  - Art galleries
  - Gardens
  - Restaurants
  - A park
  - A hotel
  - First museum dedicated to faith
  - Auckland Castle
  - Eleven Arches/Kynren





# MINING ART GALLERY

- Engaging with the North East's industrial heritage
- Works by Tom McGuinness, Norman Cornish & more
- 50 volunteers, given free training
- Educational activities and community events







- Designed to break down the walls between the Castle and the town
- Visitor centre
- Ticketing and information hub
- 15m high outdoor viewing platform
- Opening Saturday, July 21 2018





- Once home to Prince Bishops of Durham
- Fully restored to tell their story
- Presenting Zurbarán's *Jacob and His Twelve Sons*
- Supported by Heritage Lottery Fund
- Re-opening Saturday, 1 December 2018







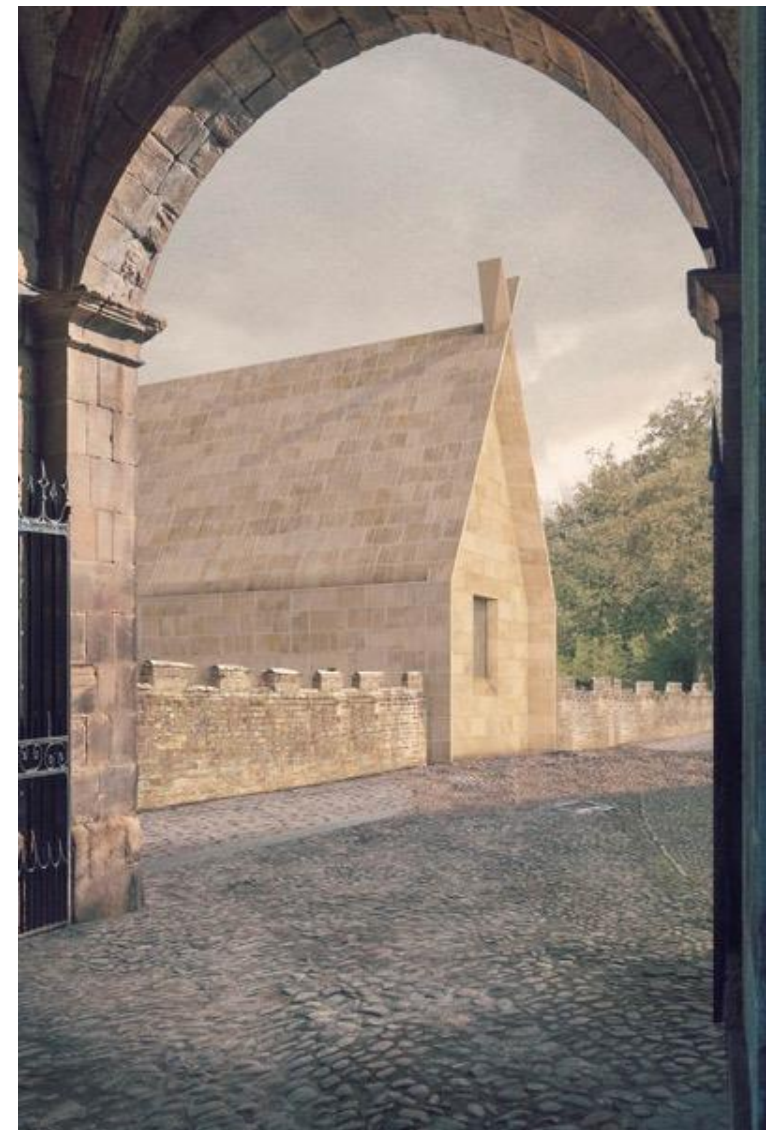
- 200 acres of parkland
- Created 800 years ago
- Original designs will be re-created
- Remains open and free to access





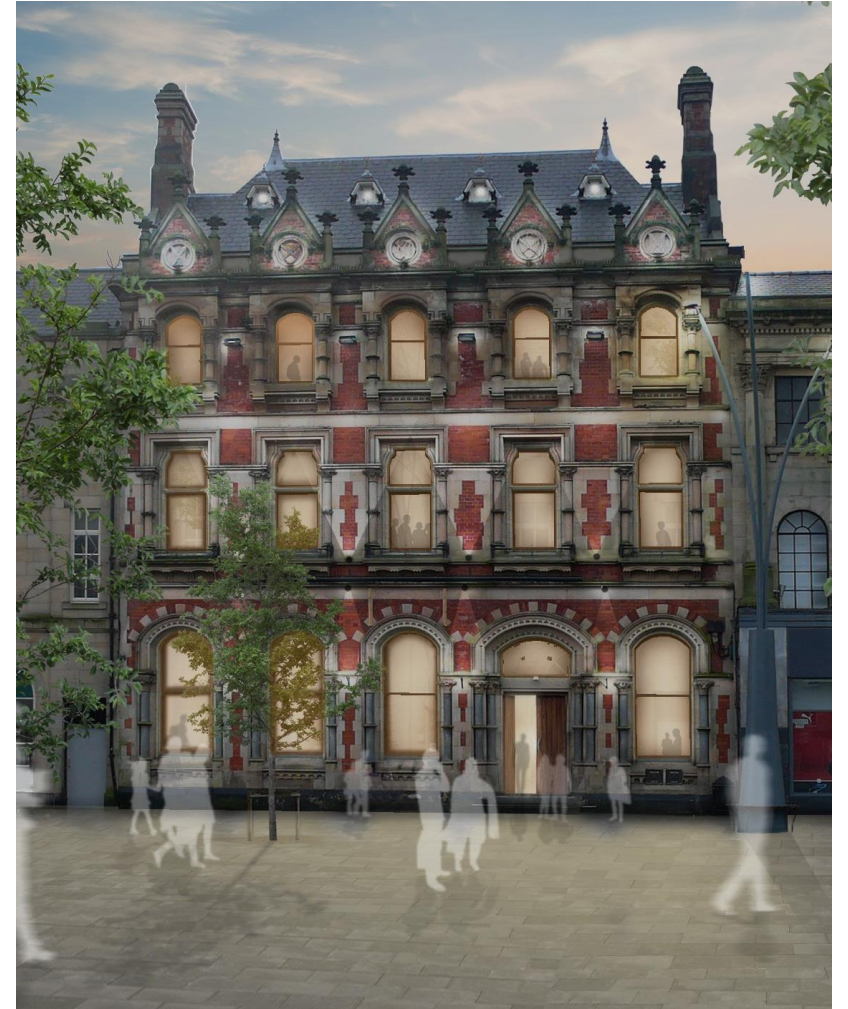


- First museum in England exploring how faith and belief have influenced and shaped Britain
- Purpose-built extension
- Real and personal histories
- Rare and compelling objects
- Opens 2019





- Dedicated to arts and culture of Spain
  - Works from the Castle's collection
  - Loans from Museo del Prado, Real Academia
- The Meadows Museum
- Links to research centre
  - Opens 2019





- Originally created 17th century
- Used to grow vegetables & exotic fruit
- Now being re-imagined
- Produce for Castle & restaurants
- £1m grant from Garfield Weston Foundation
- 28 apprenticeships over the next three years





# Kynren by Eleven Arches

- Open air spectacular, now in its third season
- 1,500, trained volunteers
- Community spirit and pride
- National spotlight





“It’s not just about constructing new buildings and art galleries, it’s about transforming lives and giving the town, as well as its community, a new lease of life and changing lives forever.”

**Liz Fisher, Engagement Director**

# The Auckland Project Engagement Team

- Established February 2017
- Formed of three teams:
  - Community Engagement
  - Learning and Engagement
  - Visitor Engagement
- Our aims are
  - To help get our community ready for the hundreds of new job opportunities
  - Improve educational attainment
  - Build community spirit and pride to enhance health and wellbeing
  - Bring about revival in mind, body and spirit through our programmes





# Schools Programme



More than 6000 young people have been part of our activities

# Learning & Engagement Programme



- Worked with community groups and organisations – including a summer camp, summer holiday scheme
- Training for unemployed through Stepping Stones



# Giving back to the community

- Working with local group, Feeding Families North East, to help people in need during the festive period
- 719 hampers distributed
- 250 hampers created and dispatched from No.42 Market Place





# Creative Business Incubator Hub



# Working with local contractors

- £50m worth of contracts
- Working with local contractors such as
  - T Manners & Sons, Bishop Auckland
  - Redfern Building Services, Bishop Auckland
  - Vest Construction, Bishop Auckland
  - Meldrum Construction Services, Gateshead
- Security firm Vinovium Associates, have employed 14 new staff





# Our goal

- At the heart of all of this is our mission to revitalise the future of Bishop Auckland through employment, training, and education opportunities and long term change.
- If we can do this, we know we have positively impacted and made a change to people's lives.



# Any Questions?





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