

2023

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



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

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

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

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

Full details are available at www.newcastle-staffs.gov.uk/850



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

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

The Borough is, of course, steeped in history. Did you know that Newcastle-under-Lyme is named after a new castle, which was built in the 1140s by the Normans, close to the Lyme Forest.

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

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

We are very proud of our Borough's long heritage and we are keen to celebrate it as part of the 850th anniversary next year. To do this we are delivering a year-long programme of events and we would like to invite you to be part of the programme of activity. Any support, by way of donation, sponsorship, in kind support or simply helping raising awareness, would be very welcome to help us celebrate our 850th anniversary.

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

Council Leader
Cllr Simon Tagg

Deputy Mayor & Heritage Champion
Cllr Simon White



Celebrate Newcastle People from the Past and Present

This year-long programme of activity with monthly museum activities celebrates famous and influential past and present residents of the Borough.

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

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

Legacy Programme

Plans are in progress to achieve legacy programme:

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

"As a major milestone in the Borough's history, it is proposed celebrate throughout the year with a programme of cultural and heritage events.

The council wants to use the anniversary to create a lasting legacy for the borough and its people."

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

Virtual Display of Former Mayors – photographs and virtual imagery.

'Newcastles of the World' - video submissions from each Newcastle

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

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

Themed event Markets in the town centre.

Merchandising

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

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





Businesses are welcome to join us.

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

There are four entry points for financial contributions:-

Bronze (up to £500)

- Logo included on website and sponsor board
- Social media thank you
- 2 complimentary tickets to an 850th anniversary event at Brampton Museum
- A tree planted in the name of your business
- Exclusive use of the 850 branding during 2023 and accompanying marketing pack

Silver (up to £1,000)

- All of the above plus
- 10 complimentary tickets to an 850 event at Brampton Museum
- A free advert in the celebratory literature

Gold (up to £5,000)

- All of the above
- A complimentary table at the Mayor's 850 ball for your company
- 20 complimentary tickets to an 850th anniversary event at Brampton Museum
- Listed as an official partner rather than sponsor with your logo on the anniversary
- Letterhead
- The business' logo and contribution acknowledged on a permanent display board

Diamond (over £5,000)

- All of the above
- Business name on one of the keynote events being held during the summer of 2023

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