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**Cultural Cherry-Picking: From Neglect to Equal Treatment, Value  
and Community Dissemination:  
A Case Study of Wallsend, North Tyneside, England**

MA Thesis in Cultural Heritage Studies: Academic Research, Policy, Management.

Central European University

Budapest

May 2016

**CULTURAL CHERRY-PICKING: FROM NEGLECT TO EQUAL  
TREATMENT, VALUE AND COMMUNITY DISSEMINATION:  
A CASE STUDY OF WALLSEND, NORTH TYNESIDE, ENGLAND**

by

Michael J Shamah (United Kingdom)

Thesis submitted to the Department of Medieval Studies,  
Central European University, Budapest, in partial fulfillment of the requirements  
of the Master of Arts degree in Cultural Heritage Studies: Academic Research, Policy,  
Management.

Accepted in conformance with the standards of the CEU.

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Chair, Examination Committee

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Examiner

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External Reader

Budapest

I, the undersigned, **Michael Joseph Shamah**, candidate for the MA degree in Cultural Heritage Studies: Academic Research, Policy, Management, declare herewith that the present thesis is exclusively my own work, based on my research and only such external information as properly credited in notes and bibliography. I declare that no unidentified and illegitimate use was made of the work of others, and no part of the thesis infringes on any person's or institution's copyright. I also declare that no part of the thesis has been submitted in this form to any other institution of higher education for an academic degree.

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# Abstract

Local communities are often proud of their heritage but the reality is that often some "layers" of that heritage are deliberately disregarded; their significance is downplayed in contemporary memory. The Tyneside town of Wallsend is the case study for the thesis. This thesis focuses on how one town's industrial heritage has been affected by largely undesirable modern urban development since the Second World War, but also how it has been overwhelmed by other aspects of its heritage history (specifically the Roman). The local community sees the industrial heritage as the heart and soul of the town. This thesis also focuses on how heritage value helps define local identities in the community. Through the use of various sources, and mainly interviews, I explored how local Wallsend people interpret their local heritage through memory and nostalgia. These nostalgic feelings and memory add to heritage value and have become part of the community's own legacy. In addition, these notions also help understand why one specific heritage is being neglected or gets special treatment. Spatial observation from the view of an outsider in Wallsend town was conducted to gain a closer insight into why the modern historical industrial heritage is under threat. The research confirms that the decline and neglect of specific heritage, mainly the industrial heritage, has in a way, "*killed the pride in the community.*" Thus, many people feel that much more needs to be done to preserve and safeguard the industrial heritage, particularly coal-mining and shipbuilding, which once defined them personally as "Wallsenders." In response to this concern, the thesis proposes a 360-degree approach to disseminating of information concerning the industrial heritage.

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First of all, I would like to express my gratitude to Professor Christopher Whitehead from Newcastle University, for introducing me to this wonderful topic, which I have enjoyed researching. I would also like to thank Professor Alice Choyke for being a superb supervisor. Over the past three months it has been quite tough, and she has helped me go through it. Professor Gerhard Jaritz, is another supervisor who I would like to express my thanks to. His comments and remarks have also helped me get through this master thesis.

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# Maps



Figure 1: Map of the location of Wallsend in England, east terminus of Hadrian's Wall. English Heritage Map. UCL - Centre for Applied Archaeology Accessed 31/05/16, <https://www.ucl.ac.uk/caa/hadrianswall>

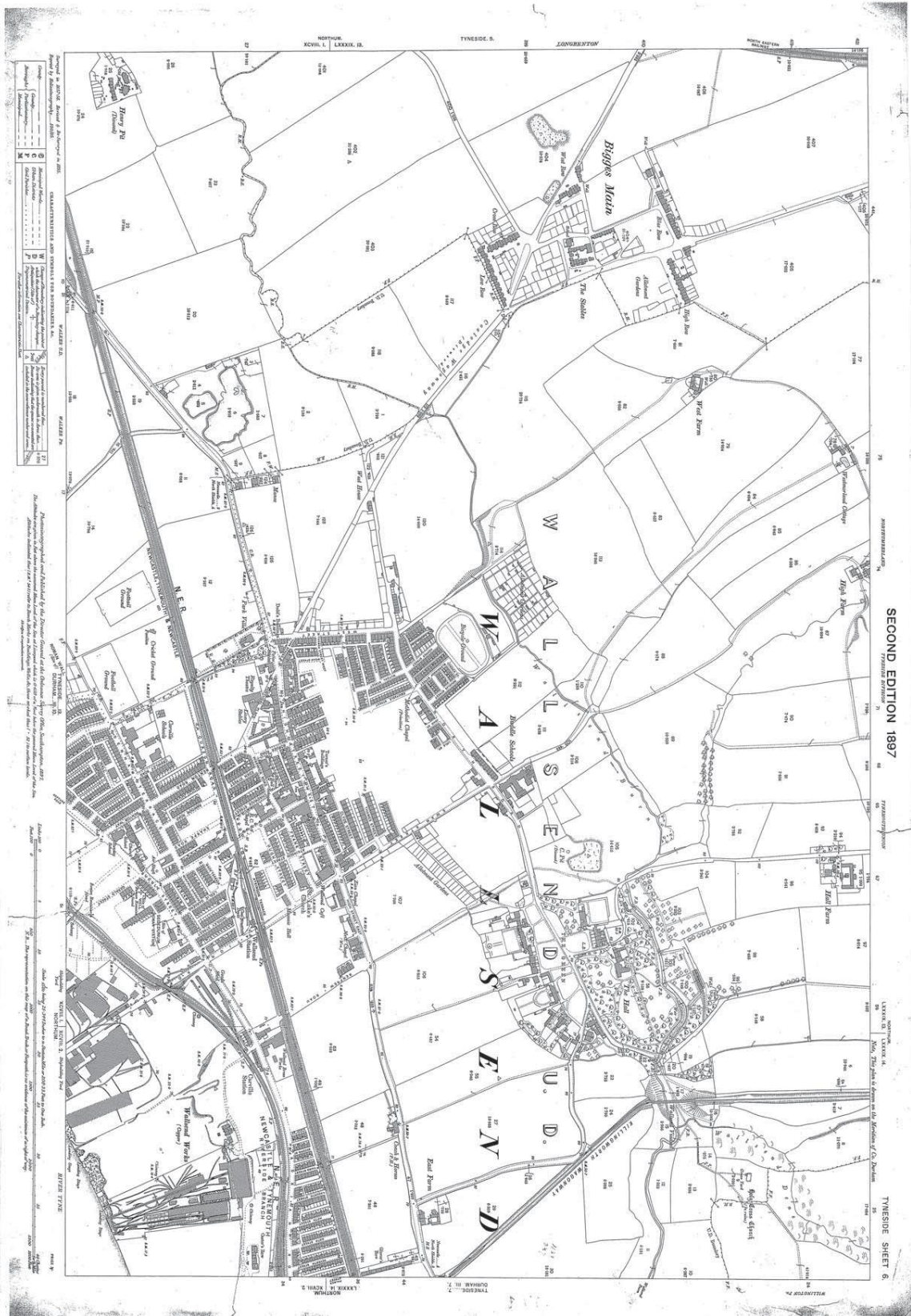


Figure 2: Map of Wallsend, 1896. Ordnance Survey Map, Tyneside Sheet 6, second ed. 1897



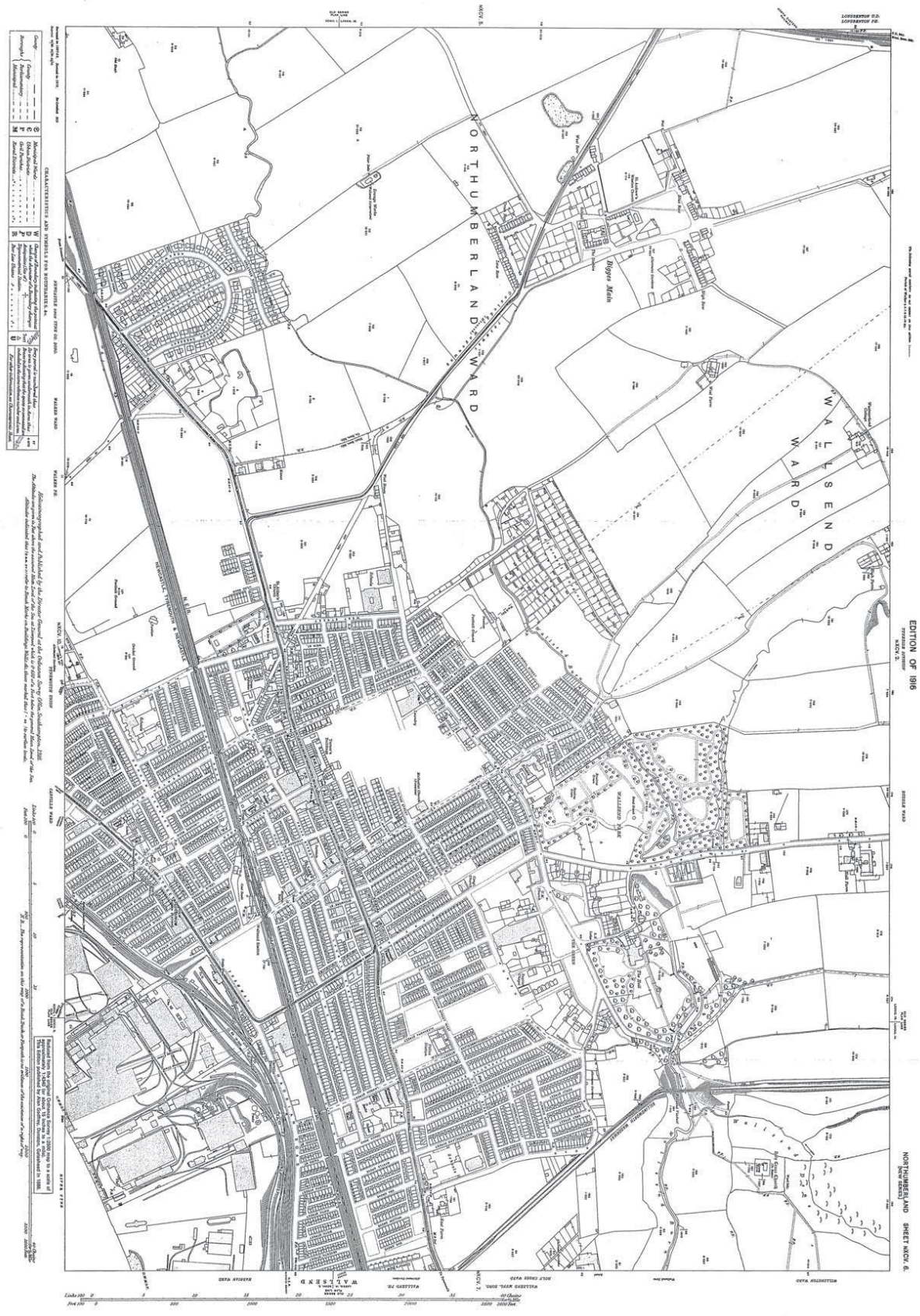


Figure 3: Map to compare with the previous 1896 map. This map conveys rapid development of housing, especially near the shipyards. Ordnance Survey Map, Northumberland Sheet NXC.V. 6. Edition of 1916. Godfrey Edition



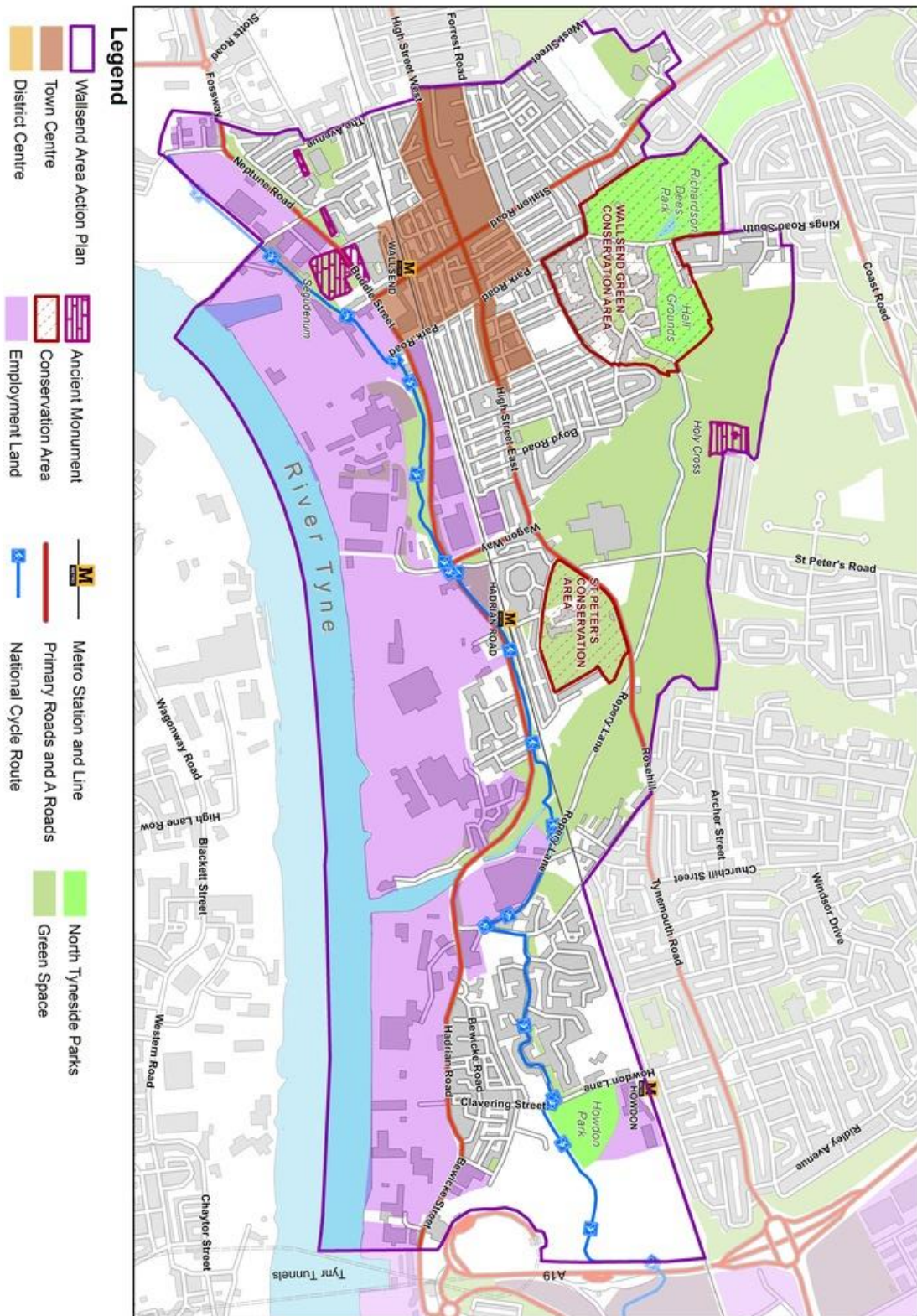


Figure 4: Map from the North Tyneside Local consultation plan 2015.

# Depression

Written by a shipyard worker on the occasion of the closure of Swan Hunter Shipyard in Wallsend.

I stood in Wallsend shipyard  
And looked across the Tyne  
The river of my homeland  
More famous than the Rhine.

The yard of Hawthorn Leslie's  
Lay spread before my gaze  
The birthplace of the 'Kelly'  
In those distant wartime days.

The berths were still and empty  
The cranes stood stark and still  
I admit my heart was heavy  
And my eyes began to fill.

Like a vision from the 'Thirties'  
I can't forget that scene  
The grass was taking over  
The berths were turning green.

Yes they're growing grass at Leslie's  
Where once they built the best  
And they're closing down the Fab Shed  
The yard's been laid to rest.

And further up the river  
Where the K.G. 5 was built  
The weeds have claimed the gantries  
And the ways are clogged with silt.

The days of work and plenty  
Are well and truly gone  
And the famous Tyneside shipyards  
Are closing one by one.

And what about the future?  
What will tomorrow bring?

When the men of Swan and Hunter  
Face unemployment's sting?

What will become of Walker  
When inertia grips the Tyne  
Will Wallsend be a ghost town  
Will Hebburn face decline?

But maybe this disaster  
Is a blessing in disguise  
From the embers of the shipyards  
A 'Phoenix' may arise.

And the Geordie of tomorrow  
Will hold his head up high  
When the cranes have been demolished  
And his bairns can see the sky.

There'll be no more double bottoms  
Opportunities galore  
In a land that's fit for heroes  
(have I heard those words before?)

We'll be happy and contented  
In that 'Eden' by the Tyne  
All our cares will be forgotten  
And the sun will always shine.....

These thoughts and many others  
When racing through my head  
As I gazed across the river  
At the shipyard that was dead.

I sadly stood there dreaming  
As poets sometimes do  
And I prayed some glorious morning  
My dreams will all come true.<sup>1</sup>

<sup>1</sup> Jack Davitt, *Shipyard Muddling and More Muddling by Ripyard Cuddling: The Poems of Tyneside Shipyard Worker Jack Davitt*, New edition

edition (North Shields, Tyne & Wear: North Tyneside Libraries, 1993), 30.

# Chapter 1: Introduction

Coming from a suburban city setting near London, I have had very little experience and understanding of the impact of former industrial works on people living in the contemporary landscape. The local community of Wallsend, some of whose families laboured in the great shipyards remember times past with nostalgia. I discovered that local inhabitants of this town saw themselves as defined by a unique heritage revolving around their industrial heritage. Before I began to implement my own research on the town, I was expecting things to be much more simple, confined and straightforward, but ended up realising that local people's relationship with the recent past of Wallsend was something much more complex.

## Definition

In this study, 'Cultural Cherry-Picking' will be defined as a form of behaviour where individuals or groups pick particular aspects of cultural agendas that suit their ideological needs and desires, and deliberately or unconsciously ignore others. The poem that was shown on the previous page is a subtle example of this unwanted manner.

## Description

Intellectual awareness and the understanding of various distinct cultural traditions have had a long history of development. Despite the growing acknowledgement of the cultural variability of humankind, over many centuries countless cultural traditions have been changed - targeted, destroyed and threatened.<sup>2</sup> These acts can affect the tiniest of objects to entire building complexes, and can be directly associated with individuals or groups under pressure

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<sup>2</sup> Examples can be seen throughout history – from the destruction of the Library of Alexandria to the first Viking raids on England and the Mongol invasion of Europe, and from the Chinese Cultural Revolution to the destruction of Mostar Bridge in the Bosnian War of the 1990s.



from various political, economic, social, or sectarian agendas in their home countries or particular regions within those countries.

Influenced by mass media exposure and increased public awareness, such phenomena today are often linked to extreme cases concerning issues of heritage safeguarding and preservation, that have happened in war-torn regions – for example, Syria and Iraq with ISIS (2015-2016), Mali with Ansar Dine (in 2012/13), and Afghanistan with the Taliban (in 2001) – and not the sophisticated milieu defined by the Western World. However, due to this naïve way of thinking, one may be unaware that these phenomena also occur, in the West. Generally, for instance, due to modern urban developments, one can recognise the effects on what is being preserved of the tangible material culture in a given place, and how specific heritage, along with its values, is being treated: disregarding their importance in the memories of local community in order to fit the interpretations and needs of others (mainly urban developers or higher political authorities). In my study, I will be focusing on England. There, these unwanted actions are currently being controlled and managed by Historic England (formally English Heritage) under a planning system. Due to a Bill that recently passed parliament and was mentioned in the 2016 Queen’s speech, archaeologists, heritage specialists, and the like believe that it will further jeopardise all the heritage protected by this planning system in the historic environment, leading to its destruction.<sup>3</sup>

This planning system is carried out when buildings and land in England need to be changed and is based on the principle of sustainable development – mainly social, economic and environmental.<sup>4</sup> In addition, it allows heritage to play a major role in urban development,

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<sup>3</sup> This bill (the Neighbourhood Planning and Infrastructure Bill) aims to reform planning and give local communities more power and control to shape their own area so that more housing can be built. For more information about the concern, see: Rescue - The British Archaeological Trust, “Queen’s Speech Wednesday 18th May 2016: “New Planning Bill Threat to Archaeology,” *Rescue*, May 19, 2016, <http://rescue-archaeology.org.uk/2016/05/19/queens-speech-wednesday-18th-may-2016-new-planning-bill-threat-to-archaeology/>.

<sup>4</sup> For an easy understanding of the Planning system in England, see: Department for Communities and Local Government, “Plain English Guide to the Planning System,” January 5, 2015 <https://www.gov.uk/government/publications/plain-english-guide-to-the-planning-system>; For more in depth

where it opens the door for the government to conserve it for the enjoyment of this and future generations, according to the guidelines of this planning system. However, in particular regions of the country, they struggle to protect their own heritage, especially in locations where specific types get less attention, or are even neglected, compared to others. This is the case with Wallsend (the object of this study). (See figure 1 for Wallsend's Location)

At first, my perception was of a small rural industrial town along the northern banks of the River Tyne; massive urban sprawl in Wallsend seemed out of proportion. With a population of over 40,000 people, it is located in the north-eastern part of England, east of Newcastle in the county of North Tyneside. Over many centuries, the town has developed from a small rural pocket to a leading urban setting, which has significantly influenced the way people see its surrounding landscape today. (See figure 2 and 3 which shows development – from 1897 to 1916)

Wallsend was known, and still is seen, as an important industrial town that focused on various industries from as early as the seventeenth century, with the main focus on coal mining, and most importantly, shipbuilding. Due to the long history of the town going back to the Romans, the concept of heritage value in the eyes of the local community is complex. With the background understanding that Wallsend is associated with the world heritage site of Hadrian's Wall, there is a collective impression that the local community sees the Roman heritage as a jewel for the town. Sign posts are in Latin on the streets and even in the metro station. (see Appendix 2. Photos 1 & 2). A state-of-the-art interactive museum focuses mainly on the Roman history of the area. However, when it comes to personal memories and nostalgia for the past, what is close to the local community's heart is the town's industrial history, as a local man who worked in shipbuilding for more than 20 years, stated in an interview:

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information please see: Historic England, "Planning System," 2016, <https://historicengland.org.uk/advice/planning/planning-system/>.

There is a romantic connection to shipbuilding on the Tyne. Most families will have a member who used to work in the shipyards, everyone will know someone who worked in the ships.<sup>5</sup>

This situation can create various problems on how heritage value is understood in the local community. The decline and neglect of specific heritage, mainly the industrial heritage, has in a way, “*killed the pride in the community, and... [created] that attitude of hopelessness.*”<sup>6</sup> Thus, many people feel that much more needs to be done to preserve and safeguard the heritage, which had once defined them personally as “Wallsenders.”

In the past and present various other places (communities) across England, have responded by hindering unwanted activities that threaten the history around them, and also create heritage awareness; some have failed while others have succeeded. What they all have in common is that they were able to embrace national or outsiders’ views, but they went their own way to stop unwanted activities. In addition, what it all comes down to, is how they collectively value their own local heritage, which defines them. For example, in May 2016, a forge in North Tyneside which was central to the history and culture of the local community, came under threat and was set to be demolished because of a proposed development planned by the local council. A few days later, a petition was created to save it and received 2,000 signatures (mainly from the local community). Due to this, it is currently being reviewed by Historic England for the final verdict.<sup>7</sup>

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<sup>5</sup> Murray Wardrop, “Swan Hunter Cranes Leave the Tyne, Ending 145 Years of Shipbuilding,” *The Telegraph*, April 6, 2009, para. 7, <http://www.telegraph.co.uk/news/uknews/5112148/Swan-Hunter-cranes-leave-the-Tyne-ending-145-years-of-shipbuilding.html>.

<sup>6</sup> From Interviewee 1; An active member of the local community, in his 70s. He worked in the shipbuilding industry at Wallsend. He is also one of the archivists of the Wallsends Local History Society: Interviewee 1, Round 1 for Thesis Research Methodology, interview by Michael Shamah, face-to-face unstructured interview (voice recording and available online), January 14, 2016. Interviews were transcribed verbatim; this is how they spoke.

<sup>7</sup> Hannah Graham, “Thousands Including Former Durham University Expert Back Bid to Save Historic Forge,” *Chronicle*, May 21, 2016, <http://www.chroniclive.co.uk/news/north-east-news/thousands-including-former-durham-university-11362789>.

Although, the Roman heritage is highly important and many people agree that if it was not for the Romans, Wallsend would not have had any foundations to build from; it is the industrial heritage that truly defines the local community. They themselves will need to embrace their non-Roman past collectively, in order for such awareness to be disseminated successfully.

## **The Purpose of This Study and the Research Questions**

One way of addressing this issue, is to consider and suggest that the local community of Wallsend has access to different effective ways of building a community, for mitigating certain kinds of destructive actions in the future. However, in order to proceed, the first step should be understanding how this local community defines and perceives its own heritage, and its values. This will also assist in understanding why specific types of Heritage get less attention, or are even neglected, compared to others.

## **Earlier Approaches to Wallsend's Heritage**

Prior to this study, there has been continual interest in the cultural heritage of Wallsend. Since the mid-nineteenth century, due to Hadrian's Wall, there has been always been a fascination of the Roman heritage in Wallsend and the surrounding areas.<sup>8</sup> Near the turn of the nineteenth century, starting with excavations of *Segedunum* in 1896, the local community started to have a gradual interest in other heritage aspects of Wallsend. In 1923, William Richardson, a well-respected local resident, published a book regarding the history of the town. It covers all aspects of Wallsend, from the Romans to the Ecclesiastical history, and to the rise and decline of local industries of the town and its environs. For almost seven decades, the book

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<sup>8</sup> John Collingwood Bruce was one of the main scholars back at that time. For one of his best books about the Romans in the area, see: Jon Collingwood Bruce, *The Roman Wall: A Historical, Topographical, and Descriptive Account of the Barrier of the Lower Isthmus, Extending from the Tyne to the Solway, deduced from Numerous Personal Surveys* (London, J. R. Smith, 1851), <http://archive.org/details/romanwallhistori00bruc>.

was out of print, but as it was quite popular, it was reprinted in 1998 and became a standard tool for researchers interested in the local area.<sup>9</sup> Today, the Wallsend community treats the book like the bible. On a more regional level, the *History of Northumberland*, volume 13, by Madeleine Hope Dodds, published in 1930 is also considered critical to understanding the history of Wallsend.<sup>10</sup>

In response to rapid change in the urban environment in the 1960s and 1970s, local historical societies began to form. One such society was the Wallsend Local History Society. Since its establishment in 1973, it has always aimed to learn more of its local history and bring together those who were and are interested.<sup>11</sup> Over the years, the members have recorded information about the town and shared it through various means (meetings, books, talks, history trails, trips, exhibitions, the internet etc). In addition, recently they put most of the information in their own archive, which has been developing over the past two years. However, the society is still in progress and needs to improve certain aspects of sharing the information, to put their message across.

Another local society is the Friends of Wallsend Parks. Since their foundation in 1997, the society mainly focuses on the natural heritage. It consists of a small group of local people who work hard to help improve Wallsend parks for the community. In 2003, Friends of *Segedunum* was launched in response to the establishment of the *Segedunum* Roman Museum in 2000. They support and encourage interest, mainly in, the Roman heritage, the museum and the distinctive history of Wallsend.

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<sup>9</sup> William Richardson, *History of the Parish of Wallsend: The Ancient Townships of Wallsend and Willington : General, Ecclesiastical, Industrial and Biographical* (Newcastle Libraries, North Tyneside Libraries, 1923).

<sup>10</sup> Madeleine Hope Dodds, *A History of Northumberland. Volume 13: Heddon-on-the-Wall, Newburn, Long Benton, Wallsend, Gosforth, Cramlington, Benwell, Elswick, Heaton, Byker, Fenham, Jesmond, Etc*, 1st edition (Andrew Reid, Sons & Co, 1930).

<sup>11</sup> For more information, see: Wallsend Local History Society, "Home," accessed March 27, 2016, <http://www.wallsendhistory.btck.co.uk/>.

Apart from societies, the local press (*Chronicle Live*) has always found Wallsends heritage worthy of writing about. In terms of previous research, the only study I know of that is similar to this thesis, is a 2015 Bachelors of Arts' thesis about the landscape and change, examining shipbuilding and identity on the Tyne. However, its case studies focus on the value, memories and nostalgia in a neighbouring town, just south of Wallsend.<sup>12</sup>

## Sources

This study used the examination of primary and secondary sources across the academic and non-academic spectrum. The sources include books, articles in popular media and magazines, and also items from the local archives. Articles in popular media, magazines, and journals provide an overall understanding of heritage value, memory, and nostalgia coming from an outside view. This will provide a balanced perspective on topics in the study.

The main literature is the Richardson and Dodd books. They provide specific understanding of the heritage and history of Wallsend on a professional, academic and descriptive level. Although, they are out-dated and out of print, they are seen as the standard, reliable tools for this type of focused research.

As it is important to understand the heritage values in the eyes of the local community, community-based literature is also vital. These pieces, are written by members of the local community, who truly value their local heritage and are willing to share their own knowledge about it. Authors such as Keith Armstrong and Peter Dixon provide powerful insight into, and perspective on, the various local historic buildings in the region where Wallsend is situated. It is expressed in words and pictures (ranging from poems to artwork and photographs and other

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<sup>12</sup> Hunter Charlton, "Landscape and Change: Shipbuilding and Identity on the Tyne" (Bachelor of Arts thesis, University of Bristol, 2015), <http://www.bristol.ac.uk/media-library/sites/history/documents/dissertations/2015charlton.pdf>.

media), contributed by the local people.<sup>13</sup> At a more local level, Rob Kirkup,<sup>14</sup> Jean and Ken Smith,<sup>15</sup> and Ken Hutchinson,<sup>16</sup> are some of the main local residents who have contributed to their community. their interests in the heritage of the town.

As this study looks into the decline and neglect of Industrial heritage it is vital to consider literature that focuses on industrial heritage. For example, James Douet presents the latest approaches to the conservation of industrial heritage. The book also covers a range of topics, such as industrial archaeology, museums and collections, documentation and recording, and other topics. In addition, it contains a copy of the International Committee for the Conservation of the Industrial Heritage's (TICCIH) Nizhny Tagil Charter for Industrial Heritage.<sup>17</sup> This is a charter that safeguards and conserves industrial heritage around the world and was signed in 2003.<sup>18</sup> On a more specific level, authors such as Anthony Burton,<sup>19</sup> and Ian Rae and Ken Smith,<sup>20</sup> are also vital for the purpose of this study.

More data can also be found in the archives. As they are rich with memories, both personal and collective, in letters, photographs, memos etc, archives are considered safe havens for understanding how heritage value is defined in a local community. For the purpose of this study, most of the information is collected from a community-based archive, managed by the Wallsend Local History Society.

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<sup>13</sup> Keith Armstrong and Peter Dixon, *From Segedunum to the Spanish City: North Tyneside's Heritage in Words and Pictures* (Whitley Bay: Northern Voices, 2010).

<sup>14</sup> Rob Kirkup, *Wallsend Then & Now: In Colour* (Newcastle: The History Press, 2014).

<sup>15</sup> Jean Smith and Ken Smith, *Wallsend Reflections*, First Edition edition (Newcastle upon Tyne: Tyne Bridge Publishing, 2005).

<sup>16</sup> Ken Hutchinson, *Wallsend Through Time* (Stroud: Amberley Publishing, 2009); *Wallsend History Tour* (Amberley Publishing, 2015).

<sup>17</sup> James Douet, ed., *Industrial Heritage Re-Tooled: The TICCIH Guide to Industrial Heritage Conservation*. 1st Edition. (Lancaster: Carnegie Publishing 2012)

<sup>18</sup> The International Committee for the Conservation of the Industrial Heritage (TICCIH), "The Nizhny Tagil Charter for The Industrial Heritage," July 17, 2003, <http://ticcih.org/about/charter/>.

<sup>19</sup> Anthony Burton, *The Rise and Fall of British Shipbuilding* (The History Press, 2013).

<sup>20</sup> Ian Rae and Ken Smith, *Swan Hunter: The Pride and the Tears*, 1st edition (Newcastle-upon-Tyne: Tyne Bridge Publishing, 2001).

## The Structure of the Study

The structure of this Study is as followed in ascending order:

- **Methodology.** This chapter examines the various qualitative methods that will be used to achieve the purposes of this study, in particular, the concepts and importance of value, memory and nostalgia, that play key parts in the local community's mind-set. In order to discover what community members think I conducted interviews on these topics.
- **Wallsend: "SITU EXORITUR SEGEDUNI" [Arose on the Site of *Segedunum*].** This chapter identifies Wallsend's historical background prior to the industrial epoch. It also clarifies the importance of how industrial heritage has played an important role in Wallsend's urban fabric.
- **Industrial Heritage in England** – This chapter explores the build-up of Industrial heritage from the beginning of the Industrial Revolution. It also identifies the field that surrounds Industrial Heritage of town and or city landscapes, along with the importance of its theoretical elements. This chapter defines industrial heritage on all three levels – international, national, and local.
- **The Heritage of Wallsend as it is understood today** – This chapter is a heritage assessment of a selected range of sources that assist in understanding what heritage is currently being presented at Wallsend, as well as its environs. The outcome of this chapter shows that the industrial heritage is truly being mistreated.
- **Increasing Awareness: Building a community** – This chapter explores the most effective ways through which Wallsend's community can disseminate awareness about its industrial heritage.
- **Conclusion** – This last chapter discusses whether or not there has been any unwanted treatment of specific heritage sites, especially ones associated with the industrial heritage.



## Chapter 2: Methodology

When someone asks where you live, how do you explain the location? Do you give the most obvious answer or do you give an answer which is much more comprehensible to an outsider? This is the case with one of the interviewees when asked about Wallsend's value and what it meant to him. He explained it with the help of the Romans and with a comparison creating a link to the etymology of the town:

When someone asks, where you live? Wallsend? They say where's that? I always explain to them, have you heard of the Romans?... Oh, yeah?... Have you heard of the Roman Wall? Oh, yeah? Like the Great Wall of China, Oh, Yeah? But that is where I live, Wallsend. It's the end of the Roman Wall.<sup>21</sup>

To most local residents, however, the meaning of the Roman heritage is not as important as the meaning of the industrial heritage from a much later date. Because members of the local community value the industrial heritage of the town individually through personal experiences from childhood to adulthood, the most apparent response would be to explain the industrial importance of the town along the Tyne River. However, unlike the Roman history of England, the study of which is highly advanced, the concept of industrial heritage is relatively young in England and in the rest of Britain.<sup>22</sup> Thus, explaining the town's heritage from the industrial perspective would be difficult.

This corresponds with the other types of heritage and its values that are represented in the town - medieval, the church, early modern, etc. Wallsend is rich in heritage features spanning a 1000-year period, which makes its heritage complex. Three areas will be considered

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<sup>21</sup> Interviewee 3: An active member, and photographer, of the Wallsend Local History Society. In his 80s, he was born and raised in Wallsend. He is also a member of the "Swan Snappers" He took photographs of the Swan Hunters Shipyards, before and after its closure: Interviewee 3, round 3 for Thesis Research Methodology, interview by Michael Shamah, face-to-face unstructured interview (voice recording and available online), January 15, 2016.

<sup>22</sup> This concept started to appear in the 1960s, will be discussed further below.

here: First, the heritage value systems; the second is why the valuations of a particular heritage vary widely; and the last is the community approach towards heritage.

## Memories, Value and Nostalgia

Different methodological approaches are used in this study. Testing these approaches will mainly use qualitative data collected through interviews supplemented with site visits and observation.

The overall purpose of the research relates to my understanding of local social cohesion and its connections with the past. Maurice Halbwachs' notion of memory is an effective tool in which to situate a qualitative methodological approach.<sup>23</sup> In addition, other aspects of memory studies can be referred to.<sup>24</sup>

Halbwachs' notion of memory sees the development of memory through the interaction of social networks and in communities.<sup>25</sup> He identifies a number of core types of memories that help shape the understanding of the past. For this research, individual memory and collective memory are the main focus of approach.

Individual memory relates to personal experiences during past events. Collective memory, in contrast, relates to experiences of past events which have been shared and agreed upon by more than one individual within a community. What is important is that both kinds of memory demonstrate the individual's role in shaping the past, and bring individuals together with a sense of shared common identity and social cohesion. This kind of communal memory offers an open window filled with material from the past that can be analysed by researchers

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<sup>23</sup> Maurice Halbwachs, *La Mémoire Collective [The Collective Memory]* (Paris [NewYork]: Albin Michel [Harper Colophon, 1980], 1997).

<sup>24</sup> There are other scholars, such as: Paul Connerton, *How Societies Remember* (Cambridge England: Cambridge University Press, 1989); Jan Assmann and John Czaplicka, "Collective Memory and Cultural Identity," *New German Critique*, 1995, 125–33; Pierre Nora, *Realms of Memory: Rethinking the French Past. Volume 1: Conflicts and Divisions*, ed. L. D. Kritzman, vol. 1, *Realms of Memory: Rethinking the French Past 1* (New York: Columbia University Press, 1996), <http://books.google.com/books?id=5VirPgAACAAJ>.

<sup>25</sup> Halbwachs, *La Mémoire Collective [The Collective Memory]*, 119.

and used by people in the community. In addition, Nora's notion of *Lieux de mémoire* (places of memory) links both individual and collective memory. Nora refers to places where "memory crystallises and secretes itself".<sup>26</sup> By applying *Lieux de mémoire*, memory can be materialised in spatial reference points that make it possible to identify potential and substantial alterations in both intangible and tangible places, including their disappearances.<sup>27</sup>

It is also important to clarify how heritage value is understood both outside and within the local community. This notion can be additionally developed and understood through Riegl's typology of heritage value, including the kinds of value that are most often associated with heritage sites.<sup>28</sup> Within this typology, values fall into two major categories, sociocultural and economic, although they overlap in many ways.<sup>29</sup> These values are contingent. They are produced out of the interaction of material culture.<sup>30</sup> Within the social, historical, and spatial context of a local community, the values of heritage can also be recognised, understood and defined.

Another significant attribute that contributes to the mind-set of local communities is nostalgia. Despite its importance as an emotional driver for local action, it has not received much useful attention in academia. The term was first coined by Johannes Hofer in 1688, in his medical dissertation as a medical symptom.<sup>31</sup> Today, nostalgia is seen as an emotion of wistful longing for the past.<sup>32</sup> In addition, it ignites memory and encompasses both personal

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<sup>26</sup> Nora, *Realms of Memory: Rethinking the French Past. Volume 1: Conflicts and Divisions*.

<sup>27</sup> Emily Keightley, "Remembering Research: Memory and Methodology in the Social Sciences," *International Journal of Social Research Methodology* 13, no. 1 (2010): 56; G r me Truc, "Memory of Places and Places of Memory: For a Halbwachsian Socio-Ethnography of Collective Memory," *International Social Science Journal*, no. 203–204 (2011): 148; Also see: Connerton, *How Societies Remember*.

<sup>28</sup> Alois Riegl, "The Modern Cult of Monuments: Its Character and Its Origin," *Oppositions* 25 (1982): 20–51.

<sup>29</sup> Randall Mason, "Assessing Values in Conservation Planning: Methodological Issues and Choices," in *Assessing the Values of Cultural Heritage: Research Report*, ed. Marta De la Torre (Los Angeles: Getty Conservation Institute, 2002), 9.

<sup>30</sup> Marta De la Torre, ed., *Assessing the Values of Cultural Heritage: Research Report* (Los Angeles: Getty conservation institute, 2002), 8.

<sup>31</sup> Svetlana Boym, *The Future of Nostalgia*, First Trade Paper Edition (New York: Basic Books, 2002), 3.

<sup>32</sup> Janelle L. Wilson, *Nostalgia: Sanctuary of Meaning* (Lewisburg: Bucknell University Press, 2005), 22.

and collective memories and acts of remembrance.<sup>33</sup> It is a driver of action, something that gives individuals added value to objects or places. As Svetlana Boym states, “at first glance, nostalgia is a longing for a place, but actually it is a yearning for a different time—the time of our childhood, the slower rhythms of our dreams.”<sup>34</sup>

## The Research Methodology of this Study

This research relies on Halbwachs’ notion of memory, Nora’s ideas about places of memory, and Riegl’s typology of heritage values. Various qualitative methods, such as archival research and interviewing, are employed to examine the apparently uneven treatment of heritage sites in the Wallsend area. A study of a town with unique industrial heritage will be provided, with personal value for the local community in terms of their pride and identity. However, collective recollections relate to the town’s origin, which dates back to the Roman Period. These Roman aspects of the town are of outstanding universal value and are protected by UNESCO, but they are less apparent in local memory and nostalgia.<sup>35</sup>

## Interviews and Conversations

To unlock and understand the recent heritage of Wallsend, it was important to engage with individuals and groups of people in the local community through personal interaction. Thus, for the purpose of the research, unstructured interviewing and general conversation were implemented to provide people from Wallsend with an opportunity to participate in discussions, freely express and fully explore their own remembered experiences in a

<sup>33</sup> Judith A. Rasson, “Creating a Place of Memory: Olvera Street, Los Angeles,” in *Materializing Memory: Archaeological Material Culture and the Semantics of the Past* (Oxford: British Archaeological Reports, 2009), 118.

<sup>34</sup> Boym, *The Future of Nostalgia*, xv.

<sup>35</sup> In 1987, these aspects became part of the Frontiers of the Roman Empire World Heritage nominations, put together by specialists from outside the Wallsend community. For more information, see: International Council on Monuments and Sites, “Hadrian’s Wall WHS Nomination,” 1987, <http://whc.unesco.org/uploads/nominations/430ter.pdf>.

comfortable manner.<sup>36</sup> Having a conversation or interview in an unstructured format with small groups of people can help trigger collective accounts, and provide mnemonic help in eliciting first-hand accounts, especially when the participants are interviewed as couples and, or in small groups.<sup>37</sup> In addition, it can enable the prioritisation of the participants own personal experiences and help them express what kinds of heritage have social and personal meaning and value to them.<sup>38</sup>

The key in this method is the face-to-face interaction with members of the local community to gain insight into local definitions of heritage value and understanding of what people remember of the recent past. This information is supplemented and enhanced by spatial observations. In order to broaden the results, more than one person from different employment sectors within Wallsend's local community took part in the interviews. The participants were aged 50 years and above. These individuals are active members of society who have lived through local changes. In addition, staff at heritage facilities in the local area were also interviewed to gain better insight into Wallsend's past, and also into current problematic heritage situations.

To further increase the understanding of the past and local shared memory, interviews and conversations using photo-elicitation techniques were similarly necessary. First adopted in 1957 by John Collier, a photographer and researcher, these techniques are based on the idea of using photographs and/or other visual representations to stimulate a clearer dialogue with participants about their own personal memories.<sup>39</sup> The photographs are selected according to the structure and intended content of the interviews and conversations. Some of the photographs that I used are in the Appendix.

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<sup>36</sup> Keightley, "Remembering Research: Memory and Methodology in the Social Sciences," 61.

<sup>37</sup> Ibid.

<sup>38</sup> Ibid., 62.

<sup>39</sup> John Collier, "Photography in Anthropology: A Report on Two Experiments," *American Anthropologist* 59, no. 5 (1957): 843–59; Douglas Harper, "Talking about Pictures: A Case for Photo Elicitation," *Visual Studies* 17, no. 1 (2002): 13–26.

## Archival Research

The second qualitative method was archival research, mostly in Wallsend's local history society, but also in the regional Tyne & Wear museums. These local archives contain a collection of first-hand materials that have been created by individuals, donated by the local community, for their own purposes or on behalf of organisations. It is important to acknowledge the importance of local shared memory and understand how heritage value is defined at a local community level. Thus, for the purpose of this research, most of the archival research was carried out in a community-based archive. As community-based archives are mainly gathered by local individuals, Wallsend's local history society's own archive was my preferred place.<sup>40</sup> A community archive can serve as an alternative, grassroots venue for communities to make collective decisions about what is of enduring value to them and to control the means through which stories about their past are constructed.<sup>41</sup>

Over the past two years, the Wallsend Local Society has developed an archive which contains various heritage topics relating to the town. Their archive allowed the examination of old photographs that show individuals, groups, landscapes, and buildings, and also primary and secondary accounts displayed through particular memorabilia and newspaper articles. The selection of data is based on what was available at the time of my research trip. The material was selected aimed at developing an understanding of nostalgia and memory at the local community level as well as an understanding of which effects of urban renewal are considered undesirable locally. In addition, a collection of documents on the development of the town (maps, registers, etc.), and past written personal accounts are also examined to gain an

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<sup>40</sup> Andrew Flinn, Mary Stevens, and Elizabeth Shepherd, "Whose Memories, Whose Archives? Independent Community Archives, Autonomy and the Mainstream," *Archival Science* 9, no. 1–2 (2009): 73.

<sup>41</sup>Michelle Caswell, "SAADA and the Community-Based Archives Model: What Is a Community-Based Archives Anyway?," Text, *South Asian American Digital Archive (SAADA)* (April 18, 2012), para. 1, <https://www.saada.org/tides/article/20120418-704>.

understanding of what goes through the minds of a local community when their local heritage is neglected.

## Maps

As mentioned above, memory can be materialised in spatial reference points. Topographic mapping allows the identification of potential and substantial alterations, even the disappearances of places. Plotting data on a map or plan is a simple and useful way of organising and visualising building information to gain a better understanding of how the town developed. Mapping can also identify specific kinds of activity connected to unequal treatment of parts of Wallsend's heritage. Ordinance Survey maps from different time periods are used. (See figure. 2 & 3)

## Regional Literature Review

It was important to examine and review journals, articles, newspapers, and other regional media (news and social), and further relevant documentation that concerns what kinds of heritage have received effective attention in the Wallsend area and which have been ignored. This technique draws together common threads and characteristics to describe and quantify the importance of memory and heritage values among the local community and show the fate of particular sites subjected to specific development action. In addition, to enhance the research, it was also vital to review regional, national, and international legislation and conventions that provide standard guidelines for safeguarding various kinds of sites.<sup>42</sup>

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<sup>42</sup> UNESCO, "Database of National Cultural Heritage Laws | United Nations Educational, Scientific and Cultural Organization," accessed February 22, 2015, <http://www.unesco.org/new/en/unesco/partners-donors/the-actions/culture/database-of-national-cultural-heritage-laws/>. Accessed February 22, 2015

## Spatial Observation

It is important to gain insights into the communities' own definitions of heritage values and their understanding of local memory of place. Spatial observations were necessary for this research and required a trip to Wallsend itself. This trip enabled me to visually experience certain urban development's directly. While implementing this method, I walked around Wallsend and visually documented the sites to show where the local heritage is being affected. This increased the effectiveness of the unstructured interviews.

## Online Research

Through various forms of dissemination, the awareness of heritage preservation has been increasingly dependent on the digital world, as more and more people become reliant on computers and technology for acquiring everyday personal information through social media platforms (such as Facebook, Instagram and Twitter), blogs and other websites.

With the aim of finding effective ways of building a digital community around safeguarding heritage and awareness of the industrial heritage of Wallsend, I examined what was already available on-line. This provides a broader insight into understanding how information about Wallsend's industrial heritage is disseminated today.

## Limitations of the methodology

Each of the qualitative methods has its own advantages and limitations. In the interviews, participants may feel uncomfortable with the questions being asked due to the sensitivity of the topic. I tried to avoid losing impartiality and objectivity, because of my own conscious or unconscious personal intellectual beliefs concerning what would be the best direction for future heritage work in the Wallsend area. Relying almost exclusively on the local



community in some aspects of my research was also a limitation because the small sample size may not reveal all facets of local opinion.

## Chapter Summary

For the purposes of this research, qualitative methods were used in order to see memory construction through the eyes of the local community in Wallsend. According to Assmann, memory is ‘the faculty that allows us to build a narrative picture of the past and through this process develop an image and an identity for ourselves’.<sup>43</sup> Thus, the construction of memory allows both individual and collective shaping of the past and also brings the local community closer together through shared identity and social cohesion. In addition, by implementing these methods, it is possible to understand how heritage values should be understood at the local community level. Furthermore, the overall principal outcomes of these methods will assist in building a digital community to help prevent future undesirable developments that would not only destroy physical places but also places of memory that are truly central to the everyday lives of the Wallsend local community.

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<sup>43</sup> Richard Meckien, “Cultural Memory: The Link between Past, Present, and Future,” *Institute of Advanced Studies at the University of São Paulo*, para. 7, accessed March 29, 2015, <http://www.iea.usp.br/en/news/cultural-memory-the-link-between-past-present-and-future>.

## Chapter 3: Wallsend: “SITU EXORITUR SEGEDUNI” [Arose on the site of Segedunum]<sup>44</sup>

Often we associate heritage with historic structures which have stood the test of time: castles and palaces, museums and country houses, the legacy of industrial Britain. But where history comes alive is where people are part of their local history.<sup>45</sup>

### Introduction

The town of Wallsend is situated along the north bank of the River Tyne, between Newcastle and North Shields, in north-east England. Its location has been used continuously since the Roman period, but less is known of the area of prior to the Roman occupation.<sup>46</sup> In the late 1990s, evidence of early cultivation emerged from archaeological excavations, suggesting that the area was part of a complex dynamic landscape of prehistoric settlements before the Romans arrived.<sup>47</sup> Over the past half millennium, the Industrial Revolution has played a massive role, in shaping Wallsend’s modern urban fabric, the very identities that define, and are cherished by the local inhabitants.

Prior to the Industrial Revolution, the foundation of the settlement owed its existence to the Romans. A video shown at Wallsend’s *Segedunum* Museum conveys the shaping of Roman Wallsend landscape in four phases:<sup>48</sup>

- the Strong Place, that relates to the Roman presence at the northernmost frontier of the Roman Empire;

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<sup>44</sup> Richardson, *History of the Parish of Wallsend* is seen as the Bible and a standard tool for researchers; and Dodds, *A History of Northumberland. Volume 13* is another standard tool for researchers.

<sup>45</sup> RSA (Royal Society of Art), “What Can Data Reveal about Britain’s Heritage?” sec. Introduction, accessed November 30, 2015, <https://www.thersa.org/discover/publications-and-articles/reports/seven-themes-from-the-heritage-index/interactive/>.

<sup>46</sup> Richardson, *History of the Parish of Wallsend*, 21.

<sup>47</sup> Nick Hodgson, *The Roman Fort at Wallsend (segedunum). Excavations in 1997-98* (Newcastle upon Tyne: Tyne & Wear Archives & Museums, 2003); Tony Henderson, “Opencast Operation on Land North of Newcastle Reveals New Prehistoric Site - Chronicle Live,” November 28, 2014, <http://www.chroniclelive.co.uk/news/north-east-news/opencast-operation-land-north-newcastle-8193949>.

<sup>48</sup> The museum owns the rights to the video for private use only and it is not accessible online.

- the Deep Place, that relates to the start of the exploitation of Wallsend's famous coal;
- the Launch Place, which relates to the Wallsend shipbuilding;
- the Significant Place, which relates to the rediscovery of the town's unique past and the transformation into a World Heritage Site.

## Etymology

The etymology gives an indication of Wallsend's Roman past. Literally meaning "At the end of the wall," the town is situated at the eastern *terminus* of Hadrian's Wall (see figure 1 for the towns correlations with the Wall). The settlement *Segedunum*, meaning "Strong Fort," was a Roman fort built in 126 CE, a few years after the wall's construction. The word *Segedunum* can be found in the Roman *Notitia Dignitatum*, which records that the fourth cohort of the *Lingones* was stationed there.<sup>49</sup>

At the turn of the nineteenth century, the Society of Antiquaries of Newcastle-upon-Tyne carried out limited excavations at *Segedunum*, and major excavations were in 1892, 1910, 1974-6, and 1996-8.<sup>50</sup> Today, the British Broadcasting Corporation (BBC), calls the Roman fort one of the most excavated forts on Hadrian's Wall.<sup>51</sup> The finds of these excavations suggested that *Segedunum* was an important military station which supplied food rations for the troops along the Wall.<sup>52</sup> After the designation of Hadrian's Wall as a World Heritage Site in 1987, *Segedunum*, along with other Roman forts adjacent to the wall, became noteworthy

<sup>49</sup> Richardson, *History of the Parish of Wallsend*, 22.

<sup>50</sup> Hodgson, *The Roman Fort at Wallsend (segedunum)*. *Excavations in 1997-98*; Alexandra Croom and Alan Rushworth, *Segedunum: Excavations By Charles Daniels In The Roman Fort At Wallsend (1975-1984) Vol 1 & 2* (Oxford: Oxbow Books, 2015) Some Information about the excavations of 1892 and 1910, can be found in these books.

<sup>51</sup> Anonymous, "Segedunum: The 'Most Excavated' Fort on Hadrian's Wall," *BBC News*, February 8, 2013, <http://www.bbc.co.uk/news/uk-england-tyne-21261754>.

<sup>52</sup> Ibid.

sites,<sup>53</sup> which caused potential new economic developments for the town, even though the local people may not see it this way. (See Appendix 2, photo 6)

Nowadays, the site of *Segedunum* is part of a state-of-the-art, interactive museum, dedicated to the Roman heritage of the town, (see Appendix 2, photo 10 and 11). The museum replaced the town's own heritage centre in 2000.<sup>54</sup> Although Roman history is the museum's main focus, one small gallery is devoted to Wallsend's industrial past.<sup>55</sup>

After *Segedunum* was founded, life in the town developed over the next 400 years. A community emerged, and a settlement (*vicus*) started to expand outside and around the fort, which left the fort itself abandoned. The new township developed inland away from the fort near the river to avoid raiders of Danish or Viking origin.<sup>56</sup> This new township became known as Wallsend's Village Green. During the late eleventh century (c.1083), the township was under the Benedictines at Jarrow. The first documented use of the name "Wallsend" may have occurred when the township was part of the priory and monastery of Durham (dissolved in 1540).<sup>57</sup>

The Village Green still exists, with the same plan that it had when it was first established. Over the centuries, however, the original buildings that once stood there were replaced and redeveloped, adding to its unique character.<sup>58</sup> Not many of the earliest buildings still exist and those that still do are Grade II listed.<sup>59</sup> One of the most iconic buildings still standing is the Wallsend Hall (referred by the community as the Civic), a nineteenth century building.

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<sup>53</sup> International Council on Monuments and Sites, "Hadrian's Wall WHS Nomination."

<sup>54</sup> The Wallsend heritage centre was built in the 1980s to house local heritage.

<sup>55</sup> Segedunum Museum, "Home | Segedunum Roman Fort," accessed April 27, 2016, <https://segedunumromanfort.org.uk/>.

<sup>56</sup> Kirkup, *Wallsend Then & Now: In Colour*, 5.

<sup>57</sup> Richardson, *History of the Parish of Wallsend*, 28.

<sup>58</sup> Ian McCaffrey, "The Green, Wallsend: Conservation Area," Character Appraisal (Wallsend, North Tyneside: Development Directorate, North Tyneside Council, October 2006), <http://www.thegreenwallsend.org/wp-content/uploads/2013/12/Adopted-version-070411.pdf>.

<sup>59</sup> *Ibid.*, 17.

According to Wallsend Residents' Association, the village green is the oldest man-made feature in the region after Hadrian's Wall, and also the only surviving ancient village green in North Tyneside, registered as such under the Commons Registration Act 1965.<sup>60</sup> Today, the central feature of the Village Green is a protected conservation area. Due to ongoing development in the twentieth and twenty-first centuries, conservators, however, doubt the village's survival.<sup>61</sup> (See Appendix 2, photo 9)

While Wallsend's Village Green was developing, a small parish church was built in the twelfth century (charters suggest c.1153) to serve the inhabitants and surrounding environs. Called "The Holy Cross Church," it had a paved "Church way" leading up a hill to its yard (still present today, although preserved with concrete).<sup>62</sup> The church continued to be in use until 1797, but after the turn of the eighteenth century it was left in ruins. In 1909, the church ruin was preserved with concrete and an iron fence was erected around it, enclosing the most majority of it.<sup>63</sup> Today, it is still surrounded by the iron fence for protection.

At the start of the nineteenth century, many different religious communities began to find a foothold in Wallsend's society – Methodism, Congregationalism, and Roman Catholicism, in particular, became increasingly popular among the local community.<sup>64</sup> However, the Anglo-Catholic practices, under the Church of England denomination, remained the main religious centre. In 1807, the foundation stones of an Anglo-Catholic church were laid; it replaced and carried on the parish duties of the Holy Cross Church. This church is known as St. Peter's, and was remodelled in 1892.<sup>65</sup>

Due to Wallsend's coal-mining and shipbuilding industry, its population began to grow, pressure on the church caused the town to divide into two sections. The church stood on the

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<sup>60</sup> Ibid., 22; This 1965 Act prevents any development that comprises the village green itself.

<sup>61</sup> Ibid.

<sup>62</sup> Kirkup, *Wallsend Then & Now: In Colour*, 34–35.

<sup>63</sup> Richardson, *History of the Parish of Wallsend*, 117.

<sup>64</sup> More information can be found in the Ecclesiastical History Chapter (III) of *ibid.*, 110 – 186.

<sup>65</sup> Ibid., 135.

west side, so a new parish church was built to support the community on the east side. Known as St. Luke's, it was built from 1885 to 1906, in an early English Gothic Style. When this church started to serve the local community it was nicknamed the "Shipyard Church," as one of the main shipyard companies, Swan Hunters, became closely associated with it.<sup>66</sup> (See Appendix 2, photo 5)

Today, most of the churches that were built in the nineteenth century still exist, either as meeting halls and or as functional places of worship, and are Graded listed buildings. However, St. Peter's Church (Grade II\* listed) and St. Luke's Church (Grade II listed), still remain the centre of religious practice among the local population of Wallsend. In addition, over time, like St. Peter's, St. Luke's architectural structure has been modified and altered.<sup>67</sup>

## The industrial development of Wallsend

Industry, as I said to you; chemical, glass, salt mines/ salt pans, mining, shipbuilding, what else did we have? We had everything, did we.<sup>68</sup>

At present, the modern town of Wallsend is known for its industrial past. The reason for this is that since the sixteenth century the town grew from a rural agricultural setting into an important industrial hub. First, salt production in 1539, established by Thomas Bell – an early industrial pioneer – opened the doors for other industries to follow, which allowed the town to become vibrant in character, successful in trade and also helped shape the identity of the communities living there to this day.<sup>69</sup> Two industries – coal mining and shipbuilding – that started to develop in the eighteenth century significantly defined Wallsend. By the early

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<sup>66</sup> Anonymous, "2. Our History & Tradition (Wallsend | St Luke's)," para. 4, accessed December 3, 2015, <http://www.achurchnearyou.com/wallsend-st-luke/2-our-history-tradition.html>.

<sup>67</sup> For more information, see: North Tyneside Council Marketing and Communications, "Listed Buildings," accessed November 24, 2015, [http://www.northtyneside.gov.uk/browse-display.shtml?p\\_ID=35967&p\\_subjectCategory=773](http://www.northtyneside.gov.uk/browse-display.shtml?p_ID=35967&p_subjectCategory=773).

<sup>68</sup> Interviewee 2: An active member of the Community, wife of Interviewee 1, and in her 70s. She is one of the Archivists of the Wallsends Local History Society: Interviewee 2, Round 2 for Thesis Research Methodology, interview by Michael Shamah, Face-to-Face Unstructured Interview (Voice recording and available online), January 14, 2016.

<sup>69</sup> Industry Folder, Wallsend Local History Society Archive, consulted January, 2016.

twentieth century, these two industries dominated the town. Terraced streets were developed to house the workforce, which steadily increased in size.<sup>70</sup>

The development of other industries was heavily assisted by the exploitation and discovery of rich veins of coal, which provided the power to develop these industries. For example, coal led to the further development of chemical manufacturing, which became the chief industry in Wallsend between 1854 and 1856.<sup>71</sup>

Coal-mining is believed to have started around 1772, when the first collieries in the area were set up and mined on a large scale. Known as “Wallsend Coal” they were world-famous because the coal was of high quality. The coal was valued and treated like diamonds.<sup>72</sup> This high quality coal allowed the production of iron, which led to the development of building iron ships.

Due to primitive techniques, the collieries were prone to disasters, and it was not until later in the nineteenth century that the methods and quality of these mines saw raised standards. One of the most terrible disasters that happened during that period was in 1835, where over 100 people died from shafts construction collapsing, and flooding. As a result, coal-mining in Wallsend started to decline. Over a sixty-year period after the 1850s, there was a standstill until pumping stations were installed to prevent flooding disasters, and by the beginning of the twentieth century, the output of coal at Wallsend started to increase again. However, by the 1930s the mining industry in the town suffered due to the Great Depression, which forced a number of the collieries to close. One of the collieries in Wallsend that managed to continue after the depression was the Rising Sun. Even though most of its pits were closed it was one of the most notable mines in the region due to its efficiency in production. However, by the end of the 1960s, even the Rising Sun was closed down.<sup>73</sup>

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<sup>70</sup> Hutchinson, *Wallsend Through Time*, 3.

<sup>71</sup> Mining Folder, Wallsend Local History Society Archive, consulted January, 2016.

<sup>72</sup> Ibid., chap. Introduction, 1.

<sup>73</sup> Mining Folder, Wallsend Local History Society Archive, consulted January, 2016.

Today not much of the coal-mining industry can be seen, although some of the local community feel its presence. The location of the former Rising Sun collieries is now a Country Park, covering 400 acres of land. The park features a diverse habitat for wildlife, and provides both public and private facilities for recreational purposes.<sup>74</sup> Signage in the park identifies the area as former coal mines.

By the eighteenth century, wooden ships were already being produced and repaired on the River Tyne. It is believed that the first shipyard in the Wallsend area opened in 1759, a dry dock where a number of wooden ships were being built. The largest ship that was constructed on the River Tyne at that time was HMS Argo, a 44-gun naval vessel completed at the beginning of the 1780s. The shipyard was declared bankrupt in 1806, but later, in the 1850s, it became part of the Tyne Improvement Commission.<sup>75</sup> The Tyne Improvement Commission was an authority that policed the docks along the River Tyne and was created under the Tyne Conservancy Act 1850.<sup>76</sup> The exploitation of coal allowed the production of iron, which led to the development of ironclad vessels and later fully iron-built ships.<sup>77</sup> By 1879 there was a boom in shipbuilding, with new companies building iron ships and steamships.

After the establishment of iron shipbuilding in the region, the shipbuilding industry boomed in Wallsend and became the epicentre of the local community. The town saw many famous ships built from its various shipyards. One of these famous ships was the Turbinia, designed by Sir Charles Parsons in 1894 and built in one of the shipyards in Wallsend. The ship was an experiment to demonstrate the potential success of steam turbines, and by 1897,

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<sup>74</sup> For more information about the Country Park, see: North Tyneside Council, "The Rising Sun Country Park Information and Map," 2015, <http://my.northtyneside.gov.uk/sites/default/files/web-page-related-files/Rising%20Sun%20information%20and%20map.pdf>.

<sup>75</sup> Industry Folder, Wallsend Local History Society Archive, consulted January, 2016.

<sup>76</sup> Graeme J. Milne, *North East England, 1850-1914: The Dynamics of a Maritime-Industrial Region* (Woodbridge, Suffolk, UK; Rochester, NY: Boydell Press, 2006), 105.

<sup>77</sup> Industry Folder, Wallsend Local History Society Archive, consulted January, 2016.



after a few modifications, the Turbinia was seen as the fastest vessel in the world.<sup>78</sup> Currently, it is on display at the Newcastle-upon-Tyne Discovery Museum.

Some of the shipbuilding companies became renowned across the world, but the most famous one was Swan Hunter and Wigham Richardson (Swan Hunters for short), which was incorporated in 1903.<sup>79</sup> Shipbuilding in Wallsend boomed as warships and ship repair yards were needed during the Great War.<sup>80</sup> The decline of the economy during the depression had a devastating effect upon the town. Dilapidation and decay began to spread in the shipbuilding industrial landscape.<sup>81</sup>

During the Second World War, shipbuilding was back on its feet due to the demands of the war, but by the 1950s and early 1960s, due to increasing competition from abroad the shipbuilding industry became weakened. This led to the nationalisation of the British shipbuilding industry in 1977.<sup>82</sup> At this time, Swan Hunters operated and owned a great number of shipyards. (See Appendix 2, photo 7 showing the entrance to Swan Hunters)

Wallsend's shipbuilding industry (especially Swan Hunters) started to collapse at the beginning of the 1990s. This was due to receivership and severe competition in the Far East. After failing to complete a contract from the Ministry of Defence, which ended up moving to Glasgow,<sup>83</sup> in 1993 efforts were made to save the shipbuilding company which kept it open till 2007. The efforts were a campaign called "Save Our Swans."<sup>84</sup>

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<sup>78</sup> National Historic Ships UK, "Turbinia," 2013, <http://www.nationalhistoricships.org.uk/register/138/turbinia>.

<sup>79</sup> Rae and Smith, *Swan Hunter*, 10.

<sup>80</sup> British Broadcasting Corporation (BBC), "Nation on Film - The History of Shipbuilding in the North East," September 24, 2014, para. 2,5, <http://www.bbc.co.uk/nationonfilm/topics/ship-building/background.shtml>.

<sup>81</sup> Industry Folder, Wallsend Local History Society Archive, consulted January, 2016.

<sup>82</sup> British Broadcasting Corporation (BBC), "Nation on Film - The History of Shipbuilding in the North East," para. 25.

<sup>83</sup> Interviewee 3, Round 3 for Thesis Research Methodology.

<sup>84</sup> Kate Proctor, "Swan Hunter Shipyard Campaign Was under Way Hours after Closure Announcement Was Made - Chronicle Live," May 15, 2013, <http://www.chroniclelive.co.uk/lifestyle/nostalgia/swan-hunter-shipyard-campaign-under-3817799>.

Swan Hunters built more than 2,700 ships from naval to passenger vessels.<sup>85</sup> From breaking world record speeds across the Atlantic Ocean to building warships for both World Wars and the Falklands War, a number of ships made Swan Hunters world famous.<sup>86</sup> The first of these vessels was RMS Carpathia. Built in 1903, it was a trans-Atlantic cruise liner, which became famous for rescuing passengers after the sinking of the Titanic in 1912.<sup>87</sup> The RMS Mauretania, the most famous passenger ship, was built in 1906 and received an award for being the largest and fastest ship in the world.<sup>88</sup> The third landmark vessel that Swan Hunters built was the HMS Edinburgh, a Town-class vessel<sup>89</sup> built in 1938, commissioned by the Royal Navy. It was used extensively during the Second World War. The fourth vessel was the World Unicorn. Built in 1973, it was one of thirteen oil tankers that were constructed at Swan Hunters. The fifth famous vessel made at Swan Hunters was HMS Ark Royal. Built in 1978, it was a 22,000 tonne aircraft carrier which was involved in the 1990s Bosnian War and the 2003 invasion of Iraq. The HMS Illustrious was another aircraft carrier which was constructed at Swan Hunters in 1982. The last noteworthy vessel was HMS Northumberland, built in 1993.<sup>90</sup>

Wallsend included many terraced houses that were built in the Victorian period, some adjacent to the shipyards. These housed the shipyard workers until the 1970s. Large ships, like the World Unicorn, were so large that they dwarfed the houses that led down to the river. These

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<sup>85</sup> Frank Goodwin, "Tyne's Last Shipyard Clings to Hope of a Future: The Only Company Interested in Buying the Swan Hunter Shipbuilder, Which Made Some of the World's Best Naval Vessels, Is Expected to Decide Whether to Proceed with a Takeover Today.," *The Independent*, August 30, 1994, <http://www.independent.co.uk/news/uk/tynes-last-shipyard-clings-to-hope-of-a-future-the-only-company-interested-in-buying-the-swan-hunter-1379456.html>; Kate Proctor, "Swan Hunter Closure 20th Anniversary: Heralding the End of an Era - Chronicle Live," May 16, 2013, para.10, <http://www.chroniclelive.co.uk/news/north-east-news/swan-hunter-closure-20th-anniversary-3662143>.

<sup>86</sup> Proctor, "Swan Hunter Closure 20th Anniversary," para. 14.

<sup>87</sup> Alan Morgan, Ken Smith, and Tom Yellowley, *Lost Industries of the Tyne*, 1st ed. (Newcastle: Tyne Bridge Publishing, 2013), 30.

<sup>88</sup> Kate Proctor, "Swan Hunter Closure 20th Anniversary: Heralding the End of an Era - Chronicle Live," May 16, 2013, para. 10.

<sup>89</sup> A Town class ship was a type of light cruiser of the Royal Navy.

<sup>90</sup> Proctor, "Swan Hunter Closure 20th Anniversary," para. 17–21.

houses have now been demolished for the archaeological excavation of the *Segedunum* site. (See Appendix 2, Photo 13 and 14)

In 2009, most of the land which Swan Hunters owned was sold to the North Tyneside Council for green energy redevelopment (mainly focusing on wind turbine installations) that has yet to be installed (see Appendix 3, photo 17). Today, the areas are hardly recognisable and the redevelopment seems to be at a standstill. Most of the dry and wet docks and other components of the have been filled in and or left in ruins (see Appendix 2, photos 3, 4 and 12)

## Post-Industrial Period

By the turn of the nineteenth century, Wallsend saw a major increase in urban development. It became part of an Urban District under the Local Government Act 1894, which allowed this growth.<sup>91</sup> Shipbuilding and coal-mining continued to dominate the industry, which expanded the urban fabric of the town, due to the demands of its growing workforce. The town again saw a rapidly expanding population during the First World War, which led to the style of housing changing from terraced housing to suburban estates. After the Second World War, the town again expanded greatly in terms of housing, and since the 1960s, major housing estates have developed. Over time, these developments began to reshape Wallsend's historic landscape, and its infrastructure began to be threatened due to the modern urban development (Appendix 3, photo 18).

## Chapter Summary

The turn of the eighteenth century saw Wallsend's rural beauty turned into an industrial landscape.<sup>92</sup> Industry, such as gas works, was established to supply coal gas to industrial and

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<sup>91</sup> Local Government Act 1984, cited in McCaffrey, "The Green, Wallsend: Conservation Area," Character Appraisal.

<sup>92</sup> Industry Folder, Wallsend Local History Society Archive, consulted January, 2016.

domestic users, and due to the Great War, production increased in several industries. In the 1920s, many of the industries still continued to operate, especially the coal-mining and shipbuilding, but also engineering, foundries, metal products, glass and silica manufacture, chemical manufacture, and the building supply industries. Some of these industries can still be seen today across the landscape, however, they have been developed and utilised into modern industries, such as waste management, green energy, and electronics.

By the Second World War, business was prospering in Wallsend, and diversified to fit the needs of the government.<sup>93</sup> During the 1950s and 1960s, many of Wallsend's industries began to decline due to a major shift in the industrial environment from manufacturing to the service sector.<sup>94</sup> The arrival of Margaret Thatcher's government during the 1970s and 1980s also had an impact on British industry as a whole. There was a wave of closures in some industries, which left behind a landscape of industrial decline in a contemporary and physical setting. Today, the impacts of these industries can still be noted on Wallsend's landscape (see Appendix 3, photo 16). Shipbuilding (excluding the existing ship slipways that are now ship repair docks), which was at the heart and soul of the town's local community, is barely visible due to modern urban development. Its presence can be felt among the local community, however, where memory and also nostalgia keep it alive.<sup>95</sup> In addition, despite the negative impact of the industrial heritage, Wallsend was quite flexible and able to adapt, going through peaks and troughs, over the past century.<sup>96</sup>

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<sup>93</sup>Ibid.

<sup>94</sup> Carmen Briers, "Urban Theory Guidelines for Handling Industrial Heritage.," in *LUCA Architecture: Brussels Seminar*, 2013, para. 3, [https://www.academia.edu/3783231/Urban\\_theory\\_guidelines\\_for\\_handling\\_industrial\\_heritage](https://www.academia.edu/3783231/Urban_theory_guidelines_for_handling_industrial_heritage).

<sup>95</sup> Hunter Charlton, "Landscape and Change: Shipbuilding and Identity on the Tyne," 6.

<sup>96</sup> Interviewee 4: An active member of the community, and in his 70s. He is also member of the Wallsends Local History Society. In the past he was a town planner for the local council and was involved in a number of heritage preservation projects: Interviewee 4, Round 4 for Thesis Research Methodology, interview by Michael Shamah, Face-to-Face Unstructured Interview (Voice recording and available online), January 19, 2016.

## Chapter 4: Industrial Heritage in England

We need to recognise that industry, with its huge buildings, is no longer a disturbing part in our town/cityscape and in the countryside, but a symbol of work, a monument of the city, with every citizen should show the stranger with at least the same amount of pride as their public buildings.<sup>97</sup>

### From Industrial Revolution to Industrial Heritage

The Industrial Revolution began in the eighteenth century when a series of technological innovations led to ever-increasing productivity, while requiring less human energy.<sup>98</sup> During the nineteenth century, when the Industrial Revolution was in its second phase, it is believed that it was one of the greatest moments of British history and society. Not only did it see a boost in new scientific advancements and technological innovations, but it also saw economic changes - expanded agricultural and industrial production and growth.<sup>99</sup>

The way people lived also changed, while at the same time national pride and identity were heightened. In addition, British society also saw significant changes in unemployment, especially in areas of the rural countryside, where they developed into industrial and urbanised epicentres.<sup>100</sup> Over time, due to urban sprawl, these rural areas became part of major cities. Urban landscapes were also shaped by the Industrial Revolution, both physical and economically, which helped cater to the needs of particular kinds of industrial production.<sup>101</sup>

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<sup>97</sup> A quote by Fritz Schupp (an Architect) 1932, in: Douet, *Industrial Heritage Re-Tooled*, 201.

<sup>98</sup> History Channel, "Industrial Revolution - Facts & Summary," *HISTORY.com*, 2009, sec. Innovation and Industrialisation, <http://www.history.com/topics/industrial-revolution>.

<sup>99</sup> Artemis Manolopoulou, "British Museum - The Industrial Revolution and the Changing Face of Britain - An Exhibition at the Barber Institute of Fine Arts (2008-9) - Page 1," para. 1, accessed November 30, 2015, [https://www.britishmuseum.org/research/publications/online\\_research\\_catalogues/paper\\_money/paper\\_money\\_of\\_england\\_\\_wales/the\\_industrial\\_revolution.aspx](https://www.britishmuseum.org/research/publications/online_research_catalogues/paper_money/paper_money_of_england__wales/the_industrial_revolution.aspx).

<sup>100</sup> Ibid.

<sup>101</sup> Dirk De Ville, "HOOFDSTUK 4. Industriële archeologie en erfgoedtoerisme [Chapter 4. Industrial archeology and heritage tourism]," in *Mogelijkheden tot herbestemming van oude industriële sites binnen "duurzaam toerisme" in België - Case study: De Carcoke-site te Zeebrugge. [Possibilities for redevelopment of old industrial sites within sustainable tourism' in Belgium]*, Online (Ded. Vrije Universiteit Brussel, 2003), sec. Inleiding: Wat is industriële archeologie? [Introduction: What is Industrial Archaeology], [http://www.thesis.net/zeebrugge/zeebrugge\\_hfst\\_4.htm](http://www.thesis.net/zeebrugge/zeebrugge_hfst_4.htm); Carmen Briers, "Urban Theory Guidelines for Handling Industrial Heritage.," para. 1.

At the start of the twentieth century certain industries began to play a key role in the global economy. However, after the end of the Second World War, there was a major shift in the industrial environment from the manufacturing to the service sector.<sup>102</sup> According to Alice Mah, this has been theorised in various ways as a qualitative shift to a new type of economy and society.<sup>103</sup>

The industries that once shadowed urban and rural landscapes began to decline. This caused decay into the urban fabric.<sup>104</sup> Furthermore, this decay pressured suburbanisation amongst the population, who became unemployed.<sup>105</sup> It is believed that this shift of movement caused a lack of attention towards the industrial past and led to further decay and abandonment of industrial sites.

In the middle of the twentieth century, industrial buildings and landscapes were deteriorating and the concept of creating awareness about the importance of industrial heritage began, especially within the archaeological community<sup>106</sup> This community is known for being involved in “industrial archaeology;” a term coined by Michael Rix, in 1955.<sup>107</sup> Since then, the term has been widely adopted, and efforts began in order to define industrial heritage. Falconer’s “The Industrial Heritage in Britain – The First Fifty Years,” thoroughly examines and discusses the industrial heritage “grass roots” and their evolution over a fifty-year

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<sup>102</sup> Carmen Briers, “Urban Theory Guidelines for Handling Industrial Heritage.,” para. 3.

<sup>103</sup> Alice Mah, *Industrial Ruination, Community and Place: Landscapes and Legacies of Urban Decline* (Toronto: University of Toronto Press, 2012), 5.

<sup>104</sup> *Ibid.*, 3.

<sup>105</sup> Carmen Briers, “Urban Theory Guidelines for Handling Industrial Heritage,” para. 3.

<sup>106</sup> Luis Loures, “Industrial Heritage: The Past in the Future of the City,” *WSEAS Transactions on Environment and Development* 4, no. 8 (2008): 689; Reinder Zwart, “Why Is Redevelopment of Industrial Heritage in Bratislava Relatively Unsuccessful Compared to Other European Cities?” in *Industrial Heritage in Bratislava* (Built heritage conservation and development programme 2007-2008, Academia Istropolitana Nova, Svätý Jur, Slovakia, 2007), 6; Manoela Rossinetti Rufinoni, “Preservação e restauro urbano: teoria e prática de intervenção em sítios industriais de interesse cultural [Preservation and urban restoration: theory and practice of intervention in industrial cultural sites]” (text, Universidade de São Paulo, 2009), <http://www.teses.usp.br/teses/disponiveis/16/16133/tde-11052010-171008/>.

<sup>107</sup> Michael Rix, “Industrial Archaeology,” *The Amateur Historian* 2, no. 8 (1955): 225–29.

period.<sup>108</sup> Consequently, academics, developers, heritage professionals and alike, began to see that industrial heritage has wide social and cultural significance as part of the record of people's lives, and as such provides an important sense of history and identity. It was only in the last fifty years or so that the recognition of industrial heritage, and its value, began to fill people's consciousness.<sup>109</sup>

Throughout the 1960s and 1970s, efforts were made to identify historic industrial sites. These efforts were aided by the publication of a series of books on industrial archaeology. These books currently provide one of the most comprehensive listings of Industrial sites nationally and some early examples of detailed recording.<sup>110</sup> This helped archaeologists, historians, and heritage specialists, evaluate old industrial sites for historic heritage, before they were up for redevelopment.

In addition, further efforts, consequently acknowledged the importance of industrial heritage and its definition through the establishment of The International Committee for the Conservation of the Industrial Heritage (TICCIH), which Britain has continuously championed.<sup>111</sup> This international committee was first introduced in 1973, after the First International Conference for the Conservation of the Industrial Heritage in England, which took place at Ironbridge.<sup>112</sup> In 1999, the committee gained the status of charitable trust, under the laws of Great Britain, and a few years later, in 2003, the Nizhny Tagil Charter for the Industrial Heritage was adopted, which defined the key concepts and fundamental methods of

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<sup>108</sup> Keith Falconer, "The Industrial Heritage in Britain—the First Fifty Years," *La Revue Pour L'histoire Du CNRS*, no. 14 (2006).

<sup>109</sup> Neil Cossons, "Why Preserve the Industrial Heritage?" in *Industrial Heritage Re-Tooled: The TICCIH Guide to Industrial Heritage Conservation*. 1st Edition., ed. James Douet (Lancaster: Carnegie Publishing 2012), 7.

<sup>110</sup> Falconer, "The Industrial Heritage in Britain—the First Fifty Years," 6.

<sup>111</sup> Loures, "Industrial Heritage: The Past in the Future of the City," 689.

<sup>112</sup> "Transactions of the First International Congress on the Conservation of Industrial Monuments, Ironbridge, 29 May-5 June 1973" (Ironbridge Gorge Museum Trust, 1975).

industrial heritage and industrial archaeology.<sup>113</sup> It is this charter that defines industrial heritage on an international level, which:

...consists of the remains of industrial culture which are of historical, technological, social, architectural or scientific value. These remains consist of buildings and machinery, workshops, mills and factories, mines and sites for processing and refining, warehouses and stores, places where energy is generated, transmitted and used, transport and all its infrastructure, as well as places used for social activities related to industry such as housing, religious worship or education.<sup>114</sup>

After the 1970s, industrial sites started to be alternatively left abandoned, demolished, and re-used, regenerated and sold for brownfield development, within the common practice of urban development among the local and national government.<sup>115</sup> This brought a significant shift in the perceived importance of the industrial past.<sup>116</sup> Subsequently, since the recognition of industrial heritage, the population never really considered industrial heritage as part of the urban framework.<sup>117</sup> A 2011 survey by English Heritage, noted that the percentage of industrial heritage being neglected and at risk, is three times greater than the national average for listed buildings at risk. Also in America and other parts of Europe, capturing the industrial landscapes and their futures for posterity in England, became increasingly popular. Local communities became proud of their industrial roots, and became keen to retain symbols of a distinguished past.<sup>118</sup>

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<sup>113</sup> The International Committee for the Conservation of the Industrial Heritage (TICCIH), "TICCIH Statutes," December 22, 1999, <http://ticcih.org/about/statutes/>; The International Committee for the Conservation of the Industrial Heritage (TICCIH), "The Nizhny Tagil Charter."

<sup>114</sup> The International Committee for the Conservation of the Industrial Heritage (TICCIH), "The Nizhny Tagil Charter," 1.

<sup>115</sup> Mah, *Industrial Ruination, Community and Place*, 3.

<sup>116</sup> Roger Leech, "Establishing What Exists: Introduction," in *Managing the Industrial Heritage: Its Identification, Recording and Management: Proceedings of a Seminar Held at Leicester University in July 1994*, ed. Marilyn Palmer and Peter Neaverson, Leicester Archaeology Monographs No 2 (University of Leicester: University of Leicester, School of Archaeological Studies, 1995), 3, <http://www.abebbooks.co.uk/Managing-Industrial-Heritage-identification-recording-management/15587239196/bd>.

<sup>117</sup> Carmen Briers, "Urban Theory Guidelines for Handling Industrial Heritage.," para. 39.

<sup>118</sup> Cossons, "Why Preserve the Industrial Heritage?," 15–16.



## Defining Industrial Heritage at the National Level

Since the formation of English Heritage, in 1984, replacing the Directorate of Ancient Monuments and Historic Buildings, as a “non-departmental public body” (NDPB) for historic monuments, it immediately played a massive role industrial heritage, and undertook thematic designation programmes which were primarily to encompass industrial sites. One of these programmes, was the Monuments Protection Programme (MPP), was initiated in 1986. Although its industrial component halted in 2004, it has evaluated and reported on many industries and thousands of sites and buildings. After this programme, Strategy for the Historic Industrial Environment reports were produced.<sup>119</sup>

According to English Heritage (Historic England since 2015), industrial heritage is defined as sites that are associated with the Industrial Revolution through to the onset of the First World War (1750-1914); during this time, the country (exclusively England), was a world leader in industrialisation.<sup>120</sup>

## Defining Industrial Heritage at the Local Level

Industrial heritage has long been viewed as epitomising Pierre Nora’s *Les Lieux de Mémoire*, or places of memory. It has a strong connection to local communities’ sense of identity and pride. According to Pierre Nora:

any significant entity, whether material or non-material in nature, which by dint of human will or the work of time has become a symbolic element of the memorial heritage of any community,” plays a significant role in defining the memory of an individual or group, and their perpetuation.<sup>121</sup>

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<sup>119</sup> Falconer, “The Industrial Heritage in Britain—the First Fifty Years”; “Legal Protection,” in *Industrial Heritage Re-Tooled: The TICCIIH Guide to Industrial Heritage Conservation*. 1st Edition., ed. James Douet (Lancaster: Carnegie Publishing 2012), 97

<sup>120</sup> .Falconer, “Legal Protection,” 98.

<sup>121</sup> Nora, *Realms of Memory: Rethinking the French Past. Volume 1: Conflicts and Divisions*, 1:xvii.

When applied to industrial heritage, the sites of factories are seen as monuments of the Industrial Revolution that have shaped the present-day urban environment, as a place of work, and entrepreneurial enthusiasm<sup>122</sup> Furthermore, they leave an imprint on the urban/cultural landscape. Being a site of memory, also conveys the pure value of the industrial past as industrial sites are evidence of continuous activities which have had profound historical significance, and also convey various aspects of human behaviour (mainly ingenuity).<sup>123</sup> This highlights industrial heritage as a tool for improving an urban landscape's image and generating a stronger local identity with a place.<sup>124</sup> It is also to be seen as a catalyst for urban regeneration and contributing to the local community and economy, as shown through examples world-wide. For instance, a parallel case in California can be seen in the decline of the aircraft industry.<sup>125</sup>

Defining industrial heritage at the local level can also be identified through recent research that was commissioned by English Heritage to discover people's attitudes towards industrial heritage. It was found that 86% of the participants' value and appreciate the industrial heritage of England. Over 2000 people in England took part in an online survey. According to the results, the majority believe that industrial sites should be protected, not only because it reminds them how great England was, but also due its educational value and because it provides direct links to past generations. In addition, it should be treated the same as castles or even country houses. Furthermore, the research conveys that the majority of people strongly believe

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<sup>122</sup>Naira Chilingaryan, "Industrial Heritage: In-Between Memory and Transformation: Exploratory Research into Transformation Processes of Former Industrial Complexes of Leipziger Baumwollspinnerei (Leipzig) and Mattatoio Di Testaccio (Rome); New Meanings of Industrial Heritage" (PhD, Faculty of Architecture and Urbanistik Bauhaus-Universität Weimar, 2014), 38, <http://e-pub.uni-weimar.de/opus4/frontdoor/index/index/docId/2229>.

<sup>123</sup> The International Committee for the Conservation of the Industrial Heritage (TICCIH), "The Nizhny Tagil Charter," sec. 2.

<sup>124</sup> Jasna Cizler, "Urban Regeneration Effects on Industrial Heritage and Local community—Case Study: Leeds, UK," *Sociologija I Prostor* 50, no. 2 (193) (2012): 225.

<sup>125</sup> The industrial heritage of large-scale aircraft production centers "played an essential role in the development of modern southern California" in "Introduction," *Hughes Aircraft Company (Howard Hughes Industrial Complex)*, Historic American Engineering Record, HAER No. CA-174, (1995), 1.

that industrial heritage should not be demolished or left to decay, but that the sites should be reutilised while preserving their authentic characteristics. Unfortunately, in most cases, the younger participants were less interested in industrial heritage than those who were near retirement.<sup>126</sup>

While the research was being conducted, it looked at various regions of England: one of which was where the case-study is situated in. Over 110 people responded from this area of England, and the majority of them had lived locally for 20 years or more. In this survey, most people where the local areas are well known for a particular type of industry agreed that the Industrial Revolution is the most important period of British history and of value. However, just over half of them disregarded what happens to industrial heritage sites.<sup>127</sup> More than 70% agree that industrial heritage sites provide an important connection to this area's history, and also agreed that industrial heritage sites make them feel proud of their local area. In addition, just over half of the participants linked the industrial heritage sites to their own family's history, and that their ancestors had worked in those buildings.<sup>128</sup>

In Wallsend, there is a sense and feeling that the majority of the community share the same positive thoughts and opinions as the participants the English heritage survey, especially among those who have lived that town for more than two decades. As industrial heritage reflects most of the community's personal memory and nostalgia, they are proud of their local area and its history, but also link this gratitude with their own family's history. However, this is not the case with Wallsend's younger generation. Through observation, it appears that they have no clear understanding of the heritage nor do they have any appreciation for what the elderly in the community have contributed to the town.

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<sup>126</sup> Historic England, "People's Views on Industrial Heritage | Historic England," 2015, <https://historicengland.org.uk/advice/heritage-at-risk/cindustrial-heritage/how-are-we-classifying-industrial/peoples-views/>.

<sup>127</sup> Historic England, "What Do the Public Think of Industrial Heritage? - North East | Historic England," 2015, <https://content.historicengland.org.uk/content/docs/har/public-attitudes-industrial-heritage-north-east.pdf>.

<sup>128</sup> Ibid.

## Chapter 5: The Heritage of Wallsend as it is Understood Today

[*Segedunum* Museum] is visited a lot by school children...Because when we do this, shipping of the cranes etc, the loads of children come past, and were asking the teachers, “Please Miss, what is over there?” or “Please Sir, what is over there?” The replay was “Just rusty old cranes.” That was the attitude that the teachers had, not knowing that they [the cranes] are the town itself, and they are been there for over 160/170 years.<sup>129</sup>

Today, Wallsend takes pride in its industrial past. It is highly valued, especially, among certain older members of the community. However, since the re-discovery of *Segedunum* Roman Fort in the 1970s,<sup>130</sup> and the designation of Hadrian’s Wall as a World Heritage Site in 1987,<sup>131</sup> the significance of Wallsend’s industrial heritage to locals and the outside world has significantly declined. Evidence of this, can be seen through the current representation of heritage as presented in Wallsend today.

In the early weeks of January 2016, I made a research trip to Wallsend. During this time, I conducted a number of unstructured interviews to gain a clearer understanding of Wallsend’s heritage through the eyes of local inhabitants. The opinions of the people I interviewed sometimes follow some of official documents and reports, but are sometimes at odds with them.

A selected number of sources will be examined to help get a better understanding of what heritage is being presented in Wallsend today. This will help towards the final conclusions of whether or not there is a form of mismanagement in Wallsend, especially towards its industrial heritage.

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<sup>129</sup> Interviewee 3, Round 3 for Thesis Research Methodology.

<sup>130</sup> Alexandra Croom and Alan Rushworth, *Segedunum: Excavations By Charles Daniels In The Roman Fort At Wallsend (1975-1984) Vol 1 & 2* (Oxford: Oxbow Books, 2015).

<sup>131</sup> Tony Wilmott, *Hadrian’s Wall: Archaeological Research by English Heritage 1976-2000* (English Heritage, 2013), 6.

Recently, a national Heritage Index was published that stimulated debate on what defines value and how that influences local identity. This caused slight disputes amongst local regions.<sup>132</sup> It was prepared by an independent think-tank, RSA (the Royal Society of Arts), in collaboration with the Heritage Lottery fund.

This index ranks local British regions according to the best practice of heritage assets through activities, aiming to attract new visitors, boost local economy and improve the wellbeing of the residents.<sup>133</sup> This may also indicate flaws within local authorities where certain heritage assets have been neglected, and therefore should help encourage these areas thrive. In addition, this index brought together over a hundred datasets which relate to the heritage that exists in all of the local regions across the UK.<sup>134</sup>

This heritage index was meant to reveal which areas could make better use of their own heritage assets in order to strengthen local identity, improve local well-being and increase levels of tourism.<sup>135</sup> It is believed that there are untapped potential historical assets within Britain, and it defies the three main myths about British heritage.<sup>136</sup> The first myth is related to the collective thought that heritage is richer in more prosperous places. The second myth is that heritage recognition is biased towards big cities, but also that heritage is also at its strongest in the countryside. The final myth is related to the North-South divide.<sup>137</sup>

The results of the index convey that despite some places being relatively poor, they are ranked high on their heritage. Also, both the urban and rural areas scored evenly across the ranking, which demonstrates a diversity of heritage in both cities and in the countryside. In

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<sup>132</sup> Jonathan Schifferes, "Heritage, Identity and Place: Seven Themes from the Heritage Index," online (United Kingdom: RSA, Heritage Lottery Fund, The National Lottery, September 2015), 1.

<sup>133</sup> Luke Robinson (RSA Head of Media), "New Heritage Index Highlights Potential for Areas to Make More of Local Heritage | Heritage Lottery Fund," *Heritage Lottery Fund*, September 23, 2015, <https://www.hlf.org.uk/about-us/media-centre/press-releases/new-heritage-index-highlights-potential-areas-make-more-local>.

<sup>134</sup> *Ibid.*, para. 1, 3.

<sup>135</sup> RSA (Royal Society of Art), "What Can Data Reveal about Britain's Heritage?," sec. Introduction.

<sup>136</sup> RSA (Royal Society of Art), "New Heritage Index Reveals Untapped Potential of Britain's Historical Assets," September 23, 2015, <https://www.thersa.org/about-us/media/2015/new-heritage-index-reveals-untapped-potential-of-britains-historical-assets/>.

<sup>137</sup> RSA (Royal Society of Art), "What Can Data Reveal about Britain's Heritage?," sec. Myth Busting.

addition, although there are social and economic differences between the North and South, heritage assets are richer in the North in terms of industrial history, landscape and natural heritage, whilst in the South, heritage activities in terms of the historic built environment domain and museums, archives and artefacts, outperform the North.<sup>138</sup> So what does this generally convey about the overall performance of British heritage participation?

According to the Associate Director of Public Services and Communities at the RSA, Jonathan Schifferes, there was a general pattern of high performances along the coastal areas, which goes parallel to the fact that the United Kingdom is an island. He notes that having these coastlines is an advantage as it opens up opportunities for heritage assets that relate not only to naval and maritime activities and history, but also the port towns and port cities themselves.<sup>139</sup> Therefore, the heritage index “*is not just a list of kind of rich, posh and quite nice places,*” which suggests that there are no correlations between heritage ranking and deprivation or prosperity.<sup>140</sup> In addition, the index conveys that there is no division of heritage (natural or cultural) between the cities and countryside, due to having pockets of strong heritage assets and activities within each local region.<sup>141</sup>

Based on this Heritage Index, North Tyneside, Wallsend’s county area, ranks overall in the bottom 39 percent (201 out of the 325 local areas that make up England).<sup>142</sup> What is significant is that North Tyneside’s industrial heritage is ranked within the top 32 percent, which is not really surprising, as the county is well known for its involvement in the Industrial Revolution.<sup>143</sup>

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<sup>138</sup> Ibid.

<sup>139</sup> RSA (Royal Society of Art), *RSA Insights: The Heritage Index* (London, 2015), <https://vimeo.com/140055877>.

<sup>140</sup> Ibid.

<sup>141</sup> RSA (Royal Society of Art), “New Heritage Index Reveals Untapped Potential of Britain’s Historical Assets,” para. 6–9.

<sup>142</sup> RSA (Royal Society of Art), “Heritage Index England - Overall Scores,” *CartoDB*, 2015, [https://jschifferes.cartodb.com/viz/ddc5fa24-5218-11e5-9d22-0e4fddd5de28/embed\\_map](https://jschifferes.cartodb.com/viz/ddc5fa24-5218-11e5-9d22-0e4fddd5de28/embed_map).

<sup>143</sup> RSA (Royal Society of Art), “Heritage Index England- Industrial Heritage,” *CartoDB*, 2015, <https://www.thersa.org/action-and-research/rsa-projects/public-services-and-communities-folder/heritage-and-place/England/>.

During the Industrial Revolution, the county of North Tyneside gave birth to a number of industrial pioneers, some of the greatest engineers of the nineteenth century, whose work helped drive socio-economic and cultural changes, nation-wide.<sup>144</sup> Two of North Tyneside's greatest were George Stephenson and Sir Charles Parsons; both contributed towards the invention of the locomotion and steam turbine.<sup>145</sup> Another great engineer, known for his accomplishments, in the coal-mining industry, was John Buddle.<sup>146</sup> The coal-mining industry in North Tyneside was one of the key factors that drove industrial change.<sup>147</sup> Shipbuilding in the region was also known for driving industrial change and became well-known across the globe.<sup>148</sup>

The region itself is significant for its maritime history and also the final resting place of three early Saxon kings – Oswin, Osred and Malcom III.<sup>149</sup> Notably, North Tyneside is home to the northernmost Frontier of the Roman Empire, which is currently a World Heritage Site.<sup>150</sup> Located specifically in Wallsend, the town accommodates the wall and also the ruins of a Roman fort.

North Tyneside as a county, situated along the north-east coast of England, was only created in 1974; a number of towns that have helped shape its heritage lie within its boundaries. These towns are Whitley Bay, Cullercoats, and Tynemouth along the coast; Killingworth, west towards the suburban areas of these coastal towns; in the southern part of the county lies North Shields and Wallsend, along the northern bank of the River Tyne. These two towns are and

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<sup>144</sup> North Tyneside Council, "North Tyneside Industrial Pioneer," 2014, <http://www.visitnorthtyneside.com/dbimsgs/IndustrialPioneers.pdf>.

<sup>145</sup> DK Publishing Inc, *History Year by Year* (Dorling Kindersley Ltd, 2011), 275.

<sup>146</sup> Nicholas White, *John Buddle of Wallsend: 1773-1843* (UK: University of Birmingham, School of History, 1961).

<sup>147</sup> North Tyneside Council, "Our North Tyneside: Past, Present and Future - A Heritage Strategy for North Tyneside 2014-2021," 2014, 1, [http://www.northtyneside.gov.uk/pls/portal/NTC\\_PSCM.PSCM\\_Web.download?p\\_ID=557949](http://www.northtyneside.gov.uk/pls/portal/NTC_PSCM.PSCM_Web.download?p_ID=557949).

<sup>148</sup> Ibid.

<sup>149</sup> Ibid.

<sup>150</sup> Ibid.

were known for being heavily industrialised. In the agricultural areas of the North Tyneside's northern countryside, Backworth, and Earsdon, are two scattered former mining villages.<sup>151</sup>

According to data provided by RSA, Historic England, and the North Tyneside Council, the regional area has 260 listed Buildings, ranging from Grades I to II\*. It also has eight scheduled ancient monuments, dating from to the Roman period to seventeenth-century forts. Wallsend alone has over 30 listed buildings (of "Local" importance, and graded). Mainly dating to the of nineteenth and early twentieth century, these buildings should, under the British planning system, be protected from unwanted development.<sup>152</sup> These Wallsend "local" listed buildings are technically not qualified for national listing, but of local interest. If the local community has a good argument why these "Local" buildings should not be knocked down, then they are protected by the local authority.<sup>153</sup> However, due to development unwanted by many residents, a number of them have been neglected or destroyed. Wallsend also has three scheduled ancient monuments. In total, it is unclear on what percentage of listed buildings are related to the industrial heritage.

Before the new millennium (in 1998), an article was written by John Samuel Stephenson, a founding member of the well-respected Wallsend Local History Society.<sup>154</sup> He mainly talks about the various events that took place during its 25 years of existence, but also records the contributions made by its members, as well as their individual accomplishment, and the achievements of the society itself.<sup>155</sup> Founded in 1973, the society wanted to express the importance of Wallsend's local history, support campaigns for museums, assist in local

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<sup>151</sup> North Tyneside Council Marketing and Communications, "A History of North Tyneside," para. 1–2, accessed November 24, 2015, [http://www.northtyneside.gov.uk/browse.shtml?p\\_subjectCategory=1236](http://www.northtyneside.gov.uk/browse.shtml?p_subjectCategory=1236).

John Stephenson, "25 Years of Wallsend Local History Society," 1998, <http://btckstorage.blob.core.windows.net/site1215/Wallsend%20LHS%2025%20Years%20by%20John%20Stephenson%201998.pdf>.

<sup>152</sup> Communications, "Listed Buildings."

<sup>153</sup> Interviewee 4 and Michael Shamah, Round 4 for Thesis Research Methodology.

<sup>154</sup> John Stephenson, "25 Years of Wallsend Local History Society," 1998, <http://btckstorage.blob.core.windows.net/site1215/Wallsend%20LHS%2025%20Years%20by%20John%20Stephenson%201998.pdf>.

<sup>155</sup> Ibid.



excavations, and boost tourism. They are considered to be the most active society group in Wallsend. The society also has its own community-based archive, which over the past several years has collected and catalogued memories (photographs, new paper articles, etc.) from the local community. The local history society is not the only society in Wallsend that assists in preserving the local community's nostalgic past and memories; the Friends of *Segedunum*; the Wallsend Freemasons, and the Friends of Wallsend Parks are just some examples of the others.

Near the end of the article, it is acknowledged that Wallsend was diverse compared to most towns and cities for its unique connections with the Romans, its lineage to the industrial past (coal-mining and shipbuilding), and also for its importance to modern journalism.<sup>156</sup> However, what the society started to observe was the decline and disappearance of Wallsend's unique industry past.<sup>157</sup> What does this mean for Wallsend nowadays, sixteen years later? What is currently being presented? And to what extent does this agree with the Wallsend Local History Society's observation?

## Organising Heritage for the Local Community

### Blue Plaques

Within Wallsend, a number of blue plaques, 49.5 centimetres in diameter and five centimetres thick, can be identified around the town. Blue plaques commemorate a link between a location and a famous person or event, serving as historical markers. They are permanently installed in place. As Wallsend is known for its unique industrial past, it should be expected to find blue plaques that honour the town's industrial heritage; according to the North Tyneside council, Wallsend has currently only a total of three.<sup>158</sup>

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<sup>156</sup> Ibid.

<sup>157</sup> Ibid.

<sup>158</sup> North Tyneside Council Marketing and Communications, "Wallsend Blue Plaques," accessed November 24, 2015, [http://www.northtyneside.gov.uk/browse.shtml?p\\_subjectCategory=1233](http://www.northtyneside.gov.uk/browse.shtml?p_subjectCategory=1233).

The first is located at the site of the Wallsend Heritage Centre, Buddle Street. Founded in 1986, the heritage centre is mainly focused on Wallsend's industrial glory-days, but specifically on its world-famous shipbuilding and major marine engine works.<sup>159</sup> The Heritage Centre was established during the so-called "Industry Year", when some 300 organisations and 40 secondees<sup>160</sup> from industry were involved in bringing together local communities in the industrial environment. Many schools also participated, which helped implement a program based on gaining better understanding British industry. This came after a decade of research on the decline of British industrial power, and the causes of the anti-industrial culture, which began in the 1970s.<sup>161</sup> In 2000, the centre was renamed the *Segedunum* Museum, mainly focusing on the Roman heritage and Wallsend's relationship with Hadrian's Wall.<sup>162</sup>

The second blue plaque is located at 340 Station Road. This location is known for the first council housing in North Tyneside, constructed in earliest part of the twentieth century (during the 1920s), under 1919 Housing Act.<sup>163</sup> This legislation, which allowed for the building of new affordable housing for low-income households, marked the evolution of what people consider today as council estates.<sup>164</sup>

The third blue plaque identified by the North Tyneside council is located in Eldon Court, Willington Quay. This plaque is dedicated to Francis Herbert Stead (1857-1928), who was a key figure in the fight for old age pensions in Britain, and W.T Stead (1849-1912), who was a famous pioneering journalist and campaigner for World Peace.<sup>165</sup> In addition to these

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<sup>159</sup> Ibid.

<sup>160</sup> People who temporarily transfer to alternative employment.

<sup>161</sup> Comino Foundation, "Attitudes to Industry and Industry Year, 1986," accessed November 30, 2015, <http://cominofoundation.org.uk/attitudes-to-industry/>.

<sup>162</sup> Keith W. Reynard, *Directory of Museums, Galleries and Buildings of Historic Interest in the UK* (Routledge, 2004), 1886.

<sup>163</sup> Communications, "Wallsend Blue Plaques." ; UK government, "Housing, Town Planning, &c, Act," 1919, [http://www.legislation.gov.uk/ukpga/1919/35/pdfs/ukpga\\_19190035\\_en.pdf](http://www.legislation.gov.uk/ukpga/1919/35/pdfs/ukpga_19190035_en.pdf).

<sup>164</sup> University of the West of England, "The History of Council Housing," 2008, [http://fet.uwe.ac.uk/conweb/house\\_ages/council\\_housing/print.htm](http://fet.uwe.ac.uk/conweb/house_ages/council_housing/print.htm).

<sup>165</sup> Communications, "Wallsend Blue Plaques."

three plaques, the Wallsend Local History Society was allowed to erect a blue plaque at St. Peter's church to commemorate a mining disaster in 1835, which killed 102 men and boys.<sup>166</sup>

## Heritage Open Day – Sept 2015

Over the past decade, Wallsend has participated in Heritage Open Day. It is England's biggest heritage festival involving over 40,000 volunteers, and happens every year during four days in September. This event offers people the chance to see hidden places and enables them to access their local, regional and national heritage. It also offers a unique opportunity to understand more about heritage.<sup>167</sup>

The event began in 1994, when it established its first pilot program in Gosport (a borough town in South Hampshire, England). It was an event that contributed to the European Heritage Days, and started out with some 700 sites. Traditionally, since the beginning of the 1990s, these heritage events were a joint venture with the Council of Europe and the European Commission, and were initiated to raise appreciation for Europe's rich and diverse cultural assets and their need for care and protection. They offered free access to historic monuments and buildings, in particular those normally closed to the public.<sup>168</sup> The European Heritage Day usually happens around the same time as the Heritage Open Day in England, and is currently covers the 50 Signatory States of the European Cultural Convention (1954).<sup>169</sup> According to reports from the Heritage Open Day, the event at Gosport was a success, and since then participation increased.<sup>170</sup>

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<sup>166</sup> Ken Hutchinson, "In Remembrance," 2011, pt. John Stephenson 1942 – 2011, <http://www.wallsendhistory.btck.co.uk/Inremembrance>.

Wallsend Local History Society -, "In Remembrance," pt. John Stephenson 1942 – 2011, accessed November 24, 2015, <http://www.wallsendhistory.btck.co.uk/Inremembrance>.

<sup>167</sup> Anonymous, "About Us | Heritage Open Days," accessed November 30, 2015, <http://www.heritageopendays.org.uk/about>.

<sup>168</sup> "European Roots | Heritage Open Days," accessed November 30, 2015, <http://www.heritageopendays.org.uk/about/european-roots>; Anonymous, "About Us | Heritage Open Days."

<sup>169</sup> European Cultural Convention. Entered into force on 5 May 1955 (CETS No. 18)

<sup>170</sup> Anonymous, "About Us | Heritage Open Days."

Each year, since the event began, the number of sites presented in Wallsend varied. During the most recent Heritage Open Day (10-13 September 2015), the town presented six heritage sites and or activities that they considered important; - *Segedunum* Roman Fort, Baths and Museum; St Lukes Church; St Peter's Church; the Wallsend Masonic Hall; a tour of Wallsend Town Hall; and a Wallsend Local History Walk following the trails of Sting (a musician).<sup>171</sup>

During the 1970s, Wallsend saw great interest in Roman archaeology. In 1975, under the direction of Professor Charles Daniels – at that time a senior lecturer in the Department of Archaeology at Newcastle University – archaeological features were rediscovered that corresponded to the presence of Hadrian's Wall.<sup>172</sup> After nine continuous years of excavation, the archaeological features showed a Roman fort; today it is seen as one of the “most excavated” forts on Hadrian's Wall.<sup>173</sup> It is believed that the fort was an important military station, supplying rations for the troops along the Wall, and was given the name *Segedunum* Fort.<sup>174</sup>

In 1986, a museum (the Wallsend Heritage Centre) was established to store and display the artefacts that were found at the Roman fort and other artefacts that defined the town; However, in 2000, the museum was moved and changed its name to *Segedunum* Roman Fort, Baths and Museum.<sup>175</sup> This Museum became part of the Tyne and Wear Archives and Museums, which is a major Tyneside regional museum, art gallery and archives service.

Today, it is an award winning museum and interpretation centre, largely interactive, with a full-scale reconstruction of a bath house and a section of Hadrian's Wall. There is also a 35-metre-high viewing tower that provides an incredible view of the Roman fort and its

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<sup>171</sup> Anonymous, “Wallsend | Town | Heritage Open Days,” accessed November 30, 2015, <http://www.heritageopendays.org.uk/directory/town/Wallsend>.

<sup>172</sup> Croom and Rushworth, *Segedunum*.

<sup>173</sup> Anonymous, “Segedunum: The ‘Most Excavated’ Fort on Hadrian's Wall.”

<sup>174</sup> Ibid.

<sup>175</sup> Reynard, *Directory of Museums, Galleries and Buildings of Historic Interest in the UK*, 1886.

environs.<sup>176</sup> The entire site gained world heritage status a year after the Heritage Centre was opened.<sup>177</sup> Today the museum focuses primarily on the Roman heritage of the town, due to the site having World Heritage international status. It does have a gallery, although small, which is dedicated to the town's industrial heritage. Due to recent governmental budget cuts towards the art and heritage sector, the museum has suffered due to the lack of funding.

Quite near *Segedunum* museum, is St Luke's Church. This church gained its nickname "Shipyard Church" because one of the most influential donors during the church construction was George B. Hunter, then managing partner of the famous Swan Hunter shipbuilding company. Since then, there has been a long association between the church and the company, which gave the church its nickname.<sup>178</sup>

Located on the east side of Wallsend, St Peter's Church has a much longer history than St. Luke's. The church was originally built at the end of the eighteenth century to replace an earlier church, which was left neglected for a long period of time.<sup>179</sup> This church was known as the Holy Cross Church, and was believed to have been constructed in the mid-twelfth century.<sup>180</sup>

Near the centre of Wallsend, a Masonic Hall stands, hidden in the town's urban landscape. Built in the 1890s for the local Freemasons.<sup>181</sup> The Hall has been kept in its original condition, and has recently been refurbished.<sup>182</sup> It is believed to be aligned to the United Grand

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<sup>176</sup> Segedunum Museum, "The Viewing Tower | Whats On | Segedunum Roman Fort," accessed November 24, 2015, <https://segedunumromanfort.org.uk/whats-on/the-viewing-tower>.

<sup>177</sup> UNESCO, "Frontiers of the Roman Empire - UNESCO World Heritage Centre," accessed December 3, 2015, <http://whc.unesco.org/en/list/430/>.

<sup>178</sup> Anonymous, "2. Our History & Tradition (Wallsend | St Luke's)."

<sup>179</sup> Anonymous, "2. Our History & Tradition (Wallsend | St Peter's)," accessed November 25, 2015, <http://www.achurchnearyou.com/wallsend-st-peter/2-our-tradition.html>.

<sup>180</sup> Ibid.

<sup>181</sup> George C. Laws, *A History of Freemasonry in Wallsend* (Newcastle-upon-Tyne: Summerhill Books, 2011).

<sup>182</sup> Anonymous, "Wallsend | Town | Heritage Open Days."

Lodge of England (UGLE), which is the governing body of Freemasonry in England, Wales and the Channel Islands - Its headquarters are based at the Freemasons' Hall in London.<sup>183</sup>

Another activity on the list for Wallsend Heritage Open Day was a tour of the Wallsend Town Hall.<sup>184</sup> This hall is a Grade II-listed building, touched by royalty, where the Her Majesty the Queen visited during the year of her coronation, in 1954. She stood on the balcony of the Hall and addressed the public.<sup>185</sup> The building itself was built in 1907, in-order to convey Wallsend's pride and ambitions. The hall was mainly used for civic affairs and today it has been extensively refurbished and offers office space for Businesses.<sup>186</sup>

Known for his accomplishments in the realm of music, the Sting (originally name Gordon Matthew Thomas Sumner) grew up in the shadows of Wallsend shipbuilding.<sup>187</sup> The history walk allowed visitors to experience and follow the singer's footsteps into his early life, where he bought his first record, and where he started his musical career.<sup>188</sup> This trail was based on a recent theatrical production, called "The Last Ship," inspired by Sting's childhood experience in Wallsend premiered in 2014.<sup>189</sup>

According to Sting, it was composed to honour the community that he came from, especially when everyone, including his family were heavily involved in the shipyards. The

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<sup>183</sup> Anonymous, "United Grand Lodge of England - About UGLE," accessed November 26, 2015, <http://www.ugle.org.uk/about>.

<sup>184</sup> Anonymous, "Wallsend | Town | Heritage Open Days."

<sup>185</sup> Sonia Sharma, "Historic Wallsend Town Hall Refurbished as Office Space for Businesses - Chronicle Live," *Chronicle Live*, February 23, 2015, <http://www.chroniclelive.co.uk/news/north-east-news/historic-wallsend-town-hall-refurbished-8694980>.

<sup>186</sup> Anonymous, "Wallsend | Town | Heritage Open Days"; Sharma, "Historic Wallsend Town Hall Refurbished as Office Space for Businesses - Chronicle Live."

<sup>187</sup> Gordon Barr, "Watch: Sting Perform and Talk about The Last Ship and Wallsend on the Queen Mary 2 - Chronicle Live," November 7, 2014, <http://www.chroniclelive.co.uk/whats-on/whats-on-news/watch-sting-perform-talk-last-8069217>.

<sup>188</sup> Anonymous, "Wallsend | Town | Heritage Open Days."

<sup>189</sup> Jon Blistein, "Sting Musical Gets Broadway Premiere," *Rolling Stone*, February 13, 2014, <http://www.rollingstone.com/music/news/sting-musical-gets-broadway-premiere-20140213>.

songs from the musical, speak to the heart of England's shipbuilding industries (especially the North East), where many are proud of their heritage.<sup>190</sup>

## Other Sources on the Heritage of Wallsend

Produced and provided by the local authority (The North Tyneside Council), there are a number of available sources of information accessible online. These sites, can also convey what heritage is currently being presented in Wallsend today. The first of these sources is called "North Tyneside Industrial Pioneers." This documents twelve important sites that influenced the Industrial Revolution. Four of the twelve sites are located in Wallsend.<sup>191</sup>

The first site that the document identifies is the Wallsend Colliery B Pit. From excavations in 1997, the B Pit is believed to have been utilised continuously from the late eighteenth century.<sup>192</sup> Worldwide and particularly in London, the coal mined in Wallsend was considered to be the best of its kind. In the 1830s a flood threatened the mine and caused the production of coal to decline. In the 1850s the last B pit was abandoned, but parts of it was left intact until the end of the 1960s.<sup>193</sup> Today, not much is left of this pit; only features resembling a pit can be seen. It is protected by a fence alongside a conserved section of Hadrian's Wall owned by the *Segedunum* Museum. Like the shipbuilding industry, the mining industry had a strong presence in the local community, and is commemorated respectably like the other industries that have left a mark in Wallsend.

The second site noted is the Swan Hunters shipyard. Swan Hunters shipyard dates back to the 1880s, and since then has manufactured over 1600 civilian, ocean-liner and commercial

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<sup>190</sup> David Whetstone, "Sting's Wallsend Inspired Musical The Last Ship Nominated for Tony Award - Chronicle Live," April 28, 2015, <http://www.chroniclelive.co.uk/whats-on/music-nightlife-news/stings-wallsend-inspired-musical-last-9140359>.

<sup>191</sup> North Tyneside Council, "North Tyneside Industrial Pioneer."

<sup>192</sup> R Oram, WB Griffiths, and N Hodgson, "Excavations at Wallsend Colliery B Pit, 1997," *Archaeologia Aeliana* 26 (1998): 115–60.

<sup>193</sup> North Tyneside Council, "North Tyneside Industrial Pioneer," 1.

vessels, and up to 400 naval vessels.<sup>194</sup> The shipbuilding industry began to decline in the late twentieth century, and Swan Hunters was forced to close in 2007.<sup>195</sup>

The third location is the *Segedunum* Roman Fort, Baths & Museum. As mentioned before, it focuses mainly on Wallsend's Roman heritage. Some aspects of the museum try to convey the significant role of the Roman presence, which contributed considerably towards Britain's infrastructure long before the industrial Revolution.<sup>196</sup>

The last site presented, is the Wallsend Colliery C Pit. It is important because the colliery experienced a number of bad accidents, from 1785 to 1925. The most disastrous explosion of the colliery happened in 1835, and killed many people showing that coal-mining was a dangerous profession.<sup>197</sup> This disaster is believed to have influenced John Buddle (an eighteenth century industrialist) to improve of safety legislations, in the mines.<sup>198</sup>

## General Heritage Organisation

In 2014, the North Tyneside Council provided a heritage strategy document, which is an institutional framework for the delivery of heritage related activities in the regional area. It demonstrates the contribution, promotion and protection of cultural heritage in the area.<sup>199</sup> This strategy follows another heritage strategy that was adopted in 2010 ( "*Reveal the Past, Shape the Future*").<sup>200</sup> The new strategy from 2014 has a much stronger emphasis understanding North Tyneside's heritage. In addition, while summarising the context of developments (from

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<sup>194</sup> Ibid.

<sup>195</sup> Aditya Chakraborty, "Why Doesn't Britain Make Things Any More?," *The Guardian*, November 16, 2011, sec. Business, <http://www.theguardian.com/business/2011/nov/16/why-britain-doesnt-make-things-manufacturing>.

<sup>196</sup> North Tyneside Council, "North Tyneside Industrial Pioneer," 2.

<sup>197</sup> Maureen Anderson, *Northumberland and Cumberland Mining Disasters* (Barnsley: Wharncliffe Books, 2009), 42.

<sup>198</sup> North Tyneside Council, "North Tyneside Industrial Pioneer," 3.

<sup>199</sup> North Tyneside Council, "Our North Tyneside: Past, Present and Future - A Heritage Strategy for North Tyneside 2014-2021."

<sup>200</sup> North Tyneside Council, "Reveal the Past, Shape the Future: A Heritage Strategy for North Tyneside 2010-2014," 2010.



the historic environment to planning responsibilities), the strategy sets out the key priorities that will help shape North Tyneside's heritage in the twenty-first century. These key priorities are identified through seven core themes, which the council aims to achieve over the next seven years.<sup>201</sup>

The first theme is "Protecting the Heritage." This is summarised saying that the region has a diverse and unique environment, with wealth of built and tangible heritage. It also recaps the number of conservation sites and natural heritage features of the regional area.<sup>202</sup> The second core theme discusses about "Promoting the Heritage." This highlights the importance of tourism, raising awareness, and effective collaboration with key local partners, which can be emphasised through North Tyneside's historic links.<sup>203</sup> From the interviews, it seems as though the interviewees would be happy to collaborate on this.

The third theme "Promoting Heritage Learning" stresses the importance of education, and understanding the heritage that is being taught in the classroom. Lifelong learning and learning between generations is the key to sustain the value of heritage.<sup>204</sup> Although, none of the interviewees have mention this, but they all have been involved in the promotion of heritage learning, where they share their interests at schools, and talk to the children about the importance of the towns heritage, as Interviewee once said:

Talk about it now! We are now the old generation. Once we go, it's [memory] gone, and no-one else will remember it.<sup>205</sup>

The fourth theme indicates the involvement of various practices within preservation and conservation which can effectively engage the audience, for example, interpreting and

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<sup>201</sup> North Tyneside Council, "Our North Tyneside: Past, Present and Future - A Heritage Strategy for North Tyneside 2014-2021."

<sup>202</sup> Ibid., 3, 6–7.

<sup>203</sup> Ibid., 3, 8.

<sup>204</sup> Ibid.

<sup>205</sup> Interviewee 2, Round 2 for Thesis Research Methodology.

keeping valuable objects and artefacts.<sup>206</sup> The fifth theme focuses on research, where the local authority of North Tyneside would like to enhance its information through gathering new knowledge.<sup>207</sup> From what one is aware of, Interviewee 4 has been heavily engaged within these two themes. For over thirty years, he was a Town Planner for the local authority, and was a true believer in heritage and its preservation. Although, it was not considered that important, when he started his profession:

Over my career, heritage was not as important in the 1960s and 1970s. When I started, conservation and heritage became increasingly important, PPGs [Planning Policy Guidance's] later came to protect all these things...The preservation of building is very important... Nowad ays most heritage assets are kept.<sup>208</sup>

I am great believer in the Heritage side of being a major influence on, on sort of, helps the town and develops over time...<sup>209</sup>

The sixth core theme, "Celebrating Diversity," is considered a crucial element in the heritage strategy, and identifies North Tyneside's unique diversity of history. This core theme recognises the collective and individual memories of the past, from local communities.<sup>210</sup> The last theme focuses on the investment in heritage, and is central to North Tyneside's heritage strategy.<sup>211</sup> It is important to invest continuously into the most up-to-date technology, but also invest in the recycling and utilising of heritage space.

In this strategy's case, it acknowledges the past shipbuilding industry along the River Tyne, and local authority wants to utilise and redevelop the old industry into emerging green

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<sup>206</sup> North Tyneside Council, "Our North Tyneside: Past, Present and Future - A Heritage Strategy for North Tyneside 2014-2021," 3, 9.

<sup>207</sup> Ibid.

<sup>208</sup> Interviewee 4, Round 4 for Thesis Research Methodology.

<sup>209</sup> Ibid.

<sup>210</sup> North Tyneside Council, "Our North Tyneside: Past, Present and Future - A Heritage Strategy for North Tyneside 2014-2021," 3, 10.

<sup>211</sup> Ibid.

energy industries through wind turbines, while maintaining its century-old international status as an important and famous industrial centre.<sup>212</sup>

The strategy itself portrays North Tyneside as a “*kaleidoscope of images, colours and sounds*” which were “formed by over 2000 years of history,” thus, seeing the region’s real heritage potential.<sup>213</sup> In the case of Wallsend, the strategy not only identifies the towns rich Roman history, but most importantly presents its industrial past as a vital and current heritage. In this, it is similar to what the industrial pioneers document conveys.

At a more local level, the Local Plan Consultation document of 2015 is another good source for understanding and identifying the current heritage being presented in Wallsend. It may be able to convey any undesirable actions, within its actors. In November 2015 an updated version was submitted as a pre-submission draft (i.e. a final draft).<sup>214</sup>

This draft sets out North Tyneside’s policies and proposals to guide planning development, and establishes a framework for sustainable growth up to 2032. It also covers a range of matters, from social to economical, and has taken into consideration comments received during consultations about the previous drafts as well as robust evidence, and national, regional and local policy and guidance.<sup>215</sup> However, many of local residents have become very sceptical regarding the consultation plan draft, as Interviewee 1 has put it:

You know what, Michael, that plan [the consultation plan] has been in various forms, over such a long period of years now, without anything positive materialising from it, that by-and-enlarge, it has turned into political dogma and

<sup>212</sup> North Tyneside Council, “Local Plan Pre-Submission Draft (Final Draft),” accessed December 3, 2015, [http://northtyneside-consult.limehouse.co.uk/portal/local\\_plan/final\\_draft?pointId=3489645](http://northtyneside-consult.limehouse.co.uk/portal/local_plan/final_draft?pointId=3489645); North Tyneside Council, “Our North Tyneside: Past, Present and Future - A Heritage Strategy for North Tyneside 2014-2021,” 3, 10; the old location of Swan Hunters Shipyard, in Wallsend, is an example of this. In 2009, it was bought by the Local Council so that the area can be transformed into a green energy site. Fraud allegations were made against the local council. Since 2009, the site has been completely flattened and the local council is still looking for potential investors for the location; See: <http://www.chroniclelive.co.uk/news/north-east-news/north-tyneside-council-questioned-over-8705252>.

<sup>213</sup> North Tyneside Council, “Our North Tyneside: Past, Present and Future - A Heritage Strategy for North Tyneside 2014-2021,” 2.

<sup>214</sup> Communications, “North Tyneside Council - Local Plan Pre-Submission Draft 2015,” November 2015, [http://www.northtyneside.gov.uk/pls/portal/NTC\\_PSCM.PSCM\\_Web.download?p\\_ID=563074](http://www.northtyneside.gov.uk/pls/portal/NTC_PSCM.PSCM_Web.download?p_ID=563074).

<sup>215</sup> North Tyneside Council Marketing and Communications, “North Tyneside Draft Local Plan Moves towards Final Phase,” 2015, [http://www.northtyneside.gov.uk/browse-display.shtml?p\\_ID=562647&p\\_subjectCategory=23](http://www.northtyneside.gov.uk/browse-display.shtml?p_ID=562647&p_subjectCategory=23).

bullshit. It really has its political dogma that we got to join the green movement, we got to get into the energy race and such like, but it's all just words, nothing's happening. In the meantime, the yards and the docks have gone.<sup>216</sup>

As the local plan was being developed there were a number of mistakes; poor use of language, poor structure and neglect of vital information. According to a 200-plus page document which recorded the comments of representatives and stakeholders who were involved in the local plan, there seems to be no doubt that the historic environment was underrepresented. If the local plan was fully implemented by the local authority, then some form of selective development may have been employed, not necessarily only including on elements of the industrial heritage (See figure 3). At the same time as the pre-submission draft, a sustainability appraisal report was prepared and suggested that Wallsend in particular should benefit from improved management and heritage funding, as it has the least heritage assets, in the area.<sup>217</sup> Judging by the pre-submission, it seems that the local authority is aware of Wallsend's unique heritage, by more care is focused towards the town's Roman history, and Scheduled Ancient Monuments.

## **Information from unstructured interviews.<sup>218</sup>**

This chapter shows that there have been various interpretations of how Wallsend is and should be understood today at both the regional and local levels. The thoughts and the memories of the people who live there, provide the key to unlocking Wallsend's "true" past. These people lived through the many changes that Wallsend has experienced over the past century. Most of the interviews show that the industrial heritage has a more personal value for the local community in terms of their pride and identity:

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<sup>216</sup> Interviewee 1, Round 1 for Thesis Research Methodology.

<sup>217</sup> North Tyneside Council Marketing and Communications, "North Tyneside Local Plan -Schedule of Representations Received - Local Plan Consultation Draft 2015," 2015.

<sup>218</sup> Selections from the interviews can be found in Appendix 1; and the entire interviews can be listened to online (Google Drive): <https://drive.google.com/open?id=0B8VputQV6qDNTHM4alBEdGJCCdG>

You can tell that by listening to them talking to people on the street. They will tell you where the shipyards were. They are very proud where they came from because their families worked from there.<sup>219</sup>

The Roman Heritage, on the other hand, has a more collective value beyond the local community in the town:

...You got to learn about the Romans, and you might as well build something purposes for them [kids]...It is the same with the other industries, I am not too sure, where all the industries fit in the national curriculum, probably kids don't have to learn about every aspect...They got to do something for the local community.<sup>220</sup>

Heritage value is ascribed to both the industrial heritage and the Roman remains. The industrial features of the town have more connection to places of memory in Nora's perception, because they are linked more closely to personal experience. The Roman features are more connected to collective memory in the sense of Halbwachs, because they are further in the past and linked to the very foundation of the town itself. Both types of heritage have shaped the landscape.

## Final thoughts on Wallsend's Heritage

This thesis research is based around ideas about England's industrial heritage. On paper and by statistics, it seems that the industrial heritage is being targeted towards tourists and local communities. However, to what extent is this entirely true is uncertain, as observations and opinions among local residents suggest the opposite. The focus on and representation of the industrial heritage in Wallsend seems neglected both at the regional level and national levels.

What is truly amazing is the sheer motivation of the Wallsend Local History Society. Made up of devoted and dedicated retired people, they have done great things for their local community. Over the past two years, they have helped revive the importance of Wallsend and the town's rich industrial heritage. Sharing with their community is what they want to achieve,

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<sup>219</sup> Interviewee 4, Round 4 for Thesis Research Methodology.

<sup>220</sup> Ibid.

having researched and collected large amounts of information. They have also helped generalise the importance of Wallsend through identifying various heritage sites and important places on a map – although it not available to the public yet. To enhance their goals, they also bring in guest lecturers from all different academic backgrounds, to enlighten the local community about the importance of cultural heritage, within Wallsend and also from overseas. In addition, they are heavily involved with the local festivals, activities and events, where they offer and organise trips to various heritage sites, in and around the local region.

Overall, in one sense, the industrial heritage is swamped by the other heritage features that represent the town, especially the Roman heritage. As it is not balanced, it pushes the industrial heritage to one side in the local minds. It is easier to understand more about the Romans, church history, and other topics, as there are more written sources. People, in general, find those matters much cooler than modern industry. However, it is the traces of modern industry which are being lost, covered over or thrown away. In 100 years' time, when nostalgia or a call of memory arises, there will be nothing left to show.

## Chapter 6: Increasing Awareness: Building a Community

... Most people in Wallsend are pretty proud of their heritage. You can tell that by listening to them talking to people on the street. They will tell you where the shipyards were. They are very proud where they came from because their families worked there. But as a society, we try and preserve and encourage people, but, as with life in general ...you just enjoy yourself and you are not really interested in heritage.... And when you have a family, you are so busy, it is very hard, and but when you get to a certain age, you are desperate for something to do, and this is when they are interested in heritage again, then you get bored. When you get to retirement you have time on your hands, and you get back into it...<sup>221</sup>

It has been noticed that one of the basic causes for neglect of specific heritage is due to the lack of public awareness, and the non-involvement of people. In Wallsend, there is an overwhelming emphasis on the Roman past; the industrial heritage has not gotten its fair shake, yet it is one of the most critical town features that the community has experienced together. The Roman fort of *Segedunum* is part of the Hadrian's Wall World Heritage site, and other Roman features around the town have special treatment. Likewise, its museum, and most of the Roman infrastructure receive substantial funding, from the government and UNESCO for preservation and safeguarding. At the same time, the other heritage, specifically the industrial heritage that represents the town, have been pushed aside, leaving them to either be destroyed or left to rust.

There are existing community groups, such as the Wallsend Local Heritage Society, that are already creating awareness about the towns heritage, in the public library, the Town Hall, at some of local fairs, etc., and there are local authority projects that follow the Heritage Urban Landscape approach towards heritage preservation.<sup>222</sup> There also exist digital platforms

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<sup>221</sup> Ibid.

<sup>222</sup> Based on the UNESCOs Recommendation on the Historic Urban Landscape (10 November 2011) - An updated heritage management approach based on the recognition and identification of a layering and interconnection of values.

that already create awareness and safeguard the memories of Wallsend. One example can be found on Facebook, where there was a group page called “Wallsend Memories,” but the Facebook page can no longer be accessed for some reason, even though it had 7000 followers.<sup>223</sup> Another example, can be found on the Chronicle Live news website, where over the years they had a series of articles called “Remember When.” However, there is a sentiment that the community in Wallsend (including both the youth and the elderly) are not fully involved, or even aware of the importance of the Wallsend industrial heritage. In addition, the uniqueness of this heritage is being underrepresented and ignored, especially when compared to other communities around the country and region that go out of their way to protect and create awareness about industrial heritage preservation.<sup>224</sup> Thus, it would be vital for Wallsend, especially the Local History Society, to have a more effective dissemination strategy to safeguard, preserve and create awareness about their local industrial heritage.

This can be done through a 360-degree approach<sup>225</sup> that would allow the society to gain a better outreach toward a wider audience. What is useful at first, is to understand how heritage can be used wisely, especially on a collective level. According to the European Commission, heritage has great capacity to promote social cohesion and integration through regeneration of neglected areas, creation of locally-rooted jobs, and promotion of shared understanding and a sense of community.<sup>226</sup>

Heritage is a common commodity that is inherited by every individual. It comes in many forms, both intangible and tangible, and contains unique knowledge, values and

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<sup>223</sup> The Facebook group is briefly mentioned in this article: David Morton, “Memories and Old Photos of Wallsend Inspired by the Reunion the ‘Esso Northumbria Four,’” *Chronicle Live*, December 10, 2014, para. 4, <http://www.chroniclive.co.uk/news/history/memories-old-photos-wallsend-inspired-8244353>.

<sup>224</sup> Many examples can be found on RESCUE - The British Archaeological Trust Facebook page. The Trust frequently posts about different community campaigns happening around Britain.

<sup>225</sup> This phrase is commonly used in business.

<sup>226</sup> European Commission, “Towards an Integrated Approach to Cultural Heritage for Europe,” Communication (COM(2014) 477 final) (Brussels: The Commission to the European Parliament, The Council, The European Economic and Social Committee and The Committee of the Regions, July 22, 2014), 4, <http://resources.riches-project.eu/wp-content/uploads/2015/10/CELEX-52014DC0477-EN-TXT.pdf>.



traditions.<sup>227</sup> Over time, heritage can become valuable and appreciated and needs to be continuously protected as it is part of an individual's identity. Once a group of individuals become a community, not only do they become more communal and unified, but they also form a collective memory, which is irreplaceable. These collective memories can establish places of memory and nostalgia.<sup>228</sup> Over time, these nostalgic feelings and memory become part of the community's own legacy. However, due to the effects of modern urbanisation, which has influenced all kinds of extraneous activities, these nostalgic localities within the community can become increasingly jeopardised.

It is known that dissemination can be made on a non-digital platform, but it can also be done digitally. Both can be effective, for example, on a non-digital platform the local history society can set up exhibitions about the industry in public communal areas, and or go into the local schools to give talks. However, because nowadays people are progressively dependent upon computers and technology for everyday personal use, digital platforms have become increasingly popular for disseminating information. Thus, a digital platform would be the most effective way of disseminating the information needed to create the necessary awareness for the Wallsend community.

This would help the local history society, for example, to work with developers if particular heritage features are being threatened. In addition, these tools can tell convincing stories, which may strengthen the legitimate reasons why the society would want to access funding and publicising what they are trying to do.<sup>229</sup> Thus, it is in their best interest to preserve and create awareness about the heritage, which defines them. This 360-degree approach, allows

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<sup>227</sup> Rodney Harrison, "What Is Heritage?" in *Understanding the Politics of Heritage*, ed. Rodney Harrison (Manchester: Manchester University Press, 2010), 9.

<sup>228</sup> Assmann and Czaplicka, "Collective Memory and Cultural Identity"; Nora, *Realms of Memory: Rethinking the French Past. Volume 1: Conflicts and Divisions*; Halbwachs, *La Mémoire Collective [The Collective Memory]*.

<sup>229</sup> BRICKwork, "10 Key Lessons We Learned at the Industrial Heritage Conference 2015," *BRICKwork*, December 15, 2015, 9, <http://brick-work.org/10-key-lessons-we-learned-at-the-industrial-heritage-conference-2015/>.

the society to combine both the digital and non-digital platforms to create awareness more efficiently.

## **Dissemination & 360 -Degree Dissemination**

Dissemination, seen as a process within cognitive networks – networking theories that rely on the pathways of communication – is an on-going process of disclosing knowledge to various stakeholders through any kinds of suitable means. This can be done through digital platforms such as Twitter and Facebook (social media), but also non-digital platforms like newspapers, magazines, and other publications. Through dissemination, it is important not only to create awareness of what is to be achieved, but also to create an important understanding of what the benefits of it are, and what can be offered when the results are accomplished.<sup>230</sup>

When the process of dissemination takes place, the goal is to achieve the most effective potential outcome, via the various levels of stakeholders who are the main targets. These levels are categorised as community, regional, national and supranational.

At the community level, dissemination, for example, can be developed through face-to-face conversation and or larger meetings in order to research the targeted stakeholders. Targeting at the regional and or national level, social media platforms can be taken advantage of for when creating awareness and campaigns about heritage sites at risk, especially the industrial heritage. From a supranational level, information about industrial heritage sites for example, can be disseminated through designation and international representation. Using all the different methods of dissemination across all levels of stakeholders can be efficient in achieving an integrated outcome at a much greater scale. This technique is known as 360-Degree Dissemination.

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<sup>230</sup> Sally Harmsworth and Sarah Turpin, “Creating an Effective Dissemination Strategy,” 2000.

Through 360-Degree Dissemination one stakeholder group may influence another, once the dissemination process begins. For example, when an international governing body such as UNESCO introduces new legislation for safeguarding heritage, a member-state will be obliged to reinforce it within its national government. Once implemented, the national government will introduce a funding scheme, which will then be applied by the local authorities, who will allocate funds through the scheme to individuals, or communities who are interested in safeguarding the heritage.

Thus, a 360-Degree Dissemination strategy can be used by any stakeholder (from the community level to a supranational level), who is captivated by the importance of heritage and the need to safeguard it. If interested people from Wallsend want to start such a process, there are 3 steps to getting started.

1. Decide which digital platform is the easiest to use and suitable for the users, by searching for digital platform information on a search engine, like Google. The Wikipedia web page ([https://en.wikipedia.org/wiki/Integrated\\_digital\\_platform](https://en.wikipedia.org/wiki/Integrated_digital_platform)), although perhaps frowned on by academia, gives a short clear set of defined terms.

2. The Wallsend Historical Society already has a web page, but the interface needs to be brought up to date. A Facebook page would reach a wider audience and has the advantage of being free. People who moved away from Wallsend can still be in touch and share their memories with others who are residents or not.

3. An upgraded digital platform would provide a place for shared memories that will be preserved for long periods, much longer than something like a book.

## Chapter 7: Conclusion

For shipbuilding to return, but that can't happen now, because to the Tyne tunnel that cuts off the ability of large vessels to proceed this far up river, or to be built this far up river and taken down past it. But worse than that, the infrastructure is gone. The shipbuilding berths are all destroyed. They are all landscaped over now. The dry docks are virtually filled in... You know, so that while the town was built up on shipbuilding, and on coalmining, they can't ever return, the infrastructures been removed that wouldn't allow that to happen.<sup>231</sup>

The study is based on theoretical ideas about memory, and ideas and practices for defining and managing historical places, through interviews with local people, archival research and other methodological approaches. The study also examines how residents of a small town in northern England view the various kinds of heritage in their community. Their views on the value of different elements of heritage differ from the views of national and international organisations that are outside the local society. Many local residents value recent heritage more than ancient heritage; for them, the remains of the industrial past, even though they are not unique, are valued more than Hadrian's Wall, which arguably is unique.

The main purpose of this study was to find out how the local community of Wallsend defines and perceives its own heritage and its values. Based on this research, I have intended to suggest that the local community of Wallsend has different effective ways of building a community to mitigate certain kinds of destructive actions in the future. At the same time, I have tried to show why specific types of cultural heritage get less attention, or are even neglected, compared to others.

Heritage has a history. The earliest monuments have long been favoured over more recent ones. In Wallsend, there are various types of heritage that define the town's uniqueness; however, its local community mostly favours only two types which they believe defines them

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<sup>231</sup> Interviewee 1, Round 1 for Thesis Research Methodology.

– the Roman heritage and the industrial heritage. The Roman heritage is well-thought of and has its own connections to the history of England. The younger industrial heritage on the other hand, from a time of smoky landscapes, seems to have less intrinsic value. There is strong evidence that the industrial heritage is underrepresented in general, not only in Wallsend, where the Roman remains are favoured because they generate more money from tourism and are more established in the historic and academic literature. In addition, the industrial heritage in Wallsend has been rudely referred to as being as attractive as “a rusty old shed.”

In addition, certain heritage in Wallsend, specifically the industrial heritage, has not received the necessary attention that it deserves. Unwanted activity, influenced by irrational people and or higher authorities, has left the certain aspects of industrial heritage to receive uneven treatment – such as what is seen, and what is happening at Swan Hunters shipyard (Appendix 2, photo 12). Unfortunately, not every local resident of Wallsend shares the same definition of value, especially when comparing the Roman heritage with the industrial heritage. While the results of the interviews and other methodological approaches convey this fact, evidence of this can also be seen at the *Segedunum* museum. (Seen in Appendix 2, photo 8)

Through spatial observation, interviews, and other methodological approaches, it has come to my attention that more should be done towards local community engagement at Wallsend, to preserve and safeguard their own heritage. Although there are existing societies, such as the Wallsend’s Local History Society, that are currently involved in disseminating awareness about heritage, through various means, a dynamic interaction with specifically industrial heritage, should be more focused on. As more and more people become addicted to technology nowadays, a place to start would be on social media platforms, and then with the 360-degree approach. This would broaden the outreach to a wider audience on a more supranational level. This can also help the local community of Wallsend adjust to the value of their industrial heritage in the eyes of visitors from outside the town and international

organisations. However, how much impact can this interaction have before the local community themselves become the perpetrators of the subject matter of this study?

They, especially the members of the Wallsend's Local History Society, should become role models for other local communities in the surrounding region who are experiencing the same heritage problems. To them, industrial heritage is and was an essential part of people's life and defines them.

Politics plays a role in heritage management. The local council and developers must follow the guidelines of the national planning system, which protects listed buildings and the historic environment. A new Bill<sup>232</sup> by the Parliament gives local communities greater control over development, to prevent "cowboy" activity from happening; however, this may threaten the archaeological record and heritage because it is easier to write over the past. Heritage as a whole is meant to be shared and should be treated equally among the local community, because it collectively defines them.

The results of this study contribute to the scholarly matter of heritage preservation, and also provides unique insight into unwanted activities that have threatened specific heritage that defines local communities. Although global media and awareness portray war-torn regions as the most likely and extreme cases of this activity, they certainly happen on our very doorsteps, too. Without the existence of specific heritage, the pride and identity of local communities will shift away from meaning and value.

While implementing the study, a number of challenges were encountered. Due to the complexity of the research matter, and Wallsend's rich varied heritage, a great deal of time was needed to collect the data in the town. Thus, some information may be missing. Another vital challenge was being drawn into my own conscious or unconscious personal intellectual beliefs,

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<sup>232</sup> See details in footnote 3

losing impartiality and objective observations. Without going into research with the impartial view of an outsider, this study would be a victim to itself.

As the local community is critical in any definition of value and heritage, we need to understand how the study's concept be expanded onto a larger scale. This is because, what is important is that industrial heritage should not be ignored, neglected and left to rust. As it an intrinsic part of English (and for the entire British Isles) history, it has not only shaped today's social society, but also has created an identity that is cherished and valued by various local communities. Thus, it needs to be fully embraced and be integrated into the landscapes of modern English towns. Methods of reconciling the voices of the Wallsend's local community with national and international values of heritage could also be applied to other regions of England, and this could lead to a clearer understanding of collective nationalistic agendas in the political arena.

In conclusion, "*Who controls the past, controls the future. Who controls the present controls the past...*"<sup>233</sup>

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<sup>233</sup> Orwell, George. 1984. New York: Harcourt, Brace and, 1949.

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# Appendices

## **Appendix 1: Selection of quotes from the unstructured Interviews that took place during the January research trip (06/01/2016 – 21/01/2016)**

A full audio can be found here on Google Drive:  
<https://drive.google.com/open?id=0B8VputQV6qDNTHM4alBEdGJCcDg>

Some information about the Interviewees:

- **Interviewee 1 (I1):** An active member of the local community, in his 70s. He worked in the shipbuilding industry at Wallsend. He is also one of the archivists of the Wallsends Local History Society.
- **Interviewee 2 (I2):** An active member of the Community, wife of Interviewee 1, and in her 70s. She is one of the Archivists of the Wallsends Local History Society.
- **Interviewee 3 (I3):** An active member, and photographer, of the Wallsend Local History Society. In his 80s, he was born and raised in Wallsend. He is also a member of the “Swan Snappers” He took photographs of the Swan Hunters Shipyards, before and after its closure.
- **Interviewee 4 (I4):** An active member of the Community, and in his 70s. He is also a member of the Wallsends Local History Society. In the past, he was a town planner for the local council and was involved in a number of heritage preservation projects.

## Interview 1 and 2 (13/01/216)

**Length of Interview:** 53 minutes 02 seconds

**I1:** How experiences as children, trigger Memory.

**I2:** Talk about it now! We are now the old generation. Once we go, it's *[memory]* gone, and no-one else will remember it.

**I1:** For shipbuilding to return, but that can't happen now, because to the Tyne tunnel that cuts off the ability of large vessels to proceed this far up river, or to be built this far up river and taken down past it. But worse than that, the infrastructure is gone. The shipbuilding berths are all destroyed. They are all landscaped over now. The dry docks are virtually filled in... You know, so that while the town was built up on shipbuilding, and on coalmining, they can't ever return, the infrastructures been removed that wouldn't allow that to happen.

**I1:** You know what Michael, that plan *[the consultation plan]* has been in various forms, over such a long period of years now, without anything positive materialising from it, that by-enlarge, it has turned into political dogma and bullshit. It really has its political dogma that we got to join the green movement, we got to get into the energy race and such like, but it's all just words, nothing's happening. In the meantime, the yards and the docks have gone. The skills required to carry that industry on, have gone, because for many, many, years now, there has been next to nothing in the way of apprenticeships offered. So you don't have the young kids coming from school into industry as we did, learning the trade, and therefore able to carry it on, so that perhaps the generations that are younger than us are the last of the people that have those skills available. But they in turn are now guys in their mid-40s/ 50s. Even if they will learn them, money was there, to try and reinvigorate the industry. You don't have the skills there to do it, and you don't have the bodies left there, to educate the next generation of potential apprentices. So really, it has gone.

**I1:** You have families now, in this town, where, my generation, my children, their children, have not held a regular job. The benefit culture has taken a route, and there are vast number

of people that are here now, who is not in their interests to take a job. It is not in their interests to take a job, they are quite happy to take their benefit and sit around watching day time television, and such like.

**I2:** You see like, when we were young, like generation before, what your father was, you were. What you were, your son was. You didn't have a choice did you.

**I1:** The working integrity's gone. When I was a youngen' coming through, it was bloody dreadful to be on the doll. Not got a job, you getting the doll. This stigma was there, you know - Your lazy sod, get up your ass, and go and find a bloody job. That must be something, you know. Nowadays, its, a well, I got laid off you know, and my son is the same, you know...

**I1:** Its killed the pride in the community, and you got that attitude of hopelessness. There is no work, what can I do, I just draw my toll, I just get my benefits every week.

**I2:** This is the problem our age. When we were brought up, we were always told "whatever you do, you pay your rent. You must pay your rent, otherwise we starve. So we are very proud, and though we didn't thing we are. We are, and it is very demeaning for us to have to go and ask for a benefit. So the majority of us won't do it.

**I1:** Shipbuilding was affected as well, but never in the magnitude that it had in the past. *[In the early 60s]*...Relocation of industry, repairing and building elsewhere...Staggered along. But it was never what you call a vigorous industry. Swan hunter keep going by, largely by government- subsidised warship work, but it wasn't like the business that has been in the 60s or the 70s. It was very poor shadow. Well I mean, the reflection of that is, Swan Hunters was halfway through building a ship for the royal navy. When they went so far down, that we were closed down, and that ship was towed to Glasgow for completion.

**I1:** Mainly bad management, and tendering that was required to secure the building of the ships was just out with *[of]* their capabilities. It really, the last good number of years of the life of Swan Hunters was a disgrace as really, as far as the commercial enterprise.

**I1:** When Swan Hunters went down and it became “British shipbuilding” [*whatever the consortium was*]. It was the slippery slope, the death-nell of the industry. When it came down to the point to keep the lights on, it was to sell it, to a Dutchman [*who recently passed away*].

**I2:** This is what we are trying to do, and as we’ve said, Wallsend had everything...Just on the high street, we had five cinemas. By 1960, we had none, or 70...The kids don’t know this. They all like we’re go to Newcastle. No, we had them all here...You will need to remember, that very few people had cars. If you wanted to go to Newcastle, it was a treat on the bus or on the train...When I was small, when I was little, my dad uses to take me to the picture on a Saturday night at the Ritz, down at the borough ...We would never ever think of going to Newcastle, because that was too far away...But No, the kids do not know this, that we had these things.

**I2:** Industry, as I said to you; Chemical, Glass, Salt Mines/ Salt Panes, Mining, Shipbuilding, what else did we have, we had everything did we.

**I1:** This town was self-contained, but it needed to be. Because the mental attitude of the time, needed it to be.

**I1:** When Wallsend was self-contained community, on its own, a journey to Newcastle as a big deal. Everything that you needed for day to day life, entertainment in the evening, all the shops, all the cinemas, all the pubs, theatres; every darn thing was within the community of Wallsend.

**I1:** As you said the Urbanisation of Wallsend has destroyed it, really.

## Interview 3 (15/01/216)

**Length of Interview:** 1 hour 57 minutes 11 seconds

**I3:** The new development Swans is not going to be green. Its more going to be focused on Marine. *[The attention of the last Owner of Swans when we bought it after it went into liquidation, before he died in January 2016.]*

**I3:** When someone asks, where you live? Wallsend? They say where's that? I always explain to them, have you heard of the Romans?... Oh, yeah?... Have you heard of the Roman Wall? Oh, yeah? Like the Great Wall of China, Oh, Yeah? But that is where I live, Wallsend. It's the end of the Roman Wall.

**I3:** *[Segedunum Museum]* is visited a lot by school children...Because when we do this, shipping of the cranes etc, the loads of children come past, and were asking the teachers, "Please Miss, what is over there?" or "Please Sir, what is over there?" The replay was "Just rusty old cranes." That was the attitude that the teachers had, not knowing that they *[the cranes]* are the town itself, and they are been there for over 160/170 years.

**I3:** Quite a lot. I mean this was in 199[?/] It was building Warships for the Government...Contact went up to Scotland...The building went way over budget, and the government said, enough is enough. Towed the ship up the river, and took it to Glasgow.

**I3:** The yard is now owned by North Tyneside Council...When you look at it, it doesn't seem to be anything happen at all, and yet there is, but I mean looking at it, you expect building to be built. But there doesn't appear to be anything happening at all, but there obviously is.

## Interview 4 (19/01/216)

**Length of Interview:** 1 hour 29 minutes 41 seconds

**I4:** First Museum, opened in 1986, opposite the present one. Opened for five/six years.

**14:** Started working at a Town Planner, in 1979, and at that time, all the industries were still there....and over the years they all closed down for whatever reason. Then there was a major boom in offshore oil industry...So I was involved in all these changes on the industrial side.

**14:** Last colliery closed 1969, ten years before I started here. But, there was one major industry that disappeared, that has been around for over 150 years. Shipbuilding has not gradually changed...There has been a succession of change.

**14:** A lot of towns have joined together...Wallsend Village was one, Willington Village was another etc. Wallsend has extended, extended and still extending now.

**I4:** Over my career, heritage was not as important in the 1960s and 1970s. When I started, conservation and heritage became increasingly important, PPGs later came to protect all these things...The preservation of building is very important... Nowadays most heritage assets are kept.

**14:** Wallsend is quite lucky cos it has a lot of open space. People do not realise, I have people coming from the outside, I was with a planning inspector a few years ago doing a major inquiry and he can't believe how attractive Wallsend was. So much so, we were driving across a bridge over the burn, and he said "Quick, stop. I can't believe this was in the middle of an urban time." Because he thought Wallsend was just like the rest of Newcastle, where houses went on and on.

**I4:** It has kept its character which is nice.

- 14:** Listed buildings. There is a list called “Local” – buildings that the local community liked, over 40 - but not qualified for national listing. The locals must have a good argument why the “Local” building shouldn’t be knocked down.
- 14:** He said that the council spent tens of millions and the area will not build ships again. The shipbuilding is unfortunately finished. But the yard needed to be upgraded.
- 14:** Industrial. Everything goes in cycles.
- 14:** Wallsend has more than...It’s never been total dependant on one thing...Over time it has adjusted.
- 14:** The advantage that I have seen at Wallsend, is that it is a very adaptable town. It goes through peaks and troughs, in a lot of ways, it is best not to be dependant one industry.
- 14:** I am great believer in the Heritage side of being a major influence on, on sort of, helps the town and develops over time...When I was a kid, the romans for example, nobody told me that there was a roman fort at Wallsend, because it was covered in house at the time; and we all as kids went from Wallsend to house-stead, which is in the middle of Hadrian’s Wall, and we were all bussed out there, that was what we all did. Now, since the site has been developed, people from all over the North East comes to Wallsend, because it was purposely built as an Educational Resource [*the Site of the Roman Fort*]. They knew that it was an important site and, they knew that all the kids needed to go somewhere, so the place was built, and that’s a great legacy, and it’s all built around heritage...Now, I am a guide a House-Stead, as well as in Wallsend, and so when I meet people at House-Stead, they have all heard of Wallsend, they all heard of *Segedunum*. Whereas, at one time, nobody has head of *Segedunum*, and that was complete reverse...and that is down to the development...It is also better because the population of Tyneside go locally, instead of going 30 miles.
- 14:** It is a fantastic site [*Hadrian’s Wall*], but it is not great for trips because if it is a wet day, you are going to get a group of kid, 30 kids, soaking wet, walking up this hill, half a mile, and 30 miles back. Whereas now, they come to Wallsend, everything is undercover, if they need to be, and you can learn everything, they need to learn, in a purpose built museum.



**14:** Heritage is certainly an important in that aspect, because it is part of the national Curriculum for kids. You got to learn about the Romans, and you might as well build something purpose for them...It is the same with the other industries, I am not too sure, where all the industries fit in the national curriculum, probably kids don't have to learn about every aspect...They got to do something local community...You don't have to learn everything, not as deep as the Romans, but you do have to learn about the local community, which again *Segedunum* can do that....

**14:** [*The Museum*] It is a great shame that money is being taken from them at the moment, and not much is left... Have you been to Beamish at all? Have you heard of Beamish have you? It is an open air museum that has a mining side of it, it has a farm, which is based on earlier, its got a shopping centre there. All the television programs which are set in the 1920s are all filmed there because it is a purpose built set...It is a tremendous open air museum. People come from miles to see it. It is a very important popular museum in the North East.

**14:** I think, the thing is with heritage is that, most people in Wallsend are pretty proud of their heritage. You can tell that by listening to them talking to people on the street. They will tell you where the shipyards were. They are very proud where they came from because their families worked from there. But as a society, we try and preserve and encourage people, but, as with life general, as you know yourself, you go through stages when, some sort of 15 onwards, and when you have your own children, you just enjoy yourself and you are not really interested in heritage, hardly at people at that age. And when you have a family, you are so busy, its very hard, and but when you get to a certain age, you are desperate for something to, and this when they are interested in Heritage again, then you get bored. When you get to retirement you have time on your hands, and you get back into it. As seen with the Wallsend Local History Society.

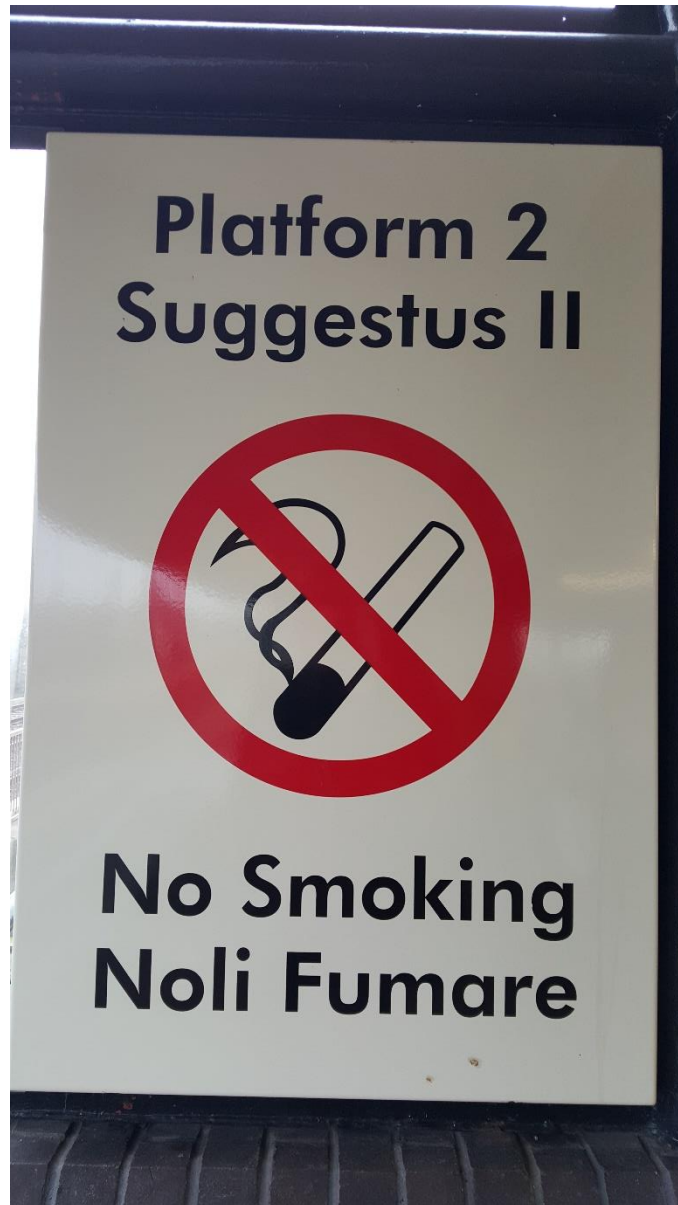
**14:** What is a good thing, is that through social media, the Wallsend Facebook group is really massive, and that is because people can sit at home with their kids, and looking at it instantly...That is very important.

**14:** The good things are with Social Media...it is a great way to get people involved instantly.

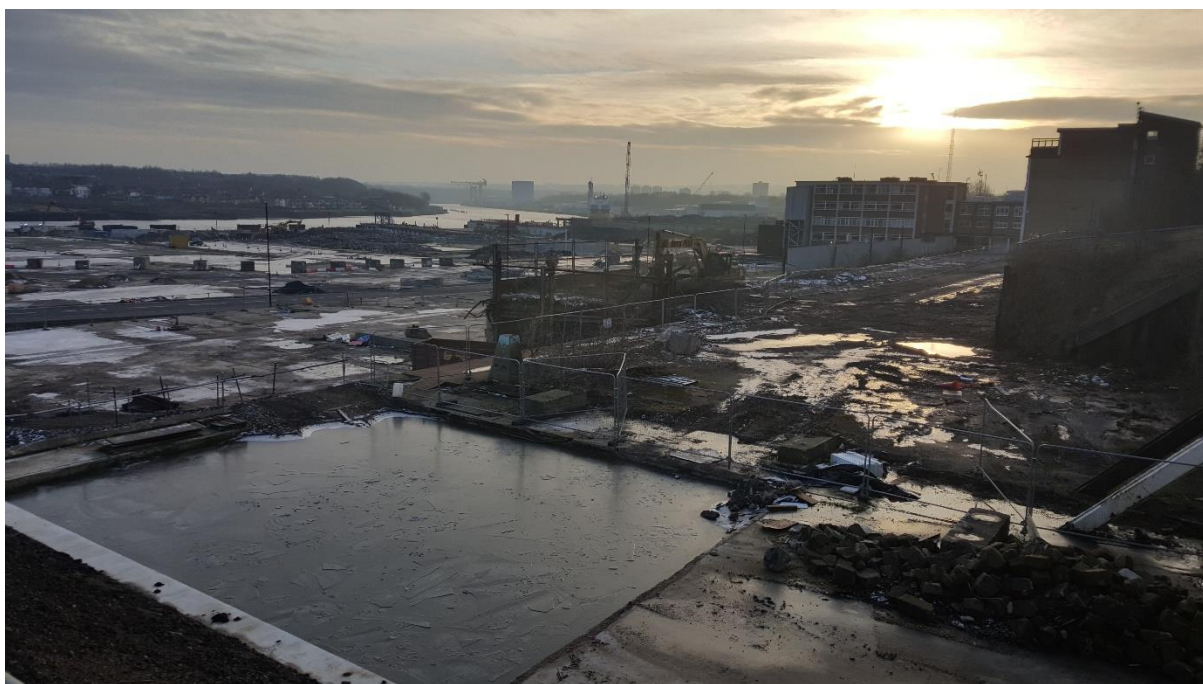
## Appendix 2: Some Photographs from the January research trip (06/01/2016 – 21/01/2016)



Photography 1: Sign in Latin and English, Wallsend. Photo by Michael Shamah. January 2016.



Photography 2: Sign in Latin and English, Wallsend Metro Station. Photo by Michael Shamah. January 2016.



Photography 3: The current state of Swan Hunters at side of the road. Here you can see the neglect of the shipyard, Wallsend. Photo by Michael Shamah. January 2016



Photography 4: The current state of Swan Hunters. Overlooking a derelict, rusty building, Wallsend. Photo by Michael Shamah. January 2016





Photography 5: St. Lukes Church "The Shipyard Church." Wallsend. Photo by Michael Shamah. January 2016



Photography 6: A plaque showing information about the World Heritage Site of Hadrians Wall. The Segedenum Fort was a part of it. Wallsend. Photo by Michael Shamah. January 2016



Photography 7: The entrance of Swan Hunters. Wallsend. Photo by Michael Shamah, 2016





Photography 8: An electronic polling station asking people who were more important, the Romans or the Shipbuilders? Segedunum Museum, Wallsend. Photo by Michael Shamah, 2016





Photography 9: A sign conveying that Village Green is a protected conservation area. Wallsend. Photo by Michael Shamah. 2016



Photography 10: Facing the Segedunum Musuem. Wallsend. Photo by Michael Shamah, 2016





Photography 11: Facing the Segedunum Musuem and its Turret viewpoint. Wallsend.  
Photo by Michael Shamah, 2016



Photography 12: Overlooking Swan Hunters in the Turret of Segedunum Museum. Wallsend. Photo by Michael Shamah. 2016



Photography 13: Facing Segedunum Museum from a distance. The open space in front marks the extent of the Roman fort, use to be occupied by housing. In the distance you can see Cranes marking the landscape, across the river. Wallsend. Photo by Michael Shamah. 2016





Photography 14: View of the excavated Segedunum Fort, from the viewing Turret of the museum. Wallsend.  
Photo by Michael Shamah. 2016

### Appendix 3: Other Photographs



Photography 15: A coloured photo of World Unicorn from launch. Wallsend 1973. Photo from Amber Films. In: Barabara Hodgson, Chronicle Live, August 2015 [Accessed 20/5/2016]. <http://www.chroniclelive.co.uk/whats-on/film-news/whitley-bay-film-festival-host-9906874>



Photography 16: Wallsend Skyline before they were pulled down. Wallsend. Photo by Barry Martin. 2009





Photography 17: New swan hunters view - Wind Turbines. Wallsend. Photo by Barry Martin, Swan Snapper. 2013



Photography 18: Buddle road comes down check color and shape of 180 Tonner. Houses beging demolished, 1970s. Wallsend. Photo by Barry Martin, Swan Snapper. 2007

