

EXECUTIVE MEMBER REPORT TO COUNCIL Wednesday 30th November 2016

Culture

1. Street Art Project – Phase One

As set out in the Mayor's Vision for Middlesbrough, we want to further develop our town and wider city region as a cultural hub. We have secured funding from the Arts Council for exciting new street art. The first phase - a mural decorating the A66 flyover bridge base on Wilson Street (see below image) - was completed last month.

Whereas galleries in their traditional sense bring people to art, street art brings art to people, and has the potential to reach millions of people who wouldn't necessarily engage with art. Polish artist, NeSpoon was chosen because her work is decorative and thoughtful and she stands out as a powerful female artist in a predominantly male environment.

NeSpoon's work is influenced by the patterns in lace and the origins of lace are preindustrial, going back to the 15th century. Lacemaking was largely a female practice which enabled women to contribute to the household income and grow their independence making it a very interesting historical practice. The site of the A66 flyover underpass was chosen as it is seen by many people coming in and out of the town via the train station.

With Public Poetry also in the pipeline, Phase One of this project is just the start of this exciting project which will see Middlesbrough animated through various forms of public artworks.



2. Magical Middlesbrough – Christmas 2016

We have a jam-packed schedule for this year's Christmas programme which is the biggest and best programme we've put together. A number of sponsors, old and new, have come together to help with the programme, and we'd like to see as many people as

possible come along to Centre Square on November 27 as well as to take a look at the wider “Magical Middlesbrough Christmas” programme which includes:

- **Christmas Markets**

This kicks off in Middlesbrough town centre on Friday 25 November. Festive log cabins will be selling a wide variety of food, drinks and gifts until Saturday 17 December with special Christmas performers on each of the Saturdays in December, Orange Pip Market also hosts a festive special event on Christmas Eve.

- **Reindeer Parade and Light Switch On – Sunday 27 November**

Activities will begin at noon in Centre Square. The Reindeer Parade gets underway from 3pm, with Santa and his reindeers joined by community groups and local schoolchildren in the parade through Middlesbrough town centre.

The Christmas lights switch on starts at 4pm and is expected to be the biggest and best yet and includes the Wildcats of Kilkenny performing live, as well as some other very special guests.

- **Santa’s Grotto**

Santa returns to Middlesbrough with a brand new magical grotto in Centre Square, complete with bubbling chimney and a traditional gift for every child. Bookings are already being taken via www.lovemiddlesbrough.com/Christmas

- **The Big Sing – Sunday 18 December**

The Big Sing takes place in Centre Square with hundreds of people expected to take part, with traditional Christmas Carols and seasonal favourite songs. Prior to the event, visitors can make their own festive lanterns at workshops in the square running from 2pm.

- **Christmas Movies**

From 19-23 December the Centre Square Big Screen will be showing some of the most popular Christmas movies under the town’s Christmas lights. There will also be an opportunity to fill up on seasonal food and drink and take part in arts and crafts in Santa’s Workshop, while children can meet Christmas characters. Details of film listings and show times are available via www.lovemiddlesbrough.com

3. Town Hall

As part of the £8m Town Hall refurbishment, work on the delivery of the Heritage Lottery funded activity programme continues, and will ramp up significantly in the New Year with the appointment of our funded post the Engagement and Learning Officer.

Public engagement is on-going, and local schools are being approached to develop a heritage programme themed around the civic and cultural roles of the Town Hall. In addition to this, our volunteer researchers are pulling together information to feed into the hoardings displays that will be developed around the building during the capital works.

4. Mima Café

Mima’s new café has now opened following refurbishment to very positive feedback from customers.

The Smeltery, operated by the owners of the Waiting Room in Eaglescliffe, has redesigned the café space to include an open 'theatre-style' kitchen and communal tables – tying into Mima's ambition for the gallery to be used as a public space. Much of the décor is reclaimed and repurposed. The food offer focuses on high quality local produce.

Leisure and Sport

5. Street Sport

The Active Sports team who are funded through the Community Sport Activation Fund from Sport England are setting up and delivering a taster session in Street Sport on Thorntree Avenue.

The concept of the project is to bring sport to peoples doorsteps and allow children in the area the opportunity to try out different sports, with signposting from here to local clubs. If the pilot is successful the team will be looking to roll out a programme of this type of session within their target wards. The first session is taking place on 16th November 2016

6. Rugby Union Holiday Camp

The Active Sports team in partnership with Acklam Rugby Club ran a holiday rugby training camp at the club over the October half term. The idea behind the project was to help promote the club to people in the area that had not been participating in sport. The camp was aimed at 7 – 11 year olds and was a huge success with 15 participants attending, 10 of which had never played rugby before. The children have been encouraged to go down to the club and join in their regular training. This kind of project is an ideal way of showcasing the fantastic clubs in Middlesbrough and increasing the amount of members while making sure we are hitting our intended targets for sport participation and promoting health living.

7. Parent and Baby Fitness Sessions

November sees the start of the Mums and Dads Buggy Fitness and also Baby Yoga sessions.

Buggy fitness is an indoor session aimed at post-natal woman (but their partners are welcome too) who want to get active. The session involves safe effective cardiovascular and body tone exercises in an environment that allows the parent to bring their child along with them so that childcare is not a barrier to participation.

Baby Yoga is a fun and gentle exercise, using playful yoga moves with rhymes for parent and baby. It not only teaches the child early motor skills and co-ordination but also involves stretching for the parent to increase mobility and reduce stress.

Both sessions will be at the community fire station.

8. Middlesbrough Sports Village

- Increased access to the Velodrome:

From Monday 31 October two or more accredited riders at any one time can access Middlesbrough Sports Village's velodrome without the requirement for there to be a British Cycling Level 2 Track Coach present. It is anticipated that this will significantly increase the uptake of usage of the velodrome and provide an

additional incentive for riders to gain their accreditation to enable them access to ride the velodrome.

- Capital developments – Mezzanine Floor:

The addition of a new mezzanine floor - £300k worth of capital investment – at Middlesbrough Sports Village is now complete. The Mezzanine floor, which sits above the Sports Village's strength and conditioning area is primarily being used for live and virtual fitness classes but has the versatility to be utilised for a number of other applications.

9. Breastfeeding at Middlesbrough's Leisure Venues

Middlesbrough Sports Village, The Rainbow, The Neptune, Middlesbrough Municipal Golf Centre and The Southlands Centre are all now officially registered as breastfeeding friendly venues. This means that women will be welcome to breastfeed in our venues and that all staff in the venues will be aware of this status. It is hoped that with our venues being added to the list of public places that are recognised as official breastfeeding sites that the disproportionately low numbers of women breast feeding in Middlesbrough when compared to national norms can be addressed.