

EXECUTIVE MEMBER REPORT TO COUNCIL Wednesday 11th January 2017

Culture

1. Orange Pip Market

Orange Pip Market continues to go from strength to strength and rounds off a hugely successful inaugural year with a festive bang on Christmas Eve. Featuring all the usual artisan foodie delights across Baker & Bedford streets from 12-6pm, this special market will feature a host of arts and musical talent in the shape of:

- Egglecliffe School Music Society Choir & Orchestra
- Iain Gelston - Northumberland piper
- Orange Pip House Band
- Sled Zep - members of Kingsley Chapman and the Murder, Mouses and Secret of the Whipt performing all the Christmas hits
- Tom Joshua - a local 7 piece band just back from recording at the legendary Sun Studios in Memphis, TN
- Frances Moffatt - fashion illustration workshop
- Snow Queen and elf helper handing out free Christmas gifts to our visitors
- Dr Twist's Photographarium - authentic Victorian photo booth - photos attached
- Christmas film in Bedford Street - decided by our Facebook followers
- Guy Mitchell - Guy handed out the ceramic Christmas decorations made by young people and visitors at the November market
- Jackie Steven - local artist Jackie held paper puppet workshops and performed puppet lightshows from the back of her converted horsebox
- visitor numbers to Orange Pip totalled 40,000 between May & November inclusive.

There is more exciting news for Orange Pip as our new line of merchandising went into production, just in time for Christmas. A line of branded homewares has been designed, featuring notebooks, stickers, mugs, tea towels, A3 wall calendars and lithograph art prints. These were available in time for Christmas and sold through the website, Facebook and with our very own stall at the market.

2. Captain Cook Birthplace Museum

Work on the refurbishment of the education and temporary exhibition spaces in the museum will take place between January and February. We have identified a preferred bidder for the building and they will be contracted by the end of December. The museums team is working on the development of exhibition and engagement content which will be installed between February and April ready for the re-opening at Easter. A temporary exhibition focusing on the wildlife encountered by Cook on his voyages will open the new exhibition space and will include a number of loans from museums nationally. The 2017 seasonal opening will be April.

3. Cook 250

In addition to the refurbishment of the CCBM, early planning has started to explore a celebration programme commemorating the 250th anniversary of Cook first voyage on the Endeavour (when he landed in New Zealand and Australia amongst other discoveries). Early plans include ambitions for a public event programme including a large scale performance and a series of exhibitions and engagement opportunities.

4. Middlesbrough Town Hall

The main contractor Keir has now started on site. Following hoardings going up around the building, a heritage timeline exhibition will be installed on the hoardings early in the New Year and will remain in place for 3 months. The exhibition references research done by our team of Town Hall volunteers and shows the connections between the heritage of Middlesbrough and the development of the 'new' Town Hall. It will be the first in a series of exhibition boards located around the building for the duration of the capital works. A pop up project information stand, telling people about the project and inviting them to get involved will be touring community venues during the Spring, alongside a series of engagement events and activities.

5. Great Places Bid

The Tees Valley Combined Authority was successful in its stage 1 bid on behalf of Tees Valley partners to the Great Place fund. The Heritage Lottery / Arts Council partnership fund aims to put arts, culture and heritage as the heart of local vision and development and will support 12 projects nationally. TVCA has been invited to submit a Stage 2 bid of £1.3 million, which will focus on piloting innovative approaches to engaging our communities with culture, and supporting the development and resilience of local culture and heritage infrastructure. The project as a whole would support the development of Tees Valley cultural priorities around social inclusion and creative sector growth, and contribute towards the development of a city of culture bid for 2025. If successful, pilots will take place in each of the 5 local authority areas between April 2017 and March 2020.

6. Middlesbrough Theatre

The 2016 Pantomime, Aladdin has opened at 81% of target sales which is very healthy, and had taken £10,000 more in sales than at the same point last year. The production sees the return of Boro favourite Scott Gallagher, and also features TV actors Andy Moss (Hollyoaks) and Ricky Groves (Eastenders). Initial audience feedback from schools in particular has been very positive. The panto runs until 8th January, and tickets are already on sale for Snow White and the Seven Dwarfs in 2017. Middlesbrough Theatre worked with the Looked After Children team to organise a Middlesbrough foster families visit to the Pantomime on opening night, and is also organising a visit from children in care to the Panto after Christmas.

7. Christmas 2016

Middlesbrough has had a hugely successful programme of Christmas events this year, and it is hoped that this success will be a spring board to an even bigger Christmas 2017.

a. Santa's Elves Competition

Over 100 children from across Teesside entered the competition to be Santa's elves and ride on the sleigh. For the top 30 runners up we held a celebration event at the sports village and displayed all of their wonderful work.

b. Christmas Markets

The town centre was populated with 9 festive cabins for a three week duration from Friday 25 November – 17 December. The cabins were populated with a range of festive treats from German chocolate and ginger bread and mulled wine to gifts created by local artists. Every weekend in December the market area has been populated with a number of professional walk about acts to activate the area

c. Reindeer parade and Light switch on

The Reindeer Parade worked with 370 young people from local schools and community groups with the support of over 20 artists, musicians and performers to create the parade content. The parade commenced at 3pm and processed around the town centre then back to Centre Square. Estimated audience figures exceeded 45,000. Footfall of 16,000 was reported by our main stage sponsor, The Cleveland Centre. The Christmas lights switch on started at 4pm. The event was hosted by Heart FM, joined by local musicians Wildcats of Kilkenny performing. The famous signing Santa, along with the Cleveland croc and the hugely popular Cleveland Police Interceptors turned on the Christmas lights.

d. Santa's Grotto

Santa's grotto has been highly popular on event days. The grotto completely sold out on the 27th November and 18th December. All other dates reached over the 70% booking target achieving between 70 – 80% each day. We had some wonderful feedback including a Grandma who was so overwhelmed with the experience she shed a tear.

e. The Big Sing – Sunday 18 December

The Big Sing took place in Centre Square with over 200 participants including young people from local schools and adults from MTH Community Choir. Over 500 audience members braved the frosty Sunday afternoon weather to join in the festive fun. Prior to the event children from two local schools worked with professional artists in a number of school based workshops to develop skills in willow sculpture to create willow lanterns for the winter light garden. Visitors were able to make their own festive lanterns at workshops in the square along with visiting Santa in his bespoke grotto.

f. Christmas Movies

The Christmas movies took place from 19-23 December on the Centre Square Big Screen. Each day consisted of a festive movie, themed Santa's workshops, walkabout characters and a visit to Santa's grotto.

Approximately 100 people each day came to watch the movies. Ongoing technical problems with the big screen meant that we could only begin marketing the event a few days before.

Leisure and Sport

8. Middlesbrough's Bike Library

One of our key priorities was to ensure that the Tour de Yorkshire, held in Middlesbrough in May 2016, had a lasting legacy of engaging with the wider community.

A pioneering scheme to give more people the opportunity to ride a bike for free has launched in Middlesbrough. Sponsored by Yorkshire Bank, and run in collaboration with Welcome to Yorkshire's cycling initiative, Cycle Yorkshire, this scheme has opened in two

new locations – one at Middlesbrough Cycle Centre and one at Middlesbrough Environment City's office in Acklam – which will offer free bike loans for children and families, as well as guided rides and support with bikeability in schools. There are already over 30 bike libraries across Yorkshire and Humberside.

The programme will provide opportunities for children and families to borrow a cycle and enjoy the excellent cycle route network in the town linking the town centre and some of Middlesbrough's greenspaces and sports facilities including Albert Park, Stewart Park, Hemlington Lake and the Sports Village. Some residents may also want to try cycling before investing in a new bike of their own - for example for commuting to work or cycling to school.

The initiative will also give local people the opportunity to donate unwanted cycles - ensuring that they are reused in the community. Old and unwanted bikes can be donated at the bike libraries where they will be repaired and restored by students from TTE Technical Training Group, before being loaned to those that don't have cycles of their own.

Middlesbrough Environment City received a grant of £5,000 through the scheme, which will be used to refurbish donated cycles, promote the scheme and provide storage for the cycles at MEC's offices.

The project was officially launched on December 7th at a high profile event at the Cycle Centre that attracted extensive media coverage, including a slot on BBC Look North, which I attended along with Mayor David Budd and the Council's Chief Executive.

9. Run Middlesbrough

The dates for Run Middlesbrough have now been confirmed as Sunday 2 July 2017 for the Riverside 5k and Sunday 3 September for the Tees Pride 10k. Work is underway to attract both runners and sponsors to both of Run Middlesbrough's 2017 events. Discussions have already been held with Acklam Hall with a view to aligning a music festival at the Acklam Hall site with the Tees Pride 10k. In addition, there will be a number of community based running programmes delivered across Middlesbrough in the lead up to both the Riverside 5k and Tees Pride 10k. These running programmes will seek to engage harder to reach communities in running with a view to them entering Run Middlesbrough races and impacting positively on their health.

10. Junior Park Run

The Junior Park Run, which started in September 2016, continues to go from strength to strength attracting up to 100 runners per event supported by up to 20 adults. The junior park run is free to enter and takes place at Hemlington Lake at 9am each Sunday morning, for further details please see <http://www.parkrun.org.uk/hemlingtonlake-juniors/>

11. Go Ride

Building on the growing popularity of cycling after the Olympics and the start of a stage of the Tour de Yorkshire in Middlesbrough in May, Middlesbrough's Go Ride Coach continues to work with young people across the town to engage them in cycling and signpost them to sustained opportunities at Middlesbrough Sports Village. The Go ride Coach has further discussions with partners planned in the New Year to ensure that the programme continues to attract young people from harder to reach communities with a view to positively impacting on health inequalities in the town.