

EXECUTIVE MEMBER REPORT TO COUNCIL Wednesday 15th February 2017

Culture

1. Captain Cook Birthplace Museum – Investment and Future Direction

We are committed to ensuring the Captain Cook Birthplace Museum is a venue of regional significance. Contractors are now on site undertaking building works to create the new temporary exhibition gallery downstairs in the main galleries, and create a new education suite upstairs, supported by £500,000 worth of funding. The works are expected to be fully complete and the museum reopened at the start of May for the summer season, and a tour for elected members will be organised.

A brief for a new café operator is being agreed and will be put out to open tender. We have had some approaches about the café including some interesting social enterprise proposals. All options will be considered.

A preliminary meeting has been held to discuss the 250th Cook celebrations – which gives us a decade worth of events to celebrate, and further meetings will follow. A number of interesting and innovative ideas are being articulated and it is hoped we will have a series of celebrations designed to bring crowds from across the globe.

2. Middlesbrough Town Hall

Refurbishment works are now well underway at the Town Hall, with strip out and roof works commencing. A heritage timeline created by research volunteers as part the HLF funded activity programme has been installed on hoardings on Corporation and Albert Road, and has had positive coverage on social media. This will remain in place for three months, and will be followed up with further temporary displays created by local groups throughout the build.

A tour of the Town Hall has been arranged for 8 March – all elected members have been invited.

3. Public Poetry Project

The Public Poetry Project aims to find an impactful way of revitalising the town centre and enhancing the social, civic and cultural life of the town's residents, by making the local environment more enjoyable, more scenic and more surprising

The poems will inspire the public as they move through the town. Eventually, the pieces will also create a trail which will serve as a tourist attraction; they can also be accessed by schools and colleges.

The first phase of Public Poetry began on 16th January. The **gable end of Subway on Baker Street** will be the site of the first piece. A page from the Arthur Conan Doyle short story, *The Five Orange Pips*, will be transposed in its entirety on to building. The work is intended to complement the independent shopping and leisure destination that Baker & Bedford streets have come to be known for.

The second building in phase one will be **11 King Edward's Square**. The gable end of this building will be hand painted with a poem by Professor of Poetry at Oxford University, Simon Armitage CBE, entitled; *It Ain't What You Do, It's What It Does to You*. Enthused by the Public Poetry project, Simon Armitage has kindly given Middlesbrough Council the rights to use this work and has waived the license fee. The site of this building is in the heart of the University campus area and has the added benefit of being seen from Linthorpe Road.

The third piece in the project is by US author and film maker, Miranda July. Taken from her 2005 book of short stories, *No-one Belongs Here More Than You*.

It is anticipated that the next stages will be to take Public Poetry into residential areas.

4. Arts Council Funding

Three bids have been submitted to the Arts Council under its National Portfolio scheme on 1st February for annual funding support for 2018-2022.

- **Middlesbrough Town Hall** has bid for £249,000 per year to support the development of a high-quality music programme and the development of engagement programmes that will connect communities with culture. This bid will also support the venue to develop its financial sustainability through the growth of commercial income streams.
- **Mima** has also requested an uplift to support place-based community development.
- The 5 Tees Authorities have joined together to submit a bid as the **Tees Valley Museums Group**. This will support joint strategic working to develop collections, exhibitions, joint promotion of the museums offer, education work and development of sustainable income streams. The outcome of applications will be known in July.

5. Steel Heritage

The Steel Heritage Group, set up by parties interested in the preservation of steel sites, and the celebration of our rich steel heritage and supported by Middlesbrough Council has received £10,000 resilience funding from the Heritage Lottery Fund. This will enable the group to work with Groundwork and develop an action plan and identify a structure for taking forward future steel heritage developments.

6. Middlesbrough Theatre

The Christmas 2016 pantomime was very successful achieving the highest ever gross ticket sales. 87% of tickets were sold compared to 74% national average sales for the same period. We have received excellent feedback from audiences and good local reviews. Over 4000 seats have been reserved for Snow White in December, more than at the same time last year for Aladdin.

Leisure and Sport

7. Physical Activity Strategic Partnership

The Physical Activity Strategic Partnership Group has a multi-disciplinary representation, providing strategic direction for physical activity in Middlesbrough. The Physical Activity Strategic Partnership is now nearing the completion of a Physical Activity Action Plan for Middlesbrough. This is a strategic document that will provide guidance and direction for

those organisations that provide, support and deliver physical activity within Middlesbrough.

Funding is still available for community through the Physical Activity Grant Fund, which has to date supported over 65 organisations to deliver physical activity opportunities across Middlesbrough. For more information, elected members can contact me.

8. Community Sport Activation Fund

The Community Sport Activation Fund (CSAF) is now entering its final year of delivery. The CSAF project aim to engage adults (14+) residing in Middlesbrough's deprived wards in participation in sport. Delivery of a variety of sports can happen at a very local level with a view to working with participants to sustain their own activity or sign posting them to sports activity that is already established in the community. For more information about CSAF and how your community could benefit from this project, elected members can contact me.

9. Everyone Active

Sport and Leisure Management/Everyone Active (SLM) are now nearing the end of the 1st year of their 15 year contract to deliver sport and leisure services on behalf of the Council.

The first year has seen £2million of capital developments at Middlesbrough Sports Village, The Neptune and The Rainbow with further capital developments planned at Middlesbrough Sports Village and the Golf Centre through 2017/18.

A Client Officer is employed by Middlesbrough Council to manage the contract and relationship with SLM. So that a consistent, co-ordinated and swift response can be made to any queries, concerns or opportunities observed by Members, Members are requested to raise these with through me and I will pass these on to the Client Officer. Alternatively members should use the onestop system.

10. Sportivate

Sportivate is a programme seeking to engage inactive 11-25 year olds in sports and physical activity courses which last between 6 and 8 weeks. Participants should be supported in continuing their involvement in the activity on completion of the course. Sportivate are able to consider applications for funding for programmes of sport and physical activity that meet the above criteria. The closing date for applications for funding for 2017/18 is Monday 13 February.