

## EXECUTIVE MEMBER REPORT TO COUNCIL Wednesday 29<sup>th</sup> March 2017

### Culture & Events

#### 1. Great Places

We are officially a Great Place! The Tees Valley Combined Authority has secured £1.5m from the Heritage Lottery Fund and is one of 16 areas to pilot the scheme.

“Culture” means different things to different people. It plays a huge role in boosting tourism, attracting investment, and bringing communities together. It’s an honour to be part of this pilot scheme, and allows us to grow Middlesbrough and the whole city-region’s already vibrant cultural scene.

This funding will provide funding for a number of culture and arts organisations including Mima, Tees Valley Arts, CCAD, Teesside University, and Middlesbrough Council. These partners ensure that a varied mix of cultural programme will be on offer through this funding.

#### 2. Orange Pip Market

March 25<sup>th</sup> sees the welcome return of Orange Pip Market to Baker & Bedford Street. There are 26 traders; a mixture of old favourites and new additions

Live music comes from Abi Alton a singer/songwriter and multi-instrumentalist, from Guisborough, North Yorkshire, UK. Abi has been writing and performing since the age of 14, playing everything from local theatres, to the infamous G-A-Y Heaven in London, supporting pop songstress Ellie Goulding. Abi also took part in a 34 date UK and Ireland arena tour last spring as a finalist in the X factor 2013.

Doc Brown and the Groovecats, Well-dressed gentlemen playing a mix of West Coast Swing, Jump Jive and Chicago blues.

ZoZo, Hailing from Leeds and have been dubbed ‘Frenzied post-apocalyptic pranksters’ by The Guardian.

OP House Band, the self-titled Arthur Conan Doyles do the Arctic Monkeys. This will be the last gig by the House Band for a while.

The March return sees the introduction of our very own Orange Pip stall - debuting all new merchandise; stickers, mugs, tea towels, A3 wall calendars and lithograph art prints.

#### 3. Public Poetry

Phase one of the project is almost complete and has generated a lot of media interest – including from the *Daily Mail*!

*Simon Armitage – ‘It Ain’t What You Do It’s What It Does To You,’ (published 2001).* This poem is situated on the gable end of King Edward’s Square in the heart of the student quarter.

This is a poem about memory and the nature of experiences. It juxtaposes imagined romanticised adventures and incidents with more mundane, real-life experiences leading the reader to consider the wonder of the ordinary and the feelings that they evoke. Simon Armitage resides in West Yorkshire. He was awarded a CBE in 2010 and is currently Professor of Poetry at Oxford University. Simon was keen to participate in the Public Poetry project in Middlesbrough and supported the project by waiving the license fee for the use of this poem.

*Miranda July - Excerpt from ‘Ten True Things’, a short story from the book, ‘No-One Belongs Here More Than You’ (published 2007)* This piece is situated on the gable end of Bedford Street and Linthorpe Road and will be accompanied by an original illustrated portrait of the author by local artist, Alan Vest. Alan is a graduate of CCAD and is based in Hartlepool; he is a regular contributing artist to The Guardian newspaper.

#### **4. Middlesbrough Town Hall**

A number of hard-hat tours of the building have taken place with key stakeholders, including a tour for Members, and feedback about the scheme has been very positive.

Works to date have uncovered a number of heritage features which will be incorporated into the scheme including two additional windows in the Crypt and original tile floors in the lobby area of the concert hall, which are in very good condition. During the excavation of the Carriageway, steel supports which were originally installed to brace the structure of the crypt and concert hall have been uncovered. While this has impacted on the design of the Crypt entrance, the supports are an important undocumented heritage feature some of which will be kept exposed. Heritage activities are ongoing alongside the build, and we have been engaging with Teesside University media students to undertake interviews as part of the process of documenting the project.

A programme of work is being developed, that will provide opportunities for Middlesbrough schools to learn more about the Town Hall and its place in local history, and about design and construction. One of the fire engines from the 1930s based in the Town Hall fire station, the ‘Lady Sadler’, has been discovered in North Tyneside and volunteers are researching the potential to bring the engine back to Middlesbrough.

#### **5. Mima**

Mima celebrated its 10<sup>th</sup> anniversary on 4<sup>th</sup> March, and launched ‘How We Got to this,’ a celebration of the development of the gallery in its first decade. Mima are also working with designers Kellenberger-White to redevelop their brand over 2017, taking an interactive approach with audiences and constituents through workshops, displays and exhibitions. This will be an evolving programme, updated as the process progresses and provides an opportunity for people to engage with the process of design.

## **6. Captain Cook Birthplace Museum**

Building works as part of the refurbishment of the museum education facilities and temporary exhibition gallery are now complete. Contractors started on site on 27<sup>th</sup> March to install displays and equipment in the refreshed spaces. A tender is currently out for the operation of the museum café and expressions of interest have been received from a number of local businesses. Due to some additional structural works identified during the build process the museum will now open for the Summer season on 16<sup>th</sup> May.

## **7. Culture Awards 2017**

The finalists for the Journal Culture Awards 2017 have been announced and Middlesbrough has received several nominations. Mima has been nominated in two categories, North East Museum of the Year, and the Arts Council Award, recognising the exceptional standard of the exhibition 'If all relationships were to reach equilibrium, then this building would dissolve'. In addition the new event 'Nightfall' was nominated in the Best Event Teesside category. The event co-commissioned by Middlesbrough Council, launched Discover Middlesbrough in October and featured light installations, performances, family activities and torchlight tours.

## **8. Shine Festival**

Building on participation in previous music education and learning programmes delivered by Middlesbrough Town Hall, six local schools will take part in the first Shine Festival, a music competition for talented young musicians in Tees Valley. Choirs from Whinney Banks, Abingdon, Captain Cook, St Pius, St Edwards and Beverley schools will perform at events from 18<sup>th</sup> to 26<sup>th</sup> March.

## **9. Armed Forces Day & Upcoming Events**

With support from the Armed Forces Champion Linda Lewis and the Corporate Support Team, a constituted group will be set up to deliver Armed Forces Day. The group will be made up of representatives from the Armed Forces Community and once established will be able to apply for funding from organisations that the council are unable to access as a local authority. The event will take place in the town centre on the 17th June.

Local history month is currently being curated with the assistance of Rob Nichols and Tracy Hyman. The annual heritage based festival is proving to be one of our best and will run throughout May.

Middlesbrough Mela will take place on the 15th and 16th July this year followed by the Nagar Kirtan on the 23rd July.

## **10. Marketing and Communications Update**

The Investment Prospectus Launch welcomed over 150 guests to Middlesbrough Football Club on Monday 13 March 2017. The event was a huge success, gaining strong media coverage across TV, Radio, print and online publications. This coincided with the launch of the Council's employer website [www.investmiddlesbrough.co.uk](http://www.investmiddlesbrough.co.uk), and supporting social media channels.

The Channel Shift marketing campaign continues to raise awareness of the range of channels through which Middlesbrough residents can report, book and pay for Council services and create interest in and build understanding of the improved accessibility and the related benefits available to residents through the online and self-serve options.

The Customer Centre in Middlesbrough House is being rebranded to ensure that the new centre supports the customer strategy in providing a clear, professional and customer-focussed experience as well as raising awareness of the benefits of self-serve.

A communications campaign has been ran to raise awareness of the changes to resident waste and recycling collections, which starts w/c 3 April 2017.

LoveMiddlesbrough Magazine Spring edition was distributed at the end of February and planning is underway for the next edition. The magazine will feature the investment prospectus launch, Middlesbrough Mela, Nagar Kirtan, Armed Forces Day, the unveiling of the new Tom Dresser VC Statue and the reopening of the Captain Cook Birthplace Museum.

## **Leisure and Sport**

### **11. Parkinson's Bootcamp Session**

The Health Development Team working in partnership with the Neuro Outpatients department at James Cook University Hospital, have recently set up a new weekly Bootcamp exercise session for clients with Parkinson's disease.

The session is currently running at Southlands Leisure Centre and sessions are offered as an exit route for patients from Middlesbrough and Redcar and Cleveland who have attended and completed a 6 week PD Moving Forward programme at the hospital, to encourage them to keep active.

The Group are currently being funded by Ageing Better Middlesbrough and clients attend along with a partner or other support.

### **12. Community Sport Activation Fund**

The Community Sport Activation Fund (CSAF) is now entering its final year of delivery. The remit of CSAF is to deliver sports activity to those aged 14+ in Middlesbrough's deprived wards with a view to linking those engaged with sustained activity in the community. The CSAF project has been an exciting and successful project through its first 2 years and is seeking to keep this momentum going through its final year.

### **13. Live Well Centre - Gym**

The soon to be opened Live Well Centre at the Dundas Shopping Centre will feature a gym on its 2nd floor. Initially, programmes at the gym will be delivered by 'Community Grow Change' (CGL) a social care and health charity that supports and enables people to change their lives for the better and achieve positive and life-affirming goals. CGL service users are adults, young people and families whose lives are affected by substance misuse, homelessness, poverty, unemployment, domestic abuse, mental health issues and offending. Alongside CGL, Public Health's Health Development Team will also deliver a number of its health intervention programmes from the gym at Dundas. The gym at the Live Well Centre will open in the Spring 2017.

#### **14. British Cycling 'Go Ride Coach'**

The Middlesbrough based British Cycling 'Go Ride Coach' has now entered the 2nd year of 3 years delivery in Middlesbrough. The 'Go Ride Coach's' remit is to deliver cycling opportunities in the community to young people living in Middlesbrough and aged between 10 – 24 years old. Those participating in this delivery are signposted to sustained activity at Middlesbrough Sports Village's Cycle Circuit and Velodrome to enable them to continue their interest and participation in cycling.

#### **15. Run Middlesbrough**

The dates for the 2017 running of Run Middlesbrough's Riverside 5k and Tees pride 10k have been announced. The Riverside 5k will take place on Sunday 2<sup>nd</sup> July and will start and finish at Middlesbrough Football Club's Riverside Stadium. The Tees Pride 10k will take place on Sunday 3<sup>rd</sup> September 2017 starting and finishing in Middlesbrough's Hall Drive. There will be a community running programme delivered in the lead up to both Run Middlesbrough events, some of which will utilise the new gym at the Live Well Centre in the Dundas Shopping Centre.