

MIDDLESBROUGH COUNCIL

COUNCIL

24 JANUARY 2018

VISION FOR MIDDLESBROUGH 2025 – UPDATE

THE ELECTED MAYOR OF MIDDLESBROUGH

PURPOSE OF THE REPORT

1. The purpose of the report is to advise Council of the strong progress made to date in delivering the Mayor's Vision for Middlesbrough in 2025 – *Fairer, Safer, Stronger*, and outline plans for the coming year and beyond.

BACKGROUND

Vision for Middlesbrough

2. The Vision for Middlesbrough in 2025 – *Fairer, Safer, Stronger*, was agreed by Council on 11 May 2016, and reflects the ambition and priorities for the town that were set out in the Elected Mayor David Budd's 2015 election manifesto. The document sets the direction for the Council's Strategic Plan, and its role as community leader, in which it will work with communities and partners to achieve Vision priorities.
3. Each of the three themes of the Vision set out a number of supporting priorities, and specific promises relating to these priorities that the Mayor intends to deliver in this term and beyond. The Vision also incorporates the Council's equality objectives for the period 2016-20, in line with the requirements of the Equality Act 2010.

Progress to date

4. Significant progress has been achieved in delivering the 2025 Vision for Middlesbrough.
5. In particular, the development and launch of the ambitious [Middlesbrough Investment Prospectus](#) in March 2017 was a significant achievement, and a major milestone in creating a *Fairer, Safer, Stronger* town.
6. The Prospectus details the Council's plans to invest £74 million over the next four years to facilitate delivery of a range of major initiatives within the town, creating economic growth, good quality jobs and prosperity for the people of Middlesbrough. Over the next decade, it aims to deliver:
 - £625m of commercial and housing investment;
 - 1.7m square feet of business accommodation;

- 57.5 hectares of regenerated land;
 - 4,250 direct jobs;
 - 750 supply chain jobs; and
 - 5,500 new homes.
7. In addition to the Investment Prospectus, strong progress has been made across all themes and priorities set out in the Vision, benefiting the diverse local communities and citizens of Middlesbrough.
8. To illustrate progress overall, a list of the ‘101 achievements’ of the administration to date has been developed, and is attached at Appendix 1 for information. A designed version of this list will be published the Council’s website, and key achievements also communicated to local residents via an article in the next edition of *LoveMiddlesbrough* magazine.

Future plans

9. The Investment Prospectus has now developed sufficient momentum to make Middlesbrough a more attractive place for business investment, and the benefits are starting to be seen and felt.
10. It is critical, if local communities are to fully benefit from the Investment Prospectus that ‘social regeneration’ keeps pace with physical regeneration. This doesn’t just mean ensuring job seekers are ready to apply for opportunities, but that all people within the town are empowered to play their part in its future.
11. In September 2017, Executive agreed the above as a working definition of social regeneration, and identified six key elements that will be tested with local communities through a programme of ‘community conversations’, commencing in February 2018:
- 1) strengthening our local economy;
 - 2) increasing employment levels;
 - 3) increasing educational attainment (including skills and vocational);
 - 4) improving health and wellbeing;
 - 5) improving the physical environment; and,
 - 6) improving community life.
12. This engagement with communities will inform the development of a Social Regeneration Strategy, to be agreed by Executive in spring 2018, and which will steer how the Council and its partners will work together with local communities to deliver social regeneration in the town. As part of this work, the Council will convene a Public Service Reform Board for Middlesbrough.
13. This strategy will be a major component in the delivery of the *Fairer* and *Safer* themes of the Vision, just as the Investment Prospectus provides a delivery framework for a *Stronger* Middlesbrough.

PROPOSALS

14. It is proposed that the strong progress made to date in delivering the Mayor’s Vision for Middlesbrough in 2025 – *Fairer, Safer, Stronger* document, and plans and developments for the coming year and beyond, are noted.

Implications

15. **Financial Implications** – The report summarises a range of achieved, ongoing and future actions that are within approved budgets and / or current financial planning.
16. **Ward Implications** – Delivery of the Vision for Middlesbrough will impact on all wards.
17. **Legal Implications** – The publication and ongoing monitoring equality objectives, embedded within the Vision document, will ensure that the Council continues to comply with the Equality Act 2010.

Equality Impact Assessment

18. Not applicable. The Mayor's Vision was subject to a Stage 1 (Screening) Impact Assessment, presented to Council alongside the document in May 2016. No negative differential impacts on diverse groups and communities are anticipated from the delivery of the Vision for a *Fairer, Safer, Stronger* Middlesbrough by 2025, which has launched a range of activity to promote equality of access, provision, uptake and outcomes within the town. This report provides an update on those actions (which have and / or will be assessed for impact as they are agreed, wherever appropriate) and so does not itself require an EIA.

RECOMMENDATIONS

19. It is recommended that the strong progress made to date in delivering the Mayor's Vision for Middlesbrough in 2025 – *Fairer, Safer, Stronger*, and plans for the coming year and beyond, are noted.

BACKGROUND PAPERS

11/05/16 Council Vision for Middlesbrough 2025

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Appendix 1: A Fairer, Safer, Stronger Middlesbrough – 101 achievements to date

A FAIRER MIDDLESBROUGH

Fairness and reduced inequalities in income and health

1. Introduced and continued to support a Middlesbrough Living Wage (currently £8.75 per hour) for all Council workers, and promoted the Real Living Wage throughout Middlesbrough.
2. Launched an unclaimed benefits campaign, which led to a further £7m in benefits being paid to Middlesbrough residents who weren't aware of their entitlements.
3. Introduced an enhanced Council Tax relief scheme, following the Government's decision to force the poorest to pay.
4. Redeveloped the Customer Centre at Middlesbrough House to ensure a modern, efficient customer experience, reducing the average waiting time from 25 minutes to 5 minutes.
5. Continued to make our services accessible online, with over 26,000 people opening a MyMiddlesbrough account to pay, report, apply and track requests online faster and more efficiently.
6. Passed a motion supporting the WASPI campaign, and calling on the Government to reconsider transitional arrangements for those women affected, so they do not have to live in hardship due to pension changes they were not told about until it was too late to make alternative arrangements.
7. Working to launch a Community Bank scheme, to ensure Middlesbrough residents have access to affordable credit and financial education.
8. Developed an integrated Early Years support offer with health partners, to ensure children are given the best possible start in life and to close the gap in school readiness between children from different backgrounds.
9. Made all of Middlesbrough's Children's Centres mobile free zones, to ensure that parents do not miss out on learning opportunities with their children.
10. Expanded the 'breastfeeding welcome' scheme, with over 100 new venues – including all Council sites – signing up.
11. Opened the Live Well Centre in the Dundas Arcade, bringing together a wide range of services to help people to lead healthier lives.
12. Combated food poverty over the summer break through our Holiday Hunger Scheme, with around 600 children receiving a healthy family lunch, alongside 250 parents.
13. Tackling 'period poverty', introducing pick-up points for sanitary products at Thorntree Hub.
14. Built and continued to develop the Middlesbrough Sports Village – a city-scale sporting venue for our residents, and worked with the Leisure Trust to invest in local sports facilities, including the newly-refurbished Rainbow Centre.
15. Introduced free swimming vouchers, available at hubs across East Middlesbrough, with over 1,000 adult and child swims taken up to date.
16. Adopted the Local Government Alcohol Declaration, and reviewed our Alcohol Strategy and Licensing Policy to tackle alcohol-related harm.

Fair access to secure, well-paid jobs and meaningful training

17. Established the Middlesbrough Achievement Partnership, which sees schools working together on attainment, transition and inclusion; and investing up to £2m in school improvement to raise standards in all of our local schools – maintained and academy alike.
18. Working hard to reduce the number of pupil exclusions in Middlesbrough schools, with a 50% reduction achieved to date.
19. Boosted the number of children reading outside of school time, and helped to improve literacy rates through our Summer Reading Challenge, contributing to significant improvements in pupils' achievement of the expected reading standard at Key Stage 2.
20. Our work with local schools saw the gap between Middlesbrough and the national average attainment of 5 A*-C GCSEs reduced by 50% in 2016.
21. Improved the proportion of Education, Health and Care Plans completed in 20 weeks from 15.2% to 96.7% currently.
22. Took action to reduce the numbers of 16 and 17 year olds not in education, employment or training to the regional average, and ensured that school leavers have a suitable offer of learning that exceeds national levels.
23. Introduced annual job fairs at Middlesbrough Town Hall, which see 400 jobs and 150 apprenticeships on offer from a wide range of employers.
24. Increased our apprenticeships by 50% since 2015, with apprentices now working in all areas of the Council, and over 80% gaining full time employment.
25. Secured the best ever performance for the Middlesbrough Community Learning Service, with over 3,500 people engaged into education and an overall success rate of 93.5% in 2016/17, compared with the national benchmark of 85.9%.
26. Took steps to ensure that the Council remains a flexible and supportive employer, securing Carer Friendly Workplace and Disability Confident Employer accreditations.
27. Joined the SSI Taskforce, working hard to support nearly 3,000 workers who lost their jobs when the Government failed to save our steel industry. The Taskforce has found training or employment for all 50 SSI apprentices, supported over 200 business start-ups, and helped find jobs for nearly 400 people.

Fair access to high-quality homes

28. Built a record number of quality homes across Middlesbrough, with over 1,500 built since 2015 alone – because of decisions we have taken, people want to move to Middlesbrough again.
29. Worked with Taylor Wimpey to begin delivery of 1,200 new homes at Hemlington Grange.
30. Approved the Gresham Masterplan, with a quality student village, and new homes and open space for local people.
31. Succeeded in restarting the redevelopment of Acklam Green with Gleeson after it stalled under the previous developer, with all homes in Phase One sold off-plan in the first week.
32. Worked with Endeavour Housing to build the first nine 'Urban Pioneer' houses near the Transporter Bridge – the first housing built in Middlehaven since the recession.

33. Refurbished homes in Wentworth and Waverley Streets, creating newly-invigorated terraced housing in the centre of Middlesbrough.
34. Established a Selective Landlord Licensing scheme in North Ormesby to support the local community and drive up housing standards, with 90% of private rented properties now licensed.
35. Established a joint venture with Thirteen Housing Group to refurbish housing in North Ormesby, acquiring sub-standard houses and bringing them up to standard.
36. Ensured decent housing is provided for all residents, taking action to stop terraced housing being divided up into tiny bedsits.
37. Supported the development of the only dedicated supported housing scheme for Armed Forces veterans in the Tees Valley, to assist with their resettlement, training and employment needs.

A SAFER MIDDLESBROUGH

Safer communities

38. Created an integrated enforcement team based at Middlesbrough Bus Station, and utilising community hubs across the town, working alongside police and fire service teams from these locations on a daily basis, and equipped with body cameras to tackle crime and fly tipping.
39. Launched a successful volunteer programme to create opportunities for members of the community to engage in Youth Justice Services and help rehabilitate young offenders.
40. Delivered safeguarding training for local taxi drivers, ensuring that they have the confidence and knowledge to identify and report issues such as Child Sexual Exploitation.
41. Secured 'White Ribbon' status for Middlesbrough, recognising our work in raising awareness of and tackling domestic abuse.
42. Proudly welcomed and supported those seeking asylum to Middlesbrough, while lobbying the Government for a fairer distribution system.
43. Completed the roll-out of community hubs across Middlesbrough, maintaining our library offer while offering space to agencies and community groups.
44. Successfully obtained £1.4m of funding to map and understand the makeup of the current migrant population within Middlesbrough and to support increased cohesion, with a number of initiatives already underway in Newport and Central wards.
45. Tackling hate crime and improving community cohesion by delivering third party hate crime reporting and awareness training to thirteen centres across Middlesbrough, and raising awareness through seminars, training and information videos.
46. Celebrating Middlesbrough's diversity by supporting our Interfaith Network, strengthening links with Oberhausen, our German twin town, as well as commemorating World Aids Day and LGBT Pride month.

Safer, independent lives

47. Coordinated a multi-agency approach with other public services to protect children who are vulnerable, exploited, missing, or trafficked.
48. Increased registered foster carers in Middlesbrough by 16% to 117, providing more local family environments for those children and young people in need of care.

49. Delivered short breaks for children with disabilities which are rated 'Outstanding' by Ofsted.
50. Led the Head Start Programme to equip young people aged 10-16 years to cope better with difficult circumstances, preventing them from experiencing common mental health problems.
51. Further developed our award winning Staying Put Agency, which allows older and vulnerable people to live independent lives for longer.
52. Worked with our partners in the voluntary and community sector to secure a £6m investment from the Big Lottery Fund to tackle loneliness and isolation in our older population, and establishing the successful Ageing Better programme.
53. Made Middlesbrough 'Dementia Friendly', working with businesses, charities and others to make sure we all understand, value and support those living with dementia.
54. Opened the Quiet Room in Middlesbrough's Bus Station, to help those with dementia, autism and other conditions requiring this type of space.
55. Began work to identify how our older LGBT citizens can be better supported in social care settings.
56. Tackled long-standing issues at the Teesside Coroners Service, getting the service back on track.
57. Investing in our crematorium, improving the environment with major re-planting and landscaping, and refurbishing the chapels.

Safer environment

58. Placed 'One Planet Living' principles at the heart of the Council's work, producing a yearly action plan with our partners to make Middlesbrough more environmentally friendly.
59. Continued our commitment to Fair Trade, retaining our status as a Fair Trade Town, and ensuring that the Council uses fairly-traded products wherever possible.
60. Reduced our carbon footprint by installing solar panels to the Rainbow and Neptune Leisure Centres, and the Middlesbrough Sports Village.
61. Completed a £5m LED street light replacement scheme to protect the environment and save taxpayers' money.
62. Invested in our parks to ensure we have a record seven Green Flag-awarded parks and one Green Flag Community award in Middlesbrough – the highest number in the Tees Valley.
63. Secured the funding for a new, seven acre park at Nunthorpe, ensuring that communities which are growing are also provided with improved facilities.
64. Created the Transporter Park, a tranquil new urban park at the centre of Middlehaven.
65. Committed to investing in Newham Grange Leisure Farm to protect and improve this much-loved local facility, aiming for the farm to become an attraction of regional significance.
66. In the wake of the Grenfell Tower Disaster, established a taskforce with partners so we do all we can to ensure Middlesbrough's high rise buildings and those that live in them are safe and secure.

A STRONGER MIDDLESBROUGH

Strengthening and diversifying our local economy

67. Joined with our neighbours to form the Tees Valley Combined Authority, working together for the benefit of the whole Tees Valley, and securing over £15m per year for 30 years to be spent in the area.
68. Taking forward the Teesside Advanced Manufacturing Park (TAMP) to make Middlesbrough an industrial leader once again and generate local employment opportunities.
69. Partnered with the Tees Valley Combined Authority to construct the £15m Teesside Welding Institute research and development facility at TAMP.
70. Fostered a developing, nationally-recognised digital cluster, recognised in the Government's TechNation report on the digital economy for the first time in 2017.
71. Developed Boho 5 to provide business support to the digital sector, which now employs 1,000 people.
72. Further supporting our digital and creative sector by developing the Historic Quarter Enterprise Zone, with five new businesses and over 100 jobs secured to date.

Strengthening Middlesbrough through bold and innovative regeneration

73. Launched the Middlesbrough Investment Prospectus, which is on course to attract £625m of investment and deliver 4,250 jobs and 5,500 new homes to the town.
74. Provided a loan to developers to bring the successful Holiday Inn Express development to Middlesbrough, creating 40 new jobs and bringing private sector investment of £14m.
75. Attracted large brands such as Disney, Flannels, Bistrot Pierre, MAC and Patisserie Valerie to our city centre, boosting the local economy.
76. Worked with Teesside University in the development of its campus, including Southfield Road, and plans for a new student village to provide accommodation for 450 students.
77. Developing land to the East of Centre Square, bringing at least 1,500 quality jobs to the centre of Middlesbrough.
78. Built on the success of Baker Street by completing the redevelopment of Bedford Street, creating a thriving independent quarter employing 65 people across 20 businesses.
79. Worked with partners to redevelop Albert Road, improving its appearance and reducing the number of empty units.
80. Established the quarterly *LoveMiddlesbrough* magazine to promote what is best about Middlesbrough, which reaches 68,000 local households with each issue.

Strengthening our cultural sector

81. Commenced the £8m restoration of Middlesbrough Town Hall, creating new performance spaces in the old court room, fire station and crypt, and opening up unique features such as the police cells and box office in the old carriage run.
82. Secured Arts Council 'National Portfolio Organisation' status for the Town Hall, providing over £700,000 to secure a high-quality programme of cultural activities.
83. Relocated the Register Office into a newly-refurbished section of the Town Hall, with the traditional Victorian ceremony rooms resulting in a 14% increase in ceremonies.
84. Invested over £300,000 in improvements to Middlesbrough Theatre, including a modernised entrance lobby, box office, toilets and concessions stall.
85. Developed the successful Orange Pip Market, which adds over £1m to Middlesbrough's economy per year and saw visitor numbers reaching 70,000 in 2017.
86. Introduced Public Poetry murals across Middlesbrough, featuring inspiring work from figures such as Sir Arthur Conan Doyle and our own Alastair Brownlee.
87. Invested £500,000 in the Captain Cook Birthplace Museum, to improve the visitor experience and create new exhibition and education spaces.
88. Restored our historic Transporter Bridge, making the top of the bridge accessible, and adding interactive audio-visual displays, voiced by Ali Brownlee, as part of a £2.6m programme.
89. Brought the Tour de Yorkshire to Middlesbrough, bringing 100,000 people and £8m into the town, and providing a lasting sporting legacy.
90. Supported the award-winning Mela, one of the largest celebrations of Asian culture in the UK, helping it to grow year-on-year.
91. Funded the 'My Town, My Future' project in our libraries, digitising archived photographs and collecting people's memories and experiences of Middlesbrough.
92. Working with our neighbours to develop a Capital of Culture bid for the Tees Valley for 2025, to showcase our area to the world, boost the local economy and provide a lasting cultural legacy.

Strengthening our transport links

93. Building the new relief road and the £10m Dock Bridge at Middlehaven to open up more of the site for development.
94. Improving the junction of Longlands Road and Ormesby Road to improve traffic flow in East Middlesbrough.
95. Developed cycling lanes along Acklam Road to improve accessibility and safety.
96. Developed a bid to Government for the Longlands to Ladgate link road, a key measure to tackle traffic issues in the South of Middlesbrough.
97. Built a relief road and improved parking for James Cook University Hospital, taking hundreds of cars off Marton Road.
98. Secured funding for a 'through-about' which will improve the junction of Cargo Fleet Lane and the A66, and help keep traffic moving.

99. Pledged that, no matter what developments take place, Middlesbrough will always have a central bus station that is clean, welcoming and close to the shops.
100. Joined with councils from across the North to fight for better rail services for our region.
101. Worked with rail companies on the restoration and improvement of Middlesbrough station, and securing rail franchise improvements for Middlesbrough with enhanced services to Newcastle in 2019 and a new service directly to London from 2020.