

## EXECUTIVE MEMBER REPORT TO COUNCIL Wednesday 16<sup>th</sup> January 2019

### Culture & Events

#### *Middlesbrough Town Hall*

#### **1. 130th Celebrations of Middlesbrough Town Hall, 25 & 26 January 2019**

To mark 130 years since the town hall opened in 1889, the 130th anniversary celebrations are centred around the next step in the newly refurbished Town Hall's vision to position the venue to be at the heart of civic life in Middlesbrough. Plans include:

- A recreation of the 1889 opening parade, involving children and community groups
- Laser Light Synths: award winning digital artist, Seb Lee Delisle, will bring interactive Laser Light Synths to be projected on the Town Hall. Members of the public are the true stars of this show and will fully experience the thrill of being in a band, with no musical training required. As they play the custom-made synths, powerful lasers project animated visuals that respond to the music and cover the entire building with shimmering dancing lights.
- Julian Germain: renowned photographer Julian Germain has been commissioned to take 30+ portraits of groups in Middlesbrough. Groups will be those who meet regularly, and are open to new members, and are likely to range from pigeon fanciers and sports groups, to mother and baby groups, and will represent the diversity of Middlesbrough. All the groups will be invited to take part in a groups event on Saturday 26 January, presenting how to get involved.
- Music: a broad range of bands and music events will take place throughout the daytime of Saturday 26 January, with a focus on the music representing the diversity of the communities in Middlesbrough.
- 52 Songs: Appointed in 1899, Felix Corbett was Middlesbrough's first official organist. Felix Corbett was a composer, choirmaster, organist, teacher, curator, entrepreneur, magistrate and performer. Felix created 52 Songs whose original scores are held in the British Library. Lyrics and music sheets, mainly for solo performance and voice. Some are poems set to music e.g., William Blake, Tennyson, Swinburne. A contemporary presentation of these works will be developed and presented as part of the 130th celebrations. This is part of a longer term project which will research and represent the history of music at the Town Hall.

#### **2. BBC Any Questions**

On Friday 26 October, we hosted a live broadcast of BBC Radio 4'S Any Questions, with a panel consisting of Conservative MP Anna Soubry, Labour MP Caroline Flint, UKIP Leader Gerard Batten and GMB General Secretary Tim Roache. Chaired by Jonathan Dimbleby. The event was attended by approximately 150 people, and was a lively discussion.

#### **3. Jazz Weekender, 19-21 October**

The last time there was a major jazz festival in Middlesbrough was the 'Newport Jazz Festival at Ayresome Park' in July 1978, where large crowds of local jazz enthusiasts still remember seeing such jazz stars as Dizzy Gillespie, Ella Fitzgerald, Lionel Hampton and

more at the football ground. To mark this festival, the Town Hall hosted the Middlesbrough Jazz Weekender, featuring a range of music and activities from the Mingus Big Band (US) to Chris Barber and the National Youth Jazz Orchestra. The weekend also included free-stage performances in the Fire Station, and opportunities for the family at Zoe Gilby's Family Jazz All Stars show.

#### **4. Town Hall is a Musical Instrument**

Building Sounds was a large scale sonic take-over of Middlesbrough Town Hall by Dan Fox, director of Sound Intervention turning the building in to a Musical Instrument. Six installations throughout the Town Hall used the sounds of the building itself and brought the outside inside; from a large pot plant in the foyer to sixty stretched elastics catching the wind on Central Square. Spaces such as the Fire Station, the Cells, the Carriageway, and the Courtyard were filled with interactive, engaging and varied installations, and participants could remix the sounds of the building

Gentle organic, evolving melodies played on music boxes, sound mirrors, beats, bass lines, thunder sheets and aeolian tones will be heard throughout the building turning The Town Hall in to a Musical Instrument.

#### **5. Town Hall Community Christmas Tree**

To celebrate our first Christmas in the newly transformed Middlesbrough Town Hall, we began by decking our halls from the start of the festive season with a huge 15ft tree in our foyer. Each branch was filled to the brim with baubles and figures created and upcycled by the citizens of our town – this will be a tree for the people of Middlesbrough, created and decorated by them. In the lead up to this there were a number of free workshops for our communities, where people came along to be involved - in terms of the upcycling of the baubles, creating new winter themed decorations and the actual decoration of the tree. As an extra special element the tree was decorated with the entries from the 'Extreme Readers' competition. The 'Extreme Readers' competition asks adults in Middlesbrough to capture photos of themselves as they read in weird and wonderful places around the town.

#### *Events*

#### **6. Magical Middlesbrough Christmas dream machine and Lights : 22nd November**

After a very cold and windy week of preparations the Christmas dream machine came to life on Centre Square. Enjoyed by an audience of more than 13,000 people the launch of the festive season was topped off with a bang. Not just one bang but lots of them – the finale fireworks show was fantastic with many members of the public commenting that the display was the best seen in Middlesbrough since the Transporter Bridge birthday celebrations.

The event was made possible with funding and support from Arts Council England and sponsorship from local business Ashall properties, Bower Kirkland and The Cleveland Centre.

#### **7. Magical Middlesbrough Parade: 2nd December**

The annual parade once again lived up to the expectations of the 30,000 people who attended. Lining the street from Southfield road through to the Town Hall, families gathered and waited patiently to see Santa and his Reindeer give them a little wave as they passed by. Clearing the way for Santa's arrival where over 350 parade participants made up of community groups and schools. All participants spend time in the weeks

leading up to the parade making costumes and preparing for the parade performance. This year our amateur groups were supported by local professional performers who helped to spark the imagination and create the magical feeling we hope comes with being part of the parade.

The event was made possible with support from Teesside University and our sponsors Ashall properties, Bower Kirkland and The Cleveland Centre.

### **8. Festive Huts 22nd November – 22nd December**

Over 57 different traders took advantage of the opportunity to trade in the town centre this year. Focusing on providing a business development opportunity for creative businesses that don't usually have a shop front but are thinking about that next step. Traders had very mixed feedback in relation to the amount of trade or brand awareness they felt they achieved but all agreed the festive huts were wonderful.

Consultation and evaluation will be carried out in January with the surrounding businesses and the traders who filled the huts to determine what the best course of action is for the use of the huts in the following year.

### **9. Museums**

The Dorman Museum's new temporary exhibition Fifties Films, Frocks and Frills is now open. The exhibition uses items from the museum's collection to give a snapshot of life in Middlesbrough during the 1950s, the decade that saw an end to austerity and rationing and witnessed a resurgent interest in fashion, inspired in part by the Hollywood glamour seen on the silver screen. The exhibition will be on until 12 May 2019.

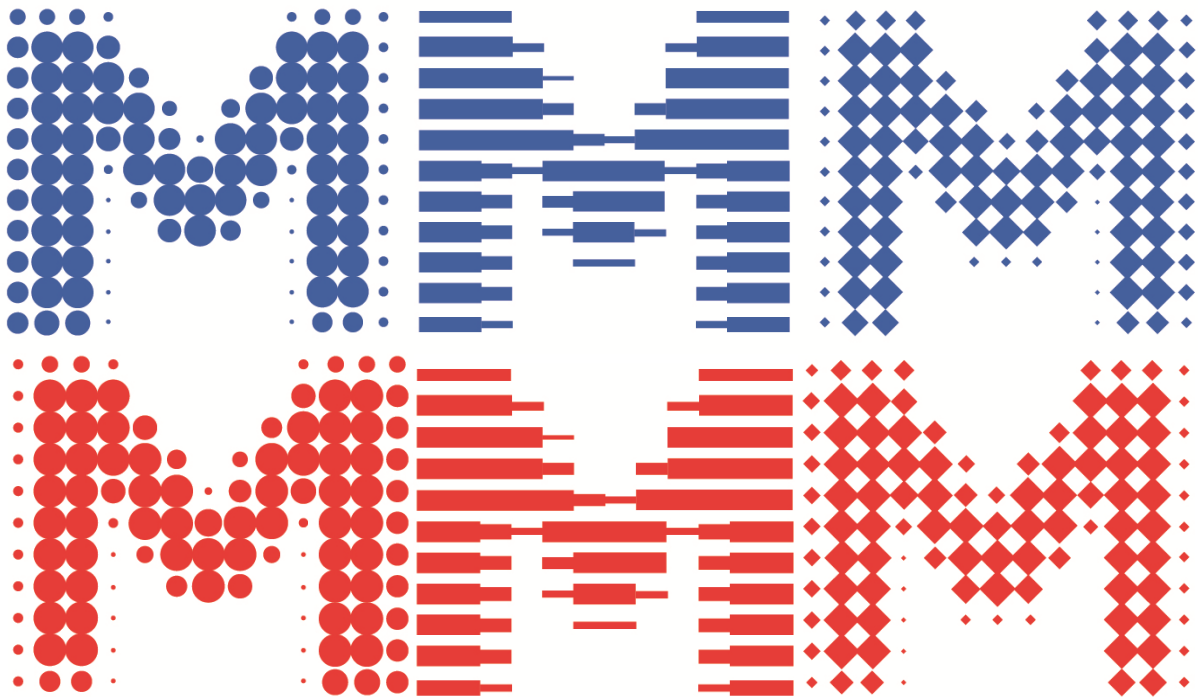
## Marketing and Communications

### **10. Middlesbrough Place Brand**

In 2017 Hemingway Design were commissioned to create a place brand for Middlesbrough that represents the past but moves Middlesbrough clearly into a position to maximise the opportunities available through its ambitious plans for Physical and Social Regeneration.

Over a six-month period Hemingway Design undertook a period of consultation. From the results of this consultation the proposed approach to the place brand was established. This wide engagement has been critical in developing the narrative and brand as well as getting buy in from the communities and business.

The new dynamic Middlesbrough logo brings together the three core themes of past, present and future.



Following extensive consultation with partners and internally with the Council, it is proposed that we adopt the strapline Can do people, Can do place.



One of the most powerful aspects of a place branding campaign, is the shared narrative. This is the story that encapsulates the essence of Middlesbrough.

The Middlesbrough story is:

“The heart of any place is its people, but Middlesbrough isn’t just any place.

Our people can’t be contained within its heart – they are the eyes, the hands and the minds that together make this place proudly unique.

Talk to any resident and they’ll tell you: Middlesbrough defines itself by the people. Tough, resilient, entrepreneurial, honest and warm, these shared core values create an unshakable unity that has been the cornerstone of life here since the 1800s.

Together, we transformed a small patch of earth in North East England into Ironopolis: the birthplace of the steel and iron revolution that saw ‘Made in Middlesbrough’ stamped onto iconic landmarks all over the globe.

Brick by brick, idea by idea, innovation after innovation they find strength in one another to achieve incredible things.

They are a Can do people and this is a Can do place.”

The launch of the brand will represent the multiple roles it will be required to fulfil in the coming years, and as such cannot be a single event, but rather a programme of different engagements that bring the brand to life over a 12-month period.

The Brilliantly Boro campaign will become a catalyst to improve external perceptions and generate local pride by showcasing our communities, assets and positive associations that make Middlesbrough brilliant.

The first event to feature the place brand will be the Town Hall 130th Birthday at the end of January. This will be a public celebration of Middlesbrough and its people.



### **11. Photography Competition**

Across Middlesbrough everyday hundreds of photos are taken of Middlesbrough people, landmarks, events and more.

In an effort to capture this spirit of Middlesbrough, a photography competition has been launched, the winner's work being featured in a number of planned documents, websites and the spring edition of the LoveMiddlesbrough magazine.

### Stronger Communities

#### **12. Update on LAASLO (Local Authority Asylum Seeker Liaison Officers) Project**

The LAASLO project has started in Middlesbrough and has been able to achieve quite a number of things since September. The team currently has a caseload of 64, 11 cases of which are still open. The team has been very busy building links with internal and external partners, including Newport Hub and its EMAT team, and Abingdon Primary School in particular, as well as the Jobcentre, who have stated that they are very pleased with the work that the team has been doing and their proactive approach to the work. Relationships with Thirteen Housing and various charitable organisations, including Open Door, MAP, IPC, and Refugee Voices have also been built.

The LAASLO, Andrew Robertson, holds a weekly drop-in at Newport Hub every Monday afternoon, giving refugees the opportunity to ask questions and have issues resolved where possible. Additionally, the team attends English conversation classes at MAP every Friday morning and is in the process of creating a piece of training that will introduce asylum seekers to essential parts of UK life relevant to them once they achieve refugee status (banking, utilities, and housing in particular).

### **13. Selective Landlord Licensing**

Formal consultation to roll out Selective Licensing into the Newport Ward (Phase 1) formally commenced on Monday 12th November 2018. The 11 week consultation which ends on Monday 28th January 2019 allows local residents, businesses and landlords to obtain further information and complete a questionnaire on their thoughts about the scheme's proposals. Landlord and business drop in sessions have been held at Newport Hub and key partner agencies are also being consulted. More information and the full proposal document can be found on the Council's website at: [www.middlesbrough.gov.uk/NewportSLL](http://www.middlesbrough.gov.uk/NewportSLL). Following the consultation exercise the Council will consider all responses and report on the outcome.

Weekly briefings have been established in North Ormesby between SLL Neighbourhood Safety, Police and Street Wardens to discuss key issues affecting the area. A list of "top 10" ASB perpetrators has been produced and officers are working together to address these issues.

The SLL Team have actively worked with 11 landlords who have served eviction notices and obtained possession of their property back from the tenants in circumstances where the evidence or intelligence indicated it was being used as a drug house. The team are currently working with another 2 landlords to address drug issues at a further 2 properties in North Ormesby

### Community Hubs and Libraries

#### **14. Teesside Archives**

Lucy Fletcher, Director of Governance at the National Archives attended an event held at Teesside Archives to present the Accreditation Certificate, which was accepted by Councillor Mick Thompson on behalf of the service and the Joint Archives Committee. Lucy said that the service is one of only 150 to hold the award placing it in the top 5% of services in the country. The event was attended by representatives of all the Teesside boroughs as well as volunteers, regular users and supporters. It was a chance for the service to say thank you to all the volunteers who do so much to support the service. There was also a chance for guests to take a look behind the scenes and to see some of the highlights from the collections.



#### **15. Community Hubs**

*Clothing Give Away* - Community Hub at Newport Settlement in conjunction with Trending hosted a clothing event for families in need. Over 20 families were supported through this event. Families were provided with warm clothing and other essential items.

*Christmas Workshop* – The Hub hosted two workshops on the 17th and 14th November 2018 and a dance workshop on the 1st December 2018. Children took part in the parade on the 2nd December 2018. The workshop was an opportunity for different communities to interact with each other in an informal setting.

*Pantomime* – The pantomime took place on the 10th December 2018 in Newport School hall. This activity was funded by the Friends of Newport Management Committee.

*Feast of Fun* – There are some monies left from the summer events. There will be sessions held in February half term and a New Year Party for families was held on 5th January 2019.

## 16. Christmas in Hemlington

Christmas in Hemlington is an annual community event which is organised by and managed by the officers and volunteers of Hemlington Community Council and Councillors Nicky Walker and Jeanette Walker, and Gill Harrison, Hub Manager in Hemlington.

The main aim of the event was to bring together local families and the community of Hemlington to celebrate Christmas and was a huge success with 701 local residents visiting Hemlington Community Hub which included 111 children visiting Santa on the day. Activities also included 14 stall holders including Linx Hemlington Detached Youth Project, a face-painter and a children's entertainer and a visit from the Mayor Dave Budd.



## 17. Thorntree Community Hub

Thorntree Community Hub held the last **Dog's Trust event** for 2018 with well over 100 dogs visiting throughout the year. The charity offers residents, or rather the dogs owned by residents, free micro-chipping, claw clipping and vet checks with advice on general care and the benefits of neutering. It helps keep the dog population down and educates owners on the responsibilities of dog ownership.

Thorntree Hub community group Thorntree Utd have been fortunate enough to secure a trip to **Bowes Museum Christmas Market** on Saturday 15<sup>th</sup> Dec which looks fantastic. Some of our service users got to visit Bowes with us last year for the Clockwork Garden Exhibition and were totally in awe of its splendour. They even commented that they've never been somewhere as posh. The children found it captivating. This year's Christmas Market visit looks pretty special and offers something magical for all the family. We hope opportunities like this enable people to open their minds to include a bit more culture in their activities.



With support from Friends of Thorntree Hub we are able to round off the seasons festivities with a trip to **Middlesbrough Theatre to see**

**Dick Whittington** on Tuesday 18<sup>th</sup> Dec. The children are already excited and are practicing their lines and heckles. “*Oh no they’re not.*”

As well as the activities Thorntree Hub is now a collection & drop off point for TFM’s Cash for Kids gifts and have nominated around 12 families to receive gifts from TFM and or food hampers from the charity CAUSE to help them out over the Christmas period.

### **18. North Ormesby Community Hub**

North Ormesby Community Hub, in partnership with Cleveland Police are working on a new project called DIVERT. This project is aimed at first time offenders and uses rooms within the hubs to deal with offenders to prevent them having a criminal record which will affect them for the rest of their lives.

Working closely with Big Local and the Citizens Advice Bureau we have employed a ‘Money Matters’ project worker who will be based at the hub. The Project Officer will start in January to deliver financial inclusion services to members of the public. She will co-ordinate a team of volunteers as well as delivering sessions to improve the financial understanding and capability of local people



The Autumn Events were a great success with more than a hundred families attending the Halloween Event and the older residents were very happy with their pie, peas and bingo event.

### *Central Library*

#### **19. History Wardrobe – We Love Laura presentation**

Library favourites History Wardrobe performed to a full house in the Reference Library with their new presentation ‘We Love Laura – the story of Laura Ashley’. The audience loved hearing how Laura grew her business from printing tea towels and enjoyed seeing vintage 1970s dresses.



#### **20. Gabrielle Kent author event**

Local children’s author Gabrielle Kent spoke to over four hundred children from eight primary schools at a special event held in the Town Hall Crypt. The children learned how Gabrielle became a published writer, how her work as a computer games designer influenced her work and heard all about her new book ‘Knights and Bikes’. Gabrielle also gave some top tips for how the children could write their own stories. It was an inspiring afternoon.



#### **21. Northern Children’s Book Festival**

Library staff supported colleagues in delivering the regional Gala Day festival at Gateshead Central Library. Hundreds of children were inspired by authors and illustrators such as Guy Bass, Vivian French and Blue Peter Book Prize shortlisted author Sophie Anderson. Gala Day is hosted by a different north east authority each year and was held in Middlesbrough in 2016.





## 22. Don't Forget the Birds

Award winning women's theatre company Open Clasp brought their latest production to the Reference Library in partnership with Teesside University. Don't Forget the Birds is an original play written by and starring mother and daughter Cheryl and Abigail Byron. It explores their changing relationship following Cheryl's release from prison and tackles domestic violence and drug abuse.

