

EXECUTIVE MEMBER REPORT TO COUNCIL
Friday 15th March 2019

Marketing and Communications

1. Middlesbrough Branding

The New Year has brought about the first signs of the new Middlesbrough brand. Visually, the most recent refresh of the Town Centre poster sites has seen the brand brought to life.



In addition, the Town Hall and the Civic Awards have also started to live the brand, and shout proudly to Middlesbrough that it is a 'can do' place to be proud of.



The next steps will be to recruit local ambassadors and host the first board meeting for the Middlesbrough brand. This will be the start of the brand being owned by and responsible to the people of Middlesbrough.

The Council Marketing and Communications Team will be available to any Middlesbrough organisation that is interested in engaging with and using the brand in the future. Anyone interested should email Middlesbroughbrand@middlesbrough.gov.uk and someone will be in touch.

Culture & Events

2. Radio One Big Weekend 2019

It's finally official – Radio 1's star-studded Big Weekend is coming to Middlesbrough!

One of the cultural highlights of the summer will see pop royalty including Miley Cyrus, Little Mix, Zara Larsson, Khalid and The 1975 play Stewart Park over the weekend of Saturday, May 26 and Sunday, May 27.

It's a major coup for Middlesbrough and the whole Tees Valley – congratulations to everyone at the Council who has worked tirelessly to make it happen.

Coupled with Middlesbrough's other major events this summer - including Take That, Orange Pip Market and Middlesbrough Mela – this flagship event further cements Middlesbrough's status as the city heart of the Tees Valley, attracting and delivering world class entertainment and events.

Tickets for The Big Weekend go on sale on Thursday, March 14 – to find out more, visit www.bbc.co.uk/bigweekend



3. Middlesbrough Town Hall

Middlesbrough Town Hall's 130th celebrations involved over 800 participants in the run up to the weekend, and over 450 participants in the recreation of the original opening ceremony and the Club Together market place in the crypt.

The Town Hall welcomed over 2000 visitors to Laser Light Symphony, visits to Club Together market place, for Paul Smith's DJ set and for tea, coffee and cake!

Paul Smith (of Maximo Park) played a one off concert with a string quartet and guest Kathryn Williams, celebrating 130 years of music at the Town Hall.

Renowned photographer Julian Germain took 30+ portraits of groups in Middlesbrough. Groups were those who met regularly, and are open to new members, and were likely to range from pigeon fanciers and sports groups, to mother and baby groups, and represented the diversity of Middlesbrough.



4. Middlesbrough Theatre

Middlesbrough Theatre has celebrated another highly successful panto – Dick Whittington starring Todd Carty (from Grange Hill and EastEnders) and Britain’s Got Talent winner, Philip Green. Philip in particular scored a big hit with audiences with his wacky humour and hilarious impersonations of (largely female) celebrities. Ian Mowat as Dame also delighted audiences with his many local references.

Reaction from press and audience alike was very enthusiastic, with many people saying it was the best panto they had seen. The Northern Echo said ‘As we have come to expect with Middlesbrough Theatre’s panto, the costumes and sets are outstanding as Extravaganza Productions go the extra mile to ensure a first class show is delivered. The Gazette echoed this with: As always at the theatre, the production values were superb - with well-designed sets, seamless changes and slick, synchronised dance routines.’

The theatre has just announced that The Chase’s “governess” Anne Hegerty will play Carabosse in this year’s production of Sleeping Beauty, with Philip Green returning to play Muddles the Jester. The theatre has already taken nearly £84,000 in advance sales and reservations.

5. Events

Middlesbrough Mela AGM took place on the 12th February- A new committee is now in place to deliver this year’s event which will once again take place in Albert Park.

A three year development plan for the future of the Mela is being created in the run up to celebrating its 30th Birthday in 2020. Jan Docherty (Former SIFR Director) has been commissioned to provide support with developing the artistic creative content. We are still looking for members of the community to sign up as friends of the Mela and would love to hear from anyone who may have some free time to assist in the delivery of this year’s event.

Local History Month call out for contributions has been launched for the 2019 event. LHM takes place every year in May and runs from the 1st -31st. We are always looking for new groups and organisations who have a story to tell about the heritage of Middlesbrough to take part. Closing date for submissions March 4th 2019.

Planning for this year's Taste of Africa has begun – As members of the steering group we hope to be able to assist the newly Constituted community group to grow the event and its reach by taking elements of the activity outside.

6. Heart for the Arts Awards

These awards are an 'annual celebration of the local authorities who invest in the joy, excitement and life-enriching quality of the arts. Each year they demonstrate the power of the arts to change lives.'

Middlesbrough Council has been successful in two categories, 'Best local authority arts initiative - Community Cohesion' with Erimus, and 'Best local authority champion - Councillor' for Dave Budd.

These awards are national, and there are only 4 awards available, Middlesbrough Council won two awards.

7. Musinc

One of Musinc's groups working with young people in challenging circumstances performed at Middlesbrough Town Hall as part of a three week workshop introducing the group to a whole new musical world of live jazz improvisation. The group is made up of different levels of musical ability yet the way these sessions had been managed everyone involved has been able to use strengths and weaknesses equally to create strong pieces of music and improvisation by changing "music education" into "music creation". By working creatively rather than academically the group have had fun with the sessions and come up with "outside the box" and interesting takes on what would be classed as standard pieces of music.

These sessions will culminate with the group performing their piece live in Middlesbrough Town Hall with other acts including the Jazz ensemble that have been running the sessions. Not only is this a fantastic introduction to a genre of music that has so much to offer in regards to musical expression and creativity but an amazing opportunity to perform this on stage in Middlesbrough Town Hall.

Stronger Communities

8. North East Migration Partnership

Mears has been successful in the North East, Yorkshire and Humber for the new asylum dispersal contract (AASC). It will be a very busy time of mobilisation and transition until full service in September 2019. Running alongside the dispersal contract is the AIRE contract which will provide an advice, issue reporting and eligibility support service that replaces the current grant agreement and adds in new responsibilities to provide impartial information, advice, guidance and assistance. This includes such things as independent reporting of repairs and maintenance requests, complaints and feedback - in a one stop shop approach and has been welcomed by much of the sector. Migrant Help has won this and are the current providers of the advice and assistance contract.

Within the new contracts there is an emphasis on the requirement for providers to participate in Local Authority and Multi-agency Meetings (previously it was 'as required by the Home Office'); suggesting they are to be more proactive and locally accountable. There is more training requirements and responsibilities in relation to safeguarding and an emphasis on delivering an enhanced service to the most vulnerable asylum seekers, there is also greater emphasis on induction into UK laws and norms prior to arrival into a dispersal area and also once they have arrived.

The North East Migration Partnership will be coordinating input to the transition planning for Local Authorities and partners as well as working with Adam Allen around how Local Authorities will have insight and on how the contractors performs both at a national and regional level.

9. Newport

Over the past couple of month's extensive work has taken place with partners to resolve instances of antisocial behaviour and crime in the Percy Street, Palmer Street and Peel Street area of Newport. This joint agency approach has resulted in tenancy action being taken at four addresses. Further enforcement action is being taken at another address. Referrals to support services have been made for several individuals in the area.

Following report of antisocial behaviour in the Princes Rd area, Neighbourhood Safety have referred several young people involved in anti-social behaviour into diversionary youth services who can support them into positive activities, education and work opportunities. This approach as well as addressing young people's behaviour offers young people an opportunity to improve their skills and training.

Evening patrols by Neighbourhood Safety staff have taken place and are ongoing in the Parliament Road/Ayresome Gardens area of the Ward to engage with individuals congregating on an evening. These patrols are to offer advice, guidance and education to individuals in the area. Joint Neighbourhood Safety drop in's with Cleveland Police are also taking place within the community to offer residents the opportunity to discuss issues face to face.

10. Marton

Following a number of complaints regarding alleged squatters and fire setting at Marton Country Club, Neighbourhood Safety have been working with the Police and Fire Brigade. A door knock and letter drop was carried out with the local PCSO to provide reassurance to residents. The building is currently fully secure and is on the Fire Brigade's risk register ensuring a number of site visits are carried out per week. The Fire Brigade have a key for the building and confirm that squatters are not present. Uniformed Services are currently utilising the building for training purposes and Police monitor the building as part of their daily patrols.

11. Pallister and Berwick Hills

Support work is ongoing with staff at Norfolk Shops. This is due to the slight increase in reports of groups gathering at the shops. Police have increased their presence in the area. Youth provision has started back up in Pallister Park after the Christmas / New Year break and a timetable of events has been produced which includes extra sessions over the half term / Easter break.

Motorbike signs are up in place in Pallister Park and surrounding properties have been issued with diaries to record incidents and a drop in box has been placed within the pavilion. Officers have received information of two properties where the nuisance is coming from, both landlords have been advised and tenancy warnings issued.

Monthly resident drop in sessions in the Pavilion continue with Neighbourhood Safety and Police providing residents and business owners the opportunity to raise any concerns they may have in the area.

Officers have noted a reduction in reports of beggars at Morrisons and Norfolk Shops – this is after a number of enforcement and supportive measures have been put in place.

Community Hubs and Libraries

12. Middlesbrough Library – Hogwarts Great Hall

Middlesbrough Libraries celebrated the Fifth Annual Harry Potter Book Night on Thursday 7th February. The Reference Library was transformed into Hogwarts' Great Hall for the event which saw over 200 people of all ages enjoy a magical evening. Professional Harry Potter look-a-like Luke Williams performed throughout the evening which was a huge success with children and adults alike. The evening started with a special autism friendly session for children who could find the main event a bit too noisy and overwhelming. The children enjoyed craft activities, meeting Harry Potter as well as magical creatures visiting from Kirkleatham Owl Centre. The main event for children saw Harry Potter himself performing two magic shows in the Reference Library, five different craft activities for children to enjoy and the chance to meet owls, rats, snakes and spiders from Kirkleatham Owl Centre. Tilly's Cupcakes and Hannah's Sweet Stall did a roaring trade throughout the event with Harry Potter themed treats. The evening concluded with a quiz for people aged 13+ and Harry Potter compered the quiz. It was a close run thing as those attending were very much experts on the Wizarding World but Niffles' Emporium Team were triumphant

13. Libraries – Digital Upgrades

The majority of public access computers throughout Middlesbrough Community Hubs have now been updated to Windows 10. This is the most radical change that has been made to the publicly available computers since 2006.

The change incorporates an updated acceptable use policy with the implementation of GDPR, a much more bespoke and attractive home page which greets customers as they start to use a PC. Customers will have access to a more up to date version of Microsoft Office and increased memory on each pc will provide improved performance.

14. New Library Management System

Following a procurement exercise, the service will change over to a new Library Management System in April of this year. The new provider is PTFS and the new system will provide a new and more modern flexible system for staff, with enhanced facilities to access statistics of use. Newcastle Library Service have also moved over to PTFS and our move will provide a platform to engage more effectively with other PTFS Library customers.

15. Coding

Staff from Middlesbrough Library Service, joined colleagues from North Tyneside and Gateshead for a regional coding and makerspace workshop. Coding enables children to develop their skills in a fun interactive way using low tech and fun tools and helps with critical thinking skills and boosting self-confidence.

The staff who attended were taught how to run a number of activities for young people, including how to make scribblebots and LED torches. As a result of attending the session, library staff are now planning to trial a series of coding sessions in the Spring. In addition to

work with children, there are plans to introduce simple and fun coding activity to people living with dementia at our cafes.

16. Dementia

The service was asked to attend a South Tees Dementia Network Event with representatives from the NHS and other Dementia Support agencies. There was a great deal of interest in our dementia cafes and as a result of the event, we have been asked to take part in some work with Health Watch and become a partner in a planned Dementia Support Network which will include clinicians and other agencies working in this field.

17. Media

Middlesbrough Libraries have been invited to be regular contributors to BBC Tees' Bob Fischer's new Wednesday Night Book Club. Library Development Officer Ruth Cull is now a monthly guest on the show talking about all things books related and promoting library services and events. The new feature has been well received with members of the public engaging via social media to share their current reads.



18. Newport Community Hub

International Women's Day – the Hub will be hosting an event on the 7th March 2019 to mark International Women's day. Funding has been received through Stronger Communities to host the event.

19. Grove Hill Community Hub

Grove Hill Community Hub played host to Ageing Better Steel drum work shop. Ageing better members and local resident enjoyed the session. Some members couldn't wait to have a go while others just sat back and enjoyed the beauty of these special drums.



Comments from attendees:

"It's been good for my arthritis and I would like to attend weekly sessions if it started"

"It took me back right back to Jamaica in the late 60's when I was there"

A partnership with the Workers Educational Association at Grove Hill Hub is working very well. Through this we have been able to offer free training to those on benefits / reduced rate to others. Session has included Paediatric first aid, Emergency first aid, Sign language, Craft classes and chocolate crafts. These sessions are attended by residents from all across Middlesbrough and are ran at times that are also suitable to those that are in employment but want to learn a new skill.

Harbour are currently offering support to three different age groups who have been affected by domestic abuse: 3-6 year olds, 7-11 year olds and 11 plus secondary school aged children. The groups are targeted with children accessing via a referral process and the support sessions are to help support young people. Although the support is a form of counselling it's very non-direct and all work is carried out in a therapeutic way through arts, crafts and age appropriate toys and games.