

EXECUTIVE MEMBER REPORT TO COUNCIL
Wednesday 9th October 2019

STRATEGIC

PERFORMANCE

1. Apprenticeship Success

Middlesbrough Council is now one of the highest ranking Tees Valley local authorities exceeding national apprenticeship targets of 2.3% of the workforce, achieving 3% and above for two years running. The success of the programme is seeing many of our apprentices achieving distinctions in the new Apprenticeship Standards. (Data source: <https://www.gov.uk/government/statistics/public-sector-apprenticeships-in-england-2017-to-2018>)

2. Routes to Work

The Tees Valley Routes to Work is a three year pilot that provides holistic support for unemployed individuals aged 30+, across the Tees Valley area. The project is aimed at those who are long term unemployed (over two years) and/or have multiple barriers who are unlikely to find work in the next 12 months, e.g. ex-offenders, people with disability, drug and alcohol issues, mental health, etc.

This project is having a fantastic impact on clients, helping people with debt issues, mental health, up skilling, volunteering and work opportunities. Currently the project has engaged with 622 residents in Middlesbrough and is helping the most at risk residents take positive steps towards finding work. We are also working with more than 50 employers across the Tees Valley to support our residents to move into work. We now have 622 people engaged in the programme and 98 people have got into work.

3. FPNS/Warnings

- No formal FPNS issued at this stage.
- Four warnings have been issued this week including the following
 - Criminal Behaviour Orders breaches Behaviour Order breaches – four, all within the town centre for begging
- Enforcement Vehicle Patrols carried out: 108

4. Victoria Road/Abingdon Road

The Street Wardens have been monitoring the area over the weekend after reports of males fighting and possibly carrying knives. Patrols have been stepped up to collect information and show a presence to reassure residents in the area.



5. Nitrous Oxide

On two separate occasions the wardens have found large volumes of used and unused chargers of nitrous oxide in Middlehaven near the college.

The wardens were praised for their work by the Community Safety Officer who is leading on the work around nitrous oxide abuse.



6. CCTV

Operators were alerted by the police to details of an individual who was running away from them. The operator monitored the area and noted the individual had decided to climb a 200 feet lighting column at Metz Bridge railway to evade arrest. He was going nowhere fast, he was eventually talked down.

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INVOLVEMENT AND PROMOTION

7. Lingfield Choosing Pathways recruitment drive

The team is currently engaging with a wide variety of schools, academies, hubs and other agencies to engage with young people who are not engaged in education, employment and training (NEET). For the new academic year, the team will be attending many events and meeting with year 10 and 11 students who want to pursue vocational career paths. They will also be hosting two careers fairs at Lingfield throughout the year, to engage those young people who may want to go down a vocational route way but may not be ready for an apprenticeship.



8. Summer of Fun Campaign



The Summer of Fun campaign was the first joint activity undertaken by all of the Council venues, supported by all of the Middlesbrough shopping centres to promote the range and richness of the activities available to families during the summer holidays.

Five sponsors were secured who each supplied a small financial contribution plus additional shopping vouchers helping to increase the social media engagement in the campaign.

The social media activity during the summer reached in excess of 210,000 people, driving 1,159 straight through to the website for more information.

Sponsors' competitions generated the highest levels of engagement. One competition to win a shopping voucher asked people to name their favourite place to spend time in Middlesbrough over the summer. A total of 90 comments were posted, all positive in what was said about Middlesbrough with the highlighted places being Albert and Stewart Park, Dorman Museum, Turtle Bay, Mannequin Café and Middlesbrough Leisure Park.

Over 40,000 visitors were reported during the summer months at the three main venues involved in the campaign. Both Newham Grange Farm, Dorman Museum and Central Library all reported they received a substantial increase in comparison to previous visitor numbers.

9. Events

The events team facilitated a number of external events over September including the Recovery Walk (pictured below) which more than 1000 people attended and the 10k run.



The team has been engaging schools and groups to work with professional artists in the creation of the creative content for the Magical Middlesbrough Parade.

Creative Factory has been supporting the development of the Middlesbrough Art Weekender which was successful in bringing Arts Council England, Tees Valley Combined Authority and additional funding to Middlesbrough.

The Stronger Communities team held a large scale conference in the Town Hall, celebrating the great work that has taken place to support our diverse communities.

At the September Orange Pip, we had a pop up Pride event. This took place across the town including activities at MIMA. This is the only Pride celebration across the Tees Valley. This was in addition to all the fantastic art activities and music performances which take place at Orange Pip.

This year's Town Meal took place on Saturday, September 14 in Centre Square, Middlesbrough between the Town Hall and MIMA.

The Town Meal is a celebration of the growing projects that have run throughout the year, with community groups and individual families reaping the rewards of growing their own fruit and vegetables in locations across the town. Donations of this produce go towards the Town Meal which is cooked by school cooking staff from Middlesbrough schools. The meal is free to all who attend.

MyPlace held a festival in September, this included performance showcasing some of our talented young people. MyPlace is a fantastic venue for young people.

10. Middlesbrough Town Hall

A venue-based Mini Mela was programmed for Saturday, August 3: a family event celebrating diversity and art from around the world. From African drumming and Bollywood dance to Indian rangoli, silk painting, Chinese origami, henna, Korean kites and storytelling, the Mini Mela offered fun activity for everyone to join in.



We are delighted that Streetwise Opera moved in with the Town Hall from September 2019 and that we will be working with them on their national (three venue) concert in

2020. Streetwise Opera is a charity which helps tackle homelessness and mental health issues has been hailed for changing people's lives. Streetwise Opera runs musical groups in Middlesbrough, giving the singers confidence to move on with their lives.



We are delighted that Middlesbrough Town Hall has been awarded Attitude is Everything Silver Charter Status. “Attitude is Everything” improves deaf and disabled people’s access to live music by working in partnership with audiences, artists and the music industry to implement a Charter of Best Practice across the UK. We help the music industry to understand the requirements of deaf and disabled people at live music events by building equality into the strategic process. The ethos of the Charter is that deaf and disabled people should be as independent as they want to be at live music events. We now join illustrious company in our Silver status including O2 venues, the Barbican, The Lowry and Colston Hall.

We want to maximise the use of our Town Hall and I am introducing a new initiative in October called The Secret Diner. This will allow people to eat fine food in our prestigious and unusual venues. This will start with meals in the Town Hall cells, a unique experience.

11. Middlesbrough Theatre Refurbishments

The backstage refurbishments at the theatre are transforming the dressing rooms and backstage washrooms to provide similar modern and welcoming facilities to visiting artists as the front-of-house upgrade has provided to our patrons. In the auditorium, new house tabs have been installed, the house lights are being upgraded and seating in the boxes at the rear of the stalls is being replaced.

The theatre re-opened on September 18 with a visit from regional theatre company Northumberland Theatre Company and Autumn sees a packed programme of professional and amateur productions, culminating in this year’s pantomime *Sleeping Beauty* starring Anne Hegerty from *The Chase*. Bookings are robust, with many shows already exceeding target.

12. Middlesbrough Museums

The Dorman Museum's children's yoga sessions continue to be a successful and school visits demand is so high that we are receiving bookings for June 2020.



13. Google Garage

Working in partnership with Green Tree Online, Central Library hosted the Google #DigitalGarage Bus earlier this month which offered one to one training throughout the day on the lower deck of the specially converted 1964 London Route Master Bus, with the upper deck providing three bookable workshops covering online safety, using spreadsheets and writing for social media. The Good Things Foundation which manages the bus on behalf of Google was pleased with the interest shown throughout the day, with 28 people actually boarding the bus to take part in either training or attending one of the workshops.



14. Get Online

During Get Online Week next month staff from the Google Digital Garage will be delivering a number of workshops on Friday, October 18 all based around employability to help people boost their job hunting skills, write a CV and cover letter plus a brilliant confidence skills workshop to help applicants get employers to notice them from the crowd! We are working with Community Education as this day will be of significant interest to its Route to Work clients.



15. Summer Reading Challenge



489 children aged between four and 11 completed the Summer Reading Challenge to read six library books during the school summer holidays. This year's theme was Space Chase to celebrate the lunar landings and children enjoyed a variety of space themed crafts and events. Performance poet Ian Bland entertained almost 200 children at two award ceremonies at

Central Library where they received a medal. Certificates for all completers will be sent to Middlesbrough primary schools so teachers can recognise the children's achievement.

16. Middlesbrough Book Bench Trail

Eleven fabulous book benches were displayed across Middlesbrough Town Centre over the summer in a trail for families to discover. The benches had been created by library staff, community groups and schools over the last eighteen months based on the Middlesbrough Favourite Children's Books vote of 2017. Benches with images of The Gruffalo, The BFG, Alice in Wonderland and other classics appeared in shopping centres, art galleries, cafes and Centre Square.



Families who found all the benches were entered into a prize draw to win fabulous book bundles. Children enjoyed a craft activity at each bench and were able to read copies of the books. The project was funded by Arts Council England and supported by the town centre team. It has enabled library staff to work with businesses and colleagues in museums and the Town Hall.

17. North Ormesby Community Hub and Library

The SWITCH project which deals with vulnerable women has settled in to the upper floor at North Ormesby Hub and the staff are really happy at the lovely space that they have. Some of the ladies have joined in the recent course on cake decorating ran by Middlesbrough College. We hope to develop this partnership to allow for more joint ventures that can support their clients and our residents.

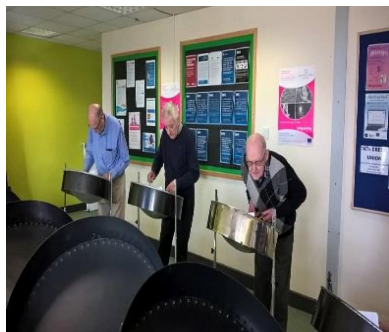


The recent summer event was well received with lots of families enjoying the activities and the farm animals.

We have received a very generous donation of three carved owls off a family who heard that we were trying to brighten up the area at the back of the building. They were carved especially for us and are much appreciated.



18. Grove Hill and Easterside Community Hub and Library



Grove Hill Community Hub and Library played host to Ageing Better's steel drum work shop. Ageing Better members and local residents enjoyed the session and some members couldn't wait to have a go while some just sat back and enjoyed these special drums. Comments from attendees included; "It's been good for my arthritis and I would like to attend weekly sessions if it started."

In partnership with MCL, Easterside Community Hub

and Library has been able to provide rolling courses for free health and social care training, hospitality training, paediatric first aid and prevent training. These sessions give learners to chance to learn about the different options that are open to them within the various settings and help them make informed decisions about which role suits them best. The sessions are well attended with up to 20 learners per session.

19) Selective Landlord Licensing

A legal challenge against the landlord licensing scheme from a landlord in Middlesbrough was rejected by the Crown Court in Leeds. An appeal to the High Court has also now been rejected. The scheme in Newport came into force June 13, 2019 and it is estimated that there are 1018 properties that need to apply. To date we have received applications in relation to 594 properties (58% licensed).

Fees received to date are approximately £229,000.

20) Locality Working

A report to Executive in October will outline ambitious plans for changing how the council works in neighbourhoods. This will initially take place in the two pilot areas of Newport and North Ormesby and it will see teams of staff coming together to take a joined up approach to problem solving. The schemes will start by bringing together enforcement and environment type services in the New Year and will be followed by more people-focused services such as social care later in 2020. There will be a more substantial update to members in coming weeks.

21) Enforcement and Wardens

A report to Executive in October will outline plans for improving the Councils' enforcement capability in cooperation with partners such as the police and university. This includes an additional 23 wardens and two senior wardens - the adverts for which received a tremendous response. These positions will all be filled and ready to start in the New Year. We are also requesting that additional powers for wardens be delegated by the Chief Constable. This combined with us bringing together the various enforcement teams of the council will make a real difference in how we tackle anti-social behaviour.

22) Public Space Protection Order

Consultation on a Public Space Protection Order for TS1 closed late September. It received one of the largest responses the Council has seen for consultation with over 800 responses, over 400 of these were from residents of the area. Over 94% of the respondents were in favour of the order being put in place.