

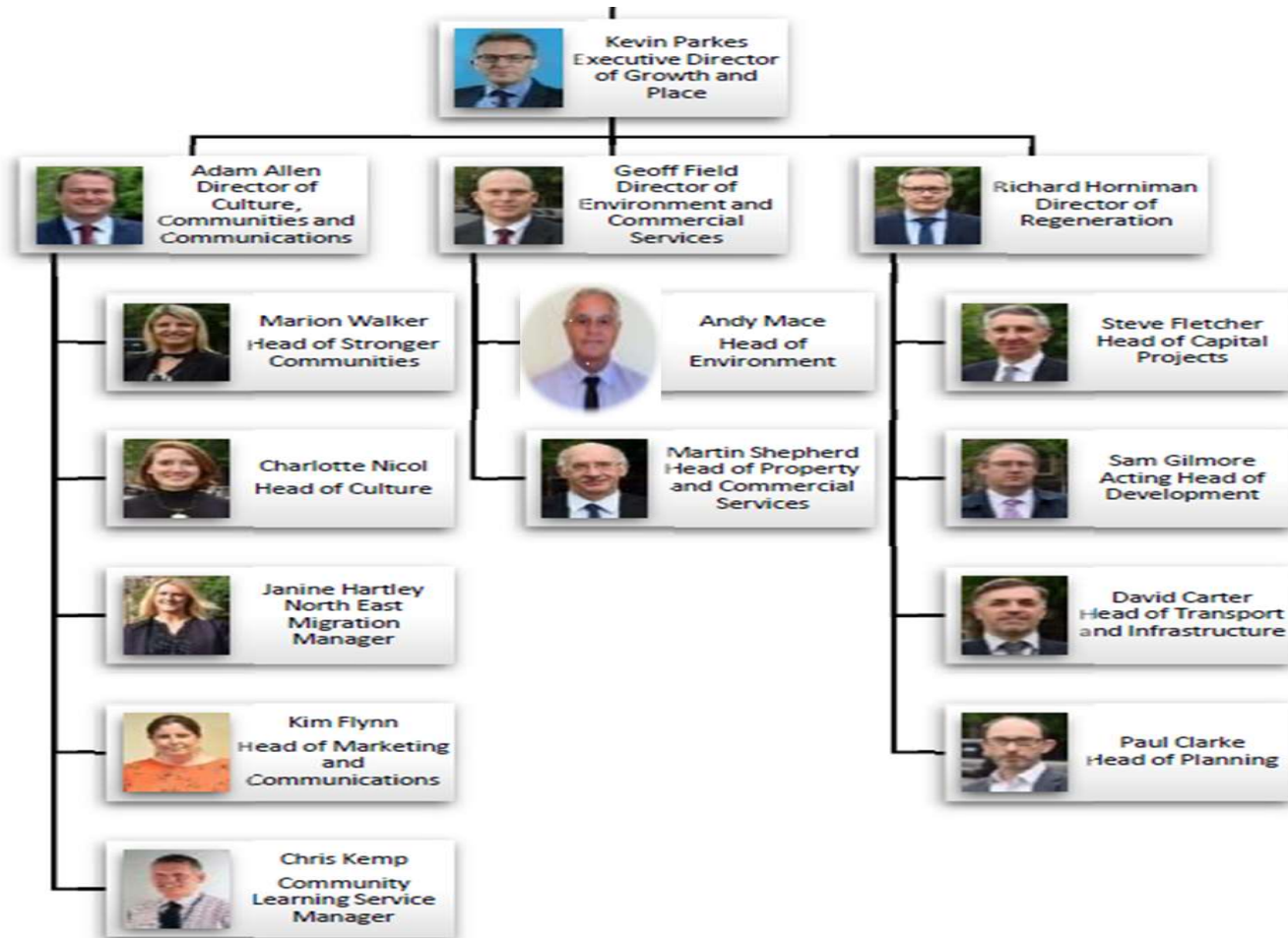
# Culture, Communities and Communications

Directorate Overview - Scrutiny

# Directorate Purpose

The Directorate promotes Middlesbrough as a place to visit, work and enjoy. It tells the story of Middlesbrough's past through museums and archives. It defines Middlesbrough's present through its cultural events; engaging communities so they are empowered to change their own neighbourhoods. The Directorate supports communities and the vulnerable through Libraries, Hubs and services for Domestic Abuse Victims and Homelessness. And we shape the future by efficiently managing migration for the whole North East, settling people into communities. We provide a wide range of Opportunities to get people into work, whether this is supporting people on their first steps to building confidence or providing work experience, language courses or apprenticeships.

# Growth & Place Management



# Service Areas and Management Team

- Adam Allen – Director
- **Cultural Services** – Charlotte Nicol
- **Stronger Communities** – Marion Walker
- **Marketing and Communications** – Kim Flynn
- **Community Learning and Employment** – Chris Kemp
- **North East Migration Partnership** – Janine Hartley

# Cultural Services

## Services Delivered

- Events and Infrastructure
- Town Hall and Theatre
- Museums
- Creative Factory and Arts Development

“Culture raises the profile of Middlesbrough nationally and internationally, enabling happier healthier citizens, more jobs and an increased positive perception of the place. The creative industries are the fastest growing industry in the UK, ahead of financial services and cultural interventions have been proven to save local authorities money through arts on prescription initiatives. Over half of the service budget is made from fundraised or commercial income, and we work collaboratively with colleagues in partner organisations such as MIMA, Tees Valley Arts, Navigator North and the Auxiliary.”

# Cultural Services - Highlights

- Cultural Strategy launched in October 2018
- Cultural Partnership Board Established
- Refurbished Town Hall and Growth Plan
- Radio 1 Big Weekend and Take That
- Orange Pip special events
- Middlesbrough Theatre – Refurbished in 2016, further minor improvements being made.
- Museums Development Plan drafted – Longer opening hours and higher national profile.
- TVCA bid for Capital of Culture 2025

# Stronger Communities Services Delivered

- Infrastructure and Engagement –
  - Twelve Libraries/Hubs
  - Archive Centre
- Community Safety –
  - Neighbourhood Officers
  - Selective Landlord Licensing
- Welfare Rights
- Homelessness and Domestic Abuse Services
- Licensing for Taxi's and Premises
- Archive Services for Middlesbrough and Cleveland
- Community Engagement and Community Cohesion

Working in partnership with communities and other providers to protect the vulnerable and to empower people and groups to improve their own lives and their neighbourhoods.

# Stronger Communities - Highlights

- Selective Landlord Licensing in North Ormesby and starting in Newport in June 2019
- Universal Credit and Welfare Rights
- Recommissioning of services for Domestic Abuse and Homelessness
- Controlling Migration Fund – Research and Community Engagement to ensure we have settled communities
- Development of a Town Centre Team to tackle crime
- Reducing ASB through targeted work in Town Centre, neighbourhoods, including a partnership pilot in Hemlington.
- Review of taxi licensing fees following introduction of digital application system.



# Marketing and Communications Services Delivered

- Press Office
- Digital Team – Websites
- Marketing Team, promoting Middlesbrough as a place and the Council's Services
- Internal Communications
- Love Middlesbrough
- Place Branding

## **Service Objectives**

- Raising the profile and enhance the brand and reputation of Middlesbrough Council and the town as a great place to live, learn, work, visit and invest;
- Drive the Council's implementation of a customer focussed approach and change in customer behaviours through proactive use of marketing strategies;
- Promoting services and encouraging participation;
- Providing and co-ordinating communication to engage staff;
- Developing relationships with key partners, influencing and inputting into local and regional marketing and communication planning and campaigns.

# Marketing and Communications - Highlights

- Place Branding agreed December 2018 and being implemented
  - Big Weekend and Town Banners in May
  - Place Branding Board Established – Partners to use branding from June
- Marketing and Communications Strategy – Drafted, to be agreed July 2019 by Executive
- Service Marketing Plans – e.g. Fostering, Town Hall and Newham Grange Farm
- Internal Communications Strategy being introduced now
- Re-designed destination website “Love Middlesbrough”

# Community Learning and Employability Services Delivered

- Community Learning
- ESOL and Digital classes in the Town Centre and community settings
- Externally Funded Employability Programmes
  - Youth Employment Initiative (15 to 30 Year Olds)
  - Routes To Work (30 Years old and over)
- Apprenticeships for the Council
- Work Experience and volunteering programmes for those further away from the jobs market

**"TO MAKE A POSITIVE IMPACT ON ALL OUR LEARNERS' LIVES"**

# Community Learning and Employability Highlights

- Service focus is on employability and all outcomes now related to getting people into employment.
- Adult Learning Budgets devolved to Combined Authority for 19/20 academic year.
- Ofsted likely this year – self assessment rating is “Outstanding”
- Routes to Work – Slow Start but now getting best results in Tees Valley for getting over 30’s into work.
- Opportunity Middlesbrough Strategy launched 2018.  
This strategy provide pathways into work through opportunities with the council and focuses on those further away from employment. It includes:
  - 50 Futures – A Focused Work Experience Programme
  - Improved Volunteering Opportunities with the Council including volunteering weeks
  - Enhanced Apprenticeship Programme

# North East Migration Partnership Services Provided

- Overseeing Asylum seeker dispersal in the North East
- Undertaking projects to ensure effective integration of Asylum Seekers
- Providing a conduit between North East Local Authorities and the Home Office
- Informing future asylum seeker policies and Strategies, sharing best practice and data collection.
- Ensuring the North east's voice is heard at a national level

“The North East Migration Partnership (NEMP) works with national government, local government, voluntary sector, and other partners to ensure that the North East can benefit from migration by coordinating and managing various refugee and asylum seeker programmes.”

# North East Migration Partnership Highlights

- New Asylum Seeker Contract starting Sept 2019
  - New provider – Mears (Previously G4S)
  - Possibly new housing provider (Previously Jomast). This could mean Mears Sourcing 300 new properties in Middlesbrough
  - Opportunity for better partnership engagement.
- National Discussions on Dispersal – The LA's, LGA and Home Office are meeting regularly in order to improve the equity of dispersal nationally. A Memorandum of understanding has been agreed and work is progressing on Equity and Data Sharing.
- Place Based Project – This project maps the journey of Asylum Seekers entering the country and brings together the agencies involved to better understand the pathways involved. This work will feed in national to better understand the cost of Asylum Seekers to LA's

**Culture, Communities & Communications Revenue Budgets 2019/2020**

<b>Service Area</b>	<b>Gross</b>	<b>Income</b>	<b>Net</b>
Director Of Culture, Communities & Communications	187,200	0	187,200
Strategic Migration Partnership	696,000	-696,000	0
Stronger Communities	6,266,000	-2,180,400	4,085,600
Community Learning	2,831,600	-3,407,700	-576,100
Cultural Services	3,855,000	-2,431,500	1,423,500
Marketing & Communications	594,700	-173,900	420,800
<b>Total Budget 2019/2020</b>	<b>14,430,500</b>	<b>-8,889,500</b>	<b>5,541,000</b>

Any Questions?