



OVERVIEW AND SCRUTINY BOARD

DATE 2009

FINAL REPORT – LOVE MIDDLESBROUGH?

PURPOSE OF THE REPORT

1. To present the findings of the Economic Regeneration and Transport Scrutiny Panel's review of how the Council is promoting the positive aspects of the town and all it has to offer and how it works with its partners to help them to do the same.

AIM OF THE SCRUTINY INVESTIGATION

2. The overall aim of the Scrutiny investigation was to consider how the Council positively markets the town's image to improve the negative perspective that appeared to be held both locally and nationally.

TERMS OF REFERENCE OF THE SCRUTINY INVESTIGATION

3. The terms of reference for the Scrutiny investigation were as outlined below:
 - (a) What is the Council's strategy and why do we need one
 - (b) What are the benefits of having a strategy and how do we measure its success?
 - (c) How much does it cost and how is it resourced?
 - (d) What image is the town trying to portray?
 - (e) What do other areas do and can we learn from good practice?

- (f) How are partners involved in developing and implementing the strategy and how is this used to attract investment?
- (g) How does the Council help the town to attract the specialist 'high-end' shops to the town?
- (h) To receive advice and gather evidence from sources the Panel thinks appropriate

METHODS OF INVESTIGATION

- 4. Members of the Panel met formally between 19 January 2009 and 24 April 2009 to discuss/receive evidence relating to this investigation and a detailed record of the topics discussed at those meetings are available from the Committee Management System (COMMIS), accessible via the Council's website.
- 5. A brief summary of the methods of investigation are outlined below:
 - (a) Detailed officer presentations supplemented by verbal evidence.
 - (b) Debate with key stakeholders
- 6. The report has been compiled on the basis of their evidence and other background information listed at the end of the report.

MEMBERSHIP OF THE PANEL

- 7. The membership of the Panel was as detailed below:

Councillors J Cole (Chair), Councillor Mawston, (Vice-Chair), Councillors S Bloundele, C Hobson, Lowes, Majid, McIntyre, Rehman and Taylor.

BACKGROUND INFORMATION

- 8. In previous discussions about the scrutiny work programme Members of the panel were interested in considering how Middlesbrough's image was portrayed locally, in the region and nationally. This became a more pressing issue in the light of the Location, Location, Location Channel 4 TV programme. The report does not dwell on the content of the programme but nevertheless recognise the implications of its broadcast. The review will discuss the way forward and consider how the Council can promote a positive image of Middlesbrough that would dispel negativity in a way which will help the town's future by encouraging people to live, play and work in Middlesbrough.



THE PANEL'S FINDINGS

9. The Council's recent Audit Commission's Corporate Assessment stated that Middlesbrough had a 'well-considered approach to developing the town's identity and improving Middlesbrough's image in order to build local confidence and to attract investment for prosperity'. Information from the Neighbourhood Survey showed that an increase in the number of people who thought Middlesbrough was a good place to live rose from 68% in 2005 to 81% in 2007. Which showed that the Council had an impact on a key aspect of image of the town. This provided a positive basis for the panel's investigation.

WHAT IS THE COUNCIL'S STRATEGY AND WHY DO WE NEED ONE

10. It was acknowledged that the Council, Members and Officers were aware of the perception of Middlesbrough's image locally and nationally and that there were 2 choices facing the town. People could either be passionate or pessimistic. The Council had to do 2 things, they had to work with stakeholders to help change the reality of the 'place', i.e. to continue with regeneration initiatives and they needed to ensure that the town's good points were publicised.
11. The panel learnt that there had been on-going work over the past 8-9 months to develop an image campaign that would both challenge and change the negative image frequently portrayed about Middlesbrough in the national media. There had always been an ongoing wide ranging number of activities that had contributed to improving the town and its image. However the panel were told that those activities, particularly in the wake of the Location, Location, Location programme needed to be more focussed and the campaign would be designed to exploit the positive activities that were taking place in Middlesbrough.
12. The panel learnt that the local image campaign had been launched and was entitled 'Love Middlesbrough'. The campaign had a high profile launch at Middlesbrough Football Club's first home game of the new season at the Riverside Stadium. The campaign also had a supporting 'strap line' – *'cool place – warm people'* which had been chosen to reflect visitors' perceptions of the people in Middlesbrough coupled with describing the town's modern and forward-looking attitude.
13. The panel had the opportunity to look at some of the articles that had publicised the campaign and how the lovemiddlesbrough brand was being publicised, in magazines such as Exclusive. Panel members saw how the brand was being used on merchandise such as t-shirts, bags and badges.
14. The campaign was also being supported by its own dedicated micro website, lovemiddlesbrough.com which was part of the visitmiddlesbrough.com tourist site. In addition to the website promotional banners and posters had been displayed around the town and in the arrivals hall of Durham Tees Valley Airport.
15. Initial feedback on the launch had been positive and had included: national coverage on Sky Sports, 31,500 visits to the website and requests for the Love Middlesbrough merchandise from all over the Country (including ex Middlesbrough residents).

Future Campaign Activities

16. The campaign was ongoing and the panel were informed about a number of activities that would take place in the near future. Those included:
 - the relaunch of lovemiddlesbrough.com on 13 February in time for Valentine's Day
 - online animation game for children featuring Captain Cook
 - the launch of the Ambassadors' Club, toolkit and fact file, featuring 100 positive facts about Middlesbrough
 - working with partners to create sub-groups including lovehealth and loveshopping to further promote the brand and activities
17. The panel was impressed by the image campaign and the positive media coverage that had been generated so far.

Additional Information received following the review

18. In an update to the panel on June 11 2009 the panel learnt that there had been several initiatives that had taken place and that the campaign was gathering pace. A steering group had been launched in May and comprised of representatives from Marton Pharmacy, Fly Me to the Moon, Cool Blue Brand Communications, Ten Feet Tall, Middlesbrough Football Club, Dennis Kelly, Middlesbrough College, BBC Tees, Psyche, We Do Marketing and Middlesbrough Council.
19. The Business Ambassador's Club was launched on 28 May at the Middlesbrough Business Forum Breakfast Exchange. 2,000 cards, known as 'z' cards were produced which was credit card sized pull out leaflets which people could carry which highlighted positive key facts about Middlesbrough. They were part of a 'toolkit' for ambassadors to enable them to pass on positive messages about Middlesbrough.
20. Other examples included
 - Interest from National Press including the Daily Telegraph and The Times
 - The main stage for Middlesbrough's Music Live event was named the lovemiddlesbrough stage
 - Exhibitions at the Open Day for Teesside University

WHAT ARE THE BENEFITS OF HAVING A STRATEGY AND HOW DO WE MEASURE ITS SUCCESS?

21. The panel accepted that there needed to be a campaign to improve the image of Middlesbrough but that any campaign needed to demonstrate that it was making a difference. The panel learnt that the measure of the strategy would be the amount of 'column inches' of publicity the campaign generated. Since the launch of the campaign it was estimated that £100,000 worth of positive media coverage had been generated for the town.
22. The panel had learnt that the recent Neighbourhood Survey showed that an increase in the number of people who thought Middlesbrough was a good place to live had risen from 68 per cent in 2005 to 81 per cent in 2007. The panel queried whether it was possible to analyse the responses for each ward and see if people's location affected their response. The survey would, in time, be replaced by the Government's Place Survey and although some of the questions would be slightly

differed people would still be asked for their views about what they felt about living in the town.

23. The Head of Economic and Community Regeneration advised that the survey had shown that the percentage of people who stated that Middlesbrough was a good place to live had increased in the most deprived areas more than the rest. The panel acknowledged that a complex mix of factors and people's own reality influenced how they felt about the town.
24. Members of the panel considered that it was important for any campaign to engage with everybody in the town and that the Council's logo of 'moving forwards' should be followed by the question 'are you coming with us'? The panel discussed the negative perceptions held by some people in the town and the need for those perceptions to change. Members recognised that engaging with communities and encouraging involvement was important.
25. A member of the panel suggested that the campaign should be used to promote a sense of pride in where people lived and the slogan 'love your streets' could be used. The panel was advised that a floral campaign would also be used and launched in June 2009. It was suggested that local groups could adopt the use of the 'Love Middlesbrough' logo to help promote ownership of the brand and prove that everyone was 'doing their bit' for the success of the town.

HOW MUCH DOES A STRATEGY COST AND HOW IS IT RESOURCED?

26. The panel learnt that the LoveMiddlesbrough campaign had a 3-year life span and was supported by funding from the Working Neighbourhood Fund up until 2011. Middlesbrough Council employed an Image Campaign Co-ordinator for 30 hours per week.
27. The funding from the Working Neighbourhoods Fund meant that the campaign was being provided at no cost to the Council and local partners had financed much of the promotion work that had been undertaken.
28. It was acknowledged that the funding for the project would have a 'knock on' effect in that the campaign is about improving perceptions of Middlesbrough and in turn that would attract business and ensure that people recognise that Middlesbrough is a good place to live and work.
29. The panel learnt that in addition to the co-ordinator, that an officer had been deployed from the tourism department to work 2 days per week to develop the website/e-news and social networking sites. However staffing and funding remained a constraint on the project. The marketing budget, after staff costs and PR, was only £20,000 per year of which £8,000 was already committed.

WHAT IMAGE IS THE TOWN TRYING TO PORTRAY?

30. The panel recognised that any campaign to raise the profile of the town would need to be backed up with actual developments and improvements to the town and what it has to offer businesses and residents.

31. In order to be a success the campaign needed to involve a cross sector of organisations and was very much a partnership approach. Which would take on 3 core themes
- a local image campaign to build and capture local pride
 - a national press/public relations campaign to raise awareness of the positive aspects of the town
 - the creation of an Ambassadors' Club which would comprise of well-known and influential support
32. The lovemiddlesbrough website highlights 100 reasons that Middlesbrough should be proud about including a selection below
- Middlesbrough has **five Green Flag awards**, the national excellence standard for parks and open spaces
 - **Cleveland College of Art and Design (CCAD)** has one of only four specialist art and design courses in the country and it's results have just made it the best in the country
 - **Boho** will become Middlesbrough's answer to the creative quarters of New York and London.
 - **Temenos**, the £2.7 million art installation that will form part of the largest public art initiative in the world, will be sited at Middlehaven later this year
 - The **Comedy Club** in the Town Hall Crypt that takes place once a month
 - The **University of Teesside**, voted by students in a survey for the Times as being the best of the UK's new universities. The University currently has over 22,000 students enrolled

HOW ARE PARTNERS INVOLVED IN DEVELOPING AND IMPLEMENTING THE STRATEGY AND HOW IS THIS USED TO ATTRACT INVESTMENT

33. There are a number of key employers and high profile organisations within the town that are working with the Council on developing and implementing the strategy. For example, Middlesbrough Football Club, the University of Teesside, BBC Tees and the private sector. They help develop the strategy for the campaign via a steering group and also through less formal meetings and email exchanges. The steering group was set up in response to requests by local pharmacist Michael McGuire who wanted to do something for the town in response to the Location, Location, Location TV programme and now chairs the Steering Group. Ideas and suggestions are then fed into a work plan and partners offer help to implement the activities through 'in-kind' support. This support could include providing a service at no cost etc.
34. The panel was informed that the campaign was moving towards sub-groups such as Love Health and Love Shopping as a way of 'homing in' and promoting particular aspects of life in Middlesbrough. The Love Shopping campaign involved key retailers to make decisions on regional and national marketing and PR. A range of marketing materials was going to be produced that would help to attract investment. Other parts of the campaign would focus on regeneration, culture, learning and business, all with the main objective of creating a positive message and providing a range of publicity and promotional materials that could be used as a tool to help attract businesses. For example an investment guide entitled 'Middlesbrough Now' was produced which was well received by potential investors

35. The panel spoke to a number of organisations and held a discussion based on the following issues
- i) Feedback, either good or bad, about Middlesbrough's image and what could be done to dispel any negative perceptions.
 - ii) The image that the town should portray in order to attract investment and residents
 - iii) What their organisation would like to see happen to improve the town's image
 - iv) The difficulties that organisations encounter that arise from the negative perceptions of the town
 - v) The benefits of an improved image of Middlesbrough
 - vi) How organisations can work together to promote Middlesbrough and its positive aspects.

Local Businesses

36. The Head of Member Relations for the North East Chamber of Commerce (NECC) canvassed opinion from the members of the Chamber on the above issues. In terms of Middlesbrough's image Members thought that the town should portray a confident, distinctive and forward thinking image with a realistic sense of pride in the Middlesbrough's past. The Unique Selling Point for Middlesbrough and the surrounding areas should be identified and the area should be sold as an destination for leisure, cultural and learning.
37. The perception amongst their members was that there didn't seem to be a master plan for Middlesbrough, that thinking wasn't 'joined up' and that members didn't see how the pieces fitted together. Organisations wanted to 'sell' the image of Middlesbrough but were unsure about Middlesbrough's 'offer'.
38. Members of the NECC that responded thought that there was little information about the activities that Middlesbrough offers, there didn't seem to be any link with businesses outside of the retail sector. Events focussed on retailers and shoppers and there was nothing aimed at professional/business sector/non retail sector.
39. In order to improve the image of the town Members would like to encourage more joint thinking and thinking about Middlesbrough as part of a Teesside conurbation. Similar to Newcastle/Gateshead and Leeds/Bradford. The NECC was supportive of the Stockton/Middlesbrough initiative. Members thought that it was important to have more joined up thinking and perhaps a joint website for leisure and cultural programmes across the Tees Valley.
40. Improving Middlesbrough's image would bring a number of benefits to Members such as greater investment. However businesses also wanted greater engagement with businesses currently located in the town. Discussions also took place about the use of the town centre after 5pm in order to develop a true city culture. However the perceptions of safety in the town after 5pm would need to be improved in order to encourage the campaigns such as Alive after 5. It was thought that the current information about campaigns in Middlesbrough didn't target those who live outside the area.
41. The overall feeling was that businesses could and would be ambassadors for the area but that they needed the 'tools' to be able to do this. The Council noted that the

Ambassadors Club was a way in which businesses could support the town and that they would be assisted in order to do so. Businesses were becoming aware of the Love Middlesbrough Campaign and welcomed the positive information about Middlesbrough that the campaign was promoting.

42. Armed with positive information, businesses would promote what Middlesbrough has to offer. The town as a whole, people, organisations and businesses have to stop concentrating on the negatives and highlight positive messages to inward investors.
43. Effective consultation was also highlighted as an area of improvement between the Council and businesses. Businesses wanted to be involved and be consulted and where suggestions are made to the council then feedback on those suggestions should be given.
44. The Chair of the Middlesbrough Partnership, Les Southerton, had prepared a briefing paper entitled 'Changing the Image of Middlesbrough,' he noted that the Middlesbrough Partnership (LSP) represented a number of different bodies and parties and that the views expressed in the briefing paper were his own views and not necessarily those of the Partnership.
45. The panel discussed the image of the town and one opinion was that the image was built up over a period of time and that one of the best ways to change the town's image was to continue doing the right things. Including restructuring the economy, rebuilding the urban fabric, improving educational attainment, providing cultural providing cultural assets, tackling crime and creating good open spaces. The magic ingredient was building a good quality of life. Towns can produce glossy brochures but it was noted that little change would be achieved through that alone.
46. In order to build a good quality of life it would depend upon increasing the number of people who came to Middlesbrough to invest, live or visit. In order to increase the numbers of people investing, living and visiting the town a number of different approaches were required. Businesses were looking for a quality of life, appropriate workforce and a personal and positive response from handling agencies. New residents were looking for quality homes and visitors required realistic packages of what was available within the town. The area had a lot of natural attractions and it was important to increase the number of people who came to the town, as once they visited their perceptions of the town changed.
47. The Chair of the Partnership advised that the town had made a lot of progress in the last fifteen to twenty years but that people could often be self-deprecating and talk the area down. There was a real need to increase the number of potential ambassadors in order to ensure that people were talking about Middlesbrough in a positive light.

The University

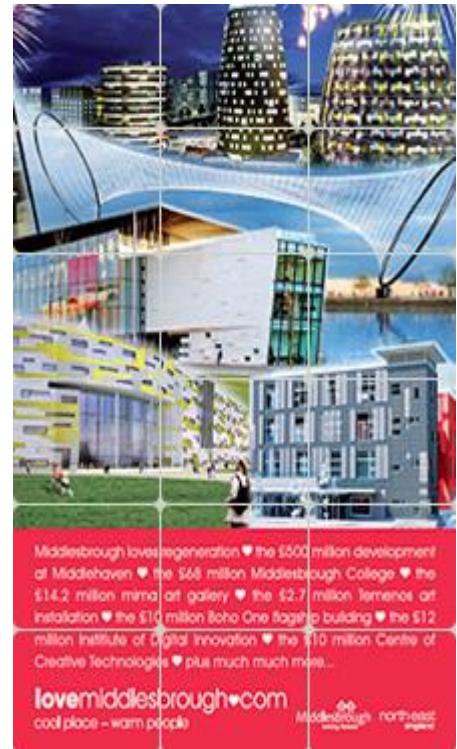
48. The Head of Vice Chancellor's Office, University of Teesside expressed the view that the University was another key advantage for the town, which should not be overlooked and which should be used to highlight the positive aspects of the town. The university had 26,000 students and 2500 staff which brought a number of benefits to the town including a recent Evening Gazette article which attributed £815m of spending in the town to the University.

49. The Panel was advised that the University had grown substantially in terms of its reputation but because of the image of Middlesbrough outside of the town it still had to work harder to attract people to make an application. The University found that once people been to visit the campus their perceptions had changed and students felt that the University 'had taken off'. Members asked about the strategy employed by the University to try and increase the numbers of applications and the Panel was informed that the University's Board of Governors and Vice Chancellor's team had decided on a policy of 'what we do we will be good at.' And promoting the University's positive aspects. Therefore a number of key areas had been developed as a result and the University was now the best in the country for computer animation and sports science which would be a draw students in that discipline.
50. On the subject of the town's image being a barrier to student recruitment, it was noted that the University had asked students who visited the campus why they had chosen to make an application and if they hadn't then why? The image of town had been an issue. In a recent survey undertaken with the University's international students that had also revealed that there was a perception that they didn't feel that Middlesbrough was a safe place to live. Another reason was also the lack of leisure and nightlife facilities within the town. A Member of the Panel expressed the view that the Linthorpe Road area, in and around the main student facilities, needed a face-lift in order to give it a 'wow' factor for the student population.
51. The University would like to increase their presence within the town and saw a way for this to be achieved by holding cultural events at the University but also to overlap their events with the cultural events organised by the Council and promote them on a joint basis for the benefit of the town as a whole. **Update** - Since that issues arose at the panel meeting the Council and the University have been working together and the University are now involved in the steering group and discussions have taken place with regard to joint cultural events.
52. In discussing the town's position within the wider area, it was noted that the developments along the river corridor meant that there was more happening there than was ever reported. It was noted that there were good news stories in relation to this but that they went unreported and it was a difficult task to highlight these stories to a wider audience. It was suggested that employing someone to go out and find out what was happening and drip feed those stories to the local media would be more effective. Another suggestion was that the various PR organisations could be more collectively aligned in order to find and produce stories. It was thought that highlighting the good news stories could go some way to change perceptions and achieve coverage on a much broader front.
53. The Head of Economic and Community Regeneration expressed the view that the Council and the University were in a very similar place and that the issue was much more about the perception of the town than the reality. The Council wanted people to come and view the town fairly and the Council was working closer than ever before with its partners to promote Middlesbrough through the Image Campaign. Although it was still early days the Council was learning how to work with its business partners more effectively. Work was also underway to launch an Ambassadors Club to further help promote the town and a lot of passionate local people, businesses and organisations were involved in the campaign.

Good News

Regeneration

- The £1bn development at Middlehaven
- The £68m Middlesbrough College
- The £14.2m mima art gallery
- The £2.7m Temenos art installation
- The 10m Boho One flagship building
- The £12m Institute of Digital Innovation
- The £10m Centre of Creative Technologies The £13m Sport and Health Sciences Building



54. The panel discussed the production of glossy brochures with the Head of Economic and Community Regeneration who expressed the view that different mediums were appropriate for different people and that there was a role for brochures in the marketing and promotion of the town to potential investors. Copies of previously prepared glossy brochures had allowed people to see Middlesbrough in a different light and that there had been a positive response from investors.
55. A Member of the Panel expressed the view that through collaboration much more could be achieved in terms of promoting the town's image between all major organisations within the town. Dennis Kelly advised that University students had certain expectations from University towns and cities including culture a café society. It was suggested that the main centre square often looked bleak and more joined up events branded with 'Culture on Campus' and 'Love Middlesbrough' could help to tackle the issue.
56. Reference was made to the importance of communication between stakeholders and the Council, including better collaboration between the Council and shops to ensure that all those involved in the scheme are aware of who was and was not taking part. The Head of Economic and Community Regeneration acknowledged that in reality there were some retailers who would buy into the 'Alive After 5' campaign and others who would not, perhaps for economic reasons especially given the current economic climate.
57. The Panel was advised that the 'Alive after 5' campaign was to be re-launched on 23 April 2009 with 'One Big Night' where a number of outlets and retailers across the town would be opening late and offering discounts and special offers to attract people into the town centre. It was accepted it would take time for the 'Alive after 5'

campaign to become fully established but in time the situation would improve. A suggestion was put forward that the TV screen in centre square could also be used to help promote events that were taking place within the town.

58. In terms of the most recent work undertaken as part of the lovemiddlesbrough campaign the Middlesbrough Image Campaign Co-ordinator advised that the Ambassadors Club would be launched within the next couple of months and that an e-newsletter would be developed as part of that campaign. The Panel was advised that the intention was to look at the possibility of going national with the lovemiddlesbrough campaign towards the end of the year, although this would be dependent upon resources.

Councillors

59. Panel members were interested to know what Councillors could do to ensure that the campaign received their support. Discussion took place about the use of the brad, i.e. using the logo on Councillor emails and letterhead and wearing the lovemiddlesbrough pin badge. It was agreed at the meeting that the badges would be distributed to Councillors.



WHAT METHODS DOES THE COUNCIL USE TO ATTRACT SPECIALIST 'HIGH-END' SHOPS TO THE TOWN

60. In addition to looking at promoting Middlesbrough but nevertheless linked to it, the panel was interesting in the town centre offer and in particular the shopping offer. The panel recognised that in order to have a successful town centre that attracted shoppers from Middlesbrough and from further afield then the town would have to offer a variety of shops, including specialist shops and the 'high-end' shops.
61. Specialist shops could include, for example, independent retailers, boutiques, specialist food shops etc. It was hoped that by providing help to those people who wish to start up those kinds of shops it would be helping local creative entrepreneurs. And the importance of doing so could not be over emphasised.
62. Middlesbrough is a university town, and the talent that this brings should not be underestimated. The Council and the University were working together to train graduates who will be encouraged to keep their talents in Middlesbrough. The panel acknowledged this and agreed that there was a lot of 'home grown' local talent in

the area and what the Council needed to do was give people a platform to exhibit those talents.

63. The panel found that there were parts of the town centre that were being given support by the Council in order to develop an area where specialist shops could thrive. The area particularly in Linthorpe Road Central was developing into an area where specialist shopping already had some presence. Business support was been given to specialist traders, particularly those involved in the creative industries, whether that be 'traditional' artists or fashion designers through to digital creative industries. Landlords and agents were also given support in helping them to seek tenants for their premises with the production of a number of investment guides such as Middlesbrough Now which could be used to put the best possible case to a potential investor/tenant.
64. It was also noted that the development of 'home-grown' talent was important factor in ensuring that the town has a range of shops on offer that differs from other towns and that the town centre is not dominated by the same big names as other towns. The town didn't want to develop into what could be described as a 'clone town' it needed to be a more distinctive area where local talent and creative individuals are supported. That is not to say that some of the major chains would not be welcomed in Middlesbrough but it was noted that they would need a more targeted campaign.
65. Officers also acknowledged that the town also needed a more diversified range of restaurants on offer from the chain restaurants to the independent sector.
66. The panel discussed the work to develop the late night shopping in Middlesbrough on Thursdays. It was hoped that this would attract the retail sector to provide a more diversified retail offer and a number of the major chains took the opportunity to open later. However there has been a decline to economic conditions and the campaign had been put on hold temporarily to be relaunched again in April.
67. The panel agreed that the town needed to provide a 'bigger picture' although shopping was an important draw for people to come to the town centre the panel thought that a calendar of events to highlight a regular programme would attract people into the town. For example the French markets had been successful at drawing people into the town but in order for them to be financially successful they needed to attract people from a wider area. It was thought that effective marketing which gave people good notice of the event.
68. Councillors were also keen to see how they could help and agreed that all Councillors should be Champions and Ambassadors for Middlesbrough and talk positively about Middlesbrough in conversations they have with people both from the area and outside of the area. Councillors also have an important role to play in setting the vision for the town and setting the direction that the town wants to go in.
69. The development in the number of specialist shops in Middlesbrough also needed to be promoted and an example of this was the Designer Marketplace held in Middlesbrough Town Hall Crypt in November and December 2008. Officers acknowledged this and gave details of the plan to ensure that 'tie-in' offers would be available in the shops and restaurants to promote late night shopping.



CONCLUSION

70. Based on evidence given throughout the investigation the Panel concluded:

- a) That work to improve the image of Middlesbrough isn't just the responsibility of the Council. It's everybody's responsibility. Organisations in the town must work together and there was a strong feeling that organisations wanted to be involved.
- b) That there were many things that Middlesbrough as a town should be proud of, including regeneration and cultural developments and that it was important that the Council conveyed this message and helped others to do the same. It was considered that where negative press was received that the Council should have the resources to be able to counteract negative publicity with positive publicity to constantly challenge any negative perceptions.
- c) The panel supported the aims of the Council's image strategy and Members wanted to ensure that the message was conveyed to all Councillors, as ambassadors of the town, and that Councillors should support the campaign by using the lovemiddlesbrough brand in their correspondence.
- d) That the image campaign was necessary not only in raising the profile of the town but attracting visitors, residents and businesses. That the balance of the current image campaign was correct and the appropriate level of funding to ensure that the campaign is a success should be confirmed.
- e) Due to the importance of the campaign it should be given the support to enable the campaign to develop nationally.
- f) If the Council are seen as taking the lead on this initiative then they need to ensure that all interested organisations are involved and that, where their views are canvassed, that feedback is given.
- g) That the University is a key component in attracting students from all over the world and its role in developing a positive image of the town shouldn't be underestimated. The Council and the University should continue to work together and should strengthen their links especially in developing joint cultural events that would be of benefit to the whole of the town.

- h) The issue of the night time economy and what Middlesbrough has to offer to visitors and residents on an evening was highlighted. Again this is another key component of raising the town's profile and proving that it has more to offer. The Economic Regeneration and Transport Scrutiny Panel considered this topic in June 2005 and the panel thought that it might be prudent to revisit the topic again to see what progress has been made.

RECOMMENDATIONS

71. That the Economic Regeneration and Transport Scrutiny Panel recommends to the Executive
- a) That funding for the project be sought to enable work to be carried out on the project on a full time basis.
 - b) That funding should also be sought to ensure that the campaign can be developed on a national basis.
 - c) Councillors are made aware of the project and are encouraged to use the lovemiddlesbrough brand where appropriate.
 - d) That the increased involvement of external organisations should be supported.
 - e) That joint links are encouraged with the university especially in the development of joint cultural events.
 - f) That the panel reviews the progress on developments with the night time economy since the panel's review in June 2005.

ACKNOWLEDGEMENTS

72. The Panel is grateful to all those who have presented evidence during the course of our investigation. We would like to place on record our appreciation, in particular of the willingness and co-operation we have received from the below named:-

- Sandra Cartlidge, Head of Economic and Community Regeneration, Middlesbrough Council
- Claire Wordsworth, Middlesbrough Image Campaign, Middlesbrough Council
- Mark White, Head of Vice Chancellor's Office, University of Teesside
- Dennis Kelly, Director of Marketing and Student Recruitment, University of Teesside
- Joanne Fryett, Head of Member Relations, North East Chamber of Commerce
- Les Southerton, Chair, Middlesbrough Partnership

COUNCILLOR JOHN COLE
CHAIR OF THE ECONOMIC REGENERATION AND TRANSPORT SCRUTINY PANEL

June 2009

Contact: Elise Williamson, Scrutiny Support Officer, Performance and Policy Directorate, Telephone: 01642 729 711(direct line)

BACKGROUND PAPERS

The following background papers were consulted or referred to in the preparation of this report:

(a) Minutes of the Economic Regeneration and Transport Scrutiny Panel