

**ECONOMIC REGENERATION AND TRANSPORT SCRUTINY PANEL  
LOVE MIDDLESBROUGH – ACTION PLAN**

**NOVEMBER 2009**

<b>SCRUTINY RECOMMENDATION</b>	<b>PROPOSED ACTION</b>	<b>BY WHOM</b>	<b>BUDGET COST</b>	<b>TIMESCALE</b>
<p>1. That funding for the project be sought to enable work to be carried out on the project on a full time basis.</p>	<p>The budget is felt to be appropriate, it is difficult to increase the project funding in the current economic circumstances. The project currently has more than full-time support (47 hours of staff time per week in total). A modest increase in funding however would support additional activities</p>			
	<p>One of the project's aims is to work alongside other programmes and deliver value from other programmes and partners.</p>			
	<p>The proposed action therefore is to seek a small amount of further funding from WNF if available, otherwise to source additional resources by working with partners to 'bend' their programmes.</p>	Campaign Manager	N/A	8 weeks
	<p>As the campaign is currently WNF funded the question of sustainability is a much more difficult question. The campaign has done good work and been well received and options for sustaining it will need to be considered as the end of WNF funding in March 2011 approaches.</p>	Head of Economic Development, Culture & Communities	N/A	March 2010

<p>2. That funding should also be sought to ensure that the campaign can be developed on a national basis.</p>	<p>The project has already planned a national element to the campaign. This will involve formulating a national PR strategy with the press team, producing press packs and targeting key media. A visit by The Times has already taken place. The proposed action is to work jointly with partners on national press activity to share costs and increase activity.</p>	<p>Campaign Manager</p>		<p>4 months</p>
<p>3. Councillors are made aware of the project and are encouraged to use the love middlesbrough brand where appropriate.</p>	<p>All members will be added to the monthly e-newsletter circulation list. They will also receive copies of all literature and merchandise produced and will be sent a copy of a downloadable lovemiddlesbrough logo.</p>	<p>Campaign Manager</p>		<p>4 weeks</p>
<p>4. That the increased involvement of external organisations should be supported.</p>	<p>The project already works extensively with external organisations. Relationship building and partnership working is a key part of the campaign.</p>	<p>Campaign Manager</p>		<p>Ongoing</p>
<p>5. That joint links are encouraged with the university especially in the development of joint cultural events</p>	<p>Links with the University have improved dramatically. The Director of Marketing and Student Recruitment is on the lovemiddlesbrough steering group. The campaign also works with the press office, web team, graphic design department and Business School. Further opportunities will continue to be sought, and the Head of Culture and Tourism involved in discussion about joint cultural events.</p>	<p>Campaign Manager</p>		<p>Ongoing</p>
<p>6. That the panel reviews the progress on developments with the night time economy since the panel's review in June 2005.</p>	<p>Scrutiny Support Officer to arrange an update to the scrutiny panel within six months</p>	<p>Alan Crawford</p>	<p>N/A</p>	<p>6 months</p>