

**OVERVIEW & SCRUTINY BOARD
24 July 2012**

Middlesbrough 2020 – the place to live work and visit - launch plan

Assistant Chief Executive

PURPOSE OF THE REPORT

1. To seek Members of Overview and Scrutiny Board comments on the:
 - Mayor's draft vision for Middlesbrough Council; and
 - proposed timetable and process to formally agree the vision and to launch it to members, staff, partners and the public.

MIDDLESBROUGH 2020 – THE PLACE TO LIVE WORK AND VISIT

2. Over the past few months the Mayor has had discussions with Executive Members regarding his Vision for Middlesbrough Council. Attached at appendix 1 latest draft that was agreed at informal executive 3 July 2012.
3. Overview and Scrutiny Board Members are asked to comment on the Vision in order to inform the final draft to be presented to Executive, 14 August.
4. It is intended that the Vision, will be launched at full Council, 5 September. Attached at appendix 2 is the proposed process and indicative timetable to launch the Mayor's Vision and roll it out to Members, staff and external stakeholders.
5. Overview and Scrutiny Board Members are asked to comment on the process to launch the Mayor's Vision.

RECOMMENDATIONS

6. That OSB comment on the:
 - Mayor's Vision for Middlesbrough Council, prior to being formally agreed by Executive; and
 - process for rolling out the vision.

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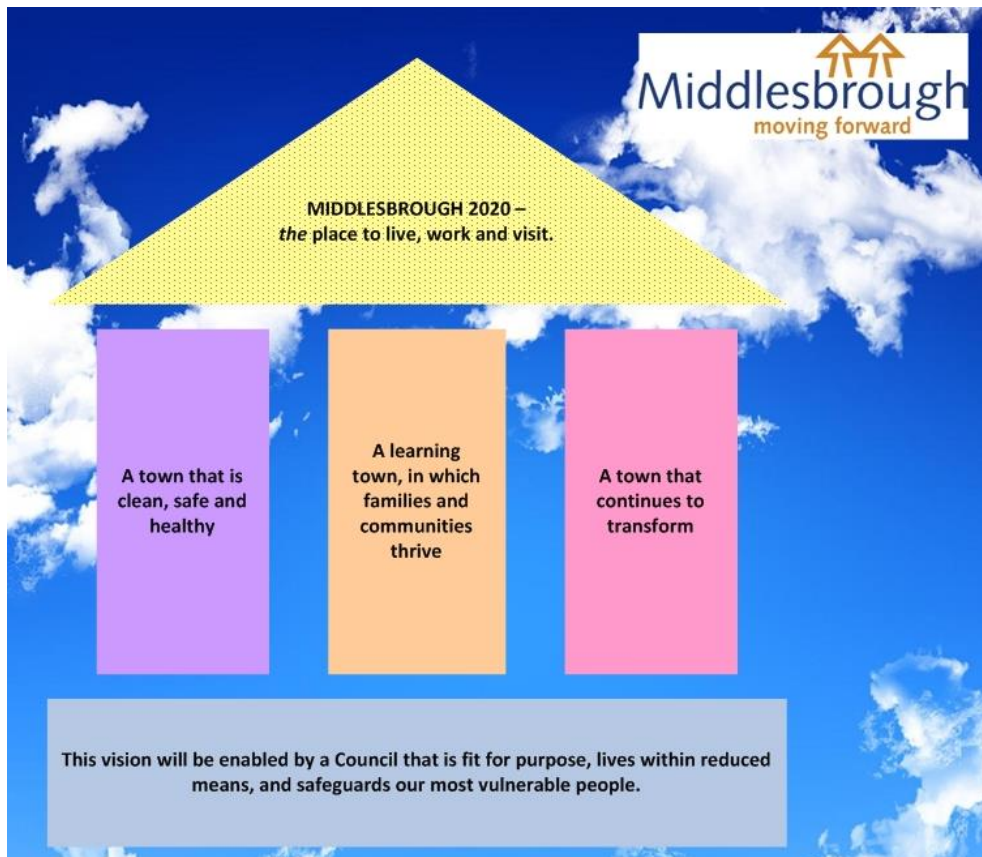
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Middlesbrough 2020 - *the place to live, work and visit.*

Our Vision



Our Priorities

A town that is clean, safe and healthy

- Children and vulnerable adults are safeguarded
- Crime and anti-social behaviour is reduced
- Streets and open spaces are well maintained
- People live longer and healthier lives

A learning town, in which families and communities thrive

- Families are supported to succeed
- Children and adults have the skills they need
- More people are working – especially young people

A town that continues to transform

- **Key development sites are regenerated**
- **The local economy is vibrant and diverse**
- Housing supports local need and the need for growth

A town that is clean, safe and healthy

Priorities

- Children and vulnerable adults are safeguarded
- Crime and anti-social behaviour is reduced
- Streets and open spaces are well maintained
- People live longer and healthier lives

We will work with our partners to ensure that all vulnerable children, young people and adults are safeguarded from intentional and unintentional harm.

We will increase the number of children and young people whose needs are met at an earlier stage, and so reduce the risk of safeguarding issues emerging later. We will also work to ensure that young people themselves engage in less risk-taking behaviour.

Middlesbrough remains a safe place to live, and we will work to ensure that crime, the fear of crime and anti-social behaviour continue to fall. The quality of the local environment and public infrastructure remain priorities. Working with residents and our partners, we ensure that the town continues to thrive.

Health outcomes for local people are improving, but there is more to be done. Working with partners, we will focus on ensuring that local people live longer and healthier – no matter where they live. Middlesbrough has a reputation for delivering some world-class health services and we will work in partnership to better integrate services and improve access to them.

How we will know when we are successful:

- Reduction in the number of children who are looked after
- Reduction in anti-social behaviour
- Reduction in overall crime
- Reduction in years of potential life lost

A learning town, in which families and communities thrive

Priorities

- Families are supported to succeed
- Children and adults have the skills they need
- More people are working – especially young people

We want to lift our most vulnerable children and young people out of the cycle of deprivation by focusing on their family environment. Building on new work to help our most troubled families, we will ensure that the right support mechanisms and interventions are in place for all families in need.

Overall levels of educational attainment and skills fall well below national averages, and too many of our children and young people do not gain the qualifications they are capable of. We will address this in partnership with local schools, prioritising improvements in literacy and maths.

In difficult economic circumstances, with greater competition for jobs, the employability of people seeking work becomes more critical. We will work closely with our partners in education, training and ‘welfare to work’ to ensure that local people (especially young people) have the right qualifications *and* the right employability skills to compete successfully in the jobs market.

How we will know when we are successful:

- Reduction in the number of troubled families
- Reduction in young people not in education, employment or training
- Reduction in the number of local people without skill levels 2 and 4
- Reduction in unemployment, particularly youth unemployment

A town that continues to transform

Priorities

- **Key development sites are regenerated**
- **The local economy is vibrant and diverse**
- **Housing supports local need and the need for growth**

Middlesbrough is part way through a process of major physical regeneration. This will continue – despite a more challenging economic environment – to enable the town to strengthen its position as the academic, commercial and cultural centre of the Tees Valley.

Working through and alongside the Tees Valley Local Enterprise Partnership, the Council will promote a more diverse local economy that will provide improved job opportunities for our residents. In addition, attracting more visitors to the town is essential if we are to increase inward investment. This will involve continuing to improve the town centre and the ‘visitor experience’.

To enable this transformation, we will progress further major physical improvements in the town, including Middlehaven, Prissick Sports Village, Teesside Advanced Manufacturing Park and the Western Gateway. We will continue to improve the town’s accessibility and infrastructure.

A vibrant housing market is also essential to the growth of the town. The Council is committed to the redevelopment of older housing areas and to improving the housing options available within Middlesbrough.

How we will know when we are successful:

- Increase in value of business rates collected
- Increase in visitor numbers to the town
- Reduction in proportion of local housing that is Council Tax Band A-C

Middlesbrough 2020 – the place to live, work and visit**Launch plan****Elected Members**

Timescale	Activity	Target Audience	Detail
12 July	Present to CMT	Chief Executive, Directors	Update on progress/ process for launching
24 July	Present to OSB	Scrutiny Chairs	Consultation and feed in to executive report.
14 August	Present to Executive	Executive Members	Final version (approval for minor text changes) and process for launching
August	Briefings for all members		Email
5 Sept	Full Council	All members	Official launch

Staff

Timescale	Activity	Target Audience	Detail
16 August	Managers Conference	Directors, Heads of Service, 2 nd & 3 rd tier managers	Present Vision
August	Inclusion within Team Briefs	All Council staff	Managers to cascade Vision to teams
30 August	Leadership Network Group	1 st and 2 nd tier	Distribute posters & brochures – process to disseminate to teams / staff
After full council	E-mail to managers	All 2 nd , 3 rd & 4 th tier managers	Note to managers to make vision information available to staff who do not have lotus notes
	E-mail to all staff	All Council staff	Note including links to poster and brochure
	Posters displayed at Council venues	All Council staff	Staff notice boards, reception areas etc.
	Intranet / bulletin board	All staff	Note including downloadable poster and brochure

External Communications

Timescale	Activity	Target Audience	Detail
4 Sept	Present to LSP & wider partners	LSP	Present Vision; discuss potential alignment/review of Strategic Community Strategy.
After full council	Press Release to local media	Local media, residents	Outline key points of Vision, inform where to get copy of document / find out more.
	Middlesbrough Council website – homepage feature	Residents, stakeholders	Details on Vision, option to request or download a copy of the brochure
	Social Media	Residents, stakeholders, media -	Notify followers of Middlesbrough Council Twitter account of Vision launch, link to website
	Raise awareness to wider stakeholders	Vision Brochure Distributed to partners, stakeholders, available in reception areas	Letter from Mayor and copy of brochure. forums /organisations/business etc?
October	LSP Stakeholder Forum	Wider Middlesbrough Partnership members and community groups	Present the Vision for Middlesbrough how this can shape the vision for the town (review of SCS)
October-March	Develop and agree Town wide Vision to replace SCS		More detailed timetable to follow