

CULTURE AND COMMUNITIES SCRUTINY PANEL

Date: Thursday 7th January, 2021
Time: 3.00 pm
Venue: Virtual Meeting

AGENDA

Please note: this is a virtual meeting.

The meeting will be live-streamed via the Council's [Youtube channel](#) at 3.00 pm on Thursday 7th January, 2021

1. Apologies for Absence
2. Declarations of Interest
To receive any declarations of interest.
3. Minutes - Culture and Communities Scrutiny Panel - 10 December 2020 3 - 4
4. PREVENT - Update 5 - 14
The Head of Stronger Communities and the Community Safety Partnership Officer will be in attendance to provide Members with an update on the Council's contribution to the PEVENT agenda.
5. Terms of Reference - Cultural Events 15 - 16
6. Cultural Events in Middlesbrough 17 - 34
The Principle Events Officer will be joined by the Vice Chair of Middlesbrough Mela to provide the Panel with examples of event best practice and how they contribute to wider social regeneration agendas.

7. Chair's OSB Update

For the Panel to agree the Terms of Reference for its forthcoming review into Cultural Events.

8. Any other urgent items which in the opinion of the Chair, may be considered.

Charlotte Benjamin
Director of Legal and Governance Services

Town Hall
Middlesbrough
Tuesday 29 December 2020

MEMBERSHIP

Councillors C McIntyre (Chair), L Lewis (Vice-Chair), R Arundale, C Dodds, J Goodchild, L Mason, J Rostron, M Saunders and J Thompson

Assistance in accessing information

Should you have any queries on accessing the Agenda and associated information please contact Scott Bonner, (01642) 729708, scott_bonner@middlesbrough.gov.uk

CULTURE AND COMMUNITIES SCRUTINY PANEL

A meeting of the Culture and Communities Scrutiny Panel was held on Thursday 10 December 2020.

PRESENT: Councillors C McIntyre (Chair), L Lewis (Vice-Chair), R Arundale, C Dodds, L Mason, J Rostron, M Saunders and J Thompson

PRESENT BY INVITATION: Councillors N Hussain

ALSO IN ATTENDANCE:

OFFICERS: S Bonner, M Jackland, S Lightwing, A Shippey and M Walker

APOLOGIES FOR ABSENCE: Councillors J Goodchild

17 **DECLARATIONS OF INTEREST**

There were no Declarations of Interest received at this point in the meeting.

18 **MINUTES - CULTURE AND COMMUNITIES SCRUTINY PANEL - 12 NOVEMBER 2020**

The minutes of the Culture and Communities Scrutiny Panel held on 12 November were submitted and approved as a correct record.

The Chair advised the Panel that, due to technical difficulties, the meeting could not be live-streamed. In accordance with regulation 13 of *The Local Authorities and Police and Crime Panels (Coronavirus) (Flexibility of Local Authority Police and Crime Panel Meetings) (England and Wales) Regulations 2020 No.392*. The Chair advised the Panel the meeting would be deferred to a future date.

19 **PREVENT - UPDATE**

20 **TERMS OF REFERENCE - CULTURAL EVENTS**

21 **CULTURAL EVENTS IN MIDDLESBROUGH**

22 **CHAIR'S OSB UPDATE**

23 **ANY OTHER URGENT ITEMS WHICH IN THE OPINION OF THE CHAIR, MAY BE CONSIDERED.**

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PREVENT update for Scrutiny January 2021

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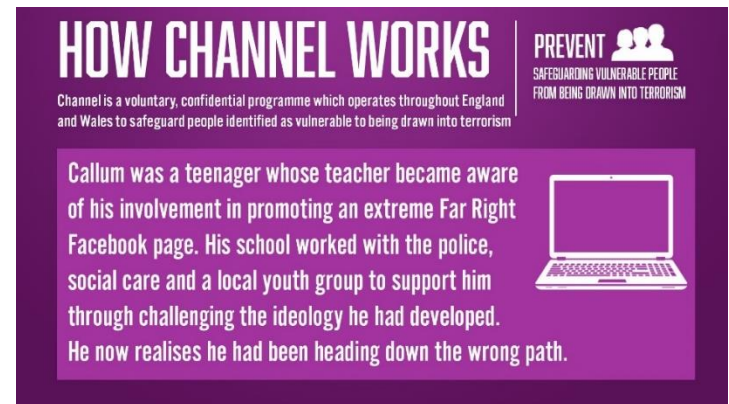
Agenda Item 4

Prevent & CHANNEL

- Prevent is a safeguarding approach designed to safeguard those vulnerable in our communities from exploitation by extremists for their own ideological purposes which can result in involvement in crime.

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PREVENT and the safeguarding accompaniment CHANNEL is entirely voluntary and only works with consent of the vulnerable person at risk and takes a person centred approach in helping the individual address vulnerabilities and increase their resilience to extremist influence.



Local Authority Response

- Middlesbrough Operational PREVENT Group
- Action plans designed to reduce the risk by increasing resilience and awareness
- Training and awareness raising
- Promotion of the safeguarding nature of PREVENT

Middlesbrough Operation Group

- Middlesbrough Operational group is a multi agency group combining local authority departments working with vulnerable services such as children's social care, external organizations including educators such as Middlesbrough college in a partnership approach to PREVENT.

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The group develop and lead on action plans each year designed to promote risk awareness to professionals and others whom support/care for those vulnerable in our communities whilst promoting the safeguarding nature of PREVENT.

- In addition to Scrutiny the work and actions of PREVENT are also overseen by:
- CQC
- Ofsted
- Office of the Policing Crime Commissioner
- Community Safety Partnership

2019/2020-Example actions

- Development and promotion of the travel to conflict zones plan with awareness, promotion ,safeguarding social media promotion and development of a web page for advice regarding travel to conflict zones safeguarding
- Working with Probation services around resilience of service users pre and post release to ensure identification and support for any clients at risk
- Supporting Registered social landlords, third sector services working with most vulnerable to recognise the risk and understand the referral pathway
- Safer giving promotion project in respect to charities and giving appropriately
- Regular promotion of the Act Now campaign to increase resilience through social media and directly to significant partners
- Joint social media campaigns with both CRC Probation & NHS looking at vulnerably of specific client groups to increase engagement
- Bespoke educational packages developed for use by schools, colleges and youth sector around fake news and being able to identify it
- Online resilience and online safety roadshows in retail and hospital open spaces with members of the public
- Development of a PREVENT Online resilience advice page on the councils Prevent website
- Development of an accompanying PROTECT page for businesses and organizations to promote PROTECT and ACT now resources

Example project

A recent project was specific focus of the adult LD community and building resilience to the extremist narrative online whilst raising awareness and promoting the safeguarding ethos of PREVENT

Numerous Actions were completed including:

- Mate Crime and PREVENT awareness leaflets designed for parents/carers and clients
- Specific PREVENT leaflet for Adult LD service users
- Awareness sessions with MBC and commissioned service staff supporting clients in the community including the Workshop to raise awareness of PREVENT and the Extremism online risk
- Safe Spaces engagement products produced and provided to relevant services along with the Mencap produced digital resilience product to assist with increasing service users resilience to online threats
- Prevent/Online Risk awareness roadshows

MATE CRIME



'Mate crime' is when someone pretends to be your friend because they want something from you.

They do things like:



- Bully you or ask you to do things for them.
- Use stuff that belongs to you without asking you.
- Borrow something from you but never give it back.
- Take your money - usually without you knowing.

TERRORISM



'Terrorism' is used to change the way people think about politics and beliefs.

They do things like:



- Pretend to be your friend, making you feel safe and wanted.
- Make you do things that you wouldn't have done before you met them.
- Get you to be unkind and hurt other people.

Training & Support

- The PREVENT lead provides training and support to internal departments on their statutory duty, commissioned services and the third sector on a variety of aspects including:
 - Communication of new and emerging concerns and vulnerabilities
 - Delivery of face to face training and guidance
 - Advice on appropriateness of referrals
 - Support on embedding processes for PREVENT/CHANNEL
 - Provision and support of delivery of Home office e learning products relating to both PREVENT and CHANNEL
 - Direct support to children/Adult Safe guarding/Children missing in education/VENT and other services working with high risk categories

Training and Support

The PREVENT lead supports all schools in Middlesbrough providing:

- WRAP 3 training (minimum 1 DSL per school)
- Provision of all suitable and relevant products for PREVENT and associated PREVENT products such as Digital resilience products for young persons
- Provision of Written guidance for schools related to safeguarding concerns regarding PREVENT including emerging concerns
- Provision of face to face and virtual PREVENT training and written guidance for school governors
- Advice and guidance to schools in partnership with MBC safeguarding lead to schools on PREVENT related issues

Awareness raising

- A large proportion is raising professionals awareness of the agenda not only within the authority but externally with third sector and partners as many do not understand the safeguarding nature of PREVENT.
- Interventions include awareness sessions with schools, community groups, commissioned services, third sector training, social media campaigns on debunking myths and misinformation around the agenda and promotion of its safeguarding ethos.
- Working with schools we have been also able to work with parents around themes which relate to PREVENT to increase resilience which include online risk, isolation and feelings of disempowerment which are aspects extremists seek to target to exploit those most vulnerable.

CHANNEL

- CHANNEL across Cleveland is bespoke as our regional figures are low in comparison to other areas.

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The CHANNEL panel is made up of multi disciplinary professionals whom all work towards assisting the vulnerable young person or adult build their resilience to the extremist narrative whilst moving them away from the risk

- CHANNEL operates on a consensual basis and can only operate on that basis, the individual has to consent to be willing to consider or facilitate the positive change in themselves, similar to that of an individual whom may seek help in a counselling relationship-they enter into a consensual relationship with a therapist to seek positive change for themselves.

**Culture and Communities Scrutiny Panel
Review: Cultural Events – their Delivery and Impact**

Terms of Reference A.

Using examples of best practice, learn how cultural events are delivered in Middlesbrough how they contribute to wider social regeneration initiatives.

Terms of Reference B.

In light of COVID-19, explore different delivery formats to understand if future events can be sustainable in a post Covid world.

Terms of Reference C.

To learn how Cultural Events can contribute to wider Economic Initiatives in Middlesbrough.

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Middlesbrough Mela

2019 Report

2019 was our 29th year of delivering Middlesbrough Mela, creating a high quality festival which invites audiences of all ages, backgrounds, cultures and beliefs to join to together and celebrate all the diversity and vibrancy within our communities.

We have been working hard to build a year round presence, working with artists and engaging communities in creating bespoke commissions designed to tell the story behind Mela, highlight what is important to our communities and to provide a mechanism for our communities to tell us about their aspirations and wishes for the future. Projects such as Routes to Roots Parade, The Wishing Tree and Journeys where just a couple of the bespoke projects delivered.

The main field consisted of the large stage, which once again brought a large and vibrant crowd to enjoy the diverse music and dance programme on offer.

We worked with a host of old and new partners, including Middlesbrough Council, Arts Council England, Cleveland Police and Crime Commissioner, Enjoy Tees Valley, Unison Northern, W Crow and Sons, Great Places and Stronger Communities to help bring Middlesbrough Mela 2019 to life.

The Middlesbrough Mela committee would like to extend a huge thank you to all our supporters, stakeholders, audiences, visiting traders, artists and volunteers who joined us this year and on our journey to our Big 30 for 2020.

Regards,

Middlesbrough Mela committee

What happened in 2019

Routes to Roots Parade

In June, July and August 2019, Middlesbrough Mela undertook a creative gathering of all engagement partners and artists to shape the Routes to Roots project. Using the theme routes to routes, highlighted the various journeys our communities have taken, and using nature as a mechanism to tell that story a Middlesbrough Mela opening ceremony was created. Over 150 people from community groups, schools and various projects across Middlesbrough and the wider Tees Valley, worked with professional carnival artists, musicians and choreographers over the three month period to devise and produce creative content for the parade via free workshops. A number of creative structures were commissioned for the parade and the wider event along with a number of professional performers such as Circus Raj and the Rajasthan Heritage Brass Band.

The workshop attendees, artists, commissions and professional acts formed The Routes to Routes Parade on August 17th. This Parade became the official opening programme for the Middlesbrough Mela. Some of our bespoke creations also joined the Sif Parade in Stockton to further promote the creative messages of Middlesbrough Mela.



The Wishing Tree

The Wishing Tree aimed to encourage audiences to share their hopes, dreams and aspirations for Middlesbrough Mela and their cultural lives in Tees Valley. The Wishing Tree project was a collaboration between visual and performance art. Working with local artist Greener Lavelle, The Wishing Tree was created, providing a

visual mechanism to collect and showcase the wishes of our audiences. Local performer/writer Uma Butt developed a series of stories and performance techniques to bring The Wishing Tree to life. Over the two day festival Uma undertook storytelling sessions, listening sessions with a finale that allowed all participants to submit their wish, hope or dream to the wishing tree. All those gifts to The Wishing Tree were showcased on its branches to help the tree bloom. It is envisioned that a creative piece will be created from the submissions in the 2020 Middlesbrough Mela.



The Mela Big Knit

The Mela Big Knit is a community project that has been in the making for over 18 months. Over 100 giant dream catchers have been created by individuals, schools and groups from across the whole of the Tees Valley. This project has represented the power of communities coming together. Each dream catcher is unique and completely individual to the maker, but by bringing all the dream catchers into one large arts installation it created one spectacular piece of art.



Journeys

Local Musician/song writer and community facilitator Sam Slatcher delivered a series of song writing workshops with participants from emerging communities of Middlesbrough. A bespoke song was created highlighting the individual journeys of participants and their life now in Middlesbrough. The choir performed their piece at the Middlesbrough Mela and parts of the song were also used in a visual and sound commission that was created just for Middlesbrough Mela. The visual commission was based upon a large scale laser cut piece that represented journeys. The interactive piece would play parts of the song as audiences walked by.



The Mela Arts Zone

The Mela Arts Zone was a hybrid of activity, welcoming an array of arts and cultural activity.

Working with artist Suzie Davey Two Tin Cans, a unique printing press made its way to Middlesbrough for the first time. Bespoke prints were created based upon the theme of journeys and wishes. Over 200 people engaged with the printing press over Middlesbrough Mela weekend.

Circus Raj, the grand Indian circus wowed the crowds with their legendary performance skills. Their breath-taking acts of aerialists, dancers, puppeteers and acrobats brought a colourful and vibrant addition to the Mela.

A variety of creative workshops took place with local professional artists and musicians including mask making, large scale colour art, dhol drumming, dancing and more. Over 1000 participants took part in the free workshops across the weekend.

Other activity in this zone included the famous Middlesbrough Mela walk about Characters – Melaphant, Disco The Peacock, The Travelling Wasp and the Mela Goddess. The walk about characters brought a vibrant and engaging element to the event, helping to spark audience's imagination and creativity.



The Mela Main Stage

The Main stage wowed the crowds with an eclectic mix of acts, which offered a vibrant celebration of world class music covering a rich mix of Hip Hop, Bhangra and traditional Asian sounds. Some of this year's highlights included Imran Khan, Jazzy J, The Jackal, Bhangra Smash up, Deesh Sandhu and Dance Bhangra. The stage also hosted an array of talented local community groups and emerging talent alongside Cbeebies star Mr Bloom.



The Mela Alternative Stage

This year saw the creation of the Middlesbrough Mela's Alternative Stage. The project was launched with the aim of creating a more diverse stage musically, opening up the organic Middlesbrough Mela audience to new cultural experiences as well as bringing a new crowd into the Mela. The concept is to present the best talent we have on offer locally in the Tees Valley and beyond.

All of the acts programmed brought a different element to the mix be in genre, musical styling or stage performance. The stage opened each day with a series of community performances showcasing some of the different communities and programs running across Middlesbrough. Working in collaboration with diverse communities, local performers were programmed who could enhance the stage with eclectic music stylings as well as gaining new experiences from being part of the Mela. VCMJ are a local church group with African roots, this was the first time many of them had attended the mela and the first time the Mela audience had been exposed to gospel music. The experience was thoroughly enjoyed by both.

As the day progressed more established musicians entertained the audiences. The crowds were exposed to a variety of musical stylings from folk to hard rock and a whole host of languages from Turkish to Spanish. Overall the stage was a huge success drawing in a millennial audience who upon discussion had originally only attended for the music, with many of them staying for the majority of the event.

The impact the stage had on the South Asian community was also a significant one as children were given the opportunity to explore different musical styling that they may never have been exposed to previously. Middlesbrough Mela saw young Asian boys dancing and air guitaring in front of the Alternative stage, Children on the spectrum getting lost in the music and people of a whole range of cultures, religions, ages and economic backgrounds enjoying music together.



The Bazaar and food court

With over 60 stalls featuring food from all over the world to a mix of fashion, jewellery, arts, crafts, toys and services. The Mela has always been a place a shopper's paradise and a great way to get a true taste of India in our famous Indian Bazaar.

The Fairground

From white knuckle rides to more laid back fairground classics, the fairground provided fun for all the family. This year's funfair has grown over recent years due to the festival moving back to the park. This has given the fair the opportunity to provide more exciting offers for our audiences

Economic impact

Middlesbrough Mela is proud to be able to make a positive impact on the economy. As one of the biggest diverse festivals in the North East, Middlesbrough Mela achieved an audience of 30,000 over the weekend.

Middlesbrough Mela employed 102 staff over the course of the festival and its development. This employment included artists, community facilitators, project managers, performers and crew covering a total of 273 days of employment combined.

52% of groups surveyed attending Middlesbrough Mela lived in Middlesbrough, 31.4% lived within the wider Tees Valley and 16.2% lived outside of the Tees Valley

Average spend per visitor was £14.77. Using the average recorded spend against our visitor numbers it can be estimated that Middlesbrough Mela generated an economic impact of £443,100

Middlesbrough Mela continue to attract loyal, repeat traders whilst also continuing to grow and develop relationships with new traders. Mela 2019 attracted 38% of new traders.

Volunteer and paid trainee opportunities

A total of 19 volunteers gave their time and support to Middlesbrough Mela. 11 volunteers make up the Mela committee who give their time all year round to help support the Middlesbrough Mela's development and delivery.

A further 8 volunteers worked throughout the festival assisting on a variety of roles including, zone management, photography, production, customer services and evaluation collection.

In partnership with creative factory we were able to offer a paid training/mentoring opportunity. We engaged local recent graduate Adele Catchpole to work with a variety of our professional community artists with the aim to develop her knowledge and working practice in community arts and carnival work for future creative practices within the Tees Valley.

Shouting about Mela

Middlesbrough Council currently provided Middlesbrough Mela with in kind support in the development and delivery of our marketing and PR campaign.

Middlesbrough Mela's marketing campaign was predominantly digital, focusing on tried and tested mechanisms. Working with Middlesbrough Council allowed the event to communicate via a variety of portals including Middlesbrough Mela, Love Middlesbrough and Middlesbrough Council social networks.

Middlesbrough Mela Socials

Facebook

- 3560 of our page fans are from the UK with 1919 from Middleborough with the majority from the Tees Valley.
- We have a decent international following with 70 active followers from Pakistan, 24 form India, 12 from the USA, 6 in Brazil and even 1 in Mozambique.
- Overall reach on facebook for the festival reached 182,818
- Total engagement reached 4112
- Event Responses totaled 6,500

Facebook responses

Christa Kamanga - *The wishing tree was amazing. We even went twice and I think we could have gone another dozen time and it would have been as special as the first.*

Rauf Abdul- *The multi cultural and family atmosphere. Kids loved Mr Bloom. We saw him at sirf, before he was famous. The event is much better at Albert Park because its spread out and we were able to stroll round at our leisure. Also, lots of variety. BTW, as one comment suggested you don't need more clothes stalls, or sales stalls. We didn't come to the Mela to buy stuff. Once festivals becoming merchandising opportunities, families stop coming. We came for a great day out, which we got. Keep doing what your doing.*

Melissa Firby- *Was amazing I go every year was lovely to see all cultures getting together*



Zafar Uddin- *This year it was noticed that less stalls in particular clothes stalls, only a few, there were lot less then previously.*

Another sad fact is that there was no Bengali Act this year, a lot of people from Bengali community expressed their great disappointment.

On Saturday it seemed busier than previous year but Sunday was very quiet compared to other years however still it was fantastic weekend out for the all walks of life. Weather was reasonably good which no one has control over, overall everything was good, certainly could have been better. Well done to organisers.

Good luck for the next year for 30 years Celebrations

Thank you everyone.

Mike Crooks *Went along today, and it was Brilliant. It felt a lot bigger than previous years.Oh and our dinner was amazing*

Carrol Dickinson *-The Parade, Jazzy J, Food, what an amazing day. I loved it all will be back tomorrow for round 2 In Sha Allah n so pleased it stayed dry....*

Twitter

- Total impressions 9205
- Total Engagements 352

Instagram

- Posts seen 5262
- Total Reach Saturday 3490
- Total Reach Sunday 2698

Broadcast media coverage

- BBC Tees
- ITV Tyne Tees
- BBC Look North
- CVM radio

Press and on- media coverage

- Evening Gazette
- Northern Echo
- The Primary Times
- Independent Teesside
- Enjoy Tees Valley
- The National Mela Partnership
- UK 44
- NE Volume

We have a loyal visitor audience from Middlesbrough but Mela extends its reach regionally and nationally too! Via Survey results:

56.2% word of mouth/Repeat Visitor

19.1%	Social Media
6.7%	posters/Adshells
5.7%	trading/performed
5.6 %	through Volunteers
1.1%	Arts Council

We were thrilled that so many of our audiences loved their time at Middlesbrough Mela, of those surveyed this is what people said they enjoyed the most:

23.6%	Food
18.9%	Arts and participation activity
14.9%	Music
8.7%	Culture/diversity
7.8%	Meeting People
7.8%	general atmosphere of the event
7.4%	Parade
3.9%	Stalls
3.9%	Fair

End of year accounts

Income

Sponsorship	£10,000
Funding	£42,115
Advertising	£600
Stalls (Including catering)	£25,450
Hires	£200
Inflatables and fairground	£8500
Total Income	£86,865

Expenditure

Main Stage artists	£19,400
Artistic/performers/engagement	£24,709.78
Staff	£7595
Operations and production	£31,981
Marketing and PR	£3150
Total Expenditure	£86,835.78

In Kind Support **£30,000**
(MBC staff contribution)

2020 and beyond

Middlesbrough Mela strive to increase their programming of cultural, diverse and exciting work, pushing the boundaries of traditional Mela's and previous offerings.

Whilst appreciating the work that has been achieved historically, each year the Mela has slowly but surely increased in programme offer and quality.

Whilst continuing to be one of the largest diverse festival in the North East we have the vision and impetus to continue to grow and develop and to become more strategically significant both regionally and nationally.

2020 sees Middlesbrough Mela's 30th Birthday and we want to celebrate in style!

We will be working hard to build new relationships both regionally, nationally and internationally to share our commitment in developing high quality, diverse arts for our vibrant communities.

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Middlesbrough Mela

2020 Report

2020 was our 30^h year of delivering Middlesbrough Mela, creating a high quality festival which invites audiences of all ages, backgrounds, cultures and beliefs to join to together and celebrate all the diversity and vibrancy within our communities. This year due to covid restrictions the festival was taken mainly online.

We have been working hard to build a year round presence, working with artists and engaging communities in creating bespoke commissions designed to tell the story behind Mela. This year a socially distanced engagement project was produced. Creating a series of digital works, physical packs and a bespoke storybook commission.

We worked with a host of old and new partners, including Middlesbrough Council, Arts Council England, Unison Northern and Tees Valley Community Foundation to help bring Middlesbrough Mela 2020 to life.

The Middlesbrough Mela committee would like to extend a huge thank you to all our supporters, stakeholders, participants, online audiences, artists and volunteers who joined us this year and on our journey in creating a creative and high quality presence in 2020 regardless of the challenges faced.

Regards,

Middlesbrough Mela Committee

What happened in 2020

Middlesbrough Mela Committee were committed to providing high quality diverse arts and engagement to our communities in Middlesbrough and the wider Tees Valley, ensuring that Middlesbrough Mela continues to champion, inspire and collaborate during challenging times.

We used time in lockdown to support our communities in creative responses which allowed us to deliver high quality, accessible, fun, digital and physical, participation programmes that encouraged moments of joy, galvanised a sense of community connectivity and pride of place via participation, and celebrated and championed the role creativity plays in promoting wellbeing and happiness

The new programme was held over a four week period in August.

Sara Storytelling and Book Commission

A creative narrative was developed with performer and writer Umar Butt. The story was turned into 3 online videos in English, Urdu and British sign language. The story was animated using illustrations by local artist Becki Harper. The story was turned into a digital book and 1000 copies were printed.



Online workshops and Videos

A series of online workshops were produced with local artists, linking with the storytelling narrative as an overall theme. Workshops included:

- Mask making
- Mela Yoga
- Music making
- Printing
- Mela Mandalas
- Storytelling

- Illustration
- Arts and crafts



Art Packs and activity

4 different art packs were created using the story and the online workshops as inspiration. In total 400 packs were created. 100 x mandala packs designed for adults, 100 windsock packs designed for 5 – 9 years, 100 printmaking packs were designed for 3 years plus and 100 mask making packs were designed for 7 years plus. Packs were distributed throughout the whole of the Tees Valley with 60% going to groups and individuals in Middlesbrough, 33% to groups and individuals in Redcar and Cleveland and the remaining 7% going to the rest of the Tees Valley area.



Two competitions were created in which professional creative content would be produced from young people's designs.

6 giant windsocks have been produced using designs created by young people, using inspiration from the story. A professional artist created the work that will then be showcased in 2021.

A costume competition was also undertaken, with young people designing the wings of one of the main characters in the story.

All content created will be collected in and created into professional costumes and site design ready for Mela 2021 when we can celebrate not only the festival but provide the chance for our communities to come together again in the Middlesbrough Mela parade.



Economic impact

Middlesbrough Mela is proud to be able to make a positive impact on the economy. As one of the biggest diverse festivals in the North East. This year there will be a huge reduction on the impact the event has had on town centre spend due to the fact that the majority of the festival has been online, but we have ensured that local North East creatives were employed.

Middlesbrough Mela employed 13 staff over the course of the festival and its development. This employment included artists, community facilitators, project managers, performers, editors and designers covering a total of 90 days of employment combined.

Social Impact

Middlesbrough Mela believed it was really important to continue to engage with its audiences during the pandemic. We felt that creativity helps to keep communities engaged and has many positive impacts including helping with mindfulness, reduction of isolation and offers opportunities of families to take part in positive activities during stressful and challenging times.

Shouting about Mela

Middlesbrough Mela's marketing campaign was solely digital this year, focusing on tried and tested mechanisms. Working with Middlesbrough Council allowed the event to communicate via a variety of portals including Middlesbrough Mela, Love Middlesbrough and Middlesbrough Council social networks.

A new Mela Website was created this year, which has provided a fantastic new avenue for information sharing.

Middlesbrough Mela Socials

Facebook

- We have 3,850 page book page likes, 94% of our page fans are from the UK with 51% from Middleborough with the majority from the Tees Valley.
- We have a decent international following with 70 active followers from Pakistan, 24 form India, 12 from the USA, 6 in Brazil and even 1 in Mozambique.
- Overall reach on facebook for the festival reached 107,977
- Total engagement reached 3112

Facebook responses

Scott Kyle 'Congratulations, amazing achievement

Donna Stokes 'This is fab'

Amy Walton 'Brought a tear to my eye. A beautiful story, beautifully illustrated story, beautifully told. Very special indeed well done everyone.'

Divya Vijayan 'Such a heartwarming story. The 4 year old loves it'

Broadcast media coverage

- BBC Tees

Press and on- media coverage

- Evening Gazette
- Northern Echo
- The Primary Times
- Independent Teesside
- Enjoy Tees Valley
- The National Mela Partnership

2021 and beyond

Middlesbrough Mela strive to increase their programming of cultural, diverse and exciting work, pushing the boundaries of traditional Mela's and previous offerings.

Middlesbrough Mela are very aware that there is a lack of knowledge of what covid and 2021 will look like. This will have a severe impact on the ability to plan and fundraise for the next festival. We have 3 event delivery options available:

- A) Normal Mela 2 day large scale event
- B) Small scale events, activities with extended engagement opportunities programmed over a longer period of time
- C) Largely digital focussed

Whilst continuing to be one of the largest diverse festival in the North East we have the vision and impetus to continue to grow and develop and to become more strategically significant both regionally and nationally.

We will continue to work hard to build new relationships both regionally, nationally and internationally to share our commitment in developing high quality, diverse arts for our vibrant communities.