

AD-HOC SCRUTINY PANEL

Date:	Wednesday 27th January, 2021
Time:	9.30 am
Venue:	Virtual

AGENDA

Please note: this is a virtual meeting.

The meeting will be live-streamed via the Council's Youtube channel at 9.30 am on Wednesday 27th January, 2021
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1. Apologies for Absence

2. Declarations of Interest

To receive any declarations of interest.

3. Minutes- Ad Hoc Scrutiny Panel - 23 November 2020 3 - 6

4. Introduction - Members' Communications 7 - 24

The Chief Executive and the Head of Marketing and Communications will be in attendance to provide Members with a general overview of how Marketing and Communications work is delivered.

A presentation covering the Marketing and Communications Delivery Plan 2021-2024 will be provided to Members.

5. 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
Thursday 21 January 2021

MEMBERSHIP

Councillors J Thompson (Chair), B Cooper, D Coupe, C Dodds, T Higgins, J Hobson, J McTigue, D Rooney and M Storey

Assistance in accessing information

Should you have any queries on accessing the Agenda and associated information please contact Chris Lunn / Scott Bonner, 01642 729708/729742, chris_lunn@middlesbrough.gov.uk / scott_bonner@middlesbrough.gov.uk

AD-HOC SCRUTINY PANEL

A meeting of the Ad-Hoc Scrutiny Panel was held on Monday 23 November 2020.

PRESENT: Councillors J Thompson (Chair), D Coupe, C Dodds, T Higgins, J Hobson, J McTigue, D Rooney and M Storey

PRESENT BY INVITATION: Councillors A Preston, J Rathmell and A Waters

ALSO IN ATTENDANCE:

OFFICERS: S Bonner, C Lunn and S Lightwing

APOLOGIES FOR ABSENCE: Councillors M Saunders and B Hubbard

20/2 **DECLARATIONS OF INTEREST**

There were no declarations of interest received at this point in the meeting.

20/3 **MINUTES- AD HOC SCRUTINY PANEL - 3 NOVEMBER 2020**

The minutes of the Ad Hoc Scrutiny Panel meeting held on 3 November were submitted and approved as a correct record.

20/4 **BOHO X**

The Chair explained that at the previous meeting of the Corporate Affairs and Audit Committee on 15 October 2020 the Director of Regeneration and Culture and the Head of Development provided information relating to the governance processes followed for BOHO X from an officer's perspective.

Both the Chair of Corporate Affairs and Audit and the Chair of the Overview and Scrutiny Board agreed an Ad Hoc Scrutiny Panel should be convened to better understand this issue from a political perspective.

The Chair invited the Mayor to provide information about BOHO X before inviting the Panel to pose their questions.

As part of his presentation the Mayor made the following points:

- After being elected he was made aware of a fund totalling approximately £20 million from the Tees Valley Combined Authority for regeneration initiatives.
- The fund was notionally available to Middlesbrough Council.
- Discussions had taken place about how to utilise the funding, with a focus on developing and growing the Town's digital sector.
- There had been a lack of clarity about if the Council could access the fund.
- At that point there was no plan for a new building or digital campus.
- A basic graphical illustration had been drawn up to that point, however this was conceptual in nature.
- There was a determination for the Council to secure the fund.
- Discussions took place between the Council and the Tees Valley Mayor about how the Council could secure the fund.
- Following a meeting between the Tees Valley Mayor and Middlesbrough Council representatives, the Mayor felt this was the beginning of the project.
- By the time the concept of BOHO X was launched there was a great deal of excitement about the project.
- Several businesses paid deposits for places in the new building, something that had not really happened outside London.

- There was support from a political, officer and financial perspective however at that point the Covid Pandemic began forcing a reevaluation of the project.

A Member made a point of clarification that in March 2019 the Executive considered a report that included details for a new building including floor plans and funding.

The Member commented that at a previous OSB Call In meeting, the Mayor stated it was important to secure the advice of relevant experts for projects such as BOHO. The Member queried what experts the Mayor consulted and what professional challenge was received for the BOHO X project, specifically regarding why a tower block was the most appropriate design.

The Mayor responded that previous plans had approved a concept, without confirming funding for the Council.

Expert opinion was sought from a local architect with a great deal of expertise in this area. It was confirmed that an additional architect was consulted about the project to add further support to the project.

The Mayor clarified that the land in Middlehaven would increase in value depending how it was developed. In this case, when building on low-rise principles more land was occupied resulting in single use land. If buildings were taller with a smaller foot-print this would allow for more developable land in central Middlesbrough. Land in this area was currently worth less than land in its surrounding areas and this was generally the opposite in other places. Building low rise buildings could reduce the worth of the land it was on. It was also confirmed that the second architect did not suggest the building should be low rise in nature.

It was also stated that the business community were enthused about the development which was hoped to be a landmark in the Town.

A Member stated that the Mayor had not addressed all of the aspects of the previous question. The Mayor clarified that the Council sought professional challenge from the second architect and that consultation had taken place with the business community.

It was also confirmed that there was no decision to move to a low rise building, but instead the decision had been to move to a smaller building which involved less risk.

A Member stated that the presentation delivered to Executive in March 2019 was from the digital sector about what they wanted from the development. He queried how the digital sector received the amended plans and why the digital sector changed their approach to the plans put forward by the Mayor.

It was confirmed that consultation with the digital sector had taken place albeit in a more informal format than usual consultation practices. The plans were driven by the sector and their input. It was also clarified that the fund from the Tees Valley Combined Authority was ear-marked rather than committed to the Council.

It was confirmed there was little opposition to growing the digital sector in Middlesbrough.

The Executive Member for Regeneration commented that at the Executive meeting in March 2020 there was a detailed business case concerning how funding for the BOHO X project would be secured whereas the previous report of March 2019 had identified the money was ear-marked.

A Member commented that consultation should be properly recorded and carried out in a formal rather than informal capacity. The Member stated that at the previous meeting of Corporate Affairs and Audit Committee a lack of flexibility in tower block design was the reason for a change to the BOHO X design and queried why the COVID Pandemic was cited as the primary reason for the change.

It was confirmed that a great deal of thought was given to how the plans for BOHO X could be changed in the wake of the COVID Pandemic.

A Member commented that Middlesbrough had previously fostered digital initiatives through entities like the CAD/CAM centre which had not been successful as they lacked engagement

with small businesses. The Member commented that the concept of BOHO was a good idea and presented Middlesbrough with the opportunity to fully develop the Town's digital strategy.

A Member queried how many tenders had been received with regard to the procurement of a construction partner and how that partner was selected.

It was confirmed that the tender process was not a matter for elected members but for officers.

A Member queried why the plans changed from those put forward in March 2019 to those formulated in March 2020, as officers had stated tower block designs did not offer the flexibility of low-rise buildings.

It was confirmed the tower block design incorporated flexibility for younger businesses on the lower floors whereas higher floors had slightly more rigid floor plates. While there were designs that could have been more flexible this would have resulted in a loss of usable land and the ability for people collaborate effectively.

A Member queried if information about those businesses that had provided deposits could be shared with the Panel.

It was confirmed that exact details could be provided by officers but it was estimated that of approximately 80,000 square feet of available space, approximately 20,000 square feet had been received deposits.

20/5

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

None.

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Marketing and Communications delivery plan 2021-24

Background

- Strategic Plan refresh
- Team's desire to work to a plan and be as proactive as possible
- Prioritisation of requests
- A balance of communications

Our objective

- To demonstrate how the Council is delivering its Strategic Plan

Strategic Priorities

- People, Place and Business
- Children and young people; Vulnerability; Crime and anti-social behaviour; Climate change; COVID-19 recovery; Physical environment; Town centre; Culture; Quality of service

Marketing and Communications Strategy

- To create positive perceptions with different audiences by demonstrating how we're delivering under the People, Place and Business banners
- All our work will link back to the Strategic Plan. A drip-feeding of activity will raise awareness of our priorities and how they deliver for residents and businesses

Tactics

- We will operate as a publisher and view ourselves as a PR agency for the town, extending our messaging beyond the activities of the Council
- Our approach to 'media relations' will evolve into a digital news service led by the Council's strategic priorities and more closely linked with marketing campaign activity

Digital news

- Day-to-day work – not always big ticket items
- A publishing schedule linked to the directorates' workplans
- Social media – friendly as well as functional to make the Council relatable
- Media releases packaged for digital platforms
- Drip, drip, drip...


Middlesbrough Council

Published by AnneMarie O'Donnell · December 11, 2020 ·

This is Gary and Derek, two of our Area Care staff on the job in Hemlington 🤔. The team have had a busy few weeks out and about in all weathers around Middlesbrough picking up dumped waste from grass verges and pathways around different estates, making them cleaner and safer for our residents. ❤️ Give our teams a wave if you see them over Christmas!

Remember if you spot fly tipping in your area you can report it to us so our staff, like Gary and Derek, can sort it for you. ... [See More](#)


MiddlesbroughCouncil @MbroCouncil · Jun 11

Hello @beckmikkel ! We've found two @Boro giants available for your charity game at the Riverside! Want us to bring them along on the big day?

Full story > middlesbrough.gov.uk/news/two-more-...



7

13

164


Middlesbrough Council

Published by AnneMarie O'Donnell · June 17 ·

As you might have heard, Middlesbrough's [Charles Clinkard](#) has been named England's top shoe shop in a UK wide survey, and now we want YOUR childhood memories of the Boro shop! 😊👟👠

Whether it's that momentous day of buying your little one their 'first shoes' in the Corporation Road shop, or maybe you remember going in as a kid to get your school shoes, tell us your 'shoeperb' stories 😊.

<https://bit.ly/clinkard>

10 big ways Middlesbrough town centre will change when it reopens after covid-19 lockdown

From free parking to hand washing stations with one way systems in between

SHARE     COMMENTS

By [Mike Brown](#) Senior Reporter/Content Editor
11:24, 6 JUN 2020

NEWS

 News ▶ Teesside News ▶ Education

Coping with covid: The huge challenge to get a school ready to deal with a pandemic

'Staff have been amazing across the board, and are just really keen to do their best by the students - who themselves have adapted remarkably well'

middlesbrough.gov.uk


Middlesbrough
moving forward



How Middlesbrough's skyline is set to change in 2021 with these 10 developments

MIDDLESBROUGH COUNCIL 26



Middlesbrough Council

Published by Claire Jennings · 1d ·

Did you see the news about an urban farm coming to Middlesbrough? Promoting healthy eating, exercise and positive mental health, the farm has been given the green light by the Planning and Development Committee.

The site at the corner of Stockton Street and Commercial Street would boast a street cafe, a shop selling produce grown on site and will create jobs for local people It will also have areas for chickens and an edible forest could feature too!

The proposals have be... [See More](#)



23,493

People Reached

1,255

Engagements

[Boost Post](#)

middlesbrough.gov.uk

Middlesbrough
moving forward

Campaigns

- Marketing campaign plan hand in hand with the digital news service
- They will feed each other and ensure we are pro-active and promote behaviour change linked to the Strategic Plan
- More follow-ups

Style and approach

- We must remember who we're working for
- Words, phrases and terminology that wouldn't be used in an average Middlesbrough home, pub or gym class should become off limits
- We won't attempt to reinvent the wheel. We will keep it simple, but think big in attempting to change perceptions

Key messages

- We will show people who live here how they can be part of a prosperous future
- Show potential investors how they can be part of our success
- Show people who work here how they can enjoy their leisure time and come to live here
- By focusing on the now and next we can change perceptions

Channels

- Increasingly digital but not ignoring demographics and digital poverty
- Website project due to start
- New formats – podcasts, voice recognition technology

Evaluation

- Ongoing evaluation will ensure we do more of what engages people and refine or stop doing the things that don't work
- If we get it right, our strategic priorities will become clear to all staff, members, residents, businesses and the wider world

Internal

- Recognise work carried out by our staff and share their stories
- Build understanding of the strategic priorities and how our values underpin everything we do
- Share info and encourage positive activities to support staff health & wellbeing

Next steps

- Work with HR on a staff survey around internal communications
- Appendix on how the team can support ward members
- Link the communications delivery plan to the workplans for each strategic priority

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