

CULTURE AND COMMUNITIES SCRUTINY PANEL

EVENTS - ACTION PLAN

SCRUTINY RECOMMENDATION	PROPOSED ACTION	POST TITLE	BUDGET COST	TIMESCALE
<p>a) To enhance and strengthen community cohesion, cultural events traditionally held in the town centre should be delivered within communities where possible. Ideally, this should take place with at least some elements of the Christmas 2021 celebrations.</p>	<p>The events team will work with organisers of The Middlesbrough Mela, Diwali, Eid, Armed forces Day, The Nagar Kirtan and Christmas to ensure that they grow to include an arm of out of town participation with their delivery program.</p>	<p>Deputy Head of Culture, Middlesbrough Council</p>	<p>No additional direct costs at this stage</p>	<p>Annual cycle of event planning</p>
<p>b) Given its growing cultural and financial significance, the Council should work with relevant third parties, including charities and the private sector, to introduce eSports as a regular and high profile cultural event. Where possible this should relate to wider leisure initiatives the Council is currently involved in.</p>	<p>Working with the Teesside University The events team propose to hold an ESports forum to develop knowledge and understanding of what the local need and interest in Esports is.</p> <p>The forums purpose will be to engage local businesses and organisations interested in developing ESports locally.</p> <p>An action plan will be developed in partnership with newly identified stakeholders which takes steps to imbed the activity locally</p>	<p>Deputy Head of Culture, Middlesbrough Council</p>	<p>No additional direct costs at this stage</p>	<p>January 2022</p>

<p>c) Future leisure developments in the town centre should look to include opportunities for associated hospitality venues, such as an eSports business</p>	<p>The Head of Culture will work with the Head of Economic Growth to maximise these opportunities on an ongoing basis.</p>	<p>Head of Culture, Middlesbrough Council</p>	<p>No additional direct costs</p>	<p>Complete</p>
<p>d) In order to attract a wider audience; the Council should continue to work with Teesside University so that the Town Hall can be used as a venue for the Animex Festival, ideally for the event held in 2022.</p>	<p>The next Animex will take place 16 – 20th May 2022. Its program will be a hybrid of in person and digital delivery formats.</p> <p>A program of activity has been agreed between MTH and TU.</p>	<p>Deputy Head of Culture, Middlesbrough Council</p>	<p>No additional direct costs</p>	<p>Complete</p>
<p>e) To attract audiences that sit outside Middlesbrough’s local boundaries; the events team should explore how to exploit virtual event delivery by having an on-line component.</p>	<p>Local History Month and Discover Middlesbrough Festival will continue to have a dual delivery format.</p> <p>Facebook live will be utilised to stream elements of free and unticketed festivals.</p> <p>Content created specifically for digital delivery will be factored into cultural programming across the service including, Middlesbrough Town Hall, Middlesbrough Theatre, Middlesbrough Museums and Archives.</p>	<p>Deputy Head of Culture, Middlesbrough Council</p>	<p>No additional direct costs at this stage</p>	<p>Annual cycle of event planning</p>