

Appendix 1: Strategic Plan workplan 2022–24

Children and young people	We will show Middlesbrough’s children that they matter and work to make our town safe and welcoming and to improve outcomes for all children and young people.		Lead Directorate	Delivered by
	CYP 01	Expand current model for youth provision in areas suffering high deprivation	CC	TBD
	CYP 02	Make steps towards every child playing a musical instrument	REG & CUL	TBD
	CYP 03	Evidence that Middlesbrough Council listens to children's voices	CC	TBD
	CYP 04	Create and deliver a digital inclusion strategy across Middlesbrough	FIN	TBC
	CYP 05	Consolidate and build on Children’s Services progress to improve Ofsted rating	CC	TBC
	CYP 06	Explore potential for the establishment of an Eton Sixth Form in Middlesbrough	CC	TBC
Vulnerability	We will work to address the causes of vulnerability and inequalities in Middlesbrough and safeguard and support the vulnerable.		Lead Directorate	Delivered by
	VUL 01	Deliver and extend the 50 Futures programme	E&P	TBC
	VUL 02	Further develop the Dementia Friendly Middlesbrough programme	ASC&HI	TBC
	VUL 03	Achieve 'Age Friendly Communities' status	ASC&HI	TBC
	VUL 04	Implement and extend locality working	ECS	Oct 22
Crime and anti-social behaviour	We will tackle crime and anti-social behaviour head on, working with our partners to ensure local people feel safer.		Lead Directorate	Delivered by
	ASB 01	Support the police and hold them to account for each neighbourhood	ECS	TBC
	ASB 02	Establish and support Neighbourhood Watch schemes across the whole town	ECS	TBC
	ASB 03	Increase CCTV across the whole town	ECS	TBC
	ASB 04	More environmental action and punishment for fly tipping	ECS	TBC

	ASB 05	Encourage more residents to report crime and ASB	ECS	TBC
	ASB 06	Reward and champion individuals for being good neighbours	ECS	TBC
	ASB 07	Increase enforcement against problem properties / streets / gardens in disrepair	REG & CUL	May 23
Climate change	We will ensure our town acts to tackle climate change, promoting sustainable lifestyles.		Lead Directorate	Delivered by
	CCH 01	Develop an Urban Farm	REG & CUL	TBC
	CCH 02	Develop local wildlife / nature reserve in North Ormesby and one other site	ECS	TBC
	CCH 03	Demonstrate increased recycling rates	ECS	TBC
	CCH 04	Establish six community growing areas	ECS	TBC
	CCH 05	Double the size of our urban meadows / wildflower planting sites	ECS	TBC
	CCH 06	15 new EV charging points across town	REG & CUL	TBC
	CCH 07	Big community tree planting days	ECS	TBC
COVID-19 recovery	We will ensure the recovery of local communities, businesses and the Council's operations from COVID-19, taking opportunities to build back better.		Lead Directorate	Delivered by
	CVD 01	Delivery of the Council's COVID19 Recovery Plan	ALL	n/a
	CVD 02	Ensure effective Council response to immediate issues / impact of COVID19	ALL	n/a
Physical environment	We will work closely with local communities to protect our green spaces and make sure that our roads, streets and open spaces are well-designed, clean and safe.		Lead Directorate	Delivered by
	PEN 01	Improve Towns Fund recommended play parks and spaces	ECS	Feb 23

	PEN 02	Establish requirement / potential CPO for derelict buildings and problem sites	REG & CUL	TBC
	PEN 03	Improve our Highways	ECS	TBD
	PEN 04	Reclaim, improve and showcase 12 new back alleys	ECS	Feb 23
	PEN 05	Neighbourhood and town wide front garden competitions	ECS	TBC
	PEN 06	Improve Thorntree and Pallister Parks as per Towns Fund recommendation	ECS	Feb 23
	PEN 07	Creation of Tree Maintenance Squad and maintenance work programme	ECS	Aug 22
	PEN 08	Creation of a subsidised Pest Control service	ECS	Jul 22
Town centre	We will transform our town centre, improving accessibility, revitalising unused assets, developing iconic new spaces and building more town centre homes.		Lead Directorate	Delivered by
	TOC 01	Complete town-wide lighting scheme	ECS	Dec 22
	TOC 02	BOHO 11 construction	REG & CUL	Jun 24
	TOC 03	Commencement of St Hilda's housing around Old Town Hall	REG & CUL	TBC
	TOC 04	Protect and celebrate heritage through marketing and communications strategies and planned works on Captain Cook Pub and Old Town Hall	REG & CUL	Mar 25
	TOC 05	Open three entertainment facilities within Captain Cook Square	REG & CUL	TBC
	TOC 06	Commence construction on the south side of the dock	REG & CUL	Mar 25
	TOC 07	Action plan agreed and commenced for House of Fraser building	REG & CUL	Mar 24
	TOC 08	Action plan agreed and commenced for Centre North East	REG & CUL	TBD
	TOC 09	Action plan agreed and commenced for The Crown Pub building	REG & CUL	TBD

	TOC 10	Action plan agreed and commenced for Gurney House	REG & CUL	TBD
Culture	We will invest in our existing cultural assets, create new spaces and events and improve access to culture.		Lead Directorate	Delivered by
	CUL 01	Increased ticket sales and attendances of events through effective marketing	REG & CUL	TBC
	CUL 02	Complete improvements to Teesaurus Park	REG & CUL	TBC
	CUL 03	Create three new annual events in 2022	REG & CUL	TBC
	CUL 04	Aim for all children to get an experience of live theatre	REG & CUL	Mar 23
	CUL 05	Increase attendance at existing Council events like Orange Pip	REG & CUL	TBC
	CUL 06	Increase visitor numbers to museums and attractions	REG & CUL	TBC
	CUL 07	Increase tickets sales at town hall performances	REG & CUL	TBC
Quality of service	We will transform our town centre, improving accessibility, revitalising unused assets, developing iconic new spaces and building more town centre homes.		Lead Directorate	Delivered by
	QOS 01	Encourage the public to help drive decision making	LGS	TBC
	QOS 02	Introduce a marketing campaign to significantly grow Middlesbrough Lottery	CE	TBC
	QOS 03	Work with the voluntary sector to create and promote volunteering opportunities	ECS	TBC
	QOS 04	Introduce volunteer-driven Neighbourhood Action Weeks	ECS	TBC
	QOS 05	Market a small local grant programme	ECS	TBC
	QOS 06	Market a strong buy-local campaign	FIN	TBC
	QOS 07	Commence work on the new Southlands Centre	REG & CUL	Jul 24
	QOS 08	Commence work on Nunthorpe community centre	REG & CUL	Jun 23

	QOS 09	Promote Middlesbrough on the national stage	CE	TBC
	QOS 10	Increase sponsorship income from businesses for various council activities	CE	TBC
	QOS 11	Improve user experience of the council website, increasing online transactions	LGS	TBC