

EXECUTIVE MEMBER REPORT TO COUNCIL

EXECUTIVE MEMBER: MAYOR CHRIS COOKE

DATE OF MEETING: 17 July 2024

The purpose of this report is to provide an update to members on areas of activity within my portfolio including performance against strategic priorities.

STRATEGIC PRIORITIES

Strategic Priority: *We will work to address the causes of vulnerability and inequalities in Middlesbrough and safeguard and support those made vulnerable.*

Health on the high street

1. The Health on the high street model is progressing with significant involvement from agencies such as the NHS, Teesside University and Middlesbrough Community Learning. Middlesbrough Council has appointed Tom Willoughby, part of the Walter Thompson group, as the contractor and internal work to strip back the units to be fitted out has begun, after it was agreed that planning permission for the centre was not needed.
2. Accessed from Albert Road, opposite Middlesbrough Town Hall, the Live Well allows residents to drop-in and benefit from a wide range of services in a convenient and easily accessible facility.

Trading Standard Multi-Agency Approach

3. I recently joined trading standards on their visits in Middlesbrough using a multi-agency approach. The new approach aims to ensure that we obtain the best results possible by exploring all possible enforcement routes such as environmental to fire regulations. On this most recent visit we had a successful seizure but also identified a gas risk which posed a risk to the properties and the community.

Licensing Policy Consultation

4. The eight-week consultation runs from today (Monday, July 1) to Monday, August 26, and members of the public and businesses are being urged to make their views known.
5. Key stakeholders affected by the alcohol and regulated entertainment licensing regulations will also be consulted. We are also proposing to reintroduce two Cumulative Impact Areas covering Middlesbrough town centre and several ward areas across the town and have

produced a Cumulative Impact Assessment to provide evidence to support its implementation.

6. A Cumulative Impact Assessment is required to provide evidence to show that the number or density of licensed premises in the area is having a cumulative impact and leading to problems, which are undermining the licensing objectives. Please encourage residents and businesses to get involved in this consultation.

HIGHLIGHTS

Free School Meals Autoenrollment

7. We are changing the way free school meals are managed in Middlesbrough which will see more children benefit and extra funding provided to schools.
8. At present families must apply, ensuring not all qualifying children receive the support. We use existing data to confirm eligibility.
9. Introducing auto-enrolment would mean more children would receive a free meal and also provide additional funding to schools.
10. Families would still be invited to apply but the auto-enrolment process would act as a safety net. Parents would still have the option to opt out.
11. This could save eligible families an average of £400 per year, when a similar scheme was rolled out in Sheffield, in 2016, it's estimated the policy has resulted in 5,000 children benefiting, with approximately £3.8m generated in pupil premium funding for schools.
12. Pupil premium funding is provided by government for children who meet the criteria and is used to support disadvantaged students of all abilities reach their full potential.
13. A small sample of Middlesbrough households revealed 1 in 6 eligible were not receiving the allocation.
14. Based on this sample alone, the town's schools are missing out on thousands of pounds in pupil premium funding. Funding for eligible primary school children is £1,400, with secondary schools receiving £1,100 for their students.

NAME: **Mayor Chris Cooke**

DATE: **17/07/2024**