

Invest in
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Middlesbrough's Place Strategy

Future Middlesbrough: A Vision for Young People





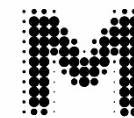
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Context

- Place Leaders Partnership has been formed
- Key stakeholders working together to inform our Place Strategy
 - University and colleges
 - Cleveland Police
 - Arts Organisations
 - NHS
 - Large organisations
- Linking Town Centre Strategy, Investment Prospectus and culture programme.





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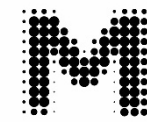
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Vision

To be the UK's most creative place for young people to live, learn and realise their future.

- Providing young people with as many reasons to visit our town as possible
- Providing positive multicultural and sharable experiences
- A bold, future-focused offer built on creativity, innovation and inclusivity
- Anchored in Middlesbrough's digital, engineering and cultural strengths
- Linked to the town's 2030 Bicentenary ambitions and plans.





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Purpose & Ambition

- To Make Middlesbrough a destination of opportunity for young people
- Connect culture, business and community for shared prosperity
- Build experiences that are accessible, affordable and transformative
- Foster pride, belonging and empowerment through opportunity.





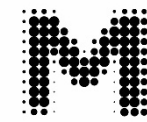
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Pride in Place Principles

- **Stronger Communities** - Build belonging and civic pride
- **Thriving Places** - Create vibrant, safe neighbourhoods with great amenities
- **Empowered People** - Give residents a real voice and ownership of change
- **Middlesbrough focused principles** - Create-in-Place, Civic Co-Creation, Low Cost High Impact, Creative Every Day, Storytelling as Strategy.





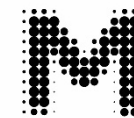
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Why Focus on Young People?

- A vital part of Middlesbrough's bright future, part of their neighbourhoods and as contributors to the local economy
- Young people in Middlesbrough's make up a higher % of the population compared to similar towns
- Currently underrepresented in decisions shaping the town
- Strategy co-designed with and for young people
- Benefits everyone - better opportunities, stronger communities.





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Strategic Narrative

- Attracting young people, with a tailored offer supporting them across all areas
- Invest in housing, education, access to skills and culture experiences
- Build pathways into local employment and entrepreneurship
- Make the town centre a hub for creativity, innovation and collaboration
- Retain local talent and attract new visitors and investors.





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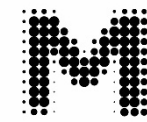
Desired Impact

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- Inspire youth engagement and ambition
- Boost Middlesbrough's reputation and visitor economy
- Strengthen community pride and cohesion
- Retain graduates and attract new business investment
- Animate the town centre and heritage spaces

...and more.





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Key themes & actions

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Promotion & Place Leadership

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- Launch a new place campaigns: strengthening 'Let's Go To Town' & 'Made in Middlesbrough'
- Reimagine events like Orange Pip Market, connecting our culture and events programme with our leisure food and drink businesses
- Amplify stories and events via We Are Middlesbrough as the digital hub
- Recruit ambassadors and influencers to champion Middlesbrough's story.





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Next Steps

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- Finalise and approve strategy
- Identify and confirm game-changing projects
- Investment Prospectus, action and engagement plans
- Begin public consultation and implementation
- Build momentum towards Middlesbrough's 2030 Bicentenary celebration (on-going).



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Thank You

Any Questions?

