



# City Status for Middlesbrough



# When?



- In 2012 the Queen will be celebrating her Diamond Jubilee – 60 years as ruling monarch
- To celebrate, a city status competition is being held
- City status entries should be submitted by 27<sup>th</sup> May 2011
- City status is granted by the Queen, acting on the advice of the Deputy Prime Minister and the Minister for Political and Constitutional Reform
- Expect only one local authority area will be granted status



# How?



- City Status is not a right which can be claimed by a town fulfilling certain criteria – it is a myth that they need a university and cathedral!
- Set format for bid – must be no longer than twenty five A4 pages of text, plus fifty photographs and two maps
- Will be assessed on content rather than standards of presentation – do not want authorities' to spend a lot of money





# Why Apply for City Status?



- Raise Middlesbrough's profile
- Lever in further investment
- Further boost local pride
- Further Middlesbrough as a destination for leisure and culture
- Strengthen Middlesbrough's role as educational hub, increase student numbers and retain graduates
- Make Middlesbrough a location of choice for regional activities and businesses
- Opportunity to build upon efforts to re-brand Middlesbrough and positively alter perceptions

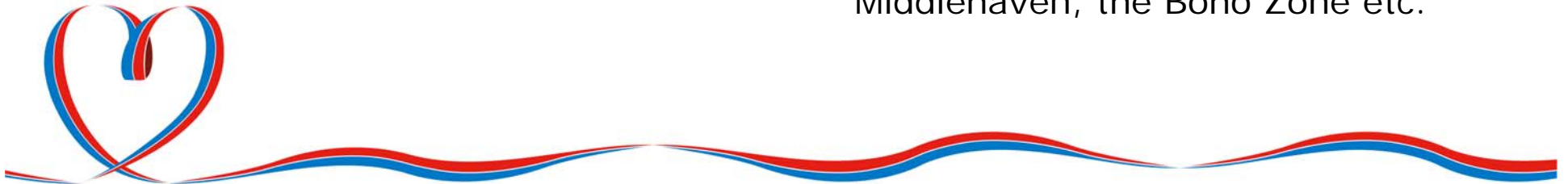




# Why Middlesbrough?



- Middlesbrough lies at the heart of Teesside and the wider Tees Valley
- Middlesbrough has a thriving retail, cultural, leisure and service sector
- Award-winning education - Teesside University, Middlesbrough College and Cleveland College of Art and Design
- Major employment hub - 8,100+ people commute to Middlesbrough for work each day
- Fantastic regeneration projects – Middlehaven, the Boho Zone etc.





# How Will it Benefit the Wider Area?



- Successful city regions need a successful city at their heart
- It will generate positive publicity about the whole area
- Increased opportunities for employment throughout the area
- Increased student numbers, which will result in a better skilled and educated workforce





# Middlesbrough's Campaign



- Building on the successful Love Middlesbrough campaign
- City status campaign was launched on 2<sup>nd</sup> March with the Mayor visiting Middlesbrough's primary schools – children across the town are being urged to write letters to the Queen
- Find out more, click the 'I support the bid' and send your message of support on:  
[www.lovemiddlesbrough.com](http://www.lovemiddlesbrough.com)
- Follow the campaign – watch out for regular updates in the press, sign up for the e-mailer and join us on Facebook and Twitter





# Middlesbrough's Campaign



- Download the city status logo from the website and add it to your own website, email signature etc.
- Use the campaign 'Twibbon' on your Facebook avatar
- Get involved in the photographic and creative writing competitions
- Look out for city status merchandise
- Keep your eyes peeled for further activities over the next 12 months at established events (Music Live, Cleveland Show etc.), Middlesbrough Football Club etc.





# What's Next?



- Costs associated with the bid being kept to an absolute minimum – no money has, or will be spent on consultants, design agencies etc. & we would welcome sponsorship of any kind
- Community engagement is key – we need your support!
- Welcome suggestions about what you/your organisation can do to support the bid
- A comprehensive application will be put together and submitted on behalf of the town in May 2011 – but the campaign will continue beyond the submission
- Competition results will be announced in early 2012

