

# City Status for Middlesbrough

## About Middlesbrough

Middlesbrough is already a city at heart. It is a vibrant, forward-thinking town that is really transforming itself.

A competition to create a new city to mark the Queen's Diamond Jubilee in 2012 has been launched. Local authorities are invited to apply for the status on behalf of their towns.

Local authorities have until 27th May 2011 to submit their entries, which will then be considered by the Government before the Deputy Prime Minister submits his recommendations to the Queen. The results will be announced in early 2012. There are no specific criteria for city status – towns do not need a cathedral or a university!

The campaign for city status is very much about the people of Middlesbrough and the wider area and it will continue beyond the submission of the bid. The campaign will further boost local pride, raise the area's profile and help spread positive messages about the town and the wider Teesside and Tees Valley area.

Middlesbrough Council has set aside a small budget to get the city bid up and running, but its hoped that all of the extra costs will be covered by sponsorship so that it will not cost the council anything extra – especially in these austere times.

The business community has already committed in-kind support for design, marketing and PR activity. The costs to the council are small but the benefits to Middlesbrough and the surrounding area could be huge.



Transporter



Albert Park



Teesside University



mima

## Achieving city status would:

- ➔ Raise Middlesbrough's profile regionally, nationally and in the world market
- ➔ Help lever in further investment
- ➔ Acknowledge the town's role as the 'capital' of Teesside/Tees Valley
- ➔ Further boost local pride
- ➔ Help Middlesbrough become the location of choice for regional activities and businesses
- ➔ Help build upon efforts to re-brand Middlesbrough as a successful, vibrant location and positively alter people's perceptions

Middlesbrough is the only town in the Tees Valley applying for city status; it is a place of aspiration, ambition and achievement, which deserves greater recognition. City status for Middlesbrough would help achieve this, so please support the bid!

## You can get involved and support the bid by:

- ➔ Logging onto [www.lovemiddlesbrough.com](http://www.lovemiddlesbrough.com) and clicking the 'I support the bid' logo and leave your message of support
- ➔ Follow the campaign – watch out for regular updates in the press, sign up for the e-mailer and join us on Facebook and Twitter
- ➔ Download the city status logo from the website and add it to your own website, email signature etc.
- ➔ Get involved in 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, Mela, the Cleveland Show etc.)



Town Centre



Middlehaven



Middlesbrough College