

PORTFOLIO:

LEADER'S PORTFOLIO

Report of
Portfolio Holder:

**PROFESSOR COUNCILLOR
JOE HENDRY**

CARLISLE PARTNERSHIP

The Carlisle Partnership continues to enjoy support from all sectors (public, private, voluntary and community) and we are grateful for the time and efforts of all individuals and partners involved.

All the Partnership's working groups continue to deliver their action plans and develop projects designed to advance the aims of Carlisle's Sustainable Community Strategy. Performance and action updates for all priority working groups are available on the local partnership pages of Carlisle City Council's website.

Recent key successes include the Carlisle SuperFast City conference held at the end of May in partnership with Carlisle College and opened by new Council Leader, Cllr Hendry. Over 120 delegates attended the event to hear speakers including Dominic Holland from FutureGov and John Stevenson MP talk on improving digital infrastructure and services across Carlisle.

The Carlisle Partnership will be holding its Annual General Meeting at 13.00 on 6th July at Pirelli's offices. At the AGM an update on Carlisle's Community Strategy Progress will be provided followed by a key-note speech on the localism agenda from Rory Stewart MP. At the AGM a new Chair and Vice-Chair of the Partnership will also be formally appointed.

Once again the Partnership would like to thank all partners for their continued efforts and support.

POLICY AND COMMUNICATION

The communication focus for recent weeks has been events, building up to the Jubilee, the Upperby Gala, Carlisle Music City and the Olympic Torch Relay and Evening Celebration whilst planning ahead to the Tour of Britain in September. Since the last Full Council in May we have sent around 40 press releases.

The Summer/Autumn edition of Carlisle Focus was brought forward to maximise the publicity for these events. We have received positive feedback from the latest edition. Earlier in the year we were approached by Community Engagement to produce an Olympic publication to encourage participation in sports and promote local clubs. The Wellbeing Team have distributed 5,000 copies of this publication to primary schools and spectators at the Olympic Torch Relay Evening Celebration event in Bitts Park.

The use of social media continues to grow. We now have 3813 friends on Facebook and 736 followers on Twitter. We posted 140 tweets during the Olympic Torch Relay and Evening Celebration, keeping our customers informed with real time information.

The Discover Carlisle website, www.discovercarlisle.co.uk, has been expanded to focus on promoting Carlisle as a city for business growth as well as a tourism destination. The new site goes live during Monday 25 June.

The marketing of our car parks is taking a break; this project has been run intensively for two weeks, following on from two months of awareness-raising. The result has been an increase in sales of Car Parking Saver Permits, a trend we expect to continue as more customers take up this offer. We intend to revisit the project in September with renewed vigour.

The signing of the contract for the Tour of Britain signals the start of a new marketing approach to sponsorship for major events. We are looking at options related to the route and contacting authorities who have made a success of The Tour year on year.

The marketing of the new Education & Enforcement team in Local Environment is developing as we consider the options available from Keep Britain Tidy and the success of their campaigns.

The countywide Emergency Plan has now been published and is available at: <http://www.cumbria.gov.uk/emergency/publicinformation/default.asp>
We have updated our Business Continuity Plan; we will be testing this version later in the summer with support from the County's Resilience Unit.

YOUTH EXCHANGE

The annual Town Twinning Youth Exchange preparation is progressing well for this year's exchange in Poland from the 16th – 26th July. Some of the activities whilst over there will be focused around environmental awareness where the young people will be planting trees and plants within the local area and supporting with the renovation of an old school building using arts and crafts. This work provides a unique opportunity for young people to learn and share experiences.

However, the main focus will be on economic development and regeneration.

**Professor Councillor Joe Hendry
Leader's Portfolio**