

**PORTFOLIO:**

**PROMOTING CARLISLE**

Report of  
Portfolio Holder:

**COUNCILLOR  
MITCHELSON**

## 1. COMMUNICATIONS UNIT

The Communications Unit have been involved in P.R and promotional material for the Festival of Nations, Carlisle Carnival, Cumberland Weekend, Neighbourhood Dog Warden Scheme, Bitts Park Tennis Courts, Longtown Market Town Initiative, National Food Safety Week, Don't Choke Britain Campaign, Poop Scoop Week and National Bike Week.

There has also been involvement with launches and P.R for the new HMV Store, City Centre Bandstand and the LSP.

Publications produced have been the summer edition of the Focus Magazine and the LSP document.

The Internal Staff Newsletter is due to be distributed during the week commencing 15<sup>th</sup> July 2002.

Over 20 media students from the Cumbria Institute of the Arts have attended various Overview & Scrutiny Committee meetings.

There will be a Cumberland Weekend held in the City Centre from Saturday 20 July 2002 to Monday 22 July 2002, which will include a weekend of entertainment and traditional Cumbrian craft demonstrations. This will be followed by the arrival of the Commonwealth Games Queen's Jubilee Baton Relay.

A combination of multi-cultural music and local 'Razzamataz' will welcome the Commonwealth Games baton to Carlisle on Monday 22 July 2002.

A stage with live entertainment will welcome the Queens Jubilee Baton Relay after local runners have carried it from the outskirts to the City Centre. African drummers will take centre stage alongside the Carlisle

based 'Razzamataz Theatre School', and will culminate a daylong celebration of sport and street entertainment.

Carlisle has been chosen as only one of the 49 UK venues to play host to the Commonwealth Games Queens Jubilee Baton Relay and is set to be the last City to stage the Baton before arriving in Manchester for the opening ceremony on July 25 2002.

Brazilian football skills demonstrations, gymnastics displays and live music is planned from 10.00 a.m. until the Baton arrives in the City Centre at 6.55 p.m. A specially commissioned stage will be in place and BBC Radio Cumbria will compere the early evening entertainment.

## 2. CITY VISION

A meeting of the City Vision Group was held in Tullie House on Tuesday 28 May 2002. A presentation was given by Professor Frank Peck, University of Northumbria on a partnership mapping exercise to better understand how our partners currently contribute to the delivery of Carlisle City Vision.

As part of the Councils role in helping deliver the City Vision a group of Officers were identified and put forward in taking a lead role in various sectors.

- Communities  
Rob Burns, Head of Community Support Tel: 817352
- Economic Prosperity  
Catherine Elliot, Head of Economic Development Unit Tel: 817502
- Health and Wellbeing  
Laurie Brewis, Head of Housing Provision Tel: 817301

- Infrastructure Environment & Transport  
Environment  
Richard Speirs, Head of Environmental Services Tel: 817344
  
- Infrastructure & Transport  
Duncan Fone, Head of Design Tel: 817401
  
- Celebrating Carlisle  
Sharon McKee, Head of Communications Tel: 817110

### 3. **REGIONAL WHITE PAPER**

I have attended two meetings the first in Warrington where the Regional White Paper was launched and the second in Manchester where more details of the paper were explained.

### 4. **ROYAL VISIT**

As Members are aware Her Majesty the Queen will be visiting Carlisle on Monday 05 August 2002 accompanied by the Duke of Edinburgh.

Arrangements are well advanced but for security reasons cannot be announced in full detail.

However, Her Majesty the Queen will arrive by train at Carlisle station where she will be met by the Mayor and the Chairman of the County Council. She will then visit Tullie House and the Millennium Gallery where she will unveil a plaque commemorating her visit to the City during her Jubilee Tour. Following this she will proceed to Carlisle Castle where she will attend a Garden Party with guests from all parts of the County.