

Report to:  
**Council**

Agenda  
Item

**11(b)(vi)**

Meeting Date: 03 March 2015

Public/Private\*: Public

Title: **Culture, Leisure and Young People Portfolio Holder's Report –  
Councillor Anne Quilter**

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**Old Fire Station Arts Centre:**

Development work at the Old Fire Station continues and the opening programme is developing rapidly. Following the successful application for Arts Council funding talks are now well advanced with acts across a range of genres (including theatre, dance, classical music, stand up comedy, folk and jazz music and spoken work and poetry).

A number of acts have confirmed availability for the opening months, including John Cooper Clarke, Roger McGough, Sean Hughes, Dickens Abridged, Sonny Ormonde, Liz Lohead, the New Rope String Band, and Terry Christian. Ticket sales for a limited number of these events have commenced (in line with promoters' requirements) and early sales are very positive.

A Twitter account has been opened for the venue and already has over 300 followers with local media outlets following and retweeting content. A Facebook account has also been opened and has attracted over 700 followers.

Enquiries for venue hire and room bookings are also picking up with several regular bookings now pencilled in from opening. The studio / office spaces will be proactively marketed in the coming weeks.

A local interior designer has been recruited to assist in the design of the major public areas, particularly the entrance lobby and cafe bar area. The build project remains on schedule and cost.

The Policy and Communications team continue to develop the communication and marketing work for the Old Fire Station. The branding guidelines have been applied to the website and social media channels in preparation for their launches. Work has also begun on a printed guide for distribution in Spring. The team is also actively involved in the Crime Writing Weekend and the programme which will be published next month.

### **Old Town Hall / Tourist Information Centre**

The Tourist Information Centre relocated to 40 Scotch Street next to Wilkinson's at the beginning of January. Signage for the building is now complete incorporating the Sense of Place branding. Although a smaller space we do have a good selection of stock and leaflets on display.

Following the temporary relocation, Cubby Construction started site works on 7<sup>th</sup> January 2015. Re-opening of the improved Tourist Information Centre is planned for July 2015 upon completion of site works.

The works will support the role of the Old Town Hall as a visitor attraction and destination whilst offering the services and facilities associated with a strategic Tourist Information Centre. Upgrades will include the installation of multimedia equipment, discovery wall, retail fitments and desk installation with improved access from street level to the first floor and increased use of the adjacent Assembly Room.

### **English Heritage Cities Workshop**

On the 15<sup>th</sup> January representatives from the Tourist Information Centre, Carlisle Castle, Tullie House and the Crown Hotel in Wetheral attended an English Heritage Cities Workshop in London at the Old Royal Naval College, Greenwich. Each representative had a 10 minute slot with over 20 UKinbound Tour Operators that were attending from the UKinbound Group, the inbound market bring international groups to the UK. This was a wonderful opportunity to bring the English Heritage Cities together and to be able to promote Carlisle to the inbound tour operators.

### **Hadrian's Wall Management Plan Committee/Partnership Board**

The Hadrian's Wall Management Plan Committee met in January. This was the last meeting of the Committee as a Partnership Board is being set up to guide the

implementation of the Management Plan. At the meeting the Committee received an update on the draft Management Plan; Governance and the formation of the Partnership Board; Hadrian's Wall National Trail – initial findings of autumn survey and project updates. With regards the construction of the Management Plan, 21 formal responses had been received with a focus on transport, businesses and community engagement. The feedback was predominantly positive and the plan would be amended in light of the comments received.

In order to ensure that the issues which affect the western end of the wall are represented at the Partnership Board the City Council is arranging a meeting with key stakeholders which will be held in March.

### **Sports development**

We are working with British Cycling facilities team to try and develop a 1 kilometre closed road cycle track in Carlisle. Preliminary work is starting to find the most suitable site and ensure that a suitable design and specification are possible. Developing a 1 kilometre cycle track in Carlisle is part of the Sports Facility Strategy.

Our partnership with the British Cycling recreational team continues to deliver social bike rides through the winter months. The volunteers we have trained up are organising bike rides around the district. We have also been part of a wider Cumbria steering group to look at cycling development which includes a partnership to continue to deliver led bike rides in Carlisle for at least the next year. Other rides will take place around Cumbria as part of the overall plan and a number of free bike rides will be delivered across Carlisle in the coming year starting in April.

We continue to deliver our disability tennis plan. A new pilot project is due to start working with the Cumberland Infirmary and NHS. We will be teaching amputee people to play tennis with the aim of helping them become integrated into sports clubs. Other disability sessions are going well including a James Rennie school session and a Friday evening disability tennis session that takes place in the airdome at Bitts Park.

4114 people have taken part in the Community Sports Activation fund scheme this year. Projects include Active8 Clubs that take place around the City and projects to engage adults in physical activity.

We are implementing free to access running routes. The first 2 are almost finished and will be launched soon. This is part of the national run England 3-2-1 campaign to encourage people to walk, jog or run 1,2 or 3 kilometres.

Work with the University of Cumbria year 3 Physical Education students to mentor them in organising an event is underway. The group will organise a health based tennis festival for Primary School children.

A development plan has been submitted to the LTA to develop tennis participation across Carlisle. We hope to receive funding to assist us to deliver this plan and will find out the amount of funding we receive in the coming months.

Four coaches have been supported with funding for various courses including tennis, climbing and trampolining as well as one club supported with funding for a sports development project.

### **Tourism marketing**

The new website was launched in mid-February with a marketing drive from NVG, our partners for Discover Carlisle.

Work has also begun on a new look for the Carlisle Holiday Guide and the Places to Visit Guide. Closer working with the TIC has identified the need for a separate map and accommodation listing; these have been developed alongside the new guide.

### **Tullie House Museum & Art Gallery Trust**

#### **Anselm Kiefer Exhibition**

A remarkable opportunity to see the work of one of the most important artists of our time, featuring works from the Artist Rooms collection spanning the past 40 years of Anselm Kiefer's career.

The works at Tullie House are from an inspirational collection of art acquired for the nation by Tate and National Galleries of Scotland through the generosity of Anthony d'Offay and with the support of Arts Council England and the Art Fund. The exhibition is receiving international recognition and is supported by a variety of events including: art sessions, family friendly workshops, lectures and talks. Tullie House has also produced a short film promoting the exhibition.

#### Anselm Kiefer Creative Development Programme for 16-25 year olds

Taster sessions and workshops exploring Kiefer's work, focussing on the environment, symbolism, identity and memory are being held alongside the exhibition. Young people between 16 and 25 are invited to produce creative responses to Kiefer's work. In May the young people will perform a piece inspired by Kiefer's

#### Learning Programme

Primary school visits have increased (2778 in the Autumn term) with the introduction of a new programme in response to the curriculum changes. The topics Prehistory and First World War have been particularly popular. Staff had a stand at the Fresher's Fayre, over 50 primary teaching students attended a Learning Outside the Classroom day and 75 PGCE students visit Tullie House. The apprentices at Tullie House also had a stand at the Carlisle Skills Fair in January.