

Development of Carlisle's Visitor Economy

Environment and Economy Overview and Scrutiny Panel, January 2017



CARLISLE
CITY COUNCIL



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Report objectives

1. Draw members attention to the current position of the Carlisle Tourism Partnership and the City Centre Partnership Steering Group
2. Present 'outline proposals' to members of the City Council for developing a new Community Interest Company (CIC)
3. Explain the future potential of this (CIC) including the possibility of developing a Business Improvement District (BID)

Carlisle Tourism & City Centre Partnerships



- Carlisle Tourism Partnership – a success story! (p2)
- City Centre Partnership – Cross sector steering group plans (p4)

New partnership proposals

- The development and incorporation of a City Centre community interest company (CIC)

Key proposed Roles (p6)

- Delivery of marketing, city branding and promotional campaigns and activity
- Management of an annual events programme
- Delivery of Tourist Information services
- Management of city wide communication activity
- Business advice and support for tourism, retail, hospitality and catering
- Partnering work with education providers to improve retail, tourism, hospitality and catering skills
- Advocating and lobbying on city centre development activities - LDF

Future funding aspirations

- Working through the CIC and with partners to assess the interest in creating a Business Improvement District (BID)

The BID (*Local Government Act 2003*)

- A partnership between the local authority and local business – to provide improvements to a specific area and potentially additional services
- The BID levy's additional non-domestic rates in a specifically designated area
- The BID can only go ahead if those affected vote yes (by majority of ratepayers and the aggregate of rateable values)
- The BID can levy additional rates for a maximum period of 5 years before a new ballot.
- The CIC would be the management body for the BID