



# **REPORT TO EXECUTIVE**

## **PORTFOLIO AREA: ECONOMIC DEVELOPMENT & REGENERATION**

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**Date of Meeting:** 1ST AUGUST 2005

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**Public**

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**Key Decision:** No

**Recorded in Forward Plan:**

**No**

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**Inside/Outside Policy Framework**

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**Title:** CARLISLE & HADRIAN'S WALL COUNTRY: TOURISM  
PRIORITY PLAN 2005/6

**Report of:** HEAD OF ECONOMIC & COMMUNITY DEVELOPMENT

**Report reference:** ECD.08/05

### **Summary:**

This report defines the overall framework within which tourism can be successfully developed in and around Carlisle over the next five years. It also sets out the priorities for action for Carlisle City Council's Tourism Unit during 2005/6.

### **Recommendations:**

That Members approve the Tourism Priority Plan 2005/6 for public circulation.

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**Note:** in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers: None

## 1.0 **BACKGROUND INFORMATION AND OPTIONS**

- 1.1 The Tourism Priority Plan sets out the priorities for action for Carlisle City Council's Tourism Unit during 2005/6. It also sets out the City's aspirations in tourism development terms over the next five years, which provide the overall context for the implementation of that Plan.

By 2010 THE **'Carlisle and Hadrian's Wall Country'** BRAND WILL AIM TO EMBRACE:-

- 'Carlisle and Hadrian's Wall' as an 'attack brand' for Cumbria and the North West, where Carlisle is the recognised historic 'Western Gateway' to a well interpreted, and attractively profiled Cumbrian section of Hadrian's Wall.
- A highly competitive, and visitor friendly, 'regional shopping centre'.
- A nationally recognised conference and meetings destination.
- An attractive annual programme of events, which includes those of international/national status.
- A Christmas Festival promoting 'Carlisle – the Christmas City' as one of the best seasonal tourism offers in the North West.
- An unrivalled heritage, which achieves a national profile
- A high quality built and rural environment, including an outstanding 'public realm'\*
- A sustainable tourism infrastructure that benefits both visitors and local communities alike.

- 1.2 The Priority Plan has been prepared in the full knowledge of the strategic project work that is currently being undertaken by a number of key organisations for the benefit of the Carlisle area and contains direct links to that work.

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\* 'Public realm' relates to areas and features used by the public on a regular basis – streets, car parks, toilets, and signing etc.

Tourism initiatives and opportunities which can take advantage of the research and new funding sources are identified within the Plan.

1.3 In particular the Plan seeks to reap the benefits and opportunities created by the North West Development Agency's Tourism Strategy for England's Northwest, Cumbria Tourist Board's 'Destination Management Plan', NWDA's 'Historic Towns and Cities of England's North West Study', the Carlisle Renaissance Action Plan, 'Hadrian's Wall Major Study, the Learning City – Carlisle, and the Three Rivers Project, Tullie House Development Plan.

1.4 The priorities for action are summarised below : -

- (i) Develop and Strengthen the 'Carlisle and Hadrian's Wall' brand including
  - effective and focused marketing activity
  - joint promotions with key bodies/organisations
  - product development involving rural and heritage project work linked to the relevant opportunities created by the activity identified in 1.3 above.
- (ii) Enhance the Vitality of the City Centre including
  - Development and promotion of an attractive events programme, including the attraction of those of national/international status
  - Continued development of a Christmas Festival promoting 'Carlisle – the Christmas City' as one of the best seasonal tourism offers in the Northwest
  - Enhancement of the 'public realm' to enable the environmental quality of the city centre to be a major contributor to its competitive edge
- (iii) Develop Conference Business including
  - enhancing the 'Carlisle Conference Desk' with the provision of administrative support, and targeting conference interest at source
  - maximising the benefits from Cumbria Tourist Board's new conference promotional initiative
  - strengthening attendance at key trade shows/exhibition
- (ix) Provide a Quality Information Service including
  - the operation of tourism information centres in Carlisle and Brampton
- (v) Develop and Strengthen Links with Settle-Carlisle Railway Brand including
  - developing joint promotional and familiarisation initiatives with Settle-Carlisle Railway Development Company and Northern Rail

- (vi) Develop Effective Working Relationships including
  - maximising the resources and support available from bodies and organisations who have a vested interest in the development and promotion of Carlisle as a successful visitor destination
- (vii) Provide Business Support including
  - the setting up of a Training and Skills sub group within Carlisle Tourism with the specific purpose of targeting the local tourism industry with business support opportunities.
- (viii) Promote a Sustainable Approach the Tourism Development including
  - encouraging the protection and enhancement of the urban and rural environment along with the heritage of Carlisle as a mainstay to its tourism industry
- (ix) Undertake Monitoring and Research including
  - monitoring of the value of tourism to the local economy, along with the relevant performance areas of the local tourism industry.

## 2.0 **CONSULTATION**

- 2.1 The Tourism Priority Plan has been circulated for comments and feedback to all Business Unit Heads of the City Council, the Portfolio Holder for Economic Development and Regeneration, over 40 key organisations and businesses involved in Carlisle's tourism development, and the Carlisle Tourism Group – the formal representative body for the local tourism industry. The Plan was accompanied by a formal questionnaire, which asked consultees to indicate whether they agreed with the long term aims set out in Section 1.1, and whether the Plan 'addresses the key issues which contribute to and influence Carlisle's tourism development' and whether it 'satisfactorily addresses the needs and aspirations of the local tourism industry'. The responses overwhelmingly agreed with these statements and the Plan was fully endorsed by the Carlisle Tourism Group on 20<sup>th</sup> June. It also has the formal support of the following organisations
- Carlisle Conference Group
  - City Centre Commercial Affinity Group
  - City Centre Marketing Group
  - Cumbria Tourist Board
  - Hadrian's Wall Tourism Partnership
  - Settle – Carlisle Railway Development Company

### **3.0 RECOMMENDATIONS**

That Members approve the Tourism Priority Plan 2005/6 for public circulation.

### **4.0 REASONS FOR RECOMMENDATIONS**

To publicise the Tourism Priorities for Action for 2005/6 and enable all parties who contribute to the City's tourism development to work together in a purposeful and coordinated way.

### **5.0 IMPLICATIONS**

Staffing/Resources – Contained within Tourism Unit and external partners

Financial – Proposals funded from allocated budget for 2005/6

Legal – None

Corporate – Plan linked to all Carlisle related strategic studies and project work currently being undertaken

Risk Management – None

Equality Issues – None

Environmental – Environmental issues are dealt with in Section 4.8 of the Plan

Crime and Disorder – None

Impact on Customers – The Plan promotes friendly and efficient customer contact

# **CARLISLE & HADRIAN'S WALL COUNTRY**

## **TOURISM PRIORITY PLAN 2005/6**

### **1.0 LOOKING AHEAD TO 2010 : A DEFINING CONTEXT**

The identification of priorities for action for 2005/6 must be undertaken within the context of the longer term aims of Carlisle's tourism development. It is essential that the City has a clear idea of how it would like to be positioned as a visitor destination over the next five years. There is no doubt tourism can, and should, play an important role in the long term regeneration of Carlisle, and in the current 'Renaissance Project'. The traditional employment base of the City is gradually changing, and the successful development of tourism could provide valuable, alternative employment opportunities. The statement below defines the City's aspirations in tourism development terms, and provides the overall context for the preparation, and implementation of the City Council's 2005/6 Tourism Priority Plan.

#### **BY 2010 THE 'Carlisle and Hadrian's Wall Country' BRAND WILL AIM TO EMBRACE :-**

- 'Carlisle and Hadrian's Wall' as an 'attack brand' for Cumbria and the North West, where Carlisle is the recognised historic 'Western Gateway' to a well interpreted, and attractively profiled Cumbrian section of Hadrian's Wall.
- A highly competitive, and visitor friendly, 'regional shopping centre'.
- A nationally recognised conference and meetings destination.
- An attractive annual programme of events, which includes those of international/national status.
- A Christmas Festival promoting 'Carlisle - the Christmas City' as one of the best seasonal tourism offers in the North West.
- An unrivalled heritage, which achieves a national profile



- A high quality built and rural environment, including an outstanding 'public realm' \*
- A sustainable tourism infrastructure that benefits both visitors and local communities alike.

The targets corresponding to the above desired brand values are shown in Appendix 1, along with the overarching 'messages' which will be presented to 'Carlisle and Hadrian's Wall Country's' day visit and short break markets.

## **2.0 TOURISM PRIORITY PLAN 2005/6 : INTRODUCTION**

This report sets out the priorities for action for Carlisle City Council's Tourism Unit during 2005/6. They are geared to achieving the ultimate status outlined above in section 1. They reflect the priorities embodied in the Council's Corporate Plan, which are reproduced in Appendix 2. The proposals are based on the principles and rationale contained within last year's Tourism Plan and retain the necessary degree of continuity. The proposals, however, also reflect any new opportunities and external support, which have been created and attracted. They respond to the annual review and assessment of the activities, initiatives and research undertaken during 2004/5. They have evolved through, and have been endorsed by the Carlisle Tourism Group, which is the formal representative body of the local tourism industry. The overriding Aims and Objectives, which shape the proposals are reproduced as Appendix 3, and the allocation of funding for the 2005/6 Priority Plan is also attached as Appendix 4. The relevant performance figures relating to 2004/5 are summarised in Appendix 5.

## **3.0 NEED FOR FOCUS**

It is essential that the Tourism Priority Plan for 2005/6 takes full advantage of the opportunities identified through recent detailed research and those created through external funding sources. It will require, however, close working, co-operation and co-ordination between key bodies and organisations in order to achieve the most effective outcomes.

It embraces a disciplined and selective approach, as both funding and staff resources need to be allocated where they can make the most effective and positive impact. Spreading resources too thinly will not achieve the quality in service or product, that is now required for the increasingly discerning tourism 'customer'.

The Priority Plan also mirrors the approach, which is clearly endorsed by the 'Tourism Strategy for England's Northwest' and CTB's Destination Management Plan for Cumbria. It involves careful prioritisation, co-ordination of effort and it is committed to quality.

\*'Public realm' relates to areas and features used by the public on a regular basis – streets, car parks, toilets, and signing etc

## 4.0 PRIORITIES FOR ACTION

### Recommended Priorities for Action

The priorities for action along with the key tasks involved are set out below. Many remain the same as last year. Some have been changed in response to recommendations from various studies and research undertaken during 2004/5. Others are in response to the ongoing monitoring of initiatives and performance.

New ones too have been introduced, where the opportunity has presented itself, to strengthen the plan through new joint promotions and partnerships. The new and amended key tasks are shown in blue/bold.

#### Clarification of Priorities and Delivery of Key Tasks

In order to present a clear picture of the work to be undertaken by the Council's Tourism Unit it is important to distinguish between:

1. the tasks which require **specific action** during 2005/6, and those which are undertaken **in principle** as an integral part of the work ethic of the Unit and,
2. the tasks to be undertaken / co-ordinated by the City Council and those which will involve external bodies/ organisations.

Each key task will therefore have the symbols shown below, attached to them to indicate which category they are in –

05/06

Specific action to be undertaken during 2005/6.



Ongoing principle where action is dependent on a specific funding/partnership opportunity becoming available, or remedial attention being required.



Action to be undertaken by the City Council.



Action involving external partner(s)/organisation(s).

## 4.1 DEVELOP AND STRENGTHEN THE 'CARLISLE AND HADRIAN'S WALL' BRAND

'Carlisle and Hadrian's Wall' is recognised as a key 'development' brand in the Tourism Strategy for England's Northwest and the Cumbria Tourist Board's Destination Management Plan, capable of being elevated to a primary 'attack brand' for the region through careful investment and development. The considerable potential of our destination brand is therefore not in question. The challenge is:

- ☐ to use and develop it to convince visitors that 'Carlisle and Hadrian's Wall Country' is a 'must-see' destination<sup>1</sup>.

<sup>1</sup> In order to be successful any brand development must take place from a consumer's perspective.



- ☐ to make it synonymous with a vibrant attractive 'cathedral city', fascinating heritage, attractive environment, good recreational opportunities, quality accommodation and food and interesting things to see and do<sup>2</sup>.
- ☐ to encourage and facilitate quality product development so that it adds value to the existing product range.
- ☐ develop effective and cost efficient communication strategies that grow the existing customer base and ensure the required rate of growth within the Carlisle and surrounding area tourism sectors
- ☐ to generate, and co-ordinate, a variety of marketing and promotional initiatives so as to strengthen the Carlisle and Hadrian's Wall Country brand to maximise impact on relevant target markets.

## KEY TASKS

### Marketing



- ☐ To work with Cumbria Tourist Board and Hadrian's Wall Tourism Partnership to identify the most appropriate target markets using relevant, newly acquired and ongoing research data –  
To include short breakers, day trippers and group travellers :  
ABC1 families and couples living within 2-3 hour drive time.

05/06



- ☐ **To implement direct response campaigns to generate both staying and day visitors to both city and rural locations including:**
  - Spring flyer distributed throughout N. England and S. Scotland via Daily Mail/Mail on Sunday promoting day visits/short breaks for spring and summer 2005 (Continuation of the Flood Recovery Marketing Campaign, which has been undertaken Jan – May 2005)
  - Autumn Campaign in Partnership with HWTP
  - Autumn Info Service Campaign
  - Station Poster Campaign ( 12 months ) : Preston, Lancaster, Oxenholme, Settle, and Harrogate
  - Summer Mail Out to Group Travel Organisers

05/06



- ☐ **To participate in the VisitBritain 2006 City Culture Campaign in conjunction with 'Citybreaks' and Cumbria Tourist Board. (Package to be agreed for Dec. 2005)**

<sup>2</sup> These brand values may conflict.. A strategy, therefore, founded on a brand hierarchy, using effective sub-brands may be required to create a successful brand image for the consumers.

05/06



- ☐ Produce and distribute the Carlisle Holiday & Short Breaks Guide (50,000), Places to Visit (200,000), Events leaflets (20,000) and appropriate Christmas literature (c 500,000 leaflets)
  - Publish Carlisle Holiday Guide and Places to Visit leaflet by Dec 2005
  - Publish Events Leaflet by March 2006
  - Full reference pack to all UK TICs by Jan 2006 and ongoing
  - Packs of Holiday & Short Break Guides to 'hot' TICs nationwide by Jan 2005 and ongoing
  - Regional distribution of all key publications – ongoing
  - Responses to enquiries - ongoing

05/06



- ☐ To enhance Carlisle & Hadrian's Wall Country's brand presence through display of posters, Holiday Guides and accompanying promotional material at key outlets eg **Manchester, Leeds and Liverpool TICs. Preston, Settle, Oxenholme, Harrogate and Lancaster railway stations**

05/06



- ☐ To undertake a schedule of activity for the Group Travel Market including joint working with Cumbria Tourist Board, Hadrian's Wall City & Country Consortium and other relevant organisations



- ☐ Participate with England's North Country (ENC) and Visit Britain to promote Carlisle & Hadrian's Wall Country overseas



- ☐ Participate with Visit Britain, England's North Country, Cumbria Tourist Board, Hadrian's Wall Tourism Partnership and other relevant organisations in a programme of Press, PR and familiarisation visits

05/06



- ☐ Participation in key Joint Promotions including:
  - **VisitBritain 2006 City Culture Campaign**
  - Review arrangements for CTB's Hidden Treasures of Cumbria (advertising/direct mail & fulfilment campaign promoting the lesser known sub areas of the County)
  - CTB's 'Cumbria – The Lake District's Top Tours' (Attractive itinerary folder aimed at the Group Travel market and including the 'Cumbria - Free for a Fortnight' initiative during October 2005).
  - Cumbria & Northumbria Bedroom Browsers (with key attractions)
  - Rheged (continued presence and joint working with this high profile visitor attraction)
  - Hadrian's Wall Country Campaign Development
  - Hadrian's Wall National Trail
  - Great British Cities 'citybreaks'



- Settle to Carlisle Railway Development Company and Northern Trains (**Familiarisation visits**)
- City Centre Marketing Initiatives
- CTB and countywide partners' 'Cumbria Rail Rover' promotion.

05/06



- ☐ Review attendances at travel trade and consumer tourism Exhibitions and Roadshows. Based on throughputs and enquiries taken at 2004/5 events, and the opportunities for joint working with other appropriate bodies, draw up a proposed programme of action for 2006.

05/06



- ☐ Co-ordinate the ongoing Historic Carlisle website update and improve and enhance a presence or links with other relevant websites

05/06



- ☐ Explore the potential of developing an effective 'Friends and Relatives' marketing campaign

## Product Development

### Rural Projects

05/06



- ☐ Launch, develop and monitor the 'Hadrians' Wall Tour', 'Off the Wall Walks' and 'Border Heritage Trail'. Linking the latest audio-visual technology to the Global Positioning Satellite system, this project will bring a new dimension to the promotion and interpretation of the western section of Hadrian's Wall and Carlisle's Northern Borderlands. Delays have been experienced during the refinement work undertaken in 2004/5. Work can however now focus on:-

05/06



- ☐ the final field trials, training of staff, and launch of the scheme

05/06



- ☐ maximising its use and effectiveness through key outlets in consultation with the local tourism industry, local communities and appropriate bodies

05/06



- ☐ developing its application for educational visits through appropriate establishments e.g. Tullie House, Birdoswald, Carlisle Castle etc

05/06



- ☐ Develop the 'Wild Cumbria' project (formerly the 'Centre of Excellence for Natural History' Project ) in line with the recommendations and findings of the feasibility study undertaken during 2003/4 and the subsequent development and economic feasibility work during 2004/5. This will involve working with the project partners – ECCP, Eden District, Solway AONB, Tullie House, Cumbria Wildlife Trust, North Pennines T.P. to:-

- define the product packages on offer
- ascertain detailed costings for the proposals.
- determine a priority plan of action.
- submit further funding bids to RRC.
- undertake consultations with local tourism industry, local communities and appropriate bodies
- implement the phased delivery of the project

### Heritage Projects

05/06



- Support the consultancy work being undertaken as part of the NWDA's 'Historic Towns and Cities of England's Northwest Study'. (Carlisle has been selected by NWDA to be the subject of detailed study into how best it can realise its full potential as a 'Heritage City'). It aims to develop the city's heritage in such a way as to create a destination of regional and national significance, and to stimulate large scale economic regeneration.

05/06



- Strengthen the association of Carlisle with Hadrian's Wall. Investigate and develop the opportunities created by proposals contained within the Hadrian's Wall Major Study (2004) and formulate an appropriate plan of action in association with relevant bodies and organisations (eg Tullie House, English Heritage, Birdoswald Roman Fort, Hadrian's Wall Tourism Partnership/New Management Organisation), Cumbria Tourist Board, Solway Rural Initiative, Western Lake District Tourism Partnership and Brampton Parish Council and other parishes along the Wall).



- Support the improvement and enhancement, where appropriate, of key historic sites and attractions (including their interpretation). This particularly relates to the impending refurbishment to Tullie House, and includes support and advice to relevant organisations, parishes relating to the provision, and enhancement of facilities along Hadrian's Wall Path. This will normally involve the provision of information and facilitating the appropriate contacts and liaisons with Council departments and other relevant bodies/organisations #. (See also Section 3.7)

### City 'Renaissance' Projects



- Support, and contribute to the 'Carlisle Renaissance Action Plan', currently being prepared to counter the negative and adverse effects of the January floods.
- Support and contribute to the development of the Three Rivers Strategy, which is scheduled for formulation during 2005/6.



05/06



- ☐ 'Tourism and the Learning City' – Investigate opportunities to promote the area's cultural and tourism assets to the City's student population and their family and friends.

05/06



- ☐ Investigate ways to enhance the 'urban' section of the Hadrian's Wall Path so that it can genuinely fulfil a role as a prestigious gateway/thoroughfare for the City, and ensure it plays a significant part in the regeneration proposals for Carlisle. This will include facilitating work to determine the best options for creating a Roman 'heritage trail' – involving public artworks/high quality interpretative features etc along the urban section of the Path.



- ☐ Contribute to the process involved in establishing the new Hadrian's Wall Cycle route (scheduled to open May 2006) and ensure that it fulfils the same important role as a visitor generator and quality gateway to the City.

#### **New Private Sector Tourism Projects**



- ☐ Provide information, advice and guidance where appropriate, as well as facilitating contacts with, and support from, relevant Council departments, and other useful external bodies/organisations/parishes #.

# The level of involvement and input of the City Council with new projects will be determined by an assessment of the merits/implications of each individual case.

#### **4.2 ENHANCE THE VITALITY OF THE CITY CENTRE**

The city centre including its historic attractions, is vital to the success of Carlisle's tourism industry and is recognised as a key element in attracting increased numbers of both staying and day visitors.

The City Centre Marketing Group (a partnership between the City Council and Key City Centre Businesses) with its working budget continues to make significant and successful progress in developing an attractive events and activities programme in the city centre along with its promotion. Membership too of the Great British Cities Marketing Consortium is assisting in raising the national profile of the City. The operation however of the city centre 'Events' group, which was set up to monitor and stimulate event development, needs to be made more effective. **It is therefore intended to integrate its function into the monthly City Centre Commercial Affinity Group meeting.**

##### **Events**

There is no doubt the development of an attractive programme of events provides a prime opportunity to raise the profile of the City as a visitor destination, increase the number of both day and staying visitors, as well as enhance the vibrancy and competitive edge of the city centre.



In developing such a programme it is essential that the resulting events attain a satisfactory level in terms of scale and quality, so they meet the needs and expectations of the increasingly discerning 'customer' and justifiably enhance the profile of Carlisle's tourism product.

### **Carlisle – The Christmas City**

With the above objective firmly in mind, a major effort was made in 2003 and 2004 to upgrade the City's Christmas programme of activities and events, and to establish Carlisle as 'the' North West's 'Christmas City'. Significant new funding from the NWDA, and local businesses enabled new lighting, innovative seasonal features, and a high quality Santa's Grotto, to be provided in the city centre. These, along with other complementary activities, succeeded in laying a strong foundation for Carlisle's bid to become the best Christmas 'tourism offer' in the North West. The city's performance over the Nov/Dec period of 2004 once again reflects the effort made to create, and market, an improved tourism product, which now is beginning to acquire the scale and quality required for events of regional significance. The performance figures are shown in Appendix 5.

There remains a major opportunity to build on the initial success of the City's Christmas event. The city's new seasonal identity : 'Carlisle – The Christmas City', along with its appeal as an attractive visitor destination must be strengthened and enhanced further in 2005. **This is regarded as the number one priority in relation to event development for both the City Council's Tourism Unit and the City Centre Marketing Group.**

### **Key Tasks**



- ☐ **Building on the experience, and successes of the 2003 and 2004 Christmas event, draw up and implement a programme of activities and initiatives, which will enhance the promotion of 'Carlisle – The Christmas City' 2005. This will involve investigating the availability of funding from relevant sources – NWDA, CTB and local businesses etc.**



- ☐ **With regard to other events proposed for 2005/6 there is again a presumption to rationalise, consolidate and upgrade existing events, rather than create new ones. The City Council's Economic & Community Development Unit will therefore focus on the organisation of the following events for 2005/6:**

- Continental Market \*1
- **Craft and Garden Fayre (Replacing Spring Show for this year due to flood damage) \*2**
- Festival of Nations \*2
- Carlisle Carnival \*2
- pop2thepark \*2
- Carlisle Great Food Fair \*1
- Fireshow \*2

- Roger Albert Clark Rally 2005 \*3
- Carlisle – The Christmas City\*1

(Note: The City Council also organise the successful 'Brampton Live' Festival which is an annual event with much visitor appeal.)

- \*1 – Events created and developed as visitor attractions (Organised by Tourism Unit).
- \*2 – Community based events which also attract visitors to the city (Organised by Community Support Unit)
- \*3 – Event capitalising on a national motor rally.( Facilitated by Tourism/Business Development Unit)

Whilst resources will be concentrated as described above **it does not preclude the attraction and creation of high profile events, (particularly international / national events, which are a distinct priority) should the appropriate opportunity and the circumstances present themselves, and assuming Council has the capacity to facilitate them.** The City Council's Tourism Unit will only consider committing resources in terms of staff or funding to new events, if the following criteria can be met. Any such event must:

- be capable of attracting day/staying visitors from **outside** the immediate region
  - be of sufficient scale or importance to attain a regional (North of England), national or international profile
  - can attract appropriate funding
  - attract the support of the local tourism industry and local communities
  - be complementary to the existing events programme and compatible with the location in environmental and aesthetic terms
- ☐ New prestigious events that fulfil the above criteria that have been attracted to the City for 2005/6 are:
- Pirelli International Rally (20/21 May 2005)
  - Tour of Britain Cycle Race (31 August 2005)
  - British Isles Bowls Team Championships (30 June, 1&2 July 2006)
- ☐ The Tourism Unit will specifically investigate opportunities during 2005/6 to attract other internationally/nationally/regionally profiled events to the City.
- ☐ Proposed and existing events, organised by external bodies/organisations and which are considered to be beneficial to Carlisle's tourism development, (i.e. strengthening the tourism product, and enhancing the visitors' experience) will, where practically possible, receive assistance from City Council's Tourism Unit in terms of:

05/06





- promoting the event through its publications and relevant outlets (Tourist Information Centres, advertising sites etc).
- providing advice on sources of external funding e.g. bodies and organisations, which may be able to assist/support the event.
- providing any other information/advice, which may be relevant.

Carlisle International Summer Festival (9 – 16 July 2005), Cumberland Show (16 July 2005), Lanercost Priory Flower Festival (15 – 18 Dec 2005), Christmas Fayre (3 – 6 Nov 2005), Lanercost 2006 (Commemoration of the Court of Edward 1<sup>st</sup> 1306) are being assisted in this way.

NB Funding and staff involvement in the development and implementation of externally organised events will not normally be available from the City Council's Tourism Unit resources.

#### Other Key Tasks

05/06



- ☐ Investigate the feasibility and opportunities to set up a Business Improvement District for the city centre



- ☐ Look for new opportunities to enhance the image of the City at key entry points to city centre



- ☐ Attract the involvement of accommodation providers in marketing initiatives based round key events, e.g. Fireshow, Christmas



- ☐ Maximise the advantage from involvement with Visit Britain and Citybreak initiatives



- ☐ Ensure the nature, content and scale of the events/activities are compatible with the high quality environment of the city centre.

05/06



- ☐ Organise a programme of street entertainment to provide added value to the 'city centre product'



- ☐ Promote the use of the city centre as an outlet for local produce e.g. Facilitating monthly Farmers' Markets, etc.



- ☐ Generate activities and events, which will produce income

Over the last few years the City Centre has been very successful in enhancing the City's image as an attractive and high quality visitor destination. It is essential that this remains the case and the 'public realm' city centre environment is kept refreshed and in good condition. The quality of the environment must make a significant contribution to the city centre's competitive edge. It is therefore proposed to:-

05/06



- Review the provision of attractive floral decorations and support the introduction of new and refurbished displays.

05/06



- Review the condition and content of the street scene and support any maintenance required, along with proposals to enhance it.



- ☐ Promote high standards of customer care.



- ☐ Investigate and create appropriate opportunities for effective advertising/displays/signing of information relating to key city centre events and attractions.



- ☐ Generate sponsorship for events/activities.



- ☐ Contribute to and participate in the Great British City Breaks joint marketing activity.



- ☐ Position and promote the city centre as the key element of Carlisle's tourism offer to its day visitors.



- ☐ Involve the city centre's historic attractions and their respective organisations – English Heritage/Cathedral/Tullie House in key joint promotions.

05/06



- ☐ Produce and distribute an Events Guide and an Eating Out Guide for local industry and visitors.



- ☐ Ensure relevant city centre interests, particularly English Heritage, the Cathedral, and City Centre Marketing Group,









have an input into the preparation of the Historic Towns and Cities Study.

### 4.3 DEVELOP CONFERENCE BUSINESS

Business tourism remains one of the country's fastest growing tourism sectors. It has also been identified in all the recent key research documents as likely to be a major factor along the M6 corridor *'especially in Carlisle, where there appears to be a clear opportunity for improved conference facilities'*.

Improving Carlisle's business tourism product continues to be a key priority for both Carlisle Tourism and Carlisle Conference Group(CCG).

#### Key Tasks









- |  |   |
|--|---|
| <div style="border: 1px dashed black; padding: 2px; display: inline-block;">05/06</div><br>   | <input type="checkbox"/> Operation of the Carlisle Conference Desk on behalf of CCG members.  |
| <div style="border: 1px dashed black; padding: 2px; display: inline-block;">05/06</div><br> | <input type="checkbox"/> Enhancing the CCG service with the provision of a member of staff to support the Conference Group Officer during 2005/6. This is geared to releasing the Conference Officer to pursue new business opportunities at their source.  |
| <div style="border: 1px dashed black; padding: 2px; display: inline-block;">05/06</div><br> | <input type="checkbox"/> Having reviewed the current programme of exhibition attendance and the formulation of a programme of action based on additional support from both CCG venues and the City Council, it is intended to attend 2 trade shows over the coming year: - <ul style="list-style-type: none"><li>• National Venue Show. NEC (13 – 15 Sept 2005)</li><li>• CIPD Exhibition. Harrogate (26 – 28 Oct 2005)</li></ul> |
| <div style="border: 1px dashed black; padding: 2px; display: inline-block;">05/06</div><br> | <input type="checkbox"/> Produce an annual marketing plan with the objective of, increasing the number of enquiries, bookings and commissions. <ul style="list-style-type: none"><li>• This will include high profile adverts, plus advertorial, in a prominent conference publication (May &amp; June Editions) funded through the Flood Recovery Campaign</li></ul>   |
|   | <input type="checkbox"/> Continue to enhance the Carlisle Conference Group membership package and standards of service.   |
|   | <input type="checkbox"/> Develop further links with relevant bodies and organisations to stimulate continued joint working. A direct link to CTB's new web site, and the development of links with the Higher Education sector and emerging University Education Cumbria will have particular relevance for increased conference business.  |



#### 4.4 PROVIDE A QUALITY INFORMATION SERVICE

It is essential to keep our visitors fully informed about the area's attractions, facilities and tourism services. In doing so they will be encouraged to stay longer, see and visit more, and increase their spending. The better informed they are the better their visit can be managed with less disruption to the local community and environment. Many of the services provided can also benefit local residents too.

##### Key Tasks

- |   |   |
|---|---|
|    | <input type="checkbox"/> Operate tourist information centres in Carlisle (open all year) and Brampton (April-October) providing a friendly and efficient service for visitors and local residents alike.  |
|    | <input type="checkbox"/> Investigate the best IT networking system for Carlisle District's tourism information service including Destination Management System.   |
|    | <input type="checkbox"/> Support the operation of Southwaite Tourist Information Centre.  |
|   | <input type="checkbox"/> Maintain information displays in and around Longtown.  |
|  | <input type="checkbox"/> Continue to review and enhance information provision and displays around the district.   |
|  | <input type="checkbox"/> Raise the profile of Hadrian's Wall and Settle-Carlisle railway within existing and proposed tourism information provision to strengthen Carlisle's association with two of the region's internationally known brands.                                       |
|  | <input type="checkbox"/> Maintain effective contact with local tourism industry including arrangement of annual open afternoon/evening to provide opportunity for attraction operators/accommodation providers to familiarise themselves with information/services available to them. |
|  | <input type="checkbox"/> Support the provision of a Guided Walks and Tours programme.   |

#### **4.5 DEVELOP AND STRENGTHEN LINKS WITH SETTLE-CARLISLE RAILWAY BRAND**

The best destination brands are embedded in history and common usage. Like Hadrian's Wall, the Settle-Carlisle Railway is internationally famous and can provide the effective means to develop both high value short break business, as well as day visitor trade.

##### **Key Tasks**



- ☐ Develop joint initiatives with Settle-Carlisle Railway Development Company, its Promotions Group and Northern Rail.



- ☐ Develop effective liaisons with charter train operators and supply them with appropriate promotional literature.



- ☐ Maintain a high profile presence at key locations along the line - Carlisle promotional material in Leeds Tourist Information Centre (located at Leeds railway station), Settle station and other relevant outlets as available.

#### **4.6 DEVELOP EFFECTIVE WORKING RELATIONSHIPS**

In an attempt to maximise all the resources available every effort will be made to work with bodies and organisations who have a vested interest in the development and promotion of Carlisle as a successful visitor destination. Joint promotions create influential communal budgets and profiling activity which, in turn, provide benefits at a scale which would not be possible, or as effective, if undertaken on an individual basis. External funding support is also invaluable in achieving these ends.

As a matter of course, regular consultation and communication will be undertaken, in line with Best Value and good practice, with Carlisle's own local tourism industry, (including key city centre businesses) to ensure their needs and aspirations are fully understood and serviced.

This year again requires the ongoing consolidation of key relationships. There are a number of major funding organisations, and new initiatives, which should have a major beneficial influence on the successful development of Carlisle's tourism industry. These include:

- NWDA and the ongoing implementation of its Tourism Strategy for England's North West,
- Rural Regeneration Cumbria – the body administering and allocating the Rural Action Zone funding,
- the Hadrian's Wall Major Study, and the creation of a new administrative body to implement it,



- Cumbria Vision – the new strategic body overseeing Cumbria's economic regeneration,
- the NWDA's Historic Towns and Cities Study,
- the Carlisle 'Renaissance Study' (Flood Recovery Action Plan),
- the Destination Management Plan – prepared and administered by Cumbria Tourist Board - providing the strategic framework for tourism development throughout Cumbria,
- campaigns and initiatives organised by VisitBritain and the 'Great British Cities' marketing consortium ([citybreaks.org.uk](http://citybreaks.org.uk)),

It is particularly important to ensure that close communication, and co-operation is maintained with all the key organisations listed above. It is also essential to ensure Carlisle, and its tourism interests have an effective input into the strategic studies/initiatives, which are currently being generated and implemented, and which can bring significant benefits to the City's tourism industry.

#### Key Tasks



- ☐ Ensure effective liaison and participation is especially undertaken with the **North West Development Agency, Cumbria Tourist Board, Rural Regeneration Cumbria, Cumbria Vision, Carlisle 'Renaissance', English Heritage, and Hadrian's Wall New Management Organisation** to maximise efforts to generate funding and support for priority tourism projects.



- ☐ Ensure ongoing effective participation and communication with other working groups/bodies/organisations/parishes/higher education institutions who contribute to the well-being and development of Carlisle's tourism industry.

#### 4.7 PROVIDE BUSINESS SUPPORT

- ☐ It is important to help the creation of new tourism businesses, and to support tourism businesses which have ambitions to grow and improve, and which have the potential to play an important role in the long term development of Carlisle's tourism product. Business Support must be demand-led and appropriate to the specific needs of the tourism business involved.
- ☐ Responsibility for the delivery of the Business Development element of the Tourism Plan will lie with Carlisle City Council's Business Development Officer working with partners including

Business Link For Cumbria, Local Enterprise Agency, Higher Education Sector, Rural Women's Network, Cumbria Tourist Board, North West Farm Tourism Initiative and Hadrian's Wall Tourism Partnership.

In addition, for 2005/6 it is proposed to improve the opportunities for tourism businesses to access training, skills and support initiatives by incorporating the Cumbria Chamber of Commerce and Industry Tourism Affinity Group (whose main remit is to facilitate and promote Training and Skills provision) into the Carlisle Tourism group (the formal representative body for Carlisle's tourism industry). A sub – group of the latter body will then be created with representation from the most appropriate bodies. This sub – group will be dedicated to effectively delivering suitable training and skills recruitment and enhancement to the industry. The City Council's Business Development Officer will service the sub – group, to ensure that the agreed initiatives are properly co-ordinated, and that duplication of effort is avoided.

### Key Tasks

05/06



- ☐ Set up a Training and Skills sub-group within Carlisle Tourism with the specific purpose of targeting the local tourism industry with business support opportunities. The City Council will support partners to provide free advice and training to 30 new tourism businesses in 2005/6

The City Council and Cumbria Tourist Board have joined together to assist the Carlisle Guest Houses that were flooded in the January storm. They are delivering a brand new initiative – 'Better than Best' where expert interior design advice is being provided to enable the owners to refurbish their establishments to a high standard. The scheme will ultimately be delivered countywide and is aimed at improving the overall quality of serviced accommodation.

05/06



- ☐ Work with the flood affected Guest House owners and selected interior designers to facilitate the high quality refurbishment of their premises.



- ☐ Ensure tourism businesses have access to advice.



- ☐ Promote opportunities for new tourism businesses.



- ☐ Provide access to ICT and training through Brampton Business Centre and Telecentre.



#### 4.8 INFRASTRUCTURE AND THE NATURAL AND BUILT ENVIRONMENT - PROMOTING A SUSTAINABLE APPROACH TO TOURISM DEVELOPMENT

- ☐ The City Council is committed to a sustainable approach to tourism and will ensure the natural attraction and special qualities of the area are not undermined by tourism development. Every effort will be made to secure and encourage the protection and enhancement of the urban and rural environment and the heritage of Carlisle as a mainstay to its tourism industry.
- ☐ The quality of infrastructure in the City of Carlisle is vital to its tourism industry and improvements and continued maintenance are essential. Good access and accommodation, effective signing, clean streets, attractive street furniture and floral displays, good street-lighting, well-maintained toilets, good accessible car and coach parks all contribute to Carlisle establishing itself as a high quality tourism destination. These elements are fundamental to the enhancement of the visitors' experience and a key factor in attracting repeat visits and invaluable 'word of mouth' promotion.

##### Key Tasks



- ☐ Support the improvement of public access to Hadrian's Wall and tourism facilities along the Wall, whilst ensuring the long term protection of the WHS.



- ☐ Support the provision of a four star hotel with a dedicated conference centre.



- ☐ Support the upgrading and development of Carlisle Airport



- ☐ Support, and liaise with, the relevant rail companies in relation to the enhancement of services into the City.



- ☐ Support the provision of strategic destination signing on M6 and support provision of new sign posting in the rural area.



- ☐ Support the provision of facilities for cyclists



- ☐ Encourage the continued upgrading of accommodation facilities and retain the use of nationally recognised inspections for classification and eligibility for inclusion in Carlisle's Holiday Guide and Carlisle's TIC booking service.



- ☐ Support the facilitation of good access to the city centre including the provision of adequate parking.



05/06



- ☐ Examine the feasibility of the formation of a 'public realm' officers working group within City Council to monitor and formally liaise over infrastructure provision, planning and environmental issues, which are tourism related.



- ☐ Support environmental improvements to historic sites and other key sensitive locations.



- ☐ Support and facilitate opportunities for tourism developments and ensure they are of a high standard and have the minimal adverse effect on the environment and local communities.

#### 4.9 UNDERTAKE MONITORING AND RESEARCH

The monitoring and review of the value of tourism to the local economy, together with the effectiveness of Carlisle's tourism services are also essential to the development of a successful and effective programme of action.

##### Key Tasks



- ☐ Research relevant industry trends, forecasts, visitor profiles and target markets.

05/06



- ☐ Participate in the ongoing annual 'Steam' economic impact study.

05/06



- ☐ Participate in the national ' Destination Performance UK' study – a benchmarking scheme for like cities.

05/06



- ☐ Monitor relevant performance areas of local tourism industry and tourism services e.g. visitor income ( Steam study ),visitor numbers including city centre footfall figures, accommodation occupancy, enquiries, distribution, etc. (see Appendix 5)

## 5.0 FUNDING DETAIL

- 5.1 The breakdown of funding sources for 2005/6 is shown below. The budget allocated to the tourism activities in the 2005/6 Priority Plan is shown in Appendix 4.

### Breakdown of Funding Sources 2005/6

<u>FUNDING SOURCE</u>	<u>AMOUNT</u>	
City Council		222,600
Code	( £ )	
• 21250/3312	(75,800)	
• 21250/3430	(6500)	
• 21250/3430/59116	(5000)	
• 21250/3710	(8300)	
• 21250/3312/59118	(20,000)	
• 21260	(101,000)	
• 21270	(6000)	
External Funding	( £ )	173,000
• Carlisle Tourism Industry	(36,400)	
• City Centre Retailers/City Centre Income	(20,000)	
• Local Sponsorship	(10,000)	
• Carlisle Conference Group Venues	(10,000)	
• Rural Development Programme Grants	(5000)	
• Cumbria Tourist Board / NWDA *	(57,000)	
• Flood Recovery Campaign	(35,000)	
* Brand development funding		
Total Operational Budget		396,000

## **APPENDIX 1 -**

### **5 YEAR TARGETS**

**INCREASE VISITOR SPEND BY 10 %,  
FROM £105.5m TO £121m**

**INCREASE ROOM OCCUPANCY LEVEL FOR SERVICED  
ACCOMMODATION and SELF CATERING ACCOMMODATION BY 5%**

**INCREASE AVERAGE LENGTH OF STAY to 2 NIGHTS +**

**INCREASE TOURISM SUPPORTED JOBS BY 5 %**

**INCREASE ANNUAL FOOTFALL THROUGH CITY CENTRE BY 10 %**

**INCREASE CONFERENCE REVENUE INTO CITY BY 10 %**

### **POSITIONING / KEY 'MESSAGES'**

- ☐ Rich Heritage – 2000 Years of Border History
- ☐ Quality Experience
- ☐ Relaxing and Friendly
- ☐ The 'Best of City and Country' – Vibrant and Visitor Friendly City and Unspoilt Countryside
- ☐ Diverse Choice of Accommodation
- ☐ Safe
- ☐ Unique Attractions : Settle – Carlisle Railway, Hadrian's Wall
- ☐ Strong and Attractive Shopping Offer
- ☐ Regional Events
- ☐ Within Easy Reach of Attractive Surrounding Destinations – Lake District, Scottish Borders, Eden Valley, Solway Coast
- ☐ Diverse Conference and Meetings Facilities with Dedicated Venue Finding Service.



## **APPENDIX 2**

### **Carlisle City Council Corporate Plan 2004 – 2007**

The proposals contained within the 2005/6 Tourism Priority Plan will positively contribute to the following priorities of the corporate plan.

#### **SA2**

##### **Develop Carlisle's regional status \*High priority**

The Government's Regional Planning Guidance for the North West identifies Carlisle as one of the North West's key towns and cities where development should be concentrated. The Council wants Carlisle to further develop as a thriving sub-regional centre and make it a more attractive place to live, work and invest, through increasing the range of quality facilities.

In partnership, the Council will:

*Measures of success:*

##### **SA2.1**

Develop a University in Carlisle and invest in student facilities.

##### **SA2.2**

Increase footfall in the City's retail outlets by 2% annually.

##### **SA2.3**

Increase Gross Value Added per capita by 2% annually.

##### **SA2.4**

Increase tourist and business visitor spend by 2% annually.

##### **SA2.5**

Strengthen Carlisle's position as the principle sub-regional local government centre.

##### **SA2.6**

Develop schemes that make the most of Carlisle's Roman heritage.

#### **SE2**

##### **Broaden and enhance the economic base**

The development and broadening of the economic base in Carlisle is a high priority for the Council. The Council will target knowledge based industries in particular and will engage in more proactive marketing and invest in making the area more attractive to inward investors as a place to live and do business.

*Measures of Success:*

##### **SE2.1**

Increase the number of people employed in knowledge-based industries in Carlisle.

##### **SE2.2**

Increase the number of new businesses and their survival rate.

### **SE2.3**

Increase inward and local investment in Carlisle.

### **SE3**

Develop and retain skills in the area

The Council is committed to working with partners in order to retain a skilled workforce and to ensure that local people develop the skills they need. The Council will also, in partnership, seek to ensure that there is an appropriate level and mix of housing available in support

*Measures of Success:*

#### **SE3.1**

In partnership, increase FE/HE student numbers in Carlisle to 10,000 within ten years.

#### **SE3.2**

In partnership, raise the overall level of skills in the local workforce.

#### **SE3.3**

In partnership, lobby to ensure a suitable range of housing to support local economic development.

### **SA5**

#### **Improve cultural, leisure and sporting facilities**

Improvements in cultural, leisure and sporting facilities can have a positive knock-on effect in many areas of local life. They increase the attractiveness of the Carlisle area as a place to live, visit and move to.

*Measures of Success:*

#### **SA5.1**

Increase the opportunity for young people to get involved in sporting activities and the arts.

#### **SA5.2**

Publish sustainable development plan for Tullie House by 2005 and determine long-term management options.

#### **SA5.3**

Increase number and scope of users at the Sheepmount by 2% annually to 2010.

#### **SA5.4**

Promote the development of the evening and late night economy.

#### **SA5.5**

Invest and improve sports facilities in Carlisle.

#### **SA5.6**

Make more use of our rivers for leisure activities.



## **APPENDIX 3 - AIMS & OBJECTIVES**

### **AIMS**

The overall aim of the Tourism Plan is to bring measurable advantage to the local economy whilst respecting the quality of the environment, heritage and the needs and welfare of the local community.

This will involve developing tourism in a sustainable way that provides and promotes a good quality tourism product, which will ensure an enjoyable visitor experience and generate visitor income, employment and business opportunities.

### **OBJECTIVES**

#### **1.0 PROVIDING EFFECTIVE TOURISM INFORMATION**

To provide cost effective, comprehensive and good quality information services and facilities so as to ensure that both visitor and local resident have ease of access to all appropriate tourism information and merchandise.

#### **2.0 IMPROVING CARLISLE'S TOURISM PRODUCT**

##### **2.1 Developing a Countryside Activity Product**

To develop and improve Carlisle's Tourism Product in a sustainable way that makes the best use of the special qualities of the area and will increase visits and improve visitors' experience.

##### **2.2 Developing Carlisle's Heritage Product**

To develop and improve Carlisle's Tourism Product in a sustainable way that makes the best use of the special qualities of the areas heritage and will increase visits and improve visitors' experience.

##### **2.3 Strengthening Carlisle's Event Programme**

To build on existing strengths, opportunities and support in order to develop an attractive programme of events, which are of at least regional significance and will attract both day and staying visitors.

##### **2.4 Developing Business Tourism**

To develop Carlisle as a nationally recognised destination for all relevant aspects of business tourism (conferences, training, corporate events, film locations).

## **2.5 Enhancing Carlisle City Centre**

To consolidate the quality and competitive edge of the City Centre and enhance its overall status as the region's "commercial capital" and to maximise its contribution to Carlisle's tourism product.

## **3.0 ENHANCING THE INFRASTRUCTURE AND THE NATURAL AND BUILT ENVIRONMENT – PROMOTING A SUSTAINABLE APPROACH TO TOURISM DEVELOPMENT.**

To enhance the quality of infrastructure provision within the Carlisle District and protect and enhance the natural and built environment.

## **4.0 DEVELOPING EFFECTIVE PARTNERSHIPS**

To strengthen and sustain a constructive and productive working relationship with the local tourism industry and other key players who contribute to, and have an interest in the successful development of Carlisle's tourism product.

## **5.0 PROVIDING BUSINESS SUPPORT**

To raise the competitiveness of tourism businesses across the district.

## **6.0 MONITORING AND RESEARCH**

To undertake ongoing research to monitor the performance of the local tourism industry, identify the most relevant opportunities to develop and market Carlisle's tourism product and measure the effectiveness of the actions and initiatives undertaken.

## **7.0 PROVIDING EFFECTIVE MARKETING**

To raise the awareness of the 'Carlisle and Hadrian's Wall Country' brand and establish the 'City of Carlisle' as an attractive, nationally recognised visitor destination, targeting appropriate markets so as to increase overall visitor spend (by increasing visitor numbers, length of stay, occupancy and visits to attractions and city centre facilities).



## APPENDIX 4 - PROPOSED FUNDING ALLOCATION 2005/6

<u>ACTIVITY</u>	<u>FUNDING ALLOCATION</u>
<b><u>Marketing ( 109,000)</u></b>	
• Advertising/Direct Mail (includes 30,000 from Flood Recovery Campaign Fund)	55,000
• ,Publications	45,000
• Distribution	9,000
<b><u>Product Development (88,000)</u></b>	
• City Centre / Event Development	8000
• Christmas	60000
• A/V Tour Launch/ Development	5000
• 'Carlisle and Hadrian's Wall Country' Brand Development	57000
<b><u>Tourism Information ( 111,000)</u></b>	
• Carlisle TIC	101,000
• Brampton TIC	6,000
• Southwaite TIC	4,000
<b><u>Joint Working ( 20,000)</u></b>	
• HW Brand Development	3000
• H W City/Coast/Country	500
• CTB Membership	3,500
• Rheged	5,000
• Settle/ Carlisle Railway Development Co	1600
• Great British Cities	3000
• Hadrian's Wall Bus	500
• Cumbrian Rail Rover	1000
• Visitor Experience Enhancement	1000
• Promotional Displays	900
<b><u>Business Tourism (22,000)</u></b>	
• Conference Promotion/Marketing	22,000
<b><u>Monitoring &amp; Research (4000)</u></b>	
• Visitor Survey & Steam Research	4000
<b>Total Operational Budget</b>	<b><u>£396,000</u></b>

## **APPENDIX 5 – 2004/5 PERFORMANCE FIGURES**

- ☐ Carlisle Tourist Information Centres  
Compiled by Carlisle City Council
  
- ☐ Accommodation Occupancy Figures  
Compiled by Cumbria Tourist Board
  
- ☐ Summary of Holiday Guide Distribution  
Recorded and compiled by Carlisle City Council
  
- ☐ City Centre Footfall Figures  
Compiled by Carlisle City Council/ City Centre Marketing Group
  
- ☐ STEAM executive summary ( Economic Impact Study)  
Researched and compiled by GTS UK for Carlisle City Council



### Carlisle Tourist Information Centre

	2003	2004	+/-
Door counter	187823	175730	-6%
Telephone	22683	21452	-5%
E-mail	2337	3840	+64%
Post	7333	9400	+29%
Total Bookings	1089	1024	-6%
Total Bed nights	2777	2748	-1%

### Brampton Tourist Information Centre

	2003	2004	+/-
Enquiries	12428	12656	+2%
Telephone	1022	969	-5%
Post	330	181	-45%
Total Bookings	188	204	+8%
Total Bed nights	461	531	+15%

### Accommodation Occupancy %

	2003		2004	
	Carlisle	Cumbria	Carlisle	Cumbria
Jan	26	32	30	35
Feb	35	44	38	46
Mar	38	48	42	49
Apr	50	58	46	57
May	58	61	57	61
Jun	62	63	69	62
Jul	68	59	69	70
Aug	74	74	73	72
Sep	68	68	66	70
Oct	58	63	57	64
Nov	41	46	48	48
Dec	35	40	37	41
Average	51	55	53	56

## Holiday Guide Distribution 2004

TIC's	Cumbria	5000
	Carlisle TIC's *	18650
	England	18000
	Scotland	500
TOTAL		42150
Others	BTTF	50
	Railway Station	1000
	Other misc	4500
	Sands Centre	1000
	Ref packs	550
	Colleges	250
	Hospitals	500
TOTAL		7850
GRAND TOTAL		50000
Printed		50000

\* includes enquiry responses

## 2004 CITY CENTRE FOOTFALL FIGURES

2003 (Jan – Dec)	2004 (Jan – Dec)	% (+/_)
10,563,176	11,224,098	+ 6

### 'Carlisle – The Christmas City' Festival

2003 (Nov/Dec)	2004 (Nov/Dec)	% (+/_)
2,074,487	2,084,631	+ 0.5



**APPENDIX 5 – Economic Impact**  
**STEAM Report for Carlisle City Council 2003**

<b>Total Revenue by District (£'s millions)</b>	<b>2003</b>	<b>2002</b>	<b>% change</b>
Carlisle Urban	70.12	68.05	3
Carlisle Rural	35.27	33.25	6
<b>TOTAL</b>	<b>105.39</b>	<b>101.30</b>	<b>4</b>

<b>Analysis by sector of expenditure (£'s millions)</b>	<b>2003</b>	<b>2002</b>	<b>% change</b>
Accommodation	22.27	21.86	2
Food & Drink	19.08	18.19	5
Recreation	4.30	4.10	5
Shopping	12.49	11.96	4
Transport	10.24	9.67	6
Indirect Expenditure	25.05	24.4	4
VAT	11.97	11.51	4
<b>TOTAL</b>	<b>105.39</b>	<b>101.30</b>	<b>4</b>

<b>Revenue by Category of Visitor (£'s millions)</b>	<b>2003</b>	<b>2002</b>	<b>% change</b>
Serviced Accommodation	45.28	44.24	2
Non Serviced Accommodation	7.25	6.95	4
SFR	6.57	6.54	0
Day Visitors	46.29	43.57	6
<b>TOTAL</b>	<b>105.39</b>	<b>101.30</b>	<b>4</b>

<b>Tourist Days (Thousands)</b>	<b>2003</b>	<b>2002</b>	<b>% change</b>
Serviced Accommodation	458.15	438.77	4
Non Serviced Accommodation	271.20	258.61	5
SFR	371.73	370.48	0
Day Visitors	1995.53	1881.53	6
<b>TOTAL</b>	<b>3096.61</b>	<b>2949.39</b>	<b>5</b>

<b>Tourist Numbers (Thousands)</b>	<b>2003</b>	<b>2002</b>	<b>% change</b>
Serviced Accommodation	287.22	254.67	13
Non Serviced Accommodation	33.22	33.85	-2
SFR	156.14	155.62	0
Day Visitors	1995.53	1881.53	6
<b>TOTAL</b>	<b>2472.12</b>	<b>2325.66</b>	<b>6</b>

<b>Sectors in which Employment is supported (FTE's) Direct employment</b>	<b>2003</b>	<b>2002</b>	<b>% change</b>
Accommodation	791	792	0
Food & Drink	524	499	5
Recreation	143	136	5
Shopping	312	299	4
Transport	125	119	6
Indirect Expenditure	1896	1845	3
VAT	453	435	4
<b>TOTAL</b>	<b>2349</b>	<b>2280</b>	<b>3</b>

## Carlisle Urban

Analysis by sector of expenditure (£'s millions)	2003	2002	% change
Accommodation	16.21	16.04	1
Food & Drink	12.98	11.76	10
Recreation	2.75	2.45	12
Shopping	8.57	7.86	9
Transport	7.23	6.29	15
Indirect Expenditure	17.21	15.88	8
VAT	8.35	7.77	8
<b>TOTAL</b>	<b>73.31</b>	<b>68.05</b>	<b>8</b>

Revenue by Category of Visitor (£'s millions)	2003	2002	% change
Serviced Accommodation	34.17	33.72	1
Non Serviced Accommodation	0.72	0.69	5
SFR	4.53	4.51	0
Day Visitors	33.89	29.14	16
<b>TOTAL</b>	<b>73.31</b>	<b>68.05</b>	<b>8</b>

Tourist Days (£'s millions)	2003	2002	% change
Serviced Accommodation	324.85	315.42	3
Non Serviced Accommodation	21.22	20.29	5
SFR	256.20	255.32	0
Day Visitors	1445.33	1242.39	16
<b>TOTAL</b>	<b>2047.59</b>	<b>1833.41</b>	<b>12</b>

Tourist Numbers (£'s millions)	2003	2002	% change
Serviced Accommodation	200.80	183.34	10
Non Serviced Accommodation	2.91	2.76	6
SFR	107.61	107.25	0
Day Visitors	1445.33	1242.39	16
<b>TOTAL</b>	<b>1756.65</b>	<b>1535.73</b>	<b>14</b>

Sectors in which Employment is supported (FTE's) Direct employment	2003	2002	% change
Accommodation	468	468	0
Food & Drink	356	323	10
Recreation	92	82	12
Shopping	214	197	9
Transport	89	77	15
Indirect Expenditure	1218	1146	6
VAT	312	287	8
<b>TOTAL</b>	<b>1530</b>	<b>1433</b>	<b>7</b>



## Carlisle Rural

Analysis by sector of expenditure (£'s millions)	2003	2002	% change
Accommodation	6.07	5.80	5
Food & Drink	6.90	6.43	7
Recreation	1.77	1.65	7
Shopping	4.36	4.10	6
Transport	3.67	3.38	9
Indirect Expenditure	8.70	8.16	7
VAT	3.98	3.74	7
<b>TOTAL</b>	<b>35.45</b>	<b>33.25</b>	<b>7</b>

Revenue by Category of Visitor (£'s millions)	2003	2002	% change
Serviced Accommodation	11.11	10.52	6
Non Serviced Accommodation	6.53	6.27	4
SFR	2.04	2.03	0
Day Visitors	15.76	14.43	9
<b>TOTAL</b>	<b>35.45</b>	<b>33.25</b>	<b>7</b>

Tourist Days (£'s millions)	2003	2002	% change
Serviced Accommodation	133.31	123.35	8
Non Serviced Accommodation	249.98	238.32	5
SFR	115.54	115.16	0
Day Visitors	697.19	639.14	9
<b>TOTAL</b>	<b>1196.01</b>	<b>1115.98</b>	<b>7</b>

Tourist Numbers (£'s millions)	2003	2002	% change
Serviced Accommodation	86.43	71.33	21
Non Serviced Accommodation	30.31	31.09	-3
SFR	48.53	48.37	0
Day Visitors	697.19	639.14	9
<b>TOTAL</b>	<b>862.46</b>	<b>789.94</b>	<b>9</b>

Sectors in which Employment is supported (FTE's) Direct employment	2003	2002	% change
Accommodation	324	324	0
Food & Drink	189	176	7
Recreation	59	55	7
Shopping	109	103	6
Transport	45	41	9
Indirect Expenditure	726	699	4
VAT	158	148	7
<b>TOTAL</b>	<b>884</b>	<b>847</b>	<b>4</b>

## Cumbria STEAM Model

Trends 2000 – 2003  
Key trends 2000 2003

The following table shows the percentage changes in tourism revenue, tourist days, tourist numbers and Tourism employment between 2000 and 2003 for each of Cumbria's sub areas.

	Allerdale	Barrow	Carlisle	Copeland	Eden	SLDC	LDNPA	Cumbria
<b>Revenue</b>	11.9	22.9	12.6	-7.6	8.7	17.4	12.9	12.9
<b>Tourist Days</b>	2.3	11.5	15.9	-3.2	8.7	13.3	7.8	8.8
<b>Tourist Numbers</b>	6.1	9.1	19.2	-0.2	9.0	7.3	5.7	8.4
<b>Employment</b>	5.1	14.1	10.9	-3.8	7.1	11.2	7.0	8.3

### Tourism Revenue by Area

Revenue created by tourism activity is a key measure of a destination's performance. In this table you can see the revenue supported by tourism activity in Cumbria broken down by district and National Park area.

Figures indexed to 2003

	<b>Tourism Revenue by District - £'s millions</b>							
<b>Year</b>	Allerdale	Barrow	Carlisle	Copeland	Eden	SLDC	LDNPA	Cumbria
<b>2000</b>	187.3	52.7	93.6	78.7	124.6	410.1	510.6	947.1
<b>2001</b>	166.2	58.0	96.1	60.2	106.2	404.0	477.0	890.7
<b>2002</b>	201.6	64.3	101.3	70.1	128.1	459.2	550.5	1024.5
<b>2003</b>	209.6	64.8	105.4	72.7	135.5	481.4	576.4	1069.5

### Tourist Numbers by Area

In 2003 15.5 million tourist trips were made to Cumbria. The breakdown of tourist numbers by area is shown in the next two tables. The pattern of distribution is similar to that of tourism revenue with more than half the total visitor numbers being generated within the Lake District National Park. However SLDC accounted for 31.9% of the counties tourist numbers in 2003, compared to 45% of the counties revenue in the same year. This indicates a higher spend per trip and longer trip length in South Lakeland compared with other districts. In terms of visitor numbers, Allerdale and Carlisle are closely matched although revenue generation per visitor is higher in Allerdale than Carlisle.

	<b>Tourist Numbers by area - Millions</b>							
<b>Year</b>	Allerdale	Barrow	Carlisle	Copeland	Eden	SLDC	LDNPA	Cumbria
<b>2000</b>	2.4	1.7	2.1	1.6	1.8	4.6	7.8	14.3
<b>2001</b>	2.4	1.8	2.1	1.3	1.6	4.6	7.3	13.8
<b>2002</b>	2.6	1.8	2.3	1.6	1.9	5.0	8.1	15.1
<b>2003</b>	2.6	1.8	2.5	1.6	2.0	4.9	8.2	15.5

	<b>Tourist Numbers by area - % by area</b>							
<b>Year</b>	Allerdale	Barrow	Carlisle	Copeland	Eden	SLDC	LDNPA	Cumbria
<b>2000</b>	17.1%	11.7%	14.5%	11.5%	12.8%	32.3%	54.4%	100.0%
<b>2001</b>	17.1%	12.9%	15.5%	9.3%	11.5%	33.6%	52.9%	100.0%
<b>2002</b>	17.1%	11.8%	15.4%	10.4%	12.8%	32.9%	53.7%	100.0%
<b>2003</b>	16.7%	11.8%	16.0%	10.6%	12.9%	31.9%	53.0%	100.0%

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ECONOMIC & COMMUNITY DEVELOPMENT SERVICES  
TOURISM UNIT  
MAY / JUNE 2005**