

Resources Overview and Scrutiny Panel

Agenda
Item:
A.3

Meeting Date: 13 APRIL 2017

Portfolio:

Key Decision: No

Within Policy and
Budget Framework

YES

Public / Private Public

Title: CARLISLE AMBASSADORS

Report of: CHIEF EXECUTIVE

Report Number: CE 05/17

Purpose / Summary:

To brief Members of the Resources Overview and Scrutiny Panel on the Carlisle Ambassadors' initiative.

Recommendations:

The Resources Overview and Scrutiny Panel are asked to note the contents of the report.

Tracking

Executive:	
Overview and Scrutiny:	
Council:	

1. BACKGROUND

- 1.1 Carlisle Ambassadors was set up in 2013 in view of the Economic Review which identified the need for Carlisle to grow in population and business terms if it was to achieve its economic potential. In order to achieve this objective there was a fundamental need to put Carlisle on the map and Carlisle Ambassadors was set up to help enable the Council to work in partnership with businesses to help raise the profile of Carlisle.

2. CARLISLE AMBASSADORS' PROGRAMME

- 2.1 Carlisle Ambassadors brings together a range of businesses and organisations. it meets on a regular basis at different venues chosen to show case the businesses who also sponsor the event. The meetings provide a powerful business networking opportunity where people can interact with others, forge strong connections and hear about new initiatives of developments in the City.
- 2.2 In 2015-16 there were six meetings in various locations attended on average by 200 people from a number of businesses. The Business Innovation showcase event held at Garden of Eden in summer 2016 included presentations from Pirelli and on new initiatives being developed by local businesses.
- 2.3 Carlisle Ambassadors define themselves as a proactive community of passionate individuals, businesses and organisations who participate in projects to raise the profile of Carlisle to make it a better place to live, work and visit. In addition to the networking events members have access to a range of resources. These include:
- Carlisle Story, which describes what Carlisle has to offer
 - Carlisle Prospectus, which can be used to promote Carlisle at events
 - Design Toolkit, including access to the Carlisle 'brand' to help members create hoardings, banners and signage. These have been used by businesses e.g. The Halston and at conferences or marketing events.
- 2.4 These resources have been used in a number of ways to promote Carlisle for instance at a GP recruitment fair to attract newly qualified Doctors to the area. In addition the branding has been used recently at the Northern Powerhouse Event in Manchester and attracted interest from a wide range of businesses and organisations.

3. MANAGEMENT AND FUNDING

- 3.1 It was initially proposed that a Place Manager should be employed to lead the Carlisle Story and Carlisle Ambassadors. Unfortunately, due to the wide range of skills required for this post we were unable to appoint someone within the resources available and the work was split up with some of the activity being picked up by Council Officers and the marketing and Ambassadors by external contractors.
- 3.2 In December 2014 Michelle Masters and Kate Wilson were engaged to support and drive the Ambassador programme, increasing the membership, maximising social media and supporting businesses in their ambassadorial role.
- 3.3 Since they were appointed the membership has increased from around 50 to currently 149, generating £18,500 from membership fees. The cost of running the Carlisle Ambassador programme is £38,500 with the Council contributing £20,000 towards the initiative. In addition the Ambassadors has received £11,500 in kind from venues, catering, photography, speakers and training.

4. BENEFITS/OUTCOME

- 4.1 The Ambassador initiative has held a number of benefits for the Council, businesses and for Carlisle.
- 4.2 Council - The Council are able to meet and have access to a large number of businesses which it would normally find difficult to meet, particularly Small Medium Enterprises. This enables us to fulfil our role to facilitate business support connecting business with business advisors e.g. Training. The Ambassadors also provides the Council with a forum to communicate key messages concerning new businesses and development within the city.
- 4.3 Businesses - The Ambassadors provide businesses with the opportunity to network with other businesses and the Council. They have the opportunity to hear from other businesses and showcase their own. In addition they have access to a range of resources which they can use as part of their marketing strategy. Businesses also commend that the Ambassadors has enabled them to give something back to the Community for instance 'Give a day to the City' which brought businesses together to deliver community projects.
- 4.4 Carlisle – The Ambassadors has helped raise the profile of Carlisle not just in Cumbria but beyond.

- 4.5 The Ambassadors have supported GP recruitment events including special offers from local businesses for medical professionals relocating to Carlisle.
- 4.6 Carlisle Ambassadors have used the resources available to promote the City for instance helping in Cannes and the Northern Powerhouse event in Manchester.
- 4.7 Media coverage has included articles in range of publications including Ambassadors own newsletters which have a national circulation e.g. David Allen and Story Homes. Carlisle Ambassadors has only been running since 2013 and has tripled in size.

Contact Officer: Jane Meek

Ext: 7190

Collaborating
to Influence the future
of Carlisle & Cumbria

CARLISLE
AMBASSADORS



Reported Coverage for Carlisle Ambassadors' Network

56

PIECES OF COVERAGE:

318M

ONLINE READERSHIP:

425K

ESTIMATED COVERAGE VIEWS:

718

SOCIAL SHARES:

113

LINKS FROM COVERAGE:

1.44K

YOUTUBE VIEWS:

35

AVERAGE DOMAIN AUTHORITY:

84.4K

CIRCULATION:

615

VIEWS:

Pirelli hushes up its latest development

New products exhibited at showcase for innovation

BY DUNCAN BICK

PIRELLI has shown off its latest tyres at a special event to celebrate Cumbrian innovation.

The company showcased products designed to reduce noise on vehicles at a meeting of Carlisle Ambassadors, which took place at Eden Golf Club, in Crosby. It was one of several firms which was showing off its work to an audience of about 200 people.

Tony Di Gravio, the com-

'A lot of people say 'I thought you just poured rubber into a mould'. If I had a pound for every time someone said that I'd be driving a Bentley'

pany's director of quality in the UK, pointed out that developing tyres is a complicated process.

He said: "A lot of people say 'I thought you just poured rubber into a mould'. If I had a pound for every time someone said that I would be driving a Bentley."

"Always remember when you are driving home, all that is coming between you and the asphalt is four tyres," he added.

He spoke to the audience about the latest tyre produced in Carlisle, the P Zero, which



Art of noise: Tony Di Gravio and Neli Giobanu from Pirelli with one of the firm's reduced noise tyres

uses a system called the Pirelli Noise Cancelling System.

These have a microfibre, sponge-like material in their cavities, which cuts the noise produced by the tyres by up to two decibels.

Mr Di Gravio explained that these are used on high-performance SUV cars and the drivers of these often have a very low tolerance for noise.

He added: "750 people do



Insight: Simon Spencer, left, from Vulcan Engineering and Adrian Davis-Johnston from Innovus

this work in Carlisle on a daily basis. They are very proud and so am I."

The company also showcased tyres made at its plant in Burton-on-Trent, Staffordshire, which will not deflate rapidly if they are pierced with a nail.

Several other developments from Cumbrian companies were also showcased.

These included Tech4, based in Lorne Street, Denton Holme, which demonstrated its 3D printers and Forth Engineering, based near Maryport, which showcased a robotic spider it has built for use at Sellafield.

The event was hosted by Adrian Davis-Johnston of Innovus Cumbria, an organisation which seeks to back new technology and innovations in the county.

He said: "If you always do



It's got legs: Graham Cartwright from Forth Engineering with a prototype robotic spider

what you have always done you will always get what you have always got, or worse."

Mr Davis-Johnston gave Carlisle United as an example of where innovation can make changes, contrasting Greg Abbot's conservative management with the current regime.

He pointed out though that it is sometimes not easy to change. "Keith Curle has really mixed it up and has been introducing changes and yes it was painful."

He added: "Ask for help. We are very proud in Cumbria but there is nothing weak in asking for help."

Colin Glover, the leader of Carlisle City Council, attended the event. He said: "Carlisle and Cumbria has so much innovation going on and it is really good to get it out and showcase it."

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There's a TV ad moment which is a tablet computer company which accountancy package their product with systems easier. But can it really be important, which Cloud pi It's these qu Accounting Te CATs) get asked than kissing or set about dev make their w "In recent systems have comments R based in Car using these time, any pl Stu Bell, c "Clients def either their records." H "Whilst this sound very decent int to work at people."

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Pirelli Headlines at Carlisle Ambassadors' Innovation Meeting

OCT 3 2016

CIRCULATION:

19.7K

Carlisle Ambassadors meeting is all about Innovation

By Carlisle Ambassadors on 23/09/2016 This is a Sponsored Post



29th SEPT 2016
EDEN GOLF CLUB

The next meeting of Carlisle Ambassadors is on Thursday 29th September, and takes place at Eden Golf Club. The theme is 'Innovation', and includes showcases from a wide range of local, national and international companies.

We are delighted that Cumbria Police will demonstrate their drones, which they use to provide initial response in various scenarios to maximize safety of staff and public. Amongst other displays, there will also be a robotic spider, 3-D printers, Second Sight wearable technology, the i8 and i9 from BMW, innovative tyres from Pirelli, and examples of the new polymer bank notes from Innova Security.

We are delighted that Tony DiGravio of Pirelli will be speaking about the innovative Pirelli Noise Cancelling System (PNCS). Adrian Davis-Johnston of Innova (which has supported several of the companies present at the meeting), will introduce Oliver Viney of Penrith based Atlantic Geomatics, who will talk about their journey to success. We also have Luke Jackson of the award winning 'Bruce and Luke's' joining us on stage, so watch out for the selfie stick and that inimitable grin.

Carlisle Ambassadors has established itself as a collaborative network of businesses, organisations and individuals who work to make a difference to the city, through the increasingly popular 'Give a Day' event, greater business collaboration within the county, and the bigger collective goal of raising the profile of Carlisle to make it a city of lifestyle choice.

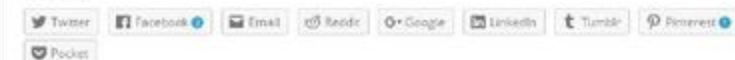
Michelle Masters, joint manager of Carlisle Ambassadors, said: "We are excited about having such a range of innovative products and services to show at this next event. There are over 170 people booked in, and we are looking forward to another lively, positive meeting in the fantastic setting of Eden Golf Club. There are a handful of free places left, but they are going fast so we urge people to book in soon before registration closes."

<http://www.eventbrite.co.uk/e/carlisle-ambassadors-meeting-29th-september-2016-tickets-25279819548?aff=erelexpmt>

Contact Information

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 Email both on: info@carlisleambassadors.co.uk
 Website: www.carlisleambassadors.co.uk

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Carlisle Ambassadors meeting is all about Innovation

SEP 23 2016

(EST.) MONTHLY VISITS: **194K**

(EST.) COVERAGE VIEWS: **26.2K**

DOMAIN AUTHORITY: **34**

LINKS FROM COVERAGE: **1**

2 **2** **1**



NEWS

Atlantic Geomatics are busy with industry events and developing our business across the world.

CARLISLE AMBASSADORS - GIVING A DAY TO THE CITY

29TH OCTOBER 2015

As part of The Carlisle Ambassadors Project, we were asked by Capita to 'Give a day to the City'. Carlisle Ambassadors is for anyone who wants to support Carlisle City Centre for business, tourism and culture, with the ambition to make Carlisle a better place to live, work, invest and visit. This voluntary project involves like-minded companies and organisations to pool resources and collaborate skills to deliver a development which will benefit our city.

The aim of this particular project was to improve the Hadrian's Wall walk. This included a ramp to allow access for wheelchair, impaired mobility and pushchair users from the back of the Sands Centre to the Eden River. The ramp required 240 tonnes of stone and a new tarmac surface.

Atlantic Geomatics completed the topographic survey allowing the designers to calculate the 240 tonnes of stone and tarmac required to complete the new path. We worked alongside companies such as DSD Construction, Nixon Plant Hire, Ecotech Systems, Eden Rivers Trust, D.A Harrison,

Atlantic Geomatics | Land Surveying | Underground Surveying | Building Surveying | GIS Solutions

FEB 6 2017

(EST.) MONTHLY VISITS:

828

(EST.) COVERAGE VIEWS:

218

DOMAIN AUTHORITY:

18



3



6

Carlisle Ambassadors 2017

120



We recently joined Carlisle Ambassadors in Carlisle, a programme we had participated in for a number of years in the past with our previous business.

The purpose of the Ambassadors for us, is to promote Carlisle, and the wider Cumbrian Economy, to create a better place to work, life and play in for our current population and the future generations. For us, its also about leaving the place in a better condition for the future.

So during the November meeting, there was a call to action, Ideas formulated around tables, things discussed and presentations made. One of the key things was from Paul Rheinbach, a series of pledges that his business, More Handles, were making in 2017 to the people of Carlisle. Paul and the team at Carlisle Ambassadors asked for other pledges of support, and commitments from companies and individuals.

So after a few ideas, thoughts and discussions, we came up with the pledges we are going to make in 2017. Some of these are easy for us to implement, some harder and require thoughts, planning and effort. Some will need the collaboration of others to help us and commit their time or money too.

The Pledges we are going to make in 2017 are:

- Commit 5 full days of support to the Carlisle Ambassadors to assist in any Ambassador lead project during 2017 which requires the skills, experiences and knowledge which I have.
- Play an active role in other projects which excite, stimulate or continue to reinforce the community within the city at no cost.
- Implement the Kingmoor Building Scholarship award for Cumbrian Students studying Architecture or Civil / Structural Engineering.
- Commit to raising money for Great North Air Ambulance in 2017 as the chosen charity for the business.

We hope that this kickstarts other to make commitments, however large and small and 2017 is going to be exciting for all involved.

(EST.) MONTHLY VISITS: **582**

(EST.) COVERAGE VIEWS: **195**

DOMAIN AUTHORITY: **9**

About Us

We are a small practice, servicing domestic and commercial clients. No project is too small for us to tackle and we provide support to home-owners, builders, contractors, architects and commercial property developers. We are based in Cumbria, and over the last 20 years, our work has taken us around the world working on a variety of projects.

Contact Information

Contact us at Kingmoor Consulting Ltd
 E: hello@kingmoorconsulting.co.uk
 T: 01228 915900

Locations

We cover the following locations : Alston, Ambleside, Appleby-in-Westmorland,





Gareth Presch

Founder, World Health Innovation Summit CIC

Mr Gareth Presch, holds a BA Hons in healthcare management. A problem solver and healthcare strategist who has experience working in public, private and voluntary healthcare settings in the NHS and abroad. Patient focused and quality driven. Having previously worked as the Chief Officer of the National Haemophilia Council a statutory body in Ireland. Gareth has also managed National Clinical Programmes on Blood Transfusion (Establishment of the National Blood Transfusion Committee), Haemochromatosis and the Endoscopy improvement programme. He has advised and been a member of a number of successful charity fundraising campaigns (Kops 4 Kidz, Great Garda Run, Tania McCabe Foundation etc) in the past and continues to support charitable causes locally, nationally and internationally.

He has advised businesses in marketing, social media strategies and governance successfully. Lead and was a Member of the Cumbria Rural Health Forum, Steering Group Member of CPFT Good Causes and is an active member of the Carlisle Ambassadors community.

Innovation Showcase Speakers

NOV 23 2016

(EST.) MONTHLY VISITS: **805**

(EST.) COVERAGE VIEWS: **200**

DOMAIN AUTHORITY: **26**



10



Carlisle – where the people are doing it for themselves!



Often promoted as the 'gateway to the Lakes', its core population is less than a full house at Old Trafford but the noise they make is just the same, especially around business and regeneration. Best of all, it's led by local people rather than by national politicians. That, in itself, is quite unique I think.

I'm from Carlisle and proud of it. I know the people, they know me and as far as I can tell, we get along. The city is no different to many others in that it fell into a bit of a decline after successive governments forgot about 'The North'. That said, and if the truth was our guide, it also suffered from a lack of innovation from within with anyone even looking like an entrepreneur being viewed as deeply suspicious. That was then, this is now.

The local press performs well alongside the local television news programme which delivers such loyalty and affection that it dwarfs that of other regions. BBC Radio Cumbria is one the best in the network while the commercial alternative, CFM Radio, a station I launched back in 1993, is a UK success story all on its own.

Again and like so many other areas, it had an industrial workforce but as businesses fell away, others were created that required the population to retrain and work differently. Those skills have not gone unnoticed and today, some of the largest names we know and love have set up home in Carlisle.

Where this tale really starts to become interesting is when you notice that it is the community itself that is doing all of this. They seem far from ready to accept a raft of state handouts believing instead that they can do better, and they are doing better.

A new breed of entrepreneurs has sprung up. They are injecting new investment, hiring local talent and taking on risky projects. It is working too, with the public responding positively and a real sense of pride has returned to the streets.



What Carlisle has become is quite inspirational. There is a sense of togetherness that is both heartwarming and respectful. Many tell me that their goal is not just to do better for themselves but to improve their surroundings.



**Film produced by This is My Film
in return for membership
(equivalent £95)**

Combined viewing on vimeo and youtube is over 1000 times
Shared over 50 times on Facebook and Google +

Carlisle Ambassadors' meeting - Innovation is the theme

Carlisle Ambassadors' meeting - Innovation is the theme



29. September 2016 - 11:15 till 14:30



United Kingdom, Carlisle, CA6 4RA

Carlisle Ambassadors' meeting - Innovation is the theme, Thursday, 29. September 2016, Carlisle

This event will include speakers from Pirelli, Atlantic Geomatic and Innovus talking about innovation and we will have 12 businesses with showcases all with innovational products or ideas. You MUST book on here though
<http://www.eventbrite.co.uk/e/carlisle-ambassadors-meeting-29th-september-2016-tickets-26279819648?aff=erelexpmit>

Thursday, 29. September 2016, Carlisle, Carlisle Ambassadors' meeting - Innovation is the theme



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Noel Daley Memorial Bike Run 2017

Saturday 15. April 2017



RudeDog Productions Presents DJ Andy Pendle

Sunday 16. April 2017



Rock Rampage 17

Friday 31. March 2017



UK Subs / The Exiles / Fat Albert at The Brickyard

Saturday 11. November 2017



Definitely Oasis Carlisle

Friday 01. September 2017



Carlisle Beer Festival

Thursday 02. November 2017



90s Night at The Brickyard

Sunday 30. April 2017



Lynx and Drynx ft. /We/Are /Quasars/

Friday 31. March 2017



Shared event via third party interest

(EST.) MONTHLY VISITS:

27.4K

(EST.) COVERAGE VIEWS:

3.49K

DOMAIN AUTHORITY:

35

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Carlisle Ambassadors meeting

Posted: July 8th, 2016



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> 2009

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(EST.) MONTHLY VISITS:

677

(EST.) COVERAGE VIEWS:

86

DOMAIN AUTHORITY:

35



9



Monday March 27

14°C - Carlisle

The Cumberland News

News Business Jobs Property Motors Farmer More

SEARCH ...

NEWS » National

Mitchells **AGRICULTURAL AUCTIONS**
Next Sales: WEEKLY WEDNESDAY PRIME STOCK SALES, Friday 24th March -
Fortnightly sale of 285 Store, Feeding & Breeding Cattle, Sticks & Calves, Ewes &
lambs, Wednesday 5th April - Easter show & sale of prime Cattle & Hogs.
CLICK HERE for details of upcoming sales

Hundreds turn out to Give a Day to flood victims

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Some of the volunteers that helped clear the Sheepmount



Hundreds of volunteers gave up their time to help others in a range of projects to help rebuild and bring life into Carlisle.

Give a Day to the City encouraged people to help out or lend a hand to help people in flood-hit communities.

Some volunteers spent time redecorating the homes of flood victims, while others helped to clean the Sheepmount Stadium, Carlisle Youth Zone and the city's skate park.

Carlisle Ambassadors, led by Melanie Taylor, were responsible for the scheme helping restore flooded homes.

The team was made up by people from various north Cumbrian firms.

These included Tristan Josh and Scott McHattie from Eco-Tech Systems, Collette Butterworth of

The White Heather Hotel
Wednesday Midweek Special
£8.50 for two courses
Now taking bookings for Mother's Day - March 26th
Sunday Roast Dinner - Our Speciality
£17 for three courses - Reservation Advised
Weddings and Private Functions catered for
For quality local food with a wine choice
The White Heather
Kirkbride Airfield, Kirkbride, CA7 5HW - 01497 351373

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DECIDING TOGETHER
VOTE
FOR YOUR FAVOURITE COMMUNITY PROJECT
A shortlist of community projects is now available to choose from.
Voting is easy, find out more
decidingtogether.org

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McDonald's branch in Carlisle closed for a month for refit

New city gym has creche for children

US based Labour city councillor resigns - day before his role was due to lapse

Historic north Cumbrian venue set to reveal latest restorations

Cumbrian firm supports tot in battle against

Hundreds turn out to Give a Day to flood victims

JUN 17 2016

(EST.) MONTHLY VISITS:

39.3K

(EST.) COVERAGE VIEWS:

275

DOMAIN AUTHORITY:

50



Monday March 27

14°C - Carlisle

The Cumberland News

News Business Jobs Property Motors Farmer More

SEARCH ...

NEWS National

Volunteers to help flood victims as Give a Day to the City returns

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From left, Scott McHattie, from Eco-Tech Systems, with Jem Gomersall in his home and volunteer Melanie Taylor

Helping rebuild the lives of those affected by flooding is at the heart of a Carlisle Initiative which will see people give their skills and time to make a difference.

Passionate volunteers have already been out in the city helping victims of Storm Desmond, ahead of a concerted week long effort next month.

Between June 5 and 12, people will be out and about to make improvements to flood hit areas of the city as part of the return of Give a Day to the City.

The initiative, which launched as a successful pilot last year, is now aiming to renovate three flood-hit homes and help clear up the Sheepmount Athletics Stadium.

The House to Home team have already set to work in Corporation Road, where they ripped out Jem Gomersall's downstairs bathroom, which was left under 8ft of water during December's floods.

Project manager Melanie Taylor, of HR company M Taylor Associates, wanted to give something back.

The 43-year-old, who is involved in Carlisle Ambassadors, met Jem the week after the floods when she volunteered at Greystone Community Centre.

"People I've spoken to have either said they thought everybody was back at home now, or at most that they might be living somewhere else being paid for by their insurance," she said.

"It was a shock to me that people are actually living back in these houses. They're having to have their

NEWS MOST READ

McDonald's branch in Carlisle closed for a month for refit

New city gym has creche for children

US based Labour city councillor resigns - day before his role was due to lapse

Historic north Cumbrian venue set to reveal latest restorations

Cumbrian firm supports tot in battle against cancer

#PROUDCUMBRIA



Choose Cumbria working with international firms

Volunteers to help flood victims as Give a Day to the City returns

MAY 16 2016

(EST.) MONTHLY VISITS: **39.3K**

(EST.) COVERAGE VIEWS: **275**

DOMAIN AUTHORITY: **50**

Prof Cathy Parker's Blog

Prof Cathy Parkers Blog

MAY 12 2016

Power of Place: Carlisle

PUBLISHED ON May 12, 2016

Yesterday I was invited by [Cumbria Business Interaction Centre](#), part of the University of Cumbria, to talk about [local distinctiveness and growth](#) for Carlisle to a small group of 10 local business owners, council officers and university staff. My evidence credentials were our ESRC-funded [High Street UK 2020](#) project findings and new initial footfall research from the InnovateUK-funded place data science project, "[Bringing Big Data to Small Users](#)".

Before the presentation I met with senior representatives from Carlisle Council, including Colin Glover (Leader of the Council), Daren Crossley (Deputy Chief Executive), Jane Meek (Director of Economic Development) and Emma Dixon (Partnership Manager). It was very lively and informative for all participants! Many thanks to [Keith Jackson](#), of the [Cumbria Business Interaction Centre](#), for facilitating the meeting.

One of the most engaging discussions was about the power of footfall data to understand the real-time activity in a city like Carlisle – and how this evidence can guide planning and management – and ultimately ensure the location is adapting appropriately to the changing needs of its various users. Carlisle is a [multi-functional centre](#) (and has been for over 1,000 years) meaning there are different components of its overall [signature](#) – tourism, shopping and community services. These need understanding and appreciating – so that they are all delivered – in the right measures, in the right areas and at the right time.

Unlike many locations, Carlisle is in a pretty healthy position, thanks, in part, to its relative geographical isolation. Vacancy rates are low, there is employment in the centre, good transport links, a sizeable resident population, a university, college and schools. All these act as attractors to a fairly substantial hinterland. On top of that Carlisle has a 'rich and tempestuous history', which brings in tourists, and it has remained a significant location since before Roman times.

So, Carlisle is coming from a position of power. And Daren Crossley (Deputy Chief Executive) asked whether that could lead to complacency? To a certain degree, yes. A city like Carlisle that starts from such a strong position is always going to be more resilient than a town that has, for example, grown around a single industry – like mining. However, trends in consumer behaviour, technology, transport etc. take root – and eventually even Carlisle traders will have to adapt – otherwise they will go out of business.

Nevertheless, the lack of imminent danger can mean it is difficult to engage retailers and other businesses into much collective action. And collaborative activities – interventions that strengthen the whole city's offer – are a sure route to boosting individual operators' KPIs (like footfall and sales). Without more cooperation, operators in the city are likely to be under performing (not fulfilling the potential associated with

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RT @JeanBall1: I enjoyed being interviewed for the @PlaceManagement blog earlier this week, hope you find it interesting <https://t.co/OotF...>

"Promote what you love. Promote those places you spend at every day. Promote Altrincham" <https://t.co/SNzMv97wuV>

What do IPM members do? Read @AresK10 latest interview @JeanBall1
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Meet the IPM: Interview with Jean Ball <https://t.co/E2JxgV2HUS> <https://t.co/jJWHpTWJBw7>

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The 39 steps – to understanding High Street performance

The rise of brandganda and why so much is no longer what we thought it was

Working together for stronger towns

(EST.) MONTHLY VISITS: **603**

(EST.) COVERAGE VIEWS: **198**

DOMAIN AUTHORITY: **10**

LINKS FROM COVERAGE: **1**



Latest News

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This event has passed.

World Health Innovation Summit

March 10, 2016 - March 11, 2016

→ Essentials of Pension, Tax and Payroll in 2016 → Accounting Wares

Carlisle Ambassadors →



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Details

Start:
March 10, 2016

End:
March 11, 2016

Event Categories:
Carlisle Ambassadors, World Health
Innovation Summit

Event Tags:
Carlisle Ambassadors, World Health
Innovation Summit

Carlisle Ambassadors

MAR 10 2016

(EST.) MONTHLY VISITS:	244
(EST.) COVERAGE VIEWS:	68
DOMAIN AUTHORITY:	16
LINKS FROM COVERAGE:	103





News

News and commentary on the business world

We like to share what we're up to and also when we find something that we think you'll find useful too.

Keep an eye on this page for the latest recruitment insights, people news and, of course, an occasional reason to work with Six Degrees Recruitment.

Delighted to be part of Carlisle Ambassadors

20 Apr 15

Having attended the first two meetings and heard from many inspirational speakers all looking to improve the city and further afield, we strongly felt that we wanted to join such a great initiative. Having recruited in the county for a number of years, there is a definite need for us to be putting Carlisle on the map as a destination city to attract talent into the county. Many recruitment companies outside of the county often sell roles in Cumbria as the Lake District. Whilst we love the hills, lakes and the country side there needs to be a whole lot more to meet with people lifestyles.

Schools, hospitals, sports and out of working hours activities play a big place in people considering the area as a place to relocate to. Also an understanding of the variety of businesses that make up the counties economy. There is a place for us all to play in highlighting the benefits of living in such an area, and we hope to be involved in giving something back as a business to the city and further afield.

[Six Degrees Recruitment Join Carlisle Ambassadors](#)

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How do we keep our young people off the streets?

Homelessness is on the rise, according to government figures. Mark Green asks how we can tackle the growing problem

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Clare Brockie, Project manager for Carlisle Key, a charity for the homeless: The latest homeless figures from the government show there has been a rise in people sleeping rough in general in the UK.

In February, we helped 97 people and a third of them were homeless.

The main reason is family breakdown and rent arrears.

It could get worse as the waiting period for Universal Credit is seven weeks or more.

They need a facility aimed towards them that provides emergency accommodation for up to 28 days.

We need something targeted for younger people, otherwise they can come into contact with people who have been using drugs or been alcoholic for years.

They also need to get one-to-one support.

A lot struggle with mental health problems. A referral can take six to eight weeks and during that time their condition can get worse.

Finding a job is difficult as most people we see are not in education, employment or training.

We have been working with Gen2 on traineeships and Carlisle College, we are also working with Carlisle Ambassadors to get businessmen and women to mentor young people.

MORE NEWS



Gilmore Girls creator takes on Game of Thrones star in Amazon showdown

Stranger Things star Millie Bobby Brown pulls out of fan event 'to rest'



Medical students ordered to resit exam after 'collusion' uncovered



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Don't get caught out with new mobile phone laws: find out the dos and don'ts



Why the planet Venus is shining so bright in the Cumbrian night sky

How do we keep our young people off the streets?

MAR 9 2016

(EST.) MONTHLY VISITS:

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58



24



2



10



Monday March 27

14°C - Carlisle

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SEARCH

Man on a health mission

Gareth Presch is a man on a mission. Having moved to Cumbria to bring up a family, he has set out on a personal crusade to transform healthcare aspirations across the county, as Pamela McGowan reports.

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Gareth Presch with wife Krista and daughters Mia and Darcey



IN JUST a few weeks time some of the top players in global healthcare will arrive in the county.

And Gareth Presch believes it presents an unique opportunity for Cumbria – where health services have long struggled with recruitment issues and financial problems – to turn things on their head.

The first World Health Innovation Summit (WHIS) takes place in Carlisle on March 10 and 11. It will feature speakers from all over the world, sharing some of the most innovative practices and ideas out there.

Gareth is keen for the local health trusts to get involved and is reserving space for Cumbrian representatives, so they can make new contacts and ultimately find new ways of fixing north Cumbria's problems.

MORE NEWS



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Fundraisers' plea for Ambassadors support



A meeting of the Carlisle Ambassadors at the Halston Hotel, Carlisle. The meeting marks one year of the ambassador scheme: 4 February 2016 STUART WALKER 50082943F004.JPG

Monday, February 8, 2016 at 6:35PM

A host of passionate fundraisers have appealed to the Carlisle Ambassadors group to help make the city a better place.

Around 200 local business people attended today's Carlisle Ambassadors meeting at The Halston Aparthotel.

Carlisle Youth Zone, the Beijing Biddies fundraisers, and Tullie House were among speakers appealing for support from the business community.

Carlisle Youth Zone, set up to serve the social, recreational and emotional needs of Carlisle's young people, was devastated by flooding in December and is only just getting back on its feet.

Its capacity reduced from over 500 to just 80 and although many costs were covered by insurance, the organisation has had to fund a large amount of costs itself.

This includes providing extra staff, transport and sports facilities for the city's young people following the flood damage. Lindsey Buckle, development manager from the Youth Zone, said that although her workplace and Petteril Street home were flooded, there is still no place she would rather be than Carlisle.

More business news:

- Cumbrian cycle retailer expands
- Inspectors visit Dalton zoo ahead of fresh licence application
- Signage company and Bentley team up
- Business heating up for Fundraising Firewalk Association

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Fundraisers' plea for Ambassadors support

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(EST.) COVERAGE VIEWS:

552

DOMAIN AUTHORITY:

41



1





Cumberland News Roger Lytollis feature Carlisle Ambassadors Feb 2016

FEB 4 2016

CIRCULATION:

19.7K



SolwayComms Broadband coverage widened helped by City Council

January 20, 2016 11:00



Solway Communications – alias “The Waterproof Broadband Company” – is extending its free broadband coverage for Carlisle homeowners and businesses hit by the December 2015 floods with the help of two former CCTV poles owned by Carlisle City Council.

“We hope it will help homeowners and businesses in the area, and those helping them such as building contractors and utility employees, including BT engineers.”

Solway Comms and Carlisle United both Carlisle Ambassadors have formed a partnership which results in widened broadband coverage to the East of the City.

Carlisle United’s media officer Andy Hall said: “Our free broadband partnership with SolwayComms for the affected area project is gathering momentum now. It’s great to see the City Council get on board with this initiative. Carlisle United is just pleased to be able to partner with Carlisle’s own telecoms network to help our great city in another way.”

Ant Cross added, “we are proud to be in a position to help our City, and as Ambassadors for Carlisle, we want to show the world Carlisle’s ingenuity and resilience in dealing with a large-scale natural disaster.”

Ant Cross added, “we are proud to be in a position to help our City, and as Ambassadors for Carlisle, we want to show the world Carlisle’s ingenuity and resilience in dealing with a large-scale natural disaster.”

If you are walking down Warwick Road, near the Carlisle United, log in and see for yourself. Want to see if we cover your home or business, use our postcode checker at www.solwaycomms.com/postcode-checker [vc_social_links size="" email="" facebook="" https://www.facebook.com/SolwayCommunications/ twitter=""@solwaycomms" google="" linkedin="" youtube="" flickr="" instagram="" deviantart="" foursquare="" github="" behance="" xing="" pinterest="" skype="" tumblr="" dribbble="" vk="" rss=""]

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Solway Communications

JAN 20 2016

(EST.) MONTHLY VISITS:

211

(EST.) COVERAGE VIEWS:

56

DOMAIN AUTHORITY:

18





The Halston Christmas Eve #SpiritofCarlisle with Carlisle Ambassadors



434 views

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Published on Jan 13, 2016

Storm Desmond hit Carlisle and wider Cumbria very hard in December 2016. After initial emergency clean up and action, many wanted to offer some cheer to those worst affected by the flooding. The team at the Halston, supported by Carlisle Ambassadors, put on a Christmas Eve

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Discover The Story For Carlisle via The Carlisle Ambassadors
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Stephanie Gasparovic & Associates
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STORM DESMOND DEVASTATING FLOODING IN CARLISLE
carlisle195
www.carlisle195.co.uk

#SpiritofCarlisle at Halston - in aid of flood victims YouTube

JAN 13 2016

YOUTUBE VIEWS:

438

YOUTUBE LIKES:

1



110



8



1



To Carlisle, With Love

On Christmas Saturday three local men escaped the Christmas rush and set off 'To Carlisle, With Love.'

Having seen the impact of the recent floods on Carlisle, Causeway Coast Vineyard decided to send a van load of groceries, essentials and Christmas gifts to families made homeless by the Carlisle floods. McBurney Transport generously agreed to pay for the return trip for the van and its passengers on the Larne Cairryan ferry.

Fuelled by an early morning breakfast on the ferry and coffee en route the team arrived in Carlisle by lunch time and were warmly welcomed by Andy and Rhoda Fearon from Carlisle Vineyard. The food, supplies and Christmas gifts will be distributed to those most in need by Andy and Rhoda, in partnership with Carlisle Ambassadors, a local network of 250 businesses, schools, community organisations and churches.

Visiting streets still lined with dozens of skips with ruined family possessions lying in gardens and footpaths reminded us that there are many in need this Christmas at home, in Carlisle and around the world.

We may not all go to Carlisle but wherever we go, may we go there with love.

Newer Post

5 Bible Apps to help you engage in 2016

Older Post

Leadership Sessions - March 2016 Invitation

(EST.) MONTHLY VISITS: **1.17K**

(EST.) COVERAGE VIEWS: **214**

DOMAIN AUTHORITY: **28**

Storm Desmond

Flooded-out family of boy with cancer offered home by good samaritan

Storm Desmond flooded Cumbrian house of 15-year-old cancer sufferer, but an unknown benefactor has stepped in to help



This article is 1 year old

< 128

Mark Tran and Mike Glover

@marktran

Thursday 10 December 2015 14.04 EST



The Kendal Cares help centre in the town's tourism office. Photograph: Mike Glover

A good samaritan has come forward to offer a property to a couple with a son who has cancer after the family were forced out of their home in Cumbria by flooding.

Andrew Williams, a self-employed window fitter, had to leave his house in Kendal on Tuesday when the water reached knee height. His wife was 80 miles away at Alder Hey hospital, where their 15-year-old son had received chemotherapy for osteosarcoma, a rare type of bone cancer most common in teenagers and young adults.

The family desperately needed a safe and clean environment for the teenager after their home was rendered uninhabitable. A local group called Carlisle Ambassadors found out about their predicament and spread the word on Twitter.



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259K

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Ten minutes with... Keith Jackson



Keith Jackson

Friday, November 20, 2015 at 8:11AM

This week we spoke to Keith Jackson, a man with fingers in many pies.

He juggles working with the University of Cumbria's Centre for Regional Economic Development, Jardine Jackson Associates and coffee company, Bruce & Lukes.

Keith spoke to us about the Cumbrian skills gap, diversity in business, and the plans to install electric vehicle charging points across the county.

Cumbria skills gap

I was at a recent Carlisle Ambassadors meeting and the enthusiasm and drive in the room convinced me that we can ride any storm here in Cumbria.

It's a nationwide problem and I think we're strong enough to deal with it.

More business news:

- Showroom brings boost for family kitchen and bathroom firm
- Center Parcs takes menu award
- Car rental firm MD calls for tax rethink
- Ultrafast broadband arrives in Cumbrian villages
- Morecambe firm wins Siemens award

Carlisle College and the University are working hard to address the issue, and the College has just been appointed an engineering trailblazer specializing in food and drink so it will be at the forefront of that.

I do feel there's something in the air at the moment about businesses really working together more, particularly in the food industry which is very strong in Carlisle.

Electric Vehicle charging contract awarded

I think it's the way to go. I know there are a couple of businesses hiring out electric cars locally and we've recently worked with Solway Renewables who installed charging points along the Hadrian's Wall route.

It shows the county is moving forward and raising its profile.

"Nuclear industry is too white, too male and too middle-aged"

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Ten minutes with... Keith Jackson

NOV 20 2015

(EST.) MONTHLY VISITS: **6.97K**(EST.) COVERAGE VIEWS: **552**DOMAIN AUTHORITY: **41**

9

Viewpoints

Find your nearest business doctor

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Looking for more business? Step out the front door and get networking.

by Peter Fleming Oct 17 2015



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It may not be for everyone and may seem daunting at first however well worth the effort, can be fun and of great value over time.

Some simple tips:

Do your research - Target the networking events where you're ideal clients or their associates would attend, i.e. other businesses whose clients are your ideal customers.

Don't sell, it is all about building relationships and contacts – you need to **Meet - Know - Like - Trust**, before you can successfully gain business. This may take a number of meetings and a year or so in many cases.

Be consistent, don't just go once and think, "Well that was a waste of time!", make the effort and be seen at each meeting to build relationships.

Be prepared – have plenty of business cards, handouts, wear a name badge, know your products and services inside out – get an attendee list if you can and make an effort to track down those who you want to speak to.

Be personable – use their name, remember details discussed the last time you met, i.e. holiday destinations, family, who they know etc. **Top tip**; write down/brain dump as you get back in the car after each event who you spoke to and what information you picked up.

Show your expertise – people buy "Knowledge" – give tips, advice, share contacts, introduce to other business people you know at the networking meeting, use examples and tell stories to explain where you have added value to a client's needs, **be remembered to be the person to go to!**

Get there early, some of the most successful networking is before the crowds arrive and **stay to the end**, as late arrivals will still want to meet new contacts even after the event has officially closed.

Set an objective – for example, to get 5 business cards at each event. Remember to have quality discussions rather than the number though.

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Businessman to walk barefoot to Parliament



Volunteers taking part in the Give a Day to Carlisle scheme, helping to create an outdoor barbeque area for staff and residents at the Water Street Family Accommodation, pictured out in front making use of their painting skills are Ian Jackson, left, and project manager Matthew Bond from Cito Cleaning. 3 October 2015 LOUISE PORTER 50080543F006.JPG

Friday, October 16, 2015 at 12:34PM

A Carlisle businessman is so keen to make politicians take note of the city that he plans to walk barefoot to Parliament.

Matt Bond, who runs Cito cleaning, wants to walk to London with a group of prominent Carlisle businesses, in a bid to put the city on the map and attract the attention of potential investors.

He plans to make the trip next May, for the State Opening of Parliament, and aims to make sure it is part of the Northern Powerhouse.

He will to give out a prospectus about Carlisle and its businesses at the end of the journey, and has already suggested Primark as one destination to visit.

The trip would be funded by businesses either sponsoring the journey, or paying to be in the prospectus about Carlisle.

Mr Bond announced the ambitious plans at the latest Carlisle Ambassadors event, held yesterday at Dalston Hall Hotel.

More business news:

- Showroom brings boost for family kitchen and bathroom firm
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U2 and Bob Marley guru now managing Carlisle band



Hardwicke Circus Northbound Festival August 2015 Pic Mark Regan 50079371T015.jpg

Friday, October 16, 2015 at 1:11AM

A music legend who has worked with The Rolling Stones, Elvis Costello and U2 has revealed how he came to manage his latest prestigious talent - Carlisle band Hardwicke Circus.

Dave Robinson, who ran Stiff Records and Island Records, was speaking to over 200 local business people at the Carlisle Ambassadors meeting yesterday at Dalton Hall Hotel.

Mr Robinson's son Mylo chanced upon Hardwicke Circus earlier this year when they were gigging in London pubs.

He was so impressed with their attitude and endeavor that he phoned his dad and asked him to manage them.

Since then the band has been getting expert tuition and advice from a man who has one of the most impressive music industry management CVs in the country.

He compiled and marketed Bob Marley's 36 million selling LEGEND album, gave Elvis Costello his first break in the music industry, and signed Madness, The Pogues, and Frankie Goes to Hollywood to his record labels.

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- Ultrafast broadband arrives in Cumbrian villages
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But he is just as passionate about his latest project with Hardwicke Circus, urging local businesses to get

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U2 and Bob Marley guru now managing Carlisle band

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Tweeter of the Week: Carlisle Ambassadors



Friday, October 9, 2015 at 12:51PM

This week's Tweeter of the Week is the Carlisle Ambassadors, a group which aims to make the city better place to live, work, invest and visit.

You may have heard of the group through last weekend's successful 'Give A Day' event, which saw all volunteers give up their skills for a day to improve parts of the city.

They used social media to great effect in the build up the weekend, promoting the event with the #GiveADayCarlisle hashtag, drawing hundreds of volunteers to the event, and amassing over 1,300 followers.

The Ambassadors also organise events to help new and developing businesses benefit from their expertise, so keep an eye on their website for more.

<https://twitter.com/CarlisleAmb>

More business news

Showroom for sale
Center Parc
Car rental firm
Ultrafast broadband
Morecambe Bay

Published: Friday, October 9, 2015 at 12:51PM

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New tourism board member aims to give north Cumbrian businesses a boost

Wednesday, October 7, 2015 at 6:12PM

The newest member of Cumbria Tourism's Executive Committee is hoping to ensure businesses in the north of the county get a decent slice of the county's tourism pie.

Tazeem Abbas runs The Tranquil Otter accommodation near Carlisle, and helped found More Than The Lakes, a group that promotes North Cumbria as a quality tourism destination.

She is hoping that her new role on the executive committee will allow her to continue to promote the north of the county as being just as good a place to visit as the Lake District.

An active member of the Cumbrian business community, Tazeem is also a member of Carlisle Ambassadors, through The Tranquil Otter.

She says that more should be done to showcase Carlisle and Hadrian's Wall as a big part of the Cumbrian offer to tourists.

She said: "We should look at Cumbria as a whole not just the Lake District National Park.

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- Morecambe firm wins Siemens award

"Hadrian's Wall is a great destination and we should be promoting that both nationally and internationally.

"I think that there isn't always that strong tourism business community presence in North Cumbria, but I want to encourage that, which is why we joined Carlisle Ambassadors as well.

"I don't want to detract from the Lake District or steal business from there, just get more people to come to the county as a whole."

The businesswoman also said that people from big cities like London and Birmingham don't see the same dividing lines as some Cumbrian people do, between the Lake District and other areas of the county.

"I was a member of Cumbria Tourism in the past and have re-joined because I see the real value that it brings to the county."

Published: Wednesday, October 7, 2015 at 3:57PM

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OCT 7 2015

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Monday 5th October 2015

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Story Contracting joined firms across the city to 'Give a Day'

Businesses and organisations across Carlisle joined forces on Saturday and offered their time and hard work to projects ranging from garden makeovers to fence painting as part of the 'Give a Day to the City' initiative in association with Carlisle Ambassadors.

The initiative aims to make Carlisle a happier and better place to be, so it is a great place to visit, work and live. The initiative, backed by Carlisle Ambassadors encourages people and businesses to offer their time, skills and services to improve the life in the city.

26 volunteers from Story Contracting and Story Homes including family members descended on a former allotment space in Hamaby, Carlisle to undertake a remarkable clear up. The green space situated at the back of Welsh Road had been abandoned as a usable allotment some time ago and the rubbish and waste was piled over 6 foot high. Eden Woodlands kindly offered their supported to the clear up project and began the devegetation process by going and cutting back the site making the site accessible to the army of volunteers. A big thank you goes to Mike Clark, from Story Contracting's Rail division who carried out a CAT Scan on the site prior to the clear up starting which made sure the space was free of any buried cables.



Story Contracting

OCT 5 2015

(EST.) MONTHLY VISITS:

2.49K

(EST.) COVERAGE VIEWS:

556

DOMAIN AUTHORITY:

23

Monday, March 27

14°C - Cumbria

in-cumbria

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Best business events in October

Wednesday, September 30, 2015 at 12:34AM

In-Cumbria rounds up the best business events in Cumbria in October.

n-eboc15

The Nuclear Energy Business Opportunities Conference 2015 (better known as n-eboc15) is back this month with its biggest event yet, welcoming 350 attendees.

With Cumbria set to receive the largest nuclear investment in the UK over the next 10 years, and with plans to create a new £100m nuclear facility at Moorfields, the conference is a chance to discover some of the opportunities available in West Cumbria, featuring sessions on topics such as the UK submarine programme and nuclear decommissioning and waste, and keynote speeches from Lords Andrew Mawson and John Hutton.

The event takes place at Energen in Workington, from Tuesday October 13 to Wednesday October 14.

Insight into Oxley Group with Group CEO Martin Blakstad

More business news:

- Cumbrian cycle retailer expands
- Inspectors visit Dalton one ahead of fresh licence application
- Signage company and Bentley team up
- Business heating up for Fundraising Firewalk Association
- Nuclear hacker takes education prize

The Ulverston-based Oxley Group is opening its doors to the Family Business Network. Group CEO Martin Blakstad will lead this event at the firm's premises, providing an overview of the company founded by Freddie Oxley more than 70 years ago. Oxley is a market leader in high specification components, LED lighting and Night Vision solutions for challenging applications.

The Group has enjoyed recent success in securing LED lighting contracts on major defence programmes, working with customers such as Boeing, Saab and General Dynamics.

As well as getting an insight into this successful family run company, attendees will also gain the chance to network with other business owners and share their own expertise. The event takes place on Tuesday October 13 at Oxley, Priory Park, Ulverston, from 10:30am to 1pm.

'Cumbria's Steel Giant' Cumbria

'Steel Giant' Thomas Graham will host the latest Family Business Network's October networking event from its base at Kingdon. Managing Director and he will present the history of service at those his great and steel workshops took.

Delegates will also have the chance to see the company moved last year.

Network Eve

As one of the county's most

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Best business events in October

SEP 29 2015

(EST.) MONTHLY VISITS:

6.97K

(EST.) COVERAGE VIEWS:

552

DOMAIN AUTHORITY:

41



1



1



11



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ELSEWHERE?**

CARLISLE AMBASSADORS - GIVE A DAY CARLISLE

19/09/2015 09:11

CARLISLE COLLABORATES TO "GIVE A DAY TO THE CITY"

"Give a Day to the City" has been a dream of Carlisle Ambassador's Andy Fearon for some time. When he presented this concept to the Carlisle Ambassadors meeting in March, he realised that by collaborating with so many positive people the dream could become a reality.



What is #GiveADayCarlisle?

Andy, of Carlisle Vineyard, describes it as "a fantastic opportunity for people to give away and share whatever is in their hands, whatever will make a difference to those around them. This may be time, resources, skills, materials, food, a helping hand or companionship!"

"We have been bowled over by people's reaction, and the plans that have come together in just a few months are inspiring. We realise that the potential to develop "Give a Day to the City" into something even bigger in future years is enormous".

The Give a Day team is excited to be working in partnership with so many from across the city. The Carlisle Ambassadors have given strong support, and from their membership of over 100, many are donating services, products and teams to help with specific projects.

Following the success of the refurbishment at Melbourne Park Pavilion led by Paul Rheinbach of More Handles, the aim is to turn this whole 2015 plot #GiveADayCarlisle event into a full scale annual "Give a Day" project within Carlisle and cities beyond.

Leader of Carlisle City Council, Cllr Colin Glover, said: "Give a Day Carlisle is an inspiring project that will provide a lasting legacy for the city. It has grown as a dream and will soon be a reality for the founder - Andy Fearon. I'd like to thank everyone that has signed up their support, including Carlisle Ambassadors and other local volunteers. This is a positive step for Carlisle and I hope the project is a great success."

HOW CAN YOU GET INVOLVED?

Blog - Carlisle Ambassadors - Give A Day Carlisle

SEP 29 2015

(EST.) MONTHLY VISITS: **138K**

(EST.) COVERAGE VIEWS: **29.7K**

DOMAIN AUTHORITY: **24**

LINKS FROM COVERAGE: **3**



1



1





Carlisle Ambassadors INSPIRE

World Health Innovation Summit



39 views

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Published on Aug 10, 2015

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Carlisle Ambassadors
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12 views



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Give a Day to the City Carlisle #GiveADayCarlisle
Carlisle Ambassadors
528 views



How To Get Sponsored To Ride Your Mountain Bike
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38,404 views



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Emily Koerner
121 views



Fire Signs * Early February * Elemental Oracle Reading *
Caitlyn Carlisle
71 views



WORLD HEALTH INNOVATION SUMMIT - Merry Christmas
World Health Innovation Summit
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Ed Sheeran
125,555,329 views

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AUG 10 2015

YOUTUBE VIEWS:

41

YOUTUBE LIKES:

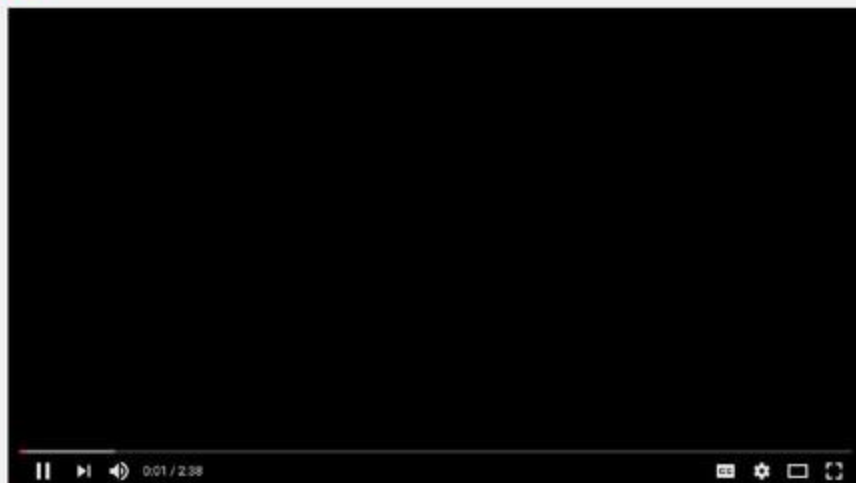
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3



1



Give a Day to the City Carlisle #GiveaDayCarlisle

Carlisle Ambassadors



529 views

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7 0

Published on Jul 31, 2015

On Saturday 3rd October, and in the week leading up to it, people from Carlisle and wider Cumbria are going to Give a Day to the City! Carlisle Ambassadors are really proud to be a big part of this, but this is something EVERYONE can join in. It is all about whatever is in your hand, whatever

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Good night out in Carlisle

nickj03
33,958 views



Carlisle Ambassadors - An Introduction

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Give a Day to the City Carlisle 2016

Jonathan Lowe
736 views



Gathering the first 50 people - Andy and Rhoda Fearon

Vineyard Churches UK & Ireland
48 views



Old Carlisle. Then and Now part 2

Old Carlisle
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The meat is on the street - Andy & Rhoda Fearon

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Wherever you ask us to plant, we're all in - Andy & Rhoda Fearon

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Praying on the streets - Andy and Rhoda Fearon

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25 views



Carlisle gay pride Gospel Preaching

Dale Mudge
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Carlisle Ambassadors
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1:18

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Hera
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BritishBreaks
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12:46

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Sisko Productions
505 views

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JUL 31 2015

YOUTUBE VIEWS:

533

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7



7



8



1

CARLISLE AMBASSADORS

0:01 / 4:07

Carlisle Ambassadors - An Introduction

Carlisle Ambassadors

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292 views

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3 0

Published on Jun 16, 2015

Carlisle Ambassadors is more than just a "talking shop". We collaborate in business and community to make a difference, and make Carlisle and Cumbria an even better place to live, work, invest and visit. Barriers are eliminated between different sized companies, business develops naturally

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#GiveADayCarlisle
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Sam Wilkinson
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About Carlisle Interconnect Technologies
CarlisleIT
579 views



Carlisle IT Customer Success Story
AIMCS
526 views

CarlisleIT Overview Video

CarlisleIT
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6:24

Carlisle's Greatest Moments

Nina Conell
146,977 views

3:53

The Halston Aparthotel, Carlisle

- A Case Study
Corlingwood Lighting
715 views

5:49

Good night out in Carlisle

rickyd33
33,558 views

1:57

Jameson International Brand

Ambassador Programme
Application
Conor Gilmore
156 views

3:34

The Halston Christmas Eve

#SpiritofCarlisle with Carlisle
Ambassadors
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2:40

Brand Ambassador Programs

101
Britt Michaelian
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Carlisle The Great Border City 2

gaverob1
455 views

Spotlight on Carlisle Ambassadors

JUN 16 2015

YOUTUBE VIEWS:

295

YOUTUBE LIKES:

3



18



6



Kirsty attends the Carlisle Ambassadors Lunches

Tags: [Blog](#) Author: Christine McCubbin Published: 2 April 2015

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Carlisle is great city with a proud heritage often downplayed by the local community. A new initiative called 'Carlisle Ambassadors' has set about changing this through collective action, making Carlisle a better place to live, work, invest and visit. Kirsty McMullen, from our business development team writes about the first couple of Ambassadors lunch meetings.

The day of the first Carlisle Ambassadors lunch at the Haiston caught us all by surprise as it had snowed for most of the night and Carlisle became gridlocked. Walking to work wasn't in my plan that day so I had to quickly adapt my outfit to include walking boots and warm leggings.

I attended this first lunch solo but didn't feel alone as the room was full of many people I knew from local network groups and businesses alike. Once seated beside a few old friends, Michelle and Kate kicked off the presentations and from then on we were wowed by local business speakers.

I chuckled out loud when Fred Story said he'd stopped at the "Welcome to Carlisle" sign at the top of Scotland road and cleaned it, he's very proud of Carlisle and his passion for keeping Carlisle respectable shows.

I was really impressed with all the speakers and how the Ambassadors group want to get involved with projects to help Carlisle and it's surrounding communities, development and businesses.

My favourite topic/project was how we re-connect the Castle to the city (I suggested a tunnel, but this seemingly creates too much digging up of artefacts).

At the second Ambassadors Lunch held at the Carlisle Racecourse the weather again had it's own agenda and even though it was nearly the end of March it was a very bitter windy day, but the atmosphere inside was warm and welcoming.

This time I insisted Leo attend, which he was happy to do having heard all the good things from me about the last meeting and felt that it was something Hydrant should be involved with. Again Michelle and Kate kicked off with introducing several speakers and I have to say they were all very inspiring, especially Andy Fearon from Carlisle Vineyard. I don't attend church but after Andy's speech I would definitely go to see him.

Both Leo and I were inspired to get involved with a number of projects which were discussed, the turnout of over 200 people just emphasised how passionate the business community are about bringing Carlisle to life and taking pride in our city.



Carlisle Ambassadors Lunches

Kirsty attends the Carlisle Ambassadors Lunches | Hydrant

APR 2 2015

(EST.) MONTHLY VISITS: **1.87K**

(EST.) COVERAGE VIEWS: **133**

DOMAIN AUTHORITY: **42**

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Cumbria proposes bid to host British cycling national championships

Chris Marshall-Bell
March 28, 2015



Could the Lake District host a future edition of the British road race national championships?



Team Sky team-mates Peter Kennaugh and Ben Swift duelled it out in the finale to the National Road Race Championships in Abergavenny. Kennaugh just outsprinted Swift to take the title.

TAGS: [British Road National Championships](#)

Cumbria could bid for the rights to host a future **British Road National Championships** which could incorporate the Lake District.

A presentation in the county last week explained how Carlisle would be the start and finish point of the Championships.

The end-of-June Championships involve numerous laps of a circuit so the road race would not stretch deep into the Lake District but may include a climb of Honister Pass. If the circuit was to head east it could pass Hadrian's Wall landmarks.

A time-trial route would more likely be confined to Carlisle and the area of closer proximity.

Mike James, whose idea it is, pointed to this year's hosts Lincoln as proof that smaller cities can compete with comparatively larger hosts.

>>> [Lincolnshire to host 2015 British Road National Championships](#)

"No offence to Lincoln but if they can do it, we can - we are Carlisle. It would bring national live television here, and I want to get people like Jason Gooding (Carlisle City Council CEO) and the like to make it happen in Carlisle," he said.

The area has strong links with the powers-that-be in the sport, having struck up a four-year deal with **Tour of Britain** organisers SweetSpot last year that ensures that the region hosts a stage of the ToB in the next four years or a leg of the Tour Series.

The plans to bring the nation's best cyclists to the region are only in their early stages, with James calling for his outline to Carlisle. Ambassadors in

Videos

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(EST.) MONTHLY VISITS:

40K

(EST.) COVERAGE VIEWS:

8K

DOMAIN AUTHORITY:

15



50

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Carlisle has 'one of the healthiest high streets' in Britain

That is according to a new study which sees leisure centres and health services as a positive, and takeaways as a negative.

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VIEW ALL 2 UPDATES >

26 March 2015 at 6:30pm

How healthy is Carlisle high street?



A recent study puts Carlisle high street as the sixth healthiest in the country. And schemes like the Carlisle Ambassadors programme, in which a new network of cycle paths is being planned, are looking to make it even better.

Ryan Dollard went to see what people in the city centre think.

Last updated Thu 26 Mar 2015

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Carlisle has 'one of the healthiest high streets' in Britain

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(EST.) MONTHLY VISITS:

21.6M

(EST.) COVERAGE VIEWS:

49.1K

DOMAIN AUTHORITY:

84



2



1



52



Discover The Story For Carlisle via The Carlisle Ambassadors

Carlisle Ambassadors



130 views

Add to Share More

Published on Feb 2, 2015

Carlisle has a vibrant heritage and future. Here is a snapshot of the Carlisle Story. Images are available to use freely to promote the city and sense of place. They are available via the Carlisle Ambassadors' website and Discover Carlisle

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Carlisle Ambassadors - An Introduction
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The Holston Christmas Eve #SpiritofCarlisle with Carlisle Ambassadors
Carlisle Ambassadors
434 views



Old Carlisle, Then and Now part 2
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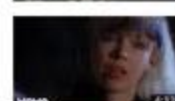
Michael Bolton - When a Man Loves a Woman
MichaelBoltonVEVO
12,445,291 views



Look Up | Gary Turk - Official Video
Gary Turk
10,802,628 views



Brandi Carlile - The Story
BrandiCarlileVEVO
19,890,090 views



Berlin - Take My Breath Away
BerlinVEVO
37,518,300 views



Bride's Special Dance
Michael LaFrance
23,169,967 views



The Stone Roses - I Wanna Be Adored
StoneRosesVEVO
13,847,496 views

YouTube

FEB 2 2015

YOUTUBE VIEWS:

134

YOUTUBE LIKES:

Data not available

Carlisle Ambassadors 2015

By Editor on 16/01/2015 [f](#) [t](#) [g+](#) [in](#)

Two experienced Cumbrian business women will drive forward the 2015 Carlisle Ambassadors' programme in partnership with Carlisle City Council and local business.

They will ensure it provides maximum support and benefit to businesses connected with the area, and to the city itself. It is a scheme that unites companies, organisations and individuals in a powerful network to change perceptions of Carlisle and raise the area profile as a prime business location.

Michelle Masters of Michelle Masters Consulting and Kate Wilson of Business Toolbox Cumbria have a strong track record in helping companies grow and sustain themselves. They collaborate on an increasing number of projects, as their joint skill set offers their clients even more opportunities to develop their in-house management of marketing, social media and web presence.

For 2015 the Carlisle Ambassador programme will offer further benefits to members and a great bi-monthly networking programme at interesting venues that will showcase Carlisle and beyond. As people have such busy lives, the focus is on delivering maximum interest and value, for time spent at the meeting. Social media channels are being established ready to support local business news and events, and a new website is under construction. The programme will provide a powerful business network, where people can interact with others, forge stronger connections, collaborate on projects that directly affect the city, and learn first-hand about big decisions that affect Carlisle.

Michelle and Kate are now hard at work preparing for the year ahead, and they hope you will come along to the first meeting at midday on Thursday January 29th at The Halston Aparthotel, and help to shape a dynamic programme for 2015.

Speakers include Fred Story, CEO of Story Contracting, Allan Wilson, MD of Pirelli and Andy King, CEO of Carlisle Leisure. The meeting is being sponsored by The Halston.

To contact Kate or Michelle, please email info@carlisleambassadors.co.uk

You can book your place here.

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- Concern for missing Barrow girl, 13
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- Man jailed for sparking two-hour Lake-District stand-off
- Cleator Moor mother-of-three flouted crown court order

Carlisle Ambassadors 2015

JAN 16 2015

(EST.) MONTHLY VISITS: **194K**

(EST.) COVERAGE VIEWS: **26.2K**

DOMAIN AUTHORITY: **34**

[f](#) [v](#)
9 **3**





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2



25

Carlisle Ambassadors

CARLISLE
AMBASSADORS

Latest News

Innovation showcased

Carlisle Ambassadors' latest meeting revealed the wealth of innovation in Carlisle and beyond. More than 200 people attended the event at Eden Golf Club and had an opportunity to visit stands and chat to teams from Pirelli, Innovia, Forth Engineering, Tech 4 Office, Cumbria Police and more.

Quality director of Pirelli, Tony di Gravio, talked about the innovative Pirelli Noise Cancelling System used on the P Zero tyre which is manufactured locally.

He said: "750 people do this work in Carlisle on a daily basis. They are very proud and so am I." He reminded the audience: "When driving home, all that comes between you and the asphalt is four tyres" and explained that it involved more than "just pouring rubber into a mould" - as has been suggested to him on numerous occasions.

The event was also hosted by Adrian Davis-Johnston of Innovia, an organisation that seeks to commercialise innovative technologies in Cumbria. He reminded the audience that the county punches above its weight, and that it is vital to ask for help and support in order to turn ideas into reality. He was proud to cite Atlantic Geomatics as one of their many success stories.

Oliver Viney of Atlantic Geomatics was the other key speaker at the event, and showed why Innovia had supported their development of cutting edge surveying equipment, which is now being looked at globally for a variety of applications.

The Carlisle Ambassadors continue to nurture an effective mix of public and private sector collaboration, which has resulted in projects that have made a difference both to business and community. The clearest example of this is the success of the Give a Day project, now in its second year.

To find out more about Carlisle Ambassadors visit the website [here](#) or contact:

What's It All About?



Santa had some awesome helpers!

(EST.) MONTHLY VISITS: 6K

(EST.) COVERAGE VIEWS: 2K

DOMAIN AUTHORITY: 1



3



25

Carlisle Ambassadors' meeting - Innovation is the theme



Carlisle - Carlisle Ambassadors' meeting - Innovation is the theme

Thursday 29.9.2016 From 11:15 Up to 14:30

United Kingdom, Carlisle, CA6 4RA

[Show on map](#)

27 Participant

This event will include speakers from Pirelli, Atlantic Geomatic and Innovus talking about innovation and we will have 12 businesses with showcases all with innovative products or ideas. You MUST book on here though <http://www.eventbrite.co.uk/e/carlisle-ambassadors-meeting-29th-september-2016-tickets-26279619646?aff=erelecpmit>

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(EST.) MONTHLY VISITS: 16.5K

(EST.) COVERAGE VIEWS: 4.76K

DOMAIN AUTHORITY: 15

Recommended events



Rmp Southport Car... (60)



Borders SIMBA Sup... (2)



Lords of the Land... (200)



Limerick Student ... (4450)



International Pil... (6054)



Trinity Ball '17 ... (6360)

Current events



Coffee, Cake and ... (1)



Wicksteed Soft Pil... (0)



Team up for a Tod... (0)



Ruddington Park W... (0)



Hillsborough meet... (0)



Sat 22nd April Sa... (5)

The largest events



Make a Clay Chick... (7019)



Trinity Ball '17 ... (6360)



International Pil... (6054)



Hospitality In Th... (5948)



UK Garage Fest Fr... (4710)



Limerick Student ... (4450)





reviveandthrive.co.uk

(EST.) MONTHLY VISITS: 1.58K

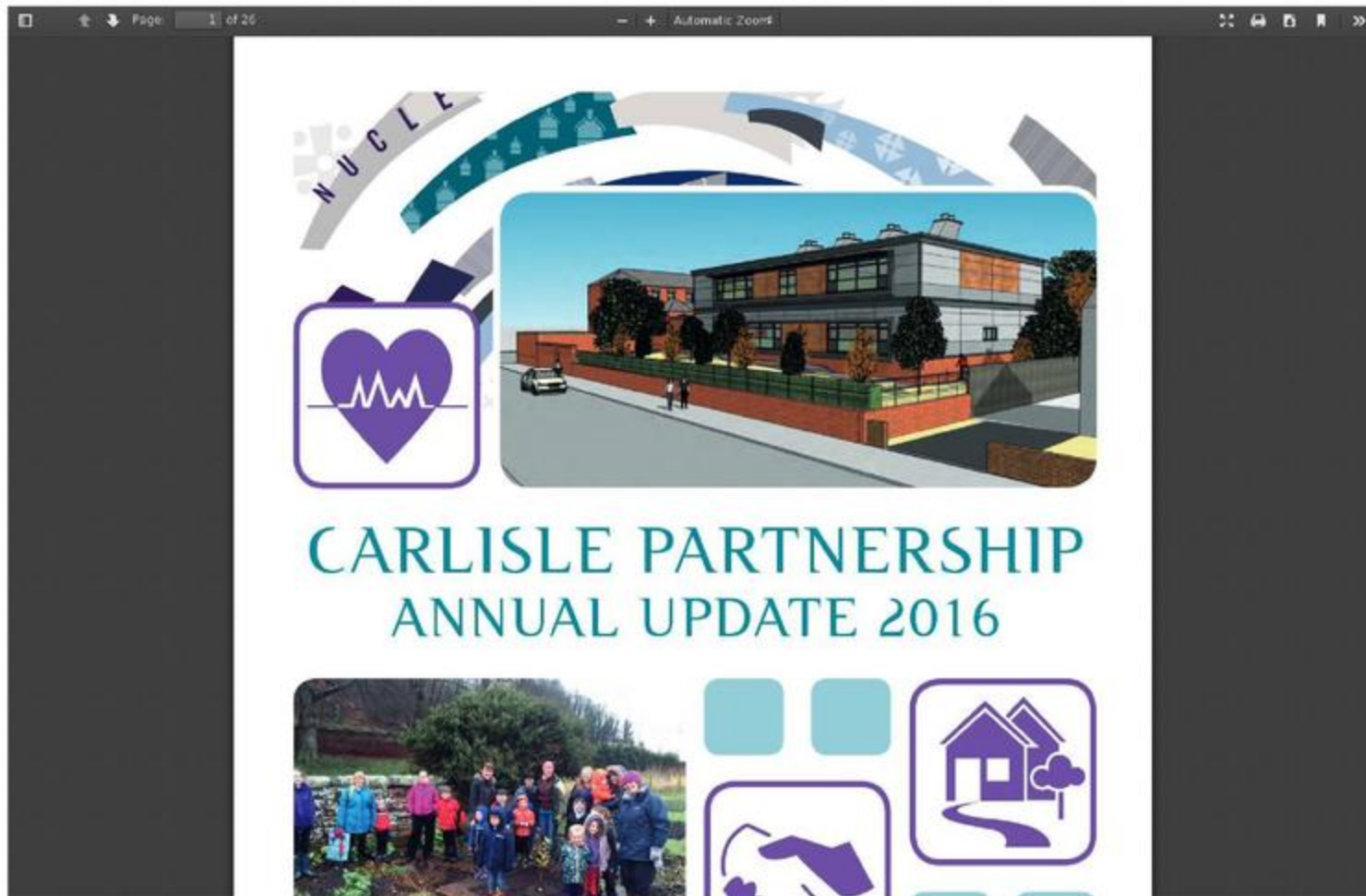
(EST.) COVERAGE VIEWS: 240

DOMAIN AUTHORITY: 26

 27

 10





carlislepartnership.carlisle.city

(EST.) MONTHLY VISITS:

Data not
available

(EST.) COVERAGE VIEWS:

Data not
available

DOMAIN AUTHORITY:

1

Background on Carlisle Business

THE CARLISLE STORY

The Economic Review of Carlisle established that Carlisle needs to grow and identified a clear need to raise the profile of the District.

The Carlisle Story provides a vision for Carlisle as a regional capital. It recognises the benefits of Carlisle (the Place), and provides a cohesive narrative for us all to use to promote ourselves by promoting the Place.

The challenge for us all is to get Carlisle firmly placed on the map - ensuring that investors, customers and suppliers know Carlisle. Businesses from sole traders to multinationals are key stakeholders in our economy and can all benefit by being involved in the development and implementation of this shared vision. Carlisle is everyone's business. For more information or to use the Carlisle Story branding, [click here](#).

CARLISLE AMBASSADORS

Carlisle Ambassadors are people who have connections with Carlisle, an interest in the city and who support this Cumbrian centre of business, tourism and culture. It is for individuals, businesses and organisations who want to make it an even better place to live, work, invest and visit. It is for those who want to benefit from a strong and influential network, and who may be interested in collaborating on projects to make a difference.

Find out more about Carlisle Ambassadors and this ever growing network [here](#).



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[Carlisle Enterprise Centre](#)

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Our Business Support

(EST.) MONTHLY VISITS: **20.7K**

(EST.) COVERAGE VIEWS: **800**

DOMAIN AUTHORITY: **97**

LINKS FROM COVERAGE: **2**

Page 1 of 5 Automatic Zoom

LOCALISM IN ACTION

for rural and urban Carlisle

Issue 15 – March 2016

Find out the latest on Carlisle's new Local Plan and an update on the progress of the Carlisle Ambassadors. There are also detail of the LEADER funding programme.

If you have an news item or for any further information, please contact Zoe Sutton, Investment and Policy Team, 01228 817312 or zoe.sutton@carlisle.gov.uk

Planning Carlisle's Future

The Local Plan has now completed its Examination in Public. The examination was postponed due to the December floods, but was reconvened in January. The Inspector has now cleared the Council to consult on its proposed modifications to the plan, which have arisen from the examination process. This consultation will commence in the week beginning 14 March, lasting six weeks until the 25 April. Comments are welcome, but it must be noted that it is only the proposed modifications that are being consulted upon and not the content of the Plan itself. More information can be found [here](http://www.carlisle.gov.uk/planning-policy/Local-Plan-Examination/Carlisle-District-Local-Plan-2015-2030-Examination).

Carlisle Ambassadors

The first meeting of 2016 was held on 4 February at the Halston, Carlisle. Over 250 people attended to review what has been achieved over the last 12 months. Following the devastating floods in December, the meeting had a slightly more community focused slant, with a range of speakers from across Carlisle, talking about their recovery and plans for the future.

carlisle.gov.uk

(EST.) MONTHLY VISITS: 20.7K

(EST.) COVERAGE VIEWS: 10

DOMAIN AUTHORITY: 97



cumbriatourism.org

(EST.) MONTHLY VISITS: **2.01K**

(EST.) COVERAGE VIEWS: **143**

DOMAIN AUTHORITY: **42**



carlislepartnership.carlisle.city

(EST.) MONTHLY VISITS:

Data not
available

(EST.) COVERAGE VIEWS:

Data not
available

DOMAIN AUTHORITY:

1

CARLISLE AMBASSADORS



Michelle Masters

In January, two local business women, Michelle Masters and Kate Wilson, took on the role of refreshing the Carlisle Ambassadors' programme with Carlisle City Council.



Kate Wilson

Carlisle Ambassadors met for the third time this year in the newly re-furnished Old Fire Station. This is a great addition to arts and culture in the city, and everyone was impressed by the stunning backdrop to the main auditorium – a stained glass window of the sun setting over Carlisle castle. It was donated by the owners of the Halston Aparthotel after it was rescued from the old Lonsdale Cinema and restored to its former glory.

Nearly 200 people attended the meeting, and following a warm welcome to the venue by Carlisle City Council Leader Colin Glover, Michelle Masters and Kate Wilson gave an update on progress, outlining how it has moved from 'ideas' at the first meeting of 2015 to concrete actions and results.

People are doing more business together, a strong community is emerging, and projects that were conceived back in January are taking shape. More than 75 businesses and organisations have joined since the beginning of the year, from solepreneurs, SMEs and charities, to the larger companies such as Story, Thomas Graham, Cartmell Shepherd and David Allen.

Fred Story, who is involved in supporting the aims and direction of the programme, suggests that it breaks down barriers between small and larger businesses, connecting people in a way that conventional networking never can.

Before heading into the main body of the meeting, the video created by *This Is My Film* was shown to the audience – a huge contribution to the programme, and a great example of generous collaboration and support for Carlisle Ambassadors. It can be seen on the main website.

Fred Story outlined what will make the programme thrive: continued collaboration and 'joining up the dots'; business-to-business support; improving the local supply chain; promoting the area; and adding value to the community: "The only ego allowed is Carlisle's ego!"



The Old Fire Station, a great addition to arts and culture

Photo: Brian Sherwen

He then introduced Brian Richardson. As CEO of H&H Group, he gave us an insight into its history, operations and future plans, and its importance within the area. Brian also outlined opportunities for local tendering with their exciting development at Rosehill. This site located close to the M6 will provide jobs and regeneration in the area.

At the meeting in March Andy Fearon presented *Give a Day to the City* and his call to action was: "Find your passion, find your project, find your partners." Now this dream is turning into reality, based on the hundreds of ideas brainstormed at the last event. Andy outlined how to get involved, and the key elements including DIY SOS, city centre community and health fair, regeneration of the city, and inspiring new business.

Simon Harrison described the aims of the latter. A way to share collective expertise with aspiring entrepreneurs, and support anyone who wants to develop their business in Carlisle or the wider Cumbria. The goal is to keep talent local and contributing to the local economy, and inspire people to greater things.

Carlisle City Council Economic Development Director Jane Meek gave an overview on developments in the city. "Open for Business, Up for Growth" was the theme. After talking about key projects including Carlisle Airport and Rosehill, Jane talked more about Digital Carlisle and improving technology, as well as the growth in housing and the evolving projects of Enterprise Zone and The Edge.

At every meeting, three cards are picked out of the hat. The two showcases at the event were Consulting Cumbria and Laughter Aspirations, and the business hotspot was Great North Air Ambulance Service. Stacey Hucker gave a great talk on the inspirational work that the Service does every day.

John Stevenson talked about his vision for the future, following his recent re-election as MP for Carlisle. He gave a strong call for collaboration to ensure every business opportunity in the city is used, and gave support to the Carlisle Ambassadors programme in playing its part to raise the profile of the area.

Finally, Carlisle City Council Chief Executive Jason Gooding reiterated why he has such a passion for the success of Carlisle Ambassadors, and why it can make such a difference to future Jason brought life to the Carlisle Ambassadors, having seen what other cities do to create that strong and positive link between public and private sector, and he expressed delight in so much support from the range of businesses and organisations.

At the end of the meeting, he presented new members with the certificates. The next meeting is on 30 July at The Venue, and ever places are getting booked up fast.

www.carlisleambassadors.co.uk

Cumbrian Executive Meeting Summary

CIRCULATION:

10K



Cumbrian Executive Meeting Summary 1

CIRCULATION:

5K



CARLISLE AMBASSADORS

In January, two local business women, Michelle Masters and Kate Wilson, took on the role of refreshing the Carlisle Ambassadors' programme with Carlisle City Council.




Although the focus of the group's activities is based around Carlisle, there is a clear drive to influence the future of wider Cumbria. There was a buzz around the first meeting at the Halton in January, and the audience heard from an excellent range of speakers.

Carlisle City Council Cllr Jason Gooding summed up the aims: "If Carlisle isn't on the menu, it can't be chosen."

Fred Story inspired the audience with his passion for doing his bit, and Simon Harrison who has regenerated the old post office into the stunning Halton Apartment said: "Positive things happen to positive people. By joining us early you can have an influence in shaping Carlisle and Cumbria, socially, economically and physically."

The meeting outlined goals of ambassadors, including collaboration to create a healthier city, to become a better tech hub, to sharing life and business skills with the younger generation to make the city more competitive. So how to follow up on this initial energy that was so evident in the room?

Kate and Michelle were delighted when more than 40 businesses joined as full members within the first month, and then set about ensuring that the second meeting in March put ideas into action.

They are passionate about making this more than 'networking'. They formed a steering group which includes representatives from key businesses and the city council; created a website hub including an online forum where project ideas are mooted; and then shaped the March agenda based on this and feedback from people's wish list after the January meeting.

So what are people asking for? On the community front, they want to give something back to the city and create a more joined up network. On the business front, they want better connectivity, greater awareness of local tendering opportunities, more skill sharing, and also to create better opportunities for quality of working lives. On the leisure front, people want a healthier city and to bring more visitors to the county.

There is a strong feeling that Carlisle is not properly 'on the map'. Even the signage on the motorway encourages people to speed past without pointing out the wonderful attractions we have to offer. Suddenly, there is a feeling that these areas can be worked on by like-minded people who share a common goal to make Carlisle a better place to live, work, invest in and visit.

On to the latest meeting at Carlisle Racecourse on 26 March. Could the energy from the first meeting be channelled into action? The signs are positive. The agenda focussed on two areas: Firstly a business, David Beeby, former MD of Innovia gave a whistle top tour of how they are placed in Cumbria, and the opportunities their developing business brings to the area.

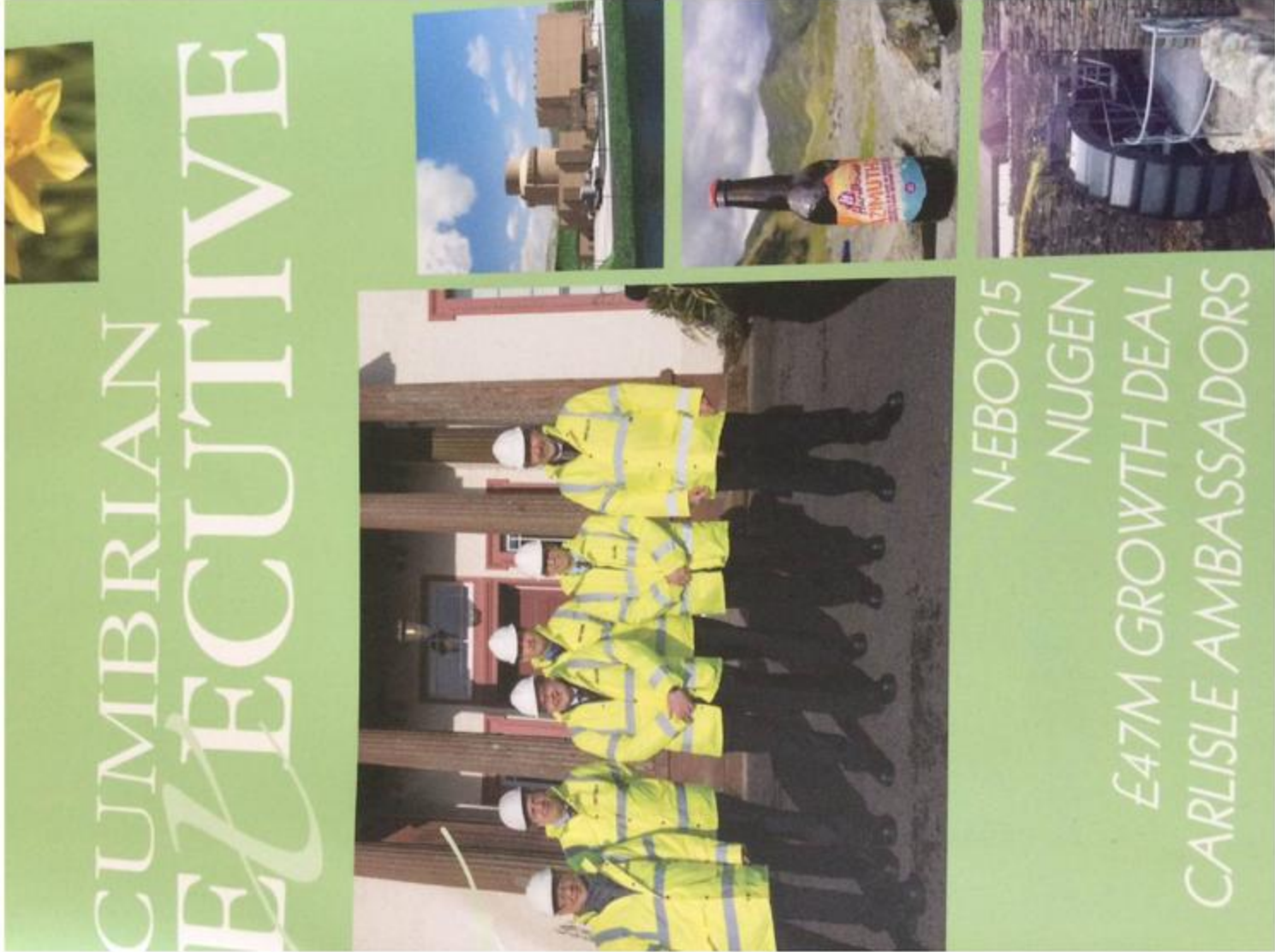
This was followed by an informative presentation from Steve Irington, CEO of Story Homes. He laid a positive gauntlet down to business by detailing the company expansion plans, and their desire to use even more local suppliers who can deliver what they need: "We want to form long term relationships with local suppliers who can deliver what they need."



Cumbrian Executive Meeting Summary 2

CIRCULATION:

10K



Cumbrian Executive
Meeting Summary 3

CIRCULATION:

10K



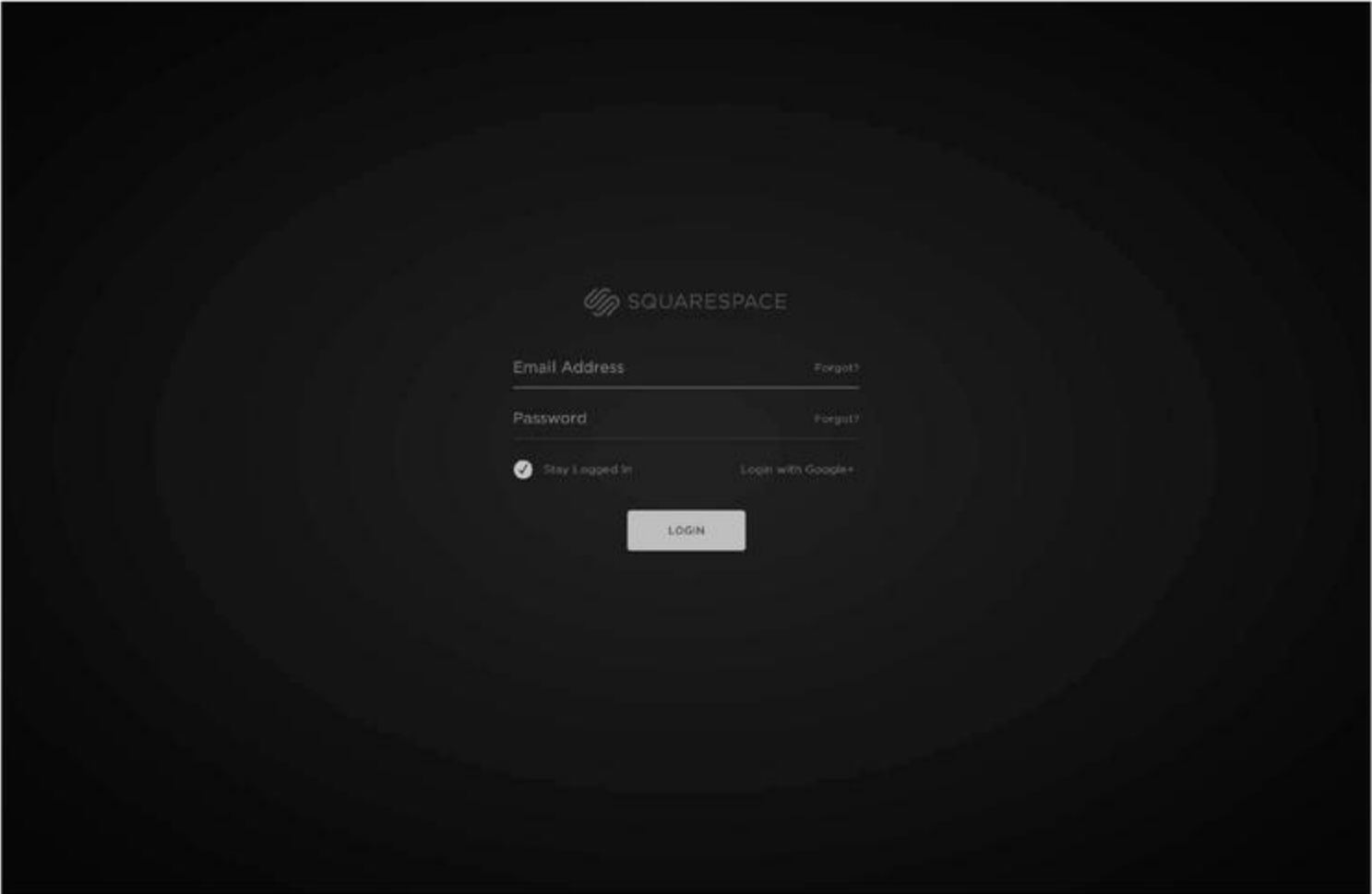


Carlisle Ambassadors is for anyone who has a passion for Carlisle and Cumbria, and who wants to support this centre of business, tourism and culture. Our aim is to make it an even better place to live, work, invest and visit and also to raise the profile of the city on a national level. It is perfect for those who want to benefit from an influential network that promotes and strengthens their own business or organisation. Barriers are broken down between smaller and larger companies, and also between public and private sector.

To find out more about us, book your free place at our next meeting and sign up to email alerts, please visit www.carlisleambassadors.co.uk. If you would like to contribute to "Give a Day to the City" please get in touch with us on info@carlisleambassadors.co.uk. The next meeting is at Dalston Hall on Thursday 15th October. We would love to see you there!

CIRCULATION:

10K



Carlisle Vineyard Church

(EST.) MONTHLY VISITS:	Data not available
(EST.) COVERAGE VIEWS:	Data not available
DOMAIN AUTHORITY:	9
LINKS FROM COVERAGE:	1



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Our Purpose

OUR PURPOSE

OUR TEAM

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Our Team

Inspiring people make an inspirational team:



#hellomynameis Dr Amir Hannan (Chairman)

Dr Amir Hannan is a GP at Haughton Thornley Medical Centres in Hyde, UK and a board member for Tameside & Glossop CCG leading on Long Term Conditions, Information management & Technology and Patient Engagement / Empowerment. Developing a "Partnership of Trust" between patient and clinician, the practice has enabled over 4300 citizens (36% of total population) to access their GP electronic health record on-line, helping them to self care and gain a better understanding of their health. The practice-based web portal www.htmc.co.uk puts patients, managers and clinicians at the heart of healthcare and helps drive change.

Twitter: @amirhannan email: amir@worldhealthinnovationsummit.com



#hellomynameis Gareth Presch, CEO (Founder)

Mr Gareth Presch, holds a BA Hons in healthcare management. A problem solver and healthcare strategist who has experience working in public, private and voluntary healthcare settings in the NHS and abroad. Patient focused and quality driven. Having previously worked as the Chief Officer of the National Haemophilia Council a statutory body in Ireland. Gareth has also managed National Clinical Programmes on Blood Transfusion (Establishment of the National Blood Transfusion Committee), Haemochromatosis and the Endoscopy Improvement programme. He has advised and been a member of a number of successful charity fundraising campaigns @Kops 4 Kidz, Great Garda Run, Tania McCabe Foundation etc in the past and continues to support charitable causes locally, nationally and internationally. He has advised businesses in marketing, social media strategies and governance successfully in the past. He previously worked in the NHS in eHealth and as a District Nursing Service Lead and was a Member of the Cumbria Rural Health Forum, Steering Group Member of CPFT Good Causes and is an active member of the Carlisle Ambassadors community. @garethpresch @HIC2015 email: gareth@worldhealthinnovationsummit.com



#hellomynameis Olive O'Connor (Governance & Ethics)

Olive O'Connor is an expert in the field of personal self-management. Having qualified with Stanford University as a Self Management Facilitator of Chronic Disease, Olive has become a specialist in this area by leading over two years

Our Team | World Health Innovation

(EST.) MONTHLY VISITS: **1.58K**

(EST.) COVERAGE VIEWS: **365**

DOMAIN AUTHORITY: **22**



9



49

