

Annual Review | 2009



Carlisle
renaissance

Carlisle Renaissance

Delivering a leading heritage city, with a world class University, successful city centre, and the infrastructure to support growth.

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Web: www.CarlisleRenaissance.co.uk
Email: info@CarlisleRenaissance.co.uk
Call: 01228 817309
Post: The Octagon, Civic Centre, Carlisle, CA3 8QG.



Partners



Northwest
REGIONAL DEVELOPMENT AGENCY

cumbriavision

Over the last 12 months we have made real progress in bringing forward the delivery of our ambitious agenda for Carlisle. The commitment of our partners to work together to make things happen has been maintained and strengthened. That's despite the continued economic uncertainties and the growing pressure on public expenditure.

This Annual Review takes stock of what we have achieved following the establishment of the Carlisle Renaissance Board and Delivery Team and the approval of our Action Plan for 2009-12.

We want to establish Carlisle as a leading heritage city with a successful University, a competitive city centre and the infrastructure to support growth.

One of our first tasks was to bring together stakeholders to commit to a clear plan of action for each of our four priorities and target resources to projects and activities that will help to realise them. We are finalising agreements to secure Caldew Riverside for development by the University of Cumbria, including the funding needed to clean up the site. This development will respond to aspirations to establish a new theatre and arts centre in Carlisle and support the development of the creative industries.

We have invested in marketing Carlisle's heritage tourism offer and helping to bring forward projects such as the Roman Gateway at Tullie House, the refurbishment of the Old Town Hall and improvements to Castle Street and Citadel Court Square that will greatly improve the visitor experience.

Carlisle city centre is now a recognised regional strategic investment area and we have helped to establish a City Centre Partnership that will focus on improving management, the quality of public realm and access and the quality and mix of its retail and commercial offer. We have supported acquisitions at junction 43 of the M6 to improve the availability and quality of land for business use along the motorway corridor and are now working with partners to develop a strategic masterplan for the corridor that responds to the needs of growth sectors identified in the economic strategies for Carlisle and Cumbria.

Alongside these priorities the partners made a commitment to develop Carlisle's cultural offer and this has culminated in the submission of a bid to Government to become UK City of Culture 2013. We now have a cultural development plan for Carlisle, which underpins our priorities for transformation.

The recent floods in Cumbria are a stark reminder of what brought partners together in 2005 to bring about a renaissance in the economic prospects of Carlisle.

Almost five years on we remain a predominantly low skilled low wage economy and this affects the quality of life of our communities. Our priorities are more relevant than ever. To achieve sustainable and long-lasting benefits for Carlisle, committed leadership, decisive action, and hard work are needed in spades.

The fruits of this will be even more visible in 2010 when projects will progress to the stage of 'work on the ground'. This will be the year when the clean up of the University site will begin and we will agree the scale and scope of new development.

Projects such as the Roman Gateway, the refurbishment of the Old Town Hall and public realm improvements at Castle Street and Citadel Court Square will get underway. 2010 will see a much improved programme of events taking place in Carlisle and a renewed focus on cultural activities that respond to the needs of our communities and attract new people to the city.

The fortunes of Carlisle rest on the ambitions of its communities: residents, businesses and leaders. We all have a role to play in the renaissance, and there are lots of ways to get involved, so please do.

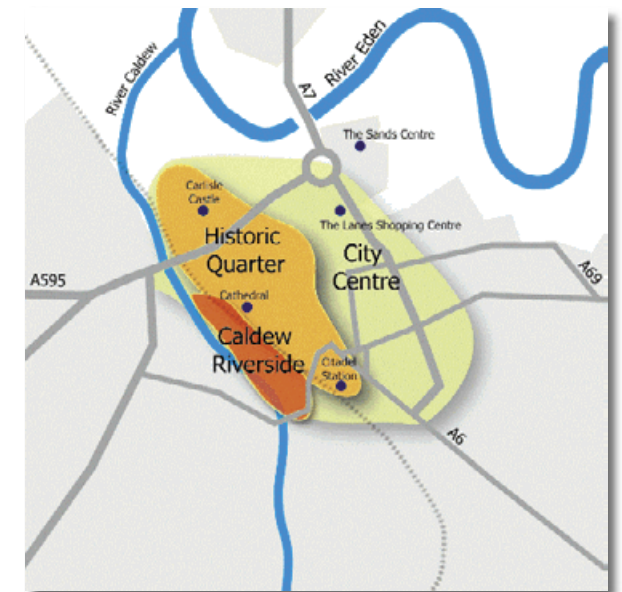


Bryan Gray
Chairman



Ian McNichol
Director

Leading the transformation of Carlisle



Carlisle Renaissance is a partnership founded by Carlisle City Council, Cumbria County Council, and Northwest Development Agency, and representatives from the private-sector and Cumbria Vision.

We are a driving force for change, providing leadership, coordination and support to partners whose commitment is vital to transforming Carlisle.

Carlisle Renaissance has a private-sector-led Board, providing the vision and strategic direction and a dedicated team getting our priorities delivered.

It's an exciting time for Carlisle and we want to make the most of what the city has to offer.



Our vision:

To establish Carlisle as a must-see heritage city, with a world class University, successful city centre, and the infrastructure to support growth.

Our priorities:

- Support the expansion of higher education in Carlisle by developing Caldew Riverside for the University of Cumbria
- Establish the Historic Quarter as a signature tourism product capable of attracting a growing number of visitors to Carlisle
- Strengthen the competitive position of Carlisle's city centre as a location for retail, leisure, cultural and commercial activities
- Maximise the economic benefits of the M6 corridor through Carlisle and its strategic location for business.

Alongside these priorities, we are working to unlock the economic and social benefits that cultural development can bring to Carlisle.

It's good to talk... and listen.



We're determined to continue improving how we communicate, and tell people what we're doing and why, engaging people in our work. This year there have been lots of new ways to find out what's happening and get involved.

Our website went online this year, and people are logging on to read our latest news, publications, and minutes of meetings. We also now issue a regular E-newsletter.

We have set up stakeholder groups this year – bringing together key organisations from across the public and private sectors to work with us to move forward on shared priorities.

We've also established local residents panels. Independently selected and facilitated, these panels meet regularly to discuss our priorities, progress, and key issues.

Their views are fed back directly to the Board. Reports from the panel sessions are published on our website.

We've supported a number of initiatives, including events and a Big Brother-style diary room, to get local people talking about culture and what improvements are needed in Carlisle. This debate is helping us gain insights into the views of a cross-section of the community.

Next year we'll build on the communications and engagement tools now in place, and we're constantly on the lookout for new ways to do this.



Caldew Riverside:

A major investment in learning infrastructure



What is our role?

We are supporting the University of Cumbria to develop a brand new campus on Caldew Riverside, a priority area for regeneration in the city centre. We're working with Carlisle City Council to remediate the site and get it ready for development. This new investment will raise the level of skills in the local economy, attract and retain investment in Carlisle, and contribute to the vibrancy of the city.

What have we done in 2009?

Caldew Riverside is a brownfield site with considerable challenges in terms of getting the site – which has more than one owner – ready, as well as contamination and infrastructure requirements. In 2009 our role has been to progress investigations into the condition of the site, and design and implement work to remediate it and get in place agreements to transfer the site to the University.

Site investigation work – establishing the context of contamination from previous uses – has now been carried out. The site was previously a gas works and railway sidings, requiring extensive ground investigations, sampling, testing, and monitoring. At the same time a number of linked reviews were progressed, including studies of environmental impacts, flood risk, and engineering.

A strategy for remediating the site has been agreed with the Environment Agency, and funding application for the work was submitted to the Northwest Development Agency in late 2009.

The City Council is in the final stages of securing an agreement with Tesco, to secure the entire site for development, and agreements with the University to determine the scope and scale of development.

Finally we set up the Caldew Riverside Residents Panel, so local people can influence decision-making on this priority.

What's next?

The University development is due to open in 2013/14. Next year will see the exciting plans driven forward into their implementation stage.

We expect to secure remediation funding approval in early 2010. Shortly afterwards a contractor will be appointed. Enabling works are planned to begin in Spring, including archaeological evaluation, flood risk assessments, and site trials and plans are being prepared for the closure of Upper and Lower Viaduct car parks.

Remediation works will continue in phases throughout 2010 and we expect the site to be ready for development by mid 2011.

The 3.4 hectares of remediated land will then be transferred to the University of Cumbria so they can begin the phased development of their Caldew Riverside campus.

"A university... should be the focal point of the city. I'm glad that it is going to be located in a prominent place."

Member of the Caldew Riverside Residents Panel

Historic Quarter: Making Carlisle a must-see Heritage City



What is our role?

Carlisle has a stunning mix of heritage and culture assets, and a heritage spanning over 2,000 years. We want to make the best of the city's attractions to bring more visitors to the area. Once they are here, we need to make sure that all visitors have an exceptional experience and want to come back again and again. To achieve this we aim to support Carlisle's assets and attractions to work together, improve their offer, and raise the profile of Carlisle's strong heritage tourism offer.

What have we done in 2009?

We've worked with a range of organisations - including English Heritage, Carlisle Cathedral Development Trust, Hadrian's Wall Ltd, Carlisle Tourism Partnership, and Cumbria Tourism - to agree how we move forward on Historic Quarter priorities.

A spectacular 400m² gallery within Tullie House Museum and Art Gallery is now one step closer. We coordinated the development of proposals for the Roman Gateway Project, which will produce a Roman Gallery that recreates life in Roman Carlisle and along

Hadrian's Wall. The project will include improvements to the public realm, to improve the interpretation of the city's Roman heritage and improve the physical links between Hadrian's Wall path and the city centre. Design proposals for the public realm element are now being drawn up. In particular these focus on a distinctive family of signage and markers that clearly define the route of Hadrian's Wall path, as well as areas for public realm improvements between the museum and the path.

We've supported Carlisle City Council to make a funding bid for the project, and Tullie House Museum and Art Gallery to commission the design team that will produce detailed design proposals for the new gallery.

We have developed proposals to revitalise the Old Town Hall, particularly its role in orientating visitors and showcasing Carlisle's key historic and cultural attractions. We are overseeing the production of design proposals to renew and restore the interior and exterior fabric of the Grade I building.

A number of options to make more of the Cathedral precinct are now being considered, including a new access point into the Precinct (via West Walls) and complementary improvements to the public realm.

To support the development of Carlisle Castle's visitor offer, and help secure complementary development in vacant and under-utilised buildings, we have agreed the focus for feasibility studies with English Heritage.

We have facilitated a revised proposal for public realm improvements on Castle Street to address objections to in the original scheme. The revised scheme will improve the quality of the environment and the economic performance of the Historic Quarter.

We are working in partnership with Network Rail, the Railway Heritage Trust and Virgin Trains on plans to improve the first experience of many visitors to Carlisle arriving at Citadel railway station. We want visitors to have a fantastic sense of arrival and we want to create an uncluttered and attractive route for pedestrians as they walk from the station into the city centre. Improvements to Court Square will help make this happen, and so we are producing design proposals for this area. Works will create a vastly improved setting for the historic station building – one of only three Grade II stations in the North West and one of the most important early stations in England.

We have also worked hard this year to raise the profile of Carlisle's unique heritage offer. We supported the Living Frontier Festival in May. This weekend of historical fun brought record numbers of visitors to the area. We built on this success by joining with Cumbria Tourism, the City Council, and Hadrian's Wall Heritage Ltd to deliver a summer marketing campaign attracting tourists from the national trail.

We are keen to create a strong and compelling 'story' about the city's heritage and cultural offer to feed into tourism marketing and physical works to improve the visitor experience. We are working with partners to develop an interpretation framework for Historic Carlisle.



What's next?

2010 will see developments in the Historic Quarter.

Work will start on the new Roman Gallery and public realm improvements, signage and interpretation along Hadrian's Wall path. The public realm project will be completed by February 2011 and the spectacular gallery will be open by April 2011.

Design proposals for Citadel Court Square will be finalised and funding for the improvement scheme will be secured. Physical work on the area will start in the autumn of 2010. On top of this we will be exploring other development opportunities for the station. These include the potential of new commercial/retail uses within and surrounding the station, and an additional entrance and car-parking to the west of the station.

Design proposals for the Old Town Hall will be completed early in the new year and funding applications submitted by March. Improvement works will start in the summer and be completed by the spring of 2011.

The Castle Street public realm scheme will begin in May and will be finished by October 2010.

The Interpretation Framework for Historic Carlisle will be completed and adopted by partners. We will start to deliver interpretation projects within the Historic Quarter. These range from creating new walks and trails to signage and public art that will attract people to, and guide them around, Carlisle and its attractions.



M6 Corridor:

Developing the infrastructure to support growth



What is our role?

Carlisle has excellent transport links and the quality and extent of its transport infrastructure will continue to play a major role in the area's economic growth. Carlisle has three motorway junctions and we are engaging with the public and private sector to maximise the economic benefits of the motorway corridor for the city. We want to make sure that there is a choice of suitable sites available that will benefit local people as well as the local economy.

What have we done in 2009?

It is vital that Carlisle has a range of employment sites suitable for a variety of uses. These must be in the right locations, and developed over a number of years. As a first step to achieve this, during 2009 we have been working with the City and County councils, Cumbria Vision, Northwest Development Agency, Invest in Cumbria and the private sector to make sure everyone is brought into the planning process.

We've overseen a baseline study looking at current employment sites, and possible future demand. It identified gaps in provision now

and over the medium term. Carlisle now needs a more detailed analysis of future employment land requirements, based on the city's status as a Growth Point and taking account of future economic growth and business and employment opportunities.

What's next?

In 2010 we and partners will agree a long-term master plan to ensure a well balanced range of employment sites are available in the Carlisle district up to and beyond 2026. The plan will cover how we maximise employment land around the M6 motorway junctions, redevelopment on under-utilised sites at junction 43 and the potential to create a new strategic employment site in the south of the city, close to junction 42.

We'll work with Carlisle City Council as the planning authority to make sure that future land developments fit with the Local Development Framework and are in line with the city's Growth Point status. We will look to work with all major land-owners along the motorway corridor to promote its offer to existing and potential new investors.

City Centre:

Sustaining and developing a vital and vibrant city centre



What is our role?

The city centre is a focus for retail, office, leisure and public services. Carlisle needs to sustain and develop its city centre for residents, visitors, and businesses. We're working with many partners to make sure the city centre remains an environment where businesses choose to invest and can thrive, and where more people choose to live.

What have we done in 2009?

We have supported the City Council to bring together a group of city centre businesses, the Chamber of Commerce, and public sector organisations to begin establishing a City Centre Partnership that will lead the management and promotion of the area, lobbying and influencing others to strengthen its vitality and stimulate new investment and employment opportunities.

We're supporting the production of a business plan and partnership structure to drive the initiative forward.

We have also supported work by the County Council on a number of strategic transport studies to support future investment in improvements to access and car-parking.

What's next?

In the next year we're looking forward to kick-starting a programme of activity to improve city centre management, promote footfall, secure investment, and develop the quality of Carlisle's retail and commercial offer.

We'll launch a new business-led City Centre Partnership, complete with a business plan that sets out its role. We expect that the business plan will focus on marketing and the customer experience, improvements to the public realm, car parking and access, public transport, signage, and management.

Culture:

Nurturing an exciting cultural offer that works for Carlisle



What is our role?

Culture matters. Culture is vital to bringing communities together, giving people a pride in the place where they live, reinforcing identity, and attracting visitors and money into the local economy. We want culture and creativity to flourish in Carlisle, creating a buzz and pride in the city and we have engaged in a number of projects to help to unlock the full potential of culture for all that live, work, or study in Carlisle, or visit the city.

What have we done in 2009?

In May 2009 we published a baseline report on Carlisle's cultural offer. It highlighted that cultural and creative industries are alive and kicking in Carlisle, and that local people feel as passionately about building on this potential as Renaissance does. It also highlighted areas of weakness and made clear that leadership and momentum is required in order to maximise the benefits that an excellent cultural offer can create.

To inform our approach to cultural development, we held a 'Cultural Conversations' event, which brought together people from the creative/cultural sector to explore how we can all work together to develop Carlisle's cultural offer.

We supported Love Carlisle (an independent arts organisation) to help engage people in debate about culture and its power to change the city for the better. Several thousand, mainly young people, visited the Love Carlisle Diary Room in the city centre.

We supported several cultural events. The City Council's annual Fireshow – listed in The Times top 5 bonfires nationally – carried a spectacular Love Carlisle theme. Thousands were drawn into the city before the evening show by the high-quality Love Carlisle Day event. This marked the official launch of the Carlisle Tourism Partnership and featured spectacular street theatre. The BITE Festival was delivered by Freerange Artists through the University of Cumbria and showcased the city's thriving creative arts scene. It demonstrated the capacity of local practitioners to involve people in the arts in new and exciting ways.

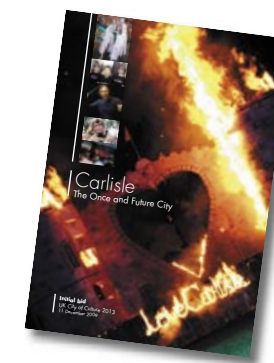
The Love Carlisle website provides comprehensive events listings and a platform for people to share their ideas.

We and our partners also decided to grasp the opportunity provided by a new Government initiative: UK City of Culture 2013. Putting Carlisle's hat into the ring for this prestigious cultural competition gave the impetus required to get people talking about cultural development, exploring ideas, and putting culture firmly on the agenda across the city-region. In December we submitted Carlisle's bid. 'The Once and Future City' sets out how the cultural title could showcase Carlisle's unique history, and current potential, and create a lasting economic and social legacy, bringing in over £10,000,000 additional spend in a year, 350,000 new visitors, and in time create up to 2,000 jobs.

What's next?

14 cities have bid for UK City of Culture 2013. We'll find out early in 2010 whether we have been shortlisted. However, even if Carlisle doesn't win the title, partners have committed to taking forward the cultural programme. In 2010 we will be supporting a number of new cultural events across the city, working with key partners including the Carlisle Tourism Partnership, Lakes Alive, and the City Council to continue to develop the city's cultural offer.

We're already working with creative practitioners on projects to get more local people involved in cultural activities. For example, supporting the Youthink arts exhibition, featuring the voices of local teenagers revealing what they love about their city, and what they want to change and improve.



"The City of Culture bid gives us all a chance to really claim this city and its culture as our own, to make our stamp on the public perception of Carlisle and to show outsiders that we pack a punch when it comes to creating a groundbreaking cultural offering."

Jennifer Brooks of the Cecil Street Project



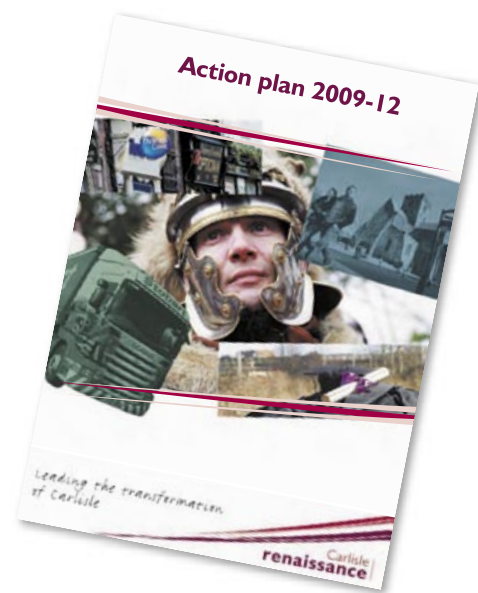
As a partnership, collaboration and teamwork is a must to drive forward our challenging programme of work. This is reflected in both our organisational structure and the way we work.

Our Board draws on the expertise, experience and resources of a variety of public and private-sector organisations. It provides the strategic direction and vision to get things done.

There's also the dedicated team responsible for delivering the programme and coordinating the projects. A wide range of technical skills are required in such a diverse programme, and so the Delivery Team is supplemented by specialists as required to get the job done. The team is funded by our founding partners.

We also draw in committed professionals and organisations through a network of stakeholder steering groups.

Independently facilitated local residents panels have been established to feed the views of local people directly into our work.



Our stakeholder groups:

Caldew Riverside
University of Cumbria
Carlisle City Council
Cumbria County Council
Northwest Development Agency

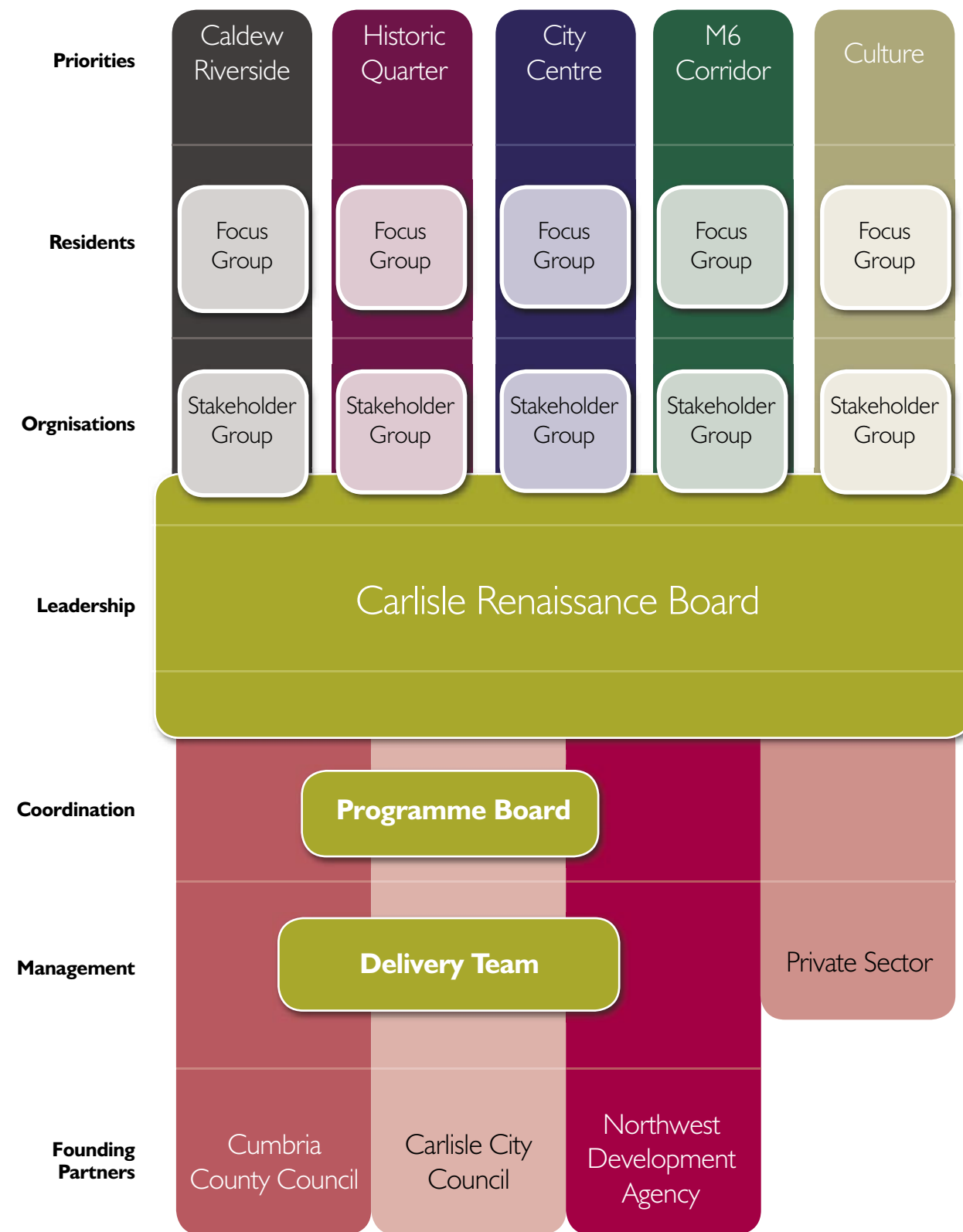
Historic Quarter
Carlisle Cathedral
Carlisle City Council
Carlisle Tourism Partnership
Cumbria County Council
Cumbria Tourism
English Heritage
Hadrian's Wall Heritage
Network Rail

City Centre
Carlisle City Council
Cumbria Chamber of Commerce and Industry
Cumbria Constabulary
Cumbria County Council
Private-sector representatives

M6 Corridor
Carlisle City Council
Cumbria County Council
Cumbria Vision
Private sector representatives

Culture
Carlisle Local Strategic Partnership
Carlisle City Council
Carlisle Tourism Partnership
Culture Cumbria
Cumbria County Council
Independent arts organisations
University of Cumbria

The way we work





Our estimated expenditure in calendar year 2009 is £1.2m.

Expenditure	
Caldew Riverside	£243,000
Historic Quarter	£161,000
City Centre	£287,000
M6 Corridor	£17,000
Salaries	£322,000
Communications	£ 84,000
Operating Expenses	£119,000
Total	£1,233,000
Funding	
Northwest Development Agency	£897,000
Carlisle City Council	£236,000
Cumbria County Council	£100,000
Total	£1,233,000

The main items of expenditure in 2009 are highlighted below.

- Caldew Riverside**
 - Site investigation and remediation planning
 - Legal and property advice on land transactions
 - Procurement of University of Cumbria design team.
- Historic Quarter**
 - Feasibility study for the development of Carlisle Cathedral Precinct
 - The Living Frontier festival and a marketing campaign to promote Carlisle's heritage tourism offer
 - Project development work for Citadel Station and the Old Town Hall.
- City Centre**
 - Options for improving inner orbital relief routes, and establishment of a multi-modal transport model
 - The completion of the Urban Design Guide and a Public Realm Framework
 - Shaddongate/Caldewgate planning brief
 - Development and market analysis for the city centre.
- M6 Corridor**
 - Baseline report.

Salaries
The team consists of nine full-time-equivalent employees, and an Assistant Solicitor employed by the City Council to support project work.

Communications
This budget covers our website and online communications, events such as Love Carlisle Day, and publications including the City of Culture bid.

Operating Expenses
This includes accommodation costs, IT, phones, training, and miscellaneous expenses.

Our expenditure is subject to scrutiny by each of the founding partners and includes quarterly performance reports to the Northwest Development Agency and bi-annual City Council Overview and Scrutiny Panel Reviews.

Glossary of terms	
Brownfield	Brownfield land is land which has been subject to previous usage that has become derelict or vacant and could now be redeveloped
Growth Point	A Government designation for communities that are pursuing large-scale, sustainable housing growth
Interpretation Framework	A piece of work to identify and establish principal themes and storylines about Carlisle's heritage
Site investigation	Intrusive work to determine the history and current condition of land
Remediation	Preparing land for re-development which has been subject to previous usage



Meet the Board and Delivery Team

The Board

- 1 Bryan Gray, Chair**
Holds a number of positions, including: Chair of Peel Media, Pro Chancellor of the University of Lancaster, member of the Lake District National Park Authority and Chair of the Lowther Castle and Gardens Trust.
- 2 Coun. Marilyn Bowman**
Executive member for Economic Development and Enterprise at Carlisle City Council.
- 3 Robin Burgess**
Chairman of CN Group Ltd, a multi-platform media business based in Carlisle.
- 4 Coun. John Mallinson**
Member of Cumbria County Council and Chair of Carlisle Local Committee.
- 5 Coun. Tony Markley**
Cabinet member for Economic Development at Cumbria County Council.
- 6 Peter McCaffery**
Vice Chancellor and Chief Executive of the University of Cumbria.

- 7 Victoria Farley**
General Manager of Hoopers store in Carlisle.
- 8 Ian Haythornthwaite**
Executive Director of Corporate Resources for the Northwest Development Agency.
- 9 Roger Liddle**
Chairman of Cumbria Vision.
- 10 Coun. Mike Mitchelson**
Leader of Carlisle City Council, and the Executive member for Promoting Carlisle.
- 11 John Nixon**
Managing Director of Carlisle United Football Club.
- 12 Brian Scowcroft**
Chairman and owner of Kingmoor Park Properties Ltd.



The Delivery Team

- 1 Ian McNichol, Director**
Ian's role is to support the Board to achieve its vision and secure the delivery of its priorities for Carlisle Renaissance. He and his team are responsible for delivering the Action Plan.
- 2 Chris Pearson, Development Manager**
Chris is the project lead for the City Centre and M6 Motorway Corridor and provides project support on property-related activities.
- 3 John Carr, Development Manager**
John is the project lead for Caldew Riverside and provides support on the implementation of land and property related activities in the City Centre and the M6 Corridor.
- 4 Andrew Sproat, Development Manager**
Andrew is the project lead for the Historic Quarter and provides support on economic development and regeneration activities in the City Centre.
- 5 Roger Higgins, Urban Designer**
Roger provides specialist urban design and masterplanning support for all land and property related activities.
- 6 Kelly Paterson, Communications Manager**
Kelly provides communications support to the Board and the Delivery Team.
- 7 Tazeem Abbas, Programme Manager**
Tazeem is responsible for managing the programme of delivery and associated performance, finance and risk management systems.
- 8 Debbie Kavanagh, Programme Support**
Debbie provides programme and project management support to the Delivery Team.
- 9 Sarah James and 10 Andrea Lockhart PA/Administrator (job share)**
Sarah and Andrea provide administrative support to the Delivery Team and are PA to the Director.

We are focussed on the delivery of shared priorities intended to bring about the transformation of Carlisle. These are not the only things that need to happen in the city to bring about sustained economic growth and we will continue to provide support and prioritise other projects or activities where our help can make a difference.

Carlisle's renaissance is underway, and 2010 is set to be an exciting year for the city. Here's what we're looking forward to.



Snapshot of 2010

Remediation of Caldew Riverside underway

UK City of Culture shortlist announced

High quality events programme kickstarted

Work begins on new Roman Gallery at Tullie House Museum and Art Gallery

Public realm work for the Hadrian's Wall path underway

Physical works to improve Court Square begin

Work on the Old Town Hall begins

New business-led City Centre Partnership launched

Interpretation Framework for Historic Carlisle adopted by partners

Acquisitions at junction 43 and masterplanning along M6 Corridor underway

Physical work to improve the public realm at Castle Street complete





Delivering a leading **heritage city**,
with a world class **University**,
successful **city centre**,
and the **infrastructure** to support growth.

Tel. 01228 817309
info@CarlisleRenaissance.co.uk
The Octagon Civic Centre Carlisle CA3 8QG

www.CarlisleRenaissance.co.uk

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