

AGENDA

Environment and Economy Overview and Scrutiny Panel

Thursday, 12 September 2013 AT 10:00

In the Flensburg - Change to date, Civic Centre, Carlisle, CA3 8QG

****Briefing meeting for Members will be at 9.15 am in the
Flensburg Room****

Apologies for Absence

To receive apologies for absence and notification of substitutions.

Declarations of Interest

Members are invited to declare any disclosable pecuniary interests, other registrable interests and any interests, relating to any item on the agenda at this stage.

Public and Press

To agree that the items of business within Part A of the agenda should be dealt with in public and that the items of business within Part B of the agenda should be dealt with in private.

Minutes of Previous Meetings

To approve and sign the Minutes of the meetings held on 13 June 2013, 20 June 2013, 25 June 2013 and 25 July 2013

[Copy Minutes in Minute Book Volume 40(2)]

PART A

To be considered when the Public and Press are present

A.1 CALL-IN OF DECISIONS

To consider any matter which has been the subject of call-in.

A.2 OVERVIEW REPORT AND WORK PROGRAMME 5 - 12

To consider a report providing an overview of matters related to the work of the Environment and Economy Overview and Scrutiny Panel, together with the latest version of the Work Programme and details of the Key Decisions items relevant to this Panel as set out in the Notice of Executive Key Decisions.

(Copy Report OS.21/13 herewith)

A.3 BUSINESS INTERACTION CENTRE 13 - 20

(Economy and Enterprise Portfolio)

The Director of Economic Development to submit a report providing an update on the Business Interaction Centre.(Copy Report ED.24/13 herewith)

A.4 TOURISM REPORT - AMENDED 21 - 28

(Economy and Enterprise Portfolio)

The Director of Economic Development to submit a report detailing the transformation of the Tourism Service, the Tourism strategy for the District and the work of the Carlisle Tourism Partnership.

(Copy Report ED.25/13 herewith)

(Finance, Governance and Resources Portfolio)

The Policy and Communications Manager to submit a report that updates the Panel on the Council's Service Standards that help measure performance and customer satisfaction and includes updates on key actions contained within the Carlisle Plan

(Copy Report PC.16/13 herewith)

PART B

To be considered when the Public and Press are excluded from the meeting

-NIL-

Members of the Environment and Economy Overview and Scrutiny Panel

Conservative – Bainbridge, Mrs Bowman (Chairman), Nedved, Mitchelson (sub), Mrs Mallinson (sub), Mrs Vasey (sub)

Labour – Bowditch, McDevitt, Watson, Whalen (Vice Chairman), Atkinson P (sub), Harid (sub), Miss Sherriff (sub)

Independent – Graham, Betton (sub)

nquiries, requests for reports, background papers, etc to ommittee Clerk: Sheila Norton - 817557

Notes to Members: A briefing meeting will be held at **9:15am** in the Flensburg Room

Environment and Economy Overview and Scrutiny Panel

Agenda
Item:
A.2

Meeting Date: 12th September 2013
Portfolio: Cross Cutting
Key Decision: No
Within Policy and
Budget Framework NO
Public / Private Public

Title: OVERVIEW REPORT AND WORK PROGRAMME
Report of: Overview & Scrutiny Officer
Report Number: OS 21/13

Summary:

This report provides an overview of matters related to the Environment and Economy O&S Panel's work. It also includes the latest version of the work programme.

Recommendations:

Members are asked to:

- Note and/or amend the Panel's work programme

Tracking

Executive:	
Overview and Scrutiny:	12th September 2013
Council:	

1. Notice of Key Executive Decisions

The most recent Notice of Key Executive Decisions was published on 2nd August 2013. There are no decisions which fall into the remit of this Panel.

2. References from the Executive

The following reference from the Executive from their meeting held on 5th August 2013 is attached at **Appendix 1**.

- **EX.80/13 Purple Sacks Review**

3. Recycling Task and Finish Group

The Task Group met on 27th August to scope their review and determine the Terms of Reference. At the time of writing this report these are being drafted on behalf of the Group and will follow as soon as possible.

4. Work Programme

The Panel's current work programme is attached at **Appendix 2** for comment/amendment.

Contact Officer: Nicola Edwards

Ext: 7122

Appendices

attached to report:

- 1. References from the Executive**
- 2. Environment & Economy O&S Work Programme 2013/14**

Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers:

- **None**

CORPORATE IMPLICATIONS/RISKS: None

ENVIRONMENT AND ECONOMY OVERVIEW AND SCRUTINY PANEL WORK PROGRAMME 2013/14

Date last revised: 29 August 2013

Issue Portfolio Holder & Lead officer	Type of Scrutiny					Comments/status	Meeting Dates							
	Performance Management	Key decision Item/Referred from Executive	Policy Review/Development	Scrutiny of Partnership/ External Agency	Monitoring									
							13 Jun 13	25 Jul 13	12 Sep 13	17 Oct 13	21 Nov 13	16 Jan 14	27 Feb 14	10 Apr 14
CURRENT MEETING														
Performance Monitoring Reports Steven O’Keefe	✓				✓	Monitoring of performance relevant to the remit of Panel	✓		✓		✓		✓	
Tourism						To receive a report detailing the Transformation of the Tourism service and detailing tourism strategy for Carlisle			✓					
Business Interaction Centre						To receive an update on progression of the BIC			✓					
TASK AND FINISH GROUPS														
Recycling			✓			To define Term of Reference and scope review Cllrs Whalen/ McDevitt/Nedved/ Bowman			✓					
Talkin Tarn			✓			Monitoring of implementation of recommendations	✓	✓				✓		

ENVIRONMENT AND ECONOMY OVERVIEW AND SCRUTINY PANEL WORK PROGRAMME 2013/14

Date last revised: 29 August 2013

Issue Portfolio Holder & Lead officer	Type of Scrutiny					Comments/status	Meeting Dates							
	Performance Management	Key decision Item/Referred from Executive	Policy Review/Development	Scrutiny of Partnership/External Agency	Monitoring		13 Jun 13	25 Jul 13	12 Sep 13	17 Oct 13	21 Nov 13	16 Jan 14	27 Feb 14	10 Apr 14
How will T.I.C look in the future?			✓			Task Group to receive update September 2013			✓					
FUTURE MEETINGS														
Carlisle Economic Partnership Jane Meek/Cllr Bradley				✓		To receive an update report on the work of CEP		✓					✓	
Botchergate Cllr Bradley/Jane Meek						Update on Action Plan					✓			
Parking						To receive an update of implementation of Parking strategy and income.				✓				
University of Cumbria						To invite representatives from the University								
Waste Services Cllr Martlew/Angela Culleton			✓	✓	✓	Annual update report June 2013 Report on Recycling publicity and education – TBC	✓							

ENVIRONMENT AND ECONOMY OVERVIEW AND SCRUTINY PANEL WORK PROGRAMME 2013/14

Date last revised: 29 August 2013

Issue Portfolio Holder & Lead officer	Type of Scrutiny					Comments/status	Meeting Dates							
	Performance Management	Key decision Item/Referred from Executive	Policy Review/Development	Scrutiny of Partnership/External Agency	Monitoring		13 Jun 13	25 Jul 13	12 Sep 13	17 Oct 13	21 Nov 13	16 Jan 14	27 Feb 14	10 Apr 14
Local Plan Cllr Glover/Jane Meek		✓	✓			Preferred Options and Land Allocations considered June 2013	✓	Special mtg 25/6/12						
Environmental Performance of the Council Arup Majhi/Cllr Tickner			✓		✓	Annual Monitoring of performance.						✓		
Budget Peter Mason/Darren Crossley/All Portfolio Holders		✓	✓			To consider budget proposals for 2013/14					✓			
Claimed Rights Angel Culleton/Cllr Martlew		✓				Monitoring of Highways services following transfer to Cumbria CC					✓			
Scrutiny Annual Report			✓		✓	Draft report for comment before Chairs Group								✓
COMPLETED ITEMS														

EXCERPT FROM THE MINUTES OF THE EXECUTIVE HELD ON 5 AUGUST 2013

EX.80/13 PURPLE SACKS REVIEW (Key Decision – KD.01/13)

Portfolio Environment and Transport

Relevant Overview and Scrutiny Panel Environment and Economy

Subject Matter

The Deputy Leader; and Environment and Transport Portfolio Holder presented report LE.22/13 concerning a proposed change from the use of purple sacks to wheeled bins for certain residents.

The Deputy Leader; and Environment and Transport Portfolio Holder informed the meeting that improving the quality of the local environment was a corporate priority for the City Council, and the Council had adopted the 'Clean up Carlisle' campaign in 2012. Significant efforts had been made to improve the quality of street cleansing and to keep the streets clean through investment in new street cleaning machines; new programmes of work; and in education and enforcement to prevent littering and dog fouling. However, despite those improvements, complaints continued to be received about litter from torn refuse sacks in areas without a wheeled bin collection. Important resources were being diverted to deal with the high litter levels created by the sack collections.

Members' attention was drawn to Section 3 which set out proposals to change the purple sack service and so minimise the litter currently created by the purple sacks collection (which sacks were often split open by seagulls, other animals, vermin and would be vandals / criminals). The proposals would also support the 'Clean up Carlisle' campaign and significantly improve the quality of the local environment.

The report set out details of the current costs associated with the purple sack delivery; the annual budget and costs of the proposed service changes; and capital funding considerations. Also included were details of the three options which had been considered in relation to purple sacks:

Option A – Do nothing and leave the service as it is and continue to manage the high levels of litter associated with the collection

Option B – Move the original proposal of the maximum possible number of properties, 3,900 properties onto a wheeled bin collection including properties with front street storage and collection of wheeled bins. Therefore 3,900 properties to move to wheeled bins and 1,638 properties to be provided with reusable gull sacks.

Option C – Move 2,629 purple sack properties identified during the public consultation onto wheeled bins and supply the remaining properties, including those that could have a wheeled bin, with a front street storage and collection with re-usable polypropylene “gull sacks”. 2,629 properties to move to wheeled bin collection, 2,856 properties to be given re-usable gull sacks.

Details of the implications of the options were also provided.

By way of compromise, the Deputy Leader; and Environment and Transport Portfolio Holder proposed that the Executive should approve Option C.

A further anticipated benefit was that the improved service would increase the levels of recycling in those areas to meet the good performance in other wheeled bin areas, thus reducing the residual waste presented for collection.

The Environment and Economy Overview and Scrutiny Panel had, on 8 May 2013, considered the matter and resolved:

“(1) That Report LE.13/13 – Migration of Purple Sacks to Wheeled Bin Refuse Collection be noted.

(2) That the Panel agreed that change was required and agreed that Option a (to do nothing) was not an option. With regard to Options b and c the Panel agreed that their preferred option would be Option c as they did not want wheelie bins stored at the front of houses.

(3) That consultation should include Cumbria Fire Service for their advice on storage of waste receptacles at the front of houses so that the Executive were informed of this when they made their decision.

(4) That the recommendations from the Panel be submitted to the Executive for inclusion into the Executive Report “Migration of Purple Sacks to Wheeled Bin Refuse Collection”.

A copy of Minute Excerpt EEOSP.28/13 had been circulated.

The Chairman of the Environment and Economy Overview and Scrutiny Panel confirmed that the Panel was supportive of change where applicable. Members realised that the proposed changes would be very difficult for some houses, but felt that the supply of gull sacks was a good step forward.

One problem faced by the Council was around encouraging people to use their bins and to recycle more. The Chairman added that the Panel would look at that aspect and hoped to come back to the Executive with recommendations in the future.

In conclusion, the Deputy Leader; and Environment and Transport Portfolio Holder moved the recommendations, which were duly seconded by the Communities and Housing Portfolio Holder.

Summary of options rejected Options A and B set out within the report

DECISION

That the Executive:

1. Approved the proposals in Option C to move properties currently provided with a weekly purple sack refuse collection to either fortnightly collections of refuse from a wheeled bin or, where that method of collection was not possible, a weekly collection of refuse contained within a re-usable 'Gull Sack'.
2. Recommended that the City Council approve the addition of the capital cost, £69,539, of the purchase of additional wheeled bins and gull sacks required to make the changes detailed in Option C to the Capital Programme; and approve the use of salary turnover savings to fund that addition.

Reasons for Decision

Option C:

- Would significantly reduce the littering issues currently caused by the split purple sacks and be consistent with "Clean-up Carlisle", one of the Council's key initiatives
- Increase levels of recycling in those areas
- Be better for the environment by supplying reusable containers for waste (gull sacks and wheeled bins)
- It was safer to collect a wheeled bin than a purple sack, therefore the welfare and health and safety of the crews would improve
- Provision of wheeled bins should reduce instances of identity theft
- More cost effective and efficient than the current system

Report to Environment & Economy Scrutiny Panel

Agenda
Item:

A.3

Meeting Date: 12th September 2013
Portfolio: Economy and Enterprise
Key Decision: No
Within Policy and Budget Framework YES
Public / Private Public

Title: BUSINESS INTERACTION CENTRE
Report of: Jane Meek, Director of Economic Development
Report Number: ED 24 13

Purpose / Summary:

This Report provides an update on the development of a Business Interaction Centre (BIC).

Recommendations:

Overview & Scrutiny welcome the opportunity to visit the BIC.

Tracking

Executive:	
Overview and Scrutiny:	
Council:	

1. BACKGROUND

- 1.1** A key priority for the Council is to support economic growth. In order to do this Carlisle needs to attract new investment into the city, develop an enterprising culture and raise skills levels. Skills are a particular issue identified by the Carlisle Economic Partnership that need to be addressed if the city is going to attract inward investment.

In December 2012 the Council agreed to work in partnership with the University of Cumbria to develop a Business Interaction Centre at Paternoster Row. The BIC will form a high profile entry point for businesses and employees seeking to access University expertise, particularly Business School and Arts, Business and Science expertise. It also includes the Centre for Regional Economic Development (CRED), academics from the Business School based in Carlisle and business/student placement support and student enterprise. The BIC enables access to research and development services for local companies with some provision of rapid prototyping equipment and design services.

Following discussions between the University and the Council it was agreed that the BIC would be best located in the City Centre in Paternoster Row. Paternoster Row together with properties on Castle Street are leased from the Council but had been mothballed since 2010 as part of the process of estate consolidation. Paternoster Row is considered an ideal location as it brings the BIC closer to its customers, enabling the business and student worlds to merge, raise its visibility; provide an attractive venue for business start ups and contribute to the regeneration of the “cultural quarter”.

In order to help support the BIC the Council agreed to contribute £100,000 towards the costs of refurbishing Paternoster Row subject to the following conditions:-

1. A programme of works agreed with the University to deal with the dilapidations identified at Paternoster Row and Castle Street
2. That the City Council should contribute a maximum of £100,000 as partnership funding towards the BIC subject to:
3. That the BIC is delivered within a timescale agreed with the Portfolio Holder in conjunction with the Director of Economic Development
4. That the Portfolio Holder in conjunction with the Director of Economic Development and the Director of Resources is given delegated authority to approve the works necessary to deliver the BIC

The University have worked with Officers from the Council on the dilapidations identified at Paternoster Row and Castle Street. A programme of works has been agreed, a number of which have been completed. A project update from the University of Cumbria is set out in Appendix A.

The works necessary for delivering the BIC and a timescale was agreed and the BIC has now opened for business prior to the academic year.

The BIC will be formally opened later in the year.

Contact Officer: Jane Meek Ext: 7190

**Appendices Project Update - Appendix A
attached to report:**

Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers:

- **None**



CARLISLE BUSINESS INTERACTION CENTRE

Project update and planned activity

29th August 2013

The Carlisle Business Interaction Centre (CBIC) opened its doors on Monday 13 August 2013 and welcomed its first SME business tenant on the 19 August 2013. Work is progressing to operationalize the space within the building with an aim to become fully functional by early September 2013. The following activity is already in place or planned for the next quarter:

1. Incubation space

Tenants

Bluezone Ltd (BZD) – Lease from 19.8.13

PW Performance Ltd – Lease from 1.9.13

Jean Slessor (new social enterprise) – Lease from 15.9.13

DC Research - final negotiations over office space

Prism Arts – final negotiations over office space

Shared space (expressions of interest for autumn lease)

Freerange; Sara Edmondson; David Kinsella; Mike Patterson; ANO

2. Events & meetings

UoC events

Centre for Regional Economic Development (CRED) Seminars - the autumn series will focus on economic challenges for Carlisle and Cumbria with a range of invited speakers and panel members in attendance.

Global Enterprise Week – 18-24 November 2013 (activity to be confirmed – building on the success of the Start-Up Britain tour which visited Carlisle on the 30th July).

Joint events

In association with Burnetts (subject to final agreement):

Legal clinic – to provide a legal clinic service to SME businesses

In association with Freerange:

Quarterly Creative Cumbria – for creative and digital companies across the region

Bi-monthly Code Cumbria – gathering of software and hardware developers

Expressions of interest

Heathlands – weekly room booking for autumn term to hold course sessions for students with learning disabilities.

3. Courses

Undergraduate provision – 16 September 2013 onwards

- BSc (Hons) Computing & IT
- BA (Hons) Retail Marketing Management

Post graduate provision – 5 November 2013 onwards

- MBA/PG Dip/Cert Computing

A programme of short courses is also in development, which will include leadership and management skills, innovation and creativity, and a range of other topics. These will be offered at commercial rates, and also subsidised rates for businesses who are part of the Cumbria Growth Hub.

4. SME Business support (ERDF funded)

Cumbria Business Growth Hub – As part of the wider Growth Hub offer, the University is able to offer business support to eligible SME businesses as follows:

- academic & technical expertise – to work alongside business for up to 5 days.
- student and graduate placements – to work with a business for up to 20 days.

University of Cumbria – Carlisle Business Interaction Centre

Progress Report (August 2013)

- supported placements – student or graduate to work with a business on a 15 day project alongside an academic expert who will spend up to 3 days on the project.
- training and development – sector specific short course or masterclass.

UNITE with Business – Student / Graduate project placement scheme. This successful project has recently been extended until September 2014 and provides free business support for up to 20 days to eligible SME businesses.

5. Summary of other business support available

	Project Duration	Funding/Contribution	Level of Support
Student Projects (Computing & IT)	1 day a week for 6 months (likely to be from October to Easter)	No financial contribution. Students carry out project as part of course.	Course tutor provides guidance to the student, however much of the project supervision is left to the host organisation/business.
Sandwich Placement (from Sep 2014)	1 year industrial placement for students who have completed 2 nd year	Host organisation pays the minimum wage	Day to day supervision provided by the host company.
Business Placement	Between 2 and 13 weeks	Businesses are expected to contribute the minimum wage (+VAT). A £700 incentive is available for businesses in Eden and Copeland.	UoC facilitates the recruitment by promoting the position and co-ordinating short listing and interview activity. Once recruited the host organisation oversees the project.
Knowledge Transfer Partnership	From 6 months to 3 years	An SME will contribute £17,300 per annum (40% of the project costs). A large organisation £25,950 per annum	A technical/academic expert from the UoC will develop a specific work plan, then work with a FT graduate to achieve its objectives. They will visit the host company providing consultancy and support for ½ day per week.

University of Cumbria – Carlisle Business Interaction Centre

Progress Report (August 2013)

6. Business Support – Outputs / Results

<u>Outputs / Results</u>	<u>Cumbria Business Growth Hub</u>	<u>Unite with Business</u>
Business Assists	44	45
Jobs Created / Safeguarded	49	15
Improved performance	30	31

7. Launch Plans

- A public launch is planned for spring 2014. The date is to be confirmed.
- A VIP launch event is planned for autumn 2013 to give our supporters an opportunity to see the facility and meet staff and those using the BIC. Date to be confirmed.

We would welcome dialogue with the City Council over the launch events, to maximise recognition.

8. University expenditure

The main expenditure has been on the up-grade of the IT facilities in the building, to provide appropriate facilities for the space and for the entrepreneurs and businesses which will share the space with the University. We originally projected expenditure of £150,000, with £90,000 allocated to one-off IT costs and £60,000 for the refurbishment, this remains the same. At the end of July actual expenditure was £54,000, with further expenditure to be incurred over the Summer and into the Autumn. The £100,000 capital contribution from Carlisle City Council will contribute to the funds required to provide the appropriate facilities.

The University will fund the annual running costs, which will be off-set by the contributions from the business tenants and activity as previously described.

9. Dilapidations

Works completed to-date and within 3 months of the report:

- Rectify and treat dry rot to areas of Castle Street (no. 6/8). Work undertaken by a sovereign approved contractor with a 20 year guarantee.
- Premises to be wind and watertight; inspection of roofs and gutters to both buildings completed. Any broken slates replaced and all gutters and downpipe cleared and left free flowing.
- Inspection of drains - all drains checked and left free flowing.
- Ensure premises are secure - weekly inspection via estates staff to check rooms and report any faults found. The intruder and fire alarm in each building is monitored 24 hours via a local security company and any activation is reported to the University.

Regular meetings have taken place with David Kay (Council Surveyor) and the University Estates Manager, Ray McGahon, to ensure the dry rot issue in Castle Street has been dealt with satisfactorily, and other works mentioned in the report are dealt with accordingly.

Work completed to-date and to be undertaken 6 – 12 months of the report:

- Condition of windows - all windows to be checked and repairs carried out removing any defected/rotten timber (sills) and replaced with preservative treated timber and painted.

Paternoster Row all completed, Castle Street works to be progressed (date to be confirmed).

Works to be undertaken within the time line of the lease agreement:

- Monitor structural defects. Areas highlighted in report have been inspected and are currently being monitored - no immediate action has been required.

All remedial work to be undertaken will be agreed with David Kay (Council Surveyor).

Report to Environment & Economy Overview and Scrutiny Panel

Agenda
Item:
A.4

Meeting Date: 12th September 2013
Portfolio: Culture, Health, Leisure & Young People
Key Decision: No
Within Policy and Budget Framework YES
Public / Private Public

Title: TOURISM REPORT
Report of: Jane Meek, Director of Economic Development
Report Number: ED 25 13

Purpose / Summary:

The purpose of this Report is to update Members of the Environment & Economy Overview & Scrutiny Panel on delivering the Tourism Strategy.

Recommendations:

Members are asked to continue their ongoing support of the Tourism Strategy as outlined in this Report

Tracking

Executive:	
Overview and Scrutiny:	
Council:	

1. BACKGROUND

As an attractive historic city tourism has always played an important role in the economy of the area. In 2009 the City Council together with Cumbria Tourism, Hadrian's Wall Heritage and HWDA agreed to establish a Tourism Partnership for Carlisle and North Cumbria which aimed to improve the tourism product further and grow the industry locally.

In addition it was considered that a Partnership would enable resources to be maximised and work more effectively. Consequently each of the partner agencies contributed staff resources and the City Council's tourism team were seconded to the partnership and a Board was established made up of public and private sector representatives.

The economic downturn, the abolition of the Regional Development Agencies and the subsequent loss of funding to key partners resulted in a withdrawal of resources from the Partnership and a need for the Council to take stock and re-assess how it can best support tourism in the area with the resources available.

As a result over the last 18 months the strategy has been to work with partners on key areas which will deliver outputs and outcomes in line with the Carlisle Plan. This has included entering into Service Level Agreements where appropriate.

2. TOURIST INFORMATION SERVICE

2.1 Brampton TIC

Is now being managed by a group of volunteers that Carlisle TIC trained and supported for 18 months and Brampton Parish Council. It was BPC decision to take on the running of the Centre and they are now looking to rebrand the centre as Brampton Heritage & Visitor Centre, so they will be stepping away from being a Tourist Information Centre. We continue to offer our support and provide advice to the Volunteers and BPC.

2.2 Carlisle TIC/Old Town Hall

Phase 1 of the Old Town Hall Project is now completed. The building has undergone intensive roof repairs, works to external walls; refurbishment and replacement of some windows; internal works to the Tourist Information Centre including plaster and timber repairs, upgrade of thermal insulation, a modified

reception counter for customers with disabilities, new carpets and decoration. In addition a number of the recommendations by the Environment & Economy O&S Task Group have been implemented in Phase 1 including the replacement of the cash register and the lowering of the counter to accommodate the needs of the disabled. Since the TIC has moved back in staff have received a number of positive comments from visitors and local residents.

Phase 2 of the Old Town Hall project focuses on the TIC and the Assembly Rooms, how it will look and function. The intention is to modernise the service to become more interactive and customer friendly. Options will be presented to members for consideration.

3.0 Marketing and Branding

A key issue for Carlisle for the economy and in particular tourism is to raise the profile of Carlisle and what it has to offer. The Council have been working on the Sense of Place Project in order to develop the “Carlisle Story” which businesses can use to promote both their business and Carlisle. This was launched on 11th July at a Breakfast Event attended by a number of Tourism Businesses.

4.0 Carlisle Tourism Partnership Conference

This one day conference took place in the Hallmark Hotel on 26 April 2013. It was well attended by over 100 delegates and included key note speakers from Visit England, Hadrian’s Wall Heritage Trust, Cumbria Tourism and local media company, Hydrant. The afternoon consisted of three workshops, from which a set of clear objectives and priorities were formulated. (E-Business/tourism, the Carlisle Offer - Retail v Tourism and Promoting Carlisle).

5.0 Hadrian’s Wall Trust/Cumbria Tourism Partnership Service Level Agreements

There have been formulated, two Service Level Agreements with Hadrian’s Wall Heritage Trust and Cumbria Tourism. These reflect the services and commitments we would expect to see for Carlisle from the relevant regional organisations to whom we pay an annual fee. These are as outlined in the Carlisle Plan. Included in the SLA’s are agreements to both liaise and have meetings on a regular basis.

6.0 Britain's Heritage Cities, Carlisle

Carlisle is a member of Britain's Heritage Cities Group. There are 8 cities which form part of this group including Chester, York, Durham and Bath. The Group have drawn up a Terms of Reference (see Appendix A) which sets out the key priorities and how it will engage with VisitEngland and London. The Group has direct access to the Regional Growth Fund managed by VisitEngland. Membership of the Group enables Carlisle to have access to overseas marketing channels including USA/Canada market, as well as emerging markets in Asia.

7.0 Events

The Marketing and Tourism team are fully engaged in the preparation, planning and delivery of events in the city. Over the last twelve months they have been involved in the following programme of events:

Event	Delivered by the Team
Diamond Jubilee Celebrations and Carlisle Music City – June 2012	Implementation and delivery of all aspects Diamond Jubilee Day and support for CMC Information and merchandise stall on site. Marketing and promotion. Social Media. Joint working cross authority, business engagement.
Olympic Torch Relay – June 2012 City centre and Bitts Park	Attendance at planning meetings and assist with delivery. Information and merchandise stall on site. Marketing and promotion. Social Media. Joint working cross authority, business engagement.
Africa Express – September 2012 Citadel Station	Implementation and assist with delivery (CMC, Africa Express, Virgin, Direct Rail Services) Marketing and promotion. Social Media. Joint working cross authority, business engagement
Carlisle Fireshow – November 2012 Bitts Park	Assist with promotion-marketing and social media/web.
Christmas Lights Switch On – November 2012 Winter Wonderland – November –	Assist with promotion-marketing and social media/web. Joint working with

Jan 2012 City Centre	Communications to produce publicity material
Roger Albert Clark Rally – November 2012 Brampton	Assist with promotion-marketing and social media/web.
Santa's Grotto – November-December 2012 TIC and Talkin Tarn	Joint working with Green Spaces (Talkin Tarn Grotto) Promotion-marketing and social media/web.
Made By Carlisle event – March 2013 Carlisle College	Information stall on site. Support for Economic Development Officer
Subway Transformation – April - May 2013 Trinity and Hardwicke Circus	Assist with design elements, support for Community Engagement. Social Media delivery.
Carlisle Tourism Conference – April 2013 Hallmark Hotel	Implementation support and assist with delivery. Information stall on site. Provision of merchandise
Carlisle Music City – May-June 2013 City wide	Assist with implementation promotion-marketing and social media/web.
Pirelli Rally – May 2013 Carlisle Racecourse Base	Assist with promotion-marketing and social media/web. Implementation of Prize Draw and support for Economic Development Officer
Carlisle Design Week – June 2013 City wide	Assist with promotion-marketing and social media/web. Business engagement and support for Economic Development Officer
IHBC Conference – June 2013 Crown & Mitre and City Centre	Assist with implementation, copy and images for IHBC Carlisle web site. Promotion-marketing and social media/web. Business engagement. Provision of merchandise.
Sense of Place Launch – July 2013 University of Cumbria	Implementation support and assist with delivery. Promotion-marketing and social media/web. Business engagement.
Centennial Rally and Ride – August 2013 Devonshire Walk base.	Assist with organisation, site visits. Copy and images for Rally web site. Promotion-marketing and social media/web.
Carlisle Pageant & Carlisle Pageant Week – August 2013	Joint implementation, planning and delivery of all aspects of Pageant Week. (Pageant Working Group)

	Information and merchandise stall on site. Marketing and promotion. Social Media. Joint working cross authority, business engagement, including Pageant Offers and stalls. Information and merchandise stall on site. (with Local Plan Consultation and Local Environment)
Tour of Britain – September 2012 / 2013	Joint implementation, planning and delivery of some aspects of ToB. (ToB internal Steering Group) Marketing and promotion. Social Media. Joint working cross authority)

In addition:

- Attendance and input into City Council Events Working Group
- Production, distribution and promotion of a quarterly events guide, regular social media and web interaction for all city wide events.
- Tourist Information Centre involvement when the Assembly Room is booked out for events i.e. Lights Switch On, Pageant, Jubilee etc.

Conclusion

There are a variety of initiatives across the Council which contribute towards delivering the Tourism Strategy and the Carlisle Plan which the Tourism and Marketing Team play an important part.

Contact Officer: Jane Meek

Ext: 7190

**Appendices
attached to report:**

Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers:

- None

Britain's Heritage Cities Terms of Reference

Purpose

The Heritage Cities Group is a partnership of Destination Organisations brought together by shared product and common interests to maximise the potential of their visitor economies, through collaboration and sharing of knowledge in order to enhance visitor experiences and develop effective marketing activity.

Strategic Objectives

1. To take the Heritage Cities product to market through intelligence led activity to generate economic growth.
2. To raise the profile of Heritage Cities and its contribution to the economy with wider stakeholders including Government and the private sector.
3. To develop a platform to facilitate the sharing of best practice, finding solutions to common issues and aspirations.

Actions

1. To investigate what research currently exists at destination and national level to better inform the marketing plan and wider remit of the group. (NBS to lead)
 - a. Establishing baseline to enable benchmarking –VE to pull out volume/value figures for each group member
 - b. HCG to nominate a spokesperson to liaise with VE to gather overseas research to inform plans
2. To set up the operational framework for HCG involving strategic and operational groups and an agreed interface between them. To develop roles and responsibilities with each group including Chair and Vice-Chair (MS to lead)
3. To undertake a review of current activity and opportunities for the 2013 / 2014 financial year (Deliver Group, led by GT)
4. To develop a new measurable overseas marketing plan for 2013 / 2014 (Deliver Group, led by GT)
5. Explore the opportunities for domestic marketing collaboration across databases, research, partnership destination management and deliver a proposed action plan (Destination Marketing Managers)
 - a. To engage with VisitEngland through the operational group on the RGF Romantic Heritage Cities Thematic
6. To establish the means of engaging with VE and London & Partners in order to develop a more effective approach to how London as a gateway can work with us (SG to lead)

Membership

Existing membership to be reviewed in April

Report to Environment and Economy Overview and Scrutiny Panel

Agenda
Item:
A.5

Meeting Date: 12 September 2013
Portfolio: Finance, Governance and Resources
Key Decision: No
Within Policy and Budget Framework: Yes
Public / Private: Yes

Title: Quarter One Performance Report 2013/14
Report of: Policy and Communications Manager
Report Number: PC 16/13

Purpose / Summary:

This Performance Report updates the Panel on the Council's service standards that help measure performance and customer satisfaction. It also includes updates on key actions contained within the Carlisle Plan.

Details of each service standard are in the table at Appendix 1. The table illustrates the cumulative year to date figure, a month-by-month breakdown of performance and, where possible, an actual service standard baseline that has been established either locally or nationally. The updates against the actions in the Carlisle Plan follow on from the service standard information in Appendix 2.

Recommendations:

1. Consider the performance of the City Council presented in the report with a view to seeking continuous improvement in how the Council delivers its priorities.

Tracking

Executive:	30 September 2013
Overview and Scrutiny:	Community – 22 August 2013 Resources – 29 August 2013 Environment and Economy – 12 September 2013

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

1. BACKGROUND

Service standards were introduced at the beginning of 2012/13. They provide a standard in service that our customers can expect from the City Council and a standard by which we can be held to account. The measures of the standard of services are based on timeliness, accuracy and quality of the service we provide in areas that have a high impact on our customers.

A new service standard will be introduced from the autumn – Customer Satisfaction with Environmental Services. This will be measured from customer feedback from the website and through the Carlisle Focus magazine reader's survey.

Regarding the information on the Carlisle Plan, the intention is to give the Panel a brief overview of the current position without duplicating the more detailed reporting that take place within the Overview and Scrutiny agendas and Portfolio Holder reports.

2. CONSULTATION

The report was reviewed by the Senior Management Team at their meeting on 6 August 2013 and is being considered by the Overview and Scrutiny Panels on the following dates:

Community Overview and Scrutiny Panel	22 August 2013
Resources Overview and Scrutiny Panel	29 August 2013
Economy and Environment Overview and Scrutiny Panel	12 September 2013

3. CONCLUSION AND REASONS FOR RECOMMENDATIONS

The Panel are asked to comment on the 1st Quarter Performance Report prior to it being presented to Executive.

Contact Officer: Steven O'Keeffe / Gary Oliver **Ext:** 7258
Appendices **Appendix 1 – 2013/14 Quarter 1 Service Standards**
attached to report: **Appendix 2 – Carlisle Plan Update**

Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following:

CORPORATE IMPLICATIONS/RISKS

Chief Executive's – Responsible for monitoring and reporting on service standards, customer satisfaction and progress in delivering the Carlisle Plan whilst looking at new ways of gathering and reviewing customer information.

Community Engagement – Responsible for managing high level projects and team level service standards on a day-to-day basis.

Economic Development – Responsible for managing high level projects and team level service standards on a day-to-day basis.

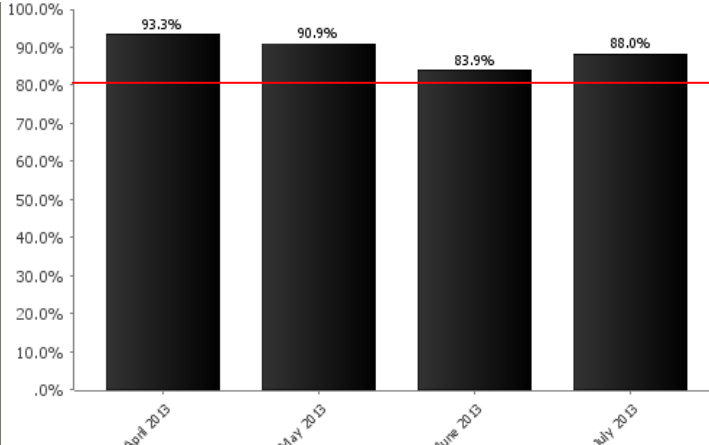
Governance – Responsible for corporate governance and managing team level service standards on a day-to-day basis.

Local Environment – Responsible for managing high level projects and team level service standards on a day-to-day basis.

Resources – Responsible for managing high level projects team level service standards on a day-to-day basis.

APPENDIX 1: 2013/14 QUARTER 1 SERVICE STANDARDS

Service Standard: Percentage of Household Planning Applications processed within eight weeks

Service Standard	Year to Date Figure	Performance by Month										
80% (Nationally set target)	88.2%	 <table><thead><tr><th>Month</th><th>Performance (%)</th></tr></thead><tbody><tr><td>April 2013</td><td>93.3%</td></tr><tr><td>May 2013</td><td>90.9%</td></tr><tr><td>June 2013</td><td>83.9%</td></tr><tr><td>July 2013</td><td>88.0%</td></tr></tbody></table>	Month	Performance (%)	April 2013	93.3%	May 2013	90.9%	June 2013	83.9%	July 2013	88.0%
Month	Performance (%)											
April 2013	93.3%											
May 2013	90.9%											
June 2013	83.9%											
July 2013	88.0%											

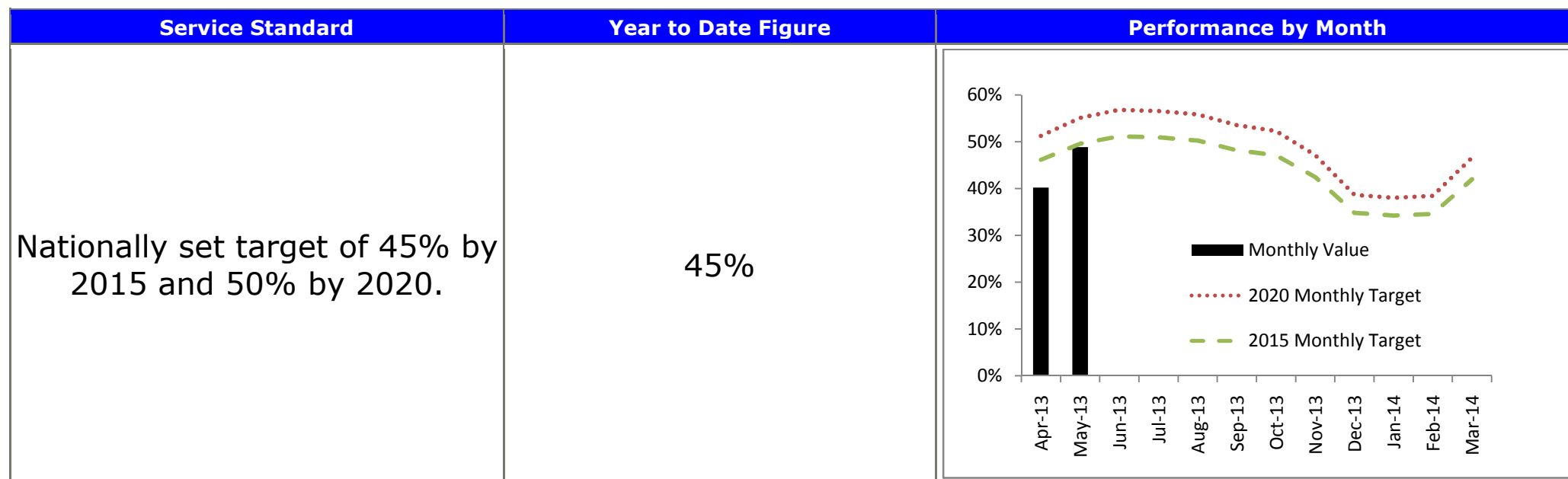
Service Standard: Number of missed waste or recycling collections

Service Standard	Year to Date Figure	Performance by Month																										
40 missed collections per 100,000 (Industry Standard)	31.5 missed per 100,000 (2013/14 mean average)	<table><thead><tr><th>Month</th><th>Missed Collections per 100,000</th></tr></thead><tbody><tr><td>Aug-12</td><td>22</td></tr><tr><td>Sep-12</td><td>25</td></tr><tr><td>Oct-12</td><td>24</td></tr><tr><td>Nov-12</td><td>21</td></tr><tr><td>Dec-12</td><td>22</td></tr><tr><td>Jan-13</td><td>39</td></tr><tr><td>Feb-13</td><td>28</td></tr><tr><td>Mar-13</td><td>28</td></tr><tr><td>Apr-13</td><td>31</td></tr><tr><td>May-13</td><td>39</td></tr><tr><td>Jun-13</td><td>22</td></tr><tr><td>Jul-13</td><td>35</td></tr></tbody></table>	Month	Missed Collections per 100,000	Aug-12	22	Sep-12	25	Oct-12	24	Nov-12	21	Dec-12	22	Jan-13	39	Feb-13	28	Mar-13	28	Apr-13	31	May-13	39	Jun-13	22	Jul-13	35
Month	Missed Collections per 100,000																											
Aug-12	22																											
Sep-12	25																											
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Nov-12	21																											
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Feb-13	28																											
Mar-13	28																											
Apr-13	31																											
May-13	39																											
Jun-13	22																											
Jul-13	35																											

This service standard was previously measured as a percentage of all collections made whereas the industry standard is measured per 100,000 collections. To allow an easier comparison to be made with the industry standard and for benchmarking purposes the standard from now on will therefore be measured in the same format as the target.

On average there are approximately 0.4 million collections made every month.

Service Standard: Percentage of household waste sent for recycling



The graph above shows what the monthly target would be in order to achieve the 2015 target of 45% and the 2020 target of 50%. The monthly target changes to reflect seasonal variations of recycling rates; particularly garden waste tonnages. Work will be done to calculate the annual targets over the next six years in order to achieve a 50% recycling rate by 2020.

In reference to the 2013/14 performance, the total dry recycling and composting figure for April continues to follow the annual downward trend. A meeting has been arranged with the green box contractor to discuss why tonnages have decreased over the past few months. However, one of the main contributory factors for the low April figure is because the low temperatures affected the garden waste tonnages. This figure increased in May with the rise in temperature and onset of spring.

Appendix 2: Carlisle Plan Update

PRIORITY – We will support the growth of more high quality and sustainable business and employment opportunities

The Council's Key Decisions will support business growth, with its services being viewed as 'business friendly' through working more closely with them to meet business' needs.

With this in mind, a Sense of Place, re-named the Carlisle Story, was launched at an event attended by more than a hundred businesses and organisations on 11 July. The Carlisle Story is designed to better promote the city in order to increase visitor numbers, encourage investment and attract people to live in the city.

The public consultation on developing the Local Plan began on 29 July and will run until 16 September. The Local Plan includes an Employment Land Review to identify strategic employment sites.

It also expresses the Council's desire to see between 550 and 650 homes built in and around the city every year between 2015 and 2030 in order to help ensure the economic growth of the city.

The M6 Corridor Protocol has been agreed and signed between Carlisle City, Eden and South Lakeland District Councils. This initiative seeks to capitalise on the strategic advantages of the M6 as a basis for targeting business investment around identified employment sites and support growth in key centres of Carlisle, Penrith and Kendal.

The Local Enterprise Partnership (LEP) has undertaken to establish a reference group to help develop a plan of action for the M6. It is envisaged that the M6 corridor initiative will address a range of issues that are identified within the draft LEP business plan, including broadband, skills and infrastructure provision.

An Economic Development Liaison Panel has been established with four meetings having already taken place with businesses / developers to date. A further meeting is scheduled before the end of August.

PRIORITY - We will develop vibrant sports, arts and cultural facilities, showcasing the City of Carlisle

This priority supports tourism, the arts and creative industries. It is recognised that arts and leisure are important in making Carlisle a great place to work, live and visit.

Developing public realm improvements is a key piece of work under this priority. This involves the City and County Councils working together. Currently light business cases are being prepared for the various individual projects.

Phase 1 of the work at the Old Town Hall was completed at the end of June 2013. This included essential repairs to the fabric of the building. Plans for phase 2 are still being developed for implementation in 2014/15. This work will focus on the interior of the building and provide a more modern and enhanced tourist information facility.

The Carlisle Plan provides a pledge for development of an arts centre. The Executive approved funding on 5 August for the Warwick Street Fire Station to be the preferred option for the centre. A draft project plan was presented to the Corporate Programme Board on 11 July showing estimated completion of the Arts Centre by 31 October 2014.

The first Carlisle Tourism Conference was held at the end of April with over 100 delegates in attendance. The Carlisle Tourism Partnership is reviewing the outcomes of workshops held at the conference to agree actions for the next twelve months.

Other activity regarding this priority includes the completion of the Sport and Physical Activity Strategy. The vision of this strategy is for Carlisle to become more active, healthy and successful by creating opportunities and overcoming barriers to take part in sport and physical activity. Tenders have been received to build the cycleway ramp at Willowholme. Once these tenders have been reviewed a start date will be set.

PRIORITY - We will work more effectively with partners to achieve the City Council's priorities

The City Council wants to establish Carlisle as a nationally recognised sub-regional capital by becoming an effective partner in the key areas of housing and economic growth.

The new Women and Families Accommodation building was opened on Water Street on 15 July. The facility replaces the hostel on London Road which has been in operation since 1975.

Homelife Carlisle, a home improvement agency hosted by the City Council has helped 25 people with affordable warmth and income maximisation measures through the Warm Homes service. It was also successful in gaining funding from the Electricity Safety Council for three thousand Pounds.

The function and membership of the Carlisle Partnership is currently being revised. As part of this revision the Healthy City Steering Group now carries out a strategic health function. The group now act as the principal district link to the County Health and Wellbeing Board.

The City Council has received external funding from the Cumbria Police Commissioner to support programmes associated with tackling antisocial behaviour and strengthening community resilience. This links in with the work being carried out by the Carlisle and Eden Community Safety Partnership.

Work with the Local Enterprise Partnership and representation on the Children's Trust Direct Delivery Group are also issues currently under consideration.

PRIORITY - We will work with partners to develop a skilled and prosperous workforce, fit for the future

The City Council continues to work closely in partnership both locally and regionally.

The Carlisle Economic Partnership (CEP) has developed an action plan of key priorities following the recent Economic Review of Carlisle. Priority 2 sets out some key actions to address skills gaps by identifying skills needs for growth and encouraging provision which meets those needs. This will be delivered through engagement with partners on the LEP, CEP and working with the Employment and Skills Commission.

The City Council has been working closely with the University of Cumbria to establish a Business Interaction Centre at Paternoster Row. Works are due to be completed by the end of August 2013.

The Carlisle Growth Hub has been established to deliver a package of co-ordinated business support through the Chamber of Commerce. This was delivered through the CEP as key priority 1, action 1 for business. There are additional actions within this priority which will continue to engage partners in exploring options for funding or opportunities to support business growth.

PRIORITY - Together we will make Carlisle clean and tidy

The City Council recognises the shared responsibility between it and the community and is committed to a pro-active approach to making Carlisle a place that its residents can be proud of.

As part of the Clean Up Carlisle campaign new litter bins incorporating an ashtray have been installed, a programme of roadside channel clearance using new deep clean machinery has been launched, a programme of school visits has been established and four prosecutions for dog-fouling offences have successfully been made.

The Traffic Order relating to the Public Realm improvements in the Historic Quarter is still to be completed and implemented. Formal objections will be considered by the Highways and Transport Working Group on 23 September 2013.

The project design regarding the Public Realm work in Caldewgate is to be progressed following the outcomes of other public realm work and 'Carlisle Story' activity. The designs for the Public Realm work will be styled in keeping with the 'Carlisle Story'.

