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## ENVIRONMENT AND ECONOMY OVERVIEW AND SCRUTINY PANEL

### *Panel Report*

Public

**Date of Meeting:** 20<sup>th</sup> January 2011

**Title:** TULLIE HOUSE- THE IMPACT THAT TULLIE HOUSE HAS ON  
THE CARLISLE ECONOMY

**Report of:** THE DIRECTOR OF COMMUNITY SERVICES

**Report reference:** CD/01/11

**Summary:** This Report sets out the background and current position with regard to Tullie House museum, it's role within the visitor offer for Carlisle and north Cumbria, and what some of the wider economic benefits that derive from its role. The Report covers the historic context, the Roman Gateway project, and the forthcoming transfer to Trust status for Tullie House.

### **Questions for / input required from Scrutiny:**

Do Members feel that the wider economic and social benefits that Tullie House offers is sufficiently well recognised and is accessible to residents of the Carlisle district?

Is there an opportunity to develop Carlisle as a national/international tourism destination?

Do Members agree that the ongoing development and improvement of the offer of Tullie House, including the Roman Gateway project, is important to improving the visitor offer in Carlisle and north Cumbria? What opportunities are there to build on this development ?

### **Recommendations:**

Members note the contents of the Report and gain a clearer understanding of some of the economic and wider benefits of having a well established and proactive quality

museum facility in the heart of the city, both in terms of benefits to the City Centre, the wider Carlisle district, and linkages to the World Heritage site of Hadrian's Wall..

## **1. Background**

### **Carlisle**

Carlisle's distinctiveness and appeal derives from its rich cultural heritage and eventful history which stretches back some 2000 years to the glory days of the Roman Empire.

Carlisle's Historic Quarter contains a truly unique mixture of cultural and heritage assets (in both the private and public sectors) in close proximity, including Carlisle Cathedral, the old city's West Walls, Market Hall, Tullie House Museum & Art Gallery, Citadel Station, Carlisle Castle, and the world heritage site of Hadrian's Wall. This combination of historical assets has the potential to establish Carlisle as one of the country's leading heritage cities and the Historic Quarter as a 'signature' tourism product for Cumbria along side the new Roman Frontier Gallery (due to open at Tullie House in June 2011). Together these will make Carlisle a 'must see' destination capable of attracting and sustaining a growing number of visitors, which will have significant impact on the local economy. Additionally, through connectivity to Hadrian's Wall country and the World Heritage Site (WHS).

### **Tullie House Museum and Art Gallery**

Tullie House Museum & Art Gallery is an important and cherished asset for Carlisle and Cumbria, ensuring the care and interpretation of Carlisle's culture and heritage, as well as providing a popular visitor attraction, function and events venue. Tullie House Museum & Art Gallery is key to the work being progressed in terms of the new Roman

Gateway project, set to become a major attraction for residents and visitors alike in 2011.

Tullie House holds important collections and knowledge relating to the history, nature and art of Carlisle and Cumbria.. The collections have the power to educate, inspire and transform people.

## **2. Economic Context of Tullie House Museum & Art Gallery**

Carlisle has a diverse visitor economy (accommodation providers, catering, retailers, events, leisure activities, attractions of national and international significance) that has grown modestly over the past few years. The Cumbria Local Economic Assessment (November 2010) data shows that there were 2.3m visitors to Carlisle in 2008 generating an estimated £120m in business revenue and supporting

approximately 2,100 jobs within the district. These figures represent a modest but steady growth in spend from 2000-2008.

The importance of the development and promotion of the visitor economy in the Carlisle and north Cumbria is widely recognised as an important part of the on going economic development and growth of Carlisle. This principle features large in the economic development strategies for both Cumbria and Carlisle as developed in recent years..

In particular the role of promoting the rich heritage of Carlisle and its city centre and Historic Quarter are highlighted, which of course includes the ongoing importance and development of Tullie House, both as a gallery and a museum.

These strategies include:

Cumbria Economic Strategy 2009 -19

Growing Carlisle - An Economic Strategy for the Carlisle City Region (2008)

The Carlisle Renaissance Action Plan

Carlisle City Council Corporate Plan 2010 - 2012

The Tourism Strategy for Cumbria 2008 – 2018

### **3. Linkage to Hadrian's Wall**

More specifically Hadrian's Wall World Heritage Site Management Plan Policy 11a: advocates investment in first-class interpretation and visitor facilities that maximise understanding and appreciation of the World Heritage Site (WHS) should continue at sites in the WHS and its Buffer Zone, and specifically states that heritage has an important role to play in acting as a catalyst in the regeneration and future development of Carlisle.

The plan states that Tullie House Museum could form an important gateway to the WHS for visitors arriving from the west, and opportunities to link interpretation should be explored thus offering the opportunity for a wide ranging learning and education provision.

The project will deliver against an agreed NWDA policy statement post the Historic Towns and Cities in England's Northwest Study which stated that Carlisle should

capitalise on its medieval street plan to create the ambience of a highly attractive heritage city. The study identified a series of priority projects including the continued upgrading of Tullie House as a hub location on Hadrian's Wall.

#### **4. Roman Gateway Gallery & Public Realm**

The latest development for Tullie House is the delivery by the City Council of the Roman Gateway project. To enhance the interpretation of Carlisle's Roman heritage and its tourism and cultural offer this has the two elements of a new Roman gallery , the Roman Frontier, within Tullie House, and enhancement of the public realm in the Castle Street area and Bitts Park to ensure linkages to Hadrian's Wall long distance trail to the historic centre of Carlisle

Funders for this work are the North West Development Agency , European Regional Development Funding , LABGI and Carlisle City Council.

This Investment in Tullie House will capitalise on major developments proposed or in process of realisation across Hadrian's Wall World Heritage Site to develop an overall Hadrian's Wall offer including the Great North Museum, Vindolanda, Housesteads, Maryport and the Roman Army Museum. The Roman Gateway Project will also capitalise on the one hour tourist market catchment which covers major tourist hot-spots including part of the Lake District and Hadrian's Wall which offers great potential for increasing the domestic and international day trip market. This opens up opportunities for setting in place the right context for tourism development, including working in partnership with other tourism organisations/visitor attractions in Cumbria, as well as working with Carlisle Tourism Partnership.

#### **The key Objectives of the Roman Gateway project are:**

- To establish Carlisle as the must-see, world class gateway to the western and central sections of Hadrian's Wall.
- To create a gallery of major significance at Tullie House that meets the needs of local audiences but also delivers as an international tourist attraction, generating new and additional visits for the city, the Wall and the region.
- To significantly enhance the visitor experience by making pedestrian movement between the historic quarter and Hadrian's Wall easier. Improving signage, interpretation and user orientation.

- Create an aesthetically pleasing public realm that enhances the area
- Increase additional UK visitors and International visitors

By creating a cutting-edge “must-see” Roman Gallery it is anticipated that the project will generate increased numbers of first-time and repeat visits – resulting in excess of 300,000 p.a. visits to Tullie House with associated visitor spend leading to further tourism related employment and GVA.

## **5. Formation of the Tullie House Museum Trust and Vision**

On 14 December 2010, Carlisle City Council agreed in principle to transfer Tullie House Museum & Art Gallery to trust status.

The Shadow Board and the City Council have prepared a draft Vision statement. The Vision states that “Tullie House will be an influential arts and cultural institution among the largest in Cumbria, providing a vibrant and proactive centre for heritage and the arts in Carlisle. It directly serves the people of the city and north Cumbria and their visitors; play a leading part in the cultural, social and economic life of the north of England.”

Additionally In respect of “Economy” the Vision statement identifies that the new Trust will:

- progressively expand Tullie House’s visitor base and market particularly in the north-west region, but also nationally and internationally;
- capture a fair and growing share of the established Lake District and border country tourist markets; and
- ensure that Tullie House plays an active role with other local bodies (including in particular the Castle and the Cathedral) in the continuing regeneration of Carlisle’s historic quarter and the city’s emergence as a leading visitor attraction in the north-west.

Additionally the Trust will seek to:

- play an important role in making Carlisle a cultural tourism destination;
- bring tourism spend into the local economy;
- attract public funding and other investment into Carlisle; and

- provide direct and indirect employment for local people.

## **6. Conclusion**

Whilst it is not particularly straightforward to define precisely what economic benefits are derived from Tullie House Museum and gallery it is clear that it plays a substantial role in helping attract visitors to Carlisle. As seen above this overall visitor economy is substantial and generates and maintains substantial employment throughout the district.

With the completion of the Roman Frontier gallery as a key part of the further development of the importance of Hadrian's Wall, the role of Tullie House will undoubtedly continue to grow in importance to this visitor economy.

There is also the issue of Tullie House working alongside the Carlisle Tourism Partnership helping "putting Carlisle on the map" in terms of wider recognition for somewhere to not only visit, but to consider as a location for higher education, for investment, and in which to live, albeit this is again difficult to measure.

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**Impact assessments**

**Does the change have an impact on the following?**

<b>Equality Impact Screening</b>	<b>Impact Yes/No?</b>	<b>Is the impact positive or negative?</b>
Does the policy/service impact on the following?		
Age	<b>Yes</b>	<b>P</b>
Disability	<b>Yes</b>	<b>P</b>
Race	<b>Yes</b>	<b>P</b>
Gender/ Transgender	<b>Yes</b>	<b>P</b>
Sexual Orientation	<b>Yes</b>	<b>P</b>
Religion or belief	<b>Yes</b>	<b>P</b>
Human Rights	<b>Yes</b>	<b>P</b>
Health inequalities	<b>Yes</b>	<b>P</b>
Rurality	<b>Yes</b>	<b>P</b>

**If you consider there is either no impact or no negative impact, please give reasons:**

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**If an equality Impact is necessary, please contact the P&P team.**