

**PORTFOLIO:**

**CULTURE, HEALTH, LEISURE  
& YOUNG PEOPLE**

Report of  
Portfolio Holder:

**COUNCILLOR  
ANNE QUILTER**

### **Diamond Jubilee Celebrations**

The Diamond Jubilee event held in the city centre on the 4<sup>th</sup> June was hailed as a great success with throngs of people coming to enjoy the entertainment throughout the afternoon and long into the evening. The entertainment included live screening of the Diamond Jubilee concert from London, and a number of performances from local bands and artists as part of the wider Carlisle Music City programme. Whilst the delivery of the event was contracted out to the CN Group there was much support for the event through the Tourism Support service including the introduction of a new range of “Discover Carlisle” merchandising available on the day, and now available in the Tourist Information Centre.

### **Olympic Torch Relay**

The Torch Relay passed through the City on 20<sup>th</sup> of June, with major evening celebrations and again on 21<sup>st</sup> June. This highly successful event brought around 50 thousand people onto the streets. The organisational effort involved in this cannot be underestimated, from all parts of the City Council and the wider community. It brought all those involved in it together in a special and unique way.

Helping to put Carlisle on the map to an international audience, the event allowed community and voluntary sector groups to be directly involved. 81 separate organisations took part in animating the route from Junction 42 to Bitts Park. Alongside the main stage entertainment thousands of people got involved in sports tasters where a total 17 sports groups participated, providing three and a half hours of activity.

Recruiting voluntary groups to animate the route took place over several months. Twenty nine schools and a total of 3,780 people took part over the two days. Each group carried out a different activity including trampolining, dance groups, singing groups, puppeteers, charity groups including Breast Cancer Awareness whose banner included a row of pink bras. 18 performance groups created a community festival atmosphere in the city centre. Churches Together & Pray for Carlisle opened up churches en route to serve tea and opened the Methodist Hall for groups performing in the town centre. Valuable links have been made with all of the groups and the goodwill that has been generated will assist with future projects that require community involvement.

The overall impact was to make the London Olympics more relevant to the people of Carlisle and to give a huge boost to help us maintain the Olympic legacy of increased participation in sport and arts and stimulating economic growth.

### **Carlisle Music City**

With direct support from the City Council, the first Carlisle Music City took place from 4 to 10 June, including 20 local venues with over 60 local bands taking part. All played in either the town centre or local venues. Workshops and street performances took place in the town centre.

The event sought to attract interest from both a local and wider visitor audience, support and promote music venues and give local talent a platform to perform and grow. It met all these aims (one local band of 16 and 17 year olds performed 'in public' in the City Centre for the first time during Music City Week and as a consequence has received 25 confirmed bookings including a regular weekly slot at a local hotel).

Music City, now established, is set to become a regular and growing annual Carlisle event in the City's arts calendar.

### **Tea Dance**

In a hugely successful first event attracting 170 people, held at the Sands Centre, a live 16 piece big band played a variety of dance music whilst the Haytons, a local professional dancing couple instructed the attendees through a variety of dances. It was hoped that the Tea Dance world record would be broken but unfortunately this was not achieved, but the event was still deemed to be a success by those who attended.

The Mayor attended the event and has proposed a future tea dance will be held to celebrate the Mayor's Ball in late Autumn. Carlisle College provided the catering which included Fair Trade refreshments and offered free make-overs. This was taken up by a large number of female dancers. People dressed up in Jubilee style costumes which added to the Jubilee theme.

## **Sports Vision & Strategy**

Work has started to produce a sports facilities strategy. This will enable the Council to identify key areas for development and improvement. Meetings with Active Cumbria and Sport England have taken place to progress the vision and strategy and will over the coming months extend to include elected members, voluntary and community sports clubs and other key stakeholders such as schools, Carlisle Leisure Ltd, Carlisle College and University of Cumbria.

## **England Football Talent Day**

Almost 100 boys and girls took part in the recent 'England Talent Day' organised and delivered by The Well-Being Team and The Cumberland FA. 11 teams from across the county enjoyed the relaxed and friendly atmosphere at the Sheepmount. Skills challenges were set up during the day for players to test themselves during the break in fixtures.

The festival was part of the England Talent Day programme, allowing players from the county to get an opportunity to show off their skills to the FA's Talent Selection Consultant. The event was made extra special with the presence of Matthew Dimbylow. Matthew is The FA's Talent Selection Consultant (North England) and Great Britain's Cerebral Palsy Football Team Captain and will lead the team in the Paralympics World Cup in London 2012.

## **Golf Roots Festival**

Along our Schools Games Partners, the City Council has recently supported the city's Golf Roots Festival with our schools games partners.

The festival brought together 190 children from both small and large schools from the city urban and rural to take part. The Golf Roots project has been used to engage youngsters otherwise not involved in any positive activities and has proven to work well. We are also working with the Golf Foundation to help develop golf for the disabled.

## **Breastfeeding Awareness Week and Breastfeeding Friendly Premises**

Through its Wellbeing Team the City Council has played a central role in supporting and promoting Breastfeeding Awareness Week, along with public health partners and city centre retailers. There has been a great uptake in interest and together with a breastfeeding pack; a Breastfeeding Friendly Premises Directory is being produced. Supporting this initiative makes a clear statement about the importance the Council places on a healthy start in life, and making the right choices for children – at all stages.

## **Tourist Information Centre Mystery Shopper**

The Tourist Information Centre in the Old Town Hall continues to offer a highly rated service to visitors to Carlisle. The recent annual Visit England mystery

shopper visit to the TIC resulted in an overall comment that the visit was “excellent” with particular praise for the friendliness, politeness and helpful nature of the staff that were able to fully answer the queries of the mystery shopper. Additional praise was forthcoming around the range of brochures and leaflets available and the range of souvenirs available for purchase.

### **Central Methodist Hall**

Through the Partnership Scheme In Conservation Areas’ (PSICA) programme, run by the City Council and English Heritage, the North of England Civic Trust (NECT) produced a Re-Use study and Conservation Statement for the Methodist Central Hall in Fisher Street, Carlisle. The study details which parts of the building were of most historic interest and which less so, to help guide future use of the building.

On 27<sup>th</sup> June NECT presented their findings through a workshop of these two reports to a number of local interested parties who may take up future use of the building. As part of NECT work, their patron (The Duke of Gloucester) visited the Methodist Central Hall to see first hand the conservation work the Civic trust undertake and boost potential interest in the building future.

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

#### **Roman Frontier Gallery**

The Roman Frontier Gallery opened in June 2011. The new gallery has been well received and there have been over 40,000 visitors. The new gallery has received excellent reviews locally and nationally for its interpretation, content and design. The Trust is continuing to work in partnership with the British Museum on an education programme targeted at secondary schools “Talking Objects”.

#### **Egyptian Exhibition 10 March -10 June**

“Secret Egypt” a major touring exhibition examined the popular modern ideas about the ancient Egyptians. The star exhibit was undoubtedly the sarcophagus and mummy of Sheri-anekh. The exhibition attracted

- 46 visits by 29 different education establishments – schools and colleges
- A total of 1,282 students of which 602 visited the exhibition and 680 also did a Life and Death in Ancient Egypt education session
- Overall we had 9,426 visitors

#### **Georgian Carlisle Exhibition**

Author and broadcaster Eric Robson opened the Georgian Carlisle exhibition on 22 June. This is the Trust’s major summer exhibition exploring Carlisle’s development during the Georgian period (1714-1836), celebrating the splendour and style of the changing city. It includes a model of Georgian Carlisle, portraits, costume and Charles Edward Stuart’s diamond ring. The

exhibition will be accompanied by a lively programme of activities and events over the summer.

### **Renaissance Major Museum Funding**

In April 2012 the Arts Council announced the successful sixteen organisations nationally, that will receive Renaissance Major Museums Grant Funding between 2012 -15. Tullie House Trust (the lead organisation), Lakeland Arts Trust and Wordsworth Trust have formed the Cumbria Museums Consortium and have been awarded funding to support audience development, community development and initiatives to encourage children and young people into museums. A number of new jobs including apprentices will be created and will be based at Tullie House.

**Councillor Anne Quilter**  
**Culture, Health, Leisure and Young People Portfolio Holder**