Scrutiny Committee
Thursday 26th November

Introducing

Michelle Masters – Carlisle Ambassadors

Marketing & Training

@mastersmich

MEMBERSHIP - BOOMING

Is now at 260 and we are still getting enquiries re joining. I have dealt with over 60 enquiries (in the last month) via email/phone and sent information back to them. Since our meeting in March we have had 63 new members and at least half of those in the last 4 weeks.

Members have been really varied, but due to the Small Business Support Group, we have had a lot more trade so Topps Tiles, Arco, PMS Fabrication, also Gen2 etc. So, a real mix of industries, which is good.

PROJECTS – PAST AND PRESENT

Young Carlisle Ambassadors Meeting The Halston - Library Monday 13th January 2020 5.30pm to 6.45pm

Michelle Masters · News

Young Carlisle Ambassadors Meeting The Halston, The Library Monday 13th January 2020 5.30pm to 6.45pm Tickets, Mon 13 Jan 2020 at 17:30 | Eventbrite Eventbrite - Michelle Masters presents Young Carlisle Ambassadors Meeting The Halston, The Library Monday 13th January 2020 5.30pm to 6.45pm - Monday, 13 January 2020 at 20-34 Warwick Road, Cumbria. Fi...

Wednesday, 06 November 2019

Carlisle Ambassador's marketeer event - a quick photo round up

Michelle Masters · News

Enter your text here ...

Monday, 14 October 2019

Carlisle Ambassador's Marketeer event - Borderland slides

Michelle Masters · News

Download PDF File Here Enter your text here ...

Friday, 11 October 2019

PROJECTS – Weekly Zoom

"I wanted to also say a massive thank you for all the work you and your team put in to Carlisle Ambassadors, The Huddle and the small business support Carlisle page, I've learned so much through all of these and am enjoying learning from others and benefiting greatly with my own personal growth.

Keep up the great work Michelle"

PROJECTS – members videos

Borderway Finance (Part of Cumberland Building Society), Lakeland Mill Consulting, Online Systems, Wombat Creative, More Handles, Tech 4 Office Supplies, Carlisle Brewery Co, The Fitness Studio Brampton, John Watt & Son, Inspira, System Training (Tony Higgins) and Zap Active.

Morning, Michelle. I just wanted to say a huge thank you for arranging the video session for us this morning. It was a great experience, and surprisingly, great fun! I was dreading it to be honest, but Danny was fabulous and made it easy for Mark and I.

Nelson Thomlinson have still not confirmed if they will be our partner school (I spoke to them yesterday) but I have messaged them and asked if we can shoot some video footage of a group of children using the headsets. Danny has said that would make great content for the video and showcase both us and Nelson Thomlinson overcoming the difficulties of the current restrictions.

Once again Michelle, many thanks."

PROJECTS – mentor programme

FEEDBACK FROM OUR MENTOR PROGRAMME

Matthew has helped me a lot since we first spoke, we have only spoke two times so far on zoom and I already feel much more motivated, with a clear mind on how I want to move forward with my business. He has given me lots of great tips and talked me through some things I find difficult, for example costings and tax. Most importantly I feel much more aware on how I go forward to make the business a success. Less anxious and worried about the things I need to achieve.

A huge thank you to Matthew.

It's gone well, and we have helped nearly 30 businesses. Here's some feedback from one of the mentees

Just some of the 1650 individuals that have supported 42 Give A Day Projects benefiting 10,200 people! THANK YOU TO EVERYBODY!!! Give A Day to The City - Carlisle 2019 #giveadayheroes

THANK YOU TO ALL THE ORGANISATIONS THAT HAVE SUPPORTED GIVE A DAY 2019

GIVE A DAY TO THE CITY

#giveadayheroes

tech 4 office equipment
Carlisle college
Trinity School
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Sainsbury's
HarrisonNorthern Property Management & Development
David Allen IT Solutions
TESCO
bromborough paints
THE HALSTON
baines wilson LLP
Carlisle mencap
Kingmoor CONSULTING
HEBRON EVANGELICAL CHURCH
Riverside
CARLISLE KEY OPENING DOORS FOR YOUNG PEOPLE
UNITY recovery in your community

Thanks to Cumbria Community Foundation, Abbeyfield Society Community First Fund, Hadfield Trust, Riverside and Francis C Scott Charitable Trust for their financial suppor

CUMBRIA COMMUNITY FOUNDATION
The Hadfield Trust
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YOUNG CARLISLE AMBASSADORS -UPDATE

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David Allen IT Solutions

Cumbria Local Enterprise Partnership

CARLISLE CITY COUNCIL www.carlisle.gov.uk

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INTRODUCTION TO YOUNG CARLISLE AMBASSADORS

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WHO
ARE YOUNG CARLISLE AMBASSADORS?

- A voice of Carlisle
- Young people who can help with peer support.
- You can gain skills/work experience from businesses/charities
- Help the community where you live or visit
- Promote and be proud of Carlisle and it’s community
- Make a difference
- Help create ideas and events to benefit yourself and your peers

THANK YOU TO OUR YOUNG CARLISLE AMBASSADOR – CONNOR FISH

QUOTE FROM ANOTHER YOUNG AMBASSADOR….

Robbie Cameron a Year 13 student at William Howard and a member of Young Ambassadors has benefitted from being a member of the group. Robbie said " meeting the business community and seeing the employment opportunities in the local area has given me the confidence to apply for a career in business management and I have been able to use the experience of attending the meetings and networking as part my application process". Robbie is part of the Young Ambassadors Committee and hopes this extension of the Carlisle Ambassadors will encourage other young people to realise what opportunities are available in Carlisle and how to access them as they are our future generation

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Monthly meetings

- ✓ Committee of 12 young people ranging from 11 to 22 years old
- ✓ Welcoming & inclusive environment
- ✓ Lots of ideas to help shape the Young Carlisle Ambassadors
- ✓ Grown organically as members have shown what they need to gain and give value
- ✓ It continues to develop and grow, with your help !

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MARKETING GROUP -UPDATE

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AGENDA

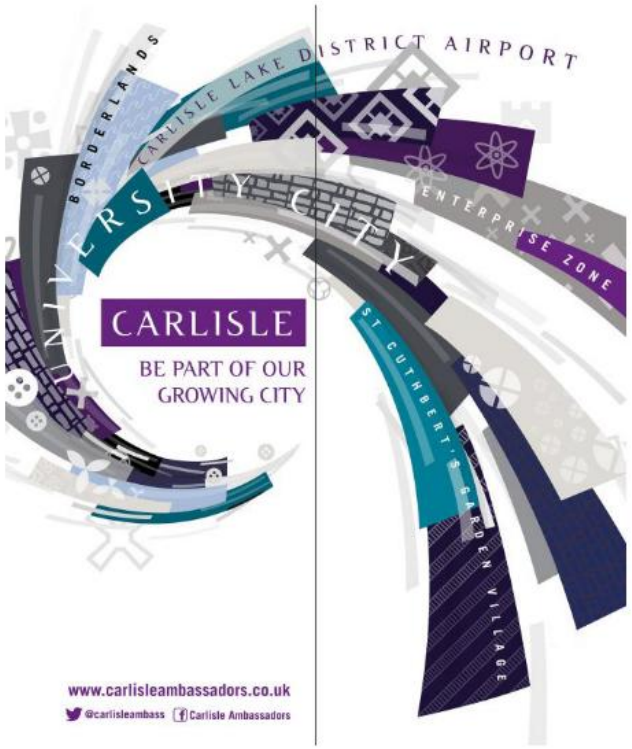
Carlisle Ambassadors' Marketeer Event
Wednesday 9 October 2019, Smiths Hotel, Gretna

Registration opens at 11am
Refreshments on arrival
Following the meeting, please join us for lunch and networking

- **Introduction** ..... **Michelle Masters**
- **Gretna Green Ltd** ..... **Alasdair Houston**
- **Localiq - Digital Marketing** ..... **Josh Holmes**
- **Molly's Lemonade - How to do Marketing on a Budget** ..... **Claire McLean**
- **England Originals - Taking England to the World** ..... **Nicola Said**
- **Carlisle City Council - Borderlands** ..... **Jane Meek**
- **Q & A - All things Marketing**
- **Round Up** ..... **Michelle Masters**

www.carlisleambassadors.co.uk @carlisleambass Carlisle Ambassadors

Projects – wagon wrapping



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Events … FOLLOW UP

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Young Carlisle Ambassadors

The next Young Carlisle Ambassadors' meeting is on **Monday 13 January 2020** between **5.30pm and 6.45pm** in The Library, The Halston, Carlisle. The meeting will discuss plans for 2020. Would you like to join us at the meeting? Please book your place at **www.carlisleambassadors.co.uk**

Carlisle Ambassadors' - next meeting date

Our next event will be held on **Thursday 12 March 2020**, at Carlisle Racecourse. The theme is Arts & Heritage. To book a place please visit **www.carlisleambassadors.co.uk**

There are free showcases available, but T&Cs apply, please email us at **info@carlisleambassadors.co.uk**

Come and visit us at the Lakes Hospitality Trade Show (25 and 26 March 2020)

We will be on Stand 75 at the event at junction 36, Rural Auction Centre, Crooklands showcasing Carlisle. Get your free tickets at **www.lakeshospitalitytradeshow.co.uk** and come and say 'Hello'.

Cumbria Business Expo

The 'New' Cumbria Business Expo, in conjunction with Shout Events, will be held on the **Friday 12 June 2020**, between **9am and 3pm**, at Carlisle Racecourse. To register or exhibit at the event, please visit **www.shoutexpo.com/cumbria**

CARLISLE AMBASSADORS STATS

TWITTER

4652 FOLLOWERS

FACEBOOK

Facebook page 1971 followers
Facebook CA group 1046 members
Facebook CA Marketing group 409 members

Instagram 1098 followers

INSTAGRAM

LINKEDIN

LinkedIn Page 454 followers
LinkedIn Group 1031 members

WEBSITE STATS

4.5 K USERS IN THE LAST YEAR

6.1K SESSIONS

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A great ‘example’ of the power of networking at Carlisle Ambassadors !

Independent Adventure is at **Talkin Adventures**.

2 Jun at 16:42 • Carlisle, Cumbria •

We just love working with local businesses. Evening Team Building events are a relatively new introduction designed to help bring teams together to have a great time, without stealing your weekend or busy work time.

The inspiration for these evenings came at a recent meeting of **Carlisle Ambassadors**, thanks to Gary Martin of **David Allen** for highlighting your need and for making the most of your evening with us.

https://www.independentadventure.co.uk/outdoor-activities-cumbria-blog/evening-team-building

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PRESS RELEASES !!!

Cumbria Crack
20h

Carlisle Ambassadors continues to grow welcoming its 250th member
Despite everything that we are all currently experiencing at the moment Carlisle Ambassadors is continuing to go from strength to strength, welcoming its 250th member business - Oscars Pet Foods Carlisle
Click link for full story: https://www.cumbriacrack.com/…/carlisle-ambassadors-contin…/

SMALL BUSINESS SUPPORT GROUP CARLISLE

3237 members and counting…
Absolutely amazing feedback from members, re getting enquiries, orders and support