

ECONOMIC GROWTH SCRUTINY PANEL

Agenda
Item:
A.5

Meeting Date: 17 OCTOBER 2019
Portfolio: ECONOMY ENTERPRISE & HOUSING
Key Decision: NO
Within Policy and Budget Framework YES
Public / Private PUBLIC

Title: CARLISLE AMBASSADORS
Report of: CORPORATE DIRECTOR, ECONOMIC DEVELOPMENT
Report Number: ED 32/19

Purpose / Summary:

To provide Members with an update on the Carlisle Ambassadors initiative and programme 2019.

Recommendations:

The Economic Growth Scrutiny Panel are asked to note the contents of the report.

Tracking

Executive:	
Scrutiny:	
Council:	

1. BACKGROUND

- 1.1 Carlisle Ambassadors' was established in 2013 to liaise with businesses and enable businesses to talk confidently about what was happening in the city and help support the economic growth of the city. To support the initiatives, it was important to understand what is important to the city – the 'Carlisle Story' was produced and was supported by the brand.
- 1.2 In December 2014, external support was secured to drive forward the 2015 Carlisle Ambassadors' programme. Their remit was to ensure that the Carlisle Ambassador programme provided maximum support and benefit to businesses connected with the area and to the City itself. The appointment was funded by contributions from the Carlisle Ambassadors' membership and Carlisle City Council. The programme aimed to unite companies, organisations and individuals in a powerful network to change perceptions of Carlisle and raise the areas profile as a prime business location.

2. CARLISLE AMBASSADOR PROGRAMME

- 2.1 In 2015, the Carlisle Ambassador programme offered six bi-monthly meetings held at venues which helped showcase Carlisle. A website and social media channels were established ready to support local business news and events.
- 2.2 The first meeting held in January 2015 was attended by 150 people representing businesses from across the district.
- 2.3 Over the course of the 2016/17 and 2017/18, Carlisle Ambassador meetings continued to be oversubscribed with waiting lists for places at events.
- 2.4 The **programme for 2019** was refreshed in format and included four Carlisle Ambassador meetings themed around the Council's economic and corporate priorities.
- 7 March at the Halston – Skills and Learning
 - 13 June at Carlisle Racecourse – Corporate Social Responsibility
 - 11 September at Carlisle Airport– Development and Regeneration
 - 27 November at The Shepherds Inn - Transport and Logistics
- 2.5 In addition, this year's annual Marketeer event took place on 9 October 2019. The purpose was to bring together marketing experts from a broad range of businesses and organisations to share knowledge and to enable them to promote Carlisle at the same time as promoting their businesses. The event was held in Smiths Hotel Gretna

with delegates from England and Scotland in attendance. The agenda covered Place Making, Place Marketing, Digital Marketing, Marketing for a small business and Borderlands.

3 PROMOTION OF CARLISLE

Carlisle Ambassadors' has worked with the Council to promote Carlisle.

3.1 Exhibiting Carlisle

- **CIPD Event at the Halston** – opportunity engage with new businesses to promote Carlisle and Carlisle Ambassadors
- **Lakes Hospitality Trade Show 13 & 14 March 2019**– The Lakes Hospitality Show is a celebration of the hospitality industry and a hub for both local and national companies to showcase the cutting-edge development and products. The event established 44 years ago and has grown to provide 143 trade stands attracting 1,274 visitors in 2019. Delegates attended in large numbers from across Cumbria, Lancashire and Yorkshire with some representation from farther afield. Visitors to the Carlisle stand were keen to make contact to explore potential business opportunities in Carlisle and for information regarding our tourism offer.
- **Visit to Lancashire Shout Expo – 29 March 2019**– is well established and attracts around 150 exhibitors with over 2,000 visitors on the day. Networking opportunities resulted in new contacts with businesses in Preston including Preston Partnership and City Council. Subsequently Preston City Council contacted us to find out more about Carlisle Ambassadors.
- **Greater Manchester Shout Expo – 17 May 2019** – This was a first Shout event to be held in Greater Manchester and as such attracted 120 exhibitors with 1,500 visitors from across the North West. Carlisle Ambassadors and Discover Carlisle shared a stand which featured products produced in Carlisle. Local businesses and Carlisle Ambassador members donated their products for officers to give to delegates visiting the Carlisle stand. The display included Carlisle branded marketing materials including the Carlisle Prospectus, Discover Carlisle brochure and information on projects and investment opportunities here in Carlisle. The event resulted in businesses making enquiries regarding opportunities to do business in Carlisle and some joining Carlisle Ambassadors in order to network with our local businesses.

3.2 Developing New Partner Relationships

As part of the remit to expand the reach of Carlisle Ambassadors, meetings with businesses are undertaken to help build relationships and foster partnership working. During the 2019 programme, meetings have been held to secure keynote speakers or showcases for Ambassador events with over 25 new businesses. Engagement with new businesses through attendance at Carlisle Ambassador events totals over 350; with circa 80 new businesses attending for the first time at each event and an additional 40 to 50 new businesses attending the Marketeer event.

3.3 Young Carlisle Ambassadors Talent Connect Event

This latest initiative has opened so many doors and provided the opportunity to engage with businesses not currently taking an active part in the Carlisle Ambassador Programme. It has also helped develop stronger connections with Cumbria LEP through the Cumbria Careers Hub and Enterprise Advisors network and increased engagement with schools, colleges and training providers by working in partnership to deliver an event which meets key objectives for all parties.

4. OUTCOMES

4.1 Membership

- In February 2015 the paid membership numbered just under 50 businesses. This has grown steadily to 194 businesses (as at 26 Sept 2019), all contributing to the Carlisle Ambassador programme.
- Membership is inclusive – businesses of all sizes from sole trader to multinational, not for profit and individuals can all join Carlisle Ambassadors.
- Membership contributions are set on a scale based on the size of the company: from £50 per annum up to £995 per annum.
- Member benefits include:
 - Website directory listing which is interactive, where businesses can update their profile, engage with other businesses, promote offers, blog and upload articles.
 - Opportunities to showcase at Ambassador events and join CA when we take Carlisle 'on the road' to showcase our Carlisle offer
 - Social media channels: Facebook, Instagram, LinkedIn, Twitter established. Great way for Carlisle Ambassadors and others to promote Carlisle.

- Opportunities to collaborate on projects which either raise the profile of Carlisle as well as their business and often help support local organisations to improve the quality of life for local people.

4.2 New Partnerships

4.2.1 Encouraging new businesses to engage with the programme and join Ambassadors has continued to be successful with membership numbers at an all time high. There is of course a small churn with a few businesses leaving but this is outweighed by numbers joining.

4.2.2 During 2019 Carlisle Ambassadors has worked closely with several organisations in partnership to deliver benefits for Carlisle. For instance:

- Federation of Small Businesses (FSB) promote Carlisle Ambassadors to their membership via social media and newsletter, increasing our reach across the North West. The FSB also sponsored the Young Carlisle Ambassadors' Talent Connect event.
- Carlisle Airport – event held on 11 September and working relationship established which has been useful in gaining access for photography and filming at the Airport and plans to work closely together in the future to promote Carlisle in Belfast, Dublin and Southend.
- Institute of Directors – discussions to look at joint working with their members in the future.
- Shout Events – following showcasing at the Manchester Business Expo, Shout Events and Carlisle Ambassadors have been in discussions to bring a large business expo up to Carlisle. This is planned for June 2020 and we will continue to work closely with Shout on this.
- Krome Technologies – met at the Manchester Business Expo, now members of Carlisle Ambassadors and supporters of the Young Carlisle Ambassadors event. They have also raised the profile of Carlisle in Media City, Salford where they are located.
- SP Training and Transport Group – working closely with them on a project and the content for November Carlisle Ambassador meeting.

- Cumbria Careers Hub (CLEP) – through the Enterprise Advisors network, dissemination of information for the Young Carlisle Ambassadors event ensured schools across Cumbria received details. The Cumbria Careers Hub were also sponsors of the event.

4.3 Media / Press Coverage

4.3.1 Carlisle Ambassador meetings are regularly attended by the media. Articles have appeared in the following publications: In Cumbria, Carlisle Living, News & Star, Cumberland News and further afield in Business Up North, Entirely Northwest and Life up North. Local radio CFM and BBC Cumbria, Border TV and That's Cumbria regularly feature items on Carlisle Ambassador activity.

4.3.2 In 2019, dedicated Press / PR support was secured for the initiative as part of the annual contract review. Gundog PR reports that over the year, Carlisle Ambassadors has had a minimum of £45k in total coverage with TV, Radio and Press with a reach of 3 - 3.25 million people.

This includes coverage by the following and their reach in terms of numbers of readers / viewers:

- Newsquest Newspapers Cumbria - 68,202
- InCumbria Magazine - 4,000
- ITV Lookaround - 162,000
- BBC North East & Cumbria - 206,000
- BBC Radio Cumbria - 73,000
- That's Cumbria TV - 7,100
- Cumbria Crack - 24,000
- Cumbria 24 - 9,300
- Business Up North - 31,000
- Life Up North - 23,000
- Entirely Northwest - 8,400
- The Business Desk Northwest - 9,300
- Northwest Business Insider - 14,167
- Business Desk - 16,300

4.3.3 High profile social media coverage includes:

- CA Facebook Page - 1587 followers
- CA FB Groups - 742 Members
- CA marketeers group - 296 members
- CA LinkedIn group - 845 members

- CA Twitter - 4542 followers
- CA Instagram - 828 followers
- Website analytics – Sep 18 - Sep 19 - 5.2k users 7k sessions

5. PROJECTS

- 5.1** There is a growing list of Carlisle Ambassador projects with meetings inspiring the membership to come forward, share their ideas and collaborate to deliver them. Some of the amazing projects being brought forward from Carlisle Ambassadors include:
- 5.2 **Marketeer Group:**** established as an open group (no need be a member of Ambassadors) to reach out to marketeers and provide them with the information and tools to promote Carlisle as an integral part of their own business marketing. One annual meeting takes place each year and a Facebook group established specifically for marketing of Carlisle business events, initiatives and offers. Engagement with the Facebook group is growing. The latest Marketeer event took place on 9 October with a fantastic turn out from Carlisle and the Borders.
- 5.3 **Give a Day:**** came from an idea raised by Andy Fearon at the March 2015 meeting. His call to action 'Find your passion, find your project, find your partner' and 'Give a Day to the City' ignited movement which has become an annual event. Carlisle businesses have collaborated each year to come up with innovative projects and deliver them utilising their own skills and resources or calling on their business contacts for support. Over 42 projects have been delivered benefiting 10,200 people.

As with much of the Carlisle Ambassador activity, this gets noted by the rest of the country. The Give a Day concept started here in Carlisle now has other places picking up on the idea and delivering their own Give a Day.

- 5.4 **Young Carlisle Ambassadors:**** this event to showcase the breadth of opportunities in Carlisle and Cumbria in terms of education, training, skills development and employment, was born from an idea from our young Carlisle Ambassadors. In January 2019, the event Committee made up of young people and a handful of adult mentors, had a vision which was realised on 21 September in Carlisle City Centre. Thirty-seven businesses took part on the day highlighting potential career paths by ensuring that their showcase stands were engaging and interactive to encourage conversations with young people. The programme included 9 speakers and 6 workshops enhanced by entertainment provided by

young people for young people, all in the spirit of the project. Young people from schools as far away as Whitehaven, Ullswater and the Scottish Borders attended the event alongside local schools and colleges.

Feedback following the event has been extremely positive with at least one city centre business reporting an uplift in trade on the day. Several exhibitors reported successful engagements, for example:

- Krome Technologies – over 60 engagements with young people on their ‘crack the code’ competition. One lucky person was the winner of a laptop.
- Clark Door – 5 young people signed up for their next round of apprenticeships intake.
- Jelf Insurance – their stand was busy all day with young people trying out their popular video game whilst finding out more about the world of insurance.
- Pirelli had a popular stand with their model ‘pit stop’ experience where young people could change a tyre, formula 1 style.

- 5.5** A selection of background documents are attached at Appendix A to provide Members with further insight into the programme and activity.

6. CONCLUSION AND REASONS FOR RECOMMENDATIONS

- 6.1** Members are asked to note the contents of the report in order that they are appropriately informed with regards to current and forthcoming key initiatives associated with the Carlisle Ambassador programme.

7. CONTRIBUTION TO THE CARLISLE PLAN PRIORITIES

- 7.1** The Carlisle Ambassadors’ programme directly supports and cuts across a number of the City Council’s corporate priorities including:
- Promote Carlisle as a place with much to offer – full of opportunities and potential, a place to visit, live, work and invest.
 - Support the growth of more high quality and sustainable businesses alongside skills development to improve employment opportunities and economic prospects for the people of Carlisle.
 - Working more effectively with partners to achieve the City Council’s priorities.

Contact Officer: Debbie Kavanagh

Ext: 7018

**Appendices
attached to report:**

Note: in compliance with section 100d of the Local Government Act 1972 the report has been prepared in part from the following papers:

- **None**

CORPORATE IMPLICATIONS:

LEGAL -

FINANCE –

EQUALITY –

INFORMATION GOVERNANCE –



Cumbrian business network continues to grow...

Since 2015, Carlisle Ambassadors, have been promoting and operating a business relationship community with a vision to engage with local businesses, through assisting them to network, learn, grow and build profitable strategic partnerships, growing to over 180 members in that time.

The membership is made up of like-minded business people who want to benefit from a strong and influential network and are interested in making a difference for the future growth and development of the City of Carlisle.

Carlisle Ambassadors is designed to grow and promote business development opportunities for the district. It aims to undertake this by working with a variety of partners to build key relationships, with the overall objective of actively encouraging inward investment to ensure the sustainability of existing businesses and the incubation and growth of new high value businesses.

Alongside this the network aims to facilitate the creation of a range of skilled, high quality job opportunities throughout the area to ensure the future growth of the City as a major economic and cultural hub in the north of England.

Carlisle Ambassadors attracts a broad cross section of key decision-makers, people who find our professional and business focused format an ideal environment for building close working links and establishing an invaluable 'support network' of business contacts for the future growth and development of their businesses.

We all recognise that the value of networking is now widely accepted, most businesses realise that word-of-mouth recommendation is by far the best way to gain new business. To that end Carlisle Ambassadors is a great way to meet new customers, new suppliers or meet like-minded business leaders and share experiences and nurture future relationships.

Michelle Masters, Carlisle Ambassadors, project lead, said: "We have seen a steady growth in our membership over the last four years and we hope to develop our membership further in the coming months and years. We firmly believe that building long term effective relationships through local business networking, opens up opportunities leading to business growth. As we all know spending time in the company of the right people is an investment in your business's future... so come and join us at our next event and find out why you really need to include Carlisle Ambassadors in your business growth strategy."

To find out more contact Michelle Masters by email info@carlisleambassadors.co.uk or by calling 07810 224 735

Editors Notes:

1/ For further information about Carlisle Ambassadors visit: www.carlisleambassadors.co.uk

2/ To become a member of Carlisle Ambassadors please get in touch with Michelle Masters by emailing: info@carlisleambassadors.co.uk or by calling 07810 224 735

3/ For press queries please contact Greg Stephenson by emailing info@gundogpr.co.uk or by calling 07825 511 896



CARLISLE AMBASSADORS
INFLUENCE THE FUTURE OF THE CITY

CARLISLE AMBASSADORS MEMBERSHIP BENEFITS

COMPARING THE TYPES OF MEMBERSHIPS AND BENEFITS

£95, £195, £295, £595

£995

3 attendees at each meeting 3 x £55 inc lunch x 4 = £660	5 attendees at each meeting 5 x £55 inc lunch x 4 = £1100
web listing with interactive benefits £295	web listing with interactive benefits £295
potential showcase (once a year) £600	potential showcase (once a year) £600
Members table Posting in our groups £100	Members table Posting in our groups £100
PR Shout outs £600	PR Shout outs £600
SOS/Help in programme £100	SOS/Help in programme £100
Project collaboration Priceless £?	Project collaboration Priceless £?
Networking & Support £?	Networking & Support £?
Other training/events opportunities £?	Other training/events opportunities £?
TOTAL £2355	TOTAL £2795



The best of Carlisle on show at the

Representatives from Carlisle Ambassadors and Carlisle City Council have been promoting the benefits of investing in Carlisle.

Michelle Masters (Carlisle Ambassadors), Debbie Kavanagh (Carlisle City Council Economic Development) and Paul Walker (Carlisle City Council Destination Manager) attended the inaugural Greater Manchester Business Expo at the USN Bolton Arena on Friday 17 May.

Organised by the Shout Network, the first ever Manchester event proved to be a hit, with over 120 Exhibitors and 2000 delegates from across the country traveling to Bolton to attend. This busy backdrop provided the Carlisle team with a unique platform to network and make connections with Manchester's thriving and ever-growing business community.

The event also gave the team the chance to promote Carlisle as a place in which to live, work and do business – to showcase business opportunities based around Kingmoor Park's Enterprise Zone and St Cuthbert's Garden Village, as well as highlighting the future tourism opportunities around the Borderlands Inclusive Growth Deal and existing opportunities based around the UNESCO World Heritage site of Hadrian's Wall.

Carlisle's Ambassador businesses members; including John Watt & Sons, McVitie's, Lakeland Bakes, Eva's Organics, Molly's Lemonade, Claire's Handmade, Xocolate, Carlisle Brewery, Solway Spirits, Lakeland CBD, Compton's and Lakeland Mues, also lent the team a helping hand by kindly providing them with a selection of samples to give away during the day, further showcasing the diversity of businesses operating in the district.

Michelle Masters, Carlisle Ambassadors, project lead, commented: "We couldn't quite believe how busy it was, the USN Bolton Arena was buzzing and there was a fantastic atmosphere. We met hundreds of people who showed a genuine interest in Carlisle and what Carlisle Ambassadors are doing for the city and its wider business community. Both businesses and public sector partners showed a great deal of interest in what is being achieved by our business network, with many

expressing an interest in attending our next meeting to find out more about what is going on in our vibrant City and how we have galvanised to work together to create a positive future for the city.”

Carlisle City Council, added:

“Carlisle has lots to offer and is a growing city. There’s never been a better time to invest in the Carlisle. We’re the beating heart of the Borderlands region and have recently secured multi-million investment for transformational schemes.

“A big thanks to all the Carlisle Ambassador partners for their continued support. Working together, we can encourage growth and provide long term benefits for our residents, businesses and visitors.”

Editors Notes:

1/ For further information about Carlisle Ambassadors visit: www.carlisleambassadors.co.uk

2/ To become a member of Carlisle Ambassadors please get in touch with Michelle Masters by emailing: info@carlisleambassadors.co.uk or by calling 07810 224 735

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Cumbria Business Expo 2020
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 Having a great time at @CarlisleRaces
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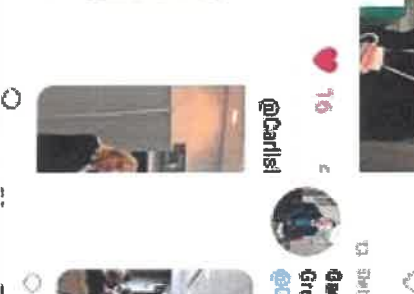
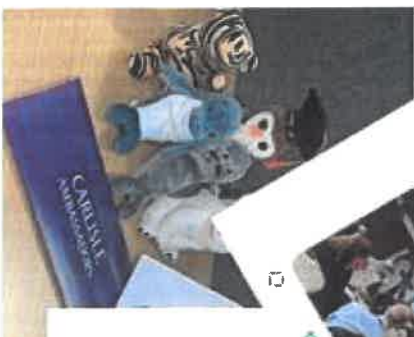
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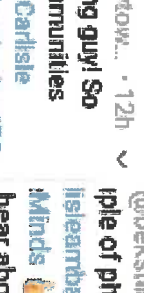
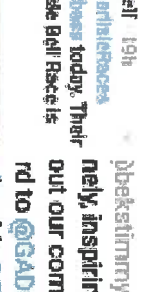
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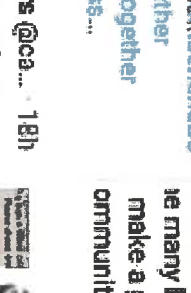
CARLISLE AMBASSADORS INFLUENCE THE FUTURE OF THE CITY Michelle Masters

Last meeting huge feedback

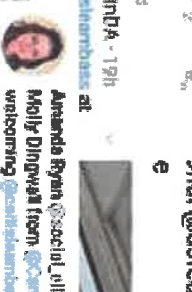
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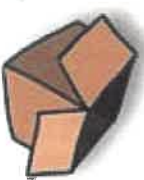


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CARLISLE AMBASSADORS INFLUENCE THE FUTURE OF THE CITY



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>



CARLISLE AMBASSADORS INFLUENCE THE FUTURE OF THE CITY GAD UPDATE



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



Economic Futures

Carlisle Ambassadors held their latest meeting at Carlisle Lake District Airport on Wednesday 11th September, where the city's entrepreneurs and business leaders learnt more about Carlisle's positive economic future.

Ambassadors gathered at 10.30 for tours of the airport facilities, after which they gathered in the main departure lounge to continue the day's business. Where they heard from Kate Willard of Carlisle Lake District Airport, who though unable to attend gave a video briefing of Carlisle Airport's importance as a transport hub, as an access point to both London and onwards to Europe, and Dublin and onwards to the United States as a domestic passenger. Alongside that members of her team answered audience questions about the airport's capabilities, infrastructure and flight operations.

Emma Porter, Managing Director of Story Contracting, gave assembled delegates an overview of the business and an insight into some of the major infrastructure projects the company has embarked on in recent years including a flood resilience project at McVitie's, Carlisle, Currock Bridge Cycle scheme, replacement bridge works at Pooley Bridge near Penrith and bridge strengthening works on Kendal's Victoria Bridge.

Jane Meek, Carlisle City Council's Corporate Director of Economic Development followed on by providing economic development and business insight highlighting continued growth and development across the City, supported by officers Garry Legg and Steven Robinson. Who both provided detailed overviews of key milestone projects; including The Borderlands Inclusive Growth Deal, St Cuthbert's Garden Village, the Southern Link Road and the City Centre investment strategy.

Greg Stephenson from Carlisle Ambassadors outlined continued business investment across the City, including the new state of the art 60 bed residential care home in Carlisle; Burnrigg Court. Within The Walls a £2m redevelopment located on Victoria Viaduct, which will see the creation of a bar, restaurant and function and events space. The creation of a dedicated electrical apprentice training centre in the city by work-based training company JTL. Alongside business news from Black Magic Car Detailers, Clark Door, VR Gateway, Cache4 IT Solutions, Amante Bar and Secret Garden,

Bruce & Luke's, PartsPlus, Castle Chocolates, Best Dressed Kidz Children's Boutique, NK Fashion, Deichmann and River Island.

Michelle Masters, Carlisle Ambassadors, project lead, then rounded up with an insight into the continued growth of Carlisle Ambassadors, and highlighted the recent successes of Give A Day To The City and the of the Young Ambassadors and their Talent Connect event in the city centre.

Michelle said: "It is clear to see that the economic future of the city is bright, by working together, bringing local businesses and our communities together we are all helping to create a bright future for our city. There is no doubt that we as ambassadors want to see positive growth and development that transforms our communities for the better. Growth that will put Carlisle at the forefront of the north of England's economy and will further amplify the role of our city as a strategic hub. Carlisle's future is exciting, and we all have a role to play as we take the city forward for the future creating opportunities and reducing barriers enabling our residents to access high quality employment opportunities, education and skills development whilst growing the Carlisle economy."

To find out more contact Michelle Masters by email info@carlisleambassadors.co.uk or by calling 07810 224 735

Editors Notes:

1/ For further information about Carlisle Ambassadors visit: www.carlisleambassadors.co.uk

2/ To become a member of Carlisle Ambassadors please get in touch with Michelle Masters by emailing: info@carlisleambassadors.co.uk or by calling 07810 224 735

3/ For press queries please contact Greg Stephenson by emailing info@gundogpr.co.uk or by calling 07825 511 896



Carlisle's next generation of business leaders look to the future

Carlisle's next generation of budding business leaders are gearing up to host Talent Connect in the heart of Carlisle on Saturday 21st September.

For one day only Carlisle city centre will play host to a daylong event designed to bring young people together in one place so that they can get inspired, discover high profile career opportunities, take a different look at learning, and get involved in creating a bright future for themselves and for the City of Carlisle.

From 10am the city centre around Market Cross will be split into four zones for this innovative event, the enterprise zone, careers zone, learning zone and chill out zone.

On the day young people can pick up a range of free goodies and enjoy free coffee, cake and even a mocktail or two in the chill out zone, find out how to run their own business and how some of Carlisle's entrepreneurs and business leaders started out themselves in the enterprise zone, meet with over 40 future employers in the careers zone and get some information to help them choose the right learning pathway in the learning zone.

Throughout the day there will be a host of interactive activities, demonstrations and workshops to help Carlisle's young people open their eyes to the wide range of future opportunities available to them here in Cumbria.

Michelle Masters, Carlisle Ambassadors, project lead, said: "The overall aim of Young Ambassadors Talent Connect is to share ideas, knowledge and skills, which will raise the aspirations of Carlisle's young people, by encouraging them to challenge, and look beyond their pre-conceived ideas of what they can achieve in the future living and working in the region."

Michell added: "Talent Connect is a project devised by young people for young people, the idea came from those involved with Carlisle Young Ambassadors. As a group they recognise the potential the city has and the tremendous opportunities that they have as young people to develop and shape

the City for their futures. They wanted to create this event to share that knowledge and give their peers the opportunity to find out what's going on in the city for themselves, to help them discover that they have the power to shape their own futures simply by find out what's out there."

Leader of Carlisle City Council, Cllr John Mallinson, said:

"We're delighted to be supporting the Talent Connect event. It will provide a great opportunity for budding entrepreneurs to meet up with local businesses and be inspired to help share the city's future. Thanks to all the businesses that have volunteered their support, and also the Young Ambassadors' group for providing the inspiration for the event."

To find out more contact Michelle Masters by email info@carlisleambassadors.co.uk or by calling 07810 224 735

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Carlisle Talent Connect

Carlisle's next generation of budding business leaders are preparing to gather in the heart of the city on Saturday 21st September for the city's inaugural Talent Connect event, which will be launched by John Stevenson MP.

For one day only Carlisle city centre will play host to a daylong event designed to bring young people together in one place so that they can get inspired, discover high profile career opportunities, take a different look at learning, and get involved in creating a bright future for themselves and for the City of Carlisle.

From 10am the city centre around Market Cross will be split into four zones for this innovative event, the enterprise zone, careers zone, learning zone and chill out zone.

Throughout the day there will be a host of interactive activities, demonstrations and workshops to help Carlisle's young people open their eyes to the wide range of future employment opportunities available to them right here in Cumbria.

Workshops get underway at 10.30am with Krome Technology talking about cyber security and staying safe online, 11.20am sees NXT Recruitment providing CV advice and hints and tips to stand out from the crowd, at 12.10pm Darren Horne will spend time talking about the value of effective communication, at 1pm members of the team from Borderway Finance will chat about financial awareness, providing advice on money like buying that first car, 1.50pm members of the Talento team will outline the three Cs needed to build your confidence, the last workshop will round things off at 2.40pm with CIPD Cumbria chatting about personal career development.

There will also be a host of practical talks, with proceedings getting underway at 10.25am with Phil Taylor from Mencap chatting about careers in the third sector, 10.50am will see Michael Lowerson from Lancaster University outline the value of further education, at 11.20am Debbie Francis from Direct Rail Services talk about investing in yourself, 12.00 noon will see Sian Rae and Holly Moxon from Cartmell Shepherd give an insight into legal careers, at 12.40pm Scott Wigglesworth from Blackfell Photography will chat about photographic careers, 1.10pm will see Karen Stalker from Cumbria Transport Logistics outline opportunities in transport and logistics, at 1.35pm Mia Abbott from Staffordshire University will chat about her path into forensic science, at 2.05pm Bruce Richards from Paragon Veterinary Practice will highlight opportunities in veterinary science, at

2.45pm, Peter Johnston from John Watt & Son will chat about working in the hospitality industry, and the final talk will get underway at 3.15pm with the Centre Parcs team outlining careers in hospitality.

Michelle Masters, Carlisle Ambassadors, project lead, said:

“Young Ambassadors Talent Connect is designed to share ideas, knowledge and skills. We aim to help them discover that they have the power to shape their own futures simply by finding out what’s out there. We want to raise the aspirations of Carlisle’s young people, to get them to look beyond their pre-conceived ideas of the future career opportunities open to them should they choose to live and work in the county.”

John Stevenson MP for Carlisle, said:

“This is a brilliant opportunity for young people to discover the fantastic career opportunities that are available to them locally, without having to move away from Carlisle. I am pleased to hear that there will be such a variety of workshops and activities offered throughout the day, which I hope will inspire the next generation.”

Leader of Carlisle City Council, Cllr John Mallinson, added:

“The Talent Connect event is a great opportunity for budding entrepreneurs to meet up with local businesses and be inspired to help share the city’s future. Thanks to all the businesses that have volunteered their support, and also the Young Ambassadors’ group for providing the inspiration for the event.”

To find out more about Talent Connect contact Michelle Masters by email info@carlisleambassadors.co.uk or by calling 07810 224 735.

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The future of business

How Jelf helped unlocking young people's potential by getting involved in a careers event



The Jelf team at the Carlisle Ambassadors event



The Jelf Carlisle team was delighted to attend the Carlisle Young Ambassadors Talent Connect over the weekend of September 21.

The successful event was organised by the Young Carlisle Ambassadors, a network comprised of individuals who are interested in making a difference for future growth and development of the city. They have followed in the steps of their adult

counterparts, Carlisle Ambassadors, joining in with the process to shape the city for their future.

Michelle Masters, who leads both ambassador groups said: "The Young Carlisle Ambassadors wanted to hold a careers day with a difference, allowing local businesses to showcase what great career opportunities are available.

"It was great to see Jelf supporting this event, helping us retain our valuable talent within the region."

Mark Daley, regional director of Jelf, said: "The Jelf team today included a group of our young rising stars.

"These individuals are the future of the business and we are passionate about providing the right support to allow their full potential to be realised in the future.

"They are all working towards chartered qualifications while gaining practical experience."

Carlisle MP John Stevenson added: "Supporting our young

talent in Carlisle is of paramount importance, retaining these individuals who are the future of our city.

"We need to do everything we can to ensure they find and unlock their full potential. It is great to see so many Cumbrian businesses supporting this event, and learning more about the fantastic career opportunities which exist within our region".

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Jelf

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