

Meeting Date: 16th July 2019

Public/Private*: Public

Title: **Culture, Heritage & Leisure Portfolio Holder's Report –
Councillor Stephen Higgs**

HEALTHY CITY TEAM

The Old Fire Station continues to deliver a mix of diverse cultural opportunities. In the last six weeks, 3064 people attended 23 events.

Carlisle attracted international attention following the completion of a stunning portrait of a Mexican fireman on one of the courtyard walls at the Old Fire Station. The work was undertaken for us by Dutch street artist Tymond Delaat, who generously donated his time in return for travelling expenses.

Community Centres also continue to deliver a mix of events ranging from a history talk to the delivery of a 'Cumbria Learning and Skills' session.

The Alex Boathouse at Talkin Tarn has hosted a variety of local artists from painters to arts & crafts producers during this last period. The boathouse is a great exhibition space for promotion of all things cultural.

The Green Spaces team is working alongside the Environment Agency to produce a piece of artwork on the gauging stations within Melbourne Park. The intention is to make these somewhat bland brick buildings more visually appealing to the eye and to also soften them into the local landscape. The team is also supporting several projects as part of the Give A Day to the City initiative.

TOURISM

Cumbria Tourism has met 12 international travel agents from India as part of the annual **ExploreGB** travel and tourism event. Carlisle was promoted as an alternative to York based on our rich history and because Carlisle can be part of an itinerary from London or Manchester or via Scotland.

Car-free 'Travel by Rail' destination itineraries have been produced and launched with a video to promote them.

Officers have met with Liverpool John Lennon Airport to discuss their new arrivals welcome initiative. Quirky, fun and interesting facts about Carlisle have been fed into the meeting.

Press coverage includes an article in The Times on the opening of Carlisle Lake District Airport. The article featured an interview with Cumbria Tourism MD Gill Haigh and had a reach of 549,520 people.

ENGLAND'S HISTORIC CITIES – ENGLAND ORIGINALS PROJECT

Further to the successful bid for amplification funding submitted to Visit England. We now have received the grant offer letter for amplification grant funding of £130k from the Discover England Fund to continue with marketing of England Originals from April 2019. Because the project has already achieved its target of £200k of cash match funding, there is no further requirement for cash match for this new tranche of grant. The funding will pay for activity as detailed in the amplification plan agreed with Visit England.

Work is now underway with delivery of the marketing plan to 'amplify' the England Originals product. At the Project Board meeting on 25th June, the Board noted progress with the evaluation and dissemination taking place, led by London & Partners who have designed and are now delivering a Facebook retargeting campaign to evaluate three of the projects objectives:

- Have we increased the level of awareness of England's Heritage product with US consumers?
- Have we simplified England for US consumers?
- Is England's Heritage more appealing as a result of England Originals?

Additional targets have been inserted into the plan to take account of and capture the outputs from the amplification activity.

Planning for the Showcase / dissemination event at Alexandra Palace in September is well underway. A conference coordinator has been appointed who will also deliver the marketing activity to generate delegate and exhibitor interest. A save the date notification has been circulated to all England Originals partners and a press release issued providing more details. All partners are being asked to ensure their city is represented at the event.

Press trips and coverage form part of the marketing plan. Two press visits have been completed in May and June with coverage due to appear in coming months with estimated readership of 16 million unique views on line. A further visit is planned for September on the Wall to Wall and Treasure Trove itineraries. Carlisle is part of the Wall to Wall itinerary.

Social media channels have also been set up for England Originals and a plan of activity provided and activated by Marketing Cheshire. This includes a Facebook page and Instagram account.

Trade partnerships are developing well with tour companies and agents taking the England Originals concept as inspiration and building their own packages based around the itineraries and planning to push out them out to their US audiences. Trade partners include: AC Tours, ASA, GCS, Golden Tours and Spectre Travel Agents.

Links are also being made with VisitBritain's new Business 2 Business platform which will pick up on the England Originals product, that includes our local businesses who are signed up as featured in Carlisle on the website and App. This gives our local accommodation providers and attractions greater visibility to the travel trade.

The project funding continues until the end of September and all activity is around promoting the England Originals product which provides the independent traveller and the trade with the tools to design, book and complete a bespoke tour, encouraging the visitor to explore our historic cities.

DISCOVER CARLISLE

Since the last report, the Discover Carlisle web site has been visited by 22,924 users with 60,365 page views. The Discover Carlisle Facebook page currently has 2,811 likes, Twitter has 4,346 followers and the Discover Carlisle Instagram account has 935 followers.

Discover Carlisle has commissioned a promotional video for Carlisle which will be shot over the next 12 months to cover the four seasons. The video aims to capture the uniqueness of our district and encourage visitors to explore both city and countryside. The footage will be made available to businesses to enhance their own marketing efforts.

The artwork for the new welcome panel at Carlisle Railway Station is ready. This will be installed as soon as Virgin Trains give the go ahead.

CITY CENTRE UPDATE

The annual **Armed Forces Day** celebrations took place in Carlisle city centre on 29th June 2019. The week of events began with the flag raising ceremony taking place at the Old Town Hall on 24th June, followed by a day of activities which included a cadet drill competition, stalls and the chance to see large military vehicles from RAF Spadeadam. The Border Concert Band played throughout the day.

On Saturday, 13th July the **4th annual Unity Festival** will take place in the city centre. The event brings together multicultural and diverse groups to share information and help to break down barriers between the different communities. The event will be attended by the Mayor of Carlisle who will officially open the event and meet the stall holders.

2019 is the 10th anniversary of **Cumbria Pride** and to celebrate this the Pride Committee in partnership with Carlisle City Council has organised a parade through the city centre followed by a concert which will include information stalls within the grounds of Carlisle Castle. The event celebrates the LGBT community within the city and helps to signpost members of the public to the events, groups and activities that Pride are involved with throughout Cumbria.

EVENTS

This year's Upperby Gala was another successful community event attracting approximately 5000 people. The event, which was organised by the Healthy City Team, incorporated the first 'Big Lunch' to be hosted outdoors in Carlisle and was supported by the 'Friends of Hammonds Pond'.

Work is underway to support the **Carlisle Collective Fringe** in August. Officers of the Council are supporting local artists to produce the event this year.

On 31st August, the 2nd **Emergency Services Showcase Day** is planned for Carlisle city centre. Following the success of the 2018 event, which was solely organised by Cumbria Constabulary, this year's event will also include the Cumbria Fire and Rescue Service and the North West Ambulance Service. There will be a large arena which will be used to showcase the different activities that the Emergency Services take part in. Last year's event included displays from dogs, riot police, drones and CSI.

TULLIE HOUSE MUSEUM & ART GALLERY TRUST

Alex Katz Exhibition

Alex Katz (b.1927) is one of the most important artists of his generation and the exhibition featuring his work, which opened in March 2019, gave visitors the rare opportunity to experience the scale and breadth of his practise from the 1960s to present day. The exhibition is part of an ongoing strategic partnership with ARTIST ROOMS, a world-class collection of fine art jointly owned by Tate and National Galleries Scotland. The exhibition attracted more than 4,000 visitors during April & May.

Origins Gallery

As part of our programme of updates, we opened *Origins: Reimagining Cumbrian Prehistory* in June, which is a complete refresh of the Prehistory area of the Border Galleries. The new gallery features objects never seen on display before, striking new interpretation and graphics and brand-new installations including a digital photography display. An occupational therapist was consulted during the creation of the interactives, which include a wheelchair accessible handling station and an atmospheric 'sound shower' installation to transport the visitor back in time to prehistoric Cumbria.

Designation Celebration Event

Last year, the Tullie House Natural Science collection was awarded Designated Status by Arts Council England, a mark of distinction awarded to the finest cultural collections housed in non-national museums, libraries and archives across England. In April, we held a Celebration Event in partnership with Arts Council England, inviting museum professionals from across the UK and local stakeholders to celebrate the achievement. The collection includes a stunning variety of items from different disciplines including insects, taxidermy, bird eggs, botanical pressed sheets, rocks, minerals and fossils. Parts of the collection are over two hundred years old and are a fantastic resource for showing how Cumbria's diverse fauna and flora have changed over time.

Whale Tales Project

Whale Tales is a significant eighteen-month engagement project funded by the National Lottery Heritage Fund and delivered in partnership with Prism Arts, which will see us work with 150 Early Years pupils from West Cumbrian schools to tell the story of Driggsby the Whale, who was found washed up on Drigg Beach in 2014 and has been on display in the museum since January 2017. Pupils and parents taking part in the project will explore the impact of plastic pollution on our environment and heritage. The project will finish next year with an exhibition at Tullie House. This project sits alongside the core Tullie House Schools programme, in which more than 16,000 pupils have participated over the last year.

Making Space

Tullie House has a sector-leading community programme inspired by our Manifesto, which delivers bespoke participation projects with vulnerable adults throughout Carlisle and beyond. A key community partner is Making Space – a group of adults living with mental health issues who use art as therapy. An exhibition of their work was displayed in our Community Gallery: 'Wild Style' was a display of beautiful fine art and sculpture pieces created by the group, inspired by the Tullie House collections.

Press Coverage and Awards

Over the last three months Tullie House and its staff have been featured in various media streams, including magazine articles and items on radio and TV. Andrew Mackay, Director and Melanie Gardener, Curator attended the 2019 Cumbria Life Culture Awards to accept the museum's award for Best Exhibition for *Percy Kelly: Line of Beauty, A Retrospective*.

GLL

GLL's contract to operate Carlisle City Council's leisure centres commenced in December 2017 for the duration of 15 years. Within the Carlisle Partnership GLL has developed a dedicated Community Development Team which delivers activity sessions within Community Centres, provides a Primary School delivery programme based within the schools themselves and provides activities programmes within the leisure centres. The team works in partnership with local Community Centres to assist them with their delivery

of their holiday schemes. In 2019 these programmes have continued at Morton Community Centre and Longtown Community Centre.

Morton Community Centre: In 2019 the team has agreed to deliver programmes during Easter and Summer. GLL provide coaches and resources to deliver their programme which includes; games, sports and arts & crafts. The holiday camps will operate from 10am – 3pm and target those aged 5 to 11. The Easter sessions were at capacity attracting 24 children per day. GLL have agreed to deliver 9 days during the Summer Holidays and are expecting similar numbers.

Longtown Community Centre: – In 2019 GLL have already delivered holiday activities during February and Easter and have an agreement in place to deliver 6 sessions during the summer holidays.

Rural parishes – Summer Fun time

The team works in partnership with Rural Parish Councils to deliver a programme called Rural Summer Fun Time. In 2018 GLL delivered 18 sessions to 493 children aged 5 to 12. In summer 2019 GLL will be delivering a total of 17 sessions at 6 different locations. The Parish Councils cover the cost of delivery with GLL providing coaches, resources and organising all bookings. On conclusion of the programme each Parish is provided with a report reviewing the performance of their programme.

School Activity Days

The GLL team also programme and deliver the School Activity Day programme based at The Sands Centre. Activity Days are where schools from Cumbria and Scotland organise a day of sports and games which take place using The Sands Centre facilities. The GLL team of coaches deliver a multitude of various sporting activities to make these days as memorable and exciting as possible.

Carlisle Schools Partnership Event

On Thursday 11th and Friday 12th July, GLL will be delivering an event on behalf of the Carlisle Schools Partnership at The Sands Centre and The Sheepmount Athletics Stadium. Over the course of 2 days GLL will be delivering a variety of sports to over 600 children from 13 schools in Carlisle.

Chance's Park Labyrinth

In January 2019 GLL supported the Friends of Chances Park in raising £11,000 to erect a Labyrinth in Chances Park (Morton Community Centre). As part of this support, GLL contributed £2,500 through the Community Foundation and supported the group with their fundraising efforts. Work is expected to start on the Labyrinth in August 2019.

FUTURE EVENTS ACROSS THE CITY & DISTRICT

29th June – 6th October	Cabaret Mechanical Theatre presents Fantastic Fairground Factory, Tullie House
Sundays 7th, 14th and 21st July	Feel Good Sundays, Old Fire Station
Thursday, 18th – Sunday, 21st July	Music on the Marr, Castle Carrock
Saturday, 20th – Sunday 21st July	Roman Artillery Competition, Birdoswald Roman Fort
Sunday, 21st July	Madness, Bitts Park
Sunday, 4th August	Jess Glynne, Bitts Park
Monday, 5th August	Ladies Night, Carlisle Racecourse with Gok Wan
Friday, 9th August	Lost and Found Open Air Theatre
Friday, 9th August	Bohemian Rhapsody Outdoor Cinema, Carlisle Racecourse
Saturday, 10th August	Dalston Show
Saturday, 10th August	Murder Trial Live, The Hallmark Hotel
Saturday, 17th August	Fake Festival, Bitts Park
Saturday, 17th August	Megacon, Richard Rose Central Academy
Wednesday, 21st August	Summer Fun Day at Carlisle Racecourse
Thu 22nd – Mon 26th August	Carlisle International Market, Carlisle City Centre
Fri 23rd - Sun 25th August	The Carlisle Collective Fringe Festival 2019. Old Fire Station, Methodist Hall, Assembly Rooms
Fri 23rd – Sat 24th August	Blacknose Beauties National Show, H&H Borderway Mart
Sunday, 25th August	Sport in Action 10K, City Centre, Rickerby Park & Bitts Park
Thursday, 29th August	The Pantaloons : Sense & Sensibility open-air theatre, Talkin Tarn
Saturday, 31st August	Emergency Services Showcase Day
Sunday, 1st September	Carlisle Half Marathon
Saturday, 7th September	Carlisle Pageant Puppet Parade, Carlisle City Centre
Sunday, 7th September	110 Paws for Oaktree, Hammond's Pond
Saturday, 14th September	Carlisle Comic Con, Richard Rose Central Academy
Sunday, 15th September	Battle of Britain Service, Carlisle Cathedral