

PORTFOLIO:

**PROMOTING CARLISLE**

Report of  
Portfolio Holder:

**COUNCILLOR  
MITCHELSON**

## **COMMUNICATIONS UNIT**

Carolyn Taylor has been appointed the new Communications Manager and the unit has been involved in several projects over the past few weeks.

They have been working with other partners at Think @ Carlisle to produce a new brochure. They have also produced a new "Junction 44" newsletter for tenants of the Kingmoor and Kingstown Industrial estates.

A launch of the re - designed City Council web - site took place in December. Before the launch the site had been sent to members, a focus group and some staff for comments. The new site contains more information about Council services and is now more user – friendly.

The winter edition of the Carlisle Residents magazine – Carlisle Focus was delivered to households during the first week of December. The staff Focus magazine was also produced and distributed in early December.

Corporate Guidelines for stationery reflecting the new organisational structure have been distributed to staff.

## **CITY CENTRE ACTIVITIES**

The Christmas lights switch – on ceremony took place on November 17 and again a very large crowd filled the city centre for the occasion.

Another successful continental market was held from November 21 – 24.

The open - air ice rink has proved very popular and has been very well used. The concept has added an extra touch of vibrancy to our city centre however, there were a few problems and the city centre Christmas activities need to be evaluated early in the New Year.

As we strive to make the city centre more successful I think that with better co - ordination we can achieve the correct balance.

## **CITY COUNCIL EVENTS**

The 2003 programme of City Council events has been put together and listed below are the provisional dates. Other events will hopefully be added in due course:

**Carlisle and Borders Spring Show** – Sunday 4<sup>th</sup> – Monday 5<sup>th</sup> May – Victoria Park, Bitts Park.

**Upperby Gala** – Monday 26<sup>th</sup> May – Hammonds Pond

**Festival of Nations** – Saturday 21<sup>st</sup> June – City Centre

**Carlisle Carnival** – Sunday 13<sup>th</sup> July – Bitts Park

**Brampton Live 2003** – Friday 18<sup>th</sup> – Sunday 20<sup>th</sup> July – William Howard School

**Cumberland Weekend** – Saturday 19<sup>th</sup> – Sunday 20<sup>th</sup> July – City Centre

**Food Fair** – Friday 22<sup>nd</sup> – Monday 25<sup>th</sup> August – City Centre

**Great Cumbrian Day** (Half Marathon) – Sunday 12 October

**Fireshow** – Saturday 1<sup>st</sup> November – Bitts Park

**Christmas lights switch – on** – Sunday 16<sup>th</sup> November – City Centre