

Meeting Date: 29th April 2014

Public/Private*: Public

Title: **Culture, Health, Leisure & Young People Portfolio Holder's Report**
– Councillor Anne Quilter

Arts and Arts Development

Old Fire Station Arts Centre Development

The Old Fire Station continues to receive a positive response from the artists and audiences involved in the pilot programme.

Currently the main hall, upstairs studios, office spaces and old gym are all in use by a range of voluntary and professional arts organisations. The programme has grown throughout the six month programme culminating in May 2014 where there are only three spare dates left for the main engine room. The first of the two headline comedy nights (to be held in April and May) has now completely sold out and tickets are selling rapidly for the second evening.

There is significant and ongoing interest from artists, promoters and community groups wishing to utilise the facility and be involved following capital works and redevelopment.

Other Arts Development Works

Carlisle City Council has offered support and advice in the establishment of a new local group (the North Cumbria Script Writers Association) which will be set up to work on playwriting, screenwriting, drama for radio and drama for TV.

In April Carlisle City Council came together with Cumbria's Museum of Military Life at the Castle, the emergent North Cumbria Script Writers Association and a local theatrical director to advance plans for a multi media dramatic performance based around the 'Home

Front' and letters home from Carlisle soldiers from the trenches during World War One (the Castle have over 1000 such letters). The proposal is currently being developed with a view to submitting an Arts Council funding bid in the coming weeks.

Old Town Hall / Tourist Information Centre (TIC)

Johnston & Wright as the appointed lead consultant are progressing preliminary design work to create a contemporary TIC and public facilities in the Assembly Room based upon the recommendations arising from a workshop with Members on 20th November 2013. Development of the internal layout has been further informed by input from a Working Group established from the main Steering Group. This work has culminated in preparation of a Concept Design, and Cost Plan which Johnston & Wright presented for consideration by the full Steering Group on 1st April 2014.

Belgium TV Travel Show

Last summer a TV crew from Belgium filmed for 2 weeks along Hadrian's Wall. In the end they had enough footage for two episodes of Belgium's best loved travel show Vlaanderen Vakantieland.

Episode 1 was broadcast on 22 March. It was repeated the next day and was watched in total by 922,354 Belgians. The Saturday episode accounted for 43% of TV viewing at that time.

Episode 2 was shown Saturday 29 March and again repeated on Sunday. Together these shows accounted for 628,029 viewers. Again the Saturday episode was watched by 46% of all TV viewers at that time.

You can watch both shows at these links:

<http://www.een.be/programmas/vlaanderen-vakantieland/another-nic-on-the-wall-deel-1>

<http://www.een.be/programmas/vlaanderen-vakantieland/another-nic-on-the-wall-deel-2>

The Tourism team supported the filming which included the Cumberland Show and Carlisle city centre and attractions. The show has resulted in a rise of traffic from Belgium to the Websites.

Sports Development

Since the last update to Council, work to increase opportunities and participation in sport across Carlisle has continued in line with the Sport and Physical Activity Strategy. Key updates include:

- The partnership with British Cycling goes from strength to strength. The first rides this year start on the 20th April and will be a family ride at watchtree nature reserve. We are working with partners across Carlisle to promote the ride schedule that we will be rolling out over the spring and summer. The rides will target all levels of rider from children to experienced cyclists and will be planned accordingly. The rides can be viewed at www.goskyride.com/carlisle . In total 50 rides will take place over 2014/15. As part of the British cycling partnership we have also set up a cycling development forum and will be looking at facility development, promotion of social cycling groups and the development of a trained local workforce.
- We have been working with local partners to develop a festival of sport as part of our commonwealth games celebrations. This will include workplace sports competitions at local sports facilities to encourage people to participate in sport and physical activity. We will also have a weekend celebration, on the 19th – 20th July, involving local sports clubs and national governing bodies of sport to encourage young people and adults to join local sports clubs and schemes.
- We are developing running routes in Bitts Park and greenspaces are fully supporting us to implement the routes to ensure the parks are used and promoted. The first route will go up in Bitts Park and following this we will look to set up the free running routes in other park across Carlisle.
- We delivered tennis camps at Bitts Park during February half term for children. A full Go 4 it programme is planned for Easter in partnership with the Cumbrian SPAFF and CLL.
- We are working with Kendal Mountain festival to look at linking with local venues and sports clubs to promote outdoor sports and activities. Alongside this we will be promoting film, speakers and workshops..
- We supported the University of Cumbria students to deliver a multi sports festival as part of their sports development and coaching degree. 100 local primary school children attended and the students planned, funded and delivered the event .

Tullie House – Crosby Garrett Helmet

The main exhibition over the winter months has been the Crosby Garrett Helmet. The exhibition has attracted world-wide interest and the Trust provided an innovative programme of lectures and events, organised to support the exhibition and maintain the interest.

During the three month period in which the Crosby Garrett helmet was on display, it attracted over 20,000 visitors compared to just 7,122 in the same period last year. The response from visitors was overwhelming.

- 89% specifically came to see the helmet, the main reason for coming to see it was that it is a local treasure (45%), curiosity (44%) and area of interest (37%).
- 39% of visitors came from Cumbria, 28% Carlisle, 16% North East, 8% elsewhere in the North West, 4% Scotland, 3% elsewhere in the UK and 2% overseas.
- The main medium in which visitors heard about the helmet was TV (57%) newspaper articles (38%) and radio 23%. Targeted marketing was 35%.
- 87% respondents indicated that they would visit the remainder of the museum.

The furthest international visitor came from New Zealand. Cumbria Tourism director advised that the success of the exhibition served as a powerful reminder of the rich culture and history of the county. Chairman of the Carlisle City Centre Business Group Stephen Matthews said “Let’s have a Crosby Garrett helmet every week. It’s been a real attraction this has brought people to Carlisle who would not normally come, as well as bringing lots of local people into town for an extra visit”. The Cumberland News reported on the “upturn in trade, with the 2000 year old cavalry helmet triggering a surge of interest in Carlisle’s rich Roman heritage”. The renewed focus on the city and the exposure the exhibition has given – is something Carlisle’s businesses are keen to build on.

The media coverage has been excellent with regular television, radio and press interviews. We received hundreds of comments and feedback on the exhibition

‘Wonderful and breathtaking’

‘A stunning artefact-beautifully displayed’

‘It brings one face to face with the Romans in a way I’ve never seen before’

‘You have done this superb artefact justice.’

'Possibly the best exhibit I have seen in the North of England'

'Well-done Carlisle to have it here!'

'A stunning way to display-much better than when it was at the Royal Academy'

The exhibition of the helmet closed on 26 January. The helmet was transported to the British Museum in London, where it will be displayed until April, prior to being returned to the owner