

Report to:

Council

Agenda
Item

10(b)(i)

Meeting Date: 29th April 2014

Public/Private*: Public

Leaders Portfolio Holder's Report –

Title:

Councillor Colin Glover

Solway Aviation Museum

Members will recall that at the last meeting of the City Council the Mayor indicated that he had received an approach from the Solway Aviation Museum in which they had expressed concern about issues at Carlisle Airport including the display of newly acquired documents and also signage to the site. I promised that we would meet and talk with the Museum's representatives and, what turned out to be a very productive and positive meeting, took place on Monday the 24th of March. Representatives of the museum came to the Civic Centre and met with some members of the executive and senior officers. A variety of issues were discussed including the important role that the Museum plays, and can further play, in relation to Tourism and education in the area. Visitor numbers are in the thousands and this is achieved with little publicity. In addition to the iconic Vulcan the museum displays other planes such as the Lightning, Meteor, Canberra and Phantom. Part of discussion centred on recent acquisitions from the MoD which are intended to be displayed in the museum's buildings. Contacts were suggested with a view to improving tourist signage to the museum and it is also hoped that members of the Executive will visit the site to see further the work carried out by the volunteers at the museum.

Borderlands

The first Borderlands summit was held on April 4th. The cross-border meeting included senior representatives from five councils – Scottish Borders, Dumfries and Galloway, Cumbria, Northumberland and ourselves. The initiative came about as a result of the Borderlands report by Northumbria University which recommended enhanced joint working of local authorities on either side of the border to exploit mutual economic and social links. As well as discussing the specific issues identified by the report, the Borderlands Summit also developed a plan to take forward economic opportunities. Key topics were improved transport and communication links, economic growth and employment. A follow up meeting will be held in the autumn hosted in Carlisle.

E-mail competition

Work is continuing to promote e-billing and direct debit sign ups. So far, around 2,300 households have been signed up for e-billing. Promotional messages have been included on council tax bills and envelopes to encourage residents to register their email. A message is now in place on our franking machine so that all external post carries a prompt

to sign up. The message is: **We're going digital. Join us for your chance to win £1,000.** (T&Cs apply). Visit www.carlisle.gov.uk

Posters and a pop up display have also been produced to support Customer Service Advisors visiting different venues to directly sign up residents. Social media and PR activity will also start in April to promote the competition, and there will be coverage in the next edition of Carlisle Focus which will be distributed to all households w/c 23 June 2014. All emails will be automatically signed up for e-billing (where applicable) and residents given an 'opt out' option. The sign up page will be a direct link from the council's website homepage.

Upperby Gala, Hammond's Pond: Monday 26 May

The popular and successful community event will be held at Hammond's Pond. It attracts a mix of young and old local residents but due to the event's popularity, also attracts many people from around the city. This year's event includes a mixture of professional acts, local talent groups, mix and mingle crowd entertainers, and children's entertainers.

Carlisle Music City - Saturday 24 May: Sunday 1 June

A stage will be erected in the city centre between Saturday 24 - Monday 26 May and on Saturday 30 May and Sunday 1 June. Carlisle Music City will co-ordinate the events programme. Other Carlisle venues will also be used to promote music throughout the week. Visit www.carlislemusiccity.co.uk for up to date information.

Emergency Planning

Three properties were affected by flooding between January and February; we are working with colleagues at the County Council to access recovery support.

A new national system has been introduced to plan for Emergency and coordinate responses. Cumbria Resilience Forum has had a leading role in the roll-out of the system, ResilienceDirect, sharing good practice and lessons learnt. The new system will provide a document store and workspace for a programme of Emergency Planning exercises for 2014.

Carlisle Story / Carlisle Ambassadors' Meeting

On Wednesday 26 March the third meeting of Carlisle Ambassadors was hosted at the Carlisle Business Interaction Centre on Paternoster Row. As previously, the meeting was very well attended with 48 businesses represented including: CN Group, System People, Kingmoor Park Properties, Armstrong Watson, Royal Bank of Scotland and many others. Speakers from UK Trade and Investment and Virgin Trains provided an insight into inward investment and business opportunities arising from the Commonwealth Games being held in Glasgow.

As you will already know, the Carlisle Story has also featured in Cumbria Tourism's latest marketing campaign 'The Place to Be' and attracted the attention of Government departments such as BIS and UKTI. Following the recent Ambassador meeting, there are plans to work with Cumbria Tourism and Virgin Trains to promote Carlisle as a 'Place to Be' as part of a Commonwealth Games long campaign to encourage visitors to Carlisle.

Ambassadors have also supported an initiative by a group of Carlisle GPs who want to promote Carlisle as a place for young medical professionals to start their careers after they graduate. We were inundated with material for Dr Corrigan to take along to the careers

event held in Gateshead on 9th April. It is so pleasing to see how the Carlisle Story is helping different sectors to come together and promote our city.

Commercial Marketing

We are working with a Carlisle based supplier, Liquid Design, to maximise our income through a service concession via event sponsorship and advertising on various City Council assets. The following assets have so far been identified as potential advertising space:

- Car park signage and tickets
- Lamp posts and street lights
- Litter bins and recycling sites
- Parks and open spaces
- Buildings and foyers
- Civic Centre banner site(s)
- Printed media (e.g. magazines, recycling calendars and tourism publications)
- Digital media
- Waste vehicles with Agripa panels installed.

All advertising will be done with the required planning consent.

Events Programme 2014

We have a busy, rolling programme of events planned for 2014. So far this includes:

- Wednesday 16 - Monday 21 April: Easter International Market, Carlisle city centre
- Saturday 3 - Sunday 4 May: Pirelli Carlisle RB Foundation Rally, Carlisle city centre
- Saturday 24 May - Sunday 1 June: Carlisle Music City. Visit www.carlislemusiccity.co.uk
- Monday 26 May: Upperby Gala, Hammond's Pond
- Saturday 14 June: The Cumberland Show, Carlisle Racecourse
- Saturday 14 June: Cumbria Gay Pride, Carlisle city centre - 1pm - 6pm.
- Saturday 28 June: Armed Forces Day, Carlisle city centre
- Sunday 29 June: British Legion Fun Day, Bitts Park
- Thursday 17 July: Ilyria Open air theatre 'George's Marvellous Medicine', Bitts Park
- Saturday 19 – Sunday 20 July: Patriot Games (Festival of Sport), The Sheepmount, Bitts Park and The Sands Centre
- Saturday 16 - Monday 25 August: Carlisle Pageant, Carlisle city centre
- Saturday 1 November: Fireshow Fun Day in Carlisle City Centre 2pm – 6pm
- Saturday 1 November: Fireshow, Bitts Park
- Sunday 9 November: Remembrance Sunday, Carlisle city centre
- Sunday 16 November: Christmas Lights Switch On, Carlisle city centre- 2pm – 5.30pm
- Wednesday 3 - Sunday 7 December: Christmas International Market, Carlisle city centre

Pirelli Carlisle RB Foundation Rally: Saturday 3 - Sunday 4 May

The start and finish of this prestigious event will be held in Carlisle city centre. The cars will arrive at 9.30am (the first car leaving the city at around 10.30am) on Saturday 3 May and the last car will leave the city at approximately 12.15pm. After the race, cars are expected to arrive back into the city at around 6pm.

To enhance the Pirelli Rally event and encourage more visitors to the city centre, we have organised a family fun day event on Saturday 3 May. The event will be a free family fun afternoon, promoting Carlisle and aiming to get people to stay in the city centre as long as possible increasing footfall. In addition Rally HQ will be based at Brunton Park where there will be an opportunity to view the cars while they are being serviced. We hope this will have a positive effect on local businesses.