

PORTFOLIO:

PROMOTING CARLISLE

Report of
Portfolio Holder:

**COUNCILLOR
MITCHELSON**

CARLISLE PARTNERSHIP

The Carlisle Partnership continues to enjoy support from all sectors (public, private, voluntary and community) and we are grateful for the time and efforts of all individuals and partners involved.

All the Partnership's working groups continue to deliver their action plans and develop projects designed to advance the aims of Carlisle's Sustainable Community Strategy.

Notable progress in recent weeks has included the Carlisle Partnership Full Forum "Focus on Housing and Development in Carlisle" which was hosted by the Carlisle Housing partnership and held at the Civic Centre on November 22nd. The event attracted over 60 delegates and brought together stakeholders from across the city to help shape the City Councils Housing Strategy and Local Development Framework. The event received very positive feedback and a summary report bringing together the findings of the workshops held on the day has been made available to all who attended.

The Rural Support Group has also provided a platform for the redevelopment of the Carlisle Parish Charter in recent weeks. The group have developed a series of proposals which will see a working group of City Council Executive Members and Parish Council elected members develop a draft charter which will be also be fed into the Community Overview and Scrutiny Panel. Officers from the City Council and from the CALC will also be working on some operational protocols to support this Charter. It is hoped that this suite of documents and the new Parish Charter will be ready for adoption in the new financial year.

Once again the Partnership would like to thank all partners for their continued efforts and support.

RESPONSES FROM BBC/BBC TRUST

Following the motion at the last Council meeting regarding BBC Radio Cumbria and my subsequent letters to the BBC, BBC Trust and Ofcom, I have received two responses which are attached for your information. I am reminding the BBC Trust that they have not responded.

EVENTS

Olympic Torch Relay

- The Olympic Torch will come to Carlisle at 6pm on June 20th
- Route starts at Montgomery Way near big Tesco's & ends up at Bitts Park at 6.50pm
- 20 Torch bearers will be involved changing every 300 meters
- City Council chose one bearer : Anna Nicholson who won the 'Disability Performance of the Year award' (hosted by City Council & Active Cumbria) and has gained the qualifying distance for event for next year's Paralympics games
- Carlisle are offering a 'Global Welcome' as the torch goes through the City
- 50 community groups are already on board to 'animate' the streets through various ways of presentation & performance
- County Council are using some local committee money to help groups with resources for the event
- There will be street performances in the town centre using local groups and in Bitts Park there will be 'sport tasters' to promote local clubs
- Coke, Samsung & Lloyds bank are putting on an event in Bitts Park from 6-8pm, with entertainment, while a big screen will show the torch moving through Carlisle
- Heroes Cheerleaders & Staged Right (both local groups) will also perform as part of this event
- On June 21st the Torch will return at 10am
- Ten more torch bearers will carry the flame from Waverly Rd in Kingstown to Wheatlands on Wigton Rd
- Carlisle is the only city to get the torch twice, the reason being it goes to Dumfries on the night of June 20th, then travels through Cumbria to Bowness on the 21st

Carlisle Music City

June 4th – 10th

Following on from the legacy of the Radio 1 Big Weekend, the Wellbeing Team is leading on the organisation Carlisle Music City, involving as many creative arts and mediums as possible and encouraging community involvement, the event will be held on an annual basis.

Over 20 local venues have now signed up to be part of CMC. Each will source their own sponsorship to deliver a showcase night. The Well Being Team is leading a partnership that includes local media, Cumbria County Council, community groups & local venues; all working together to deliver a successful event.

The intent is to develop a weeklong festival of concerts, workshops, exhibitions and creative opportunities

- We also aim to enhance the night time economy, raise aspirations & encourage greater partnership work between pubs, clubs, community and service providers. Music City is a partnership between City and County Councils, the local media, local venues and community groups
- Already, 25 venues will put on a showcase event during the week - June 4th – 10th 2012
- All venues will find their own sponsorship for each event so there isn't a financial draw upon local authority
- The aim is to not only encourage local talent but to attract national and eventually international artists
- One element of Music City will be to try to re-ignite local Tea Dances
- Taster sessions will be held in May leading to a mass tea dance in the town centre on June 9th. We have applied to the Guinness Book of Records to see if we can attempt to break the world record (which stands at about 350 couples)
- Jennings Brewery are considering creating a Music City Ale. Cranstons are looking at a festival pie and we are in talks with the Carlisle to Settle rail link
- To hopefully put on a Musical Express with a band on the train
- Radio 1 have expressed an interest in doing something with us after the great success of Big Weekend

The other planned events for 2012 are as follows:

- 5-9 April – International Christmas Market – Carlisle city centre
- 13 May – Talkin Tarn Triathlon – visit www.sportinaction.co.uk
- 19 May – Chance's Park Horticultural & Craft Fayre
- 28 May – Upperby Gala
- 4-10 June – Carlisle Music City – visit www.carlislemusiccity.co.uk
- 20-21 June – Olympic Torch visit and Evening Celebration event
- 30 June – Talkin Tarn Regatta
- 7 July – Chance's Park Time Garden Party
- 21-29 July – Love Parks Week
- 23-27 August – Food Fair
- 3 November – Fireshow
- 18 November – Christmas Lights Switch On
- 5-9 December – Christmas International Market

More details of these events will follow in future reports.

**Councillor M Mitchelson
Promoting Carlisle Portfolio Holder**

Our Reference: 20111121
Your Ref:

12 December 2011

Councillor Mike Mitchelson
Civic Centre
Carlisle
CA3 8QG

19 DEC 2011

Dear Councillor Mitchelson

BBC Radio Cumbria

Thank you for your letter to Ed Richards dated 1 November, which we received on 8 November, regarding the proposed changes outlined in the BBC's Delivering Quality First report. Ed has asked me to reply.

I am sorry for the delay in replying; this is due to administrative error. I note that the concerns you raise are in respect of the proposed steps outlined in the BBC's Delivering Quality First report. Regulatory oversight of BBC services, including the Delivering Quality First report, rests in the main with the BBC Trust. In the first instance, the Trust will scrutinise the proposals of the Executive and provide appropriate governance on behalf of licence-fee payers. The Trust has launched a public consultation on these proposals (running until 21 December 2011), and indicated that they will publish their findings in early 2012. Further information is available at <http://tinyurl.com/bpj4soh>.

Ofcom may have a formal role in assessing some of the changes you highlight as part of a Memorandum of Understanding established with the Trust. The Trust is required to apply a Public Value Test prior to making any decision involving significant change or closure to the BBC's UK public services. There are two elements to this - a Public Value Assessment conducted by the Trust and a Market Impact Assessment provided by Ofcom. Therefore, if the Trust does deem any of the DQF proposals to constitute a significant change to a BBC service, Ofcom will be requested to undertake a Market Impact Assessment.

As yet, the Trust has not made any such assessment or request. If they do so, this will form part of the findings they publish in early 2012. If at this time you would like any further guidance on the process, we will of course be glad to provide answer any questions you may have.

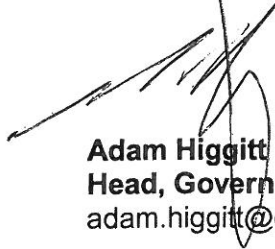
If you would like to contact the BBC Trust to discuss any of these issues you can do so at:

BBC Trust Unit
180 Great Portland Street
London
W1W 5QZ

Email: trust.enquiries@bbc.co.uk; Telephone: 03700 103 100 or textphone on 03700 100 212.

I hope this is useful. If you have any further questions about this or any other Ofcom matter, please do not hesitate to contact me.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Adam Higgitt', with a large, stylized flourish extending from the bottom right.

Adam Higgitt
Head, Government and Parliamentary Business
adam.higgitt@ofcom.org.uk



From the Director-General

18 NOV 2011

14 November 2011

Councillor Mike Mitchelson
Leader
Carlisle County Council
Civic Centre
Carlisle CA3 8QG

Dear Mike

Thank for your letter of 1 November.

I have read and noted your concerns regarding the proposed changes to Local Radio that BBC management has put forward as part of Delivering Quality First – our set of proposals to re-organise the BBC's business in order to make the savings required by the 2010 licence fee settlement. I know how highly the people of Cumbria value BBC Cumbria, and I do of course realise that any proposed changes to our services will have an impact on audiences. However, unfortunately it is not possible to make these essential savings without reducing the amount that the BBC does.

The BBC takes its commitment to local communities and local journalism seriously. We have worked to improve the consistency and quality of our speech-based breakfast and drive time programmes with the result that our Local Radio is highly distinctive; our output is all-speech in the morning and evening, and 60 per cent speech across the rest of the day. We have re-defined the brief for our mid-morning programmes, making them more topical, leading to more political interviews.

We have introduced a new strand of programmes that hold local institutions to account and during the General Election campaign more than 120 programmes were broadcast featuring candidates talking about local issues. Over the last two years we have taken on 28 specialist political reporters who focus entirely on politics, local government and public policy issues and Local Radio now increasingly links to the rest of BBC News to explore major editorial themes. It also has an important role to play in providing the first take on stories for the national networks.

The recent DQF proposals have been drawn up with the aim of ensuring that none of this progress is damaged. We are asking the BBC as a whole to make savings of between 16-20% and up to 25% in non content areas. Local Radio is being asked to find savings of 12%, so it has been relatively protected from the cuts we have to make. This figure becomes 10% once our plans for reinvestment in Local Radio are added back in. However, because of the difficulty of making further savings on overheads – such as property and

technology – in Local Radio, the savings have to be made in other areas, and in terms of the cash spend, the average target is 19 per cent.

We have prioritised the public service mission of Local Radio and, wherever possible, we aim to protect peak-time programmes when the audience is highest and the output is the most distinctive – breakfast, mid-morning and drive-time programmes; Saturday sport, politics and Sunday faith programmes – slots which reach 86 per cent of the Local Radio audience. These programmes have been prioritised and will not be shared. News, weather and local information will remain specific to their stations and stations will also retain the ability to stay local when major stories break.

However, there will be increased levels of sharing in off-peak slots: weekday afternoons, Sunday afternoons and evenings but within all shared programming individual stations will continue to provide news, and have the ability to leave the shared schedules in times of civil emergency or bad weather.

We have conducted two daytime sharing pilots, in Yorkshire and the South-East and the evidence from the pilots is that we can maintain relevance for our local audiences and we are confident that we can preserve the core of the journalism. Should we be able to make all the DQF savings, the BBC plans to create a reinvestment fund which will fund a political reporter at every local station. We would also create a chief reporter role at each station, which should improve the way the best of Local Radio journalism is featured on network outlets like Radio 5 Live and Radio 4. Other parts of our output – theatre, charities, community organisations, local conversations – will receive reduced coverage but we will aim to retain as much of this as possible within shared formats.

Full details of all the savings we have proposed can be found on the BBC website and, as you may know, the BBC Trust is currently carrying out a public consultation around the changes to BBC programmes and services until 21 December, which will gather and consider views about these proposals. People may take part in the consultation either online (<http://www.bbc.co.uk/bbctrust/index.shtml>) or by writing to the Trust at: Delivering Quality First Consultation, BBC Trust, 180 Great Portland Street London W1W 5QZ.

I hope that you will find this reply helpful.

Best wishes

A handwritten signature in black ink, appearing to read 'Mark Thompson', with a stylized flourish at the end.

Mark Thompson