

**PORTFOLIO:**

**PROMOTING CARLISLE**

Report of  
Portfolio Holder:

**COUNCILLOR  
MITCHELSON**

## **CARLISLE RENAISSANCE**

Along with our colleagues from the County Council we are making good progress in moving forward the renaissance agenda. Recruitment for the implementation team is now underway and we are on target to get this team in place by early next year.

Work will start shortly on the Development Framework and Movement Strategy, which will develop further our ideas for the revitalisation of the City Centre and improving movement into and around the City. It will raise major issues with the City's resident and business community and undoubtedly bring with it some major challenges for the Council.

Consultation on the Prospectus has been ongoing since the DPM's visit in August. Officers have met with a wide range of individuals and organisations across the City and the feedback to date has been generally positive. However, there is still a great deal to be done to ensure that the wider community is aware of our ideas and has the opportunity to participate in consultation. We are addressing this as a matter of urgency but Councillors can play a leading role in consultation within the communities they represent.

In parallel we are looking at ways in which members can become more closely involved in the renaissance process. We already have a cross-party working group for Carlisle Renaissance, which allows input from all political parties on the Council. The joint City/County Steering Group intend to set up sub groups to address specific programme and project areas.

The events of early October have reminded us of the problems associated with climatic change and the resulting increased rainfall. Flooding was the catalyst for Carlisle Renaissance but if we don't improve our resilience then there is little chance that it can we can take the community with us in our vision for the City.

Members may be aware that Cumbria Vision has launched its draft strategic plan for Cumbria. Cumbria Vision has a key role to play in developing and delivering an economic strategy for the City. We are pleased to see that Carlisle Renaissance features in the plan but recognise that work on the ground needs to start sooner rather than later. No one needs reminding of the major job losses that have hit this City in the last 12 months.

The announcement of proposals for the University of Cumbria is a major boost for our aspirations as a Learning City. We need to make sure it is delivered in a manner that benefits the City. We also need to work closely with the County Council on their schools review. We need to be particularly aware of its impact upon deprived communities within the city.

Some of you may be aware that we were unsuccessful in our bid to secure funding from the NWDA to support these communities. This is extremely disappointing and we have raised our concerns with both the NWDA and Cumbria Vision. Once again it seems that we have failed to “qualify” for the funding to do what we believe needs to be done in these communities. Where we have secured funding, such as for Sure Start in Carlisle south, we have shown what can be achieved with the right investment by the public sectors.

We intend to raise these and other issues associated with Carlisle Renaissance as part of a progress report to the DPM in December and the Chief Executive will follow this up with a visit to his office. However, we hope to be able to demonstrate that we have made good progress since the launch of Carlisle Renaissance, that we have maintained our partnership approach and that we are clear about the areas where we need the support of the DPM and others in Central Government to realise our vision. Proposals for a new Local Strategic Partnership (LSP) for Carlisle demonstrate that we will need to engage more directly with the private, voluntary and community sectors in the future.

### **Communities Reunited**

Communities Reunited, the organisation set up in the aftermath of the January floods to provide support to those affected, have continued to provide information and practical support.

It organises special advice days and sessions to meet concerns of people affected by the floods. The advice and support centre continues to be well used and will be pleased to organise an event to help address issues raised by families in the lead up to Christmas.

A further advice day coming up is a Goodie Fun Day (2pm-6pm, Friday 11 November.) There will also be a party for five to 9-year-olds followed by a disco for 10-year-olds and over on Friday, 2 December, arrangements have to be finalised.

Communities Reunited is a partnership between Carlisle City Council, Cumbria County Council and Carlisle Churches Flood Response Team. It aims to keep in touch with those affected by the floods, help them with practical support and advice and bring dispersed communities back together.

Flood victims are being urged to visit the Old Town Hall in the city centre and colour in their homes on giant maps displayed there. It is important to know where the flood victims are currently living so that the needs of the community can be assessed.

The Floodart exhibition is also on display as well as some film of the floods.

A special Communities Reunited newsletter is produced monthly and mailed out to more than 3,500 people on the Communities Reunited database, giving up-to-date advice and letting them know what help is available.

## Carlisle – The Christmas City

Carlisle – The Christmas City is now in its third year. Since it began Carlisle has witnessed the transformation of the City Centre into a spectacular display of lights in blue and white. Each year the Tourism Team in partnership with Commercial and Technical Services work to further enhance and extend the lighting scheme. This year additional lights have been ordered to enhance and complement the scheme. Work has commenced on erecting the lighting in the City Centre.

In addition to these new lights, the 'Christmas Carol Features' are being enhanced with new lighting of their own. These will be in place after the switch on. Once again these will be fenced by 200 Christmas Trees donated by Whinlatter Forest Park. In addition to these, the Tourism Team has ordered two larger trees to be situated on Warwick Road and Crosby on Eden as these areas were affected by flooding in January. Though the Caldewgate area was also flooded, no suitably secure site has been found for a tree.

**The Best Christmas Experience in the North!**



**only £1 entry**

Enjoy the fabulous Eskimo Ice Mine Experience – a magical journey with Steady Eddie, Eskimo Mine Driver & friends....Join the delightful Eskimos & Huskies as they go about their daily lives in Eskimo World.

**Opening Times**

- \* OPENS Sunday 20th November at 1pm – 4pm
- \* Monday to Wednesday 1pm – 5pm
- \* Thursday 1pm – 8pm meet Santa 5pm – 8pm
- \* Friday 1pm – 5pm
- \* Saturday 10am – 5pm meet Santa all day
- \* Sunday 12 noon – 5pm meet Santa all day
- \* Closes 3pm Christmas Eve

Price only £1.00 per person (3 years plus)

Situated in the Old Town Hall in the heart of the city centre. For further details contact Carlisle Tourist Information Centre  
Give us a call on... **01228 625 600**

Carlisle Christmas Grotto is kindly sponsored by  **senator homes**

**CARLISLE CITY COUNCIL**  
www.carlisle.gov.uk

The Christmas Grotto is in its third year of our 3 year programme. This year in order that the highest number of Children can visit it, the admission price has been reduced to £1 per person. The children will be able to meet Father Christmas at selected times throughout the festive period. In addition an animated Santa will be on site at all times. The theme this year is an Eskimo Ice Mine where 'Steady Eddie, Eskimo Mine Driver' takes visitors on a magical journey through the mine!



A summary of the supporting marketing campaign:

- ❖ 450,000 flyers being printed for distribution through regional and national newspapers, Tourist Information Centres, Supermarkets, city retailers and the fireshow.
- ❖ 10,000 Eskimo Ice Mine Experience flyers being printed to promote both this and car parking in the city centre.
- ❖ Radio advertising campaign.
- ❖ Event specific newspaper adverts. Including Vue Magazine and Daily Mirror.
- ❖ Full programme of Christmas events published on [www.historic-carlisle.org.uk](http://www.historic-carlisle.org.uk).
- ❖ Street banners and Civic Centre Banner.

### **Christmas Lights Switch-On**

The Christmas lights switch-on will be on Sunday, November 20<sup>th</sup>.

Carlisle actress Roxanne Pallett who plays Jo Stiles in the ITV soap, Emmerdale will join the Mayor to perform the switch-on at 5.30pm. This will be preceded by entertainment on the stage from 4.30pm. A laser show will be an added attraction this year.

Full details of the Christmas events are listed on the leaflet attached to this report.

## **Fireshow**

The organisation of this year's Fireshow is well developed with the event due to take place this year on Bonfire Night, Saturday November 5<sup>th</sup>.

The event will mark the 400th anniversary of Guy Fawkes' Gunpowder plot to blow up the Houses of Parliament. A 40-foot high purpose built mock Houses of Parliament building, including cellars, will form the bonfire centrepiece and over 2,000 spectacular fireworks will make sure the event goes with a 'bang'.

The event will start at 7pm. Admission is free, although collections will be made for the Mayor's Charity Fund and Rotary Club Carlisle (South).

## **Carlisle Focus**

Carlisle Focus, the City Council's residents' magazine, has won a national award - Best Civic Magazine/ Newspaper (under 60,000 circulation) - from the Chartered Institute of Public Relations (Local Government section) Awards.

The CIPR Excellence Awards recognise the best of the public relations profession and are the most demanding in the profession, attracting entries from authorities across the country.

Carlisle Focus was competing against finalists Salisbury District Council, South Oxfordshire District Council, West Lothian Council and Southwark Council. The judges commented the submission showed "a flair for a good story, a strong understanding of what the readership wanted and was accessible and easy to read".

The success follows on from last year when the magazine was awarded the PR Week corporate publications award.

The next, winter edition, of the magazine will be distributed to residents and businesses at the beginning of December.

## **Local Democracy Week**

Carlisle City Council took part again this October in the national Local Democracy Week for the fifth year running. The popular Young Mayor election was held for the fourth time, with five primary schools taking part – Brook Street Primary School, Longtown Primary School, Warwick Bridge School, The Bishop Harvey Goodwin School and Hayton Cof E Primary School. The event was held in the Council Chamber and was chaired by the Mayor in front of an invited audience of pupils, teachers, parents and Councillors. They elected Kathryn Oultram of The Bishop Harvey Goodwin School as the new Young Mayor and I know that already she has attended a couple of engagements with our own Mayor.

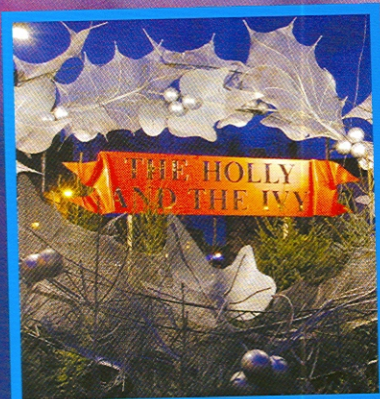
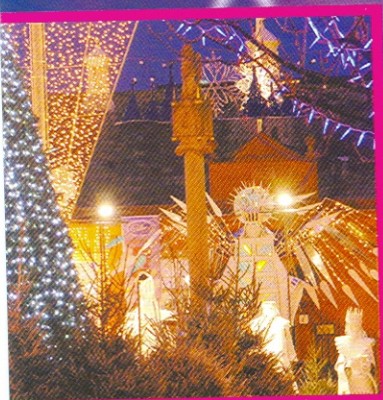
I would like to thank the 10 Members who were guinea-pigs in the pilot speed-dating event at Morton School – Cllrs Allison, Bradley, Boaden, Crookdake, Farmer, Geddes, Hendry, Parsons, Stevenson and Stockdale. I understand it was a great success and other schools are already asking to hold the event next year.



The best Christmas experience in the North!

# Carlisle

THE CHRISTMAS CITY



Christmas Lights **Switch On** Sunday 20th November 2005

Enjoy a fantastic festive programme of events, features and lights as Carlisle transforms into a winter wonderland. With some of the best lights you'll see and the fabulous Eskimo Ice Mine Experience for the kids, it's the best Christmas experience in the North.

For further information please phone **01228 625 600**

CARLISLE  
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[www.carlisle.gov.uk](http://www.carlisle.gov.uk)



# The best Christmas experience in the North!

## EVENTS in CARLISLE *The* CHRISTMAS CITY 2005

**MINE**

### November

- \* **3rd-6th - Bloomsberry Christmas Fayre** – Tithe Barn – Featuring international designers demonstrating products and gift ideas for Christmas
- \* **8th - Christmas Shopping Fayre** – Shepherds Inn (in aid of the N.S.P.C.C.) – A fantastic variety of stalls with unique and traditional gifts
- \* **17th - Thursday Late Night Shopping Begins** – City Centre
- \* **19th - Aled Jones** – Sands Centre
- \* **20th - Foster & Allen** – Sands Centre

\* **20th - Christmas Light Switch On – including Laser Show** – City Centre

\* **20th November - 24th December – Eskimo Ice Mine Experience** – Old Town Hall

- \* **24th - National Hunt Racing** – Carlisle Racecourse – Final meeting of 2005
- \* **25th - Royal Liverpool Philharmonic Orchestra** – Sands Centre
- \* **27th - Advent Carol Service** – Carlisle Cathedral

### Traditionally Themed Guided Walks

- 30th November** - 'King David's Castle' tour – Carlisle Castle
- 7th December** - Dark History of the Citadel
- 14th December** - Ghost Tour – City Centre
- 27th-30th December** - Costumed Tours of Carlisle Castle

### December

- \* **2nd - Christmas Farmers' Market** – City Centre
- \* **3rd - Funky Felted Christmas Tree & Card Decorations** – Tullie House
- \* **5th-17th - Pinocchio** – Traditional family pantomime – Green Room Club
- \* **8th - Age Concern Carol Service** – Carlisle Cathedral
- \* **8th - Carol Parade** – Carols in the Cathedral and City Centre followed by entertainment & Hog Roast in Tithe Barn
- \* **8th-10th - 'Made in Cumbria' Christmas Market** – City Centre
- \* **9th-10th - Victorian Christmas** – Market Hall
- \* **10th - Cumbria Army Cadet Force Christmas Concert** – Carlisle Cathedral
- \* **14th - King's Own Royal Border Regiment Carol Service** – Carlisle Cathedral
- \* **14th-29th - Cinderella** – Sands Centre. Massively popular local pantomime
- \* **16th - Eden Valley Hospice Carol Service** – Carlisle Cathedral
- \* **17th - Christmas Fun Day** – Tullie House – Including Christmas Crafts, Glittermania, The Bread and Butter Theatre Company & The Storytellers Theatre Company
- \* **15th-18th - Christmas Fantasia of Flowers** – Lanercost Priory. Sensational Floral Creations including floral art designs by TV's Carl Wilde, musical performances and candlelit carol services.
- \* **18th - Festival of Lessons & Carols (1st Service)** – Carlisle Cathedral
- \* **20th - The Messiah Performed by The Wordsworth Singers** – Carlisle Cathedral
- \* **21st - Tudor Christmas** – The Guildhall
- \* **24th - Christmas Eve Services** – Carlisle Cathedral