

ENVIRONMENT AND ECONOMY OVERVIEW AND SCRUTINY PANEL

THURSDAY 25 JULY 2013 AT 10.00 AM

PRESENT: Councillor Mrs Bowman (Chairman), Councillors Bainbridge, Bowditch, Graham, McDevitt, Nedved, Watson and Whalen.

ALSO

PRESENT: Councillor Mrs Bradley – Economy and Enterprise Portfolio Holder
Councillor Mrs Martlew – Environment and Transport Portfolio Holder
Councillor J Mallinson – Observer
Councillor Wilson – Observer
Martin Ward – Chair of the Carlisle Economic Partnership

OFFICERS: Deputy Chief Executive
Development Manager
Director of Local Environment
Overview and Scrutiny Officer

EEOSP.45/13 APOLOGIES FOR ABSENCE

There were no apologies for absence submitted.

EEOSP.46/13 DECLARATIONS OF INTEREST

There were no declarations of interest in respect of the business to be transacted.

EEOSP.47/13 MINUTES OF PREVIOUS MEETINGS

RESOLVED – That the minutes of the meetings held on 4 May 2013 be agreed as a correct record of the meeting and signed by the Chairman.

That the minutes of the meetings held on 13 June 2013, 20 June 2013 and 25 June 2013 be noted.

EEOSP.48/13 CALL IN OF DECISIONS

There were no matters which had been the subject of call in.

EEOSP.49/13 CHAIRMAN'S ANNOUNCEMENT

The Chairman advised that, to avoid delaying Mr Ward, agenda item A.3 – Carlisle Economic Partnership would be taken as the next item on the agenda.

EEOSP.50/13 CARLISLE ECONOMIC PARTNERSHIP

The Director of Economic Development submitted report ED.21/13 that briefed Members on the Carlisle Economic Partnership, its priorities and action plan.

The Deputy Chief Executive explained that the Carlisle Economic Partnership (CEP) was a public/private board designed to assist the growth of the functional economic area. The partnership was established in August 2011 and had been modelled on the county-wide Local Economic Partnership (LEP) in order to feed into and support the LEP. Since the

initial review and action plan had been scrutinised by the Panel in November 2012, the Partnership had finalised the review and although the report was much the same the figures had been updated.

A fundamental piece of work for the Partnership was the development of a robust and comprehensive evidence base which had helped inform the development and implementation of a range of actions to improve the local economy and drive growth. The Deputy Chief Executive explained the actions associated with each of the priorities which were:

- Priority 1 – Business
- Priority 2 – Skills and Employment
- Priority 3 – Infrastructure (which now included Environment)
- Priority 4 – Image.

Business

The sub-group had met and were now firming up the initial actions into more robust actions. The aim of the group was to look at how businesses in Carlisle interacted with partners to provide the best possible support to ensure that new local businesses survived and moved on within Carlisle. The Business Growth Hub was set up in September 2012 and was run by the Carlisle Chamber of Commerce.

Whilst the City had some national exporters such as Pirelli and Clark Door there needed to be clearer links with the Cumbria Chamber of Trade and Industry.

A Task Group had been established to look at manufacturing including food and drink. The group would also look at the production, supply and logistics of those products. Work was required on the needs of those businesses and partners needed to work together on those issues.

There was no clarity on the low carbon sector in Carlisle. The Deputy Chief Executive reminded Members that the carbon footprint of the City was not the same as the district boundaries as it took in parts of Scotland and Northumberland. A meeting had been arranged for the group to meet with colleagues from Dumfries and Galloway.

The group would work with businesses outside of the district to offer something to the economy of Carlisle. However, the Deputy Chief Executive advised that that could create issues with neighbouring districts but the group would work through those issues.

Skills and Employment

Moira Tattersall, the principle of Carlisle College, was a member of the CEP and the LEP. She chaired the LEP skills and employment commission. The group had meet on three occasions and were pulling together an action plan to gain a better picture of young people who were ready for work and the skills they had. Some changes were needed in the advice offered to young people regarding employment advice given to young people and Ms Tattersall was keen to work with businesses on that issue. A careers fayre had been arranged by the college and the university to take place in the autumn which would be attended by a number of businesses as well as Job Centre Plus.

A skills audit had started and Ms Tattersall had recommended some significant changes about the way in which data was collected. There had been good support from the County Council and it was anticipated that the audit could be produced in time for the next but one CEP meeting.

Infrastructure

The Deputy Chief Executive advised that the infrastructure priority now included environment and was linked to work on the Local Plan and the City Centre Masterplan. It was an important cornerstone to ensure employment land was available and to understand infrastructure needs as well as employment needs and to engage with businesses in Carlisle. The City and County Councils and other partners were working together on improving signage within the City. Some capital was available but further funds would be required. The group wished to create a place that people would want to visit and invest in. The City Council's capital programme had included Phase 1 of the Old Town Hall improvement which was now complete and would move onto Phase 2. Capital would also be needed to develop the arts centre facility and support the running of the centre.

The key aspect of the priority was housing growth and Members were aware of available sites within the preferred options documents. A survey in respect of affordable housing was required and the group were interested in the economic benefits of building houses and what type would better encourage economic growth. The airport was currently going through a period of legal challenge.

The Deputy Chief Executive explained that some of the signage outside of the City had been removed in preparation of being replaced as part of the Sense of Place programme.

Image

The Deputy Chief Executive introduced the Carlisle Story which was an important piece of work and shifted the thinking from organisational branding to branding for the City and to put Carlisle onto the map for those who had not visited the City or considered the City for investment.

The Deputy Chief Executive explained that although the CEP had set itself a challenging agenda, the issues identified could be addressed by working in partnership.

In considering the report Members raised the following comments and questions:

- *How is the CEP different from Carlisle Renaissance?*

Mr Ward explained that from a business point of view local businesses were more involved in the CEP and whilst Carlisle Renaissance was a group that appeared to take control of the project the CEP was made up of a broader range of businesses with the joint aim of improving Carlisle.

The Deputy Chief Executive advised that approximately 120 businesses had been present at the presentation on the CEP where the Carlisle Ambassadors initiative was introduced. A number of businesses had already signed up for the scheme and stakeholders were willing to commit financial resources and time to working together to improve the prospects of business growth in Carlisle.

The Economy and Enterprise Portfolio Holder advised that the CEP was very different from Carlisle Renaissance as it was run by local people who were actively involved in the business community or other sectors within the City and not driven by people from outside of the City. There was also a different emphasis than Carlisle Renaissance which focussed on the City Centre. One complaint of Carlisle Renaissance was that it did little to support local people in deprived circumstances. The emphasis of the CEP was on skills and training that was required by businesses locally as well as what young people needed. The Partnership was working closely with the education establishments. However, although the County Council had been invited to attend the meetings they had not attended any to date. The report advised of an aging population and the City would need a broad emphasis base to support the City and its aging population.

- *The CEP showed a way forward and the aspirations of where people want the City to be. However the report did not indicate where the information was obtained or how long the programme would be.*

The Deputy Chief Executive advised that the information related to employees living in Carlisle in respect of their standard of living and jobs. The action plan in respect of the first twelve months would give no detail of measurable performance to bring back to the Panel as the group wanted to start work on improving the City and work on the action plan was going on in the background. When clear actions were produced they would be attached to targets. The group would also need to link up with the County Council although they often worked to a level not relevant to the group in that they worked at a county level. The group would work at a Carlisle level and work with the observatory and the regional development fund on business start up and signage.

- *The CEP has poor visibility on the internet. The last minutes are from February 2012. How could the internet be used to engage a wider audience?*

The Deputy Chief Executive acknowledged that the CEP presence on the internet needed to improve but added that it would remain low key. Mr Ward explained that the CEP wanted to see actions rather than promote the group. The group were doing work around the Carlisle Story and the Carlisle Ambassador scheme.

- *There had been no Carlisle City Council representation at the LEP for the last three meetings.*

The Deputy Chief Executive explained that the districts had agreed that there would be three representatives on the LEP from across the six districts and Carlisle was represented by Eden District Council. Representation was changing from being annual to being two yearly which would provide more consistency. Outside of the governance arrangements links between the CEP and the LEP were quite difficult. The CEP took the view that if the LEP were not opening up issues for Carlisle the CEP would respond. The LEP was still in relatively early stages and although funding had been received from Government the LEP needed to make good use of those reserves.

Mr Ward advised that the CEP had no direct input into the LEP although Ms Tattersall was on the LEP as well as the CEP and the LEP was administered by the Chamber of Commerce who had strong links with the CEP.

- *Who was on the CEP and LEP and how often did the groups meet?*

The Deputy Chief Executive confirmed that the information could be provided after the meeting. He advised that the Panel could scrutinise the LEP and it could be useful for Carlisle to show that the Panel had a high interest in the LEP.

- *Many young people would like to stay in Carlisle after they achieve their qualifications but find a lack of opportunity or have to take less challenging jobs.*
- *Denton Holme was closer to the City Centre than parts of Botchergate but did not feel involved in previous projects.*
- *The report stated that the partnership had been modelled on the County-wide LEP in order to feed into and support the LEP. A Member suggested that the sentence should be amended to read “.....in order to feed into, challenge and support the LEP.”*

The Deputy Chief Executive advised that Officers had concerns about how to better support the LEP but were not clear on how the LEP linked with the Department of Trade and Industry. He felt that the LEP had an under-performing role in Carlisle. The Deputy Chief Executive reminded Members that there had been inward investment through the Regional Growth Fund, eg Pirelli, and also businesses had invested themselves, eg United Biscuits. There had also been inward investment through major supermarkets locating in areas of Carlisle.

With areas such as Denton Holme, the Deputy Chief Executive believed that it was important to be mindful of pockets where businesses existed and the issue would be looked at as part of the Carlisle Ambassador scheme.

- *A Member was concerned that four of the Members of the Panel were also County Councillors and there had been little said about liaison with the County Council and suggested that Officers and Members look at ways of working together.*

The Economy and Enterprise Portfolio Holder advised that there had been a lot of co-operation between the Councils and that co-operation worked well at a Local Area Committee level. The County Council had many pressures placed upon it particularly in areas where there was deprivation. However, the Portfolio Holder believed that there was also deprivation in areas of Carlisle but it had always been regarded that Carlisle was an affluent City and that it could cope. The Portfolio Holder suggested that all Members should work together for the benefit of the people of Carlisle.

The Deputy Chief Executive advised that the CEP was looking at ways to change that perception of Carlisle and that the group was lining up and linking better with the County Council.

The Deputy Chief Executive then gave a presentation on the Carlisle Story. A book had been produced that would provide Officers with a guide about the project. He advised that the CEP would be interested in the views of the Panel on Carlisle's proximity to the Lake District and how that could be marketed. The consultant who had worked on the Carlisle Story had stated that the Carlisle needed to ensure that if a person was taking a holiday in the Lake District it was made clear to them that Carlisle was the nearest city. The graphics of the Carlisle Story were designed to represent the history and the future of Carlisle. There was a large collection of photographs that would be available to Officers and Ambassadors to promote Carlisle. Ms Tattersall was using some of the graphics for the new college arts centre and there were plans to use the graphics as part of the public

realm improvements. The graphics may not be used in the Council's Customer Contact Centre but may be used as part of Phase 2 of the Tourist Information Centre improvements.

The Deputy Chief Executive stated that the group were clear that the services provided by the City Council were not diluted and he was working with the Council's Communications Officers to ensure that would not happen.

The Deputy Chief Executive explained that the Carlisle Ambassadors scheme had involved a steering group of several businesses and 120 businesses had been invited to the launch, after which a few people had joined the scheme. He hoped that the scheme would be self-sustaining and would be able to make strong representation to the LEP. The CEP would monitor the performance of the Carlisle Ambassador scheme.

- *Something needed to be done about the poor signage both on the M6 and the trans-Pennine train routes.*

The Deputy Chief Executive advised that at the launch of the Carlisle Ambassador scheme examples of how Burnley had promoted itself were given. It had been suggested that adverts about Carlisle could be placed on the rear of Stobart lorries.

- *People do not appreciate how Carlisle had improved over the years. A lot of people came to Carlisle to see the Roman Wall and English Heritage had covered up a portion of the Roman Wall at Stanwix.*
- *The CEP needed to make the most of the fact that Carlisle was a part of the Lake District in which people could afford to live and was still close to Keswick and the South Lakes.*
- *It was important to keep the City Council apart from any branding of the Carlisle Story as people may not be so enthusiastic if they believed that the City Council was the main driver.*

The Deputy Chief Executive reiterated that the Carlisle Story was not a City Council project. The Council had supported and kick started the project but it was now up to people in the City to take the project forward. The Deputy Chief Executive acknowledged that it would take an amount of trust on the part of Members to stand back and allow the CEP to take the project forward. He advised that there had been some buy-in from local businesses and another event would be held at some point in the future. The Deputy Chief Executive confirmed that a copy of the slides from the presentation would be made available to Members.

- *Not a lot had been said about young people leaving school. There were no apprenticeship schemes and no training available to them.*

The Deputy Chief Executive advised that there was a lot of training available in Carlisle. It was difficult for some small businesses to have a large training programme but he believed that young people did not appreciate how much training was available. The priority was to work with young people as there were a lot of apprentice schemes in Carlisle.

Mr Ward advised that the trade industries were working together to find apprentices to train. That was part of reaching young people and schools to ensure young people gained

the appropriate qualifications to get onto the skills ladder. Mr Ward explained that a lot of engineering firms were finding it difficult to find young people with the right skills.

- *Were Trades Unions invited to be part of the scheme?*

The Deputy Chief Executive confirmed that at present they were not part of the scheme but agreed that it would be useful to include them in future and he would be happy to discuss the matter further.

- *In the past ward based figures on worklessness had been provided to Members which had been very useful.*

The Deputy Chief Executive agreed to look at reinstating that information.

RESOLVED: 1) That Report ED.21/13 – Carlisle Economic Partnership be accepted with thanks.

2) That the Deputy Chief Executive provide Members of the Panel with a list of CEP and LEP representatives.

3) That the Deputy Chief Executive look at how ward based information regarding worklessness could be e-mailed to Members.

4) That an update on the CEP would be submitted to the Panel every six months and that the web pages would be kept up to date.

EEOSP.51/13 OVERVIEW REPORT AND WORK PROGRAMME

The Overview and Scrutiny Officer presented report OS.18/13 which provided an overview of matters related to the work of the Environment and Economy Overview and Scrutiny Panel. Details of the latest version of the work programme and Key Decision items relevant to the Panel were also included.

The Overview and Scrutiny Officer reported that:

- The Notice of Key Executive Decisions had been published on 5 July 2013. The items that related to the work of this Panel were:
 - KD.01/13 – Purple Sacks Review – this issue had been considered by the Panel at their meeting on 8 May 2013 and would be considered again by the Executive at their meeting on 5 August 2013.
 - KD.019/13 – Agency Agreements for the Enforcement of On and Off Street Parking – the Executive would be asked to consider options in relation to potential new agency agreements with Cumbria County Council and Eden District Council for the enforcement of on and off street parking in their relevant areas at their meeting scheduled for 5 August 2013.
 - KD.018/13 – Play Area Review – this matter would be considered by the Community Overview and Scrutiny Panel and had been included as an item for the Environment and Economy Panel in error.

- The following Minute Excerpts had been received from the Executive's meeting held on 1 July 2013 and were included in an appendix to the report:
 - Minute Excerpt EX.68/13 – Carlisle District Local Plan 2015-2030 – Preferred Options
 - Minute Excerpt EX.74/13 – 2012/13 Summary of Service Standards.
- Task and Finish Groups – The final report of the Talkin Tarn Task and Finish Group was presented to the Executive at their meeting on 31 May 2013. The Panel were asked to consider future dates for monitoring of the implementation of the recommendations and indicated that an update on the recommendations made by the Panel were attached to the report as an appendix.
 - *Members were concerned that the recent spell of good weather may lead to some complacency regarding the recommendations.*

The Environment and Transport Portfolio Holder advised that the Executive would look at the whole aspect of Talkin Tarn and believed that there would be an improvement in sales for the coming year. The franchise for the boats was going well and the income on the tea room had increased. The main issue now was how to promote the Tarn outside of the area. The Portfolio Holder believed that Brampton railway station was too far away from the Tarn for people to walk there and people in Brampton already knew about and used the area. The Portfolio Holder advised that she was meeting with bus companies on a different matter but that she would ask them to investigate how Talkin Tarn could be better routed by the bus companies.

- *Would it be possible to have a leaflet about the Tarn?*

The Director of Local Environment advised that she would look at the cost of producing leaflets and added that information was already included in the Carlisle Focus magazine. There was no budget currently available to produce a leaflet but she would look at how the production of leaflets could be financed.

- *A Member had visited Talkin Tarn and was disappointed in the condition of the area. He believed that was a result of not having an Officer on site at all times.*

The Director of Local Environment advised that there was a vacant post within the Green Spaces Team but it was not based at Talkin Tarn. There was also another vacant post in the Directorate and due to budget pressures within the Directorate a decision would have to be made about which post to fill. A review was underway that would inform that decision. The Director was aware that there were potholes on the road leading to the car park and advised that the work to repair the road was currently out to tender. Although there was no dedicated Officer on site the Director confirmed that the site was visited by an Officer on a daily basis.

- *There should be more marketing than just on the Council's website about Talkin Tarn but the area needed to be in a good state of repair when people visited. The Member suggested leaflets could be placed in newspapers in the North East.*

The Environment and Transport Portfolio Holder believed that marketing was also required in the City and that local people should be encouraged to use the facility.

One good marketing scheme was the “Love Where You Live” campaign which had been on the back of local buses.

- *What is the current situation regarding blue/green algae?*

The Director of Local Environment advised that it would never be possible to eradicate the algae altogether but it was currently at a safe level. The levels were monitored and warnings raised if the level became unsafe. The Director added that the current warm weather followed by heavy rain had provided the ideal conditions for the increase in the levels of the algae.

In response to a query from a Member the Director confirmed that there was nothing that the Council could do in relation to the condition of the former Tarn End Hotel as it was not in City council ownership.

- *Would it be possible to use the area for outdoor performances by schools?*

The Environment and Transport Portfolio Holder advised that outdoor performances were held at Kirklington Hall and Lanercost but they were weather dependent. The Council had to be careful about what it promoted at the Tarn as it was primarily an area of beauty and tranquillity.

- *Would it be possible to re-energise the Friends of the Tarn group?*

The Director of Local Environment advised that she would consult with the Neighbourhoods and Green Spaces Manager on how best to do that.

- *Would it be useful to have more marketing about Talkin Tarn at Brampton station?*

The Environment and Transport Portfolio Holder believed that if there were sufficient people getting off the train to go to the Tarn it may be useful but she believed that most people used the train to go to the North East and to get to school and work. People leaving the train at Brampton would need additional transport to take them to the Tarn.

- *With regard to the campsite, a Member was pleased that the Executive would consider that facility but reminded the Panel that initially it had been stated that all facilities at the Tarn would be free of charge. Since then charges for car parking had been introduced.*
- *The menu at the tea room needed to reflect what the people visiting Talkin Tarn wanted. It had been suggested that a discount in the tea room could be offered on the car parking ticket.*

The Environment and Transport Portfolio Holder believed that it was difficult to please locals and visitors to the Tarn as their needs were different, and the emphasis of the tea room was to visitors. The Portfolio Holder suggested that the menu could be changed to attract locals to use the tea room more frequently.

The Director of Local Environment reminded Members that car parking was free at the Tarn during the morning so those visitors would not have a car parking ticket to get any discount in the tea room.

- *A lot of local people did not know about Talkin Tarn so more needed to be done locally. The Member suggested putting notices in Community Centres and church halls as well as notice boards in the City Centre.*

The Director of Local Environment confirmed that an update on the implementation of the recommendations would be submitted to the meeting in January 2014 and that Officers would look at marketing and the franchising of the tea room.

- Work Programme – The Overview and Scrutiny Officer presented the current work programme and advised that a number of issues for scrutiny had been suggested. These included back lanes, dog fouling, fly-tipping, recycling, cycling and an update on the Love Where You Live campaign. Members agreed that a task group should be established to consider recycling issues.

- *The Tourist Information Centre Task and Finish Group was already established and their work could be expanded to look at tourism in general.*

The Overview and Scrutiny Officer advised that a report on tourism would be submitted to the Panel at their meeting in September 2013 so it may be prudent to wait until that meeting to determine what issues would need to be considered by a Task and Finish Group.

- *A Member asked for an update on the University's Business Interaction Centre?*

The Deputy Chief Executive advised that there had been a request for consultation and the tasks had been completed. Officers were working on the report to identify the improvements that had been carried out. He confirmed that a report would be submitted to the Panel at the next meeting and suggested that Members may like a tour of the Centre to see the improvements.

RESOLVED –1) That, subject to the issues raised above, the Overview Report incorporating the Work Programme and Forward Plan items relevant to this Panel be noted.

2) KD.019/13 – Agency Agreements for the Enforcement of On and Off Street Parking – the Executive would be asked to consider options in relation to potential new agency agreements with Cumbria County Council and Eden District Council for the enforcement of on and off street parking in their relevant areas at their meeting scheduled for 5 August 2013.

3) That reports on the implementation of the recommendations from the Talk Tarn Task and Finish Group would be considered at the meeting of the Panel on 16 January 2014.

4) That the Executive be asked to consider looking at marketing of Talkin Tarn and consider a franchise for the tea-room.

5) That a report on the Business Interaction Centre be submitted to the next meeting of the Panel and a tour of the Centre by the Panel to see the improvements to date be arranged.

6) That Councillors Mrs Bowman, Bowditch, Nedved and Whalen volunteered to take part in a Task and Finish Group to look at recycling to determine how it had changed since it was introduced and how recycling differed between rural and urban areas.

(The meeting ended at 12.15pm)