

Meeting Date: 06 January 2015

Public/Private*: Public

Title: **Leaders Portfolio Holder's Report –
Councillor Colin Glover**

Borderlands Initiative

Carlisle City Council is one of five local authorities involved in the Borderlands Initiative which includes Cumbria County Council, Dumfries and Galloway Council, Northumberland County Council and Scottish Borders Council as well as representatives from the Association of North East Councils. The Initiative acknowledges that there are common economic challenges experienced in the areas adjacent to the Anglo/Scottish border and therefore recognises that there are opportunities for working together, along with officials of the Scottish and UK Governments, to examine and exploit the enormous, as yet unrealised, potential of this area. The Borderlands Initiative is working to promote:

- The right conditions for economic growth;
- The competitiveness of its businesses;
- Added value in its key economic sectors;
- Inward Investment;
- Opportunities for our young people; and
- The right skills for our economy.

To date there have been two Summits of the Borderlands Initiative, (April & November 2014) involving Leaders and Chief Executives of all local authorities involved who have demonstrated a political will to take this work forward. There have also been a number of meetings of the Officer Working Group where background research has been compiled in relation to opportunities for cooperation. This work will continue into 2015, taking forward

key opportunities that have been identified for tourism; energy; forestry; education and training as well as connectivity in relation to improved transport and communications links.

Northern Futures Summit

I recently attended the Northern Futures Summit in Leeds hosted by Nick Clegg. The aim of the Summit was to identify initiatives which would benefit the economy of the north as a whole. There were representatives from all over the North but few from Cumbria. Carlisle has an important part to play in the Sub-regional economy and needs to be recognised as a modern vibrant city with a good quality of living. We are beginning to see the impact of the Carlisle Story which has helped raise the profile of the City by a marked increase in investors and developers talking to us about investing in the area.

Events debriefs

All the main events from 2014 have had debrief meetings; the learning from these will help us improve the events in 2015.

Community Events Panel

The panel met on Friday 1st December 2014 and agreed to give Jewish Living Exhibition £500 towards their event that was held from 2nd-11th December at Tullie House.

Events 2015

Carlisle is set to host a packed programme of events in 2015.

Some dates already set include:

- **Saturday 25 April:** Pirelli Carlisle Richard Burns Foundation Rally (Carlisle start TBC), Carlisle city centre
- **Wednesday 1 - Monday 6 April:** Easter International Market, Carlisle city centre
- **Saturday 23 - Sunday 31 May:** Carlisle Music City. Visit www.carlislemusiccity.co.uk
- **Monday 25 May:** Upperby Gala, Hammond's Pond
- **Saturday 6 June:** Cumberland Show, Carlisle Racecourse

- **Friday 12 - Sunday 14 June:** Crime Writing Weekend, Old Fire Station Arts Centre.
Visit crimeweekend.carlisle.city
- **Wednesday 17 June:** Pride and Prejudice open-air theatre, Talkin Tarn Country Park
- **Saturday 20 June:** Cumbria Pride, Carlisle city centre
- **Saturday 27 June:** Armed Forces Day, Carlisle city centre
- **Saturday 4 July:** Talkin Tarn Regatta
- **Friday 17 July:** The Sorcerer's Apprentice open-air theatre, Bitts Park
- **Thursday 13 August:** Treasure Island open-air theatre, Talkin Tarn Country Park
- **Saturday 22 - Monday 31 August:** Carlisle Pageant, Carlisle city centre
- **Saturday 31 October:** Fireshow Funday, Carlisle city centre
- **Saturday 31 October:** Fireshow, Bitts Park
- **Sunday 8 November:** Remembrance Sunday, Carlisle city centre
- **Date TBC:** Christmas Lights Switch On
- **Wednesday 2 - Sunday 6 December:** Christmas Market, Carlisle city centre

Emergency Planning

Preparation is underway to host the Sellafield Offsite Emergency Plan exercise in March 2015. A training day for the exercise will be held on 29th January and will test the set-up across the whole of the first floor and Council Chamber.

Marketing

Around 10 lamp post banners have been used to promote and support the launch of Carlisle City WiFi, the banners can be found around the pedestrianised area of the city centre. Posters are also on display at the Tourist Information Centre.

The artwork for all the marketing material is using the Carlisle Story graphics/branding and carries the 'Powered by BT Wifi' logo.