

Agenda item  
10(b)(vi)

**PORTFOLIO:**

**PROMOTING CARLISLE**

Report of  
Portfolio Holder:

**COUNCILLOR  
MITCHELSON**

1. **ROYAL VISIT**

The highlight of the year for Carlisle was the visit by Her Majesty the Queen and the Duke of Edinburgh on 05 August 2002. The weather was good, the City looked excellent and a large turnout of people made this a memorable day for those involved and those who came to spectate.

A lot of organisation went into the visit and I would like to record my thanks to everyone involved, both in advance and on the day, for their contribution to a hugely successful day for Carlisle.

2. **FOOD FAIR**

The Food Fair was a huge success in the City Centre over the Bank Holiday and has been praised by many people. It is now established as the region's largest Food Fair. An estimated 140,000 people visited the event over the five days, which included a staggering 44,500 people on the Saturday alone. A 12% increase on a normal Saturday trading. (Visitor figures provided by the Lanes Shopping Centre).

3. **QUEEN'S JUBILEE BATON RELAY**

The Queen's Jubilee Baton Relay event was very popular and well supported. Radio and TV coverage of the event showed the City Centre well and helped profile Carlisle.

4. **BRITAIN IN BLOOM**

The Britain in Bloom judges visited Carlisle during August. As previous winners in 2000 and finalists in other years the City is aware of the qualities and efforts required to succeed in this competition. The City Council is grateful to our staff and other parts of the communities for their work in making our City look so well. The judging panel from the Royal Horticultural Society looked at the City Centre, the City Parks and other aspects of the area including business and residential areas. The winners will be announced on 18 September 2002.

5. **CARLISLE FOCUS**

The Autumn edition of the Carlisle Focus was delivered on schedule, the next edition is due at the beginning of December.

The first edition of the staff focus magazine was produced on schedule, the second edition is currently being produced for distribution in mid September.

6. **COMMUNICATIONS**

On internal communications the public folders have been reviewed and the unit now manages the notice boards in the reception area of the Civic Centre. The Internal Marketing Group and the Internal Communications Staff Group continue to meet.

The unit is also involved in developing an action plan for [think@carlisle](mailto:think@carlisle).

The Communications Unit have been involved in the production of the Community Plan document, the first LSP newsletter, the Housing Link newsletter and a promotional leaflet for Stoney Holme Golf Course.

The Communications Unit have also been involved the publicity for the Love, Labour and Loss exhibition, the Roman Artefacts exhibition at the Castle, Upperby Gala, Carlisle Carnival and the August Bank Holiday Food Fair.