

ENVIRONMENT AND ECONOMY OVERVIEW AND SCRUTINY PANEL

THURSDAY 14 AUGUST 2014 AT 10.00 AM

PRESENT: Councillor Nedved (Chairman), Councillors Mrs Bowman, Caig, Dodd, Graham, Mitchelson, Watson and Wilson

ALSO

PRESENT: Councillor Mrs Martlew – Environment and Transport Portfolio Holder
Councillor Mrs Bradley – Economy, Enterprise and Housing Portfolio Holder

OFFICERS: Deputy Chief Executive
Director of Economic Development
Director of Local Environment
Countryside Officer
Green Spaces and Bereavement Services Manager
Overview and Scrutiny Officer

EEOSP.43/14 APOLOGIES FOR ABSENCE

There were no apologies for absence submitted.

EEOSP.44/14 DECLARATIONS OF INTEREST

There were no declarations of interest affecting the business to be transacted at the meeting.

EEOSP.45/14 MINUTES OF PREVIOUS MEETINGS

RESOLVED – That the minutes of the meetings held on 10 April 2014 and 2 May 2014 be agreed as a correct record of the meetings and signed by the Chairman.

2) That the minutes of the meeting held on 3 July 2014 be noted.

EEOSP.46/14 CALL IN OF DECISIONS

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

EEOSP.47/14 OVERVIEW REPORT AND WORK PROGRAMME

The Overview and Scrutiny Officer presented report OS.20/14 which provided an overview of matters relating to the work of the Environment and Economy Overview and Scrutiny Panel and included the latest version of the work programme and Key Decisions of the Executive which related to the Panel.

- The Overview and Scrutiny Officer reported that the Notice of Key Executive Decisions, published on 18 July 2014, included the following items which fell within the remit of this Panel.

KD.13/14 – Development at Rosehill – the Executive would be asked at their meeting on 18 August 2014 to approve the release and leasehold disposal of the property on

final terms to be agreed by the Director of Economic Development and the Property Services Manager.

KD.16/14 – Adoption of North Pennines Area of Outstanding Natural Beauty (AONB) Management Plan – the Executive would be asked to consider the North Pennines AONB Management Plan and refer to Council for Adoption. Members of the Panel agreed at the meeting on 3 July 2014 that they did not wish to scrutinise the Management Plan.

There was discussion about whether it would be appropriate to scrutinise the report on the Development at Rosehill. The Overview and Scrutiny Officer explained that the Executive would be making a decision on the matter at their next meeting scheduled to be held on 18 August 2014 and that Members could call-in the decision if they wished to give it further consideration.

The next Notice was due to be published on 15 August 2014. There were no Key Decisions that fell within the remit of this Panel.

- Litter Bin Review Task Group – The Task Group had held their initial meeting on 24 July 2014. Members of the Panel approved the draft Terms of Reference for the Group.
- Claimed Rights – Memorandum of Understanding – Members had received a report on the transfer of Claimed Rights to the County Council at the last meeting of the Panel. Members were informed that Officers from Cumbria County Council had indicated that they were now prepared to enter into a memorandum of Understanding for residual services and that they would ask their Legal team to draft the appropriate documentation. Officers from Cumbria County Council had notified the Highways Manager that they were meeting with their solicitors on 12 August 2014 to discuss the Memorandum of Understanding.

The Carlisle Weed Spraying Programme for 2014 had been provided and the Director of Local Environment explained that there would be two applications with a third on the basis of need.

The Environment and Transport Portfolio Holder reminded Members that weed control was the responsibility of the County Council.

- A meeting of the Scrutiny Chairs Group had been held on 17 July 2014. Notes of the meeting were appended to the report. The Resources Overview and Scrutiny Panel had agreed to appoint a Task Group to look at Member Empowerment and Involvement and requested two nominations from the Panel. Councillors Caig and Nedved agreed to sit on the Task Group.
- Work Programme – The Overview and Scrutiny Officer presented the current work programme and advised Members that the programme had been amended to take into account the Panel's discussions at their meeting on 3 July 2014.

The Overview and Scrutiny Officer advised that the date of the meeting in October was 21 October 2014 and not 23 October as stated on the Work Programme. That meeting (21 October 2014) would be held in the Business Interaction Centre. Details would be sent out nearer the time.

The Director of Economic Development advised that the report on the Local Plan, which was scheduled for consideration at the meeting in September, would not have all of the relevant information and requested that the item be moved to a later meeting of the Panel.

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

2) That Councillors Caig and Nedved sit on the Member Empowerment and Involvement Task Group.

3) That the report on the Local Plan be deferred from the September meeting to a meeting later in the municipal year.

EEOSP.48/14 TALKIN TARN COUNTRY PARK

The Chairman reminded Members of the Panel that a Task and Finish Group had looked at the ongoing work at Talkin Tarn and had suggested that a Business Plan be submitted to the Panel for scrutiny. The Business Plan was not ready for scrutiny but Officers had provided an update of the work undertaken so far. The Business Plan would be submitted to the Panel in October 2014.

The Green Spaces and Bereavement Services Manager submitted Report LE.13/14 which provided the Panel with an interim report on the development of a business plan for Talkin Tarn Country Park and included the financial results for the year ended 31 March 2014, analysis of strengths, weaknesses, opportunities and threats, and initial ideas for addressing opportunities, which would be addressed further in the business plan.

The Green Spaces and Bereavement Services Manager apologised that the Business Plan was not ready for scrutiny as anticipated as more information was required. The Green Spaces and Bereavement Services Manager thanked the members of the Task and Finish Group for their suggestions some of which had been implemented.

The Green Spaces and Bereavement Services Manager reminded Members of the background to Talkin Tarn and advised that it was estimated that there were 120,000 visitors to the Park each year. Car Parking charges had been introduced in 2010 and increasing those charges would be an option for bringing in additional revenue.

Expenditure for the year, including maintenance of the park and running the tea room totalled £183,000. A contribution to central recharges of £60,000 brought that figure up to £243,000.

Income was generated through a number of streams and the total income for the year was £248,500.

The Green Spaces and Bereavement Services Manager was encouraged by the results which were a surplus of £5,500 on the year and made a £60,000 contribution to the City Council's central costs.

The Green Spaces and Bereavement Services Manager outlined the developments that had taken place over the previous twelve months.

A SWOT analysis indicated the strengths and weaknesses of Talkin Tarn as well as the opportunities and threats.

Survey data had indicated that the average contribution per visitor the Talkin Tarn Country Park was currently £1.00 and the total number of visitors was slowly increasing. Visitor numbers closely correlated to the weather and visitors were drawn from a wide catchment area including a significant number from the Tyne Valley.

The Green Spaces and Bereavement Services Manager outlined the objectives of the business plan which included the optimising of the customer experience at Talkin Tarn Country Park, from arriving at the park entrance, parking their car, assessing the woodland and lakeside, taking part in some of the activities on offer and enjoying some refreshments at the catering outlets. Within that framework it was important to ensure that the outstanding environment of Talkin Tarn was protected and conserved for future generations and that the commercial aspects of the park were in tune with the location.

The strongest safeguard for the future of the park would be evidenced by it performing as an asset to the City Council and that would mean it would have to be able to show a significant degree of financial self reliance. The SWOT analysis suggested there may be some additional development work to do on the commercial aspects of the Tarn in order to achieve that outcome. More details would be included in the business plan on the options available to the Council.

The Green Spaces and Bereavement Services Manager presented photographs of the changes that had been made at the Country Park, including improvements to the infrastructure, the Tea Room and some of the rare plants and wildlife that can be seen.

The Green Spaces and Bereavement Services Manager advised that there were a number of reviews on Trip Advisor which were very positive.

The Environment and Transport Portfolio Holder explained that it was vital that there was a balance between the provision of sporting/water activities and the nature of the area.

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

- *The road leading to the car park had been resurfaced. Was it made clear to the public that the funding for the work had come from funds raised from the car park?*

The Green Spaces and Bereavement Services Manager believed it was not and that was something that needed to be reinforced.

- *It was good to see that the loyalty card scheme, which had been one of the suggestions made by the Task and Finish Group, was working. It would be good for the Park if events such as Triathlons could be televised.*
- *Staff at Talkin Tarn work hard and the improvements are clearly visible. It is important to keep flexibility of hours of operation in line with weather conditions and possibly later opening.*

The Environment and Transport Portfolio Holder explained that the report stated that income at the Tarn was weather related and the weather had been good this year. The

Portfolio Holder believed that Officers needed to try to look ahead and think what may be needed and cater accordingly. The experience at Talkin Tarn had to be good whatever the weather.

- *How could the Council achieve that flexibility? It would be difficult to manage.*

The Green Spaces and Bereavement Services Manager agreed that it would be difficult to manage but many of the staff were on casual contracts and accordingly were happy to work additional hours. He gave an example of a forthcoming production of *The Tempest* at the Tarn which could include dinner prior to the performance. That would be required staff to work outside normal working hours. The issue would be included in the Business Plan.

- *How successful is the Membership Scheme at £52 per year?*

The Green Spaces and Bereavement Services Manager explained that the Membership Scheme provided free parking and other benefits. The scheme would be considered as part of the Business Plan but it was possible that people were not aware of the scheme.

- *Was the usage of the Education Cabin to be reviewed?*

The Green Spaces and Bereavement Services Manager advised that Mr Watson who held the water sports franchise had benefitted from pre-booked groups and that was something that could be built upon in relation to the Education Cabin. Officers were looking at other ways to use and market the Cabin eg for parties or small wedding receptions.

- *With the onset of winter it is important that the paths are kept in a suitable condition for wheelchairs, etc.*

The Environment and Transport Portfolio Holder advised that while access to the Park was vital it was also important to remember Talkin Tarn was a country park and it would be wrong to make it too urbanised.

- *Does holding back the Business Plan impact on the success of Talkin Tarn over the summer?*

The Green Spaces and Bereavement Services Manager did not believe that the delay in the delivery of the Business Plan would impact on the Country Park. When Officers receive firm recommendations they would be implemented but that would not be until next year.

- *How can we ensure there is a quick response to additional staff requirements in times of good weather?*

The Green Spaces and Bereavement Services Manager explained that staff often worked longer than advertised when the Park was busy but there does come a point when the coffee shop has to close. If people wish to purchase coffees/ice creams outside of those hours Officers would look at the potential benefits of the shop remaining open for longer. That issue would be considered as part of the Business Plan.

- *The report refers to commercial competition. Where is that competition?*

The Green Spaces and Bereavement Services Manager advised that the competition came from garden centres in Brampton which had coffee shops and Lanercost priory tearoom. Officers believed that it would be useful for those establishments to work with them. For example people would not spend a whole day at either Lanercost Priory or Talkin Tarn but could be encouraged to spend half a day at each.

- *How far had Officers investigated the possibility of holding a licence for weddings at Talkin Tarn?*

The Director of Local Environment advised that costs had been investigated and it was currently under consideration and would be included in the Business Plan as a proposal.

The Environment and Transport Portfolio Holder added that it would be a perfect venue for a wedding and that the matter should be explored further.

The Environment and Transport Portfolio Holder agreed to provide Members of the Panel with the results of the Customer Satisfaction survey.

RESOLVED: 1) That report LE.13/14 – Talkin Tarn Country Park be noted;

2) That a report including the Business Plan be submitted to the Panel at their meeting on 21 October 2014.

3) That the results of the Customer Satisfaction survey be made available to Members of the Panel at a future meeting.

EEOSP.49/14 CHAIRMANS ANNOUNCEMENT

The Chairman of the Panel advised that the item on the Carlisle City Centre (Draft) Development Framework would be taken as the next item on the agenda to facilitate the attendance of the consultant from GVA.

EEOSP.50/14 CARLISLE CITY CENTRE (DRAFT) DEVELOPMENT FRAMEWORK

The Director of Economic Development submitted report ED.30/14 that updated Members of the Panel on the recommendations and key proposals within the draft City Centre Development Framework including the arrangements associated with the current public consultation. The Director introduced Mr Argent who was the GVA consultant who had led on the retail capacity study. The Director gave a presentation that complemented the report.

The Director of Economic Development explained that GVA were appointed in June 2013 to prepare a Development Framework to guide future development in Carlisle City Centre to 2030. A key objective of the study was to identify suitable locations within the City Centre to accommodate future development to meet identified needs and specifically those relating to additional retail and leisure floorspace. That report was prepared in August 2012 and concluded that there was a significant quantitative and qualitative need for new Class A1 comparison (non-food) retail development within Carlisle over the period to 2030.

The National Planning Policy Framework, which all Local Plans must conform to, was categorical in requiring that identified needs for new development were met in full. The

priority for meeting that need should be within existing town and city centres subject to the availability of suitable development sites.

The 2012 Carlisle Retail study identified that there was a limited availability of potential development sites within the existing City Centre Primary Shopping Area which could accommodate substantive new retail development to meet the identified future needs. If appropriate sites could not be identified within deliverable timeframes the Council would be required to identify less central sites to meet the needs arising.

The Director of Economic Development explained the six stages that the City Centre Development Framework followed and advised that the current draft City Centre Development Framework represented stage five.

The Director of Economic Development informed Members that the Carlisle Retail Study had set out a number of recommendations and concluded that the market share enhancement would only be achieved if the new provision which came forward was of genuine quality to add to the existing clothing and fashion offer in particular. The study further recognised that the balance between attracting new retailers to the City and facilitating new opportunities for existing retailers to upsize would be particularly important to ensure that any new scheme(s) did not lead to the significant displacement of retailers from the existing primary shopping area. The City Centre Development Framework had been developed within the context of the recommendations within the Carlisle Retail Study and responded to the requirements of the National Planning Policy Framework to meet identified needs in full.

An initial consultation had been held in November 2013 which focused on defining and analysing key character areas and setting out issues and initial options within each of those areas. Since then technical information had been used to refine the draft development framework further. Each of the character areas had been categorised according to their potential for future change and prospective scope for intervention and the Director of Economic Development outlined those areas.

The Director of Economic Development further explained that recommendations in relation to each of those areas a consultation leaflet that had been circulated to Members of the Panel provided greater details on the recommendations for all of the character areas and the preferred option in responding to identified retail needs.

A five week consultation on the draft City Centre Development Framework began on 28 July 2014 and interested parties had until 1 September 2014 to submit comments. Consultation material was available through the Council's website and copies had been deposited at Carlisle Central Library and the Civic Centre. Copies had also been placed in each of the Group Offices within the Civic Centre. An exhibition displaying details of the City Centre Development Framework would be available throughout the consultation period at the Civic Centre and two public drop-in sessions had been arranged.

Details of the consultation were provided by the Director of Economic Development and a presentation on the draft City Centre Development Framework had been given at an Informal Council meeting prior to the start of the consultation.

Officers had already responded to a number of requests from interested parties and would continue to do so throughout the course of the consultation.

Following the close of consultation responses would be analysed and considered in the preparation of the final City Centre Development Framework Report. Further to that the recommendations and proposals within the final City Centre Development Framework would be used to inform relevant aspects of Carlisle's emerging new Local Plan and the 'publication' draft of the City Centre Development Framework which would be subject to its own consultation in early 2015.

The Director of Economic Development explained that further work would need to be undertaken to support that the eventual preferred option(s) for new development being taken forward would be suitable, available and deliverable.

The Director of Economic Development confirmed that Officers would continue to accept comments when the consultation closed on 1 September 2014.

The Economy, Enterprise and Housing Portfolio Holder was concerned that people would react to headlines and not read the whole content of any articles in the press. She reiterated that the proposals were indicative of what may happen, that they were not definite decisions and that any changes may not happen for several years.

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

- *Any development of the City Centre would have to reflect the heritage of the City.*

The Economy, Enterprise and Housing Portfolio Holder advised that the proposals on the area retained some of the important buildings within the City.

- *Was the demolition of the Civic Centre a realistic option? It was an iconic structure.*

The Director of Economic Development explained that the issue had been raised at a recent informal Council meeting and opinions were divided. That decision would be taken at some point in the future with regard to what was important for the City Centre.

- *Architects don't always design buildings that people want. It is important that we help the Development Control committee to make wise decisions in relation to the City Centre.*

The Economy, Enterprise and Housing Portfolio Holder advised that a development brief would be drawn up and put out to consultation. Professionals would be invited to submit designs and there could be a competition to determine the final design. There would be prestige linked to the design.

The area would be most visible on the approach from the Stanwix area and it would be a challenge to create an iconic impact. The Portfolio Holder advised that the Development Control Committee had in the past refused applications and requested architects to make plans for acceptable.

Mr Argent explained that the draft framework was about the principle of bringing forward a scheme. Designs would come forward when the principle of that scheme had been agreed. The National Planning Policy Framework stated that development had to be sensitive to the historical environment. The reasons for the consultation at this stage were to look at whether there was a need to expand the retail core, and to decide whether the site was right and whether the Civic Centre should remain or be demolished.

- *Was there a separate report on the retail study? Would Members have access to that report?*

Mr Argent advised that there was a retail study that defined the natural catchment area. Consultants had looked at the urban and outlying areas as well as Allerdale and Copeland and as far as the Yorkshire Dales. The study was to assess on clothing shopping as that was the main reason people travelled to other shopping centres.

The Director of Economic Development informed Members that the Retail Study report was available on the internet.

- *Members had been advised that the Crown could do what they wished with the Crown buildings eg Magistrates Court and that the City Council would have no input. Could that building be demolished as part of the proposals?*

The Director of Economic Development explained that the Crown did have certain powers and were now saying that they did not need as many buildings as in the past. Discussions with the Ministry of Justice were ongoing.

- *With regard to the consultation what type of questions were asked? How many people were contacted? What were the responses?*

The Director of Economic Development advised that the consultation had been similar to that undertaken for the Local Plan. There were no closed questions; people were invited to attend consultation events and leave comments. A recent event in the Assembly Rooms had been well attended and a number of Officers from the Economic Development team were in attendance. People asked questions and left responses.

- *Had Officers talked to the residents of the Rickergate area?*

The Director of Economic Development explained that Officers had spoken to the residents that could be affected by the proposals. Letters had been sent to them prior to the consultation and the Development Manager had met with the Save Our Streets group. The Director confirmed that she would be happy to meet any of the residents to discuss the draft framework if requested.

- *Had the retail study identified the requirements for the next 20 years? Was the development to be done in stages?*

Mr Argent explained that the retail study was up to 2030 and looked at development in five year increments.

- *Would there still be some requirements under Council policy?*

The Director of Economic Development explained that planning guidance stated that the City Centre took preference when looking at retail development. Larger stores that would naturally be out of town such as DIY stores would be different and there would need to be a planning statement indicating why the development was out of town.

Mr Argent advised that the retail study and the draft development framework was looking more at the high street style of shopping.

- *Had the cost of replacing the Civic Centre been taken into account?*

The Economy, Enterprise and Housing Portfolio Holder explained that that decision was outside of the planning process.

- *It would be a large cost that would need to be factored in. Members believed that it was important that the Civic Centre was not relocated out of town.*

The Director of Economic Development agreed and stated that at present consideration was being given to the retail requirement issues and the protection of the City Centre. When the Business Case and Business Plan were taken forward consideration would be given on where the City Council would be re-located if necessary but Officers were keen to keep it in the City Centre.

- *The areas identified for retail expansion were to the north of the City Centre. That could lead other areas into decline eg the Citadel area.*
- *If the City Centre was to move to the north there could be implications in relation to the road layout.*

The Director of Economic Development agreed that traffic would be a key issue and stated that there would be consultation with the Highway Authority as part of whole package of issues that would need to be addressed.

The Deputy Chief Executive advised that consideration of possible relocation of the Civic Centre would be a subject for debate. There had been changes within the City Council and staff numbers had reduced.

- *Was it likely that the car park in Lowther Street would be given preferential status for development?*

The Director of Economic Development advised that it would be necessary to fit in the required 200,000 sq ft where possible. If a developer came forward for that site the application would be considered on its merits.

- *Planning permission had been granted for the site on Caldew Riverside. Would development on the site be implemented?*

The Director of Economic Development explained that planning permission had been granted to Tesco who had implemented that approval in planning terms as they wished to keep the permission live.

- *How had the evidence for the 200,000 sq ft been calculated?*

Mr Argent advised that the requirement had been calculated using methodology devised by GVA based on population growth, performance of the City Centre, numbers and physical constraints. From that figure 15% is removed to take account of on-line shopping. The reality was that Carlisle was a sub-regional centre with capacity for growth and in a wide catchment area.

- *Was there sufficient evidence that another department store was required?*

Mr Argent explained that some soft marketing had been undertaken that had indicated the need for retailers.

- *What were the effects of on-line shopping?*

Mr Argent further explained that the retail trend was that there were fewer, but larger, stores in the catchment area. Retailers still wanted new shops to display merchandise alongside the internet provision. The retail study acknowledged that spend was lost by people shopping on-line.

- *A Member requested that Members receive a full copy of the responses from the consultation.*

The Director of Economic Development confirmed that a short report on the responses could be submitted to the next meeting of the Panel. A full report would be submitted as part of the consideration of the Local Plan.

The Chairman thanked Mr Argent for his attendance and input at the meeting.

RESOLVED: 1. That report ED.30/14 – Carlisle City Centre (Draft) Development Framework – be noted.

2. That an update on the consultation feedback to submitted to a future meeting of the Panel.

EEOSP.51/14 UPDATE ON THE SENSE OF PLACE PROGRAMME

The Director of Economic Development submitted report ED.29/14 which updated Members on the implementation of and key initiatives associated with the Carlisle Sense of Place programme.

The Director of Economic Development outlined the background to the Carlisle Story and advised that a number of further initiatives had been instigated with partners as a means of pro-actively driving the Sense of Place agenda.

One of those initiatives was the Ambassador Scheme which was launched in July 2013 and had brought together businesses from across the City with the common purpose of bringing the Carlisle Story to life. There were currently 59 organisations signed up to the Ambassador programme, including the City Council. A number of Ambassador events had taken place over the past year and it was anticipated that the next series of events would commence in September.

The Prospectus built on the Carlisle Story and constituted a powerful promotional document. The content was designed to provide an introduction to Carlisle and employed the Sense of Place branding to aid a consistent marketing approach. It was the intention that the Prospectus would feature within and headline similarly branded folders the content of which could be easily tailored to suit the needs of an event, opportunity or specific agenda.

No formal launch of the Prospectus had taken place but copies had been made available at the recent Ministerial Announcement of successful Local Enterprise Partnership

Funding in Longtown and at the recent Carlisle Partnership Annual General Meeting. Initial feedback had been very positive.

Two different size copies of the document would be available as well as an electronic copy. In due course it would be made available to all who wish to use it as part of their own marketing material.

The Director of Economic Development explained that the numerous resources associated with the Sense of Place programme would be free of charge to any local business wishing to make use of the key documents and branding. The Director of Economic Development outlined the existing resources available.

To maximise the benefits of employing those resources and to secure the best level of support those businesses wishing to make use of the programme were encouraged to participate in the Ambassador Programme. The Sense of Place programme operated alongside and complemented other local programmes and initiatives which also supported the programme.

Assorted marketing material had featured at numerous events and conferences in Carlisle, Kendal and Gateshead.

The Director of Economic Development gave an example of how the programme worked in practice and benefitted the area. The Local Government Association had also approached the City Council to provide a case study of the Sense of Place campaign at a recent conference in Bournemouth.

In order to sustain the momentum of the programme and increase its success the Ambassadors Group had identified a need to appoint a dedicated programme manager. To allow that to move forward funding was now in place to support an appointment on a full time basis for an initial twelve month period with the cost of doing so being match funded by the private sector.

In order to sustain the post in the longer term a key role of the Place Manager would be to work with the Ambassadors and local businesses to sell the benefits of supporting and buying into the programme. Unfortunately the recruiting panel were unable to appoint from those applicants who had been shortlisted for interview and options were currently being considered which would ensure that the Ambassador programme did not lose momentum.

The costs associated with the programme to the end of June 2014 were included in the report. The costs covered all aspects of the programme with the exception of the Prospectus which had been met by the City Council within existing economic development related budgets.

So far the cost of the Sense of Place programme had been funded through a private/public sector partnership. The delivery of the four Ambassador events had been funded entirely by those who hosted them and Ambassadors had been offering significant incentives directly in response to the Sense of Place programme through discounted products and services.

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

Ambassadors Scheme

- *Members had been notified which large businesses were taking part in the Ambassadors Scheme. Were they the board that was making the decisions on funding? Which small businesses were involved?*

The Director of Economic Development explained that a number of small businesses sat on the board and attended the Ambassadors group meetings but more small businesses were needed.

- *The cost to small businesses of being part of the Ambassadors scheme was £500. Was that prohibitive?*

The Director of Economic Development advised that the figure indicated a contribution and was negotiable and she was happy for that to be reflected in the documents. Similarly the contribution from sole traders was negotiable.

- *The Carlisle Story proposed Carlisle as the City of the Lakes. For some time there had been attempts to make Carlisle a destination in its own right.*

The Director of Economic Development agreed that Carlisle needed to stand up and promote itself. The title City of the Lakes came from the consultation work following discussions with communities and businesses. It could not be ignored that Carlisle was adjacent to the Lake District. The title was a way of marketing the city and businesses had been supportive.

- *There were differing views between businesses and the tourist industry. The Carlisle Story appeared to be promoting Scotland. Signage on the M6 showed Scotland above Carlisle.*

The Deputy Chief Executive advised that the issue was part of the interpretation of the Carlisle Story. The point was to show the location of Carlisle as people outside of Carlisle found it difficult to locate the City.

- *That was not clear. Showing Carlisle as the gateway offered a different aspect that could be misinterpreted.*

The Deputy Chief Executive explained that the Carlisle Story was in its early stages and it was an attempt to show the location of the City. The remainder of the prospectus showed how great the City was but more work was needed. The Deputy Chief Executive confirmed that he would pass Members' comments on to the Ambassadors Group.

- *A Member stated that he would like to see the results of the Ambassadors Scheme.*
- *With regard to tourism, the Ambassadors Scheme was mainly big businesses and tourism was not necessarily just about tourism but could also be of benefit to businesses.*

The Deputy Chief Executive explained that there were different scales of tourism providers. Two of the Ambassadors meetings had been on tourism – one had been about Tullie House and the other about tourist activity in the region.

The Director of Economic Development added that it was important to get the balance right and the Carlisle Story was promoting all businesses including tourism.

- *As it had not been possible to appoint a Place Manager would the emphasis now be across the whole sector including tourism?*

The Director of Economic Development agreed that tourism was an important part of the Carlisle Story but was very diverse and involved a lot of small businesses.

The Economy, Enterprise and Housing Portfolio Holder stated that she was happy that so many businesses had shown an interest in and were promoting the City. She hoped Carlisle would continue to attract more businesses to develop the City further.

- *What has the Ambassadors Group achieved in the past year?*

The Director of Economic Development advised that the group had looked at branding which had been evident on hoardings, e-banners and in the foyer of the Civic Centre. Discussions were also taking place with Virgin trains with regard to the refurbishment of the station. The Director advised that she would circulate a list of achievements made by the Ambassadors Group.

- *Some businesses had advised that they had difficulty accessing and downloading the branding and had given up. Also larger companies had their own corporate designs and may not wish to use the Carlisle Story branding.*

The Director of Economic Development advised that if people had difficulty downloading the branding it was available either on CD or memory stick by contacting the Economic Development department.

Resources

- *The report stated that the cost to the City Council so far this year was £929. Was that figure likely to change by the end of the year?*

The Director of Economic Development explained that that was difficult to predict. However all spending was scrutinised to ensure it was spent effectively. The Director of Economic Development did not anticipate the costs would be as high as previous years. The cost of the Place Manager had not been factored in as that cost was already included in the Economic Development budget.

- *Who were the target audience for the Prospectus?*

The Director of Economic Development explained that Mr Stevenson MP had wanted something to give to people to promote Carlisle. Officers had produced the Prospectus which could be given out by the MP and businesses to people outside of Cumbria. There was also a booklet and a folder into which businesses, including the tourist sector, could put information relevant to their own business.

- *There are no contact details on the Prospectus.*

The Economy, Enterprise and Housing Portfolio Holder advised that the Prospectus was part of the pack which included contact information. The campaign had achieved national recognition including from the Government and had been held up as an example.

The basic idea of the pack was to enable Carlisle to be seen as an attractive place to visit and to set up a business. Carlisle currently had an aging population and it was important to attract and keep young people in the area.

- *With regard to the Place Manager it had been stated that that post may now have a marketing role. What was the City Council's contribution and was that ongoing?*

The Director of Economic Development advised that the cost was £25,500 and options of the role were being reviewed.

- *Who is the lead with regard to the Place Manager role – businesses or the City Council?*

The Director of Economic Development advised that ownership was with the steering group which the City Council were supporting.

RESOLVED: 1. That report ED.29/14 – Update on the Sense of Place Programme – be noted.

2. That a further report be submitted to the Panel in March 2015.

(The meeting ended at 12.15 pm)