

Decision Ref No	PF.024/03
Subject Matter	TULLIE CARD ELIGIBILITY
	To consider extending the eligibility of the Tullie Card to Eden residents as part of the Local Strategic Partnership (LSP) for a trial period commencing in November 2003 and ending 31 March 2004.
Decision	To extend the eligibility of the Tullie Card to Eden residents as part of the LSP for a trial period commencing in November 2003 and ending 31 March 2004.
Key or Non-Key Decision	Non-Key Key Decision Ref Not applicable
Portfolio	Health and Community Activities
Who made decision	Councillor Knapton in accordance with Paragraph 8.2 of the Leader's Scheme of Delegation.
Date	27-Oct-03
Reports and Background Papers considered	None
Reasons for Decision	The Tullie Card is a valuable method of creating loyalty and encouraging frequent visits from people who hold it. The LSP offers a viable route to broaden the range of joint working between Carlisle and Eden. Research has shown that for visitors outside of the Carlisle area to Tullie House, those from Eden are most frequent. Offering them an opportunity to buy a Tullie Card is a means by which the frequency of visits can be increased.
Summary of Options rejected	Extending the scheme to all of Cumbria. Making the scheme permanent from the outset. Not having the scheme at all. Having a lower rate of admission for Eden residents.
Interests declared	None
Date published	28/10/03
Urgent decision not subject to call in	No
Consent of Chairman/ Deputy Chairman of Council	Not applicable
Deadline for call-in	4 November 2003 at 17.00
Implementation date if not called-in	5 November 2003
Relevant Overview and Scrutiny Committee	Community