

Minute Reference: EGSP.28/22

Meeting date: 14 April 2022

Public/Private

Written response to: Members of the Economic Growth Scrutiny Panel

Resolution: 2) That the Corporate Director of Economic Development circulate the following information to the Panel:

i. a copy of the six Economic Strategy Action Plan objectives;

Written response from: Jane Meek, Corporate Director of Economic Development

Response:

Objective 1: Driving housing and population growth:	
Key Actions	
1	Production a Local Plan for St Cuthbert’s Garden Village – Develop and adopt the Local Plan that will provide the planning framework to support the planned delivery of 10,000 new homes and over 9,000 jobs to the south of city
2	Review of the Carlisle Local Plan – undertake a review of the Local Plan, which was adopted in 2015, to ensure an adequate supply of deliverable housing and employment land.
3	Remediation of the Caldew Riverside site – Undertake detailed site investigation works and remediation of the site to enable the delivery a city centre living scheme to increase the city centre population to be progressed
4	Development and delivery of the first phase of ‘Start with the Park’ – Develop and deliver the project to improve cycling and walking connectivity to the Garden Village and the creation green infrastructure for the communities of Carlisle and future residents of the Garden Village

Objective 2: Growing our target employment sectors and levelling up our skills base and productivity	
Key Actions	
1	Supporting the redevelopment of the Citadels site – support the delivery of the scheme Deal to create a new campus for the University of Cumbria, to attract greater student numbers and boost the number of HE learners and graduates in Carlisle
2	Supporting the delivery of a Business Innovation Hub in the City Centre - support the delivery of the project to create a new business hub for the creative and digital sector, to support the growth of an emerging high value sector in the city to boost productivity

3	Supporting the delivery of Digital and Community Learning Hub - support the delivery of the project to create new learning hubs in the city centre and local centres, to improve digital access and skills.
4	Facilitating the continued growth of Kingmoor Park Enterprise Zone – Continue to support Enterprise Zone to grow and develop key employment sectors such as manufacturing and logistics

Objective 3: Increasing city centre vibrancy	
Key Actions	
1	Creation of a new events space at the Greenmarket – Upgrading of the area and the installation of infrastructure to create a focal point for the hosting of events in the city centre
3	Redevelopment of the Sands Centre – Investment in Sand Centre to improve the offer and experience and enhance the cultural and leisure offer in the city
3	Improvements to the Market Hall – Investment in the Market Hall, to improve the offer and experience, support local businesses and enhance the cultural and leisure offer in the city
4	Redevelopment of the Central Plaza site – progress the redevelopment of the site to support the businesses on Victoria Viaduct and the regeneration of the wider Station Gateway area.

Objective 4 - Enhancing digital and transport connectivity	
Key Actions	
1	Supporting the delivery of Carlisle Station Gateway project – support delivery of the scheme to upgrade the station, increase passenger usage and prepare it for HS2
2	Supporting the delivery of the Southern Link Road and Gateway projects - support delivery of the schemes to create a new connection to Junction 42 of the M6 and improve the highway network and streetscape within the city centre
4	Supporting the production of a Carlisle Local Cycling and Walking Infrastructure Plan – support production of a LCWIP that sets out a strategic approach to identifying improvements required in the City, to identify projects to improve the local cycling and walking networks.
5	Supporting the development and delivery of the Borderlands Digital Programme – Contribute to the development and delivery of a 4G mobile infrastructure in-fill programme to improve digital connectivity across the District.

Objective 5: Supporting rural development and innovation**Key Actions**

1	Produce a Place Plan for Longtown - Working with local businesses and communities in Longtown to develop and produce a Place Plan, to access funding for capital regeneration projects from the Borderlands Inclusive Growth Deal
2	Produce a Rural Strategy – Develop and produce a rural strategy to identify new priorities and actions, to support the development of the rural economy and respond to the challenges and opportunities presented by Brexit.
3	Secure investment in the western route of Hadrian’s Wall -Working with the Hadrian Wall Partnership, develop and produce a strategy for investment in the section of the wall that runs through the Carlisle District, to access funding from the Borderlands Growth Deal to improve the experience and boost visitor numbers
4	Support the development of Natural Capital Innovation Zone - Contribute to the development of natural capital investment programme funded through the Borderlands Growth Deal, to develop trials and sector strategies to capture the benefits of the region’s natural capital.

Objective 6: To raise the profile of Carlisle as a place to invest and do business in and to live, work and visit:**Key Actions**

1	Produce an updated investment prospectus for Carlisle - Develop and produce an investment prospectus that can be used to market Carlisle to national and international investors and developers.
2	Capitalise on the opportunities presented by the England’s Originals consortia – Develop and deliver the suite of augmented reality products to promote the District and grow domestic and international visitor numbers.
3	Develop a marketing strategy for the City – Explore new and innovative ideas to promote a strong and coherent image of Carlisle to a national and international audience.
4	Support and strengthen the Carlisle Ambassadors network - Continue to support the activities of the Ambassadors network and expand activity into business support and mentoring, to increase entrepreneurial activity and new business start-ups in the District.

Date: 04/05/22