

Report to:

Council

Agenda
Item

11(b)(i)

Meeting Date: 7 January 2014

Public/Private*: Public

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

E-billing marketing

We are promoting our e-billing message again with another iPad competition. Sign up before Friday 28 February 2014 for a chance to win. Promotion has been done through press release, website homepage, facebook, twitter and a number of direct mail letters to households currently paying their council tax by direct debit. Our reception staff are also approaching residents in the Civic Centre to promote the competition and take sign ups immediately.

Digital Champions

Work is continuing with a Digital Champions group to help increase our activity and engagement through social media. Work is also focussing on updating our web pages to ensure the content is relevant.

Carlisle Fireshow and Fireshow Funday

The Fireshow was held in Bitts Park on Saturday 2 November with pre-entertainment starting at 6.30pm. Approximately 35,000 people attended the event. Themed on 'The Carlisle Story', it animated the city's history with a dramatic tale that started in Roman times and included the Great Fire of Carlisle in 1292. There was also an appearance by the menacing Sheriff de Lucy who refused the citizens of Carlisle their right to trade, (all because the great fire burnt away the documents proclaiming their rights to trade) and the resurgence of the city as a thriving market town by King Edward III.

In conjunction with the Fireshow, a Fireshow Funday was held in the city centre between 2pm and 6pm. In addition to a free photo booth and facepainters in the Tourist Information Centre, there were street performers - including a duo walkabout comedy show, a tightrope walker, a stilt walker, a fire show performance. There was also a Carlisle Dance

Academy flash mob and music on the bandstand. Despite the wet weather, the event was very popular and feedback was very positive.

Christmas Lights Switch On

The Christmas Lights Switch On was held on Sunday 17 November, between 2pm and 5.30pm. Approximately 10,000 people attended the event. The event had a selection of local bands and celebrity acts. A big screen was used to advertise local businesses.

Festive events programme

Work was undertaken to promote the festive events programme which this year included an International Christmas Market, a Santa's Grotto in the Tourist Information Centre, the Christmas Carol Parade and the Market Hall Festive Fun Day. Support was also provided for the Small Business Saturday initiative.

The Coca Cola truck was extremely well received in the city centre and our festive lighting provided a perfect backdrop for this world famous truck. The International & MIC Markets included a lot of new traders this year and was well subscribed despite inclement weather closing it (for safety) on the Thursday, although some traders re opened for late night shopping in the afternoon.

2014 Events

Talks are underway with partners and stakeholders to organise a range of events for 2014, this will include commemorative events marking the commencement of the anniversary of the First World War. A full list of events will be published.

Rosemary Lane

Rosemary Lane (McDonalds) now has upgraded lighting and has been repainted. Economic Development and Community Engagement teams are working together to implement a scheme using CDRP monies which will see the installation of panels within the lane featuring imagery from the Sense of Place image library to reflect the all round Carlisle offer.

Carlisle Ambassadors' Meeting

On Monday 18th November, over 50 representatives of Carlisle's business community, including Story Construction, Armstrong Watson, Edinburgh Woollen Mill, Clark Doors Baines Wilson and many others attended the first ever Carlisle Ambassadors meeting, hosted by Kingmoor Park Properties Ltd.

Carlisle Ambassadors is a scheme that will unite businesses, organisations and individuals across the area in a powerful network to change perceptions of the city and area and raise its profile.

It was a tremendous turnout of the area's most influential people and a good starting point for them to start spreading the word as they go about their business activities throughout the UK. There are some extremely successful companies in the city together with a culture and history that is second to none, all within an area of outstanding beauty. We want to wrap that up, brand it and sell it regionally, nationally and internationally.

These volunteer Ambassadors will act as proactive advocates for the city with the power to influence what is said about it, how it is marketed, how it is portrayed in the media and organise events to get it known and thought about by the people that matters.

We are delighted with the response from local businesses. The Carlisle Ambassadors will act as proactive advocates for the city with the power to influence what is said about it, how it is marketed, how it is portrayed in the media and organise events to get it known and thought about by the people that matters. We all need to encourage businesses to sign up and be part of this exciting scheme.

Borderlands Meeting

Earlier this year a report was commissioned by the Association of North East Council's on whether the North East and Cumbria would benefit from greater Scottish autonomy - known as the Borderlands Report. We were invited to participate in the development of this report which concluded that there were linkages particularly in relation to travel to work, shop and leisure flows, labour markets, migration, inward investment and sectoral linkages including supply chains and these could be maximised by collaboration and partnership working.

As a result of the report representatives of the authorities on the borders were invited to meet members of the Scottish Executive and it was agreed that a summit should be held in the New Year to explore opportunities to work together. It is anticipated that the meeting will identify priorities for working together to maximise the economy of the area by identifying economic linkages including strategic transport and communication, rural development and tourism.