

Agenda 8(b)(vi)

PORTFOLIO:

PROMOTING CARLISLE

Report of
Portfolio Holder:

**COUNCILLOR
MITCHELSON**

1. **CITY VISION**

The City Vision document has now been endorsed by all partners and has been published. All partners and Councillors have been given copies.

2. **INTERNAL COMMUNICATIONS GROUP**

An Officer group has been set up to look at improving internal communications. Small project groups are currently gathering information for more detailed proposals.

3. **INTERNAL MARKETING GROUP**

Monthly meetings of this group are being held to discuss and disseminate information about corporate identity, publications, promotional material, sharing resources and joint working.

4. **CUMBRIA BRNACH OF THE LGA**

This body met in Whitehaven on 15th March 2002. It was agreed that a working group with representation from all authorities in Cumbria meet to discuss future programme and areas for discussion at future meetings.

5. TOWN TWINNING

Third UK Poland Local Government Conference – 15 and 16 April 2002

Councillor Mrs Geddes and Mr John Egan, City Solicitor and Secretary, represented Carlisle City Council along with Zbigniew Rychly and Mariola Fabanczuk their partners at Urzad Miejski Slupsk.

The conference was sponsored by generous donations from the European Commission and the British Embassy in Warsaw. Topics for discussion were extremely interesting, common problems being shared and experiences between existing partners and plans for the future.

The conference opened with the Local Government International Bureau highlighting the crisis in Town Twinning within Local Governments in both countries. Town Twinning like all other services must be able to stand up to Overview and Scrutiny and Best Value. It is no longer acceptable for links to exist for educational, social and cultural exchanges to take place. Mutual benefits for Business, including environmental connections for regeneration and development, in the form of practical projects with the direct co-operation of the twinning partners are what we should be about.

Regional twinning is the most important link for the European Union in the future as this will help to open a Northern Corridor for Trade Missions and transport that will relieve the burden in the south. Specialist training in IT and handling change will help businesses find commercial partners and better international relations. Existing partners who were not geographically placed within regional partnerships will experience difficulties in the future. (Slupsk is not in the Lodski region, which partners the North West Assembly).

This is only a short summary of the conference and will be followed by a full report available in the Members Library.