

Agenda item 9(6)

PORTFOLIO:

PROMOTING CARLISLE

Report of
Portfolio Holder:

**COUNCILLOR
MITCHELSON**

1. COMMUNICATIONS UNIT

The second presentation of Civic Awards was held at the Civic Dinner on 06 March 2003. The awards celebrated achievements in community, sport, education and business and recognised the contributions they all make to the City. Awards were presented to Border Harrier Stephanie Higham for coming sixth in the high jump in the last year's commonwealth Games; to Orton Village for its community Schemes; The Lanes Shopping Centre in recognition of its role in helping promote Carlisle; to Tony James, St Martin's College for his achievements and contributions to education; and to John Courtenay of Carlisle United in recognition of his work in revitalising Carlisle United and taking the Club to the LDV Vans Trophy final. The Club represented the City in such a sterling way at the Millennium Stadium, Cardiff, on April 06, despite them losing.

Tourist Information Centres linked up with their counterparts in Cardiff to provide travel and accommodation information and services to Carlisle United fans travelling to the Stadium and we published this and additional information on the website.

A new corporate exhibition stand has been produced and had its first outing at the Careers Fair at the Sands Centre. The stand was also on show for the City Vision breakfast meeting at Tullie House on April 01.

The Council has launched our first ever First Time voter marketing campaign this month to try and persuade young people to play their part in local democracy. The Communications team worked with graphic design students from Cumbria Institute of the Arts and a winning design was chosen with the help of sixth formers from Trinity School. The design has been worked into postcards and posters that

have been sent to sixth forms and colleges and pubs and clubs frequented by young people and the launch attracted positive media coverage.

The [Think@Carlisle](#) awards ceremony at the beginning of the month was another occasion when we were able to promote Carlisle and its citizens, this time in the field of education.

The website continues to be developed and now residents can make payments to the Authority on-line. An updated tourism and conference sites are also in the pipeline and a new young people's section is being designed.

The next, summer edition, of Carlisle Focus is currently being prepared and is due to be delivered in the first week of June.

The Communications Unit have worked with partners, including the LSP to promote a pilot scheme at Petheril Bank School called "Prevention through Performance", with connected Cumbria to produce a communications strategy for them and with Carlisle Leisure Limited to promote the Play Tennis Scheme through Lawn Tennis Association. In March, we were sponsors of the Young Enterprise County Trade Fair.

The Communications Unit have been included in media coverage for, amongst others, Bitts Park play area consultation, the Spring through the Cemeteries walks, payments on-line, the Healthy Eating Awards for which we also designed posters, leaflets and certificates, the wind chimes issue at the Cemetery, the walk for health project.

On the marketing side, the Communications Unit have produced material for the Spring Show, concessionary fares, sports grant and Upperby Gala. The new sports strategy document has also been designed and will soon be published.

2. OLSO TOUR

On Thursday 03 April 2003, Carlisle City Council hosted a party of politicians and Local Authority Officers from Oslo who were in the area on a Study Tour. They had been visiting local authorities in Scotland but requested a short visit to Carlisle, which would be their only visit to England. They spent the morning with Carlisle and District Primary Care trust to talk about the commissioning of services and how primary care operates in the UK.

They also had the opportunity to see the City Centre including Tullie House and the Castle before returning to Tullie House for afternoon tea.

3. CITY VISION

A Briefing meeting was held at Tullie House on 1st April for City Vision Partners and it was recognised that whilst the partnership hadn't met formally for some time progress was being made in terms of the City Council's contribution to the delivery of the Vision.

Partners had contributed to the development of City Vision through the production of a database which as well as including contact information also showed how individual organisations were contributing to the agreed cross cutting themes as set out in the Vision.

The City Council's realigned political and corporate structures assist in the delivery of its contribution to City Vision.

A further meeting of City Vision will take place on 23 May 2003 at Tullie House.

4. EVENTS

Arrangements are well in hand for this year's programme of events; a reminder list is attached to this report.

The Council contacted BBC Radio 1 about staging another 'One Big Sunday' in Carlisle this year, but unfortunately the BBC are only holding one event this year, which will be in Leicester.

Discussions have taken place with English Heritage and Carlisle Leisure Limited about the possibility of staging an outdoor concert this year, however, English Heritages current policy is not to hold concerts in their properties because of financial implications, although they are reviewing it. Time is working against the holding of such an event this year, but every effort is being made to attract a major act to perform in the park next year and possibly to create a music festival tying in with Brampton Live and the Cathedrals Festival of music.

A Continental Market with a variety of stalls from Europe and Australia is being held in the City Centre from Thursday 17 April 2003 and will be trading until Saturday 19 April 2003.

5. flog it!

A major day time BBC 2 Antiques series with an estimated 3 million viewers is being held on Carlisle. The first stage was the valuation day, which was hosted at the Crown and Mitre Hotel, Carlisle on Sunday 13 April 2003. The second stage is the auction, which will take place in the action rooms, Lowther Street on Monday 02 June 2003.

flog it! Is broadcasted on BB2 between 3.30 and 4.30p.m. each weekday