

PORTFOLIO:

**COUNCIL LEADER AND
PROMOTING CARLISLE**

Report of
Portfolio Holder:

**COUNCILLOR
MIKE MITCHELSON**

Carlisle City Centre

The City Centre of Carlisle has been magnificent throughout last year, which ended with an exceptional display of Christmas lights, which were by far the best ever, helping to create a vibrant atmosphere during the Christmas period. The stage entertainment and switch on of the Christmas lights again brought record crowds to the centre for the ceremony.

The lights and the City Centre activities together with the improved shopping mix is contributing to developing Carlisle as a regional shopping centre with shops reporting record business over the Christmas period.

City Marketing Forum

This strategic partnership has developed from the City Vision process to take forward the priorities identified in the Celebrating Carlisle theme. Members have decided to take forward the number one identified priority of developing a single identity for promoting Carlisle (which can complement already established identities) and a brief has been worked up and sent out to a number of design agencies inviting them to submit ideas.

Publications

The winter issue of the Focus was distributed at the beginning of December. Distribution has been revised and should be improved, a number of outlets have also offered to take 'dump bins' and a regular supply of the Focus. The Communications Unit also produced the City Vision document, and the Housing Link newsletter.

Image library

Plans are being developed for a comprehensive and managed image library which can be used by both internal and external clients to ensure that there is an up to date library of quality images to help promote Carlisle.

Citizenship/ local democracy

Discussions have been held with a number of education establishments about issues around this and in the near future a visit from Scotby School, and work with Morton School and St Martins College are being developed.

An information education pack is being developed to be sent to schools and youth groups.

Internal communications

A monthly members briefing newsletter has been developed with the first issued in December. This is e-mailed and a hard copy sent to all members and is kept archived on the public folders on the outlook system. All unit heads and chief officers are invited to contribute any information or news which may be of interest to members.

City Vision

The first phase of City Vision is now complete and partners are already considering the implementation of the City Vision. Internally, this will be initially achieved through the development of the Council's Corporate/Best Value Performance Plan.

The vision document was due to be published in November 2001. However, two of the thirty five partners, namely Cumbria County Council and the Learning & Skills Council, were unfortunately not in a position to endorse the document at that stage. The decision was taken to delay the publication of the ten year Vision document for a couple of months to allow these partners an opportunity to commit to the process and the indications are that they are hopeful of doing so in the near future.

Cumbria Strategic Partnership

A meeting of the Cumbria Strategic Partnership (CSP) takes place on Friday 18th January 2002.

The County Council are co-ordinating this partnership and we have made them aware of the Executive's views about the development of this partnership and its relationship to the developing Local Strategic Partnerships across the county. The Executive supports the development of a county forum to discuss issues best tackled at a county level but has raised concern about the proposed development of the CSP as another Local Strategic Partnership (LSP). Good practice dictates this will create duplication with existing Local Strategic Partnerships, in which all county organisations have an important role to play.

At the last meeting of the Cumbria Sub-Regional Assembly in December 2001, the assembly voted to disband as the Cumbria Strategic Partnership would take on the role previously undertaken by the assembly. This Council's representative voiced concern at this move which, without the draft terms of reference for the CSP, was seen as presumptuous.

This Council will continue to contribute positively to the future development of the CSP and is keen to raise the profile of LSP's and their relationship with the CSP.

Carlisle & Eden Local Strategic Partnership

The Carlisle & Eden Local Strategic Partnership last met in December 2001 and is making excellent progress having developed a draft strategy and action plans to enable recovery post Foot & Mouth Disease.

Cathy Connolly was recently appointed as Partnership Officer to facilitate the development of the partnership and its work. She began her role on January 2nd 2002.

A report on the development of the Local Strategic Partnership was due to be received by Council at this meeting (ref. EX59/01). However, its December meeting the executive received an update report on developing an accredited Local Strategic Partnership and this updated information has delayed a report coming to Council.