



Meeting Date: 26th April 2022

Public/Private*: Public

Title: **Leader's Portfolio Holder Report –
Councillor John Mallinson**

BORDERLANDS INCLUSIVE GROWTH DEAL

Carlisle Projects

Good progress continues to be made on Carlisle Projects - Carlisle Station and Citadels:

Carlisle Station

- Site surveys, highway modelling and masterplan review are underway. This work will ensure that this project links with the Future High Street and Town Deal proposals for Carlisle, to achieve consistency of design
- Planning applications for the scheme are imminent

Citadels

- Intrusive surveys agreed with the local planning authority to investigate existing structures of the Citadels site
- Planning application for the scheme has been received by the City Council Development Management Team, the application is currently being validated

Hadrian's Wall project

- Projects in the Destination Borderlands theme are making good progress through the business case development process, including the Hadrian's Wall project which is now developing outline business cases to take forward relevant elements of the Hadrian's Wall 10-Year Investment Plan

Longtown Place Programme

- The Borderlands Place Programme's aim is to recognise the importance that smaller rural markets have to the local economy of the Borderlands and help revitalise these towns across the Borderlands region through the delivery of local capital projects that will drive the economy of the area. There are 21 towns that have selected for participation in the Borderlands Place Programme across the growth deal area – each

with up to £3 million Borderlands funding available for capital projects that meet the economic objectives of the Place Programme

- Through a selection process including analysis of socio-economic data and meeting of key selection criteria, Longtown was selected to be included in the Programme, this decision was approved by the Councils' Executive. The next stage in the process is for Longtown to produce a Borderlands Place Plan through a community-led approach that will identify potential projects that fit the funding criteria. Throughout this year there will be extensive community engagement in Longtown to ensure that the eventual projects match the needs and ambitions of the local community
- The Council has appointed Prosocial Place to assist in the production of a Place Plan for Longtown, chosen due to their extensive experience in community led regeneration planning including smaller scale market town projects in Bakewell, Halton Lea and Clay Cross

Great British Railway Expression of Interest

- On Wednesday, 16th March 2022, Carlisle City Council submitted its expression of interest to host the new Great British Railways Headquarters. Great British Railways is the successor institution to Network Rail and will serve as a single accountable public body for Britain's Railways
- The bid attracted support from the County Council, Cumbria LEP, Scottish Borders Council, University of Cumbria and Story Contracting among others
- The Council awaits the outcome of the expression of interest with the shortlist expected to be announced in May 2022

CARLISLE AMBASSADORS

Since the successful meeting of Carlisle Ambassadors, who met on 1st March 2022 at the Halston Aparthotel, membership has continued to grow with the number of businesses now at 363.

The theme of business growth showcased our local businesses' success stories. Several businesses reported positive results from networking at the meeting with orders and new clients being secured. Of particular interest on the agenda was the presentation by Jane Meek, Corporate Director of Economic Development, which included a privileged viewing of plans for the new University of Cumbria campus at the Citadels in the City Centre.

The next meeting of Carlisle Ambassadors will take place on Thursday, 7th July 2022 in the Cathedral Room of the Civic Centre. The theme will be Cultural Experience and Visitor Economy.

LAKES HOSPITALITY ASSOCIATION (LHA)

Carlisle Ambassadors and Discover Carlisle attended the 45th LHA Trade Show in Kendal on 9th and 10th March 2022. The event took place at Kendal's Rural Auction Centre, J36 and attracted over 1,400 delegates to what was a very busy two days of showcasing the best of Cumbria's visitor economy businesses.

Our Carlisle showcase stand and team was supported by Carlisle Ambassador members who provided giveaways and taster products which were conversation starters. Delegates visiting the Carlisle stand were provided with packs of information promoting our Carlisle offer to potential visitors, local businesses and supply chain supporting the visitor economy.

ENGLAND'S HISTORIC CITIES CONSORTIA

The consortia held a forward strategy meeting on Thursday, 17th March 2022. The Discover England Funded project 'England Originals' January 2020 stakeholder report was discussed and it was noted that this is currently being updated and would be available for the next meeting of the Consortia in May.

The detailed and costed England Originals Action Plan 2022/23 agreed by the Consortia will ensure delivery of legacy activity to support domestic as well as international trade recovery of the visitor economy. Delivery is now underway with activity to be carried out across all our Historic cities as part of the cross-marketing plan, alongside the strategic trade engagement activity.