

Meeting Date: 8 January 2013

Public/Private*: Public

Title: **Culture, Health, Leisure & Young People Portfolio Holder's Report**
– Councillor Anne Quilter

TOURISM SUPPORT

- The Winter Lights programme commenced at the start of half term (29 Oct) and will continue through to February. This complemented the Christmas Lights which had a very successful "Switch On" event on Sunday 18th November.
- During December there was also the truly magical Santa's Grotto in the Assembly Rooms as put together by the staff at the Tourist Information Centre. This once again proved to be hugely successful with visitors regularly queuing to see Santa in the lead up to Christmas.
- The new Discover Carlisle Holiday Guide for 2013 is now in production featuring around the same numbers of accommodation providers as last year. This will be distributed in January and shortly be complemented by the Places to Visit Guide.
- Brampton TIC is now open for the Winter Season and the service is being monitored by Carlisle TIC and will be reported back to Brampton Parish Council on a regular basis.

CARLISLE TIC

The Overview & Scrutiny Task Group has now completed their report into what potential there is to improve the TIC offer in the Old Town Hall (over and above the current repair and restoration project). The report acknowledged that whilst the current service is very good there are issues that could be tackled or considered to further improve the service.

The principle actions arising from the Report are:

- i) Agreement that the Task Group will continue to monitor a programme of development for the TIC.
- ii) The drawing up of an action plan for short / medium / long term plan for the development of the TIC – this will include revisiting the previous plans as drawn up for the unsuccessful bid to the HLF.

- iii) An options paper for the future use of the Assembly Rooms including, continued community use, use by a social enterprise, and a full commercialisation of the space.

OLD TOWN HALL

Having received full approval for Funding at Council the project has now moved forward in the following areas:

Local company Cubby Construction have been appointed as main contractor and are due to start on site second week in January 2013 with a completion date in June 2013,

All the City Council tenants on the ground floor will remain open for business throughout the contract period and appropriate signage is being provided for those businesses.

To accommodate the works the Tourist Information Centre will need to be relocated and it has been agreed that the TIC will operate from the Cathedral Lodge on Castle Street from January 7th through to around the end of April when it will return to the Old Town Hall. A full TIC service will be maintained at this location with suitable signage being installed to redirect visitors with the existing telephone line and e-mail address being maintained during this period.

Whilst the project is primarily to attend to the structural fabric of the Old Town Hall, there will also be some limited improvements internally to the TIC and the Assembly Rooms such as lighting, decoration and floor covering together with better external signage and a lower counter (in part) to better accommodate disabled users.

Letters have been distributed widely in the city centre business community and to around 30 Hotels / Bed and Breakfast establishments setting out the purpose of the project and temporary relocation of the TIC.

HEALTH

Visit by the Health Committee of the Municipality of Frederiksberg

The Mayor and the Health Committee of the Municipality of Frederiksberg visited Carlisle in November. The purpose trip was to learn about best practice in relation to healthy ageing and health promotion in Carlisle. The group of dignitaries was welcomed by the Mayor of Carlisle and then received presentations from [the](#) Ageing Well Programme Lead at Carlisle City Council and a representative from Public Health NHS, Cumbria. During lunch the dignitaries viewed a variety of displays highlighting examples of good practice. In the afternoon the group visited St Margaret Mary's Primary School to see the U Can Shine project in action. Feedback from Frederiksberg is the dignitaries had a very good experience in Carlisle and have a greater understanding of our work in Carlisle.

Sport and Physical Activity

Volunteer Programme

In response to the Olympic legacy, a Volunteer Programme and Booklet is being developed to provide volunteering opportunities within sport.

Sports Development Plans and Projects

A range of Sports Development Plans and Strategies are being produced including:

- Working with England Athletics to produce an Athletics Development Plan. Includes opportunities for young people, opportunities for adults to start running as part of a group and a Saturday morning 'Parkrun' to start at Chances Park in January 2013.
- Working in partnership with Sport England to develop a Sports Strategy for Carlisle
- Delivering the Tennis Development Plan. Provides opportunities for young people and adults to play tennis at Bitts Park, in schools and on the MUGA sites.
- Worked with the LTA to gain Clubmark accreditation for Bitts Park Tennis.
- New golf development group, includes the Golf Foundation, CLL, SPAAF and the School Games Organiser to organise and deliver junior golf coaching in schools and the community, includes courses for teachers, coaches and volunteers.
- Received 7 Gifted and Talented funding applications from young athletes, 2 Club Development applications and funded 3 coaches to attend level 1 Governing Body courses.
- Tennis programme at Bitts Park attracted over 100 young people. The scheme made a profit of £2100 for an 11 week coaching period and will be reinvested into tennis development opportunities.
- Supported Carlisle Futsal Club (football played indoors on a smaller pitch) with the setting up of a new Futsal Football League for adults in Carlisle.

Funding

The Wellbeing Team supports a number of organisations to obtain funding from a variety of sources including:

- Assisting Carlisle College in a bid to Sport England for funding to get students active.
- Working with an Asian women's group with a bid to Sport England for a swimming project.
- Applying to Rounder's England for funding to deliver community projects from April 2013. This work will involve the SPAAF specifically to encourage students, young mums and other adults to take part in sport and physical, activity.

Breastfeeding Campaign

Support was given by the Wellbeing Team to the local Breastfeeding campaign; "Breastfeeding is a Team Effort" during 26th November- 2nd December. Tesco supported by providing bibs for a display stand in the Civic Centre foyer. Over 80 bibs were taken by parents, grandparents & carers over the week. The Carlisle Breastfeeding Feeding Friendly premises directory was also available on the stand along with the NHS Start 4 Life & Unicef "Off to the best start" booklet. Using the City Council's Breast Feeding Directory, Cumbria Partnership NHS has created a free breastfeeding app, which features an interactive map highlighting breastfeeding-friendly venues and support services across Cumbria.

Carlisle Cooks!

The project continues to be successful with 127 club sessions having taken place and 25 community events with 1,350 people attending Carlisle Cooks! sessions.

Recently the project has linked up with the Food Bank in Carlisle: The Salvation Army have been given digital weighing scales which they are donating to the Carlisle Cooks! clubs.

Children and Young People

Abstract

The 6th edition is now ready for distribution. This issue features articles on this year's Youth Exchange to Slupsk, the youth open mic night that showcased young musical talent.