



Report to

# Council

Meeting Date: 1<sup>st</sup> March 2022

Public/Private\*: Public

Title: **Economic Growth Scrutiny Panel Vice Chairman's Report – Councillor Keith Meller**

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The Economic Growth Scrutiny Panel meeting agenda encompassed the City Centre cross over items on the work programme which will save time further through the programme.

The Head of Regeneration presented reports City Centre Strategy.

The Panel sought assurances to clarify the strategy vision to enable the general public to accept the view and back the development necessary to fulfil the ambition of the Town Investment Plan.

Further questions were put towards the detail, what area constituted the City Centre? How was it proposed to improve the public realm such as the Central Plaza site, particularly the pedestrianised area the Green Market, the covered Market Hall, the Historic Quarter and the Castle.

Central Government Funding was enabling the city to carry out this regeneration programme and the Panel sought assurances the money could not be diverted to elsewhere by a new cabinet for Cumberland Authority should they deem this preferable. The Panel expressed their support for the programme projects and strategy, asking for more detail which the Corporate Director of Economic Development undertook to provide with links to background documentation and summaries of key findings.

The Head of Regeneration presented report Economic Strategy and Visitor Economy. The report sets out to promote the visitor economy via marketing and an events programme. Carlisle is a member of the English Originals Consortia marketing the city to the American market and a member of England's Historic City Consortium marketing our city to the UK market. As such we have received funding from the Department of Culture Media and Sport to showcase our city's history.

The Panel sought assurances that our rural areas would be included and to that end were informed the Council had, in conjunction with Eden, been developing a Rural Strategy, members would be invited to feed into that strategy. The Panel also sought the Council to make the most of Hadrian's Wall Footpath visitors by promoting to those responsible to re-instate the public transport links by road and rail to Gilsland so tourists can access the Wall directly to and from Carlisle.

The Panel noted the report and the Head of Regeneration resolved to send further information from the English Historic Cities Consortium listing outputs and outcomes relating to Carlisle

Full details of the discussions are to be found within the Minute Book

**Cllr Keith Meller**  
**Vice Chairman**