

Report to: Council

Agenda
Item

Meeting Date: 13 November 2012

Public/Private*: Public

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

EVENTS

Fireshow

This year's Fireshow promises to be a real cracker. The theme of this year's show, the Great British bonfire is a fitting finale to an exceptional year of culture and sport. New for this year will be a film montage of the major events that have taken place in Carlisle this year, including the Jubilee celebrations, the Torch Relay and the Tour of Britain.

Christmas Events

Members have received a full listing of this year's Christmas events. The main ones being:

- The Christmas Lights Switch-On (Sunday 18 November)
- Annual Fancy Dress Christmas Party in Carlisle's Victorian-covered Market Hall (Saturday 8 December)
- Christmas Carol Service at Carlisle Cathedral and Hog Roast (Thursday 13 December)

Work is well underway to publicise the Christmas offer. Building on the Torch Relay and the Tour of Britain, local schools and community groups will have their moment to shine at the Lights switch-on.

HEALTH AND WELLBEING

Carlisle Sports Awards

In partnership with the Sports Council, the City Council delivered this highly successful event. It was held on Saturday 13th October at the Shepherds Inn and was well attended by a range of Carlisle sports men and women. 63 nominations were received and the winners in 12 sports categories were announced at the event. The City Council sponsored the Volunteer of the Year award. The awards and winners were as follows:

- Volunteer Of The Year Winner: Jacqui Hayhow – Football
- Junior Personality Of The Year Chelsea Nugent - Athletics

- Rising Stars Winners: Sam Routledge – Water Polo; James Hale – Tennis and Eleanor Dickinson – Cycling
- Junior Team Of The Year Winner: Talkin Tarn Junior Women's Team - Rowing
- Team Of The Year - Dalston Tennis Club
- Disability Performance Of The Year - Winner: Anna Nicholson – Athletics
- Coach Of The Year Winner: Paul Bell – Squash
- Young Leader Of The Year Winner: Georgia Smethhurst – Football
- Service To Sport Winners: Richard Wilson – Football; Colin Nixon – Boxing, Bob Maxwell – Cricket
- Special Award Winner: Dick Scott – Cricket
- Performance Of The Year Winner: Tom Farrell – Athletics
- Sports Personality Of The Year Winner: Nick Miller – Athletics (Hammer)

Sports Development

A Sports Strategy is being developed outlining the vision that the City Council has for sport and physical activity. The strategy's vision is *'For Carlisle to become more active, healthier and more successful by creating opportunities and overcoming barriers to take part in sport and physical activity.'*

Work has already begun to achieve this vision both through ongoing work and through new initiatives. These include:

- The organisation of a Disability Football festival in partnership with the Cumberland Football Association and James Rennie School.
- The organisation of a Sport England Club Leaders Bus event. The bus visited Carlisle for a weekend and provided workshops and information for local sports clubs on funding, good practice and administration.
- Through the new Gifted and Talented Awards Scheme, 13 young athletes have been allocated Gifted and Talented passes. All are at a regional or national level of competition.
- Work with the Sport and Physical Activity Alliance Foundation (SPAA Foundation) to deliver the City Council Athletics Development Plan (coaching in schools and community sessions).
- The City Council have commissioned SPAFF to deliver weekly activity at the Safe Clubs and throughout the October half-term at the sports cages
- As part of its wider programme, the SPAA foundation has worked with 14 primary schools which are currently accessing sports coaching and the U Can Shine Programme. It is also working with 11 community centres which now have a sports programme built into their holiday offer

Healthy City Week 2012

Following on the success of last year's Healthy City Week, Carlisle hosted its second Healthy City Week between 22-28th October 2012. The week has focused on three Core stakeholder and partner events which match the Healthy City Core themes:

- Caring and Supportive Environments (focus: Improving Outcomes for Children)
- Healthy Living (focus: Alcohol Issues in Carlisle)
- Healthy Urban Environment and Design (focus: Safe and Healthy Streets).

The first event tied in with the opening of the Shaddongate Community Resource Centre and attracted approximately 70 people. With a total of more than 80 events were across the district approximately 165 partners and stakeholders took part.

TOURISM

- Promoting the Carlisle Offer - Carlisle will be featured alongside the other seven British Heritage Cities in a new Travel supplement which will be featured at all upcoming Travel Trade events starting with the Visit Britain VIBE event in London. The supplement will be showcased at the following trade shows: 'Destination Britain North America', 'Great Days Out Fair', 'Excursions Show', and 'BOBI – Best of Britain and Ireland'. These will all be taking place from October through to March.
- The Winter Lights programme commenced at the start of half term (29 Oct). This is the last of a 3 year sponsorship programme where 18 businesses sponsor a tree to be lit in the city centre pedestrianised area. Each sponsor has a specially made plaque on their 'lit' tree.
- Work is underway to produce the new 'Discover Carlisle Holiday Guide' and 'Places to Visit' leaflets for 2013.
- 2012 has seen Economic Development and Tourism involvement with all the major events happening in the city. Good, cross departmental working has seen the successful delivery of the Jubilee event, Carlisle Music City (CMC), Torch Relay, Tour of Britain, Africa Express and many more. The new Autumn/Winter programme is available now and Economic Development, Communications and Community Development are working together to promote all of those events via flyers, brochures, the Discover Carlisle web site and social media platforms. Plans for the 2013 programme are underway with several enquiries for some interesting and large scale events in the city.
- Brampton TIC will now be open for the Winter Season. It has not been opened before during the winter so the hours and service will be monitored by Carlisle TIC and will be reported back to Brampton Parish Council on a regular basis. The new volunteer service has been challenging, yet has proved to be a success. Training and recruitment is still ongoing.

OLD TOWN HALL

Tenders have been received and are currently being evaluated but early indications are that subject to minor changes, the proposed works can be carried out within budget. A recommendation on the preferred contractor will be made following completion of the tender appraisal.

It has also been made clear that in order to carry out the internal works to the building, the Tourist Information Centre will need to be relocated for a period of up to three months. Options are currently being explored to identify a suitable, cost effective location and plans put in place to minimise any disruption to the service.

CARLISLE TOURISM PARTNERSHIP

A meeting of the partners took place on 24th October 2012 to discuss the current value of tourism to Carlisle and share an overview of the plans and activity of the partners which currently benefit the City and surrounding area.

The partners also reviewed the role and purpose of the partnership in light of changed circumstances and ongoing economic pressures. The Partnership felt that it should continue, however there needed to be a change from its former role of monitoring to take on a more focussed strategic role.

It was agreed that the tourism sector in Carlisle would benefit from a clearer understanding of the economic data available and 'non tourism' businesses could benefit from an appreciation of the economic growth which can be achieved through supporting tourism. In order to raise aspirations and engage with a wider range of businesses, it was proposed that the Carlisle Tourism Partnership hold a conference, possibly bi-annually, with the first one to be arranged for spring 2013. James Berresford, Chief Executive, VisitEngland, has agreed to attend.

TULLIE HOUSE

I am delighted to report that on 18 October Tullie House won the CN News 2012 Business Award in the Tourism and Hospitality category, sponsored by Lamont Pridmore, a Cumbrian firm of accountants and business advisors. Congratulations to all concerned.