

PORTFOLIO:

PROMOTING CARLISLE

Report of
Portfolio Holder:

**COUNCILLOR
MITCHELSON**

COMMUNICATIONS UNIT

1. The Budget consultation exercise was completed successfully, with almost 8,500 responses a rate of more than 18%.
2. Following the successful re-launch of the City Council website, just before Christmas, the number of hits to the site have increased substantially and the number of hits is increasing week on week. There have been more than three million hits on the site, which means we will far exceed our target for the year.

Development of the site continues as part of our commitment to providing all Council services electronically and improving communications with our customers. A new Content Management System is being purchased along with the other local authorities in Cumbria that will improve our provision of information and we will shortly be able to launch the on-line payments system.

3. A Best Value Review summary has been published and is being distributed with the Council Tax bills to all residents.
4. The spring edition of Carlisle Focus is being distributed this week (week commencing 03 March). The magazine continues to grow in popularity, demonstrated by the positive responses to the survey in the autumn edition last year and the 1300 entries to the competition in the Christmas edition. Carlisle Focus is the major tool we use for communicating on a regular basis with our residents.
5. The Communications Unit are producing a second edition of the Junction 44 newsletter, which will go to businesses on the Kingmoor and Kingstown industrial estates later this month, following its successful launch in December last year. A Business Bulletin Board for use by the businesses on the estates has been created on the City Council website. Also, a Business Directory is being produced for

distribution in the summer. The new [Think@Carlisle](#) brochure, promoting further and higher education in Carlisle, is being published this week (week commencing 03 March).

6. The Communications Unit have designed and produced the promotional materials for the first ever Carlisle Funding Fair in January and are now working on a series of marketing materials for City Council events coming up during the year, including the Carlisle and Borders Spring Show, Upperby Gala and Festival of Nations.
7. The successful Open for Business campaign, which was directed by this City Council, has won a Purple Apple award. The marketing campaign, launched to help businesses in the city recover from the impact of Foot and Mouth, was submitted for the retail shopping centre award by The Lanes.
8. The Communications Unit have been involved in the media coverage for a number of initiatives over the last couple of months, including the launch of the Face to Face mobile unit, the building of a new bridge at Stoney Holme Golf Course, the recycling scheme, Surestart and the receipt of funds from the Crime and Disorder Reduction Partnership.
9. Internally, the latest edition of the Staff Focus has been produced.
10. A special Valentines Fair took place in the City Centre from 14 - 23 February

This included fairground rides for all the family to enjoy. The fair was organised by the City Council in partnership with the City Centre Marketing Group.