

Report to Council

Agenda
Item:

17

Meeting Date: 30th April 2013
 Portfolio: Finance, Governance and Resources
 Key Decision: Yes: Recorded in the Notice Ref:KD037/12
 Within Policy and Budget Framework YES
 Public / Private Public

Title: CARLISLE PLAN 2013/16
 Report of: Policy and Communications Manager
 Report Number: PC 09/13

Purpose / Summary:

This report presents the draft Carlisle Plan and action plan for approval by Full Council.

Recommendations:

Council is requested to:

1. Consider the draft Carlisle Plan and action plan.
2. Approve the Plan for adoption to the Council's Policy Framework.

Tracking

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|------------------------|--|
| Executive: | 8 April 2013 |
| Overview and Scrutiny: | Community 14 February 2013 Resources 21 February 2013 Environment and Economy 28 February 2013 |
| Council: | 30 April 2013 |

1. BACKGROUND

- 1.1 The Executive considered the final draft of the Carlisle Plan at their meeting on 8 April 2013. The plan was also referred to the Overview and Scrutiny Panels, partners, including community and voluntary groups, and the public for consultation.

2. PROPOSALS

- 2.1 The final draft of the Carlisle Plan 2013/16 is attached as Appendix 1. It sets out the City Council's vision for Carlisle and the six priorities for action over the medium term (2013/16). The draft action plan for delivering the priorities is attached as Appendix 2. This includes medium term actions that aim to be delivered over the life of the Carlisle Plan and actions to be delivered within the financial year.
- 2.2 The Carlisle Plan will be monitored by the Senior Management Team and regular progress will be reported to the Executive. The actions for each priority will be reviewed and developed as they progress. Overview and Scrutiny agreed that the Panels will receive progress updates on the priorities and actions.

3. CONSULTATION

- 3.1 The plan was considered by the Overview and Scrutiny Panels on the following dates:

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|---|------------------|
| Community Overview and Scrutiny Panel | 14 February 2013 |
| Resources Overview and Scrutiny Panel | 21 February 2013 |
| Economy and Environment Overview and Scrutiny Panel | 28 February 2013 |

- 3.2 A programme of 'Listening Council' events were held during March 2013 to raise awareness of the Council's vision and priorities, as well as helping to shape the actions to deliver the Carlisle Plan. These included events at community centres, schools and libraries and a live web chat where the public could speak to the leader of the Council. The plan was available on the Council's website and feedback could be submitted via telephone, email or by post.

3.3 The Council contacted a range of community and voluntary groups for their comments on the priorities and actions. Consultation on the action plan will continue to be undertaken with partners engaged in delivering each key action as it develops.

4. CONCLUSION AND REASONS FOR RECOMMENDATIONS

4.1 The recommendations ask Council to approve the final draft of the Carlisle Plan and adopt it to the Policy Framework.

5. CONTRIBUTION TO THE CARLISLE PLAN PRIORITIES

5.1 The Carlisle Plan provides the Council's priorities and the actions to implement these.

Contact Officer: Steven O'Keeffe

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Appendices

Appendix 1 - Carlisle Plan 2013/16

attached to report:

Appendix 2 - Carlisle Plan Action Plan 2013/16

In compliance with Section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers:

Draft Carlisle Plan 2013-2016, Executive, 8 April 2013

CORPORATE IMPLICATIONS/RISKS:

Chief Executive's - The Carlisle Plan forms a substantive part of the City Council's policy and performance management framework, monitoring of which enables stakeholders, including local people, to make a judgement about how effective the Council is in achieving its key priorities. The Council continues to monitor service standards and customer satisfaction and is looking at new ways to gather and review customer information.

Risks will be managed in accordance with the Risk Management Policy and the City Council will continue to embed the Public Sector Equality Duty in the delivery of all its services.

Resources -

There are no specific financial implications of adopting the Carlisle Plan 2013/16; however the plan will be used to inform future budget processes to align council resources to the priorities contained within it.

Carlisle Plan 2013/16

Vision:

To promote Carlisle as a prosperous City, one in which we can all be proud.

We will support the growth of more high quality and sustainable business and employment opportunities.

All our key decisions will support business growth. Our services will focus on being “business friendly”, working more closely with businesses to meet their needs.

We will develop vibrant sports, arts and cultural facilities, showcasing the City of Carlisle.

We will support the tourism, arts and creative industries. Arts and leisure are important parts of making Carlisle a great place to work, live and visit. We will identify opportunities to enhance our sporting, cultural and heritage offer. We will find and support more sustainable ways to deliver this as a long term priority.

We will work more effectively with partners to achieve the City Council’s priorities.

We will look beyond Carlisle, building a stronger city as part of a stronger Cumbria. We will work to establish Carlisle as a nationally recognised sub-regional capital. We will build trust and confidence in the City Council, so that we become an effective partner in the key areas of housing and economic growth.

We will work with partners to develop a skilled and prosperous workforce, fit for the future.

Working in partnership, we want to help businesses identify the requirements needed to develop a skilled workforce and support education providers to help this be a reality. We will develop a better understanding of the needs of two very different sets of partners – businesses and learning and skills providers.

Together we will make Carlisle clean and tidy.

We all want Carlisle to be a place that is clean and a city in which we can all be proud. There is a shared responsibility between us and the community to achieve this. We want to do this by being proactive rather than reactive.

We will make decisions that are consistent with 'Clean-up Carlisle', one of our key initiatives. We will continue to tackle these issues, building a sustainable and better local environment.

We will address Carlisle's current and future housing needs.

Carlisle needs to provide more than 450 homes a year to support economic growth. We will take a bold and decisive lead on planning for future housing need, working with key partners to ensure that these plans deliver high quality homes that Carlisle people need.

We will focus on the quality of our homes, particularly in the private rented sector. We will work to make sure that housing is energy efficient and sustainable.

We will work with our partners to deliver affordable and specialist housing where required.

Carlisle Plan Action Plan 2013-16

We will support the growth of more, high quality and sustainable, business and employment opportunities.

| | | |
|---|--------|----------------------------|
| Action 1: Develop an Employment Land Strategy | | |
| Carry out an Employment Land Review as part of the Local Plan including identifying strategic employment sites. | J Meek | April 2013 onwards |
| Local Plan – Preferred Options – Agree key employment sites | J Meek | September 2013 |
| Action 2: Work with partners to promote the employment sites in the city | | |
| Developing the M6 Corridor protocol. | J Meek | Spring 2013 |
| Develop a Prospectus promoting Carlisle as a great place to start up, relocate and grow a business. | J Meek | Spring 2013 |
| Action 3: Improving Industrial Estate / Employment land performance | | |
| Develop options for managing / developing the Kingstown Industrial Estate and other key sites. | J Meek | April 2013 – December 2013 |
| Action 4: Develop a City Centre Development and Performance Strategy | | |
| Establish a set of measures to monitor the economic performance of the city centre. | J Meek | April 2013 |
| Develop a revised City Centre Masterplan to form part of the Local Plan. Identifying opportunities for the development of sites for office, leisure and retail accommodation. | J Meek | May 2013 |
| Develop and deliver a city wide broadband and WIFI project designed to develop online access, speeds and uptake. | J Meek | May 2013 |
| Develop and deliver a programme of public realm improvements in key areas of the city. | J Meek | 2013/14 |
| Action 5: Invest in Carlisle programme | | |
| Engage and support businesses and new investment in the city via the Economic Development Liaison Panel and improved links with existing businesses. | J Meek | April 2013 |

We will develop vibrant sports, arts and cultural facilities, showcasing the City of Carlisle.

| | | |
|---|---------------------------------|--------------------|
| Action 1: Delivery of a city centre Arts Centre | | |
| Work with partners to select a suitable site or property. | K Gerrard | April 2013 |
| Develop governance, operational and business plans. | K Gerrard | July 2013 |
| Continue to support the development of the Arts Centre through a three year programme of development works. | K Gerrard | 2013/14 to 2015/16 |
| Action 2: Old Town Hall Project | | |
| Deliver the Old Town Hall restoration and repair project. | J Meek | June 2013 |
| Develop options to refurbish and modernise the Tourist Information Centre. | J Meek | June 2013 |
| Action 3: Deliver a Carlisle 'Events City' prospectus of cultural and sporting events for 2013/14 | | |
| Develop an events programme, budget and resource plan for 2013/14 | K Gerrard / J Meek / A Culleton | April 2013 |
| Action 4: Developing a partnership approach to tourism | | |
| Deliver the City Tourism event and work with partners to identify initiatives to support tourism. | J Meek | April 2013 |
| Action 5: Develop our sports and leisure facilities | | |
| Deliver a sport and leisure facilities assessment of need and suitability plan | K Gerrard | February 2013 |
| Develop sport and leisure facilities to address the need for wet and dry facilities by 2015/16 | K Gerrard | April 2013 |
| Support the delivery of key sports and leisure facilities via the Harraby School and Community Project. | K Gerrard | 2013/14 to 2015/16 |

We will work more effectively through partnerships to achieve the City Council's priorities.

| Action 1: Enhanced partnership working | | |
|---|------------------------------|-----------------|
| Map partners relevant to priorities | Senior Management Team (SMT) | April 2013 |
| Identify partners shared aims and objectives and how we can work together | SMT | April 2013 |
| Review member/officer partnership representation | M Lambert | April 2013 |
| Quantify and redirect existing partnership spend | SMT | April 2013 |
| Identify partnership champions and tap into their knowledge of what makes partnerships work | SMT | Ongoing 2013/14 |

We will work with partners to develop a skilled and prosperous workforce, fit for the future.

| Action 1: Understanding the current position – business needs and learning providers and collaborating to address these needs | | |
|--|--------------------|----------------------------|
| With key Further Education / Higher Education partners draft a skills analysis for Carlisle | K Gerrard | May 2013 |
| Use this analysis to develop a learning and skills partnership designed to address the current and future skills gaps for Carlisle. To be led through the Carlisle Strategic Partnership / Carlisle Economic Partnership (CEP) | K Gerrard / J Meek | June 2013 |
| Action 2: Develop a collaborative approach to stimulating new business and growing small businesses | | |
| Support the delivery of the Carlisle Growth Hub project and Business Interaction Centre (BIC) in Carlisle. | J Meek | April 2013 – December 2013 |
| Explore with partners other ideas and options for developing and delivering a pathway of support, funding and facilities for business growth. Support the CEP to deliver this pathway. | J Meek | June 2013 |

Together we will make Carlisle clean and tidy.

| | | |
|---|------------|-----------------|
| Action 1: Monitor the new enforcement policy for tackling environmental crimes | | |
| Monitor the outcomes of the enforcement policy and take appropriate actions to ensure targets are achievable. | A Culleton | Ongoing 2013/14 |
| Action 2: Deliver the 'Love Where you Live' campaign | | |
| Implement the marketing, communications and promotional plans | A Culleton | Ongoing 2013/14 |
| Implement education activity with local schools and other appropriate groups | A Culleton | Ongoing 2013/14 |
| Monitor and report on key results from the campaign, identifying new approaches. | A Culleton | Ongoing 2013/14 |
| Action 3 : Deliver the Cleaning Up Carlisle programme in 2013/14 | | |
| Increase the usage of mechanical sweepers | A Culleton | Ongoing 2013/14 |
| Implement a programme of street cleansing | A Culleton | Ongoing 2013/14 |

We will address Carlisle's current and future housing needs.

| | | |
|--|-----------------------|------------|
| Action 1: Deliver the key housing projects arising from the City Housing Strategy | | |
| Deliver a programme to install energy efficiency measures in domestic homes and to tackle fuel poverty. | K Gerrard | 2013/16 |
| Utilise a wide range of funding streams to bring empty homes back into use. | K Gerrard | 2013/16 |
| Action 2: The strategic housing needs are fully understood and integrated into the Local Plan. | | |
| Ensure that sufficient land is identified in the Local Plan to provide for the housing needs of the area. | K Gerrard / J Meek | By 2014 |
| Action 3: In the light of welfare reform changes ensure that vulnerable residents and client groups housing needs are understood | | |
| Assess the housing and welfare / benefits needs arising from the government Universal Credit programme and seek to work with partners to meet these needs. | K Gerrard | April 2013 |

| | | |
|--|-----------|----------------------|
| Review work programmes and service level agreements to ensure advice services supported by the Council are well co-ordinated and deliver good value for money. | K Gerrard | April 2013 - onwards |
| Review the use of Discretionary Housing Payments fund to ensure the most effective use. | K Gerrard | Through to 2016 |

EXCERPT FROM THE MINUTES OF THE EXECUTIVE HELD ON 11 FEBRUARY 2013

EX.10/13 **DRAFT CARLISLE PLAN 2013 - 2016**
(Key Decision – KD.037/12)

Portfolio Finance, Governance and Resources

Relevant Overview and Scrutiny Panel Community; Environment and Economy;
and Resources

Subject Matter

The Finance, Governance and Resources Portfolio Holder submitted report PC.01/13 presenting the draft Carlisle Plan 2013 – 2016. He informed Members that the Plan replaced the previous Corporate Plan 2010 - 2013 and formed part of the Council's Policy Framework.

The Plan set out the Council's vision for Carlisle and the six priorities for action over the medium term (2013 - 2016), with the text under each priority providing the background and further detail on how the priority would be achieved.

The draft Action Plan for delivering the priorities was set out at Appendix 2, including medium term actions aimed to be delivered over the life of the Plan and actions to be delivered within the financial year. That aligned the Plan with the budget year. Future actions which developed could fit into the budget planning process.

The Carlisle Plan would be monitored by the Senior Management Team and regular progress reported to the Executive. The actions for each priority would be reviewed and developed as they progressed. It was suggested that Overview and Scrutiny could receive progress updates on the priorities and actions as part of the quarterly monitoring reports.

The Leader moved the recommendations which were seconded by the Finance, Governance and Resources Portfolio Holder.

Summary of options rejected None

DECISION

That the Executive:

1. Had considered the presentation and content of the draft Carlisle Plan with a view to seeking continuous improvement in the way the Council delivered services to its local communities.
2. Referred the draft Carlisle Plan to the Overview and Scrutiny Panels for consultation.
3. Referred the Action Plan to partners, including community and voluntary groups for consultation.

Reasons for Decision

The recommendations asked the Executive to review the content and layout of the Carlisle Plan before it was put out for consultation. It also ensured that the Plan was subject to Overview and Scrutiny, which formed an important part of the consultation

EXCERPT FROM THE MINUTES OF THE COMMUNITY OVERVIEW AND SCRUTINY PANEL HELD ON 14 FEBRUARY 2013

COSP.16/13 DRAFT CARLISLE PLAN 2013/16

The Policy and Communications Manager submitted report PC.02/13 presenting the draft Carlisle Plan 2013 – 2016. He informed Members that the Plan replaced the previous Corporate Plan 2010 - 2013 and formed part of the Council's Policy Framework.

The Plan set out the Council's vision for Carlisle and the six priorities for action over the medium term (2013 - 2016), with the text under each priority providing the background and further detail on how the priority would be achieved.

The draft Action Plan for delivering the priorities was set out at Appendix 2, including medium term actions aimed to be delivered over the life of the Plan and actions to be delivered within the financial year. That aligned the Plan with the budget year. Future actions which developed could fit into the budget planning process.

The Executive had on 11 February 2013 (EX.10/13) considered the report and decided:

“That the Executive:

1. Had considered the presentation and content of the draft Carlisle Plan with a view to seeking continuous improvement in the way the Council delivered services to its local communities.
2. Referred the draft Carlisle Plan to the Overview and Scrutiny Panels for consultation.
3. Referred the Action Plan to partners, including community and voluntary groups for consultation.”

In considering the Plan Members raised the following comments and questions:

- The Plan contained a lot of work for officers and the number of priorities had increased, was there the capacity to deliver and monitor the priorities.

The Policy and Communications Manager highlighted the action plan for delivering each of the priorities which was attached to the report. Each item in the action plan was linked to a lead Director and would not have been included in the action plan if there was not the resource available to deliver it.

- A previous priority had been Health and Wellbeing and it was no longer included in the priorities.

The Communities and Housing Portfolio Holder explained that health had been integrated into each one of the priorities and each Directorate because of its importance.

The Panel accepted that health had been included in the priorities but felt that it should have been written down to enable it to be monitored.

- The comments underneath the housing needs priority should include lifetime home standards.
- Was the selection of the suitable site for the Arts Centre progressing according to the timescale set out in the report?

The Director of Community Engagement confirmed that it would be likely that a suitable site or property would be identified by April 2013 and gave a brief update on the progress to date.

- An action in the plan had been to deliver the cycle way link to complete the Carlisle Cycle Scheme; Members questioned how this could be completed.

The Policy and Communications Manager explained that the action had been discussed at the Corporate Programme Board and it was likely that it would be removed from the Plan.

RESOLVED – 1) That the Panel recommended that the Health and Wellbeing agenda objectives are identified and reported separately within the Carlisle Plan.

2) That a monitoring report on the actions set out in report PC.02/13 be submitted to the September meeting of the Panel.

EXCERPT FROM THE MINUTES OF THE RESOURCES OVERVIEW AND SCRUTINY PANEL HELD ON 21 FEBRUARY 2013

ROSP.15/13 DRAFT CARLISLE PLAN 2013/16

The Leader submitted report PC.03/13 presenting the draft Carlisle Plan 2013 – 2016. He informed Members that the Plan replaced the previous Corporate Plan 2010 - 2013 and formed part of the Council's Policy Framework.

The Plan set out the Council's vision for Carlisle and the six priorities for action over the medium term (2013 - 2016), with the text under each priority providing the background and further detail on how the priority would be achieved.

The draft Action Plan for delivering the priorities was set out at Appendix 2, including medium term actions aimed to be delivered over the life of the Plan and actions to be delivered within the financial year. That aligned the Plan with the budget year. Future actions which developed could fit into the budget planning process.

The Executive had on 11 February 2013 (EX.10/13) considered the report and decided:

"That the Executive:

1. Had considered the presentation and content of the draft Carlisle Plan with a view to seeking continuous improvement in the way the Council delivered services to its local communities.
2. Referred the draft Carlisle Plan to the Overview and Scrutiny Panels for consultation.
3. Referred the Action Plan to partners, including community and voluntary groups for consultation."

In considering the Plan Members raised the following comments and questions:

- A Member felt that the Plan concentrated on the City Centre and not the whole of Carlisle.

The Leader agreed that in some ways this was correct, he felt that a healthy active City Centre would benefit the whole of Carlisle and would stimulate the economy for the whole of Cumbria.

- The previous Plans had addressed youth provision within the City but it was not included in the new Plan. Members asked for reassurance that youth provision would still be a priority for the Council.
- A previous priority had been Health and Wellbeing and it was no longer included in the priorities, Members asked that this be included.

The Leader responded that youth provision and rural issues were both very important and overlapped. The Executive had looked thoroughly at both issues and made sure that they were reflected within each priority and action in the Plan. He added that health had also been integrated into each one of the priorities and each Directorate because of its importance.

- The Panel supported the development of the M6 corridor and asked for more detail on the aspirations.

The Leader explained that the idea for a proposal had been instigated by the Government's suggestion for large infrastructure projects. The City Council shared its vision with Eden District Council and South Lakeland District Council to establish enterprise along the corridor to stimulate both the rural and urban economy. The Leader had seen similar projects in Slupsk during a Town Twinning visit and he hoped that the same opportunities could be created in this country. He added that it was vital that the M6 corridor was developed as it was the gateway to the energy coast.

- A Member felt that the Plan should have contained more detail on how the actions would be achieved.

The Town Clerk and Chief Executive explained that the Plan was a strategic document and its purpose was to articulate what the Council's priorities were. The detail for each of the actions did not have to be included in the Plan. Each action would have a business plan or service plan as required and scrutiny would see those plans as the projects developed. Part of scrutiny's role would be to ensure that the plans were in line with the Carlisle Plan and consistent with what the Council was trying to deliver.

- A Member raised concerns regarding fuel poverty in the City and asked if this was a priority for the Council.

The Leader reminded the Panel that the Council was the strategic housing authority and, although all priorities were important, it was most important that the authority could provide affordable housing for the people of Carlisle. The Council had land and partners but needed more resources. The Housing Minister was visiting Carlisle in March and the Leader would meet with him to discuss the resources Carlisle needed to build affordable housing.

- How would scrutiny ensure that the actions in the Carlisle Plan were being carried out?

The Panel discussed the possibility of adding an additional column to the actions table which had a proposed completion date so it could be monitored by Scrutiny. The Town Clerk and Chief Executive reminded the Panel that the business plans or service plans for each action would be scrutinised as the developments or proposals progressed.

RESOLVED – That the comments and concerns identified by the Panel as detailed above be conveyed to the Executive.

**EXCERPT FROM THE MINUTES OF THE
ENVIRONMENT AND ECONOMY
OVERVIEW AND SCRUTINY PANEL
HELD ON 28 FEBRUARY 2013**

EEOSP.18/13 DRAFT CARLISLE PLAN 2013-2016

The Leader submitted report PC.04/13 presenting the draft Carlisle Plan 2013 – 2016. He informed Members that the Plan replaced the previous Corporate Plan 2010 - 2013 and formed part of the Council's Policy Framework.

The Plan set out the Council's vision for Carlisle and the six priorities for action over the medium term (2013 - 2016), with the text under each priority providing the background and further detail on how the priority would be achieved.

The draft Action Plan for delivering the priorities was set out at Appendix 2, including medium term actions aimed to be delivered over the life of the Plan and actions to be delivered within the financial year. That aligned the Plan with the budget year. Future actions which developed could fit into the budget planning process.

The Executive had on 11 February 2013 (EX.10/13) considered the report and decided:

“That the Executive:

1. Had considered the presentation and content of the draft Carlisle Plan with a view to seeking continuous improvement in the way the Council delivered services to its local communities.
2. Referred the draft Carlisle Plan to the Overview and Scrutiny Panels for consultation.
3. Referred the Action Plan to partners, including community and voluntary groups for consultation.”

In considering the report Members raised the following questions and comments:

There were no “Listening Council” events north or east of the river listed. Had the full list been published?

The Leader advised that while he would not be able to visit every community centre during the events he was available every Saturday morning in the central library and also held regular web discussions as well as discussions with the press and radio. Beyond that the

Leader and members of the Executive were happy to meet with the local community. The Leader added that, as he lived in Brampton, he knew the area and people knew him; for that reason he had decided to hold a session in Longtown rather than Brampton.

How would the Leader ensure a way of showing how the needs of health and youth were being met?

As a result of a similar question from the Resources Overview and Scrutiny Panel the Leader had attended a Healthy City meeting in Penrith to find out the long term strategy of public health, the university and the NHS. The Leader was concerned that the Healthy City project was losing focus but was reassured after the meeting that it was not. With regard to young people the Leader acknowledged that there was a need for jobs and apprenticeships. However, he was aware that the Council had a duty of care that would be reflected throughout the process.

It would be useful to have an additional column that indicated the status of an action.

The Leader confirmed he would look at that issue and that some actions would be ongoing and some works in progress.

In response to a query the Leader advised that he had been speaking with a number of partners including Pirelli and Bendalls who were keen to champion apprenticeships and wanted to build relationships with local schools regarding apprenticeship opportunities. The Leader believed that the City needed apprenticeships in areas such as electric welding. Not all young people were able to attend university and apprenticeships may be more suitable for them.

The Economy and Environment Portfolio Holder advised that he was working with Carlisle College who were more than happy to work with employers regarding apprenticeship schemes. There was also the possibility of young people setting up their own business and becoming employers themselves. The Portfolio Holder was engaging with companies and training providers and would work with training providers such as Systems Training.

As 30% of the authority was outside the City boundaries there was not a lot in the Plan that was relevant to them.

In response to a query the Leader confirmed that the "Listening Council" events would not be minuted but that he would be taking notes to ensure issues were followed up.

The Leader had met with a group of 40 young farmers recently who felt strongly that they were part of the young people of Carlisle.

With regard to housing needs affordable housing was currently more prevalent but it was not necessarily affordable for some people. It may be better to have more social housing available.

There was concern about the potential impact of the Welfare Reform Act and the possibility that people may have to move house and children be moved to different schools.

The Leader acknowledged that that was a concern and that the changes would be hard for a lot of people.

With regard to affordable housing the Leader was working with social housing landlords on the matter. A visit from the Housing Minister had been arranged for March and it was the Leader's intention to meet with him and discuss those issues.

The Leader agreed that social housing was needed but believed that one of the advantages of building new houses was that it created employment for local people who then put money back into the local economy.

The Deputy Chief Executive advised that a report on empty properties and the Disabled Facilities Grant would be considered by the Executive at their meeting on 11 March 2013.

A Member was concerned about the loss of traditional apprenticeships. He was also concerned about the number of people who could not afford the affordable housing and the number of people visiting the Salvation Army for food parcels. He believed that Members should work together to attempt to rectify the issues.

Was the improvement of the public realm, Botchergate and the City Centre included in the Plan?

The Economy and Enterprise Portfolio Holder advised that although highway issues were outwith the City Council's control Members were looking at signage and encouraging shop owners and bus operators to provide good facilities.

It was agreed that it would be useful to reinstate the Botchergate sub group.

The Director of Economic Development advised that Officers were looking at Rickergate and Botchergate and the links through the city. Officers were working with property owners regarding signage and derelict properties.

The Economy and Enterprise Portfolio Holder confirmed that the tourism and marketing strategy was deliverable within current budgets but, following the transformation within the Economic Development Directorate, staff resources were stretched and therefore it was essential that the staff were looked after.

The Director of Economic Development believed that the marketing and branding of Carlisle was important to ensure that people outside the area knew what Carlisle was about and to raise the profile of Carlisle. The Portfolio Holder added that effective partnerships would be crucial in that respect.

The County Council had made a big effort of promoting Carlisle in London. Did the City Council have any similar plans for London and Brussels?

The Director of Economic Development commended the County Council on their work and stated that the relationship with the County Council was strong which could only be good for the City as well as Cumbria.

The Chairman thanked the Leader for the report and acknowledged the value of Overview and Scrutiny Panels working with the Executive to move issues forward and challenge ideas.

RESOLVED – (1) That Report PC.04/13 – Draft Carlisle Plan 2013/16 be noted.

(2) That the Botchergate Working Group be reinstated to monitor the area.

EXCERPT FROM THE MINUTES OF THE EXECUTIVE HELD ON 8 APRIL 2013

EX.33/13 **DRAFT CARLISLE PLAN 2013 - 2016
(Key Decision – KD.037/12)

(In accordance with Paragraph 15(i) of the Overview and Scrutiny Procedure Rules, the Mayor had agreed that call-in procedures should not be applied to this item)

Portfolio Finance, Governance and Resources

Relevant Overview and Scrutiny Panel Community; Environment and
Economy; and Resources

Subject Matter

Pursuant to Minute EX.10/13, the Leader submitted report PC.08/13 concerning the draft Carlisle Plan 2013/16 which set out the City Council's vision for Carlisle and the six priorities for action over the medium term. The draft Plan had been referred to the Council's Overview and Scrutiny Panels; partners (including community and voluntary groups); and the public for consultation.

The matter had been considered by the Community; Resources; and Environment and Economy Overview and Scrutiny Panels on 14, 21 and 28 February 2013. Copy excerpts (COSP.16/13, ROSP.15/13 and EEOSP.18/13) from the Minutes of those meetings had been circulated.

The final draft of the Carlisle Plan 2013/16 and the draft Action Plan for delivering the priorities were attached at Appendices 1 and 2 to the report.

Details of the feedback received, and the proposed amendments to the Plan following the consultation period were also provided at Appendix 3.

The Economy and Enterprise Portfolio Holder referred Members to the Action Plan (Appendix 2). He clarified that the implementation dates for the following actions should in fact read "April to December 2013":

Page 7 – Action 3: Improving Industrial Estate / Employment land performance; and
Page 9 – Action 2: Develop a collaborative approach to stimulating new business and growing small businesses

Members of the Executive indicated their agreement with the above amendments.

The Leader noted that the Chairmen of the Community; and the Environment and Economy Overview and Scrutiny Panels were in attendance. He invited them to speak on the matter.

The Chairman of the Community Overview and Scrutiny Panel stated that the Executive would see from the Minutes that concerns were expressed with regard to the omission of Health and Wellbeing as a priority within the proposed Plan. The Resources Overview and Scrutiny Panel had expressed similar concerns.

Health and Wellbeing had been a priority for a number of years. In 2004 the Department of Health issued a list of 70 local authority areas which were classed as Spearhead Authorities, meaning that they fell into the bottom 25% of local authority areas in relation to good public health. Carlisle was included in that list.

During the years which followed, the City Council, the Primary Care Trust and the Carlisle Partnership had worked hard together to change things and, in 2010, Carlisle was removed from that list.

However, there remained 4 Urban Wards (Currock, Denton Holme, Castle and Belle Vue) whose health deprivations meant that they would still be classed as Spearhead areas if the list was divided into political wards. Those Wards made up more than a third of the urban population.

In conclusion, the Chairman expressed the hope that, even if public health was not identified as a specific priority, the good work done would continue to make a substantial contribution towards health improvements in Carlisle.

The Chairman of the Environment and Economy Overview and Scrutiny Panel said that the Panel was concerned to ensure that the needs of health and youth were being met. He acknowledged that the Leader had given an acceptable response to those concerns. He further highlighted rural issues and looked forward to seeing how those would evolve in detail.

The Chairman added that a very valuable meeting had taken place at the start of the year when the Botchergate Conservation Area was discussed. Accordingly, he was very keen to recommend, on behalf of the Panel, that the Botchergate Working Group be reinstated to monitor the area.

The Leader thanked the Overview and Scrutiny Chairmen for their input.

In response to the concerns raised, the Leader referred to the responses detailed in Appendix 3 (Page 15) which philosophy underpinned the whole of the Carlisle Plan. He gave an assurance that Health and Wellbeing would not be neglected in any way.

The Culture, Health, Leisure and Young People Portfolio Holder indicated that she too was well aware of the importance of health. A number of meetings had taken place with partners in the City and the Executive was fully committed to such working through the Carlisle Partnership.

Speaking in her capacity as a member of the Carlisle Partnership, the Chairman of the Community Overview and Scrutiny Panel stated that a prominent part of their work was to address health related need within Carlisle.

In conclusion, the Leader moved that the Executive consider the proposed amendments to the Carlisle Plan and Action Plan, and agree to refer the draft Plan to full Council for approval.

The Environment and Transport Portfolio Holder seconded the recommendation.

Summary of options rejected None

DECISION

That the Executive:

1. had considered the proposed amendments to the draft Carlisle Plan 2013/16 and Action Plan.
2. agreed to refer the draft Carlisle Plan (subject to the additional amendments highlighted above) to full Council for approval on 30 April 2013.

Reasons for Decision

The recommendations asked the Executive to approve the final draft of the Carlisle Plan following the consultation period. The Carlisle Plan 2013/16 should be referred to full Council for approval and adoption to the Policy Framework