

Report to:

Council

Agenda
Item

11(b)(iv)

Meeting Date: 5 March 2013

Public/Private*: Public

Title: **Economy & Enterprise Portfolio Holder's Report –
Councillor Colin Glover**

PLANNING POLICY

National Grid – North West Coast Connections Project

The National Grid met with Cumbria Association of Local Councils on 6th February to outline their project in Cumbria. This was an initial meeting to explain why they need to improve the transmission lines in Cumbria and to alert them that the next stage of consultation will be in summer which will include direct consultations on route corridors. A briefing for City Council Members is being arranged.

Neighbourhood Development Plans

Dalston have now formally written to request a neighbourhood plan area be designated for the whole of their parish council area. This will be reported to members in due course to approve the area and this will enable us to get a government grant to assist with some of the work required to support them. (£5,000 up front and up to £20,000 recoverable after examination at the end of the process)

Rural Masterplanning

We have had two further rural masterplanning consultations.

Working with Castle Carrock Parish Council, they used this opportunity to add a number of questions they wanted to ask local people as part of the work. The consultation closed on the 16th February 2013.

In Brampton the Graphical Magazine contained an insert for the consultation which will run up until 8 March 2013. Both parish councils have distributed the consultation and the responses will come back to the City Council direct to feed into the ongoing work.

Public Realm – Rickergate Workshop

As part of the Council's Budget provision to enhance Public Realm a workshop was held with local residents and businesses in the Rickergate area. This area acts as a gateway to the City Centre as well as being a residential and business area and the workshop explored the views of local people on how they would like to see the area improved through changes to the public realm. The workshop was well attended and follow up meetings are being held to further explore some of the issues raised.

City Centre Issues

A very positive meeting was held with representatives of the city centre traders on 30th January. This was the first of regular meetings that are primarily designed to improve communications and joint working, but also be the basis for the city centre businesses community to give and receive feedback on issues and proposals relating to city centre vitality and potential for growth.

The businesses are now considering how they might work together and potentially form some sort of trade or business association, which the City Council would give them appropriate support to achieve.

I note with disappointment the announcement by Hoopers that it intends to close the store. We are engaging with Hoopers to ensure the empty building does not become an eyesore after it closes. We will continue to support them in trying to find alternative viable uses for the building so that it can continue to be an asset in this important position within the city centre.

Sense of Place

Carlisle has many assets and positive reasons to come to the area – for visitors, businesses, investors, students and residents. A project has been launched in conjunction with a private sector led Project Steering Group to understand more about what people feel and think about Carlisle and to use this to develop a strong and distinctive approach to promoting Carlisle and a shared Sense of Place. This work will help to shape the 'Carlisle Story' and will also provide us with the tools we need to strengthen and grow our city.

Where necessary, this will also enable us to challenge any negative views, both internally and externally, of our offer and raise the profile of what Carlisle is all about.

This project will last until around May with facilitated workshops being held with the business community, young people, and wider community groups.

A number of towns and cities up and down the UK have already undertaken a similar project with outcomes being a wider recognition and understanding of what their city can offer, identifying opportunities and leading to improved place marketing and potential inward investment.

The Cumbria M6 Corridor Initiative

Together with South Lakeland District Council and Eden District Council we have now signed an agreement that will assist in economic growth along the M6 corridor through Cumbria.

The initiative recognises that all three councils are promoting growth through their planning documents covering housing, employment and business growth as well as being designed to build on Cumbria's strengths in business areas such as manufacturing, which provides 23 per cent of the county's output.

The Cumbria M6 Corridor Initiative outlines that the councils will work collaboratively to:

- Promote economic growth along the M6 corridor in East Cumbria
- Provide employment sites within easy reach of main transport routes
- Support development wherever it is most appropriate across the area
- Improve infrastructure and communication networks along the corridor
- Make it easier for businesses to relocate in the area
- Seek to attract new and growing investment
- Market the corridor as an area open for business
- Work with partners such as the County Council and Cumbria Local Enterprise Partnership to facilitate growth