



# A Flagship Centre for Health & Wellbeing

Julie Minns

Stephen Yeates

Judith Yeates



FRIENDS OF  
CARLISLE VICTORIAN  
& TURKISH BATHS

# Aim

To identify a sustainable future use for the James Street Public Baths as a Community Owned Building that contributes to the priorities of delivering inclusive and sustainable economic growth, increasing visitor spend, making Carlisle a more attractive place for investment and supporting the health and wellbeing of residents and visitors



*“The James Street Baths has the potential to contribute to the growth of the tourist and visitor economy of the city. Therefore, identifying a sustainable future use for the building will contribute to the priority of delivering inclusive and sustainable economic growth, by increasing visitor spend and making Carlisle a more attractive place for investment”.*

Carlisle City Council Report to Health and Wellbeing Scrutiny Panel,  
February 2022

# Vision

## Heritage

Retains the purpose, function & heritage of the building

Updates the service offer to the 21<sup>st</sup> Century

Restores Turkish Baths and original features of 20m pool



## Significance

Expands capacity & offer of the Turkish Baths to increase usage & revenue

Establishes a unique visitor destination

Creates commercial retail and F&B units

Provides new training opportunities

## Community Value

Establishes a community launderette to address hygiene poverty & social isolation

Incorporates the 10m pool in a new health & hydrotherapy centre

Provides public aqua thermal therapy for physical & mental health conditions



# Need

## Heritage



*“Carlisle has a relatively weak visitor sector when compared to other small cathedral cities...Despite its beautiful location and strong heritage offer, Carlisle is clearly underperforming as a visitor destination”.*

Report to Economic Growth Scrutiny Panel  
Jan 2022

## Significance



*“Despite the attractiveness of the Borderlands region, there has been a declining working age population, lower than average levels of productivity and a relatively high degree of inequality”.*

Borderlands Growth Deal  
March 2021

## Community Value



*Carlisle & West Cumbria have a higher % of residents in bad health and a higher % of people whose day-to-day activities are limited by their health than English avg’*

[cumbriaobservatory.org.uk](http://cumbriaobservatory.org.uk)

*“(the) highest levels of deprivation and corresponding poor health outcomes are clusters around the City of Carlisle”*

Report to the Cumbria Health and Wellbeing Board Dec 2021

# Potential

## Tourism



### Increase Visitor Spend

Wellness Tourism grew 6.5%pa (2015-17); more than twice as fast as overall tourism

Forecast to reach \$1.3 trillion by 2025

UK in top ten Global Wellness Destinations

One of only 12 remaining Turkish Baths & only one in north west

Only City in England's Historic Cities Consortium with Turkish Baths

## Economic Growth



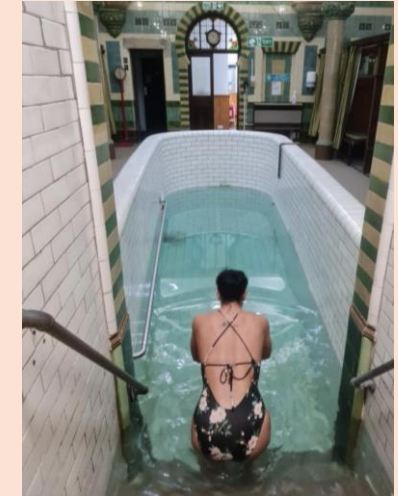
Strengthen Carlisle's role as regional capital for leisure & education; making it a more appealing place to live, work and visit

### Increase productivity

1/5 work days lost due to mixed anxiety/depression; 10.29% of Carlisle patients registered with depression

Expand UOC with Health & Hydro centre  
Since 1996 Lincoln Uni has grown from 500 to 14,500 students, generating £430m pa to local economy

## Health & Wellbeing



### Reduce Health & Social Care Demand

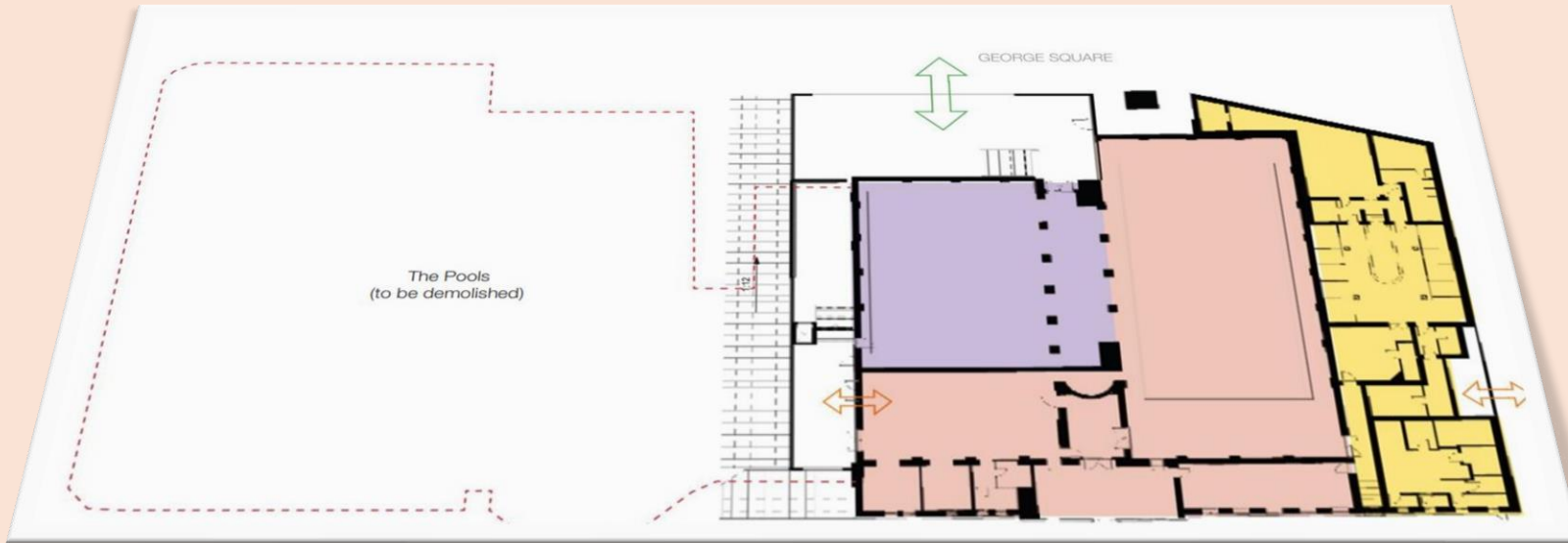
Cold water immersion can slow the onset of Dementia; 1,269 Carlisle residents living with dementia & predicted 35% increase by 2025

### Reduce Hygiene Poverty

12% in fuel poverty & over half in bottom two IMD deciles suggesting many will be unable to afford household appliances like a washing machine

Using a launderette is 2,561% more expensive

# Low to Medium Intervention



## Precedent Study: Ironmonger Row

- Similar scale to James Street Baths
- Pools in use at time of refurbishment
- Re-purposed as health and wellbeing suite
- New entrance created
- Community Launderette established
- GLL operated

**New build extension within existing footprint**

**Fully accessible**

**Links building to Station, University & Town Centre**

**Multi-use, multi-occupant Community Owned building**

**Community Ownership increases funding options**

# Partnership

*“By working together, the public sector and the voluntary & community sector can deliver change that is built around communities and people, meeting their needs and reflecting their choices.”* Cumbria Compact

- ✓ Usage doubled
- ✓ TBs repaired and repainted
- ✓ Added to Discover Carlisle
- ✓ GLL visitor information leaflet
- ✓ Council digital banner & website
- ✓ GLL promotional banner
- ✓ New history & information board installed
- ✓ Lounge redecorated & restyled
- ✓ AHF grant awarded
- ✓ 3,200 Facebook \*followers
- ✓ \*61% in Carlisle & \*80% in Cumbria
- ✓ 2,30+ petition signatories
- ✓ 200+ people joined tours/talks
- ✓ University & Community Launderette engaged

## Borderlands Funding

£600k for the demolition of 1970s, £200k for making good external walls & £200k to enable the building to remain operational. Conditional on pools site transferring to Borderlands

# Recommendations

- 1. Recommend to Executive that the Friends Group be allowed 8-10 months to complete the AHF funded feasibility study & business plan (RIBA stage 1) before Council progresses to Community Consultation, Order of Costs and Economic Appraisal/Outline Business Case**
- 2. Recommend that budget be allocated to enable the Turkish Baths to continue to operate until 1970 Pool is scheduled for demolition**
- 3. Recommend to Executive that officers work with the Friends Group to explore a Community Asset Transfer and progress options for the James Street Public Baths; and provide an update to the August meeting of the Health and Wellbeing Scrutiny Panel**

**Thank you**



FRIENDS OF  
CARLISLE VICTORIAN  
& TURKISH BATHS



# Appendix

***“The Covid-19 pandemic has had a significant impact on our local economy. The impact has highlighted the importance of health and wellbeing across all communities reminding us that Carlisle is a place focused on tackling health inequalities and enabling communities to thrive and be healthy”***

Carlisle Plan 2021-23

***“There is a growing domestic tourism market, boosted by growth in ‘staycations’ as a result of COVID-19, so investing in visitor assets may boost visitor numbers and spending, which would support economic growth and job creation”.***

James Street Baths and Turkish Health Suite Feasibility Study - Mott MacDonald. November 2021

***“Communal value derives from the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory (Conservation principles para 54). As a communal building that has been in continual use since the late 1800’s the James Street baths hold considerable communal value. There will be a significant number of people for whom this group of buildings figures in their experience or memory”.***

Statement of Significance for the James Street Baths - BB Heritage Studio. February 2021

***“It ought not to be a question of £ s d. The health of the people...was the city's best asset, and the (Turkish) baths would specially benefit the aged and the poor”.***

Councillor G Waite. Carlisle Town Council 1908