

# Report to Economy & Environment Overview and Scrutiny Panel

Agenda  
Item:  
**A.4**

Meeting Date: 14<sup>th</sup> August 2014  
Portfolio: Economy, Enterprise and Housing  
Key Decision: No  
Within Policy and Budget Framework: Yes  
Public / Private: Public

Title: **Update on the Sense of Place Programme**  
Report of: Director of Economic Development  
Report Number: ED 29 14

## Purpose / Summary:

To update Members of the Economy and Environment Overview and Scrutiny Panel on the implementation of and key initiatives associated with the Carlisle Sense of Place programme.

## Recommendations:

That Members note the content of the report.

## Tracking

Executive:	N/A
Overview and Scrutiny:	14 <sup>th</sup> August 2014
Council:	N/A

## **1. BACKGROUND**

- 1.1 The Economic Review of Carlisle 2013 established that in order to sustain and enhance economic performance Carlisle needs to grow and identified a clear need to raise the profile of Carlisle in order to do so. In response the Carlisle Economic Partnership set a key priority for action, ‘... to promote Carlisle’s image as a place to visit, learn, do business and invest.’ in order to attract more people to visit, study, live, work and play in the City.
- 1.2 In order to achieve this objective it was considered essential to develop a consistent message which would be recognised and used by businesses and organisations to promote the area beyond Carlisle and Cumbria. The Carlisle Story which provides a vision for Carlisle as a regional capital recognises the benefits of Carlisle (the Place), and provides a cohesive narrative for Carlisle organisations and groups to use to promote themselves through promoting the Place and making the most of Carlisle’s offer.
- 1.3 The challenge for all involved is to get Carlisle firmly placed on the map – ensuring that investors, customers, suppliers know Carlisle via our key story themes: Independent, United and Proud; Animating our History; Destination for entertainment, fun and freedom.
- 1.4 The narrative and visual expression of the Carlisle Story forms the basis for a suite of documents and resources which have been, or are being, produced to ensure that the place brand can be accessed, used and delivered in a consistent and effective way by all stakeholders. Alongside these efforts a number of further initiatives have been instigated with partners as a means of pro-actively driving the Sense of Place agenda.

## **2. AMBASSADOR SCHEME**

- 2.1 A key initiative to help realise the Sense of Place agenda is the Carlisle Ambassador programme. This programme, which was launched in July 2013, has brought together businesses from across the City with the common purpose of bringing the Carlisle Story to life.
- 2.2 There are currently 59 organisations, including the City Council, signed up to the Ambassador Programme. A wide range of business interests and size and scale of operation are involved. Following a hugely successful launch event, hosted by the University of Cumbria and attended by over one hundred people, there have been

four further key events as follows, with each hosted at a different venue and focussing on a different theme:

- Nov. 2013 'Independent, United and Proud' - Kingmoor Park
- Jan 2014 'Animating History' - Tullie House
- Mar 2014 'Opportunities' - Business Interaction Centre
- May 2014 'Destination for Entertainment, fun & freedom' - Carlisle Racecourse

2.3 The next series of Ambassador events are anticipated to commence in September, following a Summer break.

### **3. PROSPECTUS**

3.1 The Prospectus builds on the Carlisle Story and constitutes a powerful promotional document. The content, approved by the Place Board, is designed to provide an introduction to Carlisle, regarding where it is and what it has to offer, going into more detail than the Story itself. It employs the Carlisle Sense of Place branding to aid a consistent marketing approach, and as such is easily recognisable as a part of the wider programme to which it relates.

3.2 The intention is that the Prospectus will feature within and headline similarly branded folders the content of which can then be easily tailored to suit the needs of an event, opportunity or specific agenda.

3.3 No formal launch of the prospectus has yet taken place, however copies were made available at the recent Ministerial Announcement of successful Local Enterprise Partnership funding in Longtown and at the recent Carlisle Partnership Annual General Meeting. Initial feedback has been very positive.

3.3 Two different sized printed formats of the prospectus have been designed with 1000 copies of each having now been printed. The document is also available electronically. It has not yet been, but will shortly be, made available in due course to all who wish to use it as part of their own marketing material.

### **4. WIDER IMPLEMENTATION**

4.1 The numerous resources associated with the Sense of Place programme including the key documents and branding are available free of charge to any local business wishing to make use of them. These have been developed to ensure that the place

brand can be accessed, used and delivered in a consistent and effective way. Existing resources include:

- Carlisle Story Book
- Carlisle Prospectus Book
- Carlisle Prospectus Folders
- Visual expression and brand toolkit
- Image library
- Pop up banner designs
- Hoarding designs and toolkit
- 'e' banners for use on websites, emails etc
- Brand templates: PowerPoint and Publisher

- 4.2 To maximise the benefits of employing the above resources however, and to secure the best level of support, those businesses wishing to make use of the above resources are encouraged to participate in the Ambassadors programme.
- 4.3 It is also important to acknowledge that the Sense of Place programme operates alongside and is complementing and conversely being supported through other local programmes and initiatives. One such example is the Signage Suite which has been produced to form the basis of the public realm works within the City Centre which includes new gateway and interpretive signage at key points.
- 4.4 Assorted marketing material has featured at numerous conferences and events including the Carlisle Skills Fair (Carlisle), Growth Twenty14 (Kendal), Medical Careers Fair (Gateshead) and the Carlisle Partnership AGM (Carlisle, July 2014), Cumbria Tourism's 'Place to Be' campaign and most recently on hoardings at the former Lonsdale site on Cecil Street, which is part of the ongoing Halston development.
- 4.5 A recent example of how the programme works in practice and can benefit the area as a whole is the GP recruitment campaign. The campaign utilised the Ambassador programme and the sense of place branding at a Careers Fair in Gateshead. The event was attended by over 70 professionals looking for recruitment opportunities and saw promotional material offered by a range of Carlisle businesses active in the Ambassador Programme.
- 4.6 The stand and associated marketing material was highly commended by the event organisers and received excellent delegate feedback - many of whom had not previously considered Carlisle, but were now willing to do so. Testament to the success is also that an interest has now been registered in hosting a further medical

professional event in Carlisle the focus of which will be securing such professionals to pursue employment opportunities in Carlisle and the wider Cumbrian sub-region.

- 4.7 Further testament to the success of implementing the programme saw the City Council approached by The Local Government Association to provide a case study of the Sense of Place campaign at a recent conference in Bournemouth. This interest came about as a result of the positive feedback received from the Department of Business, Innovation and Skills, and recognition by the United Kingdom Trade Industry, of the calibre of a recent partnership bid submission which employed the Carlisle Sense of Place branding.

## **5. PLACE MANAGER**

- 5.1 In order to sustain the momentum of the programme and increase its success, the Ambassadors group has identified a need to appoint a dedicated programme manager. In terms of moving this notion forward, funding is now in place to support an appointment on a full time basis for an initial 12 month period, with the cost of doing so having been match funded by the private sector.
- 5.2 The private sector have contributed £25,500 towards the post illustrating how they value the Sense of Place programme and the benefits of growing it. The City Council will also be contributing £25,500. In order to sustain the post in the longer term, a key role of the Place Manager would be to work with the Ambassadors and local businesses to sell the benefits of supporting and buying into the programme.
- 5.4 The Place Manager is a key role and it is important that someone with the right skills is appointed. Unfortunately the panel were unable to appoint from those shortlisted for interview and options are currently being considered which will ensure that the Ambassador programme does not lose momentum.

## **6. RESOURCES**

- 6.1 Costs associated with the programme from inception to date (end of June 2014), which the City Council have encountered, are set out below:
- 2012/13 - £31,085
  - 2013/14 - £36,294
  - 2014-15 - £ 929
- 6.2 These costs cover all aspects of the programme, with the exception of the Prospectus, including the design and print costs of the Carlisle Story, other

branding materials, toolkit and promotional material; research costs; photography; hospitality and promotion.

6.3 The costs associated with preparing the Prospectus are £3,555, £1,300 of which relate to the design work with the remainder relating to print costs. These costs were met by the City Council within existing economic development related budgets.

6.4 It is important to acknowledge that the programme has so far been funded through a private / public sector partnership. Private sector contributions to the Place Manager total £25,500 with many in kind contributions also having been received. The delivery of all four ambassador events have for example been funded entirely by those who hosted them. In addition Ambassadors have been offering significant incentives directly in response to the Sense of Place programme, through for example discounted products and services. Whilst these latter costs are difficult to quantify, they are nevertheless important to acknowledge as part of the overall investment in the initiative.

## **7. CONCLUSION AND REASONS FOR RECOMMENDATIONS**

7.1 Members are asked to note the content of the report in order that they are appropriately informed with regards to current and forthcoming key initiatives associated with the Sense of Place programme.

## **8. CONTRIBUTION TO THE CARLISLE PLAN PRIORITIES**

8.1 The programme directly supports and cuts across a number of the corporate priorities including:

- Promotion of Carlisle as a prosperous City, one in which we can all be proud.
- Supporting the growth of more high quality and sustainable business and employment opportunities.
- Working more effectively with partners to achieve the City Council's priorities.

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**Appendices  
attached to report:**

**Note: 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:**

- **None**

**CORPORATE IMPLICATIONS/RISKS:**

**Chief Executive's -**

**Community Engagement –**

**Economic Development –**

**Governance –**

**Local Environment –**

**Resources -**