

Meeting Date: 4 March 2014

Public/Private*: Public

Title: **Leaders Portfolio Holder's Report –
Councillor Colin Glover**

E-billing marketing

Work is continuing to promote e-billing, the current iPad competition ends on 28 February. So far, around 1,500 households have been signed up to the new service. Promotional messages are also being included on council tax envelopes to encourage residents to register their email with the city council. The message is: **We're going digital. Join us for your chance to win £1,000.** (T&Cs apply).

All emails will be automatically signed up for e-billing (where applicable) and residents given an 'opt out' option. The sign up page will be a direct link from the council's website homepage

Digital Champions and website changes

We currently have 15 digital champions from across all directorates developing our social media and website. The council's website content is being reviewed and refreshed, the focus is on City Council services. Where necessary, links are included to direct site visitors to partner organisations. Since September 2013, around 330 pages of content have been deleted.

Ice Rink and High Ropes Adventure Centre

An open-air Ice Rink and a High Ropes Adventure Centre is due to open in Carlisle's Bitts Park.

Funded by Carlisle City Council, the ice rink will be managed by Carlisle Leisure Limited (CLL) on the council's behalf. It is expected that the council's one-off capital investment will be recouped as we will share the profit generated from admissions and skate hire.

The portable facility will be temporarily based in one of the Bitts Park tennis courts and will be moved into the city centre over the Christmas period. CLL is aiming to have it up and running by early March.

Events Programme 2014

We have a busy, rolling programme of events planned for 2014. So far this includes:
Wednesday 16 - Monday 21 April: Easter International Market, Carlisle city centre

- Friday 2 - Sunday 4 May - Pirelli Richard Burns Foundation Rally, start and finish in Carlisle city centre
- Saturday 24 May - Sunday 1 June: Carlisle Music City. Visit www.carlislemusiccity.co.uk
- Monday 26 May: Upperby Gala, Hammond's Pond
- Monday 26 May: Talkin Tarn Triathlon. Visit www.sportinaction.co.uk
- Saturday 14 June: Cumberland Show, Carlisle Racecourse
- Saturday 14 June: Carlisle Gay Pride, Carlisle city centre
- Saturday 28 June: Armed Forces Day, Carlisle city centre
- Saturday 16 - Monday 25 August: Carlisle Pageant, Carlisle city centre
- Saturday 1 November: Fireshow, Bitts Park
- Sunday 9 November: Remembrance Sunday, Carlisle city centre
- Sunday 16 November: Christmas Lights Switch On, Carlisle city centre
- Wednesday 3 - Sunday 7 December: Christmas International Market, Carlisle city centre

To coincide with the Glasgow Commonwealth Games, we're planning a Mini Commonwealth Games/Summer of Sports event/s. Plans are also under development with Carlisle Food Partners to promote Carlisle's culinary skills with a food event later in the year. We are also talking with partners and stakeholders to organise a series of commemorative events for the anniversary of the First World War.

Community Events Panel

We launched a pilot Community Events Support Panel in January. The Community Event Panel is a new approach to supporting events. The panel consists of the Leader, Portfolio Holder for Culture, Health, Leisure & Young People with support from the Deputy Chief Executive and officers.

The panel has offered the following events financial support (subject to the Council's Budget being approved on 20 February):

- Pirelli Rally – 3 and 4 May 2014
- Gay Pride – 14 June 2014
- Cumberland Show – 14 June 2014

Carlisle Story / Carlisle Ambassadors' Meeting

On Wednesday 22 January the second meeting of Carlisle Ambassadors was hosted by Tullie House. As in November last year, the meeting was very well attended with 48 businesses represented including Story Construction, CN Group, System People, Kingmoor Park Properties, Armstrong Watson and many others. Sectors such as Higher Education / Further Education, tourism, finance and the arts as well as the third sector representatives were all keen to attend and support this initiative.

The Council also held a Marketing Workshop in January, facilitated by Peter Anderson, to showcase the free resources available and to encourage the use of the Carlisle Story place branding toolkit. Local businesses are beginning to use the imagery, narrative and visual expression within their own projects. The Carlisle Story has also featured in Cumbria Tourism's latest marketing campaign 'The Place to Be' and attracted the attention of Government departments such as BIS and UKTI.

We are delighted with the response to the Carlisle Story. The Carlisle Ambassadors will act as proactive advocates for the city with the power to influence what is said about it, how it is marketed, how it is portrayed in the media and organise events to get it known and thought about by the people that matter. We all need to encourage businesses to sign up and be part of this exciting scheme.

Local Economic Partnership – Strategic Economic Plan

The Local Economic Partnership (LEP) submitted the Strategic Economic Plan to Government on the 19th December 2013. The plan was well received by Government which they said clearly set out the opportunities and challenges facing Cumbria. The plan will form the basis for the wide Growth Deal as well as the bid to the Local Growth Fund.

The SEP includes four strategic priorities:

- Advanced Manufacturing
- Nuclear and Energy Excellence
- Vibrant rural and visitor economy
- Strategic connectivity of the M6 Corridor

The bids to the LGF are on a competitive basis so the Cumbrian LEP needs to put forward projects which will meet the Governments objectives which include deliverability, value for money, leverage and jobs. The two projects which have been shortlisted in Carlisle are Durranhill Industrial Estate and MOD Longtown.