



ENVIRONMENT AND ECONOMY OVERVIEW AND SCRUTINY PANEL

Panel Report

Public

Date of Meeting: 8th September 2011

Title: DEVELOPMENT OF CARLISLE'S VISITOR ECONOMY – UPDATE

Report of: Strategic Director

Report reference: SD/05/11

Summary: Further to the Report of 23rd June this report provides Members of the Economy and Environment Overview and Scrutiny Committee with an update on the proposals to form a new 'not for profit' company limited by guarantee, leading onto a formal Business Improvement District (BID) for the City Centre.

Questions for / input required from Scrutiny:

1. Members of the Economy and Environment Overview and Scrutiny Committee are asked to consider the progress made on the development of a City Centre BID.

Recommendations:

1. That members of the Economy and Environment Overview and Scrutiny Committee consider the contents of this report and offer the Portfolio Holder and Strategic Director their views and any recommendations.

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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

1. BACKGROUND INFORMATION

The background to the development of Carlisle's visitor economy and city centre 'offer' has already been outlined in detail at the Environment and Economy Overview and Scrutiny Panel in January 2011, Report SD.03/11, and a further update on 23rd June Report SD / 04/11.

The Council's proposals are to develop a new, not for profit, Tourism and City Centre Management Company that will oversee both district tourism development and city centre improvement activities via a partnering approach with other public and private sector partners.

2. PROGRESS MADE TO END OF AUGUST 2011

Further discussions have been held with a range of parties active within the City Centre and the wider tourism industry within the Carlisle District from which it has emerged that the setting up of a formal Business Improvement District (BID) for the City Centre should be now prioritised. This is to be overseen by a Project Steering Group made up of parties with a more direct interest in the economy and activities of the City Centre. The exact make up of this Project Steering Group is yet to be finalised but will include representatives from both major and local retailers and other business interests within the City Centre.

A key element is the appointment of an external consultant to provide support and advice through the important stages of business engagement and consultation, and to ensure all processes of setting up an appropriate City Centre BID are closely adhered to.

A procurement process to identify such an external consultant has now taken place and references are now in the process of being taken up, with a view to the consultant commencing the next stage of developing the BID in early September.

The City Council will be overall Project Manager for the setting up of the BID and regular reports on progress will be brought before Environment and Economy Overview and Scrutiny Panel.

In respect of the support for the wider visitor economy, this will be subject to further discussion at a meeting of the Carlisle Tourism Partnership on 5th September.

Impact assessments

Does the change have an impact on the following?

Equality Impact Screening	Impact Yes/No?	Is the impact positive or negative?
Does the policy/service impact on the following?	No	
Age	No	
Disability	No	
Race	No	
Gender/ Transgender	No	
Sexual Orientation	No	
Religion or belief	No	
Human Rights	No	
Health inequalities	No	
Rurality	No	

If you consider there is either no impact or no negative impact, please give reasons:

At this stage it is difficult to clearly identify the impact of these proposals. Once stakeholders have been identified and engaged a full impact assessment will be conducted.

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If an equality Impact is necessary, please contact the P&P team.