

# Report to: Council

Agenda  
Item

Meeting Date: 13 November 2012

Public/Private\*: Public

Title: **Leader Portfolio Holder's Report –  
Councillor Prof Joe Hendry**

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## PROMOTING CARLISLE

On 12 September, the City hosted the start of Stage Four of The Tour of Britain. The event was given positive and widespread coverage in the local press. Positive feedback was received from local schools who took part in the event. Feedback from the Tour of Britain confirms that globally, the coverage for the event broke all previous records. The Century TV-produced coverage of The Tour of Britain was also broadcast live across more than 130 countries, showcasing Carlisle to viewers across the world reaching audiences of millions across five continents.

An economic impact assessment of the 2012 Carlisle to Blackpool Tour of Britain stage concluded that The Tour generated significant economic impacts at a local, regional and national level. It concludes that the Carlisle Start event generated a £2,372,411 boost to the local economy.

Following on from promotion support for Healthy City Week (22-28 October), work is well underway publicising the two main autumn and winter events - the Fireshow (Saturday, 3 November) and the Christmas Lights Switch-On (Sunday, 18 November). The engagement of local schools, a real success in our stage start for the Tour of Britain, will continue in the Christmas Lights Switch-on with a Christmas parade. The Twelve Days of Christmas Community Parade will create a spectacular show in the city centre, putting engagement and celebration at the heart of our event.

## CITY CENTRE EVENTS

On 10 October a Pink Day was held in the city centre to raise awareness of breast cancer in the City. The event was highly successful; television coverage of the event raised the profile of Carlisle and informal feedback from retailers adjacent to the Old Town Hall was positive about increased footfall and trade.

## **THE CARLISLE PARTNERSHIP**

The Carlisle Partnership continues to enjoy support from all sectors (public, private, voluntary and community) and we are grateful for the time and efforts of all individuals and partners involved.

The Carlisle Partnership's Healthy Communities and Healthy City Steering Groups have made a valuable contribution towards Carlisle's second Healthy City Week. Initial figures from the Healthy City Week suggest that approximately 165 partners and stakeholders participated in events aimed to increase awareness of Carlisle as a healthy city, advancing the healthy city programme, and promote projects and services aimed at improving health in Carlisle.

The chair of the Children's District Delivery Group (DDG) has been confirmed as David Willetts, who will be welcomed into the executive at the next meeting in December. The DDG is currently looking indicators relating to poverty and anti-social behaviour, into which the City Council's Wellbeing team have linked.

The Rural Support Group hosted a locality-working event in September and is continuing to move the work of the Parish Charter forward.

Work on Carlisle's Economic Potential Study continues, and it is hoped that the document can be finalised by the end of the year.

An initial scoping meeting has been held to look into the establishment of a food charter for Carlisle. The meeting was attended by a number of partners including Sustainable Carlisle and Brampton. The work on a food charter will additionally explore the links with the fair food project and soil association.

## **TOWN TWINNING**

Our Twin Town of Slupsk is a small city in North West Poland. Its population is around 96,000 people and it lies ten miles from the Baltic Sea. It therefore has strong and developing trading and cultural links with Norway, Sweden, as well as north Germany and the Russian port of Archangel. It has twinned with Carlisle and Flensburg (North Germany) for 25 years. All three are border cities.

The main purpose of the visit for us in Carlisle was to learn from their economic development projects and their ability to access European Union and other partnership funding; to develop exchanges between our young people at our two Universities; colleges and secondary schools; to explore possible opportunities for business links with Carlisle. Our Polish hosts gave us a very warm welcome which made up for the somewhat gruelling journey of thirteen hours.

We met with the Mayor and his officers, a wide range of local business people, attended the official opening of the EU funded Advanced Technology Business Science Park and Incubator Project (which supports start up businesses). We attended an economic development forum there and I gave a paper on the relationship between higher and further education and economic development. We also visited the local Art Gallery and

Museum and discussed the possibility of an exchange of modern art exhibitions between there and Tullie House.

We also visited the Vice Chancellor of their University and hope that our own new University and theirs can form EU supported exchanges (through for example the EU Erasmus Project) as well as shared teaching methodology and research. The Mayor's Office also arranged a meeting between us and heads of local comprehensive schools again to see if we can further develop our youth exchanges and other links for our young people.

I believe Carlisle needs more inward investment and we must try to benefit from the developments in the West Cumbria Energy Coast and the potential for infrastructure / job creation projects. The most significant issue I learned from, and that I hope we can try to develop (hopefully with Government and EU support) is to establish enterprise zones with clusters of similar businesses which would help create synergies and innovation. Both of our twin towns have business science / technology parks for new start up businesses with links to existing businesses and local universities and their research bases. If we are able to establish a similar facility in the next few years this would be a huge boost for Carlisle's long term economic development.

Overall - hard work but very worthwhile.

Professor J D Hendry  
Leader of the Council