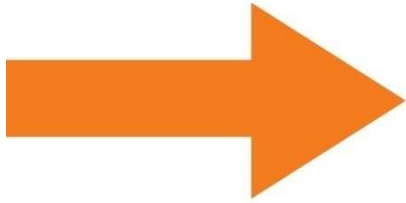


Carlisle Story & Carlisle Ambassadors


**Presentation by Jane Meek,
Director of Economic Development**

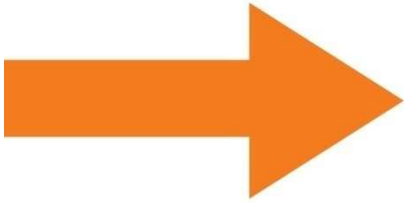
23rd April 2015





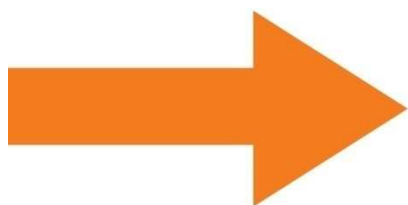
Background / Purpose

- Growth
 - On The Map
 - Competition
 - Confidence / Clarify / Coherence
- 
- A solid green horizontal bar spanning the width of the slide, located at the bottom.



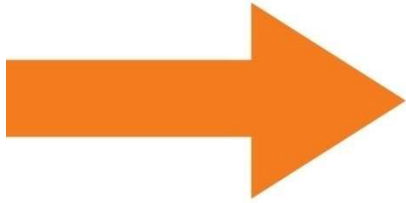
Carlisle Story

- Steering Group
- Workshops
- One to One's




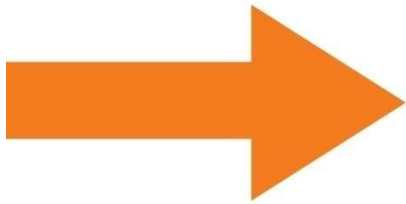
is Carlisle

is Carlisle...	Y	N	DK
ambitious	19%	73%	8%
creative	23%	73%	4%
dynamic	4%	96%	0%
confident	27%	73%	0%
contemporary/ modern	12%	85%	4%
traditional	96%	4%	0%
complacent	58%	38%	4%
tourist friendly	50%	38%	12%
fearful of change	73%	23%	4%
open for business	65%	23%	12%



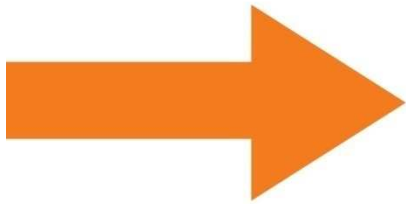
Action

-
- Carlisle Story
 - Image Library
 - Branding / Toolkit
 - DVD Video Slide Show
 - Carlisle Ambassadors
- 
- A solid green horizontal bar spanning the width of the slide, located at the bottom.

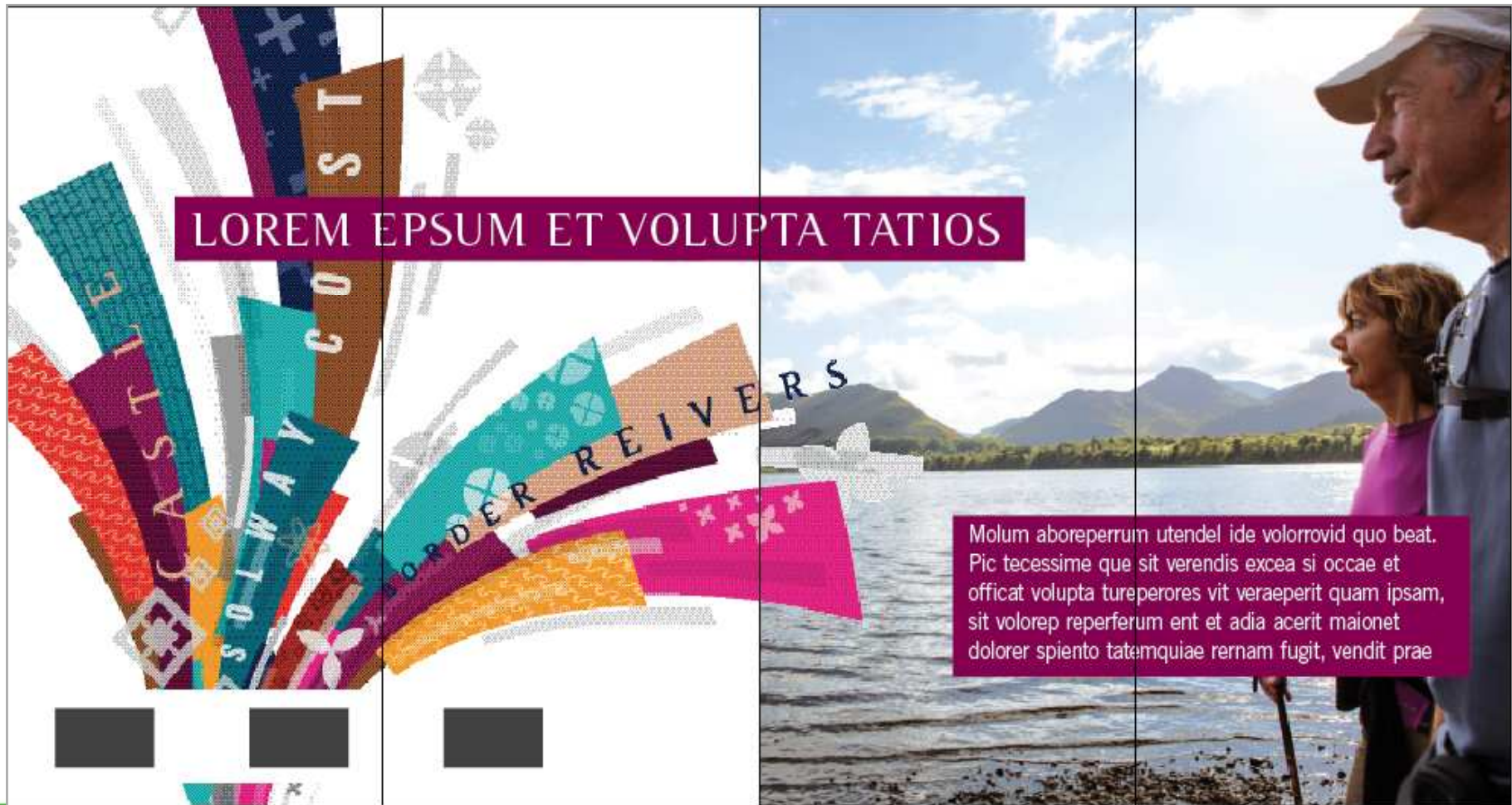


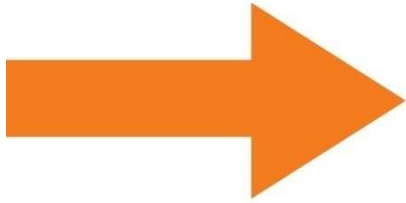
Civic Centre Foyer





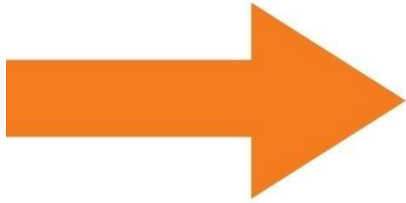
Hoarding Template





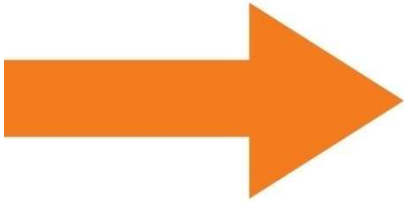
Carlisle Ambassadors

- Purpose
- Launch / Refresh
- Attendees
- Meetings / Projects



Outcomes

-
- Government Interest
 - Social Media
 - Carlisle Ambassador Website – 7,500+ views
 - Members
 - Google+ = 5,000+ views
 - Linkedin – 500+ Members



Any Questions ?

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