

Carlisle Ambassadors Town Deal Overview 25 September 2020



Town Deal - Purpose and priorities

To drive the sustainable economic regeneration of towns to deliver long term economic and productivity growth

Urban regeneration

Ensuring towns are thriving places for people to live and work, including by:

- Increasing density in town centres;
- Strengthening local economic assets including local cultural assets;
- Site acquisition, preparation, remediation, and/or development; and
- Making full use of planning tools to bring strategic direction and change.

Skills and enterprise infrastructure

- Driving private sector investment and small business development; and
- Ensuring towns have the space to support skills and small business development.

Connectivity

- Developing local transport schemes that complement regional and national networks; and
- Supporting the delivery of improved digital connectivity.



Town Investment Plan vs Town Deal

Town Investment Plan

- Encompasses **all** projects and investments to support the growth and regeneration of the City (including Borderlands Growth Deal; Future High Streets Fund; other public funders; private investment)

Town Deal

- The **specific** projects and investments that will form the Town Deal 'Ask'
- Requires a process to identify the priority projects to be put forward for Town Deal funding



Town Investment Plan - Key Requirements

1. Plan - Long-term strategy for economic growth, outcomes up to 2030 (short, medium and long-term priorities)
2. Covid-19 - How it is impacting local economy and how this has shaped investment approach
3. Developed with input from the community, genuine local ownership
4. Complementing other investments and funding
5. Supporting evidence base and analysis - need and opportunity
6. Capacity to deliver



Town Deal Process

- **Phase 1 (Submission 31 October 2020)**
 - Town Investment Plan
 - Strategic business case for priority projects
 - Heads of Terms offer (subject to quality of submission)
- **Phase 2**
 - Detailed business cases for agreed projects (justification, VfM, additionality, costs and funding, deliverability)
 - Release of funding
 - Project delivery



Carlisle Town Deal - Vision

“Carlisle will be a thriving centre for businesses, residents, education, and culture providing new jobs, thousands of extra homes, better skills, a high quality leisure offer, a clean environment, and a great quality of life for a growing resident population and workforce...

...It will be a flourishing visitor destination, welcoming tourists to the City and offering an attractive gateway to the beauty of the wider Cumbrian and Borderlands region”



Carlisle Town Deal - Objectives

Objective 1: Growing City



Growing the working-age population of Carlisle and expanding the business and employment base, through investment in housing, business growth, high-quality job creation, and education & skills.

Objective 2: Vibrant City



Increasing vibrancy and activity in Carlisle city centre, creating a thriving community of students, residents, businesses and workers using the centre city for education, housing, work and leisure activities, during the day and into the evening.



Carlisle Town Deal - Objectives

Objective 3: Connected City



Making Carlisle a highly accessible and connected city, and supporting growth by making it easier for residents, workers, visitors and businesses to arrive at and move around the city.

Objective 4: Destination City



Enabling Carlisle's visitor economy, attracting additional footfall, vibrancy and spending to the city.



Carlisle Town Deal - Objectives

Objective 5:



Enabling Carlisle's businesses, people and communities to be resilient to current and future economic and environmental challenges including climate change, economic exclusion and unemployment, and recovery from the Covid-19 pandemic.



Carlisle Town Deal - Projects

Carlisle Southern Gateway

Improvements to central core highway network to support major developments at Southern Gateway for the city centre, around the station and citadels. Enhancing the new walking and cycling infrastructure linking St. Cuthbert's Garden Village with the city centre.

Digital and Community Learning Hub

Redesign and refurbishment of the existing library building in Carlisle Lanes to enhance and create a significant skills development, community, and digital facility for the benefit of local people.



Carlisle Town Deal - Projects

Start with the Park (St Cuthbert's Garden Village)

Design, development and delivery of 'The Greenway' for St Cuthbert's Garden Village. 'The Greenway', will be a connective, multi-modal, greened route that joins the three planned communities and creates links into the City Centre.

This country park will be a space for recreation and leisure for not only the residents of the Garden Village, but for the whole city.

Carlisle Indoor Market

Redevelopment of the indoor market hall space to provide a food court and entertainment venue, creating a distinctive new leisure and evening economy offer in the city centre.



Carlisle Town Deal - Projects

Tullie House and City Centre events

Supporting investments to transform Tullie House as one of Carlisle's distinct historic assets, into the creative and cultural heart of Carlisle.

Combined with an enhanced high-profile events programme in Carlisle to encourage more local people, families and visitors into the city centre, boost footfall / spending and support businesses,

Citadels Innovation Hub

Development of business incubation and innovation space on the Citadels site, adjacent to the development of the University of Cumbria campus. Attracting businesses and jobs to the city centre, and stimulating the growth of key sectors, including digital and creative.



Our “ask” from the Ambassador network

Engagement with local communities and businesses is key!

We want to work with you to as we develop our plans and projects – continuous process of update / engagement.

We would like to know your views on the vision, objectives and projects

Online survey at:

www.carlisle.gov.uk/regeneration

