

CARLISLE

DRAFT TOWN INVESTMENT PLAN





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CONSULTATION 27 JULY - 14 AUGUST 2020



In autumn 2019 Carlisle was announced as one of the 101 places selected to create a Town Deal to access up to £25 million through from the UK government's £3.6 billion Towns Fund. The fund aims to support urban regeneration in towns through investment, strengthening cultural assets, supporting skills and business development for local people and businesses, and improving local transport and digital connectivity. The funding will complement other significant investments taking place in Carlisle in the future, including the Borderlands funded Carlisle Station Gateway and Citadels project, St Cuthbert's Garden Village and the Future High Street Fund proposals for the city centre.



Carlisle's Town Deal Board, made up of representatives from key public and private sector organisations in the city, was formed in January 2020 to steer Carlisle's vision and objectives for the Town Deal. The first stage of agreeing a Town Deal is the creation of a Town Investment Plan, which sets a clear vision for Carlisle's future, this will capture existing investments in the city centre as well as identify new projects to be taken forward for Town Deal Funding.

Drawing on feedback provided from key stakeholders and previous public consultations for other projects, we have proposed a vision and objectives for Carlisle's Town Investment Plan, which will set the strategy for our Town Deal and steer how the Town Deal Fund investments are used. We are asking local people and businesses to have their say on these ideas and input their own ideas to ensure that our vision for future Carlisle is shaped and supported by the people who live here.





CARLISLE DRAFT TOWN INVESTMENT PLAN

VISION AND OBJECTIVES

VISION

The City of Carlisle is ambitious to grow, leading the way in unleashing the full economic potential of Cumbria and the wider Borderlands area, and closing the prosperity gap with other parts of the UK.

As the business and population capital of the region, a university city, and the strategically located Borderlands hub connecting Cumbria to the rest of the UK, Carlisle has the assets, strengths and potential to drive future prosperity and growth across the region.

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.

As the only city in the Borderlands area, Carlisle serves as the main economic, population and education hub for the region. It is an attractive, affordable, well-connected and resilient university city, located on the doorstep of the Lake District National Park and the Solway Coast. Set amongst these two areas of outstanding natural beauty, with 2,000 years of history, a diverse business base and a strong sense of community, Carlisle has everything needed to provide a fantastic quality of life for everyone that lives and works here.

We will unleash Carlisle's potential as a growing city, boosting our population and workforce, and growing our business base through investment in housing, industry, education, transport and digital connectivity, and leisure and culture.

Carlisle will be at the forefront of the post Covid-19 economic recovery in Cumbria, providing the homes, jobs and skills needed to get the economy back on track.





The growing city of Carlisle will be a great place to work, with thriving businesses creating high quality, well paid jobs for a growing working-age population.

Carlisle is the economic capital of Cumbria and the Borderlands, with excellent links by road, rail and air, as well as high connectivity via superfast broadband. However, too many jobs are in low skilled and low wage sectors and the working-age population is declining. We will create high quality, well paid jobs by bringing more businesses to the area, including professional services, the digital sector, regional hubs of large energy and media organisations, culture and tourism businesses, and health, education, public sector and government jobs. We will ensure that Carlisle is a great place to start and grow a business, with flexible offices and collaborative space, alongside incubation space for creative and artisan businesses.



Carlisle will be a great place to live, offering high quality and affordable housing options, a healthy environment, an engaging leisure & cultural offer, and high-quality transport infrastructure

Carlisle has a wide range of housing, from contemporary to traditional and rural homes. The City has ambitious plans for growth and will provide a more diverse housing offer to support the growth of its population, from city centre live/work residences to family homes on the outskirts. This includes the ambitious housing development at St Cuthbert's Garden Village, creating 10,000 new homes south of the City to enable the continued growth of Carlisle. This is a strategically significant development providing a high volume of quality new homes, delivering a transformational impact on the wider Cumbria region and the UK housing market. We need to provide more leisure activities and opportunities in the city centre for young people, families and adults. In recent years, residents have left the city centre and too few people live there to stimulate commercial sector investment in the leisure offer and evening economy. We will support population growth by building good quality, energy efficient homes with excellent digital connectivity. We will make Carlisle a better place to live for current and future residents by investing in the improvement of our leisure facilities and cultural and leisure assets. The City is well-connected on the strategic road and rail network and Carlisle Station and Carlisle Airport provide important points of arrival to the City and wider Borderlands region. However, the transport infrastructure within the City needs to be improved, especially for pedestrians and cyclists, so that residents, workers, students and businesses can move around the City more easily. We will invest to minimise the environmental impact of our growing City, making Carlisle a net zero carbon city by 2030.



Carlisle will be a great place to learn, with access to excellent education and skills development in an outstanding learning environment.

The University of Cumbria and Carlisle College bring people to the area to study, as well as building the skills of local people. However, not enough young people come here and too many leave after their education is finished. We will bring in more young people from outside of the area by transforming the student experience through the Citadels development, which will relocate the University into the city centre. We will also encourage more young people to stay in Carlisle when they have finished their studies, by growing our digital and creative industries, creating stronger links between business and education (including through the proposed collaboration between the University of Cumbria and Lancaster University Management School), and creating an environment that encourages young people to set up their own businesses in Carlisle. We will build a strong local skills base for our key and growing sectors, empowering more local residents to upskill and reskill so they can benefit from new opportunities, while ensuring businesses have access to the skills they need to thrive.



Carlisle will be a great place to visit, where people enjoy the city's many historic and cultural assets and find a warm welcome to the outstanding beauty of Cumbria and the Borderlands.

Dating back 2,000 years, Carlisle is one of England's 13 Historic Cities. It is on the doorstep of the Lake District National Park, only 10 miles from the border of Scotland, and a stone's throw from the Hadrian's Wall World Heritage Site. The city itself offers a range of attractions, including the castle, cathedral and Tullie House Museum. However, Carlisle is not achieving its potential as a tourist destination. Not enough people know what it offers, many of our cultural and heritage assets are unmarked, and the accommodation needs improving. We want to bring more people to Carlisle, increasing both dwell time and spend in the city. We will do this by making more of our tourism assets, giving them greater prominence and visibility. We will encourage more people to stay in the city by improving the quality of our accommodation offer and giving them more things to do, such as events and festivals. We will create a joined up visitor experience that positions Carlisle as the gateway to the Lake District National Park, Hadrian's Wall, and the wider Borderlands tourism offer.





We're already investing in growth

We have already started our growth journey, preparing the City for the future by investing in a range of high impact, transformational projects:

- **Citadels:** Carlisle's Grade I listed Citadels are key a heritage asset for the city, and the site surrounding them includes nearly 16,000m2 of publicly owned land. Largely unoccupied since the relocation of Cumbria County Council offices, the site will be converted into a brand-new campus for the University of Cumbria in the heart of the city centre.
- **Carlisle Railway Station:** Creating a gateway to Carlisle and the wider region through improvements to the station and its surroundings. This includes improving the station entrance, maximising its historical assets, and supporting more sustainable modes of transport with electric charging points and a cycle hub. The improvements will encourage greater use of rail as a mode of transport, whilst also improving the experience for visitors arriving to Carlisle Station.
- **St Cuthbert's Garden Village:** An ambitious and unique housing development scheme of 10,000 new homes south of the City to enable the continued growth of Carlisle. This is a strategically significant development providing a high volume of quality new homes, delivering a transformational impact on the wider Cumbria region and the UK housing market. The development will deliver energy efficient housing in innovative, mixed-use, self-sufficient communities, well-connected to each other and the city via sustainable and active transport routes.
- **City Centre Investment:** Transforming Carlisle City Centre through the Future High Streets Fund, increasing footfall and vibrancy through investment in key buildings and assets including the Market Square, Hoopers Department Store, and Castle Street.
- **Sustainable transport:** Reimagining transport across the City through our Transport and Movement Study.





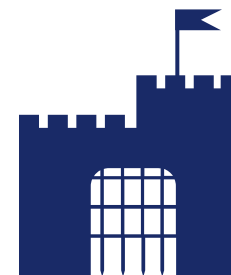
TOWN INVESTMENT PLAN AND INVESTMENT OBJECTIVES

We will achieve our Vision for Carlisle through the delivery of our growth-focused Town Investment Plan. The Plan focuses on the following five Investment Objectives which set out our priorities for investment in the City. The Town Investment Plan provides the strategic framework that will guide the selection of specific projects to be prioritised for investment in the City, including the projects that will form the basis of Carlisle's Town Deal.

Growing City

Objective one: 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.

- Grow Carlisle's population to over 100,000 through housing-led growth. This will include delivering over 10,000 new homes at St Cuthbert's Garden Village (SCGV), as well supporting other housing developments across the City, reversing the decline in the working age population. The focus will be on clean housing growth and low carbon lifestyles.
- Grow the local business base by providing workspaces and accommodation that meet the changing needs of businesses, including flexible offices and collaborative spaces, as well as incubation space for creative and artisan businesses.
- Bring more businesses into the City using the new University of Cumbria campus as a catalyst to attract companies working with the University.
- Attract new investment at Kingmoor Park, the City's prime business location adjacent to the M6, and the only Enterprise Zone in Cumbria.
- Attract and retain more young people in the City, including growing the student population through the University of Cumbria's new campus, and by investing in sectors such as creative and digital to provide job opportunities that are attractive to young people.
- Grow the local skills base for our key sectors and boost business productivity by encouraging local residents to upskill and reskill so they can benefit from higher skilled, higher paid jobs, while ensuring businesses have access to the skills they need to thrive.
- Actively promote and market Carlisle as a great place to live and work, attracting people and businesses from outside the region to locate and invest in the City.





Vibrant City

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

- Develop a new campus in the City for the University of Cumbria, creating greater vibrancy and footfall in the centre, at the same time as building higher-level skills, growing the local workforce and supporting business productivity and growth.
- Increase footfall and spending in the city centre by offering more and higher quality food and beverage outlets, a greater range of cultural and leisure activities, and improved transport connectivity.
- Provide new residential units in the city centre attracting more people to live there, helping to stimulate the leisure, culture, and retail sectors and the evening economy.
- Create additional workspace and business accommodation, helping to attract more business activity to the city centre.
- Improve the public realm, making the City centre a more attractive place that residents and visitors want to spend time in.
- Improve the facilities and offer for young people in the City to ensure it is a place they feel connected to and where they are more likely to stay.





Connected City

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

- Improve access into and out of the City, enhancing connectivity to Cumbria and the wider UK by improving facilities and capacity at Carlisle Station.
- Facilitate active travel, increase the number of journeys made by walking and cycling, and make it easier for pedestrians and cyclists to get around the City through investment in walking and cycling routes and bike bridges connecting up key areas of the City.
- Improve the City's low carbon transport provision including expansion of the electric vehicle infrastructure.
- Continually enhance the City's digital infrastructure, providing outstanding connectivity to help attract creative and digital businesses, and to boost business productivity and growth.
- Address the challenge of digital exclusion by improving both digital skills and access to devices for residents, enabling them to access education, work and services online.





Destination City

Objective four: Enabling Carlisle's visitor economy, attracting additional footfall, vibrancy and spending to the City.

- Strengthen Carlisle's offer as a short stay destination and a tourist gateway to the wider Cumbria area, Hadrian's Wall World Heritage Site, and the Lake District National Park World Heritage site.
- Diversify and strengthen the visitor and leisure offer in the city centre by investing in the development and improvement of Carlisle's key heritage and cultural assets, including revitalisation and easier access to the historic quarter.
- Improve the City's visitor accommodation offer, including high-quality hotel developments.
- Offer new reasons for visitors to come to the City, include events and festivals that are distinctive to Carlisle.



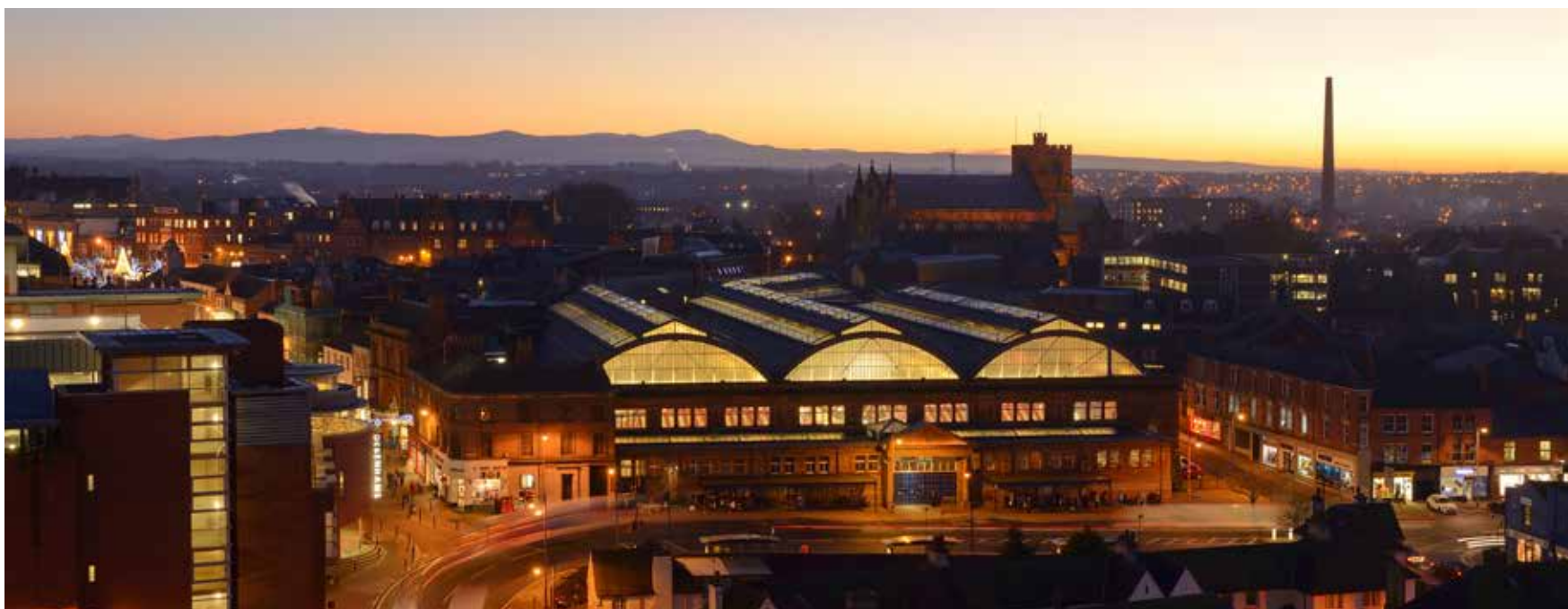


Resilient and Inclusive City

Objective five: 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.



- Support businesses and communities to recover from the impacts of the Covid-19 pandemic, including ensuring that viable businesses can access the funding they need to survive, maintain local jobs, and prepare for a return to growth.
- Deliver inclusive growth by ensuring that residents from all backgrounds have the skills needed to access new jobs created in the City, and the digital skills needed to participate in a digital economy.
- Build resilience in the local economy and retain wealth in the area by ensuring businesses have access to a skilled local labour force and encouraging the development of local business supply chains.
- Establish Carlisle as an exemplar in clean growth, placing environmental sustainability at the heart of all investments and delivering on Carlisle's commitment to be a net zero carbon city by 2030.





INTERVENTIONS

Based on the investment objectives, we have identified some potential priorities for how the Town Deal funding could be used, to add value to the transformational projects planned for the city and maximise the benefits of this investment for Carlisle.

The types of projects that could be supported by Carlisle's Town Deal include:

- Improving green spaces.
- Boosting housing delivery.
- Improving walking and cycling connectivity across the city.
- Enhancing the cultural, heritage and leisure offer.
- Improving skills and learning to support local people and economic growth.
- Supporting businesses and communities to recover from the impacts of COVID-19.
- Delivering high quality space for growing SMEs and the Creative and Digital sector.





NEXT STEPS

Your views and ideas on how we drive Carlisle forward will help develop our Investment Plan for the city. We want to ensure our proposals and visions reflect the needs and priorities of the people who live in Carlisle and ensure that any investment provides a clear benefit to our local communities.

We would appreciate your feedback and suggestions on the vision for Carlisle's Investment Plan and raise other issues and opportunities for Carlisle's development which are important to you that are not reflected in the vision so far. Please send us your responses before Friday 14 August 2020.

For more information and to give your views, visit: **www.carlisle.gov.uk/regeneration**

Following the end of this consultation the next steps are to:

- Analyse your responses and provide a summary of the key highlight messages from the public.
- Develop Carlisle's Investment Plan, taking into consideration the public's views and suggestions
- Come back to you with developed investment proposals for the Town Deal, which will help achieve our vision and objectives for Carlisle.
- Submission of our Investment Plan to Government in October 2020.



