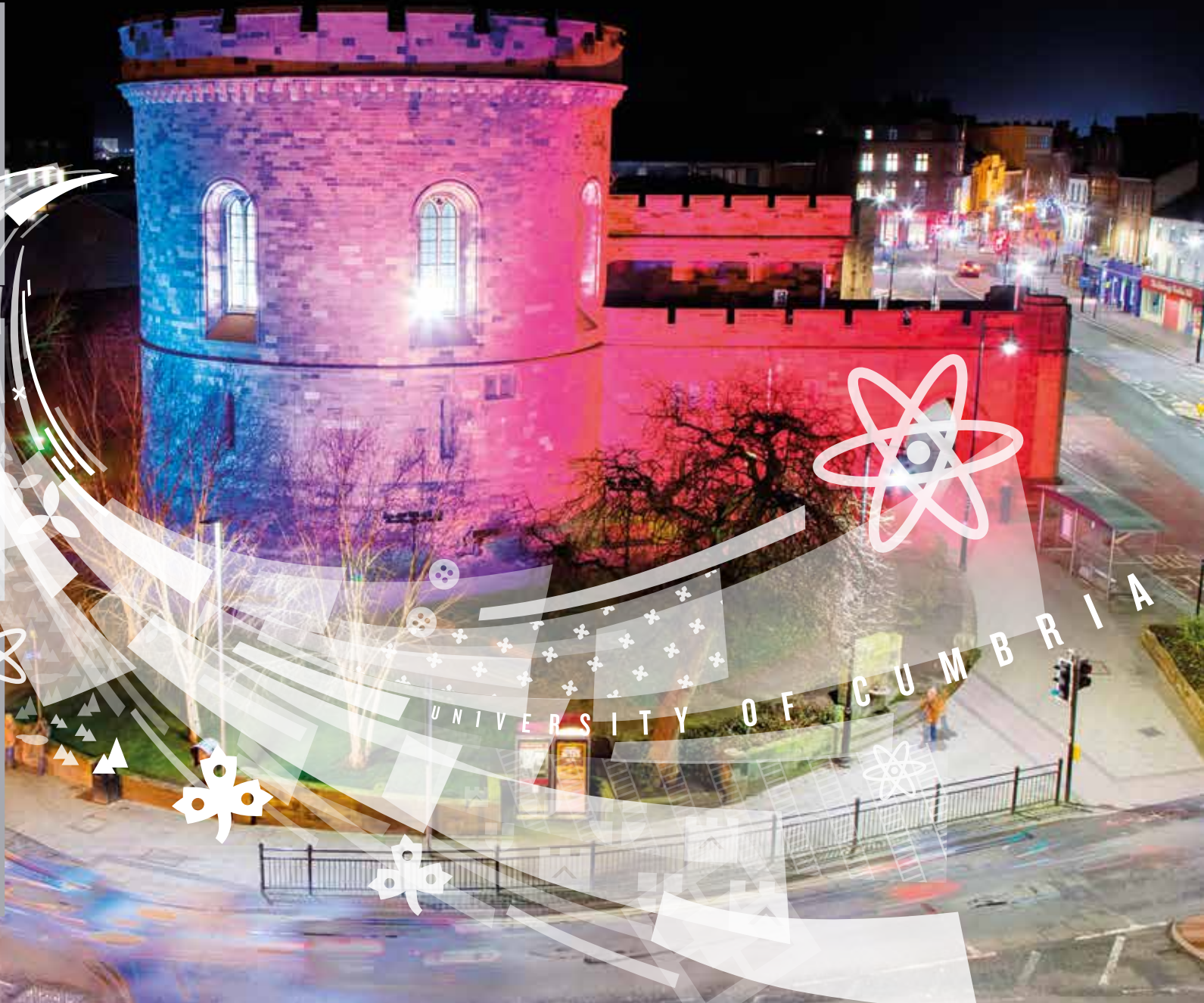


INVEST IN CARLISLE





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Left: Carlisle City Centre

INTRODUCTION

It has never been a better time to invest in Carlisle. There is enormous opportunity for those who want to be part of our growing city.

£235 million of government funding has been secured for the economic capital of Cumbria and the wider Borderlands sub-region to drive growth and regeneration.

Major transformational projects are set to get underway in the city including a new University campus and major railway station redevelopment.

An historic city dating back 2,000 years, the city is alive with potential and is home to the largest Garden Village development in the north of England. This unique and high-quality development opportunity will deliver 10,000 new homes to the south of the city.

Business, education and the public sector share our ambitious view of the future. The city and those active within it are signed up to the benefits of growth, providing the certainty needed for investment decisions and developers alike.

This ambition and potential are recognised by government. Carlisle is a lead partner and at the epicentre of the unique Borderlands Inclusive Growth Deal partnership comprising the local authorities either side of the English-Scottish border. Carlisle Kingmoor Park Enterprise Zone is one of the largest in the north west.

Our vision is underpinned by a strong strategic economic development framework, comprising the Carlisle Local Plan, Carlisle District Economic Strategy and Carlisle Town Investment Plan. This framework has enabled us to secure a transformative programme of investments combining Borderlands Growth Deal alongside other programme resources, Housing Infrastructure Fund, Town Deal and the Future High Streets Fund.

For our region to grow our city must grow and we are ready to deliver.

CARLISLE IN CONTEXT

As the largest urban settlement, 2022 figures for population show Carlisle has a population of 74,000. The historic city of Carlisle is the business, residential, educational and retail capital of Cumbria and the wider rural Borderlands region, which encompasses a substantial portion of northern England and southern Scotland with a population of around 1.1m people.

Situated in the far north of Cumbria, Carlisle is on the doorstep of the Lake District National Park World Heritage Site and the Northumberland National Park. It is also crossed by the Hadrian’s Wall World Heritage Site, and has two Areas of Outstanding Natural Beauty within its boundaries. It is bounded by the Scottish border 10 miles north, Northumberland to the east, and the Solway Coast to the west, and Eden Valley to the south.

While the city of Carlisle is the principal urban area, Carlisle district covers a far larger rural catchment that includes the small market towns of Longtown to the north and Brampton to the east, as well as smaller villages to the west and east, covering an area of 1,042 km².

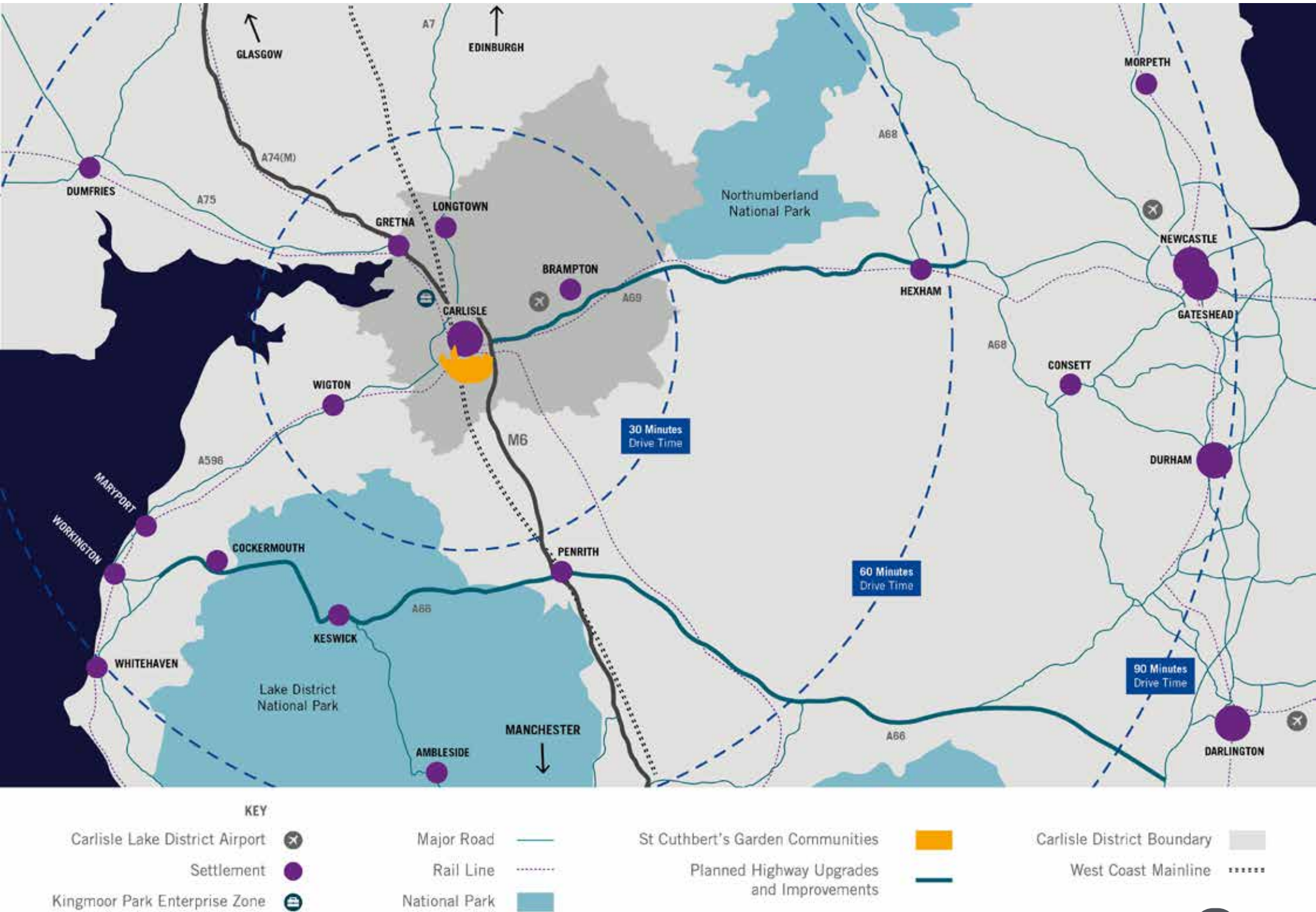
The city has excellent strategic road links, with the M6/M74 providing north-south connectivity to the central belt of Scotland and the Greater Manchester area, and the A69 to Newcastle-Gateshead.

Carlisle also benefits from excellent rail links, being located on the west coast mainline, providing direct connectivity to London and Glasgow. The city is set to benefit from HS2 investment on the back of the improvements to Carlisle railway station, which will bring Carlisle within 2.5 hours of the capital.

The city is a key driver of the Cumbrian economy, accounting for a quarter of the County’s economic output (£2.83 bn GVA per annum). It hosts successful manufacturing and logistics businesses such as Nestle, United Biscuits, Northern Foods, Pirelli Tyres, Eddie Stobart and Amazon. Carlisle is also an important centre for agricultural services supporting businesses in the wider rural area.

As the only city in Cumbria and the Borderlands, there is huge potential to grow, making use of available development land and capitalising on our attractive, accessible location and affordable cost of living.

Building on our shared understanding and analysis of the issues and opportunities facing Carlisle, we have engaged with businesses and the local community to develop a compelling vision for the city’s future. The vision articulates our collective ambition to transform Carlisle into a more prosperous and successful place, for the benefit of our people, communities and businesses.



BORDERLANDS

The £452 million Borderlands Inclusive Growth Deal covers the largest geographical area of any regional growth deal negotiated with the UK and Scottish Governments and is the first cross-border deal. The regional partnership is made up of Carlisle City Council, Cumbria County Council, Dumfries and Galloway Council, Northumberland County Council and Scottish Borders Council.

The vision for the Deal is to drive inclusive growth and deliver significant and lasting benefits for the one million people who live in the region, creating up to 5,500 jobs and providing a £1.1billion GVA boost to the region’s economy over 10-15 years.

The strategic objectives of the Deal are to:

- Increase productivity.
- Grow the working age population; and
- Deliver a more inclusive economy.

Carlisle is benefitting from three projects funded by the Inclusive Growth Deal, totalling £73 million of investment:

Station Gateway

The Carlisle Station Gateway scheme aims to create a new high-profile gateway development for the city centred around the railway station. A series of transformative changes are proposed at Carlisle Station that will enhance its role as the primary transportation hub for the city and the wider Borderlands region. Improving the area around the station is critical to the future success of the city centre as it will enhance the vitality, attractiveness, economic prominence and image of Carlisle.

Citadels Redevelopment

The Citadels Redevelopment scheme will create a new city centre campus and HQ for the University of Cumbria. The campus will provide a new modern facility that is essential to the university’s plans to ensure more young people in Carlisle and the wider Borderlands access higher education. The scheme also includes a business exchange centre that will allow the University to work with businesses and individuals in the workforce, to develop and improve skills and in turn increase business productivity. The project recognises the important role the university can play as an economic driver and in revitalising Carlisle as a place to live, work, study, visit and invest.

Place Programme

The Inclusive Growth Deal also includes the Place Programme, which recognises the importance that smaller rural market towns have to the local economy. Selected towns will develop a ‘Place Plan’ articulating the future vision for the town and the key changes that are needed to improve economic success and sustainability and avoid further economic and social decline. Up to £3 million of funding has been allocated to Longtown, located six miles north of Carlisle, close to the Scottish border, that will be used to develop and deliver capital projects in the town to drive regeneration.

Left: Main image, Carlisle Station concourse.

Inset images

Top: Artist’s impression of Carlisle Station redevelopment.

Middle: Artist’s impression of the new University of Cumbria Campus.

Bottom: Carlisle Citadels.



FUTURE HIGH STREET FUND

The vision underpinning Carlisle's £9.1m Future High Streets Fund programme is to create a distinctive, coherent and inclusive city centre that will improve the perception of the Carlisle and ultimately improve economic performance through greater resident and visitor footfall and demand.

The strategic objectives of the Carlisle FHSF programme are:

1. Renewing Carlisle city centre as a place to live, work and visit.
2. Reactivating Carlisle's Historic Quarter.
3. Catalysing Carlisle's leisure and night-time economy.

The FHSF programme comprises of four projects:

Reimagining Market Square (Green Market/Old Town Hall)

Market Square is the most substantial public space in the city centre and FHSF funding will be used to reconfigure the space and provide infrastructure to host temporary or pop-up events to enable the area to become more of a focal point for the local community and visitors.

Repurposing 6-24 Castle Street

The buildings comprising 6-24 Castle Street are located in the city's historic quarter and are currently vacant. The funding will be used to reduce the substantial conservation deficit on the buildings and make them commercially viable for a market-led repurposing scheme, which will focus on cultural, leisure and residential uses.

Preparing Central Plaza site for redevelopment

The site of the former Central Plaza hotel is located in a key location within the city centre. The funding will be used to prepare the site for redevelopment and enable the delivery of a commercially viable redevelopment scheme, with a hotel or residential development being potential options.

Pedestrian enhancement of Devonshire Street

Devonshire Street Carlisle forms part of the city centre's emergent night-time cluster. The funding will be used to rationalise the width of the carriageway and widen the northern footway to create a meaningful activity zone, with more space for outdoor seating.



Above and Right: Carlisle Hawker Festival, Carlisle City Centre.

ST CUTHBERT'S GARDEN VILLAGE

St Cuthbert's Garden Village is a unique and high-quality development opportunity - the largest of its kind in the north of England.

It aims to deliver not only 10,000 new homes, but also the comprehensive provision of infrastructure for transport, active travel, education, health, fantastic green spaces and culture to create sustainable communities.

It will deliver high quality low-carbon homes and employment opportunities needed to realise the growth ambitions of Carlisle and the Borderlands. The garden village will offer a range of different development opportunities and strives to explore innovative methods of delivery including modular build, self-build and custom build.

St Cuthbert's and Carlisle offers a first-class quality of life. This will increase the demand for a wide variety of new homes for existing and new residents. The economic wellbeing of the region will be driven by the opportunity presented by St Cuthbert's to retain and attract employees to support existing businesses, their expansion, and new business creation across Carlisle and the Borderlands region.

Great progress has been made on creating a positive planning policy basis for St Cuthbert's, with a Masterplan Framework finalised in October 2020, a draft Local Plan being developed, a Strategic Design Supplementary Planning Document adopted in Spring 2021, and the Carlisle Southern Link Road set to open up extensive development land by 2025. Developer interest is high.

There needs to be a dedicated focus on delivery, particularly for strategic infrastructure. The local planning authority will still have a strong role, but a wider positive and proactive public sector role will be required to ensure the expected quality and comprehensive nature of St Cuthbert's is delivered over the next 20 to 30 years.

To help us deliver the garden village we are developing a business case for a new long-term delivery vehicle(s) that we will submit to government in summer 2023. This is expected to be a public/private partnership and we therefore need to understand the appetite for private sector involvement. We are interested in understanding who our likely partners could be to deliver St Cuthbert's and which organisations and institutions are interested in pursuing short, medium and long term investment opportunities in creating a new town.

We are looking to select a preferred delivery vehicle by early autumn 2022 to enable detailed discussions to take place with investment partners regarding their level of involvement.

To find out more go to www.stcuthbertsgv.co.uk



Above: View east across River Caldew Valley.

Right: A public footpath beside the River Petteril.



TOWN DEAL

The vision underpinning Carlisle’s £19.7 million Town Deal programme is to create a thriving city for businesses, residents, education, and culture that will provide new jobs, new homes, better skills, a high-quality leisure offer, a clean environment, and a great quality of life for a growing resident population and workforce.

This vision is underpinned by five strategic objectives:

- **Growing City** - To grow the working-age population of Carlisle and expand the business and employment base, through investment in housing, business growth, high-quality job creation, and education & skills.
- **Vibrant City** - To increase 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.
- **Connected City** - To make Carlisle a highly accessible and connected city, supporting growth by making it easier for residents, workers, students and businesses to arrive at and move around the city.
- **Destination City** - To grow Carlisle’s visitor economy, by capitalising on the city’s rich history and heritage to attract additional footfall, vibrancy and spending to the city.
- **Resilient and Inclusive City** - To enable Carlisle’s businesses, people and communities to be more resilient to economic, social and environmental challenges including climate change, economic exclusion and unemployment, digital exclusion, and recovery from the Covid-19 pandemic.

Carlisle Town Investment Plan takes a holistic ‘whole town’ approach to regeneration, providing a strategy for growth in the city over the next ten years, capturing investments that have already been confirmed, including Borderlands and Future and High Street Fund projects, as well as proposing seven new projects.

Start with the Park

The “Start with the Park” project will provide a central park for St Cuthbert’s and the first stages of a multi-modal green travel route connecting the garden village with Carlisle city centre and the surrounding countryside. The project will position St Cuthbert’s Garden Village as a unique attractive destination for working-age families.



Southern Gateway

An integrated programme of investments in active and sustainable travel and public realm to better connect key developments in the Southern Gateway area of Carlisle, including the Railway Station, Citadels, Devonshire Street and the former Central Plaza site, and to connect to St Cuthbert’s Garden Village with the city centre.

Left: Cycling on shared use path, Dalston to Denton Holme, Carlisle.

Above: Carlisle Station.

Right: Top of Botchergate during the City of Lights event.

Project Tullie: Welcome & Entrance to Tullie House Museum

Part of a wider programme of investment at Tullie House Museum, this project will better connect the Museum to the surrounding streetscape, increasing its visibility by providing a clear and contemporary point of arrival for visitors.

Lighting up Carlisle

This project comprises investment of capital funding in digital lighting equipment to showcase key heritage buildings across the city centre and support an expanded and transformed events programme.



Digital and Community Learning Hub

This project involves the refurbishment of city centre Library to create an accessible digital skills and community learning hub, and installation of digital equipment and training materials in three community venues.

Carlisle Business Exchange Centre

This project forms an integral part of the wider Borderlands-funded scheme to bring a new University campus on the Grade 1 listed Citadels site, this project will create a purpose built hyper fast digital enabled business interaction and accommodation space, linked to the University of Cumbria's flagship campus development.

Carlisle Market Hall

This project involves capital investment to improve the infrastructure and internal structure in the Market Hall to improve the experience for shoppers and visitors and exploring options to create a food court and events space.

Right: The Market Hall, Carlisle.



Images Courtesy of: D&H Photographers, Stuart Walker Photography and University of Cumbria

