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Vision and Themes



Overview

The masterplan strategy provides a framework for the city's future to 2050. It considers how the city should change through a focused approach to placemaking. It sets out clear and comprehensive guiding principles:

1. Development of key sites;
2. Placemaking objectives;
3. Environmental and travel improvements;
4. Regeneration and enhancement of areas on the periphery of the city centre;

It consists of a vision, supporting themes, and spatial strategies, which are set out on the following pages.

The vision is a call for action that can be returned to over the lifespan of the masterplan to check progress and direction. It should be seen as a golden thread running throughout the masterplan proposals.

The three supporting themes expand on the vision, providing a broader description of what the masterplan will try to achieve.

The spatial strategies set out where change could happen in the city, providing a framework for the individual proposals presented later in the masterplan.

The strategies were created through a process of context assessment, engagement and collaboration.

The Crown and Mitre at night, Source: Cumberland Council



Vision & Themes

A Dynamic Border City

Rooted in heritage but focused firmly on the future, Carlisle will continue to develop its role as the connected, vibrant and forward thinking city of Cumbria and the wider region.

Carlisle will capitalise on its affordability, strategic connectivity, energy supply, land availability, further and higher education, and world class setting to promote itself as an attractive location for inward investment and a place that offers a great quality of life for its communities.

Quality of Life and Liveability

Carlisle will provide a high quality of life for its residents. It will provide a good quality and range of housing, great access to open and natural spaces, and facilities which meet residents' day to day needs which can be easily accessed by sustainable modes of travel.

It will provide for residents at all stages of life, making it attractive and affordable for people to choose to stay in the city, and encouraging new residents to move here, responding to the challenges of its aging population and shrinking workforce.

Heart of the Region

Carlisle will embrace its role as a regional capital which provides the services and facilities of a larger city, to meet the needs of its wide catchment. It will support the region's economic strategy, driving a move to higher-income employment, and complementing the specialised economy of the west Cumberland.

It will reinforce its role as a regional shopping destination and grow its role as a centre for culture and leisure, recognising the challenges facing retail centres as a result of changing national trends.

Visitor Destination

Carlisle will expand its role as a local, regional, national and international destination for tourism, drawing on the exception heritage and natural assets within and surrounding the city, and growing its cultural assets.

It will become more recognised nationally and internationally, promoting its offer more confidently as a destination in its own right and as a base for exploring the Cumbria and Borders regions.