



PRESS RELEASE

CARLISLE AMBASSADORS FIND INNOVATION AT EDEN GOLF CLUB

Carlisle Ambassadors' latest meeting showcased the wealth of innovation in Carlisle and beyond. Over 200 people attended the event at Eden Golf Club, and had an opportunity to visit stands and chat to teams from Pirelli, Innovia, Forth Engineering, Tech 4 Office, Cumbria Police and more.

The Quality Director of Pirelli, Tony di Gravio, talked about the innovative "Pirelli Noise Cancelling System" used on the P Zero tyre which is manufactured locally. "750 people do this work in Carlisle on a daily basis. They are very proud and so am I". He reminded the audience that "when driving home, all that comes between you and the asphalt is four tyres" and explained that it involved more than "just pouring rubber into a mould" as has been suggested to him on numerous occasions.

The other key speaker at the event was Oliver Viney of Atlantic Geomatics, who showed why Innovus had supported their development of cutting edge surveying equipment, which is now being looked at globally for a variety of applications.

The event was also hosted by Adrian Davis-Johnston of Innovus, an organisation that seeks to commercialise innovative technologies in Cumbria. He reminded the audience that the county punches above its weight in this area, and that it is vital to ask for help and support in order to turn ideas into reality. He was proud to cite Atlantic Geomatics as one of their many success stories, and also the fact that his organisation has strong links with various companies exhibiting at the meeting. Colin Glover of Carlisle City Council said that "Carlisle and Cumbria has so much innovation going on and it is really good to showcase it".

The Carlisle Ambassadors continue to nurture an effective mix of public and private sector collaboration, which has resulted in projects that have made a difference both to business and community. The clearest example of this is the success of the Give a Day project, now in its second year. At this meeting, there was a clear call to action from Chris Graham of Carlisle Eden Mind, and an excellent response to his offer of free workplace training to reduce mental health issues at work. Collette McQueen of Bespoke Minds also managed to light a spark in the attendees and get volunteers for her "Hotstepping for Floods" fire walk.

To find out more about Carlisle Ambassadors and why it is "Networking with a Purpose" visit the website or contact us:

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