

Meeting Date: 10 September 2013

Public/Private\*: Public

Title: **Leader Portfolio Holder's Report –  
Councillor Colin Glover**

---

### **Carlisle Pageant & Centennial Rally and Ride**

The Carlisle Pageant (Saturday, 17 – Monday, 26 August) has caused a real buzz across the city and the stage has been set to build on this success for the future. I would like to thank our staff, Impecunious Arts Collective, friends from Chester Midsummer Watch and all the community groups and individual volunteers who worked incredibly hard to put on the spectacular puppet parade at the beginning of the week and the Best of Carlisle and International Markets.

Thanks also to our main sponsor Story Homes and all the businesses who supported the Pageant with practical support and a range of offers. There was extensive promotion of the Carlisle Pageant. This included local press coverage, leaflets, posters, advertising, web coverage and social media information. All the businesses who supported the event, by offering up incentives and special offers, were promoted in a Pageant programme, online on the City Council and Discover Carlisle websites and local advertising. The Buskin' in the City programme, sponsored by the Carlisle City Centre Business Group, organised to coincide with the Pageant, was also promoted via the local press, within the Pageant programme and online.

Councillor Quilter will expand further on the event in her report.

---

The Centennial Rally and Ride has been welcomed back to the City for the 100th anniversary of the event which started in Carlisle in 1913. As well supporting the event the Council has publicised it in the local media and online through Discover Carlisle.

Organisers were delighted with the support given by the council and with the Paddock facilities provided on Devonshire Walk. The Mayor of Carlisle attended and waved off the historic ride on the Sunday morning.

The combined events of the weekend resulted in many local hotels and guest houses reporting 100% occupancy.

### **Tour of Britain**

The Tour of Britain preparations are now being finalised following a very successful stage start launch at Tullie House in July. Over 19 teams will start the race in Carlisle on a stage that will remain entirely in Cumbria. This will be the first time a whole stage of The Tour of Britain has been held within Cumbria and we're delighted to be working in partnership with Cumbria County Council, Cumbria Tourism, the Lake District National Park and South Lakeland District Council. We have also joined forces with economic development organisation Britain's Energy Coast, utilising socio-economic funding from Sellafield Ltd, Sponsorship has also been provided by United Utilities, the University of Cumbria, Booths, Dare2B, Telford Skoda, English Lakes Hotels, Windermere Lake Cruises, BikeSeven, Herdy, Palace Cycles, Design Works, Scotby Cycles.

The stage will be the most challenging of the tour and we've worked hard to engage young people in the build up. Children have designed a starting flag and a winner's jersey; we will have children and young people leading out the peloton from English Street.

### **Borderlands joint working**

Following the publication of the Borderlands report, initial discussions have taken place with representatives of the Scottish Government and councils on both side of the border to consider how collaborative relationships might work and what practical steps can be taken to create stronger links to benefit the region's economy. Areas of common interest where it might be beneficial to work together could include economic growth, tourism and infrastructure.



## **Town Twinning**

The annual town twinning exchange took place from 22<sup>nd</sup>-26<sup>th</sup> August with friends from Flensburg and Slupsk visiting Carlisle for the 25<sup>th</sup> anniversary of the three-way friendship. The main themes were Youth Provision and Economic Regeneration and delegates were able to experience some of the things our city has to offer and also visit the Lake District.

**Councillor Colin Glover**  
**Leader of the Council**

