

**MINUTES OF A MEETING
OF THE
TOUR OF BRITAIN CYCLE RACE WORKING GROUP
HELD ON
3RD MARCH, 2015
AT NELSON TOWN HALL**

PRESENT –

Councillor P. White (Chairman, in the Chair)

*Councillor D. Clegg
Councillor L. Davy
Councillor D. M. Whipp
Councillor A. R. Greaves*

*Also present
Councillor K. Hartley
Philip Mousdale Deputy Chief Executive
Peter Atkinson Engineering and Special Projects Manager
Mike Williams Tourism Officer
Alice Barnett Principal Communications Officer
Joanne Eccles Committee Administrator*



1. MINUTES

AGREED

That the Minutes of the meeting held on 3rd February, 2015 be agreed as a correct record and signed by the Chairman.

2. NATIONAL LAUNCH – 17TH MARCH

The National Launch would be held at Wembley on 17th March. Pendle could send two representatives.

AGREED

That Pendle's key sponsors be invited to attend the national launch.

3. STAGE LAUNCH – MAY/JUNE

The Stage Launch was likely to be held in mid-June. Ribble Valley was keen on having a joint launch. Discussions were progressing on the format it would take.

4. PR OPPORTUNITIES

The Principal Communications Officer reported that Ribble Valley was happy to have a joint Stage 2 website. She circulated an example of what the home page could look like and other content. The website would be aimed at visitors and local residents, businesses and schools giving

information on the route, its highlights, road closure details and how to get involved. It was hoped that this could be up and running in time for the Stage Launch.

Ribble Valley was also keen to have a joint promotional Stage 2 brochure. Talks were underway with a company that would sell advertising in the brochure, leaving the Councils to provide the editorial content, at no cost.

Philippe Handford had said he could install a temporary bike on Pendle Hill, similar to the 1612 installation. Ribble Valley also wanted one installed on their side of the Hill. Another artistic option was to invite local artists to create something similar to the Fields of Vision for The Grand Départ, where giant pieces of art were carved or transposed into the landscape.

Letters would be going out to businesses and schools the week after the National Launch, encouraging them to get involved. Sweetspot had also agreed to attend a promotion of the Tour for local businesses and schools after the National Launch.

It would not be possible for Pendle to sell merchandise for the event as Sweetspot had the national concession for this.

AGREED

- (1) That work on the joint Stage 2 website be implemented in time for the Stage Launch.
- (2) That arrangements for the bike installation on Pendle Hill proceed and other artistic ideas be pursued.
- (3) That the joint Stage 2 brochure be progressed in time for the Stage Launch.
- (4) That the meeting with Sweetspot, local businesses and schools be arranged as soon as possible after the National Launch.

5. MARKETING LANCASHIRE

The Deputy Chief Executive reported that the Principal Communications Officer had a meeting with Marketing Lancashire the following day and the outcome would be reported to the next meeting.

6. SPONSORSHIP

The Deputy Chief Executive reported that the Chief Executive had sought sponsorship from the Vision Board. Wyndham Vacation Rentals (Cottages4you) had taken the Premier Level package. It was noted that Hope Technology was not a member of Vision Board and as a world leader in the manufacture of bike parts, might be interested in sponsoring the event.

AGREED

That the Chief Executive be asked to continue to pursue his contacts and in particular to approach Hope Technology to see if they would be interested in sponsoring and having a package tailored for them.

7. POSSIBLE NEED FOR ADDITIONAL ASSISTANCE

The Deputy Chief Executive said he had had discussions with Pennine Events about the assistance they could provide with helping to manage the event. The estimated cost would be no more than £10,000 for 17–20 days' work, which included a general overview of the event, advice at meetings, event and crowd management planning, risk assessments and health and safety issues.

AGREED

That Pennine Events be engaged to undertake work to a maximum cost of £10,000.

8. THE ROUTE

Following further discussions with Ribble Valley and Sweetspot, the Engineering and Special Projects Manager circulated a map of the latest route which incorporated most of the revisions requested at the last meeting. Members discussed changing the route slightly through Barnoldswick so that the route went further along Greenberfield Road and then via the Butts and Monkroyd Avenue onto Gillians Lane.

AGREED

That the Engineering and Special Projects Manager be asked to have further discussions with the Police, County and Sweetspot to see if it was possible to amend the route through Barnoldswick, as indicated.

9. THE FINISH

The Deputy Chief Executive and Engineering and Special Projects had met the Finish Director to discuss options for the finish line including outside the Town Hall or the Municipal Hall. It was agreed that the best option was still just above the Duke of Lancaster pub.

Discussion had taken place on works required to the nearby traffic island. It was now felt that part of the pavement on the left hand side could be tarmacked over for the race. It was currently in a poor condition, so the opportunity would be taken to reflag the pavement and to replace obsolete traffic poles when it was reinstated at a cost of £8,000. County Council would be asked to contribute half the amount.

The arrangements that would be needed to reroute buses and for businesses requiring deliveries on the day of the race were discussed. The Engineering and Special Projects Manager circulated a map showing car parks in Colne Town Centre which Sweetspot would be using. Alternative parking would need to be found for visitors and businesses and Colne Health Centre and the Fire Station be notified of the event so that they could plan accordingly.

Sweetspot had suggested that the last kilometre of the race, which would be closed early on in the day, be used for events prior to the race itself. Members were keen for events to involve schools, sports clubs and charitable organisations.

AGREED

- (1) That the Deputy Chief Executive be asked to talk to the bus operators at the earliest opportunity about rerouting buses on the day of the race; discuss with businesses and Sweetspot access for essential deliveries on the morning of the race; and liaise with Ward Councillors on access and parking issues in South Valley, Colne.
- (2) That the Chief Executive be asked to contact Richard Bannister about the possibility of operating a shuttle bus from Boundary Mill Car Park to the Town Centre.
- (3) That the Engineering and Special Projects Manager be asked to explore other parking for visitors on the day.

10. FINANCIAL IMPLICATIONS

The Deputy Chief Executive reported on the draft budget for hosting the event. Since the last meeting some of the estimated costs had reduced e.g. the highway alterations at the Finish. Some sponsorship had been raised already and work would continue on raising more sponsorship. There was also the possibility of charging Ribble Valley Council for some of the promotion work done in-house.

The Engineering and Special Projects Manager said that he was in discussion with County Council about surface dressing and pothole repairs. The final route would be given to County as soon as it was agreed. County Council was preparing a Special Events TRO to cover Pendle, South Ribble and North Yorkshire.

Pendle was required to provide 30 trained marshalls for the Finish, including 4 that needed SIA Frontline Licences. Some volunteers could be found from the Cycle Groups and Council staff. It was suggested that other volunteers may be found through the Parish and Town Councils and given appropriate training.

AGREED

That Parish and Town Councils be asked for volunteers for training as marshalls.

11. DATE OF NEXT MEETING

AGREED

That the next meeting be held on the following date –

2pm on Tuesday 12th May 2015

Chairman _____