

**MINUTES OF A MEETING  
OF THE  
TOUR OF BRITAIN CYCLE RACE WORKING GROUP  
HELD ON  
9<sup>TH</sup> JUNE, 2015  
AT NELSON TOWN HALL**

*PRESENT –*

*Councillor D. Whipp (Chairman, in the Chair)*

*Councillor L. Davy  
Councillor A. R. Greaves  
Councillor M. Hanif  
Councillor P. White*

*Also present*

<i>Graham Jagger</i>	<i>Pennine Events Ltd</i>
<i>Peter Atkinson</i>	<i>Neighbourhood Services Manager</i>
<i>Mike Williams</i>	<i>Tourism Officer</i>
<i>Alice Barnett</i>	<i>Principal Communications Officer</i>
<i>Vince Green</i>	<i>Financial Services Manager</i>
<i>Joanne Eccles</i>	<i>Committee Administrator</i>



**1. MINUTES**

**AGREED**

That the Minutes of the meeting held on 12<sup>th</sup> May, 2015 be agreed as a correct record and signed by the Chairman.

**2. STAGE LAUNCH**

It was decided to defer discussions on the Stage Launch until the outstanding issues about the route had been resolved.

**3. THE ROUTE AND FINISH**

The Neighbourhood Services Manager circulated the latest route for the race which did not include the changes requested at the last meeting. He said that the request for a meeting with SweetSpot to discuss the proposed changes in and around Barnoldswick had been declined. The Race Director had said that it was not possible to go down Calf Hall Lane. Greenberfield Lane was too narrow and dangerous to be included in the route. A suggestion to take the route through West Marton had also been declined.

RSS had been appointed to put together a traffic management plan for the event. Ribble Valley was likely to use the same company. RSS would provide two days training for the 26 marshals needed for the Finish. It was hoped to recruit them from the Council and Leisure Trust staff. A further four marshals with specialist training would be brought in for the day. Graham Jagger said that extra marshals might be needed along the route e.g. at the two King of the Mountains routes and at the White Bear junction in Barrowford.

Graham Jagger had driven the whole of the route which had flagged up various concerns. These had been discussed at a preliminary meeting with the Neighbourhood Services Manager and County Council on 22<sup>nd</sup> May, and would be fed into the traffic management plan. Closing Junction 12 on the M65 for part of the day would have a major impact on road traffic and access to the industrial site would be affected. So this needed careful consideration and management.

The Neighbourhood Services Manager referred to a list he had of all the TROs that would be advertised at the end of July including two King of the Mountain Sections. It had been decided to close these sections of the race which would be much better for the cyclists and spectators. The road closures would be publicised and residents affected informed at the earliest opportunity. The National Farmers' Union would also be contacted about the route and asked for their members' co-operation.

With regard to emergency planning, SweetSpot provided medical cover for the cyclists but not for spectators. There had been discussions with the Red Cross and the North West Ambulance Service. Graham Jagger said that the medical plan would be drawn up following a risk assessment of the route. The provision of services would be the responsibility of the Neighbourhood Services Manager. There would be various table top exercises to test various scenarios.

A number of Pendle and Town Council events had been planned around the Finish in Colne. It was agreed that the school and cycle-based events should be held on Albert Road with the Town Council events e.g. street vendors and stalls kept to the Town Centre.

## **AGREED**

- (1) That the request for a meeting with SweetSpot to discuss the route be reiterated and arranged as a matter of urgency, and the organisers asked to take on board the modifications to the route through Barnoldswick, taking in Greenberfield Lane, Hope Technology and the alternative West Marton Link to Greenberfield Locks, as set out at the previous meeting, and if this was not possible, to explain why.
- (2) That an urgent meeting be arranged with Ribble Valley at Councillor level to ensure that there was a joined-up approach to event planning.
- (3) That Colne Town Council be asked to use the Town Centre area for its various stalls/events on the day of the race.

## **4. CAR PARKING**

The Neighbourhood Services Manager submitted a car parking plan which showed Holt House to be the official car park, for up to 1000 cars. Sainsbury's and ASDA were also happy for their car parks to be used and wished to be involved in the event. It was likely that some people would park at Boundary Mill although this wasn't an official car park. Also shown on the plan was the route which would take diverted traffic around Colne. It was proposed to allow parking on one side of some of the route e.g. Shaw Street.

## **AGREED**

- (1) That the Neighbourhood Services Manager be asked to look at the recreation field south of Holt House to see if there was the possibility of using it for car parking on the day of the event.
- (2) That the National Farmers' Union be asked if any of its members in village locations e.g. Barley or at the top of Bleara Moor wanted to provide off-road parking.

## **5. WORK WITH SCHOOLS**

The Principal Communications Officer reported that the school's pack was being distributed that week to primary schools. It was aimed at children aged 7-11 and included a competition to design a trophy which would be made for the winner of Stage Two. A copy was circulated to Members for information. She was following this up with an e-mail encouraging them to use the pack.

## **AGREED**

That the Corporate Director write to the Heads of Schools, and Head of Governors with details of how their particular school would be affected by the race and encouraging them to get involved.

## **6. MARKETING**

The Principal Communications Officer reported that a media opportunity had been held with Welcome Cottages, the Council's premier sponsor. News releases would be issued about each of the sponsors as they came on board.

A digital marketing campaign had been booked with Newsquest. This would run from the date of the stage launch up to the event. Adverts would be placed across all of their North West titles in their leisure sections. The campaign would use cookies to target cycling enthusiasts, readers interested in cycling and those interested in a day out. The cost would be shared with Ribble Valley.

The Council was sponsoring the "What's on Guide" on 2BR and The Bee for one month, running from August to the event itself. It was also going to produce a three-minute film promoting all of Pendle's hidden gems and saying why it was hosting the Tour. The film would be shown on the big screen in Colne Town Centre and could be edited after the event and used as a promotional film once the Tour was gone. The raw footage of the race captured by the television crews would belong to the Council and could be edited for future promotional films.

## **7. SPONSORSHIP**

ACDC and the Seafood pub company had taken up the standard package of sponsorship. The Principal Communications Officer was due to meet Newsquest soon to get an update on any other packages sold.

## **8. FINANCIAL IMPLICATIONS**

The Financial Services Manager referred to the draft budget for hosting the race which had been emailed to Members after the last meeting. He said that a report would be submitted to the next Executive meeting requesting additional funding to cover the current shortfall. Some estimated costs in the draft budget were now known. He would continue to keep the budget updated and keep Councillors informed.

9.

**DATE OF NEXT MEETING**

**AGREED**

That the next meeting be held at 2pm on Tuesday 7<sup>th</sup> July , subject to discussions with SweetSpot about the route, and, in the meantime, that Councillors be kept up to date with any significant developments by email.

Chairman \_\_\_\_\_