

**MINUTES OF A MEETING
OF THE
TOUR OF BRITAIN CYCLE RACE WORKING GROUP
HELD ON
6th JANUARY, 2015
AT NELSON TOWN HALL**

PRESENT –

Councillor P. White (Chairman, in the Chair)

*Councillor R. Allen
Councillor J. Cooney
Councillor A. J. Greaves
Councillor D. Whalley
Councillor D. M. Whipp*

Also present:

<i>Philip Mousdale</i>	<i>Deputy Chief Executive</i>
<i>Peter Atkinson</i>	<i>Engineering and Special Projects Manager</i>
<i>Mike Williams</i>	<i>Tourism Officer</i>
<i>Alice Barnett</i>	<i>Principal Communications Officer</i>
<i>Vince Green</i>	<i>Accountancy Services Manager</i>
<i>Joanne Eccles</i>	<i>Committee Administrator</i>



1. GOVERNANCE ARRANGEMENTS

At its meeting on 20th November, the Executive had agreed to Pendle jointly hosting a stage of the Tour of Britain Cycle Race with Ribble Valley Borough Council. On 11th December, 2014, the Executive had approved the setting up of the Member/Officer Working Group.

The Executive approved a Member composition of 2 Conservative; 2 Liberal Democrats; 1 Labour. Subsequently the Labour Group had requested that it be given two places. Names submitted by Groups were as follows –

Councillors J. Cooney and P. White (Conservative)
Councillors A. R. Greaves and D. M. Whipp (Liberal Democrat)
Councillors R. Allen and D. Whalley (Labour)

Substitutes had also been agreed.

AGREED

That it be confirmed that the Membership of the Working Group consist of Councillors J. Cooney, P. White, A. R. Greaves, D. M. Whipp, R. Allen and D. Whalley, with Councillors L. Davy, D. Clegg, K. Hartley, G. Waugh and Nawaz Ahmed as substitutes.

**2. WORKING ARRANGEMENTS WITH SWEETSPOT
AND RIBBLE VALLEY BOROUGH COUNCIL**

The Deputy Chief Executive outlined the role of Sweetspot the Company who organise the Tour of Britain each year. He and the Engineering and Special Projects Manager had met the Race

Tour of Britain Cycle Race Working Group (06.01.2015)

Director, Route Director and Finish Director of the Company; he and the Principal Communications Officer and the Tourism Officer had also met with Sweetspot's Communications Lead. There had also been two meetings with the Chief Executive and other key staff at Ribble Valley to exchange initial views about the event and working arrangements.

AGREED

- (1) That this Working Group continue to have regular monthly meetings but that the need for some additional officer meetings be noted.
- (2) That the Finish Director from Sweetspot be invited to the next meeting on 3rd February.

3. FRIENDS LIFE TOUR OF BRITAIN 2015 OVERVIEW

There would be 8 stages to the Tour of Britain, starting on Sunday 6th September.

Ribble Valley and Pendle would host the second stage on Monday 7th September. There would be 20 teams of 6 riders. It was two weeks before the World Championships so was an important fixture in the Cycling Calendar.

The route could be any length between 160 and 220km to be decided by the two councils subject to approval by the police and highway authority etc. The race could include sprint sections, a "King of the Mountains" section, team time trials and have loops built into the route.

Monday was felt to be a good day to host a stage as it would enable visitors to have long weekends in the area. It was the first day back at school for most Pendle schools.

AGREED

That schools be contacted as soon as possible, informing them of the event and seeking their involvement and participation.

4. NATIONAL LAUNCH - MARCH

The National Launch would be held in London in March when the various stages would be officially announced by Sweetspot. The Council would be invited to attend the launch.

5. STAGE LAUNCH - MAY

The Stage Launch would be in May and it would be for the two councils to decide for themselves the date and the format. Because of the elections it was likely to be in the second half of May.

6. NAME AND BRANDING OF THE STAGE

The Group discussed the name and branding of the Stage. It was thought that Ribble Valley was keen to have Clitheroe in the Stage name.

AGREED

That the Deputy Chief Executive convey to Ribble Valley that Pendle's preferred name for the stage be "Ribble Valley and Pendle" but that if Ribble Valley preferred that Clitheroe appear in the title, that it be "Ribble Valley and Pendle (Clitheroe to Colne)".

7. PR OPPORTUNITIES

The Group discussed the great PR opportunities a race like this presented in getting the area known nationally. It was hoped that local people, businesses and schools would support the event. A cycling programme for all levels could be built around the race, involving various cycle groups. Businesses and the public could be encouraged to decorate their buildings etc. in a similar way to the Tour de France. The local press and cycling press would be fully briefed.

Other, non-cycling events could also be usefully explored and encouraged and held around the same time.

AGREED

That the opportunities be further explored and considered at future meetings of the Working Group.

8. MARKETING MATERIALS

Sweetspot would provide the Council with several large banners publicising the event. They would also produce posters and postcards for display and distribution. The Council would have some input to these and could have its own materials to complement them.

There was some scope to use the Tourism Budget, but there was no separate budget at present for the event or its promotion.

9. USE OF MARKETING LANCASHIRE

Marketing Lancashire had expressed an interest in helping to market the event at a regional level. The Deputy Chief Executive said he would be meeting with them in the next couple of weeks to hear their ideas.

AGREED

That the Deputy Chief Executive report back to the February meeting on his discussions with Marketing Lancashire.

10. TELEVISION COVERAGE

The Group discussed television coverage of the event on ITV 4 and Eurosport which would include helicopter shots and 3 hours of live coverage each day, plus an hour long highlights programme. The race would be broadcast around the world. The two councils would be able to give information on locations of interest in their areas for commentators to use in the coverage.

AGREED

That the ownership rights of the film footage be established.

11. SPONSORSHIP

Local sponsorship was an opportunity to recoup some of the costs of hosting the event. The Group discussed guidance from Sweetspot on potential sponsorship packages in addition to other opportunities. It was hoped that some of the well-established businesses in the area would want to take advantage of the publicity, particularly when the route was finalised.

It was agreed that a professionally packaged sponsorship pack would be beneficial when approaching potential sponsors.

AGREED

- (1) That the guidance on local sponsorship be circulated with the minutes.
- (2) That the Chief Executive be asked to use his contacts with local leading businesses to generate sponsorship interest.
- (3) That ideas for a sponsorship pack be worked up for consideration at the 3rd February meeting.
- (4) That Colne in Bloom be asked if there was time for them to incorporate a planting scheme with a cycling theme for the coming year.

12. POSSIBLE NEED FOR ADDITIONAL ASSISTANCE

The Working Group gave initial consideration to this eg in relation to crowd management and wider event management. This could be both paid for professional assistance eg from a company like Pennine Events and also volunteers recruited for marshalling duties.

AGREED

That the areas where additional assistance may be needed be identified and given consideration at the next meeting.

13. MEETING WITH THE FINISH DIRECTOR

The Deputy Chief Executive and the Engineering and Special Projects Manager had met with the Finish Director to discuss the finish in Colne.

The race would come up Albert Road and finish on Church Street just east of Walton Road.

A lot of parking space for teams, technical vehicles, TV, officials etc. would be required meaning that most of the town centre car parks would be closed to the public for the day.

The traffic island just before the finish line would need removal or possibly reducing on the Children's Centre side to increase the width of the road.

Church Street and Market Street would require a full road closure with parking suspensions from 04.45 until 21.00 on the day of the race, further closures to be agreed for vehicles in the race convoy to access team parking from the race route.

The race facilities would be on the north side of Church Street and this would mean that the shops and businesses there would be inaccessible by vehicles for the whole day.

AGREED

- (1) That the Engineering and Special Projects Manager be asked to provide costings for works to remove or alter the traffic island.
- (2) That all businesses in Colne be informed about the event and the implications this would have and opportunities it would present for them as soon as possible and that this be raised at the next Colne Town Centre Forum meeting on 13th January.

14. THE ROUTE

The Engineering and Special Projects Manager circulated a first draft of the route for discussion. This would need to be finalised in time for the Regional launch in May.

AGREED

That 3 or 4 further options for the route be developed in the light of the discussion for consideration at the next meeting.

15. EVENT SAFETY AND WORKING WITH LCC HIGHWAYS, POLICE ETC

The Group discussed liaison with the Police and LCC Highways on road closures and traffic/crowd management issues. This would be discussed at the next meeting of the Traffic Liaison Group on 14th January. Ribble Valley had an established Events Safety Advisory Group which could be expanded for this event.

16. OTHER EVENTS TO BE HELD AROUND THE SAME TIME

The Tourism Officer circulated a briefing note on the positioning and promotion of the race and its relationship to other events. The Pendle Walking Festival would normally start on the first weekend after the August Bank Holiday, which this year would be Saturday 5th September. Consultations with those involved in the Festival and leading local cyclists suggested that they would prefer to keep the two events separate and have the Walking Festival earlier in August. The Colne Grand Prix could still go ahead probably in July. These events could be cross-promoted and branded as Pendle's Summer of the Great Outdoors or something similar.

AGREED

- (1) That the Pendle Walking Festival, which would normally start the first weekend after the August Bank Holiday, be moved to the 15th to 23rd August 2015.
- (2) That relevant Parish and Town Councils be notified of the event as soon as possible to allow them to consider organising supporting events or activity and allocating funding for them.

17. VIP AND HOSPITALITY

It was noted that there would be VIP and hospitality arrangements and that it would be possible for Civic Leaders to take part in the presentation ceremony after the race.

18. HOST VENUE LEGAL AGREEMENT

The Host Venue Legal Agreement with Sweetspot needed to be agreed and signed in February. Ribble Valley would have a similar agreement with Sweetspot.

The initial estimated fee payable by Pendle for the stage was £100k and for Ribble Valley £75k, though these figures might be adjusted depending on the length of the race in each borough and further negotiation was required on this.

As indicated above sponsorship would offset this fee and any other costs of hosting the stage.

It was noted that no funding provision had yet been made for any other costs of hosting the event.

AGREED

- (1) That detailed costings for the event be worked up and brought to the next meeting.
- (2) That the list of requirements on the Council's part in the Legal Agreement be circulated with the Minutes of the meeting.

19. DATE OF NEXT MEETING

AGREED

That the next meeting be held on the following date –

2pm on Tuesday 3rd February 2015

Chairman _____