

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

*PRESENT –*

*Councillor P. White (Chairman, in the Chair)*

*Councillor D. Clegg*

*Councillor L. Davy*

*Councillor D. M. Whipp*

*Councillor K. Hartley (substitute for Councillor A. R. Greaves)*

*Also present:*

*Philip Mousdale Deputy Chief Executive*

*Peter Atkinson Engineering and Special Projects Manager*

*Mike Williams Tourism Officer*

*Alice Barnett Principal Communications Officer*

*Vince Green Accountancy Services Manager*

*Joanne Eccles Committee Administrator*



**1. GOVERNANCE ARRANGEMENTS**

At the Executive meeting on 22<sup>nd</sup> January 2015 it was agreed that the composition of the Member/Officer Working Group be amended to 3 Conservatives and 3 Liberal Democrats:

Councillors J. Cooney, L. Davy, P. White, D. Clegg, A. R. Greaves and D. M. Whipp.

**2. MINUTES**

**AGREED**

That the Minutes of the meeting held on 6<sup>th</sup> January, 2015 be agreed as a correct record and signed by the Chairman.

**3. NATIONAL LAUNCH - MARCH**

The National Launch would be held on the 23<sup>rd</sup> March. Two representatives from the Council would be invited to attend. There were no more details available at present.

**4. STAGE LAUNCH - MAY**

The Principal Communications Officer presented some ideas for the Stage Launch in May. They included having something eye catching on Pendle Hill, like the 1612 installation, maybe a huge bike. Brierfield Mills was also a huge backdrop that could be used in some creative way. Another idea was to ask Sweetspot to supply a top rider and create a mock ride from Ribble Valley to Pendle for schoolchildren to join in.

Officers were meeting Ribble Valley the following week to discuss the start and finish of the race. They would also discuss having a joint launch.

**AGREED**

That costings for ideas for the Stage Launch be submitted to the next meeting.

**5. NAME AND BRANDING OF THE STAGE**

It had now been agreed that the Stage would be named Ribble Valley and Pendle.

**6. PR OPPORTUNITIES**

The Principal Communications Officer reported that work had started on designing a joint sponsorship brochure with Ribble Valley.

There was the opportunity to create a Tour of Britain Pendle website. This could go live in May to coincide with the regional launch and provide lots of information about the route, its highlights, road closures and information for schools and businesses.

The news editor for 2BR was keen for the radio station to get involved and help promote the Tour coming to Pendle. Christopher Dean or Tim Littlejohn could be encouraged to cycle part of the route.

Sweetspot had said they would come to a promotion of the Tour for local businesses. At the event examples would be given on ways for businesses to celebrate the Tour and attract customers. It was acknowledged that businesses would need to be kept very well informed of road closures etc. at the earliest opportunity.

Colne in Bloom were planning to have bikes planted with flowers along Burnley Road and into Colne Town Centre. Other in Bloom groups would also be asked to get involved. Creative people could be encouraged to create roadside art. Arts on Prescription could also be approached.

Competitions could be organised to get schools and colleges interested, maybe designing a flag to wave on the day or a trophy or an alternative prize to present to the winner. Competition winners could win VIP tickets to the finish.

A Tour of Britain programme, similar to the Tour of Yorkshire programme could be handed out on the day giving information about the Tour as well as places of interest to visit. This could be self-financing by selling advertising.

Pendle officers, with other cycling groups, were keen to create an educational pack for schools and thought that some funding would be available from the Cycle Budget. There were also plans to have a Cycling Festival to tie into the Tour and encourage schools, residents and visitors to join in a wide range of activities from guided rides to ride the route.

**AGREED**

(1) That options for a Stage 2 website be reported to the next meeting.

## Tour of Britain Cycle Race Working Group (03.02.2015)

- (2) That businesses be kept informed of any potential impact on their trade and invited to an event with Sweetspot after the national launch in March.
- (3) That Ribble Valley be asked if they wanted to jointly produce a promotional leaflet for the race.
- (5) That the option of selling merchandise e.g. T-shirts be looked into and a report be brought back to the next meeting.

### **7. MARKETING LANCASHIRE**

The Deputy Chief Executive reported that it had not yet been possible to have a meeting with Marketing Lancashire. It was hoped that this would take place in the following week and the outcome would be reported to the next meeting.

### **8. SPONSORSHIP**

The Deputy Chief Executive reported that Ribble Valley was keen to approach sponsorship jointly. The Chief Executive was going to raise the sponsorship opportunities for Pendle businesses at the next Vision Board meeting on 23<sup>rd</sup> February.

### **9. POSSIBLE NEED FOR ADDITIONAL ASSISTANCE**

This subject was discussed under the item on Financial Implications.

### **10. THE ROUTE AND FINISH**

The Engineering and Special Projects Manager circulated a map of the latest version of the route suggested by Sweetspot.

The Engineering and Special Projects Manager reported that the estimated cost of amending the traffic island by the finish in Colne was £20,000. To avoid this cost, it was suggested that the finish line be brought forward to just outside Colne Town Hall if this was technically possible.

### **AGREED**

- (1) That the Engineering and Special Projects Manager draw up a revised route that included taking in Greenberfield Locks, shops in Barnoldswick Town Centre, Hope Technology and Bancroft Mill in Barnoldswick, a climb up to Bleara Moor around Earby, and a Pendleside Village loop for further consideration.
- (2) That Heads of schools be written to as soon as possible encouraging them to arrange for time off to support the event and get involved.
- (3) That further discussion take place with Sweetspot about the finish line.

### **11. EVENT SAFETY AND WORKING WITH LCC HIGHWAYS, POLICE ETC**

The Deputy Chief Executive said that discussions were ongoing with the various agencies. County Council had asked for a copy of the agreed route as soon as possible so that it could do any

essential road repairs and serve notice on the statutory services to avoid any works occurring on the run-up to the race.

**12. OTHER EVENTS TO BE HELD AROUND THE SAME TIME**

It was noted that Barnoldswick Heritage weekend was the 5<sup>th</sup> to 6<sup>th</sup> September. Colne Town Council was looking at putting on some events to coincide with the event. The Tourism Officer asked for Councillors to let him know of any other forthcoming events.

**13. HOST VENUE LEGAL AGREEMENT**

The Deputy Chief Executive said that it was hoped that the Host Venue Legal Agreement would be signed at the end of the following week, provided agreement could be reached on the final route.

**14. FINANCIAL IMPLICATIONS**

The Accountancy Services Manager presented a draft budget for hosting the race. This was very much an initial draft which would need to be revised as the planning progressed.

The question of external professional assistance was raised.

**AGREED**

That the Deputy Chief Executive be asked to draw up a specification for assistance in managing the event.

**15. DATE OF NEXT MEETING**

**AGREED**

That the next meeting be held on the following date –

2pm on Tuesday 3<sup>rd</sup> March 2015

Chairman \_\_\_\_\_