

**MINUTES OF A MEETING
OF THE
TOUR OF BRITAIN CYCLE RACE WORKING GROUP
HELD ON
12TH MAY, 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

Mark Sandamas Pennine Events Ltd

Graham Jagger Pennine Events Ltd

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 March, 2015 be agreed as a correct record and signed by the Chairman.

2. UPDATE ON ITEMS NOT OTHERWISE ON THE AGENDA

The Corporate Director reported that Pendle sponsors had been invited to the National Launch but not been able to attend. At the last meeting it had been agreed to engage Pennine Events Ltd to help manage the race. This had been taken forward and Mark Sandamas, Managing Director and Graham Jagger, Head of Consultancy were at the meeting to aid discussion. The Council had begun to recruit staff as marshals for the event. Parish and Town Councils and Cycling groups would also be asked if they wanted to field volunteers.

3. STAGE LAUNCH

The Stage Launch would be held on Tuesday 23rd June. Discussions were ongoing with Ribble Valley on what form it would take. At this event the route would be revealed, the website launched and large banners erected to kick start the media activity. This was an opportunity to work with sponsors and children and show some of the beautiful locations on the route.

AGREED

That proposals for the Stage Launch, including proposed locations for the banners, be brought to the next meeting for consideration.

4. THE ROUTE AND FINISH

The Neighbourhood Services Manager reported that Traffic Regulation Orders for the event would be advertised at the end of July. He had attended an emergency planning meeting at Ribble Valley with Pennine Events. Graham Jagger set out the various levels of emergency planning controls for the event ranging from gold to bronze, and the involvement authorities would have at each level. Pennine Events would be able to draw on their experience from working on other events to do risk assessments and take care of health and safety issues needed for crowd management. A plan with all the relevant information would be drawn up for the marshals.

Graham Jagger said that inspection of the whole route with LCC Highways and the Police would be needed to identify critical locations for traffic and crowd management and work any issues into an operational plan. For instance the Brierfield B & Q junction on the M65 and the Barrowford White Bear junction would need careful management. Advance signage and communication would be key to avoiding problems on the day of the race. A meeting with farmers might be needed to ensure that roads were kept free from debris and muck.

Sweetspot would take over traffic management for the last kilometre. Pendle would provide 30 trained marshals for the Finish, including 4 that needed SIA Frontline Licences. A meeting had been held with the company who would provide the necessary training.

The Neighbourhood Services Manager circulated maps of the final route. Cllr D. M. Whipp said that he was not happy that the revisions requested at the last meeting had not been incorporated. There were further discussions about the possibility of the route continuing further along the A59 before coming into Barnoldswick, taking in Greenberfield Locks and travelling alongside Hope Technology and the reasons they had not been included.

A plan of the Finish was also circulated which showed the position of the Big TV screen, various parking for Sweetspot, Team bus parking, the proposed finish line and podium, Hospitality Zone and Media Centre.

Market Street, from the New Market Street Tavern to the end of the road closure, would be free for local activities most of the day. There was scope for local organisations to have a presence there. Albert Road could also be used for some of the time for activities such as Chopper Dash.

AGREED

That a meeting be sought to include Councillors P. White, D. M. Whipp with Sweetspot to discuss the route through Barnoldswick.

5. MEETINGS WITH BUSINESS ETC INTERESTS IN TOWNS ON THE ROUTE

The Corporate Director said that the first meeting with businesses in Colne had been well attended. He would also be attending meetings with businesses and Parish and Town Councils with the Principal Communications Officer in Earby, Nelson, Brierfield and Barrowford.

6. IMPACT ON COLNE TOWN CENTRE

It was noted that traffic would need to be carefully managed in Colne Town Centre to minimise disruption. Buses would need to be rerouted. It would be possible to have a diversion route avoiding the Town Centre, if traffic flowed from Skipton Road to Craddock Road, West Street and Shaw Street. Traders might be able to have access to the town centre early on the morning of the race, coming in from Skipton Road.

7. COLNE PARKING

The Corporate Director said that Boundary Mill was not keen to provide car parking for spectators, if they were not shopping at the store. Talks were ongoing with Asda and Sainsbury's about the possibility of spectators parking there. Various options were discussed including the use of parks, schools and playing fields, Holt House in particular.

AGREED

That the Neighbourhood Services Manager submit a draft public parking plan to the next meeting.

8. WORK WITH SCHOOLS

The Principal Communications Officer reported that letters had gone out to schools after the last meeting. Kirsty Grayson from Go Velo and Neil Stuart, the School Sports Co-ordinator based at Pendle Vale, were working with the Council on a school pack which would include a competition for designing a winning trophy. Packs would be distributed to schools participating at a Primary Olympics event on 9th June involving 25 schools and to the remaining schools in the same week. It was hoped that the final of the Primary Olympics would be held in Colne Town Centre just before the main race. Toby, the Mascot for the race, would also be at a couple of events in July.

AGREED

That schools on the route be given as much information as possible about timings and road closures for the race as soon as possible and they be encouraged to close at lunchtime.

9. MARKETING

The Principal Communications Officer informed the group that Newsquest, which owned the Lancashire Evening Telegraph, was keen to be the Councils' media partner for the event. She outlined the proposal which included selling outstanding sponsorship, publishing a glossy magazine similar to the one they produced for the Tour of Yorkshire, a pre-tour supplement and post-event coverage. Ribble Valley Council was happy with the proposal.

This would not be an exclusive deal. A meeting had been arranged with Edward Lee from the Nelson Leader/Times on Monday 18th May to see how they would want to cover the event.

Cllr Whipp asked if the Council could check it would have the rights to the aerial footage of Pendle to highlight the area's beautiful locations and cycling friendliness, once the event was over.

The Tourism Officer circulated a promotional leaflet on Pendle's Cycling Festival including details of the Stage 2 race which would be going out shortly.

AGREED

That Newsquest's proposal be accepted in principle and the outcome of the meeting with Edward Lee be reported back to the next meeting.

10. SPONSORSHIP

The Corporate Director gave an update on sponsorship. At the last meeting it was reported that Wyndham Vacation Rentals (Cottages4you) had taken the Premier Level package. Since then, Boundary Mill had taken the Silver level package of sponsorship and Hope Technology the Bronze level. Carradice and Farmhouse Biscuits had also confirmed sponsorship of the event. Several companies were still thinking about it and further sponsorship would be sought from other companies on the route in due course.

11. FINANCIAL IMPLICATIONS

The Financial Services Manager referred to the draft budget for hosting the race which was submitted to the 3rd February meeting. Since then some of the estimated costs had reduced and sponsorship raised.

AGREED

That the latest draft Budget be emailed to Members of the Working Group with a copy of the minutes.

12. ANY OTHER BUSINESS

Members further discussed arrangements for parking and street vendors, the positioning of the screen at the finish and the possibility of having a second screen in Barnoldswick.

AGREED

That enquiries be made into the possibility of having a second screen of the TV coverage in Barnoldswick.

13. DATE OF NEXT MEETING

AGREED

That the next meeting be held at 2pm on Tuesday 9th June and, in the meantime, that Councillors be kept up to date with any significant developments by email.

Chairman _____