

**TOUR DE FRANCE WORKING GROUP MEETING at COUNCIL OFFICES LONDON ROAD SAFFRON WALDEN at 7.30pm on 16 JUNE 2014**

Present: Councillor H Rolfe (Chairman)  
Councillors I Evans and M Lemon

Officers Present: R Auty (Assistant Director Corporate Services), G Bradley (Community Partnerships Manager), L Cleaver (Communications Manager), J Mitchell (Chief Executive) and A Rees (Democratic Services Support Officer).

Others Present: Councillor S Eden (Saffron Walden Town Council), representatives from The Sampfords and Felsted. The head teacher of Felsted School.

**APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Harrington (Saffron Walden Town Council) and L Lipscombe (Emergency Planning Officer).

**MINUTES OF THE MEETING HELD ON 19 MAY 2014**

The Chairman signed the minutes as a correct record of the meeting.

**MATTERS ARISING**

The Assistant Director Corporate Services told the Working Group that the Council's, County Council's and Felsted Parish Council's websites for the Tour had not yet been circulated. Details of contact with Walden Velo had been circulated. Contact had been made with pubs about events in Great Chesterford. He asked the parish councils to help find out more from other pubs. Contact information to apply through the County Council for flags and bunting had been circulated.

**COMMUNICATIONS UPDATE**

The Assistant Director Corporate Services said that Uttlesford Life was currently going through its distribution cycle. The delivering of letters informing residents directly on the Tour's route had been circulated. Letters for those adjacent to the Tour's route were to be delivered soon.

The Working Group was informed by the Communications Manager the County Council had released its official artwork for the Tour. This information had been sent to parish councils. The County Council was sending out information related to the Tour shortly. An external company was going to carry out a survey examining the social and economic benefits of the Tour. They would interview people on the day

of the Tour. After the Tour they would survey businesses. There had been significant local press coverage of the Fete de Tour. Leaflets were handed out informing people of the impact the Tour would have. Copies of the leaflet would be given to parish councils.

Councillor Rolfe commended the Assistant Director Corporate Services and the Communications Manager for their hard work.

## **LOCAL ISSUES UPDATE**

The Community Partnerships Manager distributed an information pack to the Working Group. It contained the new risk assessment forms, provisions for the Tour, as well as the crossing points that would be in operation along the Tour's route.

A representative from The Sampfords said there were no issues with residential parking. There was currently insufficient visitors parking to the south, but this issue should be resolved.

A representative from Felsted outlined the issues that the parish was currently experiencing. Felsted was planning on having a camp site that people could stay at, the night before the Tour. This was dependent on whether toilets could be delivered the day before the Tour. The byway leading to the largest car park was being upgraded. The owner of the land was concerned that his property would be damaged by the traffic. What signage was the Parish Council going to receive?

The Community Partnerships Manager said it was not yet known if the toilets would arrive the day before the Tour. AA was producing the signs for the Tour. She would find out what signs would be given out. A big screen was going to be on the Common and would be in operation throughout the day.

## **EVENT PROMOTION**

The Working Group discussed the cost of promotional materials such as flags and bunting. The Communications Manager that production of County Council materials was not being done centrally. There were a number of companies that the Council had used in the past and their details would be given out to parish councils.

## **LEGACY OF THE TOUR**

Members discussed the possibility of holding an annual cycle event following on from the Tour. The Working Group agreed that future events should be organised by private companies.

A representative from Felsted informed the Working Group that The Parish's focus was on utilising the Flitch Way cycle path.

The Working Group was told by the Communications Manager that the Council was considering a salary sacrifice scheme to increase the number of employees who cycled to work.

#### **ANY OTHER BUSINESS**

The Community Partnerships Manager told the Working Group that a press release about alterations to bus schedules was going to be released soon. She would keep members informed on the issue.

Members extended their thanks to Council officers for the hard work they had done over the last few months.

The meeting ended at 8.35pm.