

FULL COUNCIL - 28th JUNE 2021

TOUR OF BRITAIN 2021

The Tour of Britain will pass through Ivybridge for the first time ever on 6th September 2021.

Plans will need to be made and executed quickly to take full advantage of the opportunity to promote Ivybridge and the area through the great international TV coverage.

The event could also be used as an opportunity to bring the community together and also to promote the benefits of cycling.

It seems most schools are having 'non-pupil' days on the 6th and so school teachers and staff will not be able to coordinate children to support and spectate along the route.

Therefore, this Council could setup a Working Group to coordinate and plan activity, for example:

1. Cycling and other community activity on the Saturday 4th & Sunday 5th September
2. Coordinate volunteer marshals on the day to direct visitors to vantage points, support race organisers/DCC with any parking or road blockages and generally help the event run smoothly.
3. Create a large, dynamic, impactful 'land art' installation visible from the TV helicopter(s) in a park or open space adjacent to the route
4. Engage local businesses connected and not connected to cycling
5. Plan the communications regarding road closures, publicising the events and opportunities on offer

So far the following have expressed interest in being part of the Working Group:

Cllr Alan Spencer

Cllr Roger Croad (DCC)

Cllr Lance Austen (SHDC)

Graham Wilson (PL:21/Sustrans)

Shirley Weeks (Ivybridge in Bloom)

There would still need some more volunteer support from Councillors and the community to help coordinate our efforts and maximise this opportunity.

It is **recommended** that this Council

1. Thanks Cllr Roger Croad for his immense support and campaigning to bring the Tour through Ivybridge
2. Set up a Working Group, reporting back to the Full Council, to coordinate activity within the town.

3. Commit £1500 of its Festival/Community Reserve (9104/901) to support activity around the event delegating the Town Clerk to authorise expenditure guided by the Working Group

Jonathan Parsons
Town Clerk