



**7 JULY 2014: STAGE 3**

Sector 4b – Epping Forest District

# Agenda

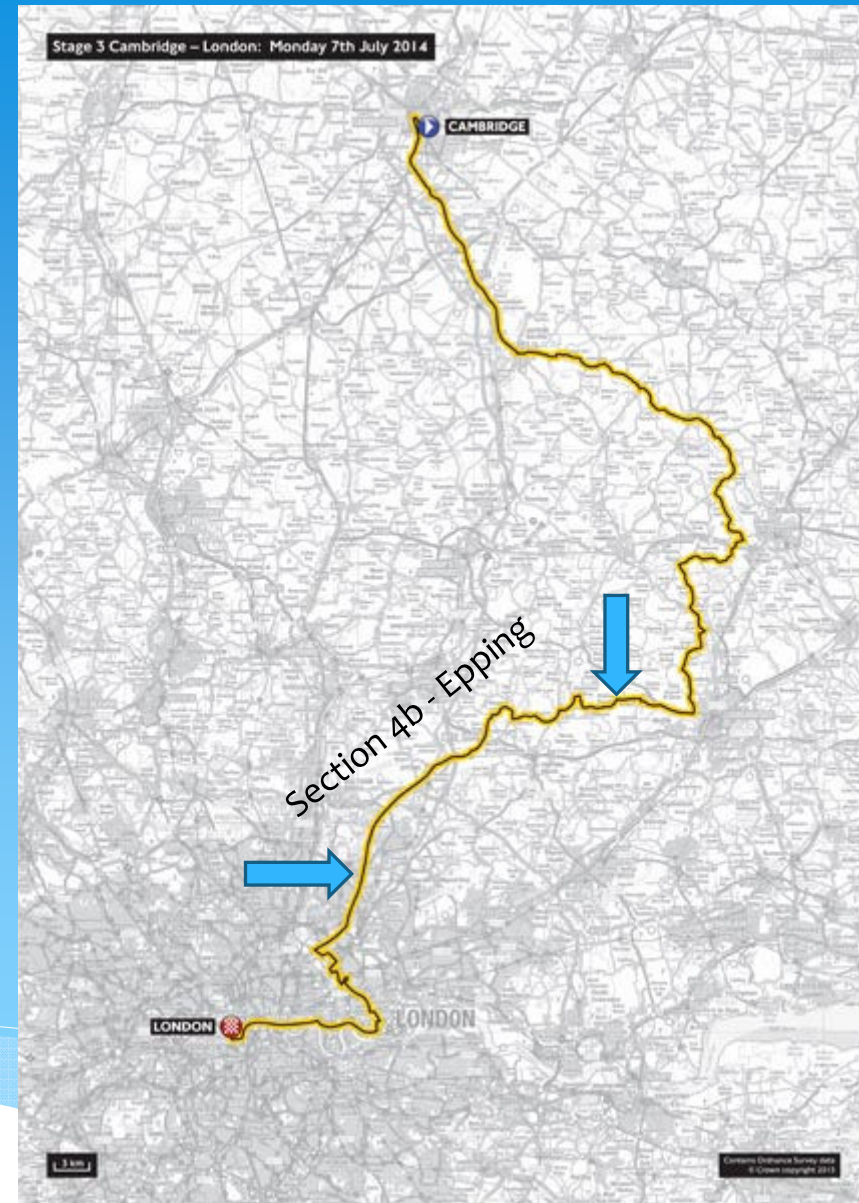
- Tour route, key facts & latest timings
- Event governance – who is doing what
- The ‘sprint’ section in Epping
- Key issues
- Making the most of the event
- Questions?

# Tour Route & facts

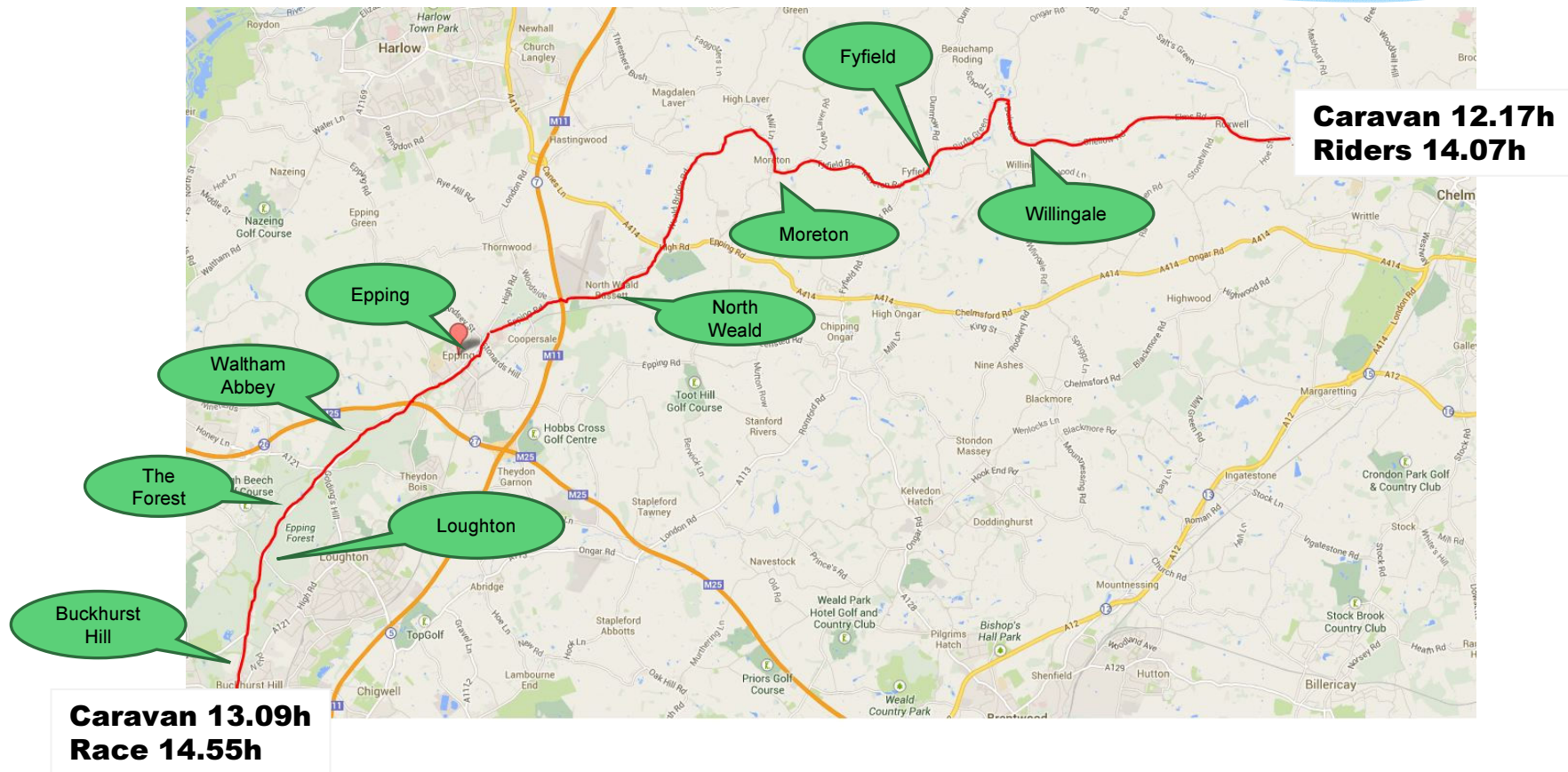


- Largest annual sporting event
- 15 million spectators
- 2.2 billion viewers
- 3000km in 22 days
- 6000 people, 2400 vehicle movements
- Caravanne Publicitaire – 230 vehicles, 1 hour to pass any point

## Day 3 – Cambridge to London



# Sector 4b – Epping District





# Organisation/governance 1

- TDF2014 Ltd – Cllr Ann Naylor ECC rep
- National TdF Steering Group – Jason Fergus/Liz Burr ECC
- Innovision Ltd contracted by TfL to deliver;
  - Crowd & traffic management
  - Health & safety en route
  - Wayfinding and signage
  - Licenses and approvals
  - Event command & control
  - Radio comms
  - Barriers, fences and haybales



# Organisation/governance 2

- Essex TdF Steering Group – Derek Macnab/James Warwick/Peter Charman
- Various sub groups including
  - Crowd & Visitor Dynamics - PC
  - Highways & Transport - PC
  - Communications - TC
  - Sector planning/Safety Advisory -PC
  - Legacy planning – JW
- Local Authority Planning Group (Parishes/Towns/Partners)

# LA Roles & Responsibilities

- Support the organisers with local knowledge
- Raise local awareness
- Co-ordinate peripheral 'celebration' events
- Street cleaning (additionality funded by TdF)
- Contingency/emergency planning for 'public' areas





# What can we expect?



# Sprint section – Epping High Street



- Sprint specialists reach upwards of 45kph
- Sponsors barriers/signs and temporary structures
- Finish point opposite the drinking fountain
- Predicted crowds of 20,000
- Massive TV and media interest
- Street furniture will be replaced late May



# Key issue – Road closure

- Total road closure from 9am until 4.30pm South of the Talbot - 8am North
- Significant disruption well beyond route
- Cancellation of Epping Market
- Disruption to 'normal' activities
- Traffic orders in place. Contractors will (re)move vehicles
- Blue lights access points only



# Key Issue – general disruption

- Disrupted public transport
- 'Landlocked' households & businesses
- Potential for traffic delays
- Impact on postal services
- Impact on local businesses
- Delayed deliveries & collections
- Spectators parking issues

**disruption**

# Key issue - schools

- School & public transport greatly affected
- Schools advised to close
- Business Continuity issue for staff and businesses
- School staff and parents across County impacted
- Potential disruption to exams



# Key issue – Business Continuity

- Maintaining critical services
- Home/remote working
- Employee spectating
- Planning ahead;
  - Deliveries
  - Meetings
  - Customer access
  - Speak to customers!

Don't forget  
contractors!





# Key Issues – Health & social care

- St Margarets Hospital
- GP's, Dentists, Pharmacies etc
- Carers and care homes
- Meals on wheels
- Voluntary sector
- Medical Home visits
- Emergency access



# Key Issue – getting the message out

- Early and persistent advice to plan ahead
- The Forester & Parish newsletters
- Parked vehicle leafleting on route
- Advanced road signage
- Direct mail to landlocked households/premises (3200)
- Business & community networks
- Direct leafleting of key areas
- Social media
- General media



# Key Issue - Maximising the benefit

- Think beyond the one day – host a village/towns festival?
- Encourage tourists to come early & stay late - promote attractions/accommodation etc
- Target the cycling fans – both UK & overseas
- Use the media focus on the sprint
- Develop long term sport/health campaigns
- Plan legacy benefits – tourism/events/cycle trails etc



# Contacts

- Derek Macnab – policy issues  
01992 564050
- Tom Carne – communications  
01992 564039
- James Warwick – legacy issues  
01992 564350
- Peter Charman – event/contingency planning  
01992 564176



# Questions?

The image features a blue header bar with a wavy bottom edge. Below the wavy line, there is a decorative pattern of overlapping wavy lines and a fine grid of small squares, creating a layered, textured effect.