



COMMUNITY GUIDE



GET READY FOR THE
TOUR OF BRITAIN
IN YOUR COMMUNITY



A information booklet for communities along the Tour of Britain route.

ABOUT THE RACE

The Tour of Britain is the UK's biggest and most prestigious bike race that attracts the world's top cyclists - including Olympic and World Champions, and Tour de France winners - to compete over eight days each September.

Cornwall will welcome the world's top riders for a spectacular, fan-friendly day of racing on Sunday 6 September for the opening stage of the race.

The race offers a great opportunity for local businesses and communities along route of each stage to celebrate and embrace cycling as the race comes past their front door, as well as maximise on business opportunities from increased customers and visitors.

The following booklet provides ideas and examples of how your community can get involved with the race and show your support.

You can also sign up to receive information booklets about getting different communities involved on the Tour of Britain's website.





Decorate your local area

An easy and noticeable way to show your support of the race is to decorate your local area.

This could be a shop window display; decorated up-cycled bicycles along the road where the race route will go; or even decorated roundabouts where the route will pass.

It is a great and easy way to create a buzz around your area. You may even want to create a specific theme for your area, town or city.



Example

In 2019, Oxfordshire's market town of Farringdon came together to celebrate and watch the Women's Tour racing through their town. The professional riders were met with a colourful pink welcome in the town. The town crier, Sjoerd Vogt, rallied the whole community together with a pink Farringdon theme to show their support of the race.

They decorated shop windows, street lampposts, and dressed in pink. Many different communities, including schools, businesses, the fire department, care homes, all got involved and came out to watch the race go past.

You can watch their experience here:

www.womenstour.co.uk/video/flavour-of-the-day-oxfordshire



Street Celebrations

Why not get your local community together and create spectating spots along the route.

Many towns and parishes have collectively come together to create fun family days centred on watching the race and supporting the local community - creating activities, entertainment, encouraging picnic spots, and more!





Examples

Kirkby Stephen is a small market town which was along the 2019 Stage Four route from Gateshead to Kendal. The community came together to celebrate the race going through the town by making a celebration of cycling event called SPOKE. They had a family day with a range of activities for all ages, including music, film, spoken word, dance, food and drink, and decorated the area. Over 1,000 members of the community came out to cheer the riders on.

To celebrate the 2019 race coming through Wigan, Haigh Woodland Park created a Tour of Britain Family Fun Day. The event included a range of activities including live music in the park, musical performances, screens to show the race live, food and drink, a “Velo Village” for bike and cycling activities, as well setting up a land art creation for the live TV coverage.



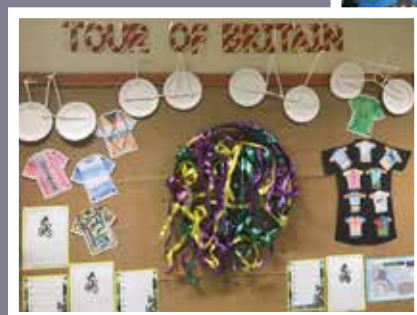


Workplace Community Challenge

A great way to show your support to the professionals while also getting on your bike yourself is to set up a workplace or community challenge.

Examples: 24hr static bike event, cycle the length of the stage on a static bike.

It could be carried out ahead of the race to raise money for charity or the local community.



Schools

The Tour of Britain is an ideal event to work in alongside existing health plans to encourage children to 'get active' and teach them about the importance of a healthy lifestyle. It is also an opportunity to introduce children to a sport they may have previously been unaware of.

You could encourage pupils to learn about the sport and, as the race is an international event, it can link in to other subjects in school - geography, language and more.

Download the Schools Info Pack from the Tour of Britain's website to learn about the race, see examples of ways to include it into the curriculum and find out ways to get more involved.

Watching the race at the road side is always very inspiring and exciting for children. Many schools and pupils line the routes of the race to watch every year. Your school may want to consider organising for classes to stand at the road side to watch the riders race passed.

Before race day, the children could create signs, banners or flags they can use to cheer on the riders.

Be sure to get in touch with your local council to see if they are running any official competitions for schools in collaboration with the race.



Credit Sigma Sports

Cycling Clubs

If you're part of a cycling club and the race is coming to your local roads, make the most of race day and get the whole club involved.

You can watch anywhere along each stage for free! You can use the race time timetables on the event website so you know exactly when the peloton is expected to pass you. You could even create a group ride out to sections of the route so you can get your cycle in then watch the pros make it look far too easy!

You can register for a cycling clubs information pack on the Tour's website, which provides you with all the information you need to get your club involved and ready for race day.



Land Art

Get involved with the Tour of Britain's National Land Art competition.

The tradition of creating land art masterpieces along the route has long been the practice at the Tour of Britain, as well as other cycle races around the world. There's no better way of displaying local pride, as well as fostering community spirit mixed with the themes of teamwork and togetherness, than by creating land art for this year's race.

Communities, schools, clubs, businesses, land owners and farmers can all get involved with creating eye-catching creations in support of Britain's most prestigious international cycle race.

Find more about the official competition entry on the Tour of Britain's website.



Stands at Events

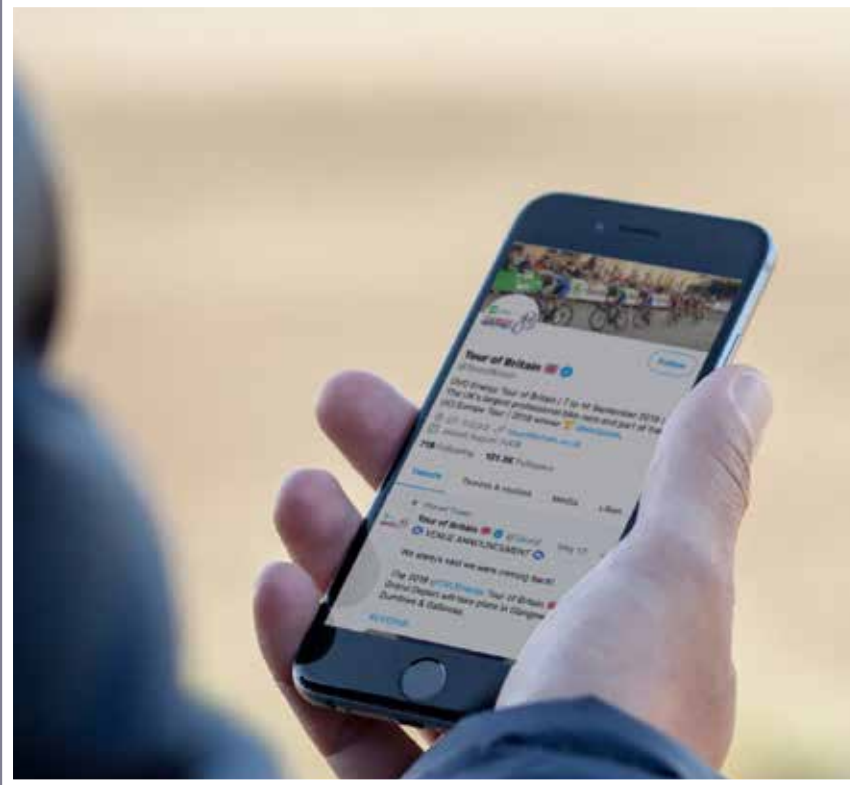
Why not use existing local events, such as food fairs, county shows, etc, to have a stand displaying information about the Tour of Britain to a non-cycling audience



Local Riders

Learn more about the professional riders that will be competing in the race. Among the British riders there may be some with links to your local area or region, so you may want to get behind them and display support for them at the road side.

You can find out who is riding from checking the team's page on the Tour of Britain website.






Be Involved Online

In the build-up to the race, use your website, newsletter databases and social media channels to promote that you will be supporting race day in your area – such as detailing events or community activities you have planned, providing special offers for spectators or showing your excitement in the build up.

Collaborate with your wider community, other local businesses and your local council on social media to extend your audience reach and enhance the build-up and excitement of the race coming.

Make sure to follow the Tour's official media handles and official hashtags so you are up to date with all the latest race announcements.

Handles

 The Tour Of Britain
 @TourofBritain
 @TheTourofBritain
 TheTourCycling

 CornwallToB
 @CornwallToB



Community Examples

The Tour has a selection of case studies on their website that provide an insight into what local businesses and communities have done in previous years to get involved, support the race and maximise on the long-term benefits that the event brings them.

You can read these
here:

[www.tourofbritain.co.uk/community/
community-case-studies/](http://www.tourofbritain.co.uk/community/community-case-studies/)



www.tourofbrtain.com