



## CORNWALL STAGE OF TOUR OF BRITAIN

### FREQUENTLY ASKED QUESTIONS

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#### The Event and Background Information

- **What is the event?**

The Tour of Britain is the UK's biggest free-to-watch sporting event. It is the UK's leading professional cycling road race held over 8 days. The race attracts some of the world's best cyclists, which have previously included Mark Cavendish and Sir Bradley Wiggins.

- **When will the event be held?**

The Tour of Britain is held annually in early September.  
Cornwall will host the opening 'Grand Depart' stage on 5th September 2021.

- **How much will it cost individuals to watch the race?**

The race is a free-to-watch event.

### ▪ **Who organises the event?**

The event is organised by SweetSpot and supported by Cornwall Council. SweetSpot, the Tour of Britain organisers are a sports events and marketing company specialising in the creation and execution of high-quality, annual sporting events.

The specialist team at SweetSpot consists of former Olympic and Tour de France cyclists, as well as event management experts with a combined experienced of over 50 years in delivering large scale sports events.

### ▪ **Where can I find further information about the event?**

More information about the Tour of Britain race can be found here: [www.tourofbritain.co.uk](http://www.tourofbritain.co.uk)

### ▪ **What support is there for this event?**

Over 200 City, Town and Parish Councils were contacted in 2018 and asked whether they would support the race coming to Cornwall. Replies received from about 140, including all the biggest councils representing 86% of the Cornwall population. Of those who replied, 98% were positive. Support from the Cornwall cycling community. Statements of support received from 5 Cornwall MPs. Cross-party support at Cornwall Council, with an overwhelming vote of support for the feasibility study. SweetSpot, the Tour of Britain organisers and Devon County Council are fully supportive of Cornwall hosting the opening stage in 2021.

### ▪ **What is the expected economic benefit to Cornwall?**

The estimated economic impact for the country is £3.4 million. This is supported by historical and geographical data from previous Tour of Britain stages that showcases visitor spend at the stages and previous Cornwall route events such as Man Engine and Olympic Torch Relay.

### ▪ **In addition to economic, what other benefits are expected?**

- **Tourism impact** – The Devon stage of the Tour of Britain in 2019 was followed by 200,000 spectators.
- **National and international recognition** - 500,000 people watched the live ITV4 coverage and 117,000 watched the repeat show. The race is broadcasted all over the world including in North America, Asia, sub Saharan Africa as well throughout Europe in countries including Germany, Spain, France, Belgium and Italy.
- **Environmental and health benefit** – After the Devon stage of the Tour of Britain in 2018 – 62% of people were encouraged to cycle more often, contributing to lessen pollution and supporting better health. It has been proven that regular cyclists reduce their risk of developing cardiovascular disease by 46%, whilst cycling to work reduces the risk of cancer by 45%. People who are physically active reduce chances of late-onset diabetes by between a third and a half.
- **Social and volunteering opportunities** – Hosting the race is an opportunity to encourage the local community to create their own events, support better social cohesion and promote the local feel good factor.

- **Inspiration to achieve** – Cornish cyclist, Chris Opie saw an early incarnation of the Tour of Britain and was inspired to start a professional career in cycling.

- **If Cornwall were to host the event more than once, will the route be the same as previous years?**

No, it doesn't need to be. Alternative routes will be considered if Cornwall hosts a tour stage again in 2022. Tour of Britain is an opportunity to show off Cornwall to the world and the appeal of hosting over a number of years is that all of Cornwall can be showcased on different routes per stage year. Devon has held 10 stages and covered much of the county.

- **How was the route decided?**

The preferred route was selected as it creates the strongest introduction to Cornwall for the Tour of Britain. It passes through some of the most scenic landscape (coastal and mining) and many town centres with good public transport, attracting high footfall and maximising economic impact. The route is in close proximity to 40% of the entire population of Cornwall. The route for 2021 has now been checked and verified by SweetSpot.

- **What happens if it rains?**

The rain should not be affecting the race. It is not envisaged to put shelter alongside the road. Therefore, spectators are advised to check the weather on the day and dress accordingly.

- **Where is the best place to view the race?**

Generally, there will not be any barriers along the route, therefore members of the public should be able to get a good view of the race. You can see the full route and town hosts on the map [here](#), the route goes through a number of town centres which can be accessed using public transport.

You can also meet the riders at the start of the race in Penzance and cheer them as they finish the Grand Depart stage in Bodmin.

For the King of the Mountain, the anticipated locations are Zennor, Rosewall Hill and Carnon Downs. The locations for the Sprint will be announced in the spring 2021.

## Route and Timings

- **What is the route?**

The Confirmed route is:

Penzance > St Just > St Ives > Hayle > Redruth > Camborne > Pool > Falmouth > Penryn > Truro > Newquay > St Austell > Bodmin

- **What are the timings**

The timings will be communicated in June.

## Race's Start and Finish

- **When does the race start and finish?**

The Grand Départ for the Tour of Britain 2021 will start at 11am on Sunday 5<sup>th</sup> September 2021 from Penzance promenade.

A stage will be erected to introduce the riders and there will be opportunity to meet them prior the start of the race.

You can also come and cheer the riders as they finish the first stage of the race in Bodmin (time to be confirmed).

## Teams and Riders

- **Who is racing?**

Teams and riders will be announced by SweetSpot, the Tour of Britain organisers in July.

## What's going on in each community

- **What other events will take place around the ToB stage?**

We are hoping that the local communities will join us to celebrate the Tour of Britain coming to Cornwall by holding their own cycling and community events on the day.

For regular updates on events and activities taking place across Cornwall as part of the day visit the website [cornwalltourofbritain.co.uk](http://cornwalltourofbritain.co.uk) and follow us on our social media channels:

Twitter @cornwalltob

Facebook @cornwalltob

Instagram @cornwalltourofbritain2021

You can find ideas and examples of community initiatives held during previous editions of the race in the Tour of Britain Community Guide, which you can download [here](#).

## Getting Involved

- **How can businesses get involved with the event?**

Businesses interested being involved and become a sponsor can contact us by email:

[CornwallToB@cornwall.gov.uk](mailto:CornwallToB@cornwall.gov.uk)

Businesses wishing to offer their services to the professional cycling teams taking part need to be aware that they will have their own dedicated support staff and services that work for them year around. Consequently, Businesses looking to offer specific services (such as mechanic, sports massage, physiotherapy) will need to contact the teams directly.

- **Can I volunteer to support with the event?**

Volunteer support will be a valuable contribution to the success of the event in Cornwall. If you are interested in becoming a Race Maker for the Cornwall Stage of the Tour of Britain 2021, you can find out more and register your interest via

<https://www.tourofbritain.co.uk/community/volunteer>

British Cycling are also running an accredited marshal scheme, you can find out more and register your interest via

[www.britishcycling.org.uk/accreditedmarshal](http://www.britishcycling.org.uk/accreditedmarshal)

- **Can we put our own entertainment on the day?**

Yes, you probably can but you will need to contact your local town or parish council for more information to discuss the details and find out what is possible on the day.

- **How could school children get involved?**

The Tour of Britain is an ideal event to introduce young people to cycling and a competitive sport. The Tour of Britain is an excellent opportunity to work alongside existing health plans to encourage children to 'get active' and teach them about the importance of a healthy lifestyle.

The organisers produce a School Pack which is full of information about the race, its history which can be used as part of the curriculum. The School Pack also contains ideas and activities which can take place in schools ahead of the race. The School Pack can be downloaded from the Cornwall Tour of Britain website [here](#).

## **Accessible Provision**

- **What provision are you putting in place for people who are disabled and those with mobility issue**

We advise to contact the Town Council or Parish Council of the location you wish to see the race from as they will be able to advise on the most accessible locations.

We will add information shortly about accessible viewing platforms and the situation regarding disabled parking spaces.

## **Facilities and waste management**

- **Will there be any toilets provided for spectators along the route?**

Existing facilities and restroom schemes will be open as per normal. There are no plans to further extend these facilities alongside the route.

- **Will the event produce a lot of waste?**

There will be a sustainable waste management policy associated with the event.

No single use plastic items will be distributed by Cornwall Council as part of this event.

Communications messages will encourage participants to take their rubbish with them and use existing bins.

## Road Closures, Parking and Public Transport

- **What will be the disruption to areas through which the race passes?**

The route does not pass through any major artery road in Cornwall - such as the A30.

There will be traffic and parking restrictions to allow the race to pass through safely. For the majority of the route, a rolling road closure will be in place, meaning the roads will only be closed temporarily, usually between 15 – 40 minutes ahead of the race passing through.

However, in locations where current traffic and parking arrangements would become a risk to the safety of riders on street parking restrictions will be implemented. You will be requested to move your car if you live near where the race passes, information on alternative parking will be provided ahead of the event.

Detailed road closure information will be available in Summer 2021.

- **Who deals with the road closures, public safety etc?**

Cornwall Council is responsible for producing the traffic management plan in conjunction with SweetSpot, the event organisers.

The rolling closure is managed by SweetSpot with support from the National Escort Group (NEG)

- **How does the rolling road closure system work?**

On each stage of the Tour of Britain, road closures are put in place for a short amount of time ahead of when the race passes through – minimising any dangers to professional athletes and communities along the route.

If you live, work or commute along the Cornwall Stage route, there will be road closures altering your travel for a small window of time while the race passes. This is known as a rolling road closure.

The organisers operate a 'rolling road closure' system rather than a full road closure to minimise disruption to the local community as much as possible. Therefore, the roads will only be closed for a short window (approximately 30 minutes), while the race passes through.

When fully confirmed by the organisers, we will provide information on when to expect the rolling road closure to be occurring near you.

The rolling road closure entails closing roads along the Tour of Britain route, and junctions with access roads to the route, ahead of when the race is expected to pass and while the race moves through. The length of closure of the rolling road block depends upon how

spread the riders are. Typically, the lead motorcycle instigating the closure is 15 minutes ahead of the lead rider. The closure then remains in place until all riders and race cars have passed through.

There will be support from the National Escort Group (NEG) motorbikes that will work to safely hold traffic and restart traffic before and after the race moves through areas of a town, city or village.

The rolling road closure works like a moving bubble: the race is at the centre and the police escort, safety and support cars, ahead and behind the bubble help keep it moving forward, whilst minimising the amount of disruption to the public and traffic.

You can view an explainer video of the road closure system on the Cornwall Tour of Britain website here: [www.cornwalltourofbritain.co.uk/spectator-info/viewing/](http://www.cornwalltourofbritain.co.uk/spectator-info/viewing/)

## Cancellation

- **What will cause the event to be cancelled?**

In light of the current Covid-19 restrictions, and for the first time in the history of the Tour of Britain, the decision was taken to postpone the race until September 2021.

<https://cornwalltourofbritain.co.uk/news/tour-of-britain-postponed-until-2021/>

The priority is to protect the health of everyone involved, included the supporters. The event organisers and Cornwall Council will continue to follow the Government's guidelines to reflect the latest advice across England and comply with rules for mass gatherings and sporting events in place at the time of the event. The Covid-secure measures put in place will be communicated to the public before the event.

Lightning in the vicinity of the race is another cause that could see the event to be cancelled or rerouted.