



BUSINESS TOOLKIT

The UK's biggest professional race is coming to Suffolk

Get your business ready to make the most of the county hosting a stage of this sporting phenomenon.





THE TOUR IS COMING

Help us put Suffolk and your business on the map.

Capture the magic, twists, and turns that make this event Britain's biggest free-to-spectate sporting event..

Boost the local economy, grow your own following and attract new customers.

The Tour of Britain is a British sporting phenomenon. It has become the UK's biggest free-to-attend sporting event, attracting over 1 million spectators annually (and still growing) and is the UK's most prestigious cycle race on the global cycling calendar.

Many of the world's best riders and teams on the UCI World Tour will compete for honours, including World, European and Olympic champions. This will be the first time since 2017 that the TOB has visited Suffolk when it started in Newmarket and finished in Aldeburgh on the East Coast.

The 2023 Tour of Britain will take place between Sunday 3rd September and Sunday 10th September with Suffolk hosting the finish of stage 5 in Felixstowe on Thursday 7th September 2023.

Benefits to Suffolk business and residents

£3.8 million

The 2017 TOB Suffolk stage boost to the local economy

Environmental

The TOB promotes cycling as a sustainable form of travel - supporting the health and wellbeing of residents.

15 million

Watch the Tour of Britain event on TV and may be inspired to visit Suffolk

THE ROUTE MAP

The official route through the County will soon be announced - but wherever your business is based you can still get involved



The official stage route will be available to view on the Taste of the Tour website
www.tasteofthetour.co.uk



"These events create a unique opportunity to engage with local communities and residents..."

OPPORTUNITIES FOR BUSINESS

In 2017, the last time Suffolk hosted a stage of the Tour of Britain, 180,000 spectators watched the live race with 48% attending with family members. 49% of spectators were visitors to the county with 17% staying overnight

Whether you're in retail, hospitality, sport and leisure or simply want to feature in your local community, we're here to support you in leveraging this amazing event.

Helping your local community have an incredible race day experience will position your business front and centre the next time they want to use your services.

"Adnams have been proud to partner with the Tour of Britain and Women's Tour since 2010. We recognise the valuable exposure that these events can provide for our brand and also the impact they can have on the local economy and tourism in Suffolk.

These events create a unique opportunity to engage with local communities and residents, whilst also providing a platform to a UK wide and Global audience. We are delighted that the Tour of Britain will be in Suffolk in 2023 and congratulate Suffolk Growth and Suffolk County Council on securing the stage.."

Dr Andy Wood, OBE, DL

CEO of Adnams Plc and Chair of Visit East of England



SAVOUR THE BUILD UP....

The build up to race day offers fantastic opportunities to get your business noticed. Make the most of them!

It's never too soon to start preparing! As soon as the Tour of Britain stages are announced the buzz will begin - and by letting people know how they can get involved your business will become a part of the event success.

- 1.** Display posters in your windows (visit the Taste of the Tour website for downloadable assets) or create a window display to help capture the magic and grab the public's attention. Why not work with other businesses to run a 'best dressed window competition'? Or get the community involved with planning and decorating?
- 2.** Team up with other local businesses to highlight how your local area will be getting involved and support each other in your endeavours.
- 3.** If you are an accommodation provider you may be able to get guests to extend their stay or return if they are made aware of the imminent arrival of the Tour.
- 4.** Use your communication channels.
 - Create posts for social media - remember to tag:
Twitter - @TourofBritain
Facebook - @ToBCycling
Instagram - @thetourofbritain
 - Update your website to let people know what the tour means to your business.
 - If you send out a regular newsletter or e-shot don't forget to add key information and tell your customers how you will be celebrating.
- 5.** Create cycling themed promotions. If you are a cafe or restaurant you could offer a bike themed menu or maybe create a new dish especially for the Tour of Britain. If you are a retailer can you designate an area in your shop for cycling and Tour themed goods?
- 6.** Run a 'cycling themed' competition - Provide colouring sheets to customers, or maybe a competition to design a flag?
On a bigger scale, why not encourage the community to decorate their homes and gardens, or even turn old bikes into pieces of art and give prizes to the best.
- 7.** Organise an event for your staff to get involved with - a 24hr static bike challenge or maybe a sponsored bike ride taking in the route the tour will follow. Activities like these can offer great PR and team-building opportunities.
- 8.** Create a stage countdown as the Tour date gets closer - Mark off the days with social media posts and/or window signs or banners. Help to build the excitement as the day gets closer!

NEED SOME PRE-TOUR INSPIRATION?

The build-up to the Tour of Britain provides a great opportunity to showcase your business

CASE STUDY

INSPIRATIONS, Wickham Market 2017 Tour of Britain

Inspirations in Wickham Market entered, and won, the Suffolk Coastal 'Best Dressed for the Tour' window dressing competition.

The popular village shop decorated their window with a vintage bicycle and displayed historical photos of cycling in the town. On the day of the Tour the town provided entertainment, a pop-up pub and screened live coverage of the race.



CASE STUDY

'Taste of the Tour', Suffolk website 2017 Tour of Britain

From 'Be-spoke' Burger creations to a Taste of The Tour lunch that could be enjoyed as The Tour passed by; Restaurants, pubs, cafes and bars submitted their cycling and Tour themed special offers, events and menus for promotion on The Taste of The Tour website during the 2017 build up to The Tour of Britain.

The Taste of the Tour website has been relaunched for 2023 at www.tasteofthetour.co.uk



BE A COMMUNITY

A joined up effort by businesses to engage with communities means that everyone benefits.

CASE STUDY

BIKE TRAILS - Suffolk Coastal 2017 Tour of Britain

Suffolk Coastal produced 7 colourful bike characters and displayed them on stickers in the windows of shops, cafes and businesses in seven Suffolk towns. Participants then downloaded a trail sheet and visited the towns to complete their sheets collecting a sticker from each trail.

"The Bike Trail was a brilliant way to engage with a number of communities and encouraged people to visit areas they might not usually"



The Bike Trail has been relaunched for 2023 - More information at www.tasteofthetour.co.uk



CASE STUDY

THOMAS'S CYCLE REVOLUTION, Suffolk 2017 Tour of Britain

Local bike shop Thomas's Cycle Revolution engaged with the local community by organising 'An evening with John Stockwell', a ticketed talk by a Suffolk Pro Rider.

During the evening staff from Thomas's were on hand to offer cycling advice and support, and displayed a range of products for sale.

Image John Stockwell

TASTE OF THE TOUR

The Taste of the Tour website is a central hub for local businesses and groups to list and promote their Tour offers, events, competitions and menus during the lead up to the Tour.



It's free to join in with Taste of the Tour so if your business or group has a mouth-watering special, an offer for visitors or an event with a cycling theme, please get in touch.

www.tasteofthetour.co.uk



ON THE DAY...

When race day arrives so will the crowds. Make sure your business is prepared to maximise the opportunities

15 million people watch the Tour of Britain on television and over one million spectators watched from the roadside in 2021. The 7th of September 2023 is a key opportunity to put your business at the forefront.

- 1.** Make sure your business stands out! Hang flags and bunting inside and out for maximum impact.
- 2.** Hand out branded flags and noise makers for people to wave.
- 3.** Why not deliver your food and drink options to spectators along the route – that way they can enjoy your wares without leaving their viewing spot!
- 4.** If you are a hospitality business, entice customers to buy with a cycling themed menu. This can still increase trade even if the tour isn't directly passing your door - make the most of visitors and spectators who will be passing through.
- 5.** Why not run a fancy dress competition? Encourage your staff and customers to join in and line the route. Offer a prize for the wackiest, brightest, cleverest costume!
- 5.** If you are a pub, restaurant or club with TV facilities why not show live coverage and highlight programmes?*
- 6.** There will be a Tour Village located near to the Felixstowe finish line with opportunities for local businesses and organisations to take part, exhibit and network - Contact Sarah Shinnie at East Suffolk Council to find out more about these opportunities.
- 7.** Run special offers and promotions on the day. This is a great opportunity to bring new customers to your business. Show them why they should come back!
- 8.** Keep the crowds entertained and become a focal point by providing live music and entertainment while they wait.
- 9.** Don't forget to tell people in advance what you will be doing via your website, social channels, window posters and by sending the information to the tasteofthetour.co.uk website.

***Do you have the right tv licence for business premises? Check:**

www.tvlicensing.co.uk/check-if-you-need-one/business-and-organisations



SUPPORTING CYCLISTS

It isn't just traditional shops and businesses along the route that can get involved.

The Tour offers great opportunities for hospitality and accommodation providers to benefit from this great sporting event – wherever they are in the County.

The Tour attracts a high number of cycling enthusiasts who follow the route on their own bikes. If you are providing accommodation or hospitality for cycling visitors make sure you are 'cycle friendly'. (And don't forget to update your website and socials to let people know!)

- Can you provide a designated bike storage area? Even a bike rack or area to securely lock bikes up whilst guests enjoy your hospitality.
- Offer essentials for cyclists emergency repair kits, first aid kits, bike pumps etc. Even the option to fill water-bottles can be a very welcome service.
- Keep a supply of useful information, such as maps and cycle routes, public transport timetables and daily weather forecasts
- If you are hosting cyclists overnight can you provide laundry facilities or a drying room for wet clothes

Growing popularity of cycling in the UK

£2.3bn

spent on bicycles
in the UK in 2021
(Mintel)

47%

of people in
England own or
have access to a
bike (ONS)

5.3 million

people cycle at
least once a
week

21%

of adults cycle at
least once a week
(Mintel)

BE A BUSINESS THAT MAKES RACE DAY SPECIAL

There are so many ways your business can become a part of race day....

CASE STUDY

DESIGN A FLAG COMPETITION, Wirral 2019 Tour of Britain

Airbus UK, based in the stage 5 area of the 2019 Tour organised a 'start flag' competition for local school children. The lucky winner was invited to wave her flag to start riders off as they began the 174 km route.



CASE STUDY

THE WOODBERRY, Newark 2018 Tour of Britain

The Woodbury Teahouse were well prepared for the tour route to pass their door. They decorated the building inside and out with yellow, blue and green bunting and created a takeaway food and drink kiosk outside where they sold a 'Tour of Britain Lunch Pit Stop' menu including pulled pork cobs and bicycle burgers.

"Two years in a row the Tour of Britain has given us one of our biggest trade days of the year..."



AFTER THE EVENT

The Tour of Britain visit to Suffolk isn't just a single day of opportunity. There is the potential for a legacy that lasts long beyond 2023.



Make sure that your business is memorable for all the right reasons so that customers return to buy from you in the future.



Make it easy for visitors to find you again – do you have merchandise or business information they can take away?



Offer incentives – can you hand out discount vouchers or loyalty cards to encourage people to return?



Offer value for money; a rise in footfall shouldn't also equal a rise in prices. People appreciate fair prices.



Encourage your team to give the best customer service they can, the smallest attention to detail can make all the difference

The Tour of Britain will be a fantastic showcase for Suffolk

1 million

Spectators watching from the roadside in towns and villages

15 million

Watch the Tour of Britain event on TV

5 million

Tour of Britain website visits in 2022

GET SOCIAL



1.

Share your experience, jump on the #TourofBritain and don't forget to tag @EastSuffolkCouncil @BaberghDistrictCouncil #SuffolkGrowth #HealthySuffolk #BaberghandMidSuffolk #MidSuffolkDistrictCouncil across your social media channels.



@TourofBritain



@thetourofbritain



@ToBcycling

2.

Share highlights from the day on your reels, go live on Facebook and invite your following to get on board, making the day a pillar on your social media and communications calendar.

3.

Link your website to www.tourofbritain.co.uk to make sure your visitors can access relevant, up to date information on the race, including spectator maps.

Stay up to date

To keep updated with latest news visit the Taste of the Tour website, and the official Tour of Britain website at tourofbritain.co.uk

Race day assets

Race day assets will be available from The Taste of the Tour and tourofbritain.co.uk websites. (More info about logo assets can be found on the back page of this document)



PLAN AHEAD

Keeping visitors, customers and your team safe is paramount, which is why it is worth planning ahead to account for:

- Large crowds
- Restricted parking
- Access issues
- Rolling road closures

CONSIDER....

- ? How far will the route be from your business?
- ? Do you need to review your opening and closing times to allow for road closures and parking restrictions?
- ? Do you need extra staff on the day and can they get in and out?
- ? Do you need to rearrange deliveries?

Don't forget to update your website, social media and any physical signs with changes to your hours or any restrictions



Speedy Sprinter and the Big Bike Race

Following the success of the 2017 trail,
Speedy Sprinter and his friends are returning for 2023!



Check out the official
route on the Tour of
Britain website
www.tourofbritain.co.uk



Join the Bike Trail
**Collect all 10 stickers
and win a prize!**



Visit one of the Suffolk
businesses offering a
**Taste of the Tour
special offer**



Find out more about the Bike Trail and find
out how you can be a trail location at:
www.tasteofthetour.co.uk

Regional Contact details

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Branding guidelines

The Tour of Britain will supply free-to-download banners and posters for businesses and residents to help promote the race's arrival. These assets will be available in August.

Logo packs

Businesses and residents who want to help promote the Tour of Britain's visit to their city, town or village can do so by downloading the official logo pack here <https://www.tourofbritain.co.uk/community/promotional-guidelines/>

Businesses who are not official partners should only use these assets to promote the race and not their company or to imply an official endorsement of their business or product.

