

**TOUR OF
BRITAIN**



**NORTH
OF TYNE**



**COMBINED
AUTHORITY**

Stage 3 – Monday 9 September 2019

Berwick-Upon-Tweed – Newcastle-Upon-Tyne

3

BERWICK-UPON-TWEED TO NEWCASTLE-UPON-TYNE
MONDAY 9 SEPTEMBER 2019



Berwick-Upon-Tweed – Start – 11:00am

Provisional timings

- Marygate closures – 4am to 2pm
- Hide Hill to Union Brae – 9:30am to 11:30am

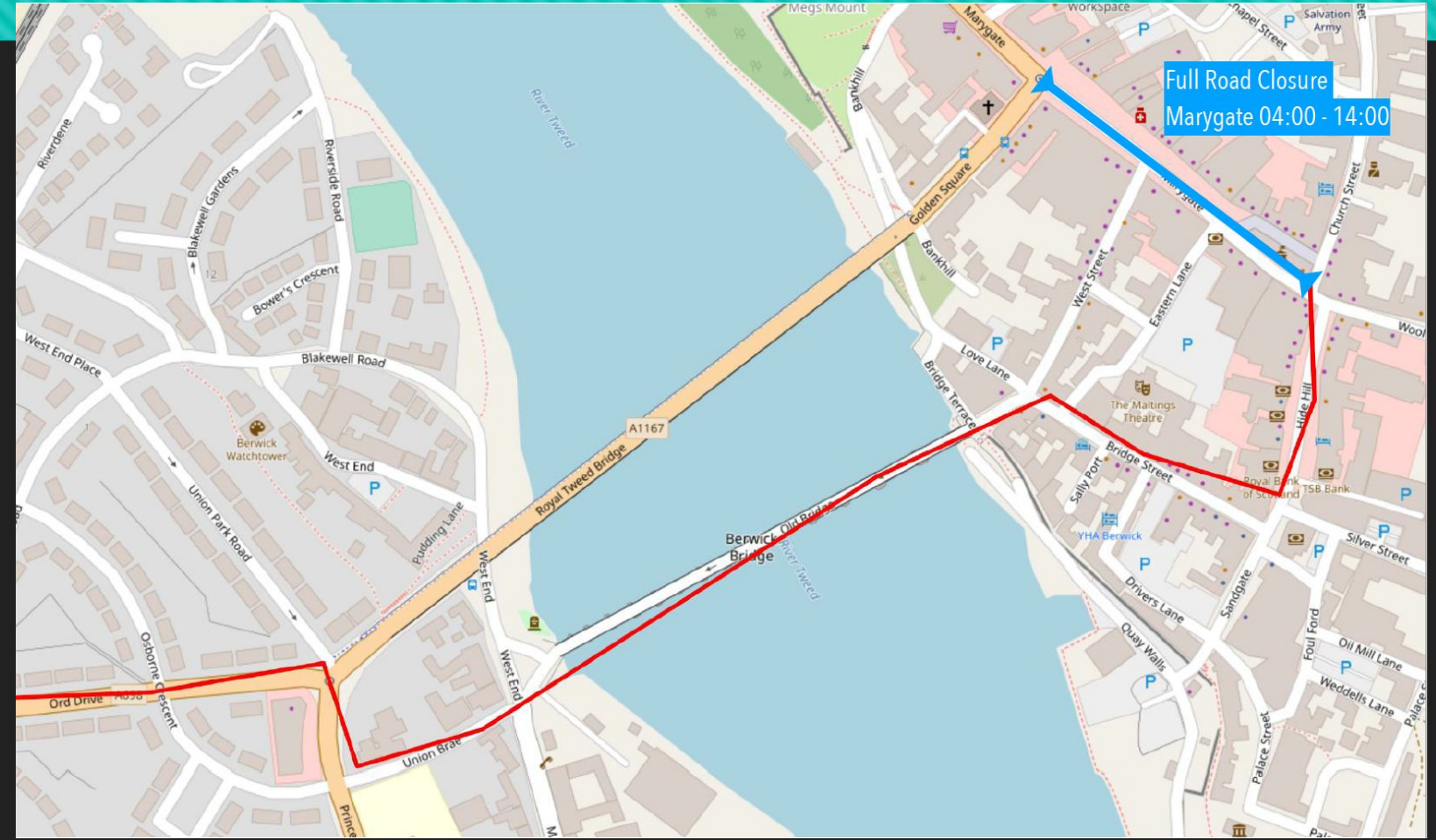
Activities at the start

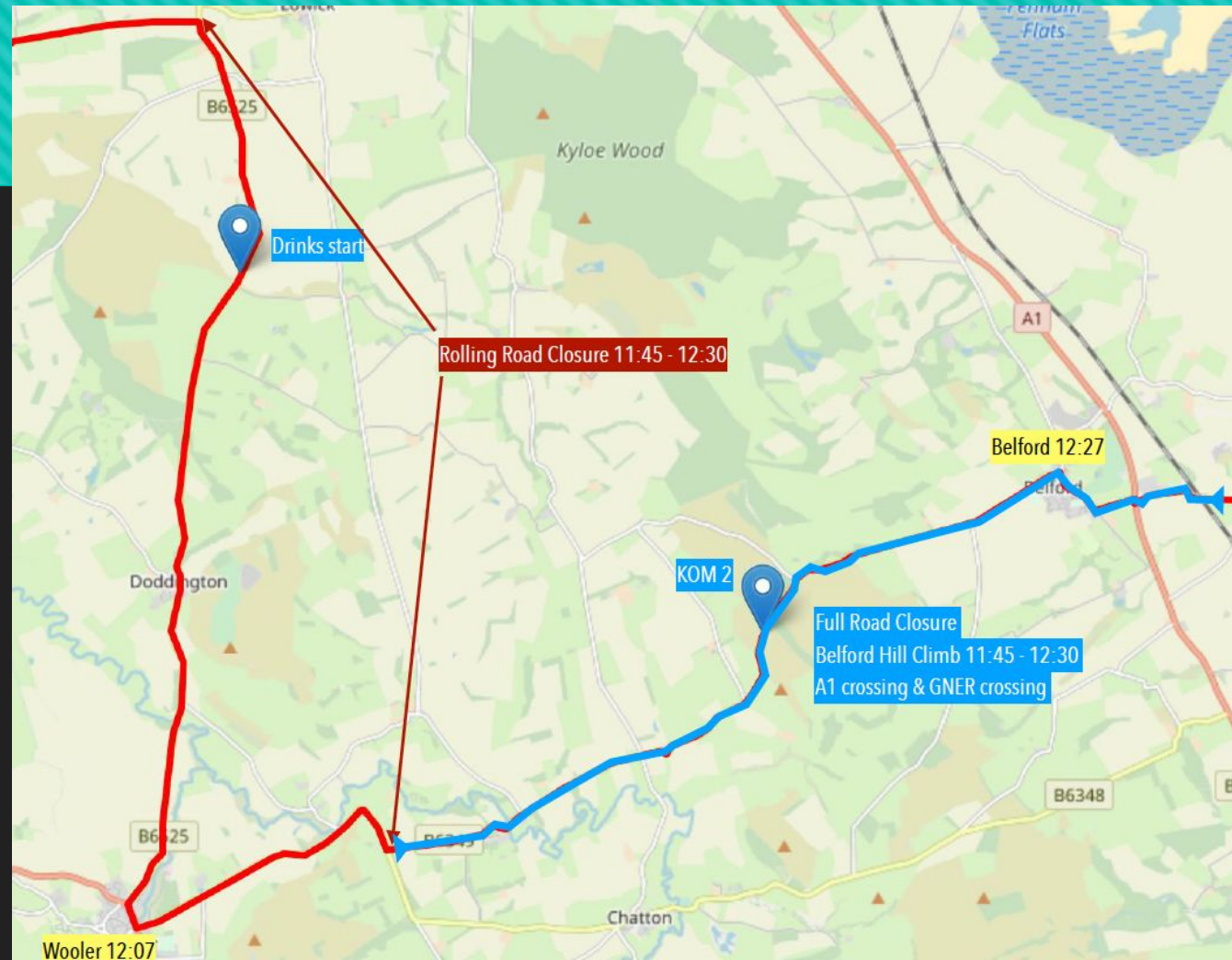
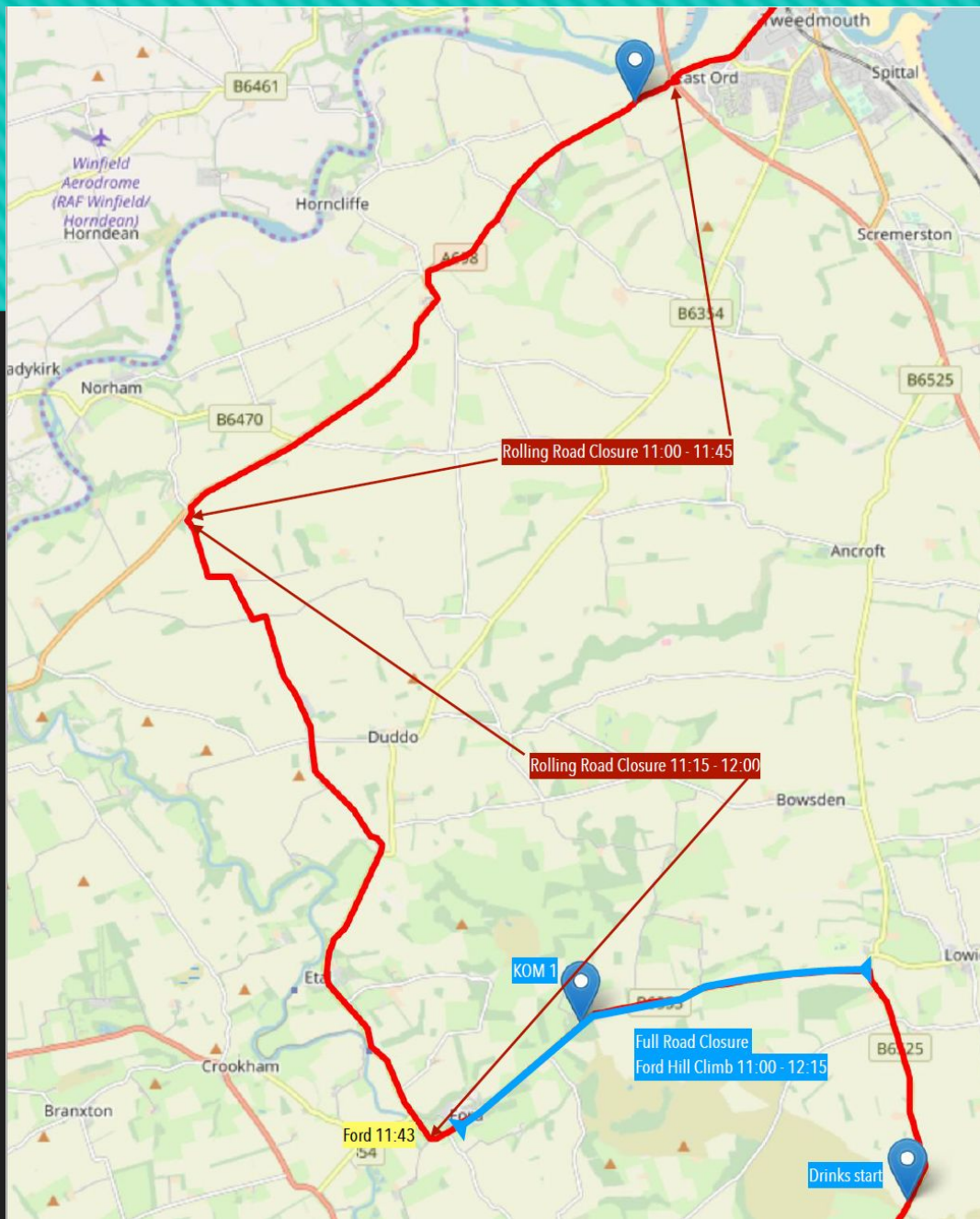
- VIP reception – hosted by Sweetspot
- Race Sign on stage
- Race lead out ride by local school (tbc)
- Technical area (Wallace Green)

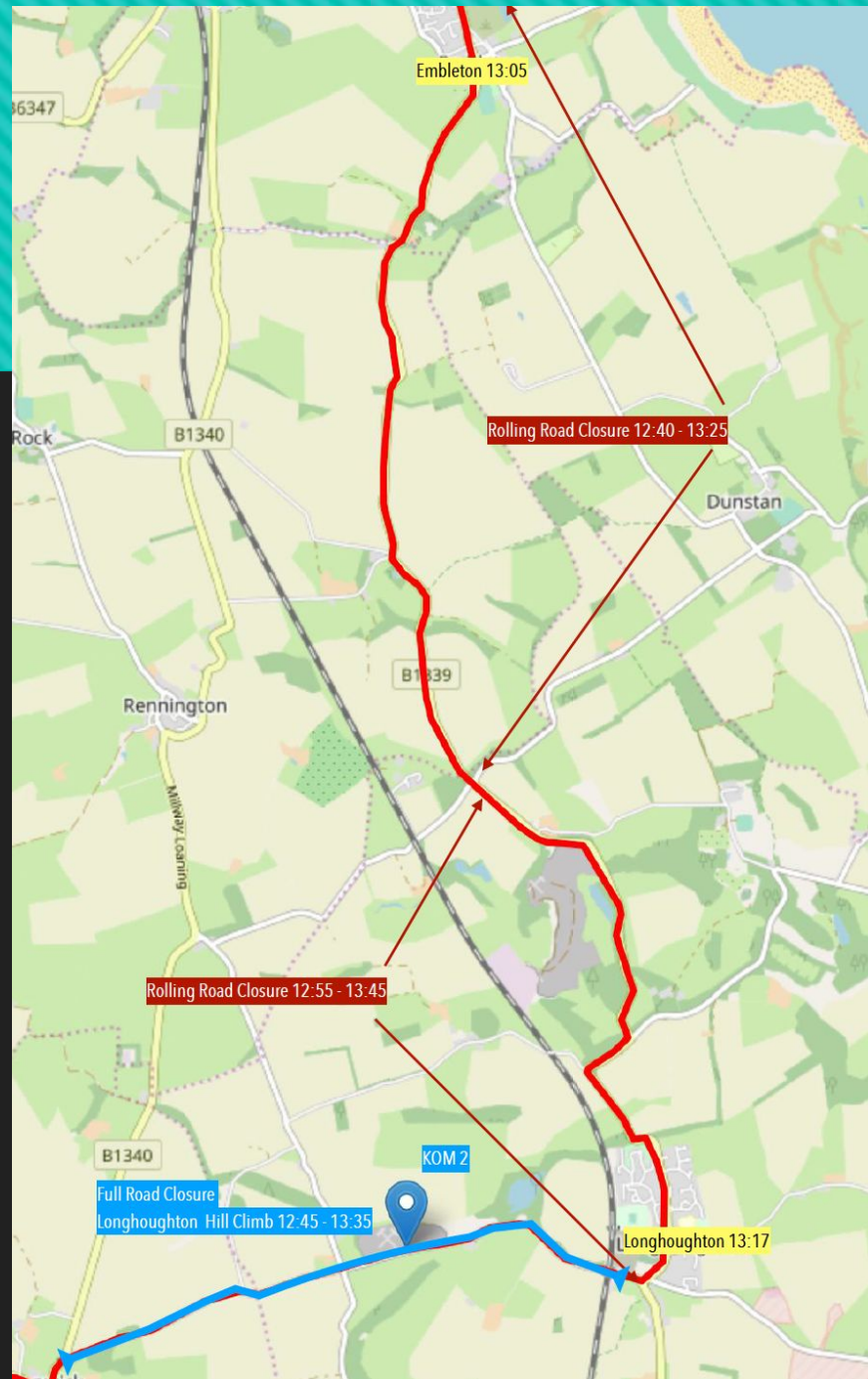
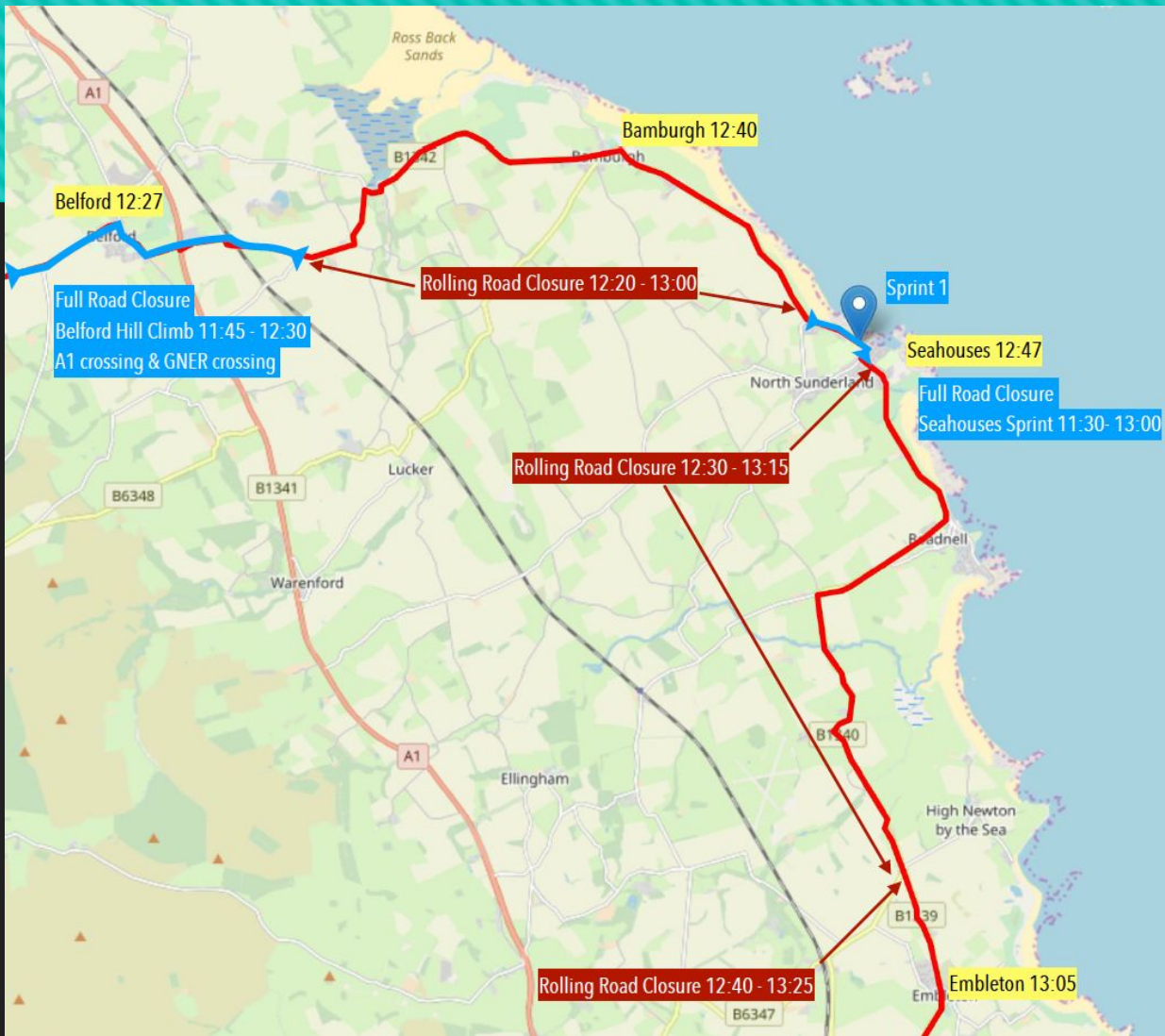
Until the A1 crossing the race will be neutralized

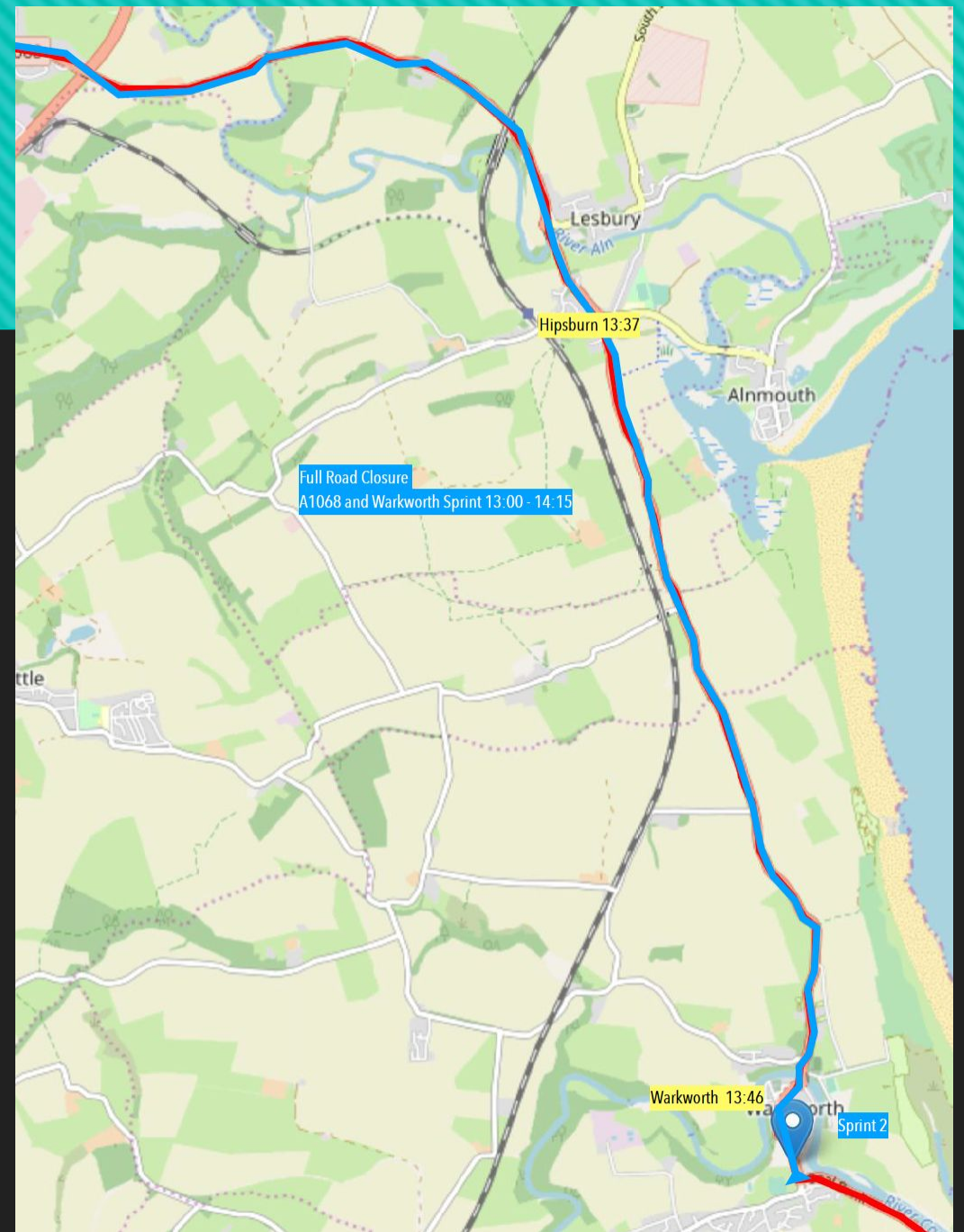
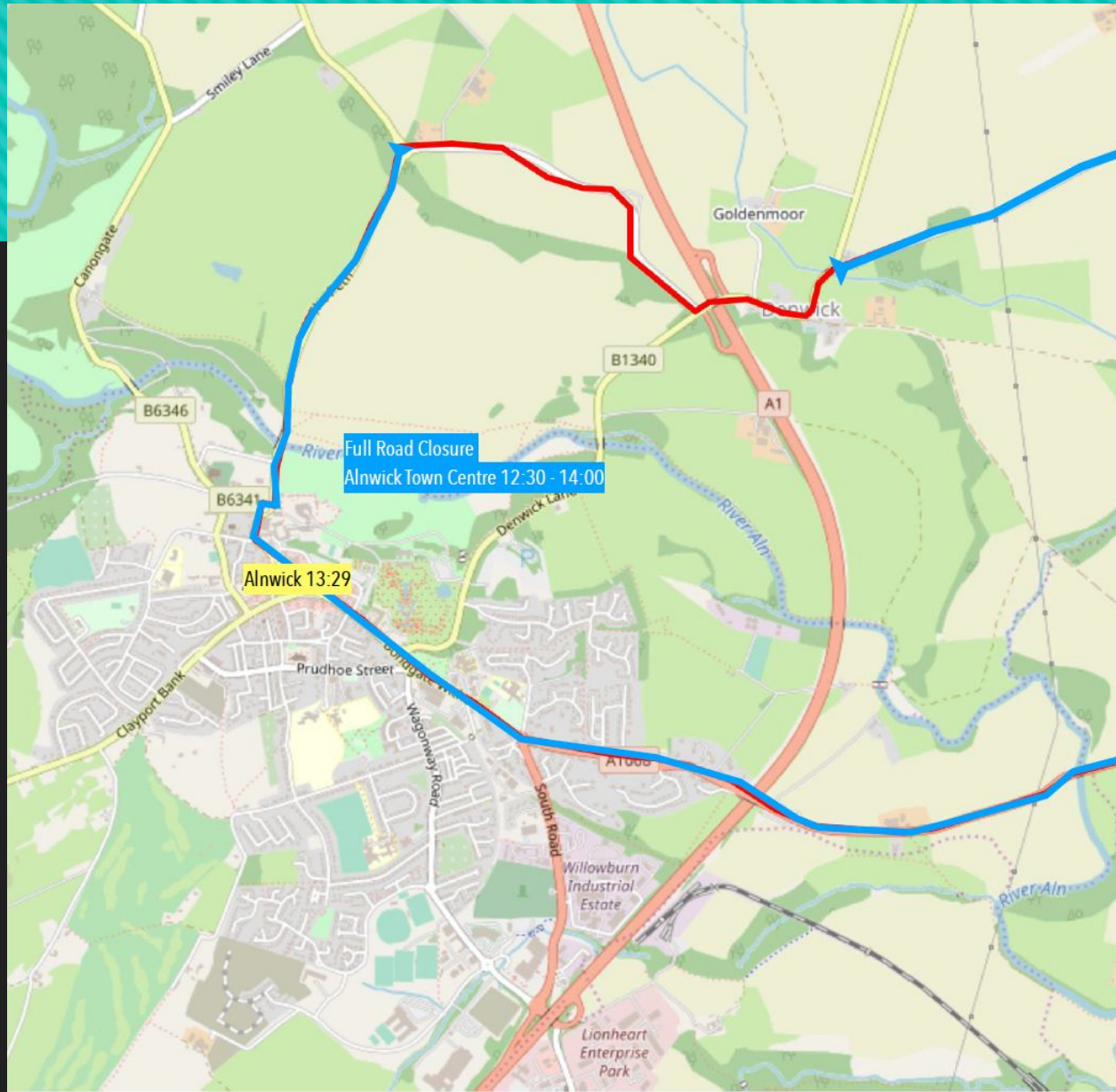
This means it will be under race control and not in race mode until it has safely crossed the A1

The A1 will be managed by Hatton's Traffic Management & the race outriders









Road Closures

- Towns with schools safe places to stand & where considerable audience gathering will be – shall have full elongated road closures
- Other areas will be covered by rolling road closures in a 45minute window maximum
- Banners along the route will provide road closure information as in previous races in 2015 & 2017
- Posters giving detailed information will be provided per community for local distribution approx. 3 weeks prior to the event taking place
- Any local communication channels that would be good for the event to be aware of please contact us

Tour of Britain
Northumberland
Wed 9 Sept '15

Road closures between
00:00 - 00:00
www.nlandtob.com

AVIVA
TOUR OF
BRITAIN

Northumberland County Council ACTIVE Living NORTHUMBRIAN WATER Living with Water

Contacts

Event contact details

Event Director – Nigel Walsh
Head of Cultural Services
Northumberland County Council
E: Nigel.Walsh@northumberland.gov.uk

Event Managers for North of Tyne Authority
Event Manager – Zoe Bottrell
Managing Director
Culture Creative
E: tob@culturecreative.co.uk

Community, schools and business engagement.

Tour of Britain Stage 3 Berwick on Tweed to
Newcastle

Schools

- Safe places to stand
- Summer bike challenges
- Dress the school
- Flags
- School competition



Community and businesses

- Land art competition
- Plan to dress the town
- Dress to impress
- Help build the excitement
- Online presence through ToB websites
- Help promote road closures etc
- #nottob
- Opening hours? Visitors will arrive early to get a good spectator spot
- Do something different, draw attention to your business
- Visitors on bikes - can you cater? Can you provide facilities for one day? Bike rack, free refills etc
- Use of logos
- Can you encourage you and your employees to cycle more?



SOUTH MOLTON 2018!





L

5.1 KM

29''







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Mad ... ts & Fo
Nor ...











YE

SLEEPING HOUSE

BED AND BREAKFAST



Pomfret
Gallery

Quality Picture Framing

Quality Picture Framing



An aerial photograph of a large, open field, possibly a sports field or a park, with the text "NIDDERDALE WELCOMES TdY" painted on the grass in large, white, block letters. The text is arranged in three lines: "NIDDERDALE" on the top line, "WELCOMES" on the middle line, and "TdY" on the bottom line. The "TdY" is notably larger and more stylized than the other words. The field is green and appears to be well-maintained. There are some small figures of people scattered across the field, particularly in the upper right quadrant. The image is framed by a black border at the top and bottom.

NIDDERDALE
WELCOMES
TdY

SHOUT ABOUT IT! – SIGNS, SIGNS, SIGNS!

You could offer some great things for cyclists, but if you don't tell them what you have to offer, then how will they know?

- Highlight what you are doing on your website, and tell other cycling and tourism websites.
- Send out information prior to someone booking.
- Let cyclists know what you are doing when they arrive.
- AND.....tell the people you work with and know locally.

Not only will what you have read above provide a great welcome for cyclists, so much of it will help you in your business.....it's all about being ready and not surprised!

Further information can be found at the Cycle Northumberland or Cycle PaD Website



www.cyclenorthumberland.org.uk
email: toolkit@cyclepad.org.uk



The Lindisfarne Inn, West Main.

HOW TO WELCOME CYCLE TOURISTS

A Cycling Toolkit
to help people
involved in
Cycle Tourism

Design and layout by Scott Design