

Tour of Britain: Bristol Stage Saturday 10th September 2016

Version 2 – 23.06.16

Introduction and Background

The Tour of Britain is a national cycle road race taking place each year in September. The Tour takes place over 8 stages across Britain. Further information on this years Tour can be found at www.thetour.co.uk.

Bristol will be hosting the penultimate stage on Saturday 10th September 2016, prior to the final stage being hosted in London.

The Bristol stage is one of the most exciting stages held in recent years, due to its unique figure of eight route, and apart from London is the only completely 'closed' 10 mile route of the entire competition. The full course for Bristol can be found here on the attached document.

Starting and Finishing on The Downs, the day's events will include a series of time trials in the morning and then the full competition in the afternoon.

About The Tour

General:

- Whole of Day 7 of 2016 Tour taking place in Bristol - x2 stages: individual time trial and circuit race involving 120 riders (20 teams x 6 riders per team) around 15km circuit
- Tour stages normally move from start location to finish location - Bristol will stage a Whole day of racing around the city
- Taking place on a Saturday, so will attract significantly larger crowd
- Penultimate stage, likely to determine outcome of race ahead of 'ceremonial' final stage in London
- Bristol stage is therefore in effect a mini road race World Championship event
- Will come post Rio Olympics, therefore bringing significant interest on cycling and racers
- Likely to be Sir Bradley Wiggins last appearance as a professional rider

Broadcast:

- 3 hours of live national TV coverage (ITV4 and Eurosport) each day of the Tour - possibly more in Bristol
- 1 hour highlights package each evening - possibility of live evening highlights show in Bristol on night of Friday 9
- Average 0.5 million viewers for live broadcast
- Live national and regional radio broadcast of every stage
- Print media coverage reaching more than 3m nationally
- Live online coverage on BBC Sport and Sky Sports websites
- Aerial coverage of the event (live and highlights)
- At least 4 hours of UK broadcasting exclusively focussing on Bristol
- Worldwide distribution to 120 countries in 2015, likely to be more in 2016

- Reaching approx 200 million homes globally
- Social media:
- 400,000+ reached via Facebook in 2015
- 14,000 Facebook video views
- 13 million Tweet impressions

Spectators:

- Tour is the UK biggest free-to-attend sporting event
- 4th biggest sporting event held annually in the UK by attendance
- Liverpool staged last single-venue stage in 2014 - when 150,000 spectators watched the race in the city, spending more than £10m
- 250,000 spectators watched the 2015 final stage in London - 1.2m over the course of the whole event
- Bristol hosted a weekday stage finish in 2014 - 35,000 visitors

Road Closures

Apart from some slightly longer closures on The Downs (to ensure the safe set up and dismantling of the Start/Finish lines) it is anticipated that all other road closures will be in place from 0600hrs until 1800hrs.

We anticipate opening two key roads (Cumberland and Coronation Road) for a short time at around mid-day to allow local residents and businesses to access their properties. The same could be the case for the Suspension Bridge, depending on operational ease of opening and then re-closing the Bridge.

The Downs

The Downs will host the Start and Finish for the Bristol stage, similar to that of The Tour in 2014, with the following differences:

- For the morning time trials, the Start will be located next to the Water Tower/Café on Stoke Road.
- Rather than placing the Team coaches and support vehicles on The Downs via temporary trackway, all of these vehicles will be parked on Ladies Mile.
- We will require a closure of Ladies Mile and Circular Road from 9pm, Friday 9th September and Rockleaze/Saville Road from Midnight, Saturday 10th September.
- We wish to use the area by the Water Tower for displaced parking (for the Zoo's Downs Car Park and Residents Parking) and public parking (sold in advance).
- The 'Village' will include hospitality buses, start finish gantry and support vehicles for the Tour.
- Whilst it was hoped to activate other areas of The Downs with local community sports activity, this is unlikely due to the budget position.
- A community cycle event may take place around The Downs between the time trials and afternoon racing.

About the Team

We appreciate that using The Downs for a major event such as The Tour requires thorough operational planning. We therefore thought it might be useful to outline the team involved in The Tour of Britain Bristol Stage to provide confidence in the organising team:

Colin Sexton, Chairman and Guy Price, Partnership Director - The Bristol Partnership for Sport and Active Recreation

Colin is the former Chairman of Bristol City FC and Guy the former Chief Executive. Following the Mayoral Commission on Sport, Colin and Guy were tasked with setting up a new sports partnership to promote sport and active recreation throughout Bristol. Both have vast experience in large scale sporting activities.

Ben Hardy, Director of Operations - Richmond Event Management

Ben works for Richmond Event Management, based in Bristol. Has led on a number of the cities key events, notably since 2010 in his role as Operations Director for the Bristol International Balloon Fiesta and as the project lead for the Clifton Suspension Bridge 150th Anniversary Firework Display.

Duncan Venison, Network Manager – Bristol City Council

Duncan has worked closely with David Anderson over many years and is also instrumental in supporting the development of Traffic Management Plans for events in Bristol.