

# The Tour Series is coming to Colchester

**Thursday 18 June 2009**

**Important information for businesses, organisations and local residents**



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On Thursday 18 June 2009, Colchester town centre will play host to a dramatic, high profile, one-day cycling event laid on by the organisers of the Tour of Britain, with support from Colchester Borough Council and Essex County Council.

Colchester is one of ten English towns and cities that has been selected to stage an event as part of the Tour Series, offering local people a unique opportunity to enjoy top level cycling on their doorstep. The action will be captured on film by major television broadcaster, ITV4.

This leaflet has been prepared to explain more about the event, describe the effect that it will have on the town and make suggestions about how local people and local businesses and other organisations could get involved and benefit from the event.

**Please take a few moments to read this important information and consider what steps you may need to take to ensure that you are prepared when the Tour Series comes to town.**

## Your questions answered

### What is the Tour Series?

The Tour Series is a calendar of ten criterium style races taking place across the country in May and June 2009. Criterium racing is one of the most visually exciting forms of road racing, with races held over a set number of laps on short town and city centre circuits, allowing the public to see the spectacular action, high speeds and intense racing at first hand.

The Colchester event, which is the eighth event in the Tour Series calendar, will also include an afternoon of cycling-themed activities for local



people throughout the town centre and the whole day will help build a cycling-themed carnival atmosphere in the centre of Colchester this summer.

### Who is organising the Tour Series?

The Tour Series is being organised and promoted by SweetSpot, a Weybridge-based company that also organises the Tour of Britain. SweetSpot is working with leading media and sponsorship company, Cyclevox who are acting as consultants to the events.

SweetSpot and Cyclevox are working very closely with Colchester Borough Council and Essex County Council to deliver an exciting, high profile event. Both councils are working with local partners to pull together support for the event.

### Why did Colchester decide to get involved and what are the possible positive outcomes from such an event?

Last year, Colchester was awarded Cycle Town status by Cycling England which reinforced the Borough's commitment to creating a greener future.

As well as encouraging more people to cycle and feel the health and well-being benefits of cycling, the Tour Series event will help socially and economically too, by:

- increasing participation in sports activity and linking Colchester with Olympic athletes
- giving Colchester a national media profile which will encourage tourism here
- involving local people in volunteering for the event
- supporting local businesses by 'Buying Local', both before and on the day of the tour.

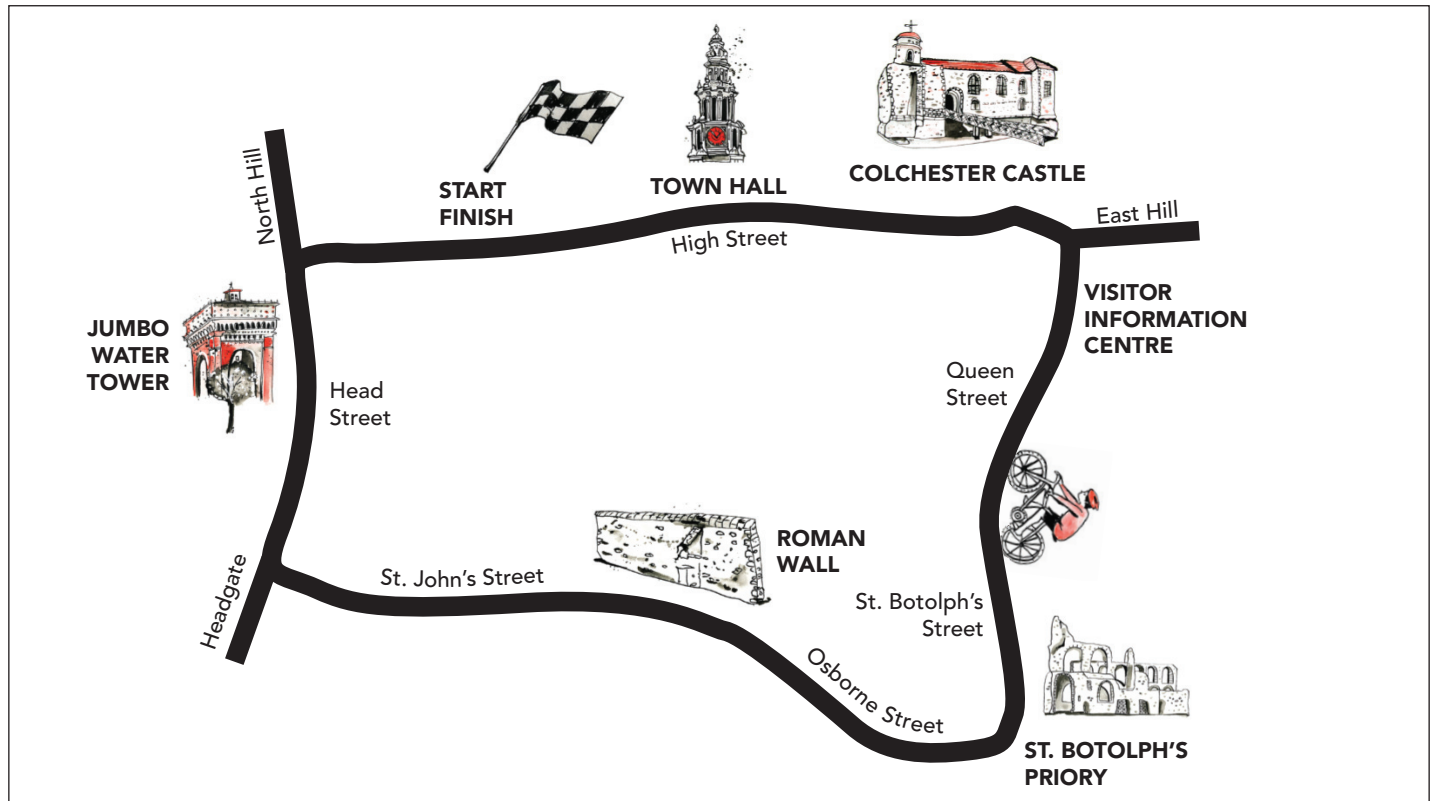
### Is this a one-off event or is this something that could happen in Colchester every year?

This is the first time that Colchester has hosted an event of this type but, if all goes well, there may be scope for hosting similar events in the future.



## Where will the cycle racing take place?

The cycling will take place in the heart of Colchester town centre, starting and finishing on the High Street. The map below shows exactly which course the cyclists will follow.



## What is the schedule for the Colchester event?

Although plans are still being formulated, the current schedule is as follows:

- 12 noon – Civic Launch at the Town Hall
- 1pm – 5.30pm – Cycling-themed community activities around the town centre
- 6pm – preparations for the Tour Series race
- 7pm – Tour Series race begins
- 8.30pm – event close

## Will there be road closures on the day of the event?

Yes, from 9.30am until 23.59pm, phased road closures will be put in place to allow for construction of the cycle race circuit and the community programme and race to take place. The routes that will be affected include:

- High Street – from Head St to Queen St
- Queen St – entire length
- St Botolph's St – entire length
- Osborne St – entire length (access will still be available to the NCP Car Park and Register Office in one lane from the St Botolph's Circus roundabout)
- St John's Street – entire length
- Head Street from Headgate to High Street

There will be no waiting / loading or disabled parking available on any of this route for the day. Alternative disabled parking will be provided.

North Hill will also be closed in a Southbound direction to prevent vehicles getting stuck at the closed High Street. Likewise East Hill will be closed in a Westerly direction from its junction with Guildford Rd / Rosebery Avenue (access will be maintained on these roads for residents / businesses).

All Dutch Quarter residents / businesses including The George Hotel will be able to access from the St Peter's Street end, with all the relevant 'one way' and 'no-entries' waived for the day.

Priory Street will have its one way order waived and 3-way lights will be provided at the junction of East Hill to allow safe passage through the narrow section of Priory St.

All closure points will be staffed with helpful people who will have maps to assist those who are lost.

Coaches will still be able to access Cowdray Crescent for children visiting the Castle for the day or participating in the community programme, access and departure will be via East Hill.

## How many people are expected on the day?

As this is the first time that Colchester has hosted an event of this nature, it is difficult to say exactly how many people will come. However, we have been advised that we can expect around 10,000 people to come and spectate. If you are a public-facing town centre business, you can certainly expect to see a lot more people on 18 June!

## What else will be going on during the day, apart from the racing?

There will be a variety of community events organised on the day around the town in the lead up to the race. More information will be announced nearer the time.

Check [www.colchester.gov.uk](http://www.colchester.gov.uk) for details.

## Make Sure Your Business is Prepared for Tour Series Colchester

Here are some top tips to help you prepare for one of the biggest sporting events to take place in Colchester during 2009.

- Ensure that Thursday June 18 is in everyone's calendar
- Make your staff aware of the phased road closures and encourage them to consider how they will get to and from work on this day
- If you are located on the race circuit, you may want to plan ahead and consider taking steps such as rearranging any deliveries planned for this day
- How could you capitalise on the additional numbers of people in town on this day? Could you decorate your show/business front to show it in the best possible light when captured on TV
- Become a corporate sponsor – we already have some great sponsors on board but despite their generous support, more funds are still required to make the project a success. If you are interested in raising the profile of your organisation contact Jan Warren, Colchester Borough Council's Assistant Enterprise Officer on 01206 282107
- Notify the organisers if you have concerns about the event. The earlier we know about potential problems, the quicker we can try and sort them out

- Inform customers and suppliers about phased road closures and consider rearranging any deliveries or meetings planned for this day
- Consider using a bike or public transport to get to and from work
- Consider becoming a sponsor for the event and contact the Council to discuss
- Plan promotional activities for the day
- Decorate shopfronts to show support for the event

## Further Information

Further information about the Tour Series calendar will be posted on the organiser's website [www.tourseries.co.uk](http://www.tourseries.co.uk) You can visit this site to keep up-to-date with the latest news about riders, teams and their performance in the ten races as they happen.

Information specifically about the Colchester event will be posted on Colchester Borough Council's website as and when it becomes available. Please see [www.colchester.gov.uk](http://www.colchester.gov.uk)

If you have any questions or suggestions that have not been dealt with in this leaflet, please contact a member of the project team:

- Businesses, how they may be affected, involved and sponsorship opportunities – Jan Warren, Colchester Borough Council on 01206 282107 or e-mail: [janita.warren@colchester.gov.uk](mailto:janita.warren@colchester.gov.uk)
- Road closures: Essex County Council on 0845 603 7620
- Community events taking place in town on the day: Paul Wilkinson, Colchester Borough Council on 01206 282787 or e-mail: [paul.wilkinson@colchester.gov.uk](mailto:paul.wilkinson@colchester.gov.uk)
- Car parking & access into town – VisitColchester Information Centre on 01206 282920 or email: [vic@colchester.gov.uk](mailto:vic@colchester.gov.uk)

Tour Series Colchester promises to be one of the biggest sporting events to take place in the area during 2009.

**Make sure that you're part of it!**