

**Community Engagement Pack**  
**Tour of Britain**  
**Greater Manchester**



**GREATERSPORT**

## WHAT IS THE OVO ENERGY TOUR OF BRITAIN

The OVO Energy Tour of Britain is the country's biggest free-to-watch sporting event, bringing world-class athletes and elite sporting action to cities, towns and villages each September. It takes place over eight days, covering over 1,000 km of roads.

- 20 of the world's top teams will compete.
- Over 1 million roadside spectators.
- Broadcast live from start finish every day on ITV4.
- Broadcast in over 120 countries worldwide



### How did it begin?

The Tour returned after a five-year absence in 2004, quickly re-establishing itself as the main event in the British cycling calendar. By 2008 the Tour of Britain had grown to become an eight-day event, allowing it to visit more parts of the UK than ever before.

### When does it happen?

The Tour of Britain takes place in September; this year the race will run from 8 to 15 September.

Top riders such as Olympic medallists Sir Bradley Wiggins, Mark Cavendish, Chris Froome and Geraint Thomas have competed in the past, but the complete line-up of cycling stars will not be known until nearer the event.

## THE TOUR OF BRITAIN IN GREATER MANCHESTER

This year the final stage of the 2019 OVO Energy Tour of Britain will take place in Greater Manchester.

This is the first time in 15 years that Britain's biggest professional cycle race will return to Greater Manchester this September as all 10 of the city's boroughs feature in the final stage on **Saturday 14 September**.

The Manchester Stage will see the peloton taking on a 165-kilometre route starting in Altrincham and finishing in Manchester city centre.

Far from being a ceremonial end to the tour, stage eight includes almost 2,000 metres of climbing, including the famous climb of the Rake at Ramsbottom, before finishing on the iconic Deansgate in Manchester city centre.

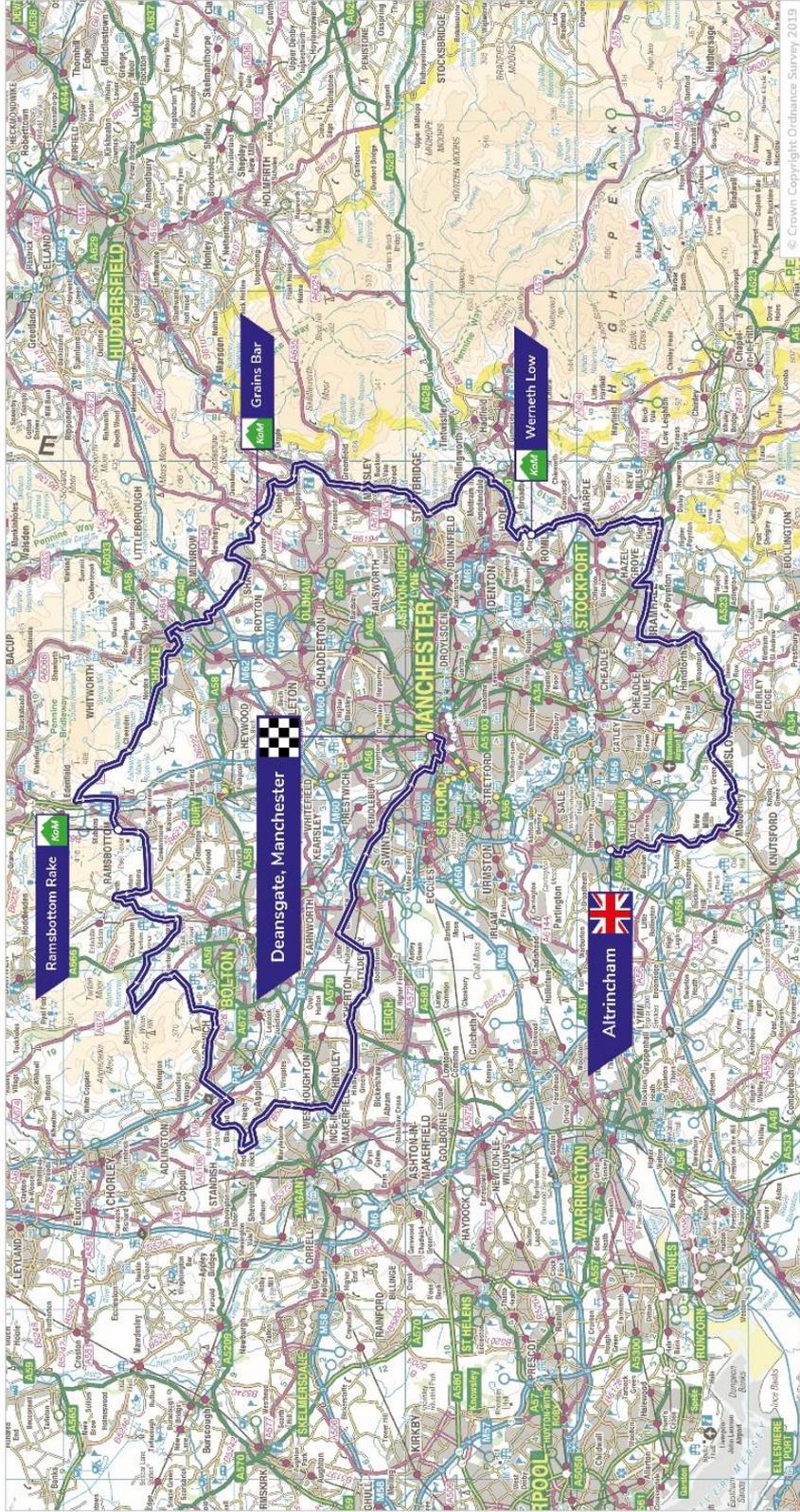


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# ROUTE MAP



## 8 ALTRINCHAM TO MANCHESTER SATURDAY 14 SEPTEMBER 2019



STAGE PARTNERS

- GMCA
- Bolton Council
- Bury Council
- MANCHESTER CITY COUNCIL
- Salford City Council
- STOCKPORT CITY COUNCIL
- Tameside Metropolitan Borough
- Trafford Council
- Wigan Council
- #OVOTOB
- TOUROFBITAIN.CO.UK
- UCI EUROPE TOUR

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## HOW CAN COMMUNITIES GET INVOLVED?

There are a number of different ways your local community can get involved with the Tour of Britain in Manchester, and use the event to inspire young people to get active and involved in cycling.

### Watch the Race

On Saturday 14 September, the race will pass through all ten boroughs of Greater Manchester, heading through many towns and villages and providing many areas the opportunities to get out on the roadside and watch the world's top cyclists in the thick of the action.

The ETA schedule (on Tour of Britain Website) can help you plan in advance travel options so you can plan to provide as many people the opportunity to watch the race pass, where they can wave flags and banners they may have created (see next sections for more information).



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### Adopt a Team

Encourage groups to adopt a team! Welcome the riders and teams to Manchester by showing your support for them.

Each of the 20 teams in the race come from all around the world and will have their own distinctive jersey and colours, making it easy to create posters, flags or even face painting in the team colours. You will be able to find the list of teams and their jersey colours on the Tour of Britain's website, as well as links to the team's own website and social media.

## Open Streets

Greater Manchester has signed up to the Open Streets movement; a programme of events that temporarily open streets to people by closing them to cars.

The Open Streets concept started in the USA in 2011 and aims to improve the quality of life. Open street events are a way to turn your street into a safe and vibrant space for residents and neighbours to come together, to take ownership of your street and enjoy activities of your choice.

The events are led and managed by you, the residents and involve temporary closures of residential streets to through traffic.

Transport for Greater Manchester has launched a new **10-step toolkit** to help residents and communities who are interested in hosting an Open Streets event.

As well as accessing the toolkit, residents interested in hosting events can loan equipment including diversion signage and temporary filtering items such as planters from Transport for Greater Manchester. Get in touch with the Sustainable Journey's team for more details **[Sustainable.Journeys@tfgm.com](mailto:Sustainable.Journeys@tfgm.com)**.

An Open Streets event is a perfect way to bring a community together to enjoy their local streets in a new and different way – be it for play, places to sit and socialise a street party or even a sports day. This often creates an 'active' neighbourhood.



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## COMPETITIONS

### DESIGN A FLAG

GreaterSport are looking for budding young creatives to help design a race flag. This will give children and families the opportunity to line the route with their flags, and use them to wave on 100 of the world's best riders as they come to the final stage of the tour.

The winning design will be selected by a panel of judges and the winning entrant will receive a VIP experience at the Tour of Britain, and a signed winner's jersey.

**Entries must be submitted by Friday 6<sup>th</sup> September 2019. One entry per person. Please email to [office@greatersport.co.uk](mailto:office@greatersport.co.uk) or post to GreaterSport, The National Squash Centre & Regional Arena, Rowsley Street, Manchester, M11 3FF.**



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## ACTIVE TRAVEL



Walking, cycling or scooting is not only good for you, it's great for the environment too. Around 200 million car journeys in Greater Manchester are less than one kilometre, that's a 10 minute walk or a three minute bike ride.

While travelling on foot and by bike is by far the best choice for every-day, short journeys, we want people across Greater Manchester to be able to be far less reliant on cars day-to-day, linking public transport hubs, communities and retail centres. Under the guidance of Greater Manchester's Cycling and Walking Commissioner, Chris Boardman, we're delivering what will be the UK's largest cycling and walking network: the Bee Network.

Made up of more than 1,800 miles of routes and 2,400 new or upgraded crossings, we've already announced the first 57 schemes worth a total of £339 million. That means we're investing more than £25 per head per year – one of the highest levels in the UK. To see what's planned near you, visit [www.tfgm.com/bee](http://www.tfgm.com/bee)



## OTHER EVENTS PAGE

HSBC UK LET'S RIDE MANCHESTER - SUNDAY 15 SEPTEMBER

BACK FOR 2019!

We're closing the roads to traffic in Manchester on Sunday 15 September and hosting a free cycling festival for everyone.

There's lots to do – from fun activities and challenges for the whole family to music, local street food and live stunt shows. Plus a few surprises on the day ...

Come along and enjoy seeing your city from the saddle. You don't have to do the full distance – just as much or as little as you want. You don't need to be an experienced cyclist. There will be no cars on the road, so you can wobble, zig-zag and stop as much as you like.

It's free, fun and the perfect activity for the whole family. So, what are you waiting for?

Everyone's invited – see you there!

Register for free through the link

<https://www.letsride.co.uk/events/manchester>

## BRITISH CYCLING SCHEMES

*Once the excitement of the race has passed, introduce cycling to your school with fun activities for every age group!*



HSBC UK **Ready Set Ride** is a simple learn to ride programme for kids aged 18 months to eight years, created by British Cycling together with the Youth Sport Trust. We want schools and families to introduce pedalling to playtime and be part of a child's learn to ride journey, helping them to become confident and happy cyclists for life.

Visit [readysetride.co.uk/schools](https://www.readysetride.co.uk/schools) to find out more and get started today. Schools can also buy discounted bikes and helmets from **Ridgeback Bikes!**



### Cycle skill coaching

HSBC UK Go-Ride is a fantastic addition to the curriculum and with a few simple steps your school could soon offer inclusive cycle coaching to pupils, encouraging a healthy lifestyle, active learning and physical literacy.

Explore the offer and how your school can get involved at [britishcycling.org.uk/go-ride-for-schools](https://www.britishcycling.org.uk/go-ride-for-schools).

### Clubs for kids

Did you know that there are over 350 cycling clubs just for kids in the UK?

With most of the Great Britain Cycling Team starting out in Go-Ride Clubs, they are a great place to start for aspiring champions. Find your school's nearest club at [britishcycling.org.uk/go-ride](https://www.britishcycling.org.uk/go-ride) and share with your students!

## **GREATER MANCHESTER BOROUGH CONTACTS**

Please make your local contact aware if you intend to get involved with the Tour of Britain.

**Trafford** – Tom Howarth - Thomas.Haworth@trafford.gov.uk

**Stockport** – Ian Dixon - Ian.Dixon@lifeleisure.net

**Tameside** – Marie Holland - marie.holland@tameside.gov.uk

**Oldham** – Anna Shiels - anna.shiels@oldham.gov.uk

**Rochdale** – Valery White - valery.white@rochdale.gov.uk

**Bury** – Carly Heselwood - C.Heselwood@bury.gov.uk

**Bolton** – Marketing, Events, & Communications - MarketingEventsTeam@bolton.gov.uk

**Wigan** – Adam Blezard - Adam.Blezard@ihlmail.org

**Salford** – Andrew Meadows – andrew.meadows@salford.gov.uk

**Manchester** – Michelle Saycell - m.saycell@manchester.gov.uk

### ***Follow the Tour on social media:***

*#OVOToB*

*Twitter: @TourofBritain*

*Facebook: @ToBcycling*

*#GetOnYourBike*

- *Make this summer – the summer of cycling*
- *Encourages teachers, parents and guardians to share their pictures on social media using the hashtag #GetOnYourBike*

*#GMMoving*

- *All of us helping each other to move more, every day for a happier, healthier Greater Manchester. Join in and be a part of it*

