

Isle of
Wight

TOUR OF BRITAIN STAGE 8 ISLE OF WIGHT **HOW TO GET INVOLVED**

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TOUR OF BRITAIN HOST VENUE

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TOUR OF BRITAIN

ISLE OF WIGHT STAGE

The Isle of Wight will host the final stage of the UK's most prestigious cycle race, the Tour of Britain... and you are all invited to join the celebration!

It will be the first time the iconic race would have ever been hosted on the Island and the event will offer an amazing sporting spectacle for visitors and locals alike, seeing 19 of the world's top teams and over 100 pro riders race across the Island's varied and picturesque landscape.

The Island leg of the race – stage 8 – takes place on Sunday 11th September and starts in Ryde and finishes with an arduous climb to the Needles New Battery. The race spans 150km and passes through a wide range of the Island's towns and villages; from Ryde the race will pass through the main towns of Bembridge, Sandown, Rookley, Shorwell, Mottistone, Freshwater, Yarmouth, Shalfleet, Cowes, Newport, Godshill, Shanklin, Ventnor, Niton to finish at The Needles.

The race will be televised live on ITV4 in the UK and around the world by Eurosport and the Global Cycling Network (GCN). A one-hour highlights show will also be shown each evening.

On the day and in the build-up to the race, there are plenty of opportunities for local businesses, communities, accommodation providers and hospitality outlets to get involved, So, get ready to join us to host an Island-wide festival of cycling, sport, and celebration! In this information booklet you can find ideas and ways to embrace the race, show support, and maximise business opportunities around this special event. It's not just the cyclists who will be getting competitive, there will be community challenges and competitions off-road too!

We know the race will attract national and global interest and we're gearing up for an increase of visitors and cyclists to the Island. But... how Tour of Britain ready are you?

Head to visitwightpro.com for all the latest race and event information.



COMMUNITY CASE STUDIES

DECORATE YOUR COMMUNITY

The Tour of Britain race spans 150km of Island roads and passes through 28 parishes and towns. Make your local community stand out and leave a lasting impression! Rally together local groups and organisations and put on your own show for the peloton as it passes your front door.

The race will be broadcast live around the world, with highlights from the road shared across social media. So, all eyes will be on the Island! Decorate your town or village with a cycling theme or take the lead from the colours of the race jerseys. Decorate your village signs, hang bunting, go wild with yarn bombing, hire in a big screen TV, make displays, fly flags, and/or decorate street lamp posts... or why not dress up in race-themed fancy dress yourself! There are many simple - or extravagant - ways that your community can take the spotlight.

STREET CELEBRATIONS AND PARTIES

If there's one thing the Isle of Wight knows how to do, it's how to celebrate! So, bring your family, friends and loved ones together to create spectating spots along the route. Or host a street party, fete, farmers market or family fun day geared around watching the race and supporting the local community, with activities, live music, dancing, street performers and much more!

RECYCLE YOUR BICYCLE TRAIL

Another fun and easy way to create a buzz around your local area is also another simple one. We encourage all community groups, schools, and businesses to dig out that old bike, decorate it, hang it up high or leave it on display for all to see on race day. Make it personal, create something Island-themed or take inspiration from your village or town. Whatever you do, make it stand out for the cameras. The more decorated the bike, the better!

CYCLING & SPORTING CLUBS

If you're part of a cycling or sporting club and the race is coming to your local roads, make the most of race day and get the whole club involved. You could even create a group ride out to sections of the route so you can get your cycle in then watch the pros!

You can register for a [cycling clubs information pack](#) on the Tour's website, which provides you with all the information you need to get your club involved and ready for race day.



BUSINESS CASE STUDIES

DRESS TO IMPRESS

In the month leading up to the event, stop people in their tracks with a spectacular Tour of Britain themed window display. Or go that one stage further...why not cover your entire store front! Either way, window dressing is a fantastic way to show your support of the race passing through your parish or town.

CYCLING-THEMED MENUS

The Isle of Wight is known for its local speciality produce, so this is a chance for Island cafes, restaurants, and eateries, to have some fun with a special cycling and IOW inspired menu.

New additions to the menu could be for breakfast, lunch, afternoon tea or dinner. Or revamp your entire offering for the day! There's plenty of inspiration to be taken from the sport, race, teams, and riders.

Let's all toast the event together... Bicicletta anyone?

PROMOTING YOUR BUSINESS

In the build-up to the race, use your website, newsletter databases and social media channels to promote that you will be supporting the race day in your area. Provide details of your events or the community activities you have planned, providing special offers for spectators, or showing your excitement in the build-up.

Make sure to follow the Tour's official media handles and official hashtags, as well as Visit Isle of Wight's, so that you are up to date with all the latest race announcements.

Email us at tourofbritain@visitwight.org for Tour of Britain Isle of Wight Stage promotional materials including a social media toolkit, posters and bunting to decorate your business.

Take a look at the [Tour of Britain's promotional guide for businesses here](#)

HANDLES:

Following @TourofBritain @VisitIOW on  Facebook  Instagram  Twitter

www.tourofbritain.co.uk | www.visitwightpro.com



LAND ART COMPETITION

To celebrate the Tour of Britain cycle race coming to the Isle of Wight on Sunday 11 September, the Isle of Wight Council and Visit Isle of Wight are launching an Island wide Tour of Britain themed 'Land Art' competition.

There's no better way of displaying local pride, as well as showcasing the themes of teamwork and togetherness, than by creating a special and historical masterpiece to celebrate the prestigious race coming to the Island!

There are six categories to choose from and a winner from each category will be selected by our judging panel, made up of local artisans.

The competition will run from mid-June – Sunday 11 September. Create your art before or on the race day, or both!

Head to visitwightpro.com for more information.

