



# The Tour of Britain host venue document



# The Tour of Britain

SweetSpot



- Thirteen years of growth since 2004 - the Tour of Britain is a major international event and a cornerstone of the UK's sporting calendar
- Britain's biggest and most prestigious professional bike race
- Rated at 2.HC status by the UCI
- Biggest live attendance of any sporting event in the UK
- 21 teams, from 10 different countries
- World's best riders, racing in a world-class event
- Riders from 21 different nations
- Key global cycling stars such as Sir Bradley Wiggins, Mark Cavendish and Andre Griepel ride the race each year
- The UK's biggest free to attend sporting event

# The Tour of Britain



- More than 1.6 million live spectators across eight day event
- The event, enjoys extensive coverage across all National press titles, including The Times, Telegraph, Guardian, Independent, Mirror and Observer
- Media partnerships agreed in all regions the race visits, providing advertising rights and exposure for key event venues and partners
- More than 350 media accreditations across 2016 race
- 1,000,000 viewers per day on ITV4 (live and highlights)
- Millions of viewers across the world through international broadcast
- Almost 560,000 unique visitors to [tourofbritain.co.uk](http://tourofbritain.co.uk) during race week 2016
- Newsletter subscriber list of circa 50,000 and social media following of many more
- Widespread coverage across cycling press pre/during/post event, including pre-promotion supplements and coverage

# Domestic Broadcast



- Broadcast on ITV4 and Bike Channel
- Over 32 hours of coverage on ITV4, free-to-view, terrestrial television
- Live coverage on ITV4 of all Stages (3-hours) plus one-hour highlights programme each evening, repeated following daytime on ITV4 +1 and available on [ITVhub.com](http://ITVhub.com) for repeat viewing
- 2016 live coverage on ITV4 attracted an average audience of over 477,000 viewers
- Tour of Britain also shown on Bike Channel, available to over 17 million homes across the UK
- Extensive coverage on Sky Sports, Sky, BBC and ITV news daily

# Written Coverage National



**12**  
National Newspapers reporting on the race

**9**  
Consecutive days of coverage in the Telegraph, Guardian and iNews

**93**  
Pages of content in total

# Written Coverage Regional



**36**

Regional Newspapers reporting on the race

**16**

Page supplements in 3 regional titles

**216**

Pages of content in total

# Cycling Media Coverage



**36**

Page supplement in  
Cycling Plus

**20**

Page preview special in  
Cycling Weekly

**12**

Page Review special in  
Cycling Weekly



Further online  
coverage on:

**cyclingnews.com**  
THE WORLD CENTRE OF CYCLING



**RCUK**  
ROADCYCLINGUK

**Cycling** *velo*  
WEEKLY *news*

**road.cc**  
pedal powered

# Online Coverage



Extensive previews and race reports on all

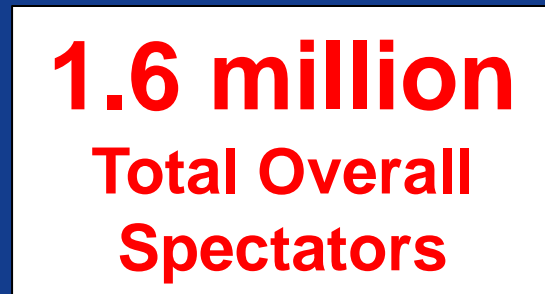
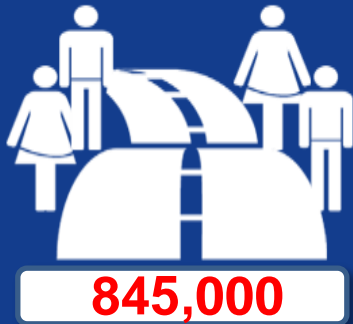
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Stages on BBC Sport & Sky Sports

Regular articles also on:



# Spectators



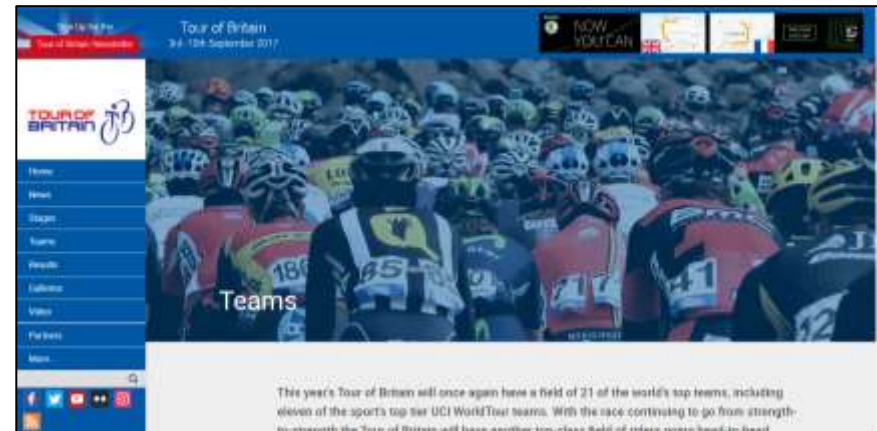
# Digital – Tour of Britain website



Building on the success of TheTour.co.uk websites, our digital platform continued to grow in 2016.

The website attracts just over 750,000 visits and 2.61-million page views during race week, unsurprisingly the most popular period of the year, but year round continues to prove an attractive prospect, especially during the May to September period.

- New features included exclusive daily video content (highlights & behind the scenes) and live text commentary on each stage, to accompany the live tracking and news updates.
- Venues and stage stakeholders provide extensive content to promote overnight stays and tourism to the region hosting the race.



# Event evaluation

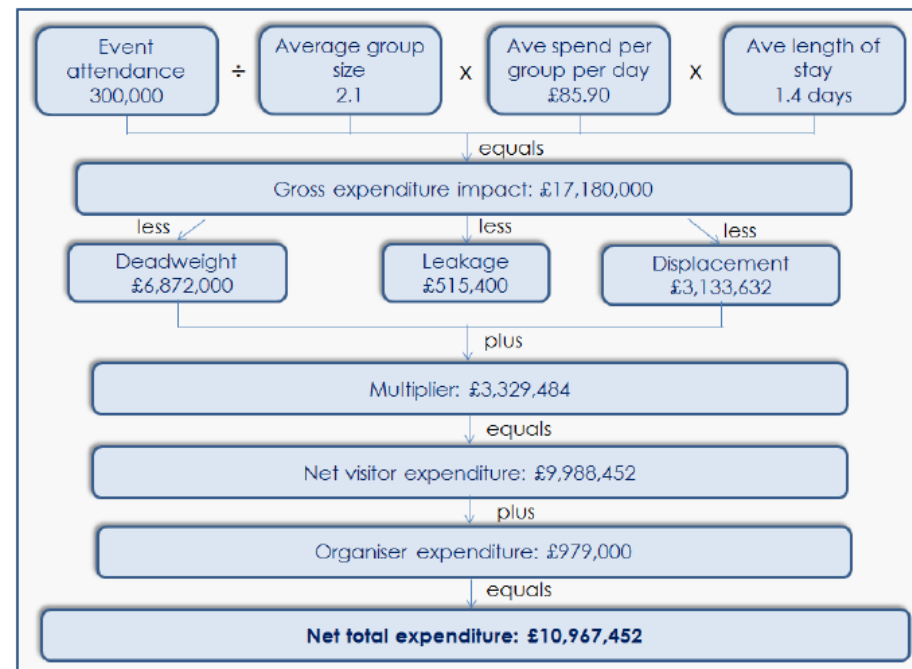
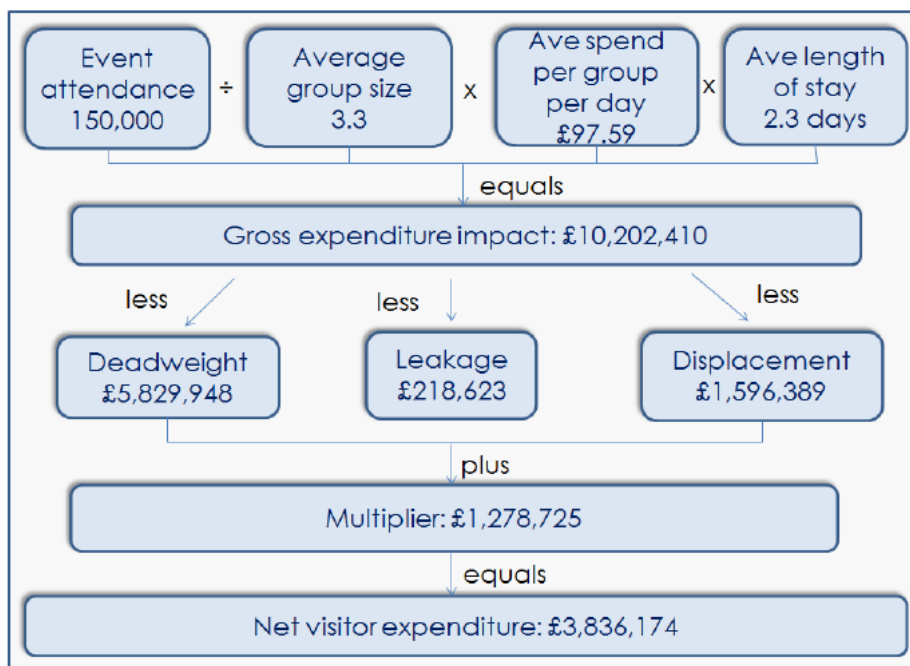


- The Tour of Britain commissions an independent evaluation survey for each edition of The Tour
- Individual reports are produced for each stage of the race, evaluating the impact of the race at stage starts, across each route and at the stage finish authority
- Host venues sign off on report methodology in advance and can add questions to influence the structure of their report
- The post-event report also indicated that visiting The Tour of Britain has inspired attendees to cycle more regularly in each year as follows:
  - **2013 72%**
  - **2014 67%**
  - **2015 64%**
  - **2016 60%**

# Event Evaluation



The hosting of a Tour of Britain stage creates direct economic benefit through organiser and spectator spend as evidenced by the below excerpts from economic impact reports for Liverpool (2014) and London (2016)



Source: Frontline report – Liverpool stage 2014

Source: Frontline report – London stage 2016

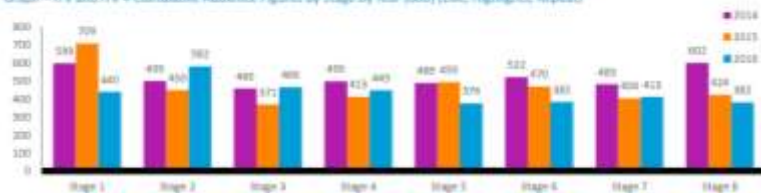
# Event Evaluation – Repucom report 2016



The Tour of Britain provides extensive benefits through media coverage and the promotion of host venues as a visitor destination on a global scale. Media equivalency values are calculated by Repucom across key (not exhaustive) TV coverage, with an average targeted media equivalency of £2,886,000 for each stage of the 2016 race.

This evaluation is calculated on the basis of helicopter footage and tourism coverage of the race through television broadcast and print and online pictorial coverage.

Graph – TV and ITV 4 Cumulative Audience Figures by Stage by Year (000) (Live, Highlights, Repeat)



Stage	Duration	100% Media Equivalency
Stage 1	77:34:25	£3,041,317
Stage 2	59:55:36	£3,142,969
Stage 3	65:05:11	£2,825,848
Stage 4	60:38:26	£2,036,927
Stage 5	69:07:45	£2,615,254
Stage 6	67:38:00	£2,587,280
Stage 7	60:58:02	£2,868,296
Stage 8	113:04:36	£3,970,008
<b>Grand Total</b>	<b>574:02:01</b>	<b>£23,087,900</b>

# Community benefits – hosting The Tour



The visit of The Tour of Britain to Nottinghamshire will also provide extensive community benefits:

- Cementing Nottinghamshire as a county that hosts major, international sporting events
- Creating community pride and providing a free to attend sporting spectacle that will bring some of the best athletes in the world to Nottinghamshire
- Supporting events can be held on the day to inspire the next generation



# Marketing opportunities – hosting The Tour



Event branding for Local Authority and local sponsors



Race programme and website advertising



Key messaging for local partners throughout promotional campaign

# Key Technical Requirements from host venues

- Start/finish road closure and suspension of parking for last 8km
- Public Order Policing.
- Road Closure application and advertising (route delivered under rolling road closure).
- Traffic Management.
- Sweeping and Pothole Filling (if required)
- First Aid Cover (for public)
- Advertising Sites for one month prior to the event.
- 30 Stewards / Marshals (5 SIA Accredited)
- Water supply for Start/Finish Gantry and Hospitality.
- Flower Troughs for Podium and bouquets for winners.
- Permissions to erect temporary structures over the highway.
- Permissions to merchandise and any other relevant licences applicable to the event.
- Provision of Media Centre

**TOUR OF  
BRITAIN** 





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