

Cycle Wiltshire 2014 – 3 and 4 May 2014

Sportive and National Series Elite Road Race



Background

In August 2011, British Cycling, in partnership with Wiltshire Council, sponsored by Twinings, delivered a Premier Calendar Race with a Sportive event the preceding day. Following the success of this event Wiltshire Council was keen to re-establish the same event in 2014, as part of the council's Olympic and Paralympic legacy.

Cycle Wiltshire is a two day event that will take place on the weekend of 03/04 May 2014.

The weekend will consist of the Cycle Wiltshire Sportive mass participation event and Cycle Wiltshire Family Challenge on Saturday 3 May and British Cycling's National Road Series elite cycle race starting in Wilton on Sunday 4 May, 2014. This event will be called the Cycle Wiltshire Grand Prix and will be one of only 8 similar elite races across the country and the only one in the south of England.

The Event Organisers appointed by Wiltshire Council to deliver the event, will work closely with British Cycling as well as the council and local communities to maximise the potential of this event.

Cycle Wiltshire Sportive (mass participation event)

The Cycle Wiltshire Sportive event will start and finish at Five Rivers Leisure Centre, Salisbury. Three routes will be available targeting all levels of cyclist:

- **Family adventure route of 20 miles** – the route heads out towards Amesbury and returns through the Woodford Valley.
- **64 miles** – this route goes via Tidworth, Ludgershall, Burbage, Pewsey, Upavon, Netheravon, Durrington, Bulford and Amesbury, before returning to Salisbury
- **100 miles** – this route is similar to the 64 mile route but takes in Great Bedwyn, Ramsbury and Marlborough before heading towards Calne and returning to Salisbury

The Cycle Wiltshire Family Challenge will also be featured - a circular 1 – 1.5km route around the village site for young children and their families. A village style area will be set up to include cycling display stands, and additional cycling activities to entertain spectators and participants.

In 2011, just over 400 participants of all ages came from across Wiltshire and much further afield including London, Scotland, Yorkshire, Manchester, Kendal, Wolverhampton and Plymouth to take part in the event. In 2014, it is anticipated that 1,000 people will participate in the event.

Cycle Wiltshire Grand Prix - Premier Calendar Elite Race

British Cycling's Premier Calendar Grand Prix series elite race will start and finish in Wilton and consist of approximately 100 riders from 10 - 12 professional teams. The 100 mile route will circuit numerous parishes, including Burcombe, Barford St Martin, Compton Chamberlayne, Fovant, Ebbesbourne Wake, Bishopstone & Broadchalke. (See map overleaf). There will be four laps of 17 miles over the longer element of the circuit, followed by a final 6 laps of a 5 mile circuit extending to Barford St. Martin to ramp up the excitement of the race.

Cycle Wiltshire Grand Prix Route



Importance of the Cycle Wiltshire Event

Cycling is a booming sport in the UK, driven by a number of factors; the success of British Cyclists at the highest levels; the excitement and success of the London 2012 Olympic and Paralympics Games; significant government investment into British Cycling and key delivery programmes. British Cycling have recently announced that for the first time ever, the number of adults cycling at least once a week has reached over two million.

Wiltshire Council is already working with British Cycling to deliver the Sky Rides Local programme, which will start again in May 2014. The council offers Bikeability and Bike It Plus programmes as well as working with Sustrans to make cycling easier and safer for people in the county.

The Cycle Wiltshire weekend intends to build on this and will deliver a series of cycling activities in Salisbury and the surrounding areas, that will not only bring some of the country's best cyclists to the area, including a number of potential Olympic stars, but also provides participation opportunities for local residents as they start their journey towards cycling becoming a part of their everyday life.

Cycling also meets many social objectives related to Sport, Physical Activity, Health and Wellbeing as well as being closely linked to transport, environment, public health and economic agendas.

Health, Well-Being, Sport and Physical Activity

- Directly supports Wiltshire Council's contribution to increasing participation in sports and physical activity
- Promotes the health and wellbeing agenda
- Provides a pathway from recreational cycling to elite level cycling
- Brings an elite sporting event to Wiltshire and links to a high profile Team GB Olympic sport
- Provides a volunteering opportunity for participants (e.g. as marshals for the event).
- Provides an opportunity to link more closely with Road Safety Education, Healthy Schools, Bikeability, Bike-It Plus, with various deliverers having stands and leaflets about cycling

Economic Development, Tourism and Community Impact

There are significant benefits to the local economy particularly to the south of the county, however, this is not exclusive as the intention is to encourage participants and spectators to stay and visit other places of interest across Wiltshire over this Bank Holiday weekend. In 2011 the impact to the local economy and to the tourism industry proved to be significant as the British Cycling event team the professional team, sportive participants and spectators stayed in the Salisbury area during the course of the weekend. Based on the participation figures the impact on the economy in terms of accommodation alone was estimated to be approximately £36,000. (see table at end of doc).

There is also economic benefit to the local cafes and pubs in Wilton on the Sunday and restaurants, bars in the Salisbury area on the Saturday evening.

- Increases investment in the local economy through cafes, restaurants, B &B's, hotels and pubs
- Promotes Wiltshire as a tourist destination, nationally and internationally. As the event gets larger this input in to the local economy will be significant.
- Opportunity for closer working with the Chamber of Commerce to promote hotels and restaurants as part of the Riders package.
- As a high profile event Visit Wiltshire could use the event the basis to a 'cyclist package' to attract more visitors.
- Engagement with town and parish councils and Area Boards

Cultural Olympiad

- Opportunity for local musicians and artists to provide entertainment at the event and therefore promote Wiltshire arts and artists.

Media and Communications Impact

Based on the 2011 the event is likely to receive a high profile both locally and nationally:

- Salisbury Journal, Spire FM, BBC Wiltshire
- National Cycling Press including Cycle Weekly, Cycle World (websites and magazines)
- Cycloport website
- Facebook page
- British Cycling twitter feed - just under 7,000 followers
- Sky Sports – the 2011 races was broadcast as part of the Premier 1 Calendar series, highlighting Wilton, the villages en route and Wiltshire in general.

This coverage was not only national, but international and was key to promoting Wiltshire as a venue for elite/professional sports events, and for promoting Wiltshire as an exceptional tourist destination. N.B: Confirmation of Sky Sports broadcasting for 2014 has not yet been received.

- Opportunity to raise the profile nationally and internationally of Wiltshire and Wiltshire Council/ local communities as a venue and key partners in the delivery of high profile, elite sports events.
- Promotion of the event as a key legacy of 2012.
- Community engagement.
- National and International coverage through Sky Sports Coverage (TBC)

Summary

The Cycle Wiltshire Weekend will undoubtedly showcase our legacy to the local and national media, inspire people to keep active and healthy, engage people in their local communities, boost the local economy and keep the Olympic/Paralympic spirit alive.

To find out more about the Cycle Wiltshire Weekend

www.wiltshire.gov.uk/cyclewiltshire

To register for the Cycle Wiltshire Sportive go to: www.britishcycling.org.uk/events/details/104178/Cycle-Wiltshire-Sportive

If your community is interested in engaging with the Cycle Wiltshire weekend, please contact Tamzin, Earley, Cycle Wiltshire Co-ordinator in the first instance:

Email: tamzin.earley@wiltshire.gov.uk

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