

# TOUR OF BRITAIN

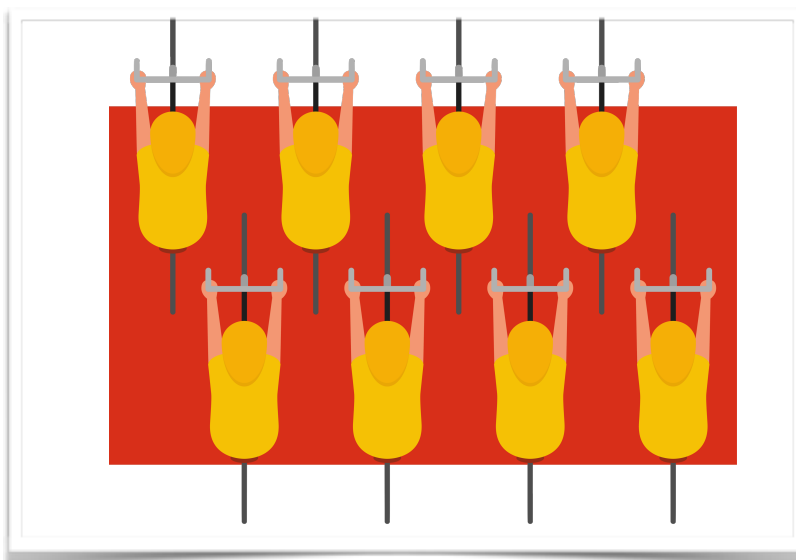
## NORTH NORTHUMBERLAND

### Northumberland County Council Mission Statement

'We will maximise the economic, community and health promotion opportunities from bringing the Tour of Britain to Northumberland in 2015.'

### Aims

- Benefit Northumberland's Visitor Economy by using the ToB to raise the profile of Northumberland to a regional, national and international audience.
- Increase public health and wellbeing by using the ToB to encourage healthy lifestyles through participation in sport, and in particular cycling.
- Increase community cohesion, local pride and wellbeing by providing opportunities for communities across the county to celebrate together.
- Use the ToB as a catalyst for the promotion and development of Northumberland as a high quality cycling destination.



### What is the Tour of Britain?

- The ToB (Tour of Britain) is the UK's largest professional cycle race
- The event is televised in 166 countries and broadcast live on the ITV network – 3 hrs live plus 1hr highlights ITV4
- The event includes all the large professional teams including Team Sky.
- The ToB will take place between 6<sup>th</sup> and 13<sup>th</sup> September – with eight stages over 8 days.
- 9<sup>th</sup> September the race will come into Northumberland from the north and make its way south before finishing that day's stage in Blyth.
- The following day, 10<sup>th</sup> September, the race will start in the west of Northumberland, in Prudhoe, before exiting the county westward via Hadrian's Wall into Cumbria.

### Local Sponsorship

Northumberland has been successful in gaining substantial sponsorship from Northumbrian Water as presentation partner.

**Northumberland**  
Northumberland County Council

**ACTIVE**  
NORTHUMBERLAND

**NORTHUMBRIAN**  
WATER *living water*

## Business Opportunities...

We will work with British Cycling / Event Organisers to devise a route which will showcase as many of Northumberland's tourism assets as possible.

We will work with British Cycling, Northumberland Tourism and key regional partners to maximise media opportunities available to us both prior and during, and after the race.

We will collaborate with visitor attractions, businesses and associations to ensure Northumberland becomes a cycling friendly county and that this is promoted at every opportunity.

## Legacy...

- Cycling Tourism Toolkit
- Increased cycling infrastructure
- Demonstration that Northumberland can host international events
- Development of the cycling sector
- More people, more active

## Tourism/route assets ...

- Ford & Etal
- Wooler
- Eglingham
- Alnwick Town & Castle
- Hipsburn/Lesbury
- AONB Coast
- Warkworth & Castle
- Amble

## National Route



## Northumberland North Route - Wed 9 Sept

