The Tour of Britain is an opportunity for local businesses and communities on route of each stage to celebrate and embrace cycling as the race comes past their front door, as well as maximise on business opportunities from increased customers and visitors.

We spoke to Pershore Baptist Church, which was along the 2019 Time Trial route of the Tour of Britain in Worcestershire, about how they made the most out of the Tour coming to their town.

How did you plan for the race coming to your area?

“We were very excited when we heard that the Tour would be visiting Pershore; we immediately planned the date in our diaries and started to think what we could do to get involved. We contacted the organisers and found out that our church was situated on the start line for the time trial! Brilliant! – We decided the best thing we could do was to serve hot drinks and refreshments, we also had toilets available and decided to set up a quiet area for those wishing to escape the crowds.”

How did you make your local area a popular spot for people to come and watch the race?

“On race day, many of our church congregation came to help serve tea and coffee and we also had lots of homemade cakes donated.

We had live coverage of the race on in our church hall so that people could come in and enjoy a drink and a cake while not missing any of the action! We also had people on the street directly outside church providing a friendly face to those visiting our town.”

What was race day like?

“Race day was fantastic! Flags waving, people cheering, sun shining. We welcomed hundreds of people into the church, served copious amounts of tea & coffee and hardly any cakes were left by the end of the day! Everyone was happy.”

What would you say to other businesses and communities that are local to a stage of the Tour?

“Get involved if you can, stand on the streets and talk to people, show them how great your town is!”

For more information on how to get your community involved, contact harleighH@thetour.co.uk