



THE  
WOMEN'S  
TOUR

2021 COMMUNITY INITIATIVES

*THE WOMEN'S TOUR*





# ***SIMPLE ACTIVATION IDEAS*** ARTWORK INSTALLATIONS

UCI  WOMEN'S  
WORLDTOUR





# ***SIMPLE ACTIVATION IDEAS*** LOCAL SPECIALITY PRODUCE AND MEAL DEALS





***SIMPLE ACTIVATION IDEAS*** **BIKE-THEMED SHOP WINDOW DISPLAYS**





ULVERSTON  
MARKETS  
MARKETHALL & STREET MARKET  
MARKET CHARTER SINCE 1280



MARKET HALL



CASE STUDY #1

# THE NORTHERN LINE



Ahead of the 2018 Tour of Britain, the Northern Line created a specialist range of cycling-related posters and prints, as well as developing and installing a series of 12 wall art images featuring British cyclists that became a popular tourist trail around the town.

We spoke to Don Mammatt, company director, about the Northern Line's ingenious and interactive initiative.

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

“We were invited by Ulverston Town Council to be part of a working party to promote the event and come up with initiatives. Schools became involved in producing decorated wheels and this concept was then transferred to local shops and businesses. A giant cycle design was worked up and produced as land art around the Hoad Monument, which overlooks the town.

“As The Northern Line produce a range of cycling posters and materials we developed a series of 12 wall art images designed featuring great British cyclists. This became a trail in which locals and tourists could locate and tick off each of the riders. We also produced an Ulverston specific poster as a limited edition with a percentage of proceeds going to charity.”





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

“We were very fortunate because the race went past our shop but the area was promoted with local bands and street performers. The shop itself ran a cake and coffee morning to raise money for the local hospice.”

**What was race day like?**

“Excellent. We were a little concerned that as a town venue coming so soon after the depart in Barrow, that we may not attract many people. It was packed and the spirit was great. The caravan worked very well and the atmosphere in general didn't disappoint. Having Chris Froome and Geraint Thomas was brilliant for attention and awareness. Having a product dedicated to cycling attracted more attention to the shop. The dwell post event in the town was pretty good.”

**What would you say to other business that fall along the Tour of Britain race route?**

“Embrace it. You don't have to be a specific cycling fan to enjoy it. It's an event, which if a community gets behind it can bring in plenty of visitors. It needs a collective approach to work and the fact that it shouldn't be perceived as a cycle enthusiasts'-only event.”





30

**FARINGDON**

Please drive carefully

Twinned with  
Le Mele - sur Sarthe

CASE STUDY #2

***PINK FARINGDON***



# COMMUNITY CASE STUDY *FARINGDON TURNS PINK – 2019 WOMEN'S TOUR*



To coincide with the Women's Tour's first-ever stage in Oxfordshire, Faringdon Cycles asked residents, community groups and businesses in the town to turn it pink on race day.

Described as the biggest event to hit Faringdon this century, the bike shop encouraged the following:

- People to dress in pink
- The waving of pink banners, streamers, flags, pennants and feathers
- Bicycles decorated in pink
- Flying of pink kites
- Pink-coloured cake bake sales

Local schools introduced a wear pink day, nursing homes came out in their entirety, the local fire station crew modified their uniform while Faringdon's town crier Sjoerd Vogt dressed as a pink bird – a link to the town's ancient tradition of dying pigeons!

“Faringdon is a very friendly and welcoming place, so when we heard that this amazing sporting event was actually coming through the town we embraced it,” said Vogt. “We celebrated the Women's Tour and the unique identity of Faringdon.”











CASE STUDY #3

***THE WOODBERRY***



Woodberry owners Clare Reaney and Daniel Nightingale engaged in the Tour of Britain's visit on the penultimate day of the 2018 race by decorating their teahouse with bunting and garden planters, designing a bike-themed menu, and promoting their offers in the local community.

After enjoying one of their most successful trading days ever, we spoke to Clare Reaney about the Woodberry's activation.

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

"As it was the second year in a row the race had come past our door we were better prepared.

"The first year [2017] we didn't anticipate how busy it would be so we decided to create a reduced themed menu, which we promoted locally, including the Tour of Britain logo, which we downloaded from the press pack available on the Tour of Britain website.

"We anticipated the weather [it was a cloudy and windy when the race went past the Woodberry], providing cover on our outside seats, and made sure we had options for customers to take food away quickly."



The poster for Woodberry's 'Tour of Britain Lunch Pit Stop' features a blue and yellow blimp with the event title and date. The background is light blue with yellow and blue bunting at the top. The Woodberry logo and address are in the top left. The menu items are listed in the center, and the Tour of Britain logo is in the bottom right.

**Woodberry**  
TEAHOUSE café — HOME & GIFTS  
38 Main Street  
Farnsfield  
NG22 8EA  
01623 883509

**Tour of Britain**  
**Lunch Pit Stop**  
Sat 8th September

*Come and enjoy our special race day menu  
from 12pm and see the  
Tour of Britain speed past*

Burgers, Falafel Burgers & Pulled Pork Cobs  
Drinks & Ice cream  
Bicycle cupcakes  
Afternoon tea  
(by booking only)

Regular menu served 9am-12pm  
by booking only from 12pm

Estimated time  
race will go past  
2.40pm

**energy**  
**TOUR OF BRITAIN**



**How did you make the teahouse the go-to place for people to watch the race from?**

“We decorated the building inside and out with yellow, blue and green bunting. This was alongside our bike garden planters filled with bright yellow flowers. From midday we advertised a special menu – our ‘Tour of Britain Lunch Pit Stop’ - this included pulled pork cobs, bicycle burgers and bicycle lemon cupcakes. This menu was available to eat in and takeaway and, for the first time, we set up a quick takeaway food and drink kiosk outside. We also put up a temporary cover over on our outside terrace as rain was forecast.”

**What was race day like?**

“Super busy! We had our normal busy breakfast service and just before the race came through we had an influx of people including three cycle clubs. The special menu was the best idea as it enabled us to serve people quicker while providing something special for the day. All customers poured out on to the street to watch the race go straight past our door.

“Afterwards we had a full house for tea and cake, plus more cycle clubs. There was a great sense of community and excitement that Farnsfield was getting national TV coverage.”





## How did the event impact on your business and trade?

“Two years in a row the Tour of Britain has given us one of our biggest trade days of the year – on a par with bank holidays.

“It has also brought us new customers – particularly cyclists, which is excellent as the Southwell Cycle Trail is a stone’s throw away from our door. It allowed us to get involved with the local community as we all pulled together to decorate the village.”

## What would you say to other business that fall along the Tour of Britain race route?

“It’s a great opportunity to get involved with the local community and excellent for trade. If you’re along the route then be prepared to be busy and, if you can, put on themed specials that you can promote but also help you better serve the public.”





# CONTACT DETAILS

Below is a list of key contacts for SweetSpot's marketing and PR operations.

Please do get in touch if you have any questions or would like to discuss certain aspects of the event in more detail.

[community@thetour.co.uk](mailto:community@thetour.co.uk)

**PETER HODGES** | PR and marketing director

Responsible for media enquiries, TV //

[peterH@thetour.co.uk](mailto:peterH@thetour.co.uk)

**NICK BULL** | PR and digital manager

Responsible for digital operations //

[nickB@thetour.co.uk](mailto:nickB@thetour.co.uk)







**Women's Tour**

Unit 1 Horizon Business Village  
1 Brooklands Road  
Weybridge  
Surrey KT13 0TJ

T 01932 831 485

[info@thetour.co.uk](mailto:info@thetour.co.uk)

[womenstour.co.uk](http://womenstour.co.uk)



[WOMENSTOUR.CO.UK](http://WOMENSTOUR.CO.UK)