Business Toolkit
Getting your business ready for the Aviva Tour of Britain in Eden
The Tour is coming to Eden

In 2013....

Cumbria last hosted The Tour of Britain in 2013, when a Carlisle to Kendal stage through the Lake District attracted 70,000 spectators, was named the ‘best ever’ stage of the Tour of Britain and generated £4.1 million for the local economy. The finish at Kendal brought in over £500,000 to that area alone.

Stage Five, 2015 - The Eden Stage

Thursday 10 September will see Stage Five start from Prudhoe in Northumberland and follow Hadrian’s Wall to Brampton before heading down the Eden Valley and then into the Lake District National Park, running alongside Ullswater. After racing through Penrith, the stage will head to Melmerby at the foot of the eight-kilometre climb to Hartside Pass.

At 1,903 feet, 575-metres, the eight-kilometre climb, which averages 5% with sections at over 10%, is almost 100-metres higher than the 2014 summit finish on the Tumble in South Wales. Hartside Fell will be the toughest, longest and highest ever summit finish of the Tour of Britain and the only summit finish in 2015.

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How businesses can benefit

There will be a great many people coming to Eden from across the UK and beyond, as well as local residents from Eden and Cumbria who will line the route of the Aviva Tour of Britain (TOB). It is a great opportunity for all types of businesses to link in and make the most of the event and the sheer number of potential customers.

Accommodation

The Aviva Tour of Britain provides a fantastic opportunity for accommodation providers in Eden. The route covers a great deal of the district so you can benefit wherever you are. Many spectators will be on day trips from Cumbria and nearby however a significant number from further afield will want to be able to stay in Eden for a few nights – perhaps longer. When the TOB came to Cumbria in 2013 32.5% of spectators were overnight visitors.

With the increased demand there could be opportunities for temporary campsites. These sites will need to be created in a way that provides adequate safe and environmentally sound facilities. Find out more at www.eden.gov.uk/licensing/tent-site-licence or get in touch with environmental health on env.health@eden.gov.uk or 01768 212491.

The destination website www.visiteden.co.uk run by Eden Tourism, the tourism team at Eden District Council is a well-established quality site which has benefitted from a 200% increase in hits over the past few years. The website will receive national promotion, featuring on the official TOB website and in the official TOB programme, so there’s no better time to promote your accommodation, eating place or attraction on the site. For more details on the marketing opportunities available, contact the Eden Tourism Team on tourism@eden.gov.uk or 01768 212165/212167

Food and drink, and other supplies

The TOB will see thousands of spectators gathered along roads where there are usually few facilities, as well as in areas that are already well-served. There is a considerable opportunity for food and drink operators to sell from their existing locations, as well as looking to create temporary or mobile outlets. If are not a food and drink operator and want to provide food then please get in touch with Eden District Council Environmental Health on env.health@eden.gov.uk to discuss your proposals and to find out if you need to register as a food business.

Eden is known for its fantastic local food and drink offer - why not showcase our local produce with TOB themed products? Be creative - unusual items generate more publicity!

Think about whether you need to amend your opening hours and/or food serving times.
Shops

Why not engage your staff and customers by creating a window display with a TOB theme? We are encouraging people to paint their bikes yellow for the TOB so perhaps you could incorporate a yellow bike into the display.

Other Business Opportunities

If you are a pub, restaurant or club and you have a TV, why not show live coverage and highlight programmes - this doesn't need to be limited to the day of race through Eden but all week. The coverage is a great way to build up enthusiasm for the race coming through Eden and then a great way to get communities together for a post event celebration to watch the stage 5 highlights programme. This year's TV coverage will be 3 hours live coverage on ITV4 plus a highlights show in the evening, last year the live coverage was 1-4pm with a highlights show from 8-9pm.

Make sure you have the correct TV licensing for business premises - www.tvlicensing.co.uk/check-if-you-need-one/business-and-organisations

Paint Eden yellow!

We are inviting businesses along with residents to 'gear up' for the 10 September and help us to create a stunning display of yellow bikes to welcome the AVIVA Tour of Britain to Eden! It's a good idea to put a sign on your bike saying that the Tour of Britain is coming on 10 September to let people know in advance.

Displays of yellow bikes, bunting, flowers and more will remind visitors to Eden over the summer to return in September. During the stage TV cameras will pick up on interesting displays along the route and broadcast them to millions of viewers worldwide.

Send us photos of your painted bikes on social media to InvestinEden and VisitEden using #edentob
Practical information

Know all about it!

Make sure you and your staff are fully knowledgeable about the TOB.

It’s important that your staff are talking to visitors now about the TOB coming to Eden and encouraging them to come back in September.

You can keep up to date with information via the TOB website www.tourofbritain.co.uk and social media accounts and share with your staff.

Locally, check out www.eden.gov.uk/tourofbritain or www.visiteden.co.uk/tourofbritain for the latest information.

Plan what you want your staff to tell your customers and have a list of the key points which might be:

• How far away the TOB passes from your business
• What your opening days / times will be during the TOB
• Where they can find out more information

If you are sending regular emails out to your customer database you can include some factual information about the TOB on these as a secondary message.

Use posters to remind your customers about the TOB in Eden. Official posters will be available soon, please get in touch with us if you would like to display one.

Businesses on or near the route need to think about how to adapt to and benefit from the TOB in Eden. It is a great opportunity for businesses to sell directly to the spectators however there may be disruption to ‘business as usual’.

There is a draft route map of the Tour in Eden on www.eden.gov.uk/tourofbritain and many businesses will find themselves on or close to the routes. It’s a good idea to start thinking about how it may affect your business.

Some businesses may have to change plans made before the announcement, or alter regular arrangements. It may also be necessary to adjust business opening times.

On 10 September:

In general the TOB will operate rolling road closures and roads will be opened again as soon as possible after the racers and their support vehicles have passed through.

The A686 between Melmerby and the Leadgate junction beyond Hartside will be closed in the morning until after the finish of the race. Cumbria County Council will work to minimise the disruption and are considering how best to facilitate commuters between Alston and Penrith.

In Penrith, the route will go directly through the town centre from Kemplay Bank Roundabout and will go against the flow of the one-way system on Middlegate.

As a result of the race passing through Penrith there will be some parking restrictions in the town and on-street parking will be suspended in certain places. In addition, some side roads onto the main route may be temporarily closed.

Information regarding road closures will be available on the Invest in Eden, Visit Eden and Eden District Council websites, as soon as they are finalised.

Some things to think about:

• How will you get customers in and out – will you need to change opening hours / start times?
• How will you get your employees in and out?
• Will you need extra staff to be working during the Tour of Britain and if so how will you manage this?
• Will you need to increase orders and deliveries to cater for greater numbers or to change timings to deal with any road closures?
Brandiing Guidelines

The Aviva Tour of Britain logo can only be used by official sponsors, partners and in the media or event listings. The logo cannot be used to endorse products, services or specific businesses or imply the endorsement of the organisers of the Aviva Tour of Britain unless there is a sponsorship or other agreement in place. Businesses or organisations who wish to use the logo should get in touch with Emily Bond, Business Marketing Officer, emily.bond@eden.gov.uk

Businesses, shops and all organisations are encouraged to display the official Aviva Tour of Britain poster advertising Stage 5 in Eden which will soon be available on the Tour of Britain website and Eden District Council’s website and can be downloaded free of charge to print off.

Sponsorship Opportunities

Cumbria-wide sponsorship

Cumbria County Council are looking for sponsors for the Tour of Britain in Cumbria. There are a number of different levels of sponsorship:

1. Premier - Official stage sponsor (£40,000)
2. Gold sponsor (£25,000)
3. Silver sponsor (£15,000)
4. Bronze sponsor (£5,000)

There will be various benefits available dependant on the package.

All sponsors will have:

- The right to use the Tour of Britain event name and logo and your status as an official supporter of the Tour of Britain in Cumbria on your company’s products/website/stationary/vehicles/signage
- Your logo to be included on the official TOB stage website page
- Credit as an Official Supporter of the Tour of Britain in Cumbria in all marketing and communication materials (press releases, e-promotions, e-newsletters etc.)
- Support on ideas and content for your website and proactive communication/marketing ideas from communications experts on how to make the most of your involvement in the event.

For more information please contact please contact Gareth Cossolett at Cumbria County Council on 01228 226337 or gareth.cosolett@cumbria.gov.uk

Eden sponsorship

In addition to the sponsorship opportunities that are on offer from Cumbria County Council, Eden District Council are offering Eden businesses the opportunity to sponsor the Aviva Tour of Britain in a local capacity.

Can your business provide or sponsor the provision of anything either leading up to the event or during the event?

Some ideas:

- Provision/sponsorship of portable toilets
- Provision/sponsorship of giveaways of Tour related food and drink products
- Sponsorship of or printing of banners

If you are interested please contact Emily Bond, Business Marketing Officer on emily.bond@eden.gov.uk

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Promoting Eden

Encouraging visitors to base themselves in Eden to watch both Cumbria stages of the race and explore Eden

Cumbria will host two stages of the Aviva Tour of Britain as the event comes to the county on two separate days for the first time ever.

The two stages in Cumbria will be marketed nationally and regionally as one event, even though they will be held over two days to help encourage people to stay for longer in the county, benefitting the local economy.

Eden can provide a perfect base for visitors wanting to watch both stages of the Tour in Cumbria so why not encourage guests to stay in and explore Eden for both stages?

Some ideas

- Highlight that the TOB is coming to Eden on your website and through your social media well in advance
- Hold events before and after and between the two stages to encourage guests to stay longer in Eden
- Be knowledgeable on attractions and events in Eden that will encourage visitors to stay longer
- Have a link on your website to visiteden.co.uk to show what is on offer in Eden without having to update your website.

Getting visitors back

The tour is expected to generate a great number of visitors to the District. This will obviously bring with it plenty of revenue for many types of businesses and the economic impact is likely to significant for Eden, but what about 2016 and beyond?

To encourage your customer to buy from you again, you and your team need to offer great customer service. Think of your business from the customer’s point of view and think of ways that you can enhance their experience. The smallest attention to detail may make a huge difference.

- Be realistic about your charges. There will be a big demand for accommodation during the TOB and visitors may be willing to pay higher prices. However, visitors may not return or recommend Eden if they feel they have not received value for money and you may receive negative PR.
- Do you want to promote a special offer to encourage people to return after the TOB? This could be a return visit at a special price. Decide what this will be now.
- You may wish to offer goods branded up with your company’s logo for your customers to take away with them – reminding them of you and encouraging them to return.
- During the TOB, have posters up around your business advertising the next events locally to give people a reason to return later in the year.

Stage 3: Tuesday 8 September
Cockermouth to Kelso

Stage 5: Thursday 10 September
Prudhoe to Hartside
Work Together

Two heads are better than one! Working together either business to business or as a group/community can encourage everyone to aim for the same goal and yield far greater results. How will your town or village encourage spectators to watch the race with you, spending money in your businesses?

• Are there complementary businesses you could work with? For example:
  - Could you supply bike maintenance/hire for nearby hotels that cater for cyclists?
  - Could you offer evening meals/packed lunches for nearby accommodation that cannot offer their own, such as local campsites?

• Get involved and work with local tourism and business groups in your area. Support your local groups and feedback ideas for possible ways to increase visitors to your area.

• You can achieve economies of scale by promoting your business in partnership with others

• Your message will have far greater reach if several of you are promoting it

• The Aviva Tour of Britain will open the Eden District up to people who’ve never heard of it before – you can make it easy for them to plan their first holiday here by working with other businesses to promote your village or town as a whole to them.

Eden as a cycling destination

The Tour coming to Eden this year is a fantastic opportunity for businesses but it does not end there – it is just the beginning. Cycle tourism is booming and businesses in Eden need to be taking advantage.

Eden is already promoted as a world class cycling destination and TOB is a great chance to highlight this. Cycling is a key promotional theme for Eden. There are fantastic road cycling routes on quiet rural roads and a great selection of mountain bike routes in the heart of Eden’s hills.

Sections of the three long distance cycle routes pass through Eden, the Coast to Coast (C2C), Walney to Wear and Whitby (W2W) and Pennine Cycleway - look out for the blue signs of these challenging National Cycle Network routes.

In addition, the ‘new’ Lakes and Dales Loop Cycleway, a 190-mile circular cycle route is due to be promoted in 2015 with 30% of the route passing through Eden.

Visit Eden features a Cycling in Eden section for visitors at www.visiteden.co.uk/outdoor-adventures/cycling-in-eden with downloadable on and off road routes for all abilities.

British Cycling are planning to run some sky ride events in Eden - keep an eye out on their website www.goskyride.com

Let us know what you are doing to promote Eden and we’ll promote it too!

The popular Coast to Coast route from the Irish Sea to the North Sea passes directly through Eden
Becoming cycle-friendly

The Aviva Tour of Britain will naturally attract cyclists in large numbers to follow the race. Cycle tourists are generally good spenders, who visit destinations based on other cyclists’ recommendations. Make sure you give them every reason to recommend Eden and to return.

Has your business the potential to become more cycle-friendly?

Some ways to welcome cyclists are:

- Offer a dry room and cleaning facilities for bikes and kit, and access to a hose pipe
- Install a bike rack, somewhere secure and sheltered
- Offer emergency repair kits, first aid kits, bike pumps etc. for sale
- Providing useful information, including:
  - Emergency telephone numbers
  - Maps and cycle routes
  - Public transport timetables
- Display weather forecasts clearly for all guests
- Work with complementary businesses to offer cycling packages i.e. offering packed lunches for nearby hotels if they are unable to provide them themselves
- Offer a secure place to charge electric bike batteries
- Provide a selection of energy drinks/bars for sale
- Offer secure baggage storage for day visitors who may be carrying all their luggage on their bike
- Provide food at unsociable hours to cater for cyclists who are out all day on the bike
- Hire out bikes and cycling kit including helmets, lights, GPS, rucksacks
- Provide complimentary water for cyclists or offer to fill water bottles
- Offer discounts for cyclists “Receive X% discount if you cycle to us.”
- Provide laundry facilities or a drying room for wet clothes
- Encourage your staff to cycle to work
- Install showers for employees to use when commuting by bike

Cycle Tourism Toolkit

Contact the Eden Tourism team at Eden District Council for a copy of the cycle tourism toolkit to help you become cyclist-friendly.

Email: tourism@eden.gov.uk
Tel: 01768 212165/212167

HARTSIDE SUMMIT
Altitude 1903 feet
Cyclists Welcome - It’s official!

Accommodation businesses can choose to become accredited by an external assessor to show that they are Cyclist-Friendly.

Local Quality Cumbria Assessment Scheme

For accommodation operators who are assessed for a quality rating by the local Quality Cumbria Assessment Scheme, a Quality Cumbria Cyclists Welcome award can be added in conjunction with the accommodation rating.

For more information contact Gaynor Anderson at Cumbria Tourism on 01539 825011 or email ganderson@cumbriatourism.org

National VisitEngland Quality Scheme

For accommodation operators who are assessed for a national quality rating by Quality in Tourism, the assessment service for VisitEngland, a Cyclists Welcome accreditation can be added. These assessments must be booked in conjunction with an annual Quality in Tourism assessment visit.

For more information visit www.qualityintourism.com/quality-schemes/welcome-schemes/

Let the Tour of Britain inspire your staff to get on their bikes

Encouraging staff to cycle to and from work and on business can save the company money, reduce a company’s carbon footprint and help to promote a healthier lifestyle.

Cycling is a cheap, quick, healthy and environmentally friendly way to travel and doesn’t need people to break a sweat if cycling at a steady pace.

There are many different ways to encourage staff to cycle, for example:

• Create cycling themed events and activities for staff to take part in, a good way of promoting healthier living among staff and boosting staff morale.

• Businesses can take part in the Government’s ‘Cycle to Work Scheme’ which allows employees to buy a discounted bike with a monthly repayment scheme. An employee can buy a bike tax free and pay back the cost of the bike with a small deduction from their monthly salary. Typically an employee can save between 30 – 50% of the cost of the bike.
Using special offers to add value

Some ideas

• Promote the area to potential guests. Why else should they come to you? What else can they do in the area other than spend time at your business? If you are an accommodation provider you may be able to get guests to extend their stay if they are made aware of an event happening later in the week. You could also use what is happening in your area to encourage people to come back to you via your e-newsletter or by including it in advertising.

• Work together with local businesses that complement your own. Time is becoming more and more precious and if you can highlight the best parts of your area, and what is available then this will save time for your customers.

• Introduce a loyalty scheme. This doesn’t necessarily have to be offering a discount. Think of an incentive that could be unique to your business.

• Think about special offers related to the Tour which could catch people’s eye and offer value for money.

• Look at upselling / increasing your sales. For example - visitors may leave early in the morning to stake out their favourite area by the road side. If you offer breakfasts open early, or at least offer a cold breakfast that can be pre-ordered the day before.

• When spectators take their place by the roadside they will not want to move away from it. Takeaway lunches/picnics will be very popular if there is nowhere to eat close by.
Joining in the story online

Website
Making sure that your website is user friendly will improve your chances of taking bookings and reaching a wider audience.

Think about the audience that might be visiting your site and make sure it will answer any questions they might have. If you are cycle friendly make sure that your website highlights this.

If you are having special offers or events around the TOB, make sure these are listed on your site and, most importantly, easy to find.

Link to Eden’s destination website visiteden.co.uk to give visitors a full picture of what Eden has to offer and a link to www.eden.gov.uk/tourofbritain will provide TOB updates too.

A link from your website to www.tourofbritain.co.uk will make sure your visitors can access relevant, up to date information on the race, including spectator maps which will be available in July.

Social Media
Use Social Media to highlight all that your business is doing around the Aviva Tour of Britain. Make sure you are using the official hashtags #AvivaToB2015 or #tob2015 and/or local hashtags #edentob #cumbriatob and ensure your content is varied and interesting.

For instance, you might want to share some images that you have taken of the surrounding area – pictures are always popular with consumers and, on Facebook in particular, really stand out in a user’s timeline.

Work together with other local businesses and councils and with your local community to spread the word online about what is going on that will be of interest to potential visitors. So if you are an accommodation provider you might want to share special events that are going on in your area or good cycling routes near to your property. If you show, through your social media, that the location of your business is a real hive of activity for the TOB, then you will attract more people to your business.

Finally, make sure you engage with @tourofbritain on twitter and The Tour of Britain on Facebook who already have a huge number of followers/likes. Some Eden businesses have already posted on the Tour of Britain page to welcome the Tour to Eden - Why not join them? You can also keep on top of any major announcements relating to the Tour of Britain.

Let us know what your business is doing...

#AvivaToB2015 edentob cumbriatob

investineden visiteden
Together let’s make the Eden Stage a memorable one

Stage 5: Prudhoe to Hartside
Thursday 10 September 2015

Further Information...

Tourism businesses contact:
Eden Tourism
Email: tourism@eden.gov.uk
Telephone: 01768 212165 / 212167
www.visiteden.co.uk

Other businesses contact:
Invest in Eden
Email: emily.bond@eden.gov.uk
Telephone: 01768 212139
www.investineden.co.uk

Find out more about Aviva Tour of Britain at www.tourofbritain.co.uk

Disclaimer: Whilst every care has been taken in compiling this information, and it is provided in good faith, neither Eden District Council or its partner organisations can be held responsible for any errors, omissions, misrepresentation or changes to information which occur after the publishing date. May 2015