

# The Lloyds Tour of Britain 2025

STAGE 2 - Start and Finish Stowmarket  
Wednesday 3<sup>rd</sup> September 2025



**THE TOUR IS COMING...**

GET INVOLVED?



# Benefits to Suffolk business and residents

The Tour of Britain is a British sporting phenomenon. Many of the world's best riders and teams on the UCI World Tour will compete for honours, including World, European and Olympic champions and it has become the UK's biggest free-to-attend sporting event, attracting over 1 million spectators annually (and still growing) and is the UK's most prestigious cycle race on the global cycling calendar.

The 2025 Tour of Britain will take place between Tuesday 2nd September and Sunday 7th September with Suffolk hosting both stage 1 and 2 across Woodbridge, Southwold (Stage 1) and Stowmarket (Stage 2) on Wednesday 3rd September 2025.

The Lloyds Tour of Britain Men has passed through Babergh and Mid Suffolk on multiple occasions, but have never hosted a start or finish of the men's race. This will also be the first time that Suffolk has hosted two stages of the Tour of Britain.

## **£17.2 million**

The net economic benefit the 2024 men's tour brought to the six stage areas cumulatively  
(Source: YouGov)

## **£3.8 million**

The 2017 TOB Suffolk stage boost to the local economy

## **Local Pride**

More than 85% of people surveyed in 2024 said the Tour of Britain showed their local area in a positive light (Source: YouGov)

## **£15 million**

Watch the Tour of Britain event on TV and may be inspired to visit Suffolk

## **Environmental**

The TOB promotes cycling as a sustainable form of travel - supporting the health and wellbeing of residents.



"THESE EVENTS CREATE A UNIQUE OPPORTUNITY TO ENGAGE WITH LOCAL COMMUNITIES AND RESIDENTS..."

## OPPORTUNITIES FOR BUSINESS

In 2017, when Suffolk also hosted a stage of the Tour of Britain, 180,000 spectators watched the live race with 48% attending with family members. 49% of spectators were visitors to the county with 17% staying overnight

Whether you're in retail, hospitality, sport and leisure or simply want to feature in your local community, we're here to support you in leveraging this amazing event.

Helping your local community have an incredible race day experience will position your business front and centre the next time they want to use your services.

"ADNAMS HAVE BEEN PROUD TO PARTNER WITH THE TOUR OF BRITAIN AND WOMEN'S TOUR SINCE 2010. WE RECOGNISE THE VALUABLE EXPOSURE THAT THESE EVENTS CAN PROVIDE FOR OUR BRAND AND ALSO THE IMPACT THEY CAN HAVE ON THE LOCAL ECONOMY AND TOURISM IN SUFFOLK.

THESE EVENTS CREATE A UNIQUE OPPORTUNITY TO ENGAGE WITH LOCAL COMMUNITIES AND RESIDENTS, WHILST ALSO PROVIDING A PLATFORM TO A UK WIDE AND GLOBAL AUDIENCE. WE ARE DELIGHTED THAT THE TOUR OF BRITAIN WILL BE IN SUFFOLK IN 2023 AND CONGRATULATE SUFFOLK GROWTH AND SUFFOLK COUNTY COUNCIL ON SECURING THE STAGE.."

**Dr Andy Wood, OBE, DL**

Previous CEO of Adnams Plc and  
Chair of Visit East of England



# THE BUILD UP...

THE BUILD UP TO RACE DAY OFFERS FANTASTIC OPPORTUNITIES TO GET YOUR BUSINESS NOTICED. MAKE THE MOST OF THEM!

It's never too soon to start preparing! As soon as the Tour of Britain stages are announced the buzz will begin - and by letting people know how they can get involved your business will become a part of the event success.

- 1.** Display posters in your windows or create a window display to help capture the magic and grab the public's attention. Why not work with other businesses to run a 'best dressed window competition'?  
Or get the community involved with planning and decorating?
- 2.** Team up with other local businesses to highlight how your local area will be getting involved and support each other in your endeavours.
- 3.** If you are an accommodation provider you may be able to get guests to extend their stay or return if they are made aware of the imminent arrival of the Tour.
- 4.** Use your communication channels.
  - Create posts for social media - remember to tag:  
Twitter (X) - @TourOfBritain  
Facebook - @ToBCycling  
Instagram - @thetourofbritain
  - Update your website to let people know what the tour means to your business.
  - If you send out a regular newsletter or e-shot don't forget to add key information and tell your customers how you will be celebrating.
- 5.** Create cycling themed promotions. If you are a cafe or restaurant you could offer a bike themed menu or maybe create a new dish especially for the Tour of Britain.  
If you are a retailer can you designate an area in your shop for cycling and Tour themed goods?
- 6.** Run a 'cycling themed' competition - Provide colouring sheets to customers, or maybe a competition to design a flag?  
On a bigger scale, why not encourage the community to decorate their homes and gardens, or even turn old bikes into pieces of art and give prizes to the best.
- 7.** Organise an event for your staff to get involved with - a 24hr static bike challenge or maybe a sponsored bike ride taking in the route the tour will follow. Activities like these can offer great PR and team-building opportunities.
- 8.** Create a stage countdown as the Tour date gets closer - Mark off the days with social media posts and/or window signs or banners. Help to build the excitement as the day gets closer!



# NEED SOME PRE-TOUR INSPIRATION?

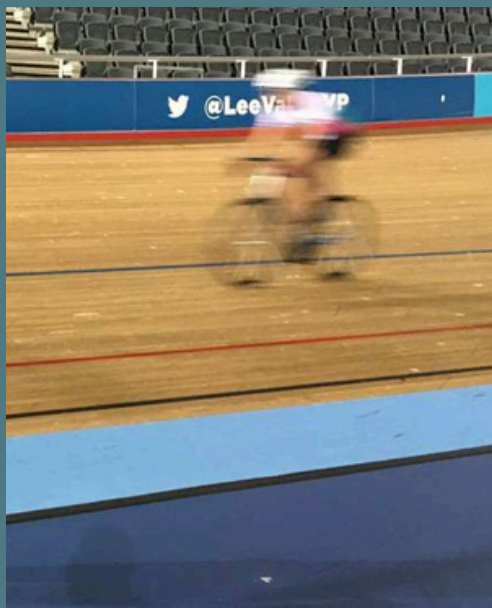
THE BUILD-UP TO THE TOUR OF BRITAIN PROVIDES A GREAT OPPORTUNITY TO SHOWCASE YOUR BUSINESS

## CASE STUDY

### INSPIRATIONS, Wickham Market 2017 Tour of Britain

Inspirations in Wickham Market entered, and won, the Suffolk Coastal 'Best Dressed for the Tour' window dressing competition.

The popular village shop decorated their window with a vintage bicycle and displayed historical photos of cycling in the town. On the day of the Tour the town provided entertainment, a pop-up pub and screened live coverage of the race.



## CASE STUDY

### THOMAS'S CYCLE REVOLUTION, Suffolk 2017 Tour of Britain

Local bike shop Thomas's Cycle Revolution engaged with the local community by organising 'An evening with John Stockwell', a ticketed talk by a Suffolk Pro Rider.

During the evening staff from Thomas's were on hand to offer cycling advice and support, and displayed a range of products for sale.

# NEED SOME PRE-TOUR INSPIRATION?

THE BUILD-UP TO THE TOUR OF BRITAIN PROVIDES A GREAT OPPORTUNITY TO SHOWCASE YOUR COMMUNITY

## CASE STUDY

### THE NORTHERN LINE, Ulverston 2018 Tour of Britain

head 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.



## CASE STUDY

### DECORATED BIKE DISPLAYS, Various

Community groups in towns and villages create a splash of colour by decorating un-loved bikes ready for The Tour and displaying them around the locality.

# ON THE DAY...

WHEN RACE DAY ARRIVES SO WILL THE CROWDS. MAKE SURE YOUR BUSINESS IS PREPARED TO MAXIMISE THE OPPORTUNITIES

15 million people watch the Tour of Britain on television and over one million spectators watched from the roadside in 2021. The 2nd of September 2025 is a key opportunity to put your business at the forefront.

- 1.** Make sure your business stands out! Hang flags and bunting inside and out for maximum impact.
- 2.** Hand out branded flags and noise makers for people to wave.
- 3.** Why not deliver your food and drink options to spectators along the route – that way they can enjoy your wares without leaving their viewing spot!
- 4.** If you are a hospitality business, entice customers to buy with a cycling themed menu. This can still increase trade even if the tour isn't directly passing your door - make the most of visitors and spectators who will be passing through.
- 5.** Why not run a fancy dress competition? Encourage your staff and customers to join in and line the route. Offer a prize for the wackiest, brightest, cleverest costume!
- 5.** If you are a pub, restaurant or club with TV facilities why not show live coverage and highlight programmes?\*
- 6.** There will be a Tour Village located near to the Stowmarket finish line with opportunities for local businesses and organisations to take part, exhibit and network - Contact XXXXX to find out more about these opportunities.
- 7.** Run special offers and promotions on the day. This is a great opportunity to bring new customers to your business. Show them why they should come back!
- 8.** Keep the crowds entertained and become a focal point by providing live music and entertainment while they wait.
- 9.** Don't forget to tell people in advance what you will be doing via your website, social channels and window posters.

**\*Do you have the right tv licence for business premises? Check:**

[www.tvlicensing.co.uk/check-if-you-need-one/business-and-organisations](http://www.tvlicensing.co.uk/check-if-you-need-one/business-and-organisations)

# SUPPORTING CYCLISTS

THE TOUR OFFERS GREAT OPPORTUNITIES FOR HOSPITALITY AND ACCOMMODATION PROVIDERS TO BENEFIT FROM THIS GREAT SPORTING EVENT - WHEREVER THEY ARE IN THE COUNTY.

It isn't just traditional shops and businesses along the route that can get involved.

The Tour attracts a high number of cycling enthusiasts who follow the route on their own bikes. If you are providing accommodation or hospitality for cycling visitors make sure you are 'cycle friendly'. (And don't forget to update your website and socials to let people know!)

- Can you provide a designated bike storage area? Even a bike rack or area to securely lock bikes up whilst guests enjoy your hospitality.
- Offer essentials for cyclists emergency repair kits, first aid kits, bike pumps etc. Even the option to fill water-bottles can be a very welcome service.
- Keep a supply of useful information, such as maps and cycle routes, public transport timetables and daily weather forecasts
- If you are hosting cyclists overnight can you provide laundry facilities or a drying room for wet clothes

## Growing popularity of cycling in the UK

**£2.3bn**

spent on bicycles  
in the UK in 2021  
(Mintel)

**47%**

of people in  
England own or  
have access to a  
bike (ONS)

**5.3 million**

people cycle at  
least once a  
week

**21%**

of adults cycle at  
least once a week  
(Mintel)



# BE A BUSINESS THAT MAKES RACE DAY SPECIAL

THERE ARE SO MANY WAYS YOUR BUSINESS CAN BECOME A PART OF RACE DAY....

## CASE STUDY

### DESIGN A JERSEY COMPETITION, Felixstowe

As part of the 2023 and 2024 Tours East Suffolk Council invited local residents to design a tour jersey. The chosen winning designs were made into jerseys and presented on the podium on race day.



## CASE STUDY

### THE WOODBERRY, Newark 2018 Tour of Britain

The Woodbury Teahouse were well prepared for the tour route to pass their door. They decorated the building inside and out with yellow, blue and green bunting and created a takeaway food and drink kiosk outside where they sold a 'Tour of Britain Lunch Pit Stop' menu including pulled pork cobs and bicycle burgers.

## AFTER THE EVENT

THE TOUR OF BRITAIN VISIT TO SUFFOLK ISN'T JUST A SINGLE DAY OF OPPORTUNITY. THERE IS THE POTENTIAL FOR A LEGACY THAT LASTS LONG BEYOND 2025.



Make sure that your business is memorable for all the right reasons so that customers return to buy from you in the future.



Make it easy for visitors to find you again – do you have merchandise or business information they can take away?



Offer incentives – can you hand out discount vouchers or loyalty cards to encourage people to return?



Offer value for money; a rise in footfall shouldn't also equal a rise in prices. People appreciate fair prices.



Encourage your team to give the best customer service they can, the smallest attention to detail can make all the difference

The Tour of Britain will be a fantastic showcase for Suffolk

**1 million**

Spectators  
watching from the  
roadside in towns  
and villages

**15 million**

Watch the Tour  
of Britain event  
on TV

**5 million**

Tour of Britain  
website visits in  
2022

## GET SOCIAL



### 1.

Share your experience, jump on the #TourofBritain and don't forget to tag @EastSuffolkCouncil @BaberghDistrictCouncil @MidSuffolkDistrictCouncil #HealthySuffolk #BaberghandMidSuffolk #MidSuffolkDistrictCouncil across your social media channels.



@TourofBritain



@thetourofbritain



@ToBcycling

### 2.

Share highlights from the day on your reels, go live on Facebook and invite your following to get on board, making the day a pillar on your social media and communications calendar.

### 3.

Link your website to [www.tourofbritain.org](http://www.tourofbritain.org) to make sure your visitors can access relevant, up to date information on the race, including spectator maps.

### Stay up to date

To keep updated with latest news visit the official Tour of Britain website at [tourofbritain.co.uk](http://tourofbritain.co.uk)



## PLAN AHEAD

KEEPING VISITORS, CUSTOMERS AND YOUR TEAM SAFE IS PARAMOUNT,  
WHICH IS WHY IT IS WORTH PLANNING AHEAD



### ACCOUNT FOR...

- Large crowds
- Restricted parking
- Access issues
- Rolling road closures

### CONSIDER....

- ? How far will the route be from your business?
- ? Do you need to review your opening and closing times to allow for road closures and parking restrictions?
- ? Do you need extra staff on the day and can they get in and out?
- ? Do you need to rearrange deliveries?

DON'T FORGET TO UPDATE YOUR WEBSITE, SOCIAL MEDIA AND ANY PHYSICAL  
SIGNS WITH CHANGES TO YOUR HOURS OR ANY RESTRICTIONS



THE ROUTE MAP



Wherever your business is based you can  
get involved.....  
The official stage routes will be available to  
view on the Tour website.

## Contact details

[bmsdctourismandculture@baberghmidsuffolk.gov.uk](mailto:bmsdctourismandculture@baberghmidsuffolk.gov.uk)

## Promotional Materials

The Tour of Britain will supply free-to-download banners and posters for businesses and residents to help promote the race's arrival.  
These assets will be available in August.

