The Tour of Britain

21 teams from 10 countries

124 riders

17 different nationalities of riders

7 Olympic medalists from Rio

11 teams who rode in 2016 Tour de France

52 debutants
Stage 4 Start

Timetable

Tuesday 6 September

Time Activities
17:00 Site Visit (Start Manager Only)

Wednesday 7 September

Time Activities
04:30 Start Crew and facilities on site
07:30 Floral decorations on podium and hospitality area
07:30 Race facilities complete
07:30 Race Staff, Marshals and Security on site
08:15 PPOs in operation
08:45 PA operational
09:00 Breakfast Club opens
09:00 Guests arrive
09:00 Teams arrive
09:30 Signing on opens
09:30 Signage in position
10:20 Signing on closes
10:20 Presentation of Race Leaders
10:20 Forward vehicles depart
10:25 Children’s lead out departs
10:25 Riders assemble on start line
10:30 Start of Stage 4
10:45 Commence de-pegging
10:45 Race de-neutralises
13:00 Site clear
13:00 Start Crew departs for Aberdare

Start address
High Street
Denbigh
LL16 3RY

Hospital address
Glan Clwyd Hospital
Rhuddlan Road
Buckleyddan
RhyL
LL18 5UJ
T 01745 583 910

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Stage 4 Route

Off-Race Route
Approximate distance: 104 miles / Estimated time: 2 hrs 30 mins
Exit parking area and follow A543 and A525 to Ruthin, then A404 towards Conwen. Follow A5 east towards Oswestry then A483 to Welshpool, Newtown and Builth Wells. Follow directions to parking area at Royal Welsh Showground.

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Stage 4 Finish

Map details:
- Off Race Route
- 1km to go
- Hospitality
- Tech Zone
- TV Production
- Motos
- Technical
- Officials
- Zambia
- Promo Zone
- Deviation
- Canolfan Sioc Frenhinhon Cymru / Royal Welsh Showground

Notes:
Final 8km is flat, finish straight is 200m following tight corner.
- Race Route
- Barriers
Stage 5 Start

Timetable

**Wednesday 7 September**

**Time**  
17:00  Site Visit (Start Manager Only)

**Thursday 8 September**

**Time**  
04:30  Start Crew and facilities on site  
07:45  Floral decorations on podium and hospitality area  
07:45  Race facilities complete  
08:30  PPC in operation  
09:00  PA operational  
09:15  Breakfast Club opens  
09:15  Guests arrive  
09:45  Teams arrive  
10:35  Signing on closes  
10:35  Presentation of Race Leaders  
10:40  Forward vehicles depart  
10:40  Children's lead out departs  
10:45  Riders assemble on start line  
10:45  Start of Stage 5  
11:00  Commence de-ning  
13:30  Site clear  
Start Crew departs for Sidmouth

**Start address**  
Aberdare Park  
Aberdare  
CF44 8YD

**Hospitality**  
Prince Charles Hospital  
Methyr Tydfil  
Mid Glamorgan  
CF47 9DT  
T +44 (0)1685 721 721

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Event Stats and Figures

- 9 Stages
- 25 Counties
- 22 Yodel Sprints
- 22 Skoda KOM's

- 1,295.6 km Total Distance
- 41.11 kph Average Speed
- 3.96 Million Calories Burnt

- 128 Staff and Volunteers
- 4,200 Hotel Nights
- 3,440 VIP Guests

- Total Ascent: 20,507 m
- 40 Hours of TV Coverage

- 27 Vans
- 50 Cars
Steve Cummings
Yellow Jersey p/b Eisberg

Dylan Groenewegen
Chain Reaction Cycles Points Jersey

Xandro Meurisse
SKODA King of the Mountain Jersey

Jasper Bovenhuis
Yodel Sprints Jersey
Steve Cummings
Adnams Best British Rider

Andre Greipel
HIGH5 Combativity Award
## TV Viewing Figures

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<td>675,000</td>
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<td>Stage 8</td>
<td>London</td>
<td>576,000</td>
<td>321,000</td>
<td>47,000</td>
</tr>
</tbody>
</table>

|               | Live Average       | 477,000 |
|               | Highlights Average | 409,250 |
|               | H/L Repeat Average | 67,500  |

Source: BARB

*Every highlights programme also available on ITV Hub for 30 days. **Figures unavailable***
International TV Broadcast

Tour of Britain shown in 20 broadcast markets including North America, Pan-Asia and Sub-Saharan Africa.

In Europe the race was shown in cycling powerhouse countries France, Italy & Belgium amongst others.

Race also shown on the BIKE Channel in the UK a platform available in 17 million + homes across the UK.

BIKE Channel reaches more than 1 million cycling fans per month.
Stages 4 & 5 TV Coverage
Regional TV

15 interviews across race week with Tour organisers

6 LIVE interviews

BBC & ITV Wales both covered the Tour of Britain on its way through the country, including BBC Wales going live in their evening programme from the finish line in Builth Wells.

7 interviews

6 interviews
Regional Radio Coverage

31 interviews across race week
8 different BBC regional radio stations
9 different commercial radio stations

broadcast their entire morning programme from the start of Stage 3
Written Coverage National

12 national newspapers reporting on the race

9 consecutive days coverage in The Telegraph, Guardian & iNews

93 pages of content in total
Groenewegen has enough left after the hills to take the sprint finish

Dutchman praises his four team-mates
Vermote retains yellow jersey from Cummings

Cycling Tour of Britain

Groenewegen has enough left after the hills to take the sprint finish

Dutchman praises his four team-mates
Vermote retains yellow jersey from Cummings

William Fotheringham - Builth Wells

At the end of the longest stage of the Tour of Britain, also the day with the highest volume of climbing, a mass finish sprint was unexpected and unpredictable. Dylan Groenewegen, the Dutch national champion, led off this sprint discovery, Daniel McIay, with Ben Swift also in the mix as the two leading sprinters in the race, Mark Cavendish and André Greipel, went missing at vital moments.

Cavendish's legs gave out as the action hotted up in the Welsh hills 13km from the finish, although the Manxman was within a few hundred metres of regaining contact on the run in. Greipel survived an initial sort out that left a much reduced peloton in contention but was poorly placed when the boards hit the key corner with 600 metres to go, a right-hand turn off the A40 road into the Royal Welsh Showground, after which a series of tight turns made it impossible to move up. Groenewegen received the perfect lead-out through the sequence of four bends from his team mate, Tom Leezer, with McIay and Swift tucked in behind.

McIay was unable to get past once the Lotto NL-Jumbo rider began his final effort, although the 24-year-old rejuvenated the progress he has made this season as he closed in to within a wheel of Groenewegen, which has seen him take a number of sprint finishes.

"It was really tough today, such a long stage with a lot of climbing," said Groenewegen. "I had a small chance of staying with the bunch but I didn't. It was a hard finale but I had four riders from the team there to work for me.

It was a result that did not alter the overall standings, where the Belgian Julien Vermote still leads by 10s from Steve Cummings, although Swift and Tony Gallopin fought hard for time bonuses that may affect the final pecking order when the race finishes in London on Sunday.

With a light breeze from the west to slow the peloton down, the stage stretched to close on six hours. The turn in the saddle made itself felt in the final through Llandrindod and Rhayader after the end of an early four-man escape including the Welsh rider Rob Parmigiani from local team NFTQ, who are based just 60km north of the border in Brecfa, the Italian Alessandro Tonelli and Caju Burra's Hugo Angel Diaz.

The Spaniard began the stage jitters five minutes behind Vermote's bunch, but the peloton was never very far behind. With a light breeze from the west to slow the peloton down, the stage stretched to close on six hours. The turn in the saddle made itself felt in the final through Llandrindod and Rhayader after the end of an early four-man escape including the Welsh rider Rob Parmigiani from local team NFTQ, who are based just 60km north of the border in Brecfa, the Italian Alessandro Tonelli and Caju Burra's Hugo Angel Diaz.

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Written Coverage Regional

36 regional papers reporting on the race

16 page supplements in 3 regional titles

216 pages of content in total
Stages 4 & 5 Regional Coverage

Thousands line streets to cheer cycling heroes

Totally Toursome!

Olympic champion signs up for Tour

Groenewegen edges Brits in sprint thriller

A proud Denbigh welcome for Tour riders

Get on your bike as tour arrives in Powys
Cycling Media Coverage

36 page supplement in Cycling Plus

20 page preview special in Cycling Weekly

12 page review special in Cycling Weekly

Further online coverage on:
Cycling Media Coverage

Stage 4
Dutch delight for Dylan
Coomans wins stage four of the Tour of Britain

Stage 5
Brave Bauer's back in business
Breakaway victory for New Zealander
Immediate Media Partnership

20+ pages of Tour of Britain adverts across 8 different publications including Cycling Plus, Pro Cycling & official Tour de France guide

36 page race preview supplement in Cycling Plus

Extensive coverage of the race on cyclingnews.com
Online Coverage

Extensive previews and race reports on all 8 Stages on BBC Sport & Sky Sports

Regular articles also on:
Live Spectators

START

Bristol 200,000

135,000

London 300,000

845,000

FINISH

1.6 million
Total Overall Spectators

140,000
Stages 4 & 5 Spectators
Stages 4 & 5 Spectators
Engaging the Community

12,000 people took part in Glasgow Sky Ride

More than 200 orange bikes displayed in Cheshire East

200 people part of Eisberg London Cycle

53 businesses took part in Bath Bike Trail

Cheshire sportive saw 200+ riders raise over £2,500 for charity

250 school kids rode out after race in Congleton
Stages 4 & 5 – Engaging the Community

Builth sportive, starting and finishing on the Royal Welsh Showground, on the morning of Stage 4. Gave members of the public the chance to ride down the ToB finishing straight just hours before the pros.

Powys police helicopter captures aerial artwork from 5 local primary schools.

Powys shop window display publicised across Tour of Britain website and social media channels.
Stages 4 & 5 Marketing Materials
Stages 4 & 5 Branding
Website Statistics

Race Week

- 559k Unique visitors
- 748k Visits
- 2.61 million Page views
- 41% of visits from mobiles
- Visitors from 178 countries
- 45-54 average age

Year Round (1st Jan – 30th Sept)

- 955k Unique visitors
- 1.34 million Visits
- 4.35 million Page views
- 192 million Advert impressions
- 67% of visitors from mobiles
- Top 5 Nations:
  1) UK
  2) USA
  3) France
  4) Netherlands
  5) Spain
65k video views on The Tour YouTube

40k video views on Tour of Britain website

115k minutes watched on The Tour YouTube

49% of The Tour YouTube channel audience outside of the UK

Tour of Britain highlights viewed more than 102k times across YouTube channels

GCN’s Tour of Britain preview watched 33.8k times
Twitter - 28 Day Report

FOLLOWERS: 85,456K (+5453)

PROFILE VISITS: 347K

VIDEO VIEWS: 57.4K

MENTIONS: 16.1K

REPLIES: 2.1K

LIKES: 24K

RETWEETS: 9.6K

TWEET IMPRESSIONS: 13.5 MILLION

10.6M DURING RACE WEEK

Top 5 Nations:
1) UK
2) USA
3) Spain
4) Italy
5) Ireland

Steve Cummings wins the Tour of Britain: tinyurl.com/zggleqs
Facebook & Instagram

46.7k total likes
5.1k new likes

914k total reach
189k post engagement

188k video views

Top 5 Nations
1) UK
2) USA
3) Italy
4) France
5) Brazil

7.6k followers
143 average likes per post
271 most likes on single post
Social Media Examples

Mark Cavendish @MarkCavendish · Sep 8
Makes me so happy seeing how many people enjoy coming out to see @tourofbritain nowadays. Another world from 10 years ago! Amazing support.

Ben Swift @swiftyswift1 · 21h
Well that's another brilliant @TourofBritain finished, the race gets better and better each year. Had a good fun weekend with @TeamSky

André Greipel @AndreGreipel · 19h
Congratulations to @TourofBritain...getting better every year. It has been a really good week with the @Lotto_Soudal boys and lots of fun
Social Media Examples

- @theourcycling
- @SteveCummings
- @TaylorPhinney
- @ConorDunne

Another great tour of Britain done and dusted, thanks for all the support out there.

Hey Tour of Britain. It was so cool, I had an amazing week. Thank you to everyone involved in putting on the race.

Proud! Great team mates! Great supporters! Great podium! Thank you

To the lad who gave me a Twinkie at 3km from the finish today @TourofBritain... May your life be long and prosperous.

Tour of Britain done for another year. Crowds all week were mega, especially yesterday’s final... @ONEProCycling and all of the support @TourofBritain, the crowds get more impressive every year.

Each day of #tob2016 we’ll be selecting a @soreenha Moment of the Day - The Stage 1 winner of this prestigious little game to @soreenngreat for this moment.

Soreen Moment of the Day
Economic Impact