

## Event facts

- Mansfield will be the start point for Stage Four of ToB 2017
- The race will start in the Market Place on 6 September at around 10.30am
- 1.6 million people will come to watch the Tour of Britain
- The event will be broadcast live to 17 million homes
- A single stage is worth around £2.8m in media value
- This is the biggest free to watch event in the UK.

## How to get involved

Sign up and tell us about what you are doing.

Click 'Get involved' at [www.mansfield.gov.uk/ToB2017](http://www.mansfield.gov.uk/ToB2017).

- Display a ToB window sticker and poster (available from 2020, Mansfield Museum, Civic Centre and BID)
  - Do some crazy workplace welcoming that's ToB branded and flood our social media feed #NottsToB
  - If you are on the route and looking to do flash mob style activities, let us know and we'll do our best to get you live on TV.
  - Dress your windows, your business premises and help us turn the town yellow (there are prizes for best dressed house and business)
  - Join the crowds at the Big Welcome on 5 September and line the streets on 6 September for the live race
  - Have a stand at the Big Welcome for £50 (10 spaces available) or at the Tour of Britain Stage Four start for £100 (four spaces available)
  - Support the town and sponsor the town dressing from £200 per business
  - Become a corporate sponsor from £2,500
- <http://events.experiencenottinghamshire.com/ovo-energy-tour-of-britain-nottinghamshire-2017/>
- Design the starting flag or stage winner trophy (co-ordinated through NCC schools portal).



A few ideas from  
Tour de Yorkshire



## **Town centre dressing – have your brand all over town for £200 per banner**

Banners will be used to dress the market place and all entry/exit points – 16 locations within 100m of the market place. There will be eight lamp column banners around the market place and several more along the inner ring road.

Walkden Street Car Park and the Old Town Hall will be draped with branded fabric.

## **Summer of Cycling and other key dates**

### **Summer of cycling – FREE cycling themed summer festival**

28 July, Titchfield Park

9 August, King George V Park (Mansfield local launch party for ToB)

22 August, Carr Lane Warsop

Plus ToB crafts, mascot and giveaways.

### **5 September – the Big Welcome**

Action Sports Tour (BMX display, ramp and rail, have a go sessions)

Mansfield 103.2 roadshow

Street performers and music

ToB meet and greet, craft marquee

Arrival of ToB village from 3pm.

### **6 September – ToB village Mansfield**

From 9am. Race starts at 10.45am

Meet the riders, get involved and make some noise for the start of stage four of the Tour of Britain 2017.

ToB village, music, entertainment and activities.





# EVENT OUTLINE

## Your Tour of Britain toolkit

All your local information can be found on our hub  
[www.mansfield.gov.uk/ToB2017](http://www.mansfield.gov.uk/ToB2017)

Our ToB hashtag for Nottinghamshire is **#NottsToB**  
also tag in the global feeds **#TourofBritain**  
**@TourofBritain @ToBCycling**

Use the official Mansfield welcomes logo on your promotional materials.



## About the route, traffic and travel arrangements

The race will start around 10.30am on 6 September in the Market Place before heading up Chesterfield Road, Nottingham Road then on to Sutton Road and into Ashfield district. So, there will be plenty of places to view the Tour of Britain. The entire route will work on a rolling road block which means that roads will be closed in sections to accommodate the cyclists then reopen again. At any one point in time drivers need to anticipate a delay of around 30 minutes to allow for the race to pass by.

Businesses on the route are advised to inform staff and customers that there will be restrictions and delays on the morning of the ToB. Commuting around town will be disrupted between 8am and 1pm on 6 September, the day of the race. Routes around the Market Place will be closed from 7am on 5 September to 10pm on 6 September. There will be no market until Thursday 7 September.

More information will be published on our website  
[www.mansfield.gov.uk/ToB2017](http://www.mansfield.gov.uk/ToB2017) and on our social media feeds.

