

Yorkshire Festival 2014 - 27 March to 6 July

For the first time in the history of the Tour de France there will also be a 100 day cultural festival starting on 27 March across Yorkshire.

Why not examine the spectacle of the Tour De France at The Bike Show at Barnsley Civic, join a team of professional artists in Barnsley town centre for the creation of a series of willow and natural sculptures that will feature on the Trans Pennine Trail or take part in a puppet-filled Treasure Hunt at Worsbrough Mill?

Promoting the event

We've been promoting what's on offer in Barnsley through media releases, social network updates, Visit Barnsley, the council's community magazine and radio interviews. A supplement is also in the pipeline, in conjunction with the Barnsley Chronicle.

There's plenty of opportunity before the Tour comes to Barnsley for you to undertake your own publicity. If you want to display one of our "The Tour de France is coming" posters in your window, please email toudefrance@barnsley.gov.uk to request one to print out.

Further information

Keep up to date via:
Social media [@barnsleycouncil](https://twitter.com/barnsleycouncil) or [@letouryorkshire](https://twitter.com/letouryorkshire)
Use hashtags such as [#tdf2014](https://twitter.com/hashtag/tdf2014) [#tdfbarnsley](https://twitter.com/hashtag/tdfbarnsley)
in your own tweets for maximum effect.

www.facebook.com/BarnsleyCouncil
<http://www.letour.com>

<http://letour.yorkshire.com>
<http://www.yorkshire.com/>

These are just some of the free activities on offer in Barnsley during the 100 days. Visit www.festival.yorkshire.com to see what's happening and find out how you can get involved.

More events will be added as part of the festival fringe – keep up to date by following [@YFest2014](https://twitter.com/YFest2014)

The Grand Depart Trophy will also be making a tour of the borough from Monday 26 May; details will be on the Tour de France section of the Visit Barnsley website as plans are set.

Practical advice

Reduce - can you order early and stockpile goods or delay delivery?

Re time – can you move deliveries to another day or time?

Re mode – can goods be collected on foot instead of by vehicle?

You may need additional stock but please do not compromise on safe storage.

Tour de France is coming

to Barnsley

Tour de France Sunday 6 July 2014



Get into gear

Bienvenue à
BARNLEY


BARNLEY
Metropolitan Borough Council

How you can prepare for the big event

When and where

The 2014 Tour de France cycles across Yorkshire on Saturday 5 and Sunday 6 July.

Entering Barnsley on 6 July from the A6024 Woodhead and Peak District area, the peloton will ride past Salter's Brook Bridge, over the Flouch roundabout, through Langsett on the A616, and leaves the Barnsley borough at Midhopestones, travelling on to Sheffield, where Stage 2 will finish.

The expected timings of when the tour caravan and race riders are expected through the Barnsley stretch are as follows:

- 1.40pm** - Sponsors' caravan
- 3.13pm** - Race riders expected if travelling at 41km/h
- 3.35pm** - Race riders expected if they are travelling a little slower at 39km/h
- 3.39pm** - if the average speed is 37km/h

What's it all about?

It's the biggest free sporting event in the world, and it's coming to Barnsley!

Key areas for the borough will be Penistone and Wortley, because of their proximity to the route and although it is difficult to predict, an estimated 50,000 people are expected to line the route in the Barnsley part of the race with a further 30,000 in the Oughtibridge area, offering the potential for businesses and communities to boost their incomes.

Yorkshire is expecting spectators from across the world to come for the event and they may stay the weekend or longer. It's not just the 6 July, there is an opportunity to showcase the great things about our area for visitors to do. It is expected that Yorkshire will receive a boost to visitor numbers and tourism over the next few years as a result of the event.

The event is not a 30 second spectacle, the average cycling fan will be at the road side for five to six hours. Spectators will come for the day, the weekend or longer. Barnsley could be busy for weeks after the tour and ongoing developments are underway to make Barnsley the place for visitors to return to again and again.

Make the most of it

This is a once in a lifetime opportunity, with hundreds of thousands of spectators in Yorkshire and a worldwide TV audience of billions. This is your opportunity to reach potential new customers and partners. Use your local knowledge to give you an advantage in securing new and repeat business.

Barnsley Council's dedicated Tour de France working group has been offering businesses advice and guidance via a number of workshops along with factsheets on the Barnsley Tour de France website: **www.visit-barnsley.com/tdf**

Think about special offers around the tour. Do you normally open on weekends? It's worth thinking about if you don't.

Cycling and quirky products are great talking points. Just be aware that there are strict regulations around the use of tour logos and branding. Don't risk a fine from the race organisers be creative and create something special of your own.



Alternatively you are welcome to use our Bienvenue a Barnsley logo. To request this please email **tourdefrance@barnsley.gov.uk**

Keeping your business running

During the tour weekend there will be a lot of extra traffic on the roads across Yorkshire so plan your deliveries and travel plans carefully.

Staff will need to allow extra time to get into work especially if your business is close to or on the route.

If you are opening for business on Sunday 6 July, staff may need to arrive early due to road closures.

Spectators will travel early to see the race and the route will be closed from the early hours of Sunday morning until late afternoon.

Any roads linking into the route will also be closed at the point the road meets the race route.

Full road closure information will be available in the lead up to tour at **www.visit-barnsley.com/tdf**

Information already on the map includes the race route, visitor attractions, camping facilities and parking.

