

# The Spoke

A Parish Pump Supplement produced by Hatherleigh Town Council - August 2009

## Hatherleigh: Best Start in Devon



The prestigious Tour of Britain 2009 cycle road race comes to Hatherleigh on the morning of September 18th 2009. Much of the town will be brought to a standstill for several hours as an estimated 2000 spectators assemble to watch 100+ riders begin the 7th stage of the race by the Sheep's Statue near the market. We can expect heavy TV, radio and press attendance and the Town Council aims to maximise this for the Town's and the Tour's benefit. This newsletter explains more, in particular the opportunities for local businesses and the beneficial effect it could have on the area as a whole. We aim to show the world what we can offer with a series of events focused on the theme of 'bikes, sport and health'. Enjoy!

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## Local Organisers

Devon County Council along with Somerset County Council are key sponsors for the West Country stages of the Tour and are centrally involved.

Hatherleigh Town Council is taking care of local arrangements and is now meeting every Tuesday to plan how the Town will respond to the great opportunities presented. The aim is to 'put Hatherleigh firmly on the map', particularly from a tourism point of view.

A basic plan for start day has emerged - see inside - and now other ideas are being considered for later on that day, and the night before.

We want to use the media to get our message across to the world and a special carnival float is being made to give plenty of visual opportunities for photographers and TV (see inside pages for design).

The tar barrels (not flaming unfortunately) will take part as well, and we hope to be introducing a new Devon sport - barrel jumping!

The whole community - businesses, schools, local organisations and residents - is encouraged to take part. If you have any ideas or suggestions how Hatherleigh can benefit from this important event please let Malcolm Jacobs know (see back page for contacts).



The event dates back several decades, during which various names have been used depending on the prime sponsor, e.g. the Milk Race, the Kellogg's Tour of Britain and the PruTour.

The current Tour series began in 2004 and is run by Sweetspot, a sports marketing and event company. It's a category 2.3 race on the UCI Europe Tour calendar so it attracts many big names and lots of interest.

This year there are 8 Stages spread around the UK (see map page 3). Two are in the West Country: Stage 6 goes from Frome to Bideford on the 17th September while Stage 7 starts in Hatherleigh on the 18th and finishes in Yeovil. The (final) Stage 8 of the Tour takes place on the streets of London on the 19th September.

Hatherleigh's Stage is expected to be the crucial one, when potential winners are winnowed out from the rest pending that final dash around the big city. For more information visit: [www.tourofbritain.co.uk](http://www.tourofbritain.co.uk)

## Mini-Carnival

To act as the focus of our efforts - and to help promote the uniqueness of Hatherleigh - the Carnival Committee and the Tar Barrel committee are giving their full support.

A mini-parade typical of Hatherleigh Carnival has been developed in conjunction with the Tour. It will have a 'bike' theme and be led by Ros Chard, our Town Crier, followed by the Silver Band. A selection of fun bikes will follow, with a horse-drawn cart (in which we hope the VIPs can ride) after that. Children from the primary school will then display their riding prowess after which the special Town Carnival float,

or tableau (see below), will be pulled along by a mini-tractor. A final dramatic gesture will come from the Tar Barrel team who will pull a set of barrels (not flaming) through the streets accompanied by Exeter trials biker Andrei Burton.

### We invent barrel jumping!

You've heard of barrel rolling? Well, get ready for barrel jumping. Andrei Burton (see separate story) has been asked to attend both the Bideford finish and our Stage 7 start to show off his considerable talents. He will probably be doing static displays before and after the start too ... and, believe us, they are well worth watching.

During the barrel pull he has agreed to jump over the barrels

## Andrei Burton



Exeter trials bike star **Andrei Burton** (that's him above jumping from a 3m high platform in the Community Center recently) is one of the top 6 Elite trials riders in the world. He competes regularly here in UK and overseas and is sponsored by Devon CC. He's been invited to be at the Tour start and will be giving demonstrations during the morning as well as jumping the barrels during the mini-carnival procession.

as they are moving. He also thinks he can stop on top of them, which, having seen him perform recently (see above, and [www.hatherleigh.net](http://www.hatherleigh.net)), we can believe. Why not see for yourselves on the 18th!

### The route

The procession will begin at the Tour of Britain START gantry next to the Sheep's Statue and then travel along Bridge Street, over the bridge itself onto the A386 towards Okehampton as far as the football pitch, where it will leave the road to allow the race through.

## Traffic and services disruptions

There will be inevitable disruptions during the morning of the 18th September. Everything from buses to rubbish collections will be affected as roads are closed and a security 'bubble' encapsulates the riders.

Roads around the route in Hatherleigh will be particularly affected. Exact details will be published in our next issue but here are the areas of the Town most affected:

- ◇ Bridge Street and the area behind the supermarket.
- ◇ Bridge Street down to and over the bridge as far as the roundabout
- ◇ A386 from the roundabout towards Okehampton

Parked cars will have to be off these roads, and travelling in and out by car will be difficult. Special out of town parking is being organised for our many visitors.

You are advised to 'think well ahead' and consider alternatives where needed. The back routes into the town will remain open, so that's one possibility. If you are expecting deliveries then please tell your supplier how to find these alternative ways in.

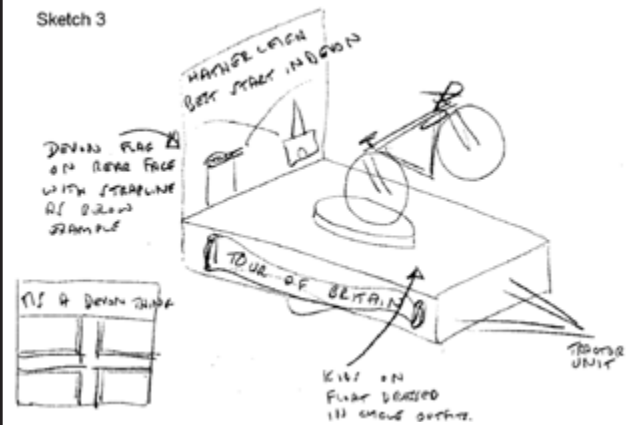


**WHERE'S THE TOUR GOING?** All over the country - see above! Our bit - Stage 7 - is from Hatherleigh to Yeovil, taking in Folly Gate, Okehampton, then Crediton and onwards across Devon into Somerset. The actual start is 'relaxed' i.e. riders need to warm up and test their equipment so racing does not begin immediately. Spectators in Hatherleigh will therefore get to see a lot more of the riders than most people. After 5km - roughly at the 3072/386 junction just before Folly Gate - the race proper will begin and then it's 'all systems go' until Yeovil.

## Why Hatherleigh?

Hatherleigh is the smallest town in Devon so why is the Tour coming here? Well, something like 100 support vehicles are involved. There are 100+ riders and perhaps 500 personnel overall. Add to that the media presence - we expect TV, radio and press, and ITV4 is broadcasting daily reports - so a considerable amount of space is needed behind the scenes. Hatherleigh is ideal, particularly the market area with its excellent access from the bypass giving plenty of room to organise things right in the heart of the Town.

## The biggest bike in the smallest town



Hatherleigh Carnival is famous for its crepe paper tableaux and a team of experts from the family groups that specialise in building them have agreed to cooperate on a 'town' float that will form part of a mini-carnival procession preceding the race. The original drawing is shown above. The goal is to promote: the Carnival; the Town; the Tour of Britain; sporty, healthy; cycling; and Devon. Work has started and some changes may be needed, but we're sure you get the idea! It

# What will happen during the morning?

Most of the Tour crews will arrive at around 5am on the morning of 18th September. Between 5am and 8.30am the area will be transformed by a 4.2m high START gantry, a podium where the previous day's winners will receive their coloured jerseys, roadside barriers and much more. These barriers may stretch some way down the A386 too. Some people may arrive early and could need accommodation overnight.

We expect our mini-Carnival procession to depart via the START gantry around 9.45am. The race itself starts at 10.15am. The Tour crews then dismantle everything and depart - the town should be clear by 1.30pm we're told.

# What about the night before?

There's a great opportunity to bring people into the Town the night before, and to keep them here during the rest of start day too if possible.

The Town Council is considering how this can be done. It's possible that some kind of bike-themed event will take place on the evening of the 17th Sept and that during the 18th other attractions will be introduced with the 'stickiness-

factor' needed to keep those 2000+ people in Town as long as possible.

It's all about making the most of the opportunity, and that's why the Council wants everyone to get involved. Have you got any ideas? Then let us know.

## MAINLY FOR BUSINESSES

There will be promotional opportunities such as advertising banners on the barriers.

Roadside 'stalls' are another possibility.

## What ideas have cropped up so far?

Clearly the 'bike' theme is important. So far we've heard about The Pottery making special ToB jugs and we believe a well-known baker has offered to decorate the podium. A micro-brewery in Frome is making Tour of Britain ale for their start the day before and it's possible our pubs will carry this brew on the day.

Mayor Malcolm Jacobs is writing to businesses now with a letter inviting participation. In brief his letter says: "*You are probably already aware that the Tour of Britain is starting a stage of the cycle race here in Hatherleigh*

*on Friday 18th September. But I thought I would drop you a note to ensure that you did know.*

*Without doubt, it is an honour that Hatherleigh should have been chosen, but, probably more importantly for us, it is a huge opportunity to promote the Town and the businesses within it.*

*"The Tour of Britain is an event for international elite professional cycling teams and, as such, involves significant media following.*

*"The Town Council is actively planning for the event and is keen that, as far as possible, all be given the opportunity to promote their businesses. We see this as being either by direct involvement at the start, on the morning - with, for example, a store selling their 'wares'. By advertising their businesses on banners attached to crowd barriers, or, even by sponsorship of activities being planned to precede the actual start.*

*"I would be grateful if you give the event your consideration and hope you will come back to me with your ideas and aspirations - even your fears, if you have any!"*

Interested? Then call or email Malcolm today

## Contact points:

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