

The Tour of Britain 2010, South West Stages
SERIOUS ABOUT CYCLING
14 & 15 SEPTEMBER, SOMERSET & DEVON

TourNews



Follow us on **Facebook** and **Twitter** and see our **Youtube** videos for all the latest South West Tour of Britain stage news and insights. And to help you get the most from the Tour as it visits the region, read on and visit our dedicated website www.southwesttourofbritain.co.uk for all the info you need to enjoy this free sporting spectacle...



HAVE BIKE... WILL PICNIC

SEE THE TOUR OF BRITAIN 2010 IN STYLE. Never mind London 2012, it's all about Tour of Britain 2010 as the UK's largest professional cycle race returns to Devon and Somerset over two gruelling days next month. With Team Sky leading the select group of pro British teams now confirmed, the climbers will relish the two South West stages where they face six King of the Mountains climbs (four of them being the most challenging Category One climbs) with the Stage 4 climbs at Raleigh's Cross on Exmoor, Somerset, and Peak Hill in Sidmouth, Devon, guaranteed to provide the biggest spectacle of the race. This is exactly what makes professional cycling one of the toughest endurance sports on the planet and so Devon County Council couldn't be more proud to be co-hosting stages 4 and 5 with Somerset County Council for all ages to enjoy. More than 200,000 people showed their support in 2009 so the challenge this year is to encourage you, the people of Devon and Somerset, to help us give the riders the biggest reception of all the counties visited by this year's Tour. So... whether you're a 'lycra lover' or an 'occasional pedlar', put the dates in your diary and then gather friends and family, pack up your picnic and cheer on the riders as they weave their way through both counties.

ACTION HOT SPOTS ALONG BOTH STAGES

Gather your friends and family, pack your picnic and hop on your bikes to see the riders take on the hardest stages of the Tour at the best hot spots, [click here](#) for our suggestions.

ROUTE MAPS

Download every tough mile for both stages [here](#).

BE PART OF THE TOUR

Leave the hard stuff to the pros while you play your part in the 2010 Tour by getting involved as a volunteer, community group or school. See how you can embrace the tour by visiting [this page](#).

SUFFER LIKE THE PROFESSIONALS

If you're a budding cyclist then you can experience the challenges of Stage 4 as it winds across Exmoor and down to Teignmouth, at the same time raising money for charity. Visit www.tourride.co.uk for more details. Any Somerset cyclist entering can even win a rare Tour of Britain points jersey signed by professional cyclist Ben Swift. [Click here](#) for info.

IT MAKES BUSINESS SENSE

More than 200,000 people watched the South West stages in 2010, generating almost £6million in economic benefits for the region. It therefore makes simple business sense to be involved – whether it's a special offer tying into the Tour's arrival or sponsoring the South West stages – so make sure you check out our suggestions for how your business can benefit right [here](#).

FOR THE ROOKIE RIDER

If you're new to professional cycle races or have been inspired by this year's Tour De France, why not scratch up on how it works right [here](#) so you can follow all the action from the side of the road and your comfy armchair while you watch ITV4's exclusive coverage.

WHY NOT STAY AND PLAY?

Devon and Somerset have some of the finest cycling and outdoor activities in the country so whether you're making a short-break of your visit to see the Tour or you need some inspiration in your own back yard, check out these suggestions to make the most of the great outdoors across both counties: **VISITING DEVON** Come and enjoy the best that Devon offers for all ages. Visit [this page](#) to plan your stay in between seeing the riders go by **CYCLING IN DEVON** Taking to the Devonshire roads couldn't be more of a pleasurable cycling experience and with Stage 4 visiting almost all of Devon's cycling hub towns - including Exeter, Exmouth, Barnstaple, Newton Abbot and Tavistock – you can't go wrong by visiting [this page](#) to take your pick of the best routes the county offers. **WALKING AND HORSE RIDING** Devon is the place to be naturally active so why just cycle? Why not take advantage of all the county offers for lovers of walking and horse riding alike. Check out:

[Horse Riding in Devon](#)

[Walking in Devon](#)

USEFUL LINKS

Tour of Britain: www.tourofbritain.co.uk

Tour Ride: www.tourride.co.uk

Bikeability: www.southwesttourofbritain.co.uk/young-riders/bikeability

South West Bike Academy: www.southwesttourofbritain.co.uk/young-riders/south-west-bike-academy

Cycle Exeter: www.cycleexeter.org.uk

Active Devon: www.discoverdevon.com

Go-Ride: www.southwesttourofbritain.co.uk/get-on-your-bike/go-ride

