

The Tour of Britain 2011, Devon Stage
SERIOUS ABOUT CYCLING
15 SEPTEMBER • EXETER TO EXMOUTH

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...



EXETER TO EXMOUTH - THE LONG WAY ROUND

THE TOUR OF BRITAIN IS COMING BACK TO DEVON THIS YEAR ON THE 15 SEPTEMBER.

Building on the success of the past two years, which brought £11million into the local economy, Devon County Council is proud to be hosting an entire stage of the Tour of Britain this year for the first time. The Tour of Britain 2011 takes place over eight days, from Sunday 11 September to Sunday 18 September.

Stage Five of Britain's premier cycle race will cover around 110 miles of Devon on Thursday 15 September, as 96 of the world's top professional cyclists compete to wear the new IG Markets Gold Jersey, which replaces the yellow jersey. This year's route, hosted by Devon County Council, goes from Exeter to Exmouth – but taking the long way round. Set against the backdrop of the region's stunning landscape, the demanding Devon Stage is expected to be crucial, providing another stern challenge for some of the world's best cyclists.

STAGE 5, 15 SEPTEMBER

Starting in Exeter, the region's capital, the riders will race out of Cathedral Yard down Fore Street and up over Dunsford Hill, before making their way up on to Dartmoor. The race will take in Dartmoor National Park and sweep through many communities including Pathfinder Village, Tedburn St Mary, Moretonhampstead, Bovey Tracey, Postbridge, Bow, Broadclyst and West Hill before finishing along The Esplanade in Exmouth.

ACTION HOT SPOTS

As well as the Start in Cathedral Yard, Exeter and the Finish on The Esplanade in Exmouth there are plenty of great locations along the route to watch the action this year. The riders will have to tackle three King of the Mountains climbs as well as three intermediate Yodel Sprints. Action hot spots include:

- Cheriton Bishop (Sprint)
- Haytor Rocks (King of the Mountains)
- Coffin Stone (King of the Mountains)
- Huccaby Tor (King of the Mountains)
- Crediton (Sprint)
- Rockbears Straight (Sprint)

ROUTE MAP

Download every tough mile of the Devon Stage [here](#).

The Tour of Britain has generated an additional £11million for the region's economy in the past two years. From those who responded to a County Council survey at last year's event, 95% said they considered Devon to be a premier destination for an active holiday and 88% said that they would return to Devon as a result of their visit during The Tour.

With another stage this September, thousands more people are expected to flock to the area. Bringing the race to the county is a great way for Devon County Council to support local businesses, connect with local communities and put Devon on the map as a top cycling destination in the UK.

TEAMS

The 16 teams battling it out over the Tour of Britain this year is:

- | | |
|--|--|
| ■ AN Post Sean Kelly Cycling Team (<i>Ireland</i>) | ■ Sky Professional Cycling Team (<i>Britain</i>) |
| ■ Colnago CSF Inox (<i>Italy</i>) | ■ Team Europcar (<i>France</i>) |
| ■ Endura Racing (<i>Britain</i>) | ■ Team HTC - Highroad (<i>USA</i>) |
| ■ Garmin Cervelo (<i>USA</i>) | ■ Team NetApp (<i>Germany</i>) |
| ■ Leopard Trek (<i>Luxembourg</i>) | ■ Team Raleigh (<i>Britain</i>) |
| ■ Motorpoint (<i>Britain</i>) | ■ Topsport Vlaanderen Mercator (<i>Belgium</i>) |
| ■ Rabobank (<i>Netherlands</i>) | ■ Vacansoleil DCM (<i>Netherlands</i>) |
| ■ Rapha Condor Sharp (<i>Britain</i>) | |
| ■ Sigma Sport - Specialized (<i>Britain</i>) | |

THE EXE ESTUARY TRAIL

Joining the Start and Finish venues is the scenic and largely off-road Exe Estuary Trail. At just 12 miles, you can watch both the Start and the Finish by bicycle thanks to the Trail cycleway and footpath.

By cycling, walking, or combining your journey with excellent rail and bus links, you will be able to sample the local food, visit picturesque villages and see the spectacular vistas and wildlife around the Exe Estuary - plus world class cycling. It's the perfect day out!

For more information on the Trail including a map and directions on how to pick it up from the Start line [click here](#).

WHY NOT STAY AND PLAY?

Devon has some of the finest cycle routes and outdoor activities in the country so whether you're taking a short-break 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.

VISITING DEVON Come and enjoy the best that Devon offers for all ages. Visit [this page](#) to plan your stay.

CYCLING IN DEVON Taking to the Devon roads couldn't be more of a pleasurable cycling experience. [Click here](#) to take your pick of the best routes the county has to offer.

WALKING AND HORSE RIDING Devon is the place to be naturally active so why just cycle? Take advantage of all the county offers for lovers of walking and horse riding alike. Check out: [Horse Riding in Devon](#) and [Walking in Devon](#)

SCHOOL VISITS

Devon County Council is continuing its support of the South West Bike Academy – Team Qoroz – to encourage children to take up cycling. The team riders and manager, David Walters, are aiming to talk to over 10,000 school pupils in Devon this year to help promote the sport.

PROMOTIONAL MATERIALS

If you would like posters or some bunting to promote the event you can download them from the website [here](#).

USEFUL LINKS

Tour of Britain: www.tourofbritain.co.uk

Tour Ride: www.tourride.co.uk

South West Bike Academy: team.qoroz.co.uk

Visit Devon: www.visitdevon.co.uk

Exmouth: www.exmouth-guide.co.uk

Exeter: www.heartofdevon.com