



Press Release

24 July 2017

Herefordshire to welcome OVO Energy Tour of Britain this September

This September will see the world's top professional cyclists racing through Herefordshire, as the OVO Energy Tour of Britain races through the county, taking in Ledbury, Dormington, Mordiford, Holme Lacy and St. Weonards.

Britain's biggest professional cycling race will pass through Herefordshire on Sunday 10 September, as the final stage of the eight-day event heads from Worcester to the overall finish in Cardiff.

54-kilometres of the 180-kilometre stage will be in Herefordshire, a distance the professionals are expected to cover in around 75-minutes with the route marshalled using a rolling road closure, keeping disruption to a minimum.

The race will enter the county from Worcestershire after a challenging climb of the Malvern Hills, heading to Ledbury on the A449 before the A439/A438 in the direction of Hereford. The stage will skirt to the south of Hereford via Holme Lacy and then south on the A446 towards the Welsh border.

Ledbury will also be the location of one of three intermediate Eisberg Sprints on the stage route, where riders compete for bonus seconds and points towards the red Eisberg Sprint Jersey. The sprint will take place on the B4214/The Homend in Ledbury at around Midday.

Councillor Paul Rone, Herefordshire Council Cabinet Member for Transport and Roads, said:

"Herefordshire Council is pleased to welcome the OVO Energy Tour of Britain to our beautiful county as the elite cyclists complete the 180-kilometre long final stage from Worcester to Cardiff. This is one of the biggest sporting events to come to the county, and we look forward to showcasing our stunning Areas of Outstanding Natural Beauty – that of the Malverns and the Wye Valley - as the tour passes through. There will be little to no inconvenience to the people of the county, and we would encourage everyone to support the event, especially the excitement of the Ledbury sprint."

A series of rolling road closures will guide the Tour, which will feature 20-teams of six riders, along its entire length, with roads being closed around 15-to-20-minutes ahead of the peloton, and re-opening as soon as the final vehicles in the convoy have passed through.

Full details of the Stage Eight route, including detailed timings, can be found on the race website here www.tourofbritain.co.uk/stages/stage-eight

OVO Energy, the UK's top rated independent energy supplier was announced as the title sponsor of the Tour of Britain at the end of April.

The OVO Energy Tour of Britain is British Cycling's premier road cycling event, giving cycling fans the opportunity to see the world's best teams and riders competing on their door step, taking place between Sunday 3 and Sunday 10 September 2017.

– Ends –

Notes to Editors

Stage One	Sunday 3 September	Edinburgh to Kelso	188km
Stage Two	Monday 4 September	Kielder Water & Forest Park to Blyth	211km
Stage Three	Tuesday 5 September	Normanby Hall Country Park to Scunthorpe	172km
Stage Four	Wednesday 6 September	Mansfield to Newark-on-Trent	175km
Stage Five	Thursday 7 September	The Tendring Stage Individual Time Trial	16km
Stage Six	Friday 8 September	Newmarket to Aldeburgh	183km
Stage Seven	Saturday 9 September	Hemel Hempstead to Cheltenham	186km
Stage Eight	Sunday 10 September	Worcester to Cardiff	180km

About the OVO Energy Tour of Britain

Re-launched in 2004 after a five year absence from the calendar, the OVO Energy Tour of Britain is British Cycling's premier road cycling event giving cycling fans the opportunity to see the world's best teams and riders competing on their doorstep. The OVO Energy Tour of Britain is the UK's highest ranked professional stage race and the country's largest free-to-watch sporting event, organised annually by SweetSpot Group.

Ranked at the 2.HC level by the UCI, the OVO Energy Tour of Britain attracts the world's top cyclists, including Olympic and World Champions and Tour de France stage winners, to compete on British roads each September, with three-hours of live coverage a day on ITV4.

For further media information please visit www.thetour.co.uk/press