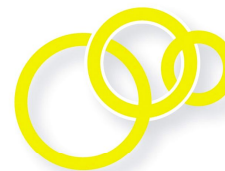


# PRESS RELEASE



Immediate

Opportunity Peterborough  
urban regeneration company

September 9, 2009

## Plans to bring cycle race back to Peterborough

Discussions have started on plans to bring the Tour Series cycle race back to Peterborough next year.

This year's event was a huge success with thousands of people crowding into the city centre to watch the spectacle of professional cyclists battling it out through the streets of Peterborough at speeds of up to 30mph.

Organisers estimate the race in June attracted up to 8,500 people spending about £300,000 in the city.

Surveys done on the night show 60 per cent of the spectators came from in and around Peterborough, 30 per cent came from elsewhere in the East of England, and 10 per cent came from elsewhere in the UK.

Seventy-eight per cent said they'd had a very enjoyable experience and the remaining 22 per cent said it was quite enjoyable – but no one failed enjoy themselves.

Sixty-five per cent of spectators said the event had inspired them to cycle more frequently.

Trevor Gibson, director of environment capital at Opportunity Peterborough, said: "The Tour Series was a huge success bringing our developing city centre to life. The atmosphere was electric and showed Peterborough at its very best to a national audience. We were also able to showcase our environmental success and our ambition to create the UK's Environment Capital."

The delights of Peterborough were showcased to the nation in an hour-long show for ITV4 covering the race. More than 129,000 people watched, and another 85,000 tuned in for the repeat showing.

Hugh Roberts, chief executive of the Tour Series, said: "We're extremely pleased to be discussing bringing the Tour Series back to Peterborough in 2010."

"Following the tremendous success of the Peterborough round held earlier this year that resulted in a spectacular live audience and also generated an incredible TV audience, we have every confidence that our partners Opportunity Peterborough and Peterborough City Council can put on an even bigger event in 2010."

Supported by Opportunity Peterborough and Peterborough City Council, the event saw 50 top-level cyclists do 30 laps of a 1.1km course through the city centre and past the town hall.

Councillor Gavin Elsey, the city council's cabinet member for regional and business engagement, welcomed plans for the return of the Tour Series.

He said: "The race is an exciting event that attracts thousands of people to the city centre, encourages people to take up healthy sports, and secures national publicity for Peterborough as a great place to live, work and visit."

## **Ends**

## **Note to editors**

Pictures and logos are available.

Trevor Gibson will be available for interviews and filming opportunities.

Additional information is available at [www.opportunitypeterborough.co.uk](http://www.opportunitypeterborough.co.uk) and [www.tourseries.co.uk](http://www.tourseries.co.uk).

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