



We believe this is the best cycling destination in the UK and have been promoting it as a year-round attraction for over 10 years.

16,384 Cyclists have taken part

Why this route?

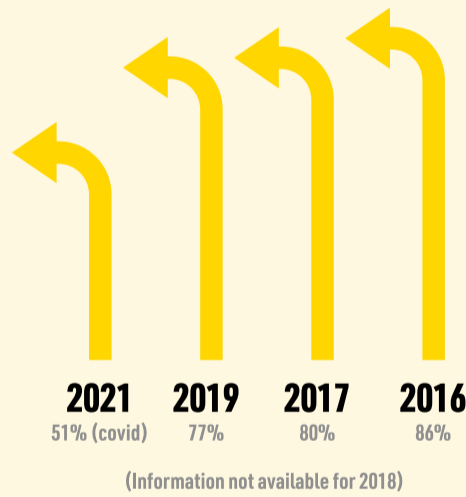
The Tour O The Borders route features some of the best cycling roads and climbs in the UK. It's the climbs which are most talked about and celebrated amongst cyclists. This is a classic and much-loved route, one which is growing in recognition and respect. As one UK cycling magazine said, "Not a single kilometre is wasted... it's a masterpiece in route planning."

"I love how the relaxed atmosphere hides a lot of brilliant and efficient planning and execution. I just think it is such a brilliant event and everyone I have brought along to it is inspired by the ride and location. We as a young family are planning to have a week in the Borders next year as a result."

2021 Participant



Repeat visits to the Scottish Borders



Who takes part?

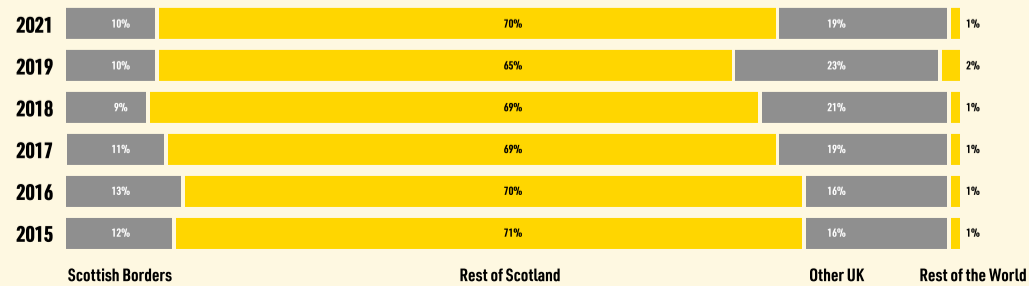
Everyone from ex-pros to novices. For some it's just a pleasant few hours doing their sport with hundreds of like-minded riders. For others it's the biggest physical challenge of their lives, something they've trained for and overcome many personal physical and mental barriers to achieve. For the majority, it's somewhere in the middle.

"Please keep it a closed road event. Makes it so much safer than other events I've done and seems like a real treat."

2021 Participant



Where do the cyclists come from?



TOUR O THE BORDERS THE ROUTE FORWARD?

Tour O The Borders is one of only three closed road cycle sportives in Scotland. It's an important event for the south of Scotland and ties in with Scottish Borders Council's events strategy.

It was launched in 2012 and after fast growth in popularity, it's had closed road status since 2014.

However, like all closed road cycle events, the event has been criticised for the inconvenience which comes with it. We appreciate that some people feel that while the whole region benefits from this event, it's the same people who are negatively impacted during the hours of the road closure every year, with little obvious benefit to certain areas of the route.

This situation is what we're working to address, with new measures described on these pages.

This publication aims to explain:

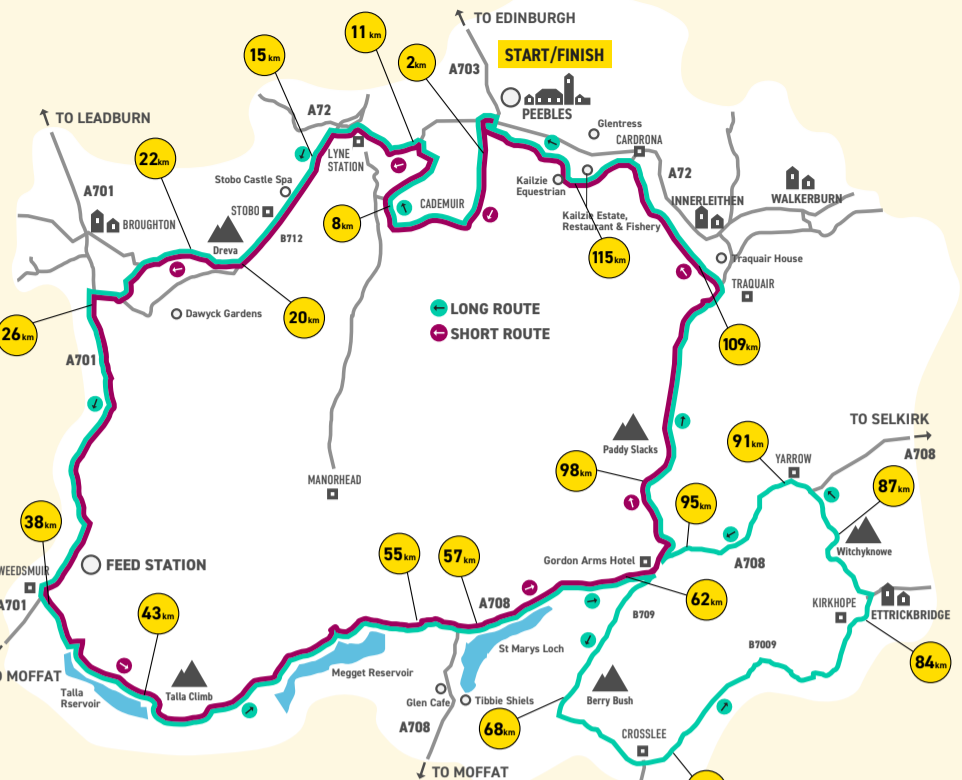
- how the event works
- what's being done to mitigate impacts on local community
- timings and contact numbers

New measures to reduce community inconvenience

1. Roads will re-open immediately behind the last rider - a new rolling roads re-opening operation.
2. Complete Signage Review. Signage has caused confusion and discouraged customers in some areas. This is being corrected.
3. Minimum Speed Requirements and Cut-Off times. To enable shorter road closures, strict minimum speed and time limits for riders will be imposed.
4. Alternative Routes. New routes will be researched in line with SBC consultation.
5. Starting Order. We aim to amend rider starting order to make finishing times earlier.

ROAD CLOSURE TIMES

Estimated road re-opening times based on new system of roads opening immediately after last event rider



	Road Closure Time	Estimated Reopening Time	Road Closure Time	Estimated Reopening Time
2 km	6:10	07:43	62 km	7:45
8 km	6:10	08:05	68 km	7:45
11 km	6:10	08:17	75 km	8:25
15 km	6:40	08:32	84 km	8:25
22 km	6:40	08:58	87 km	8:25
26 km	6:40	10:20*	91 km	8:45
38 km	6:40	10:20*	95 km	8:45
43 km	7:25	10:27	98 km	8:45
55 km	7:25	11:11	109 km	9:25
57 km	7:45	11:18	115 km	9:45

NOTE: These timings are based on minimum required cycling speed, roads may open sooner. At 63 km, the access is only as far as the Gordon Arms. *The A701 section will reopen at approx.10:20. Subject to change, if required, by Multi Agencies Control Centre.

USEFUL INFORMATION FOR LOCAL RESIDENTS

For more information on the event, please visit the FAQ section on the 'Local Community' page of www.tourotheborders.com

If you have a specific question or would like more information please contact us at community@tourotheborders.com or call us on **01721 588050**. We are happy to advise and assist with advance planning if you think you will be affected.

Emergency Access to properties

Emergency access to all properties and residents on route is maintained at all times. **In the event of an emergency, dial 999 as usual.** Emergency services will be co-ordinated through our Multi Agencies Control Centre. There may be a unit closer to you than usual so response time may be reduced.

Carer access

We work alongside care providers to make sure no-one is left without essential care.

If you know of a resident who requires carer access or if you yourself need access for a carer please contact us at **01721 588050** or community@tourotheborders.com.

How does the road closure work?

A team will travel around the route early in the morning of Sunday 4 September, closing roads and driveways to ensure no vehicles come on to the road.

The road will be legally closed by the issue of a Temporary Traffic Regulation Order (TTRO).

The road will be opened immediately after the final rider unless Police decide there are safety issues which prevent this.

The road closure means no vehicles can be on the road during that period. Pedestrians walking on or crossing the road should apply common sense to make sure they do not cause a hazard for riders, and of course keep themselves safe at all times.

Litter collection

Cyclists dropping litter is unacceptable and the vast majority of cyclists would never consider doing so. We will clear the course behind the last rider to collect discarded items. We work hard to leave the course as beautiful as we found it.

Want to get involved?

Tour O The Borders is a great opportunity to get involved in a fantastic and exciting sporting event in your community. If you would like to get involved in the event please get in touch at community@tourotheborders.com.

PROBLEMS ON EVENT DAY?

On the day of the event, if serious circumstances arise which mean you need to use a section of closed road, you must phone and ask for permission from the Multi Agencies Control Centre.

CALL **07496 871220**

In the case of an emergency on the day, call **999**.

hillsideoutside

Unit 1, Copperbeech Court
Cavalry Park
Peebles, Scottish Borders
EH45 9BU
Tel 01721 588050
office@hillsideoutside.com

Photos: Ian Linton / OutOfOffice / Blair Kemp

tourotheborders.com

TOUR O THE BORDERS QUESTIONS & ANSWERS

Who are the organisers?

The event is produced and managed by a Peebles-based company, Hillside Outside Ltd. The staff all live locally, and are all strong believers in the positive outcomes cycling brings for health and well-being. We are also believers in the benefits for prosperity and quality of life that cycle tourism is bringing to the area.

The business has five full time staff, and we also employ a number of other local people on a part-time or contractor basis.

Company founder and director Neil Dalgleish was brought up here and worked from school age to young adulthood in a Peebles' bike shop.

We also created and produce TweedLove Bike Festival, the Tweed Valley Trail Run, the Peebles Torchlight Procession and other events.

Why does Tour O The Borders matter to the area?

Tour O The Borders is a key event in the Scottish Borders' event calendar, and the biggest mass participation sports event in the South of Scotland. It brings around £500,000 in economic benefit to the area every year (see more below).

The Tour is the jewel in the crown of the South of Scotland's own road cycling events, and plays a vital role in demonstrating the region's credentials as one of the UK's top cycling destinations.

On event weekend, the hotels are full and tourism businesses are busy in many areas.

Our road network, our stunning landscapes and our cycling-friendly population are the envy of many other Scottish regions.

What's so good about cycle tourism?

Scottish Borders Council and South of Scotland Enterprise have identified that cycling-related tourism is one of the most important drivers of economic growth for the region, with millions of pounds of public investment ongoing here.

In the Tweed Valley area the positive changes brought about through the growth of cycling are obvious. Towns decimated by the decline of the textile industry are now thriving.

Big cycling events like this play a central role in Scottish Borders Council's cycle tourism and events strategies.

Average Direct Economic Impact
£489,651



Hosting a mass participation, closed-road cycling event brings visibility, status and recognition. It says the region is serious about cycling and attracts visitors and cycle tourists year-round.

Why do the roads need to be closed?

After two initial years being run on open roads, it was clear that the demand for the event exceeded what was considered safe with vehicle traffic also present. Participation numbers are now consistently around 2000. Dependant on location, road cycling events with around 1000 or more riders are often considered unviable and a serious safety concern if held on open roads.

Why are closed roads important to cyclists?

The experience of travelling on a bike and being able to take in the stunning scenery without the constant fear of traffic coming from behind or ahead is a genuine pleasure. But perhaps more importantly, many less experienced cyclists simply would not contemplate taking part in a challenge like this if the threat of traffic was present. Many of these people are also charity riders, taking part in something that is a huge personal challenge. It's a life-affirming and life-changing experience for many, with huge health benefits.

Above all though, it's a joyous experience to ride your bike with so many others in a happy, supported and safe environment.



Average number of participants

1992

How are the road closures and safety issues managed?

Meticulous planning goes into this event. On event day, everything is controlled from the emergency planning bunker at SBC HQ in St Boswells. Event organisers, traffic management, Police, Fire, Medic, and Council staff are all there from around 5am until the event is finished. Roads, event and incident management are all controlled centrally from here, via radio comms and satellite phones.

This means that during the event, the response to a 999 call anywhere in the area may be quicker than normal.



Sunday 4 September 2022

tourotheborders.com

CLOSED ROADS PROBLEMS & PROPOSALS

We've been working on a set of proposals to reduce road closure times and address the concerns of some community members affected by the event.

NEW MEASURES FOR 2022 AND BEYOND

In certain areas, the road closures associated with the event have caused problems and inconvenience. We recognise these problems and we've been working with traffic management experts and Scottish Borders Council to find measures which will make a real difference for those affected.

The main problems reported are:

- Some businesses can't operate during the hours of the road closures
- There can be problems for farm staff accessing fields and livestock.
- The event may also lead to reduced numbers visiting businesses in areas surrounding the road closures
- Advance notice traffic management signs discourage visitors for a longer period than just the event date.
- Some residents feel they're trapped at home for the hours of the road closures



2. EVENT RIDERS: STARTING ORDER

Problem:

Faster riders traditionally start in the first start waves in Peebles, slower riders last. This may have a negative impact on the length of road closures.

Proposed Solution:

We propose starting the faster riders in later waves, instead of first as has been the arrangement previously. The current arrangement is in place for safety reasons, and subsequent to a recent discussion with Police and Safety Advisory Group this proposal must remain under review.

The net results should reduce the closures by at least 30 mins throughout the course, with bigger time savings on earlier road sections. However, there are potential disadvantages too:

- Safety issues. Fast riders will be mixed with slower ones and will be trying to pass them on narrow roads. The fastest riders must now navigate and overtake their way through the entire field of slower riders.
- For the riders it's not ideal – as this creates both a less enjoyable experience for the fast riders and a more intimidating and psychologically discouraging one for slower riders, who will be constantly overtaken for the first part of the day.

3. HYBRID 'ROLLING ROAD CLOSURE'

Problem:

Additional delays are caused by the requirement to clear entire route sections before roads re-open

Proposed Solution:

An Official Vehicle will follow the last rider and authorise road reopening on a rolling basis through most of the route.

The event road closures and re-openings have always operated section by section, as is the case with most major closed road sportives. This proposal should mean some sections of road re-open much sooner than at present, but there are some safety concerns. The proposal has been approved by the Safety Advisory Group and Police.



"I stayed 3 nights - I will be returning soon. It was a great event and one of the best organised I have entered. The closed roads made a HUGE difference and it makes everyone feel really safe."

2021 Participant

WHAT WE'VE DONE TO HELP SO FAR

These are not new issues - we've worked consistently to reduce inconvenience.

Event date moved

Following consultation with agriculture community in 2016, the event date was moved from early August to September in order to avoid potentially busy harvesting times.

Online promotion

Various businesses are listed for free, all year round, on the event website. We list over 40 individual businesses free of charge and provide year round publicity for tourism businesses.

We have also created set training rides encouraging cyclists to stop at particular cafes/businesses.

Print promotion

We've previously produced a printed flyer, advertising selected businesses and accommodation providers. 15,000 copies were produced and distributed in bike shops and tourist destinations throughout Scotland and into the north of England.

Free tickets

Free places are available for local businesses to give away to customers or use in promotional campaigns.

Social media

We're happy to promote and co-ordinate relevant local business campaigns through our own social media channels. Similarly we have directly promoted individual businesses in our email newsletters.

Local suppliers

Wherever possible we use local suppliers for the event production. For example, we stock the riders' feed stations with award-winning macaroni pies from Forsyth's of Peebles. We promote this product to our riders and have contributed to the reputation of what is now seen as legendary cycling fuel.

Local and Scottish-based suppliers are used for almost every aspect of event production.

This event doesn't just provide a great deal of economic benefit to the area. It also contributes very positively to the area's reputation. This is an achievement we're very proud of.



LOOKING AHEAD

Alternative Event Routes

The figure of eight nature of the event's long route is a specific area of concern for some residents. However, it also contains some of the highest quality cycling assets in the area, is noted for its beautiful scenery and avoids any major population centres.

We have been asked by Scottish Borders Council to examine route options which avoid this road section, and are in the process of scoping the viability and implications of alternative routes. This process is a complex, time-consuming and expensive one, requiring significant research and traffic management planning. We propose the work is done by an independent consultant and is jointly managed by SBC and ourselves.

The aim is to identify a minimum of two alternative, workable routes for the event, which remove existing problems without merely displacing them to other locations which cause greater disruption.

Email marketing list

12,342



Website users

39,450



Local businesses supported

LOCAL ECONOMIC IMPACT

What money does the event bring to businesses in the area?



Around 2000 cyclists, along with friends and family, come to the area for the event every year. They spend money on hotels, B&Bs, at cafes, shops and other retailers, with the amount of this spend measured to calculate the economic impact of the event. The same method is used for all events in Scotland, using the Scottish Government's EventImpact calculator.

As event organisers, we feel this method provides a significant underestimate though, as the survey research we do after the event reveals that the attendees, inspired by the event, make several return visits to the area and at different times of the year, thereby increasing spending throughout the year. None of that additional, year-round income is included in the official figures, but we know it brings significant benefit to the whole area's tourism industry.

Average number of nights stayed



Average Party Size

2.5



Total est economic impact 2012-2021

£3,527,557

This is economic benefit to local community economies, measured over the duration of the event.



Commercial stays

48%

TOURO FAQs

TOURO Inconvenience-related Questions and Answers

Can businesses apply for compensation?

Throughout the events world, compensation is seldom a workable solution and there is little or no precedent for it in events like this – to start with, it would be impossible to calculate accurately in most cases, and verified income and expenditure accounts would have to be provided by claimant businesses.

- Potential losses are dependent on weather and many other factors on the day.
- Compensation can't be based on gross income, only profit – which is hard to estimate.
- Compensation opens the door to claims for a huge variety of inconvenience, domestic interruption and perceived potential loss.
- The event does not generate sufficient income to have a budget for compensation. Even big events run by deep-pocketed multi-nationals are extremely unlikely to budget for compensation relating to a few hours road closures.
- As seen in the statistics, we know the event brings people here all year, providing additional business all year, and new business opportunities, so we believe that overall there are sufficient positives to balance the inconvenience
- The event has put this area on the national (and beyond) map as a cycling destination, bringing significant economic impact and status for the area more widely.

"I've driven through the Borders a couple times on the way to Edinburgh but never realised how beautiful it is. The route was stunning. We'll definitely return for a future Touro and for weekend trips."

2021 Participant

Road closures vary from 90 minutes to just over five hours.

The average closure period on the route is three hours, once each year.



Could the event be run with only part of it on closed roads?

It sounds simple enough, but on safety and other grounds it's highly unlikely. The safety of the riders may be severely compromised with potential confusion moving from closed to open road sections – leading to confused riders and motorists.

Commercially too we believe it would be the death of the event. At current participation numbers it makes marginal profit, but a hybrid event would not build those numbers, it would immediately cut them, while at the same time the traffic management and staffing costs would dramatically increase.

The bottom line is that the majority of riders take part because of the safety of closed roads. Take that away, and they'll go elsewhere.

Could the event be rotated around the Borders in the same way as the Walking Festival is?

In theory this is possible, but commercially it's difficult. Very few locations have sufficient accommodation options for a large scale event. In addition, the cost of traffic management consultation alone would mean this was unlikely to be possible without significant funding support.

"Well organised, signed and marshalled and closed roads made it the best. Well well done from a grateful 67 year old."

2021 Participant

682



Local volunteers and staff have worked on the event

What's the charity angle?

Over the years, Tour O The Borders has been a fruitful vehicle for charity fund-raising for a variety of official charity partners – currently Kidney Research. We give these organisations charity places at cost price or free for them to use for their fund-raising riders.

The big charity story is the fund-raising done by many riders individually though, taking on a huge personal challenge to raise money for causes near to their own hearts.

They're often among the last to finish but they're the ones with the biggest smiles on their faces. To their friends and families, and to us, they're the real heroes of this event.

What's so important about cycling anyway?

Everyone knows cycling is on the up, and is seen as an important activity worldwide – for health, well-being, low carbon travel and all kinds of reasons. Here, there is a growing desire from the Scottish Government for Scotland to be recognised as a nation which prioritises and values cycling – for sport, travel and leisure activity.

In 2023, Scotland will host the biggest combined cycling event the world has ever seen, when all the competitive cycling disciplines come together to form the first-ever combined UCI Cycling World Championships in July. At least two of the biggest events will take place in the Scottish Borders.

At the same time, South of Scotland Enterprise, along with Scottish Borders Council and Dumfries & Galloway Council, are working together to increase cycling activity in the regions and attract cycling visitors.

"As a first-time sportive rider I found the whole event to be excellent (high praise from a grumpy old bloke!). There were no glitches at all and the staff and volunteers were great. Moreover, a big thank you to the people of Peebles and the surrounding area for their tolerance and friendliness."

2021 Participant

Are cycling events worth it?

As well as the local economic benefits discussed elsewhere in this document, there is clear evidence that cycling brings many other kinds of benefits. There are obvious benefits for physical and mental health, community interaction and cohesion, even reductions in youth crime when young people are engaged in cycling activity.

We also know that as well as thousands of visitors taking part, Tour O The Borders continues to be an important event for many local people, providing the motivation to get fit and/or stay fit.

It's no exaggeration to say this event, and others like it, change many lives for the better – encouraging people to completely change their health and activity habits for the better and giving huge confidence and psychological boosts along the way.



27,000

Portions of Forsyth's Macaroni pies have been eaten at the event feed stations

AS OTHERS SEE US

"Having done this event three times, I have not found a single fault in the running of it. For me it is by far the number one Sportive in the UK - and I average around 20 per season."

2021 Participant

"One of Scotland's finest sportives. Blending beautiful riding with friendly marshals, a welcoming community and seamless organisation."

Gran Fondo Magazine

"Everything was brilliant! It was my first sportive and it was a great one to start with. The organisers were great at communication prior to the event and checked in with me on insta when I commented to say I was quite nervous. I've recommended to friends and family."

2021 Participant

"It's like a condensed version of the perfect ride."

Cycling Active Magazine

"Stunningly beautiful... challenging climbs and superb descents."

Cycling Plus Magazine

