

BUSINESS E-BLAST

Issued: 22nd Sep 2021



Stalls at the Women's Cycle Tour 4th October 2021

Cherwell District Council have offered Banbury Businesses the opportunity to have promotional pitches at the Banbury finishing line of the Women's Cycle Tour.

Stage one of this amazing event, known as The Women's Tour, is anticipated to finish on South Bar Street, between 2.45pm and 3.45pm* on Monday 4th October. 2021.

ITV 4 will be filming the event, based on past experience the council tell us that there will be a lot of attendees at the finishing line.

They have an event space on the Fine Lady Statue side of South Bar Street, which is opposite the organisers "Tour Village"

This has been organised by the council, but you can reserve a gazebo within this space by contacting jo.s@banburybid.com.

Promotional pitches are available for free, but if you want to trade from the pitch, the cost of a gazebo is £50.

*These times may vary so please check The Women's Tour Website details below.

For more information on other ways to get involved please read on.



The flyer features a central image of three female cyclists in action, with a fourth cyclist in the background. The text 'THE WOMEN'S TOUR' is at the top left. Below the image, it says 'MONDAY 4 OCTOBER' and 'BICESTER BANBURY' with a blue arrow pointing from Bicestor to Banbury. A QR code is in the bottom right corner with 'SCAN ME' below it.

WIN a £500 Bike Voucher

Celebrate the arrival of the Women's Tour in Banbury.
Enter our competition to win a £500 voucher to buy the bike of your dreams from Broadribb Bikes, Banbury.
Visit experiencebanbury.co.uk/competition or scan the code above.
For more details pop inside and ask the retailer for a copy of the official flyer.

EXPERIENCE BANBURY 

Further to our emails sent out earlier in the month, we just want to remind everyone about the details of The Women's Cycle Tour, stage one of which finishes in Banbury.

*Issued by the Banbury BID to all contacts on our database at time of issue
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Our promotional posters (shown above), are now ready. If you would like to display one in your window, please do get in touch. We will get one delivered to you, along with some official flyers from the event organisers.

To celebrate the Women's Cycling Tour, which will visit the town on the 4th October, the Banbury BID have some promotions we would invite you to be part of.

Our social media promotions will be featuring bikes, health and fitness. We encourage you all to like and share our promotions.

All businesses who want to take part, can display the Women's Bike Tour Poster which is shown above, and features a link to our Experience Banbury Competition.

If you are able, why not take the opportunity to dress all or part of your windows with bike paraphernalia for the arrival of our visitors, and celebrate the involvement of the town in this amazing event.

In the run up to the actual arrival of the tour, there will be promotional days within Marketplace from some of the town businesses. A complimentary market stall space has been kindly offered to the BID by Cherwell District Council. The first of these was run by The Exercise Lounge and Fit Cookie on 18th September 2021.

Leading up to and on the day of the event, the Banbury BID team will be working with Cherwell District Council to encourage visitors to come into the town. We will be handing out Experience Banbury branded items, and promotional postcards to encourage people to visit www.experiencebanbury.co.uk and enter a competition to win a fantastic prize worth £500.00. Kindly donated by Broadribb Cycles.

Please get in touch if you would like to display a Women's Bike Tour Poster, or if you have any other ideas for how you can get involved.

For more up to date information on The Women's Tour including timings visit <https://www.womenstour.co.uk/stage-one-timetable/>

We hope to use this event to drive traffic to our consumer facing website, www.experiencebanbury.co.uk which will in turn drive people to your business website.

Should anyone have any questions on the above, please feel free to contact me.

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All the best,

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