

 **UCI**
CYCLING WORLD
CHAMPIONSHIPS



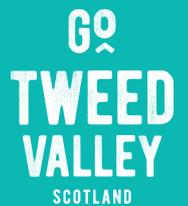
**GLASGOW
SCOTLAND**



Scottish Borders Business Guide



**SOUTH OF
SCOTLAND**
DESTINATION
ALLIANCE



**SOUTH OF
SCOTLAND**
ENTERPRISE



**Scottish
Borders
COUNCIL**

Contents

What are the 2023 UCI Cycling World Championships?

What is taking place in the Scottish Borders?

Key event information for businesses

Who will be attending?

Business opportunities

Minimising disruption

Promotional materials

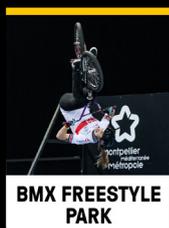
Where to get more information

Contact details



THE EVENT

**13 UCI WORLD CHAMPIONSHIPS
OVER 11 DAYS IN 1 COUNTRY**



What are the 2023 UCI Cycling World Championships?

The 2023 UCI Cycling World Championships will be the biggest cycling event ever held in the world.

Taking place in Glasgow and across Scotland in August 2023, it will combine 13 existing UCI World Championships for the very first time, creating one mega event.

The Championships will take place across 11 days from 3-13 August, with more than one million spectators anticipated across the country, as well as a global television audience of around one billion. This will make it one of the world's top 10 sporting events this year.

Over 8,000 elite and amateur cyclists from more than 120 countries will take part, with more than 190 UCI World Champions crowned and awarded the coveted rainbow jersey as the best in the world.



What is taking place in the Scottish Borders?

The Scottish Borders is a proud regional host for the Championships, with Glentress Forest in the Tweed Valley the location for the Mountain Bike Cross-country and Mountain Bike Cross-country marathon events.

Although one of Scotland's most renowned mountain bike locations, and a breeding ground for some of the country's best riders, this will be the first time that Glentress has staged an event of such international magnitude.

The Championships at Glentress are supported by Scottish Borders Council, Forestry and Land Scotland and South of Scotland Enterprise. The events are being delivered by Tweed Valley-based ESO Sports.



Key event information for business

When?

The Mountain Bike Cross-country and Mountain Bike Cross-country Marathon Championships as part of the 2023 UCI Cycling World Championships will take place at Glentress Forest across six days in August.

The schedule is as follows:

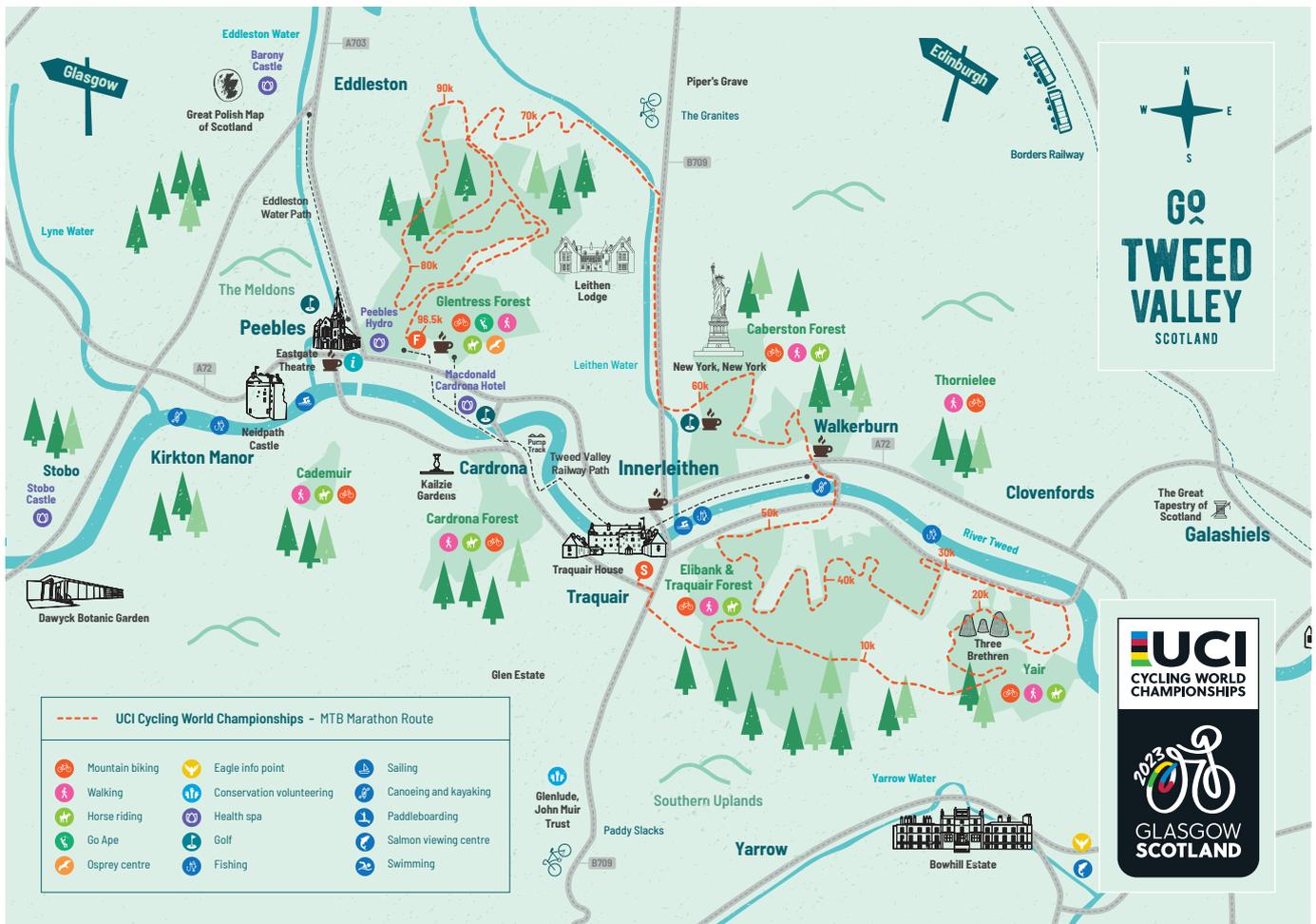
- 6 August – Marathon Elite Finals
- 8 August – Short Track Qualifying
- 9 August – Team Relay and E-MTB
- 10 August – Junior Olympic and Short Track Finals
- 11 August – U23 Olympic
- 12 August – Elite Olympic



Where?

The majority of the events will take place within Glentress Forest across a series of specially created courses. Meanwhile the Mountain Bike Cross-country Marathon will see the riders cover a route which takes them from Traquair House near Innerleithen, through Traquair, Yair and Elibank forests before crossing the A72 at Walkerburn.

The route will then head west through forests trails and along a short section of the B709 Granites road to the north end of Glentress Forest.



Who will be attending?

Thousands of people including spectators, volunteers, riders, team personnel and media will be in the Tweed Valley over the six days of competition in August.

Many spectators will take the opportunity to stay for an extended period to enjoy the wider Scottish Borders as well as the Championships, particularly those who have purchased a 4-day ticket for the events at Glentress.

Riders – The world's best cross-country mountain bikers will be tackling the famous terrain of Glentress Forest and the wider Tweed Valley. National team selections are still to be finalised, but the likes of multi-discipline star and Olympic Champion Tom Pidcock could be amongst those competing, as well as home-grown athletes too.

Spectators – On each day of competition at Glentress thousands of spectators are anticipated, lining the course and enjoying the on-site fan village. The site has the capacity to host more than 8,500 spectators daily.

- o In addition to the ticketed events, the Marathon on 6 August and the Short Track Qualifying on 8 August will be free to attend events.
- o It is expected that Saturday 12 August will be the busiest day

Volunteers – Hundreds of volunteers from across the country and beyond will help to make the events happen at Glentress Forest, performing a range of roles from assisting spectators and providing visitor information to marshalling along the competition routes.

Media – Within the UK, BBC Sport will be providing coverage of the Championships across TV, online and social platforms. In addition, as the biggest cycling event ever, and one of the largest sporting events in the world, media across the planet will be in attendance at the Championships and events will be broadcast worldwide.

Business opportunities

Hosting the 2023 UCI Cycling World Championship is an incredible honour for the Scottish Borders and we want our communities, businesses and residents to maximise the opportunities and benefits that are created by it, and most of all, enjoy it.

With thousands of spectators, competitors, teams, volunteers, organisers and media set to attend over multiple days there are significant opportunities for our businesses and the local economy to benefit.

Visitors will need accommodation, food and drink, and many will be looking for off-site experiences that enhance their stay and want to explore the wider Scottish Borders too.

We want to ensure that the economic benefits stretch out beyond the Tweed Valley and encourage businesses across the Scottish Borders to consider how they could attract Championship spectators and benefit from this event.

Brilliant racing aside, the size constraints of the Glentress site mean that the spectator experience on-site will service the venue capacity, and therefore

there is a huge opportunity for local businesses to provide connected and complementary offerings and experiences elsewhere. See the Promotional Materials section for more information on where you can access branding and other materials.

This could be through targeted activities, special offers or simply by making sure your business stands out with a fantastic window display with a cycling or rainbow jersey theme.

Due to the potential volume of visitors to the region during and around the event dates in the Tweed Valley businesses are encouraged to consider how they can manage the associated extra custom, especially at busy times.

Fringe programme

A programme of off-site activities is being developed and businesses and organisations across the Scottish Borders are encouraged to consider how they could take part, from running cycling activities and mini-festivals, to developing a product to celebrate the Championships taking place in the Scottish Borders.

Minimising disruption

While hosting the event will impact the local area, disruption to our communities and businesses is being minimised as far as possible.

To help deliver this world class event in the Scottish Borders, traffic management arrangements will be in place.

Full details of the parking restrictions and road closures to be put in place to allow the event to take place can be found at www.scotborders.gov.uk/cyclingworlds.

All road closures are restricted to Sunday 6 August, connected to the Mountain Bike Cross-country Marathon event.

The routes affected include:

- B7062 and B709 around Traquair House
- B709 Granites road north of Innerleithen,
- Caberston Road, Walkerburn
- D83/1 and D83/2 back roads from Walkerburn to Ashiestiel

Closures times are being minimised as far as possible.

Multiple park and ride sites will be operating to minimise the impact on local communities, with spectators also encouraged to use active travel options to access the event site. The park and ride sites will be at Chapel Hill Farm off the A703 north of Peebles, Haylodge Park and Cemetery Field, Innerleithen. They will be open on hour ahead of the venue opening time at Glentress, with the first shuttle buses commencing shortly before the venue opens.



Promotional materials and support

We want to maximise the positive economic and social benefits of the Scottish Borders hosting the 2023 UCI Cycling World Championships and we'd love you to help us promote the events and associated activities within your communities and to your customers.

The Championships are also a great opportunity to inspire our residents to lead more active, healthier lives, and to showcase the Scottish Borders to visitors, encouraging them to visit again and share their positive experience with friends and family.

A [business marketing toolkit](#) has been developed by the organising committee delivering the Championships in Glasgow and across Scotland, in conjunction with VisitScotland. [Public guidelines](#) have also been produced to help businesses and communities to get involved, from producing cycling-themed products to town dressing.

In addition, VisitScotland has an [industry guide for tourism businesses](#) to help them capitalise on cycle tourism opportunities. This includes tips on how to improve the quality of the visitor experience for cyclists. [A unique tool](#) has also been developed by Developing Mountain Biking in Scotland to upskill the tourism industry to better cater for the cycling market, while the South of Scotland Destination Alliance has recently held three webinars on cycle tourism, which can all be [accessed online](#).

The 2023 UCI Cycling World Championships is more than just an event for the Scottish Borders and the South of Scotland, and its impact will be far reaching.

We want this event to be a catalyst for positive change in our region - we want to use it, and the inspirational performances we'll witness, to help unlock the power of the bike in our region to transform our future, as set out in the South of Scotland Cycling Strategy.

We also want the South of Scotland to be recognised as Scotland's leading cycling destination and a world class cycling destination of excellence in which to live, visit, study and invest.

You can help us, by embracing the opportunities provided by the Scottish Borders hosting the Championships and ensuring that we can build an incredible legacy on the back of welcoming the world to the Tweed Valley.





Where to get more information

Information on the 2023 UCI Cycling World Championships can be found on the [main Championships website](#).

For more detailed information and advice on the events taking place at Glentress Forest, please visit www.glentress2023.com

This site also provides links to partners where more information can be found, including South of Scotland Destination Alliance, Go Tweed Valley and Scottish Borders Council.

A wide range of FAQs are also included on the site and should be your first port of call if you have a query.

Contact details

If you have a query that is not covered by the FAQs on the www.glentress2023.com site, or if you would like to discuss a business idea or opportunity, please contact the relevant organisation as set out below:

- On-site activities at Glentress – ESO
- Business opportunities
 - Fringe programme activities – SBC
 - Tourism related – Go Tweed Valley/SSDA
 - Business idea – SBC Events
 - Local promotional materials – ESO
- Community activities/funding - SBC Events
- Road closures – SBC Roads
- Go Tweed Valley – Rich Rowe, Project Manager
[e. rich@gotweedvalley.co.uk](mailto:rich@gotweedvalley.co.uk)
t. 01721 540546
- ESO Sports – Emma Guy, 2023 UCI Cycling World Championships, Glentress Project Manager
[e. emma.guy@eso-sports.com](mailto:emma.guy@eso-sports.com)
- SSDA - Linny Oliphant, Product & Destination Development Manager
[e. linny@ssdalliance.com](mailto:linny@ssdalliance.com)
- Marketing Manager – Vanessa Wegstein
[e. vanessa@ssdalliance.com](mailto:vanessa@ssdalliance.com)
- SBC Events
[e. events@scotborders.gov.uk](mailto:events@scotborders.gov.uk)
- SBC Roads
[e. roadworks@scotborders.gov.uk](mailto:roadworks@scotborders.gov.uk)