

Tour of Britain STAGE 1
Lincoln
Wednesday
2nd September

It
starts
here!

Tour of Britain STAGE 2
Boston/Skegness
Thursday
3rd September

HELP LINCOLNSHIRE STAND OUT DURING THE TOUR OF BRITAIN

Ideas for farmers, landowners, Young Farmers and agricultural businesses

Stage 1: Lincoln to Lincoln – Weds 2 September 2026 | Stage 2: Boston to Skegness – Thurs 3 September 2026

Agriculture is central to Lincolnshire's landscape, economy and identity. We would love the county's farming community to help us create a race route that looks unmistakably Lincolnshire and showcases the county to audiences across the UK and around the world.

Ways you can get involved

- **Find us a field for land art:** Provide a suitable site close to either race route for one of the professionally delivered temporary land art installations.
- **Make an introduction:** Connect us with a farmer, landowner, estate or agricultural business that may be able to help.
- **Create a roadside display:** Decorate a tractor, trailer, vintage machine, large tyres, a barn or a farm entrance.
- **Build with bales:** Create a hay or straw bale cyclist, bicycle, landmark, animal or simple welcome message.
- **Work in partnership:** Young Farmers' groups could team up with farms, machinery dealers, food producers or larger agricultural companies to share materials, equipment, skills and volunteer time.



Image credit: British Cycling Women's Tour Community Initiatives 2021



Land art: what we are looking for around the Stage 2 Route from Boston to Skegness

Professional artists will create temporary designs on grass using football-pitch-grade paint intended for use in the natural environment. Current requirements include:

- Four smaller locations for paintings of around 30 metres square, each taking approximately one day to create.
- One larger location for a painting of around 60 metres square, taking approximately three days to create.
- Potential community activity sites with at least 50 metres square of usable space.
- A reasonably flat or gently sloping area, with van access and grass cut beforehand with cuttings removed.
- Access to around 300–600 litres of water, depending on the size of the artwork.
- Parking where families or community participants will be involved, and landowner permission for a small drone to film the completed work.

The paint fades naturally, usually within around two to three weeks. The final site requirements will be agreed directly with participating landowners.

OTHER QUICK, CREATIVE IDEAS FOR THE ROUTE

Ideas that could work well



- A giant bicycle made from tractor tyres or other agricultural materials.
- A line-up of decorated tractors or vintage farm machinery on private land beside the route.

- A hay-bale peloton, cyclist, combine harvester or Lincolnshire landmark.
- Large painted tyres arranged as bicycle wheels or a Tour-themed message.
- A bold “Welcome to Lincolnshire” sign made from bales, boards or farm materials.
- A display celebrating potatoes, vegetables, cereals, flowers, livestock or other Lincolnshire produce.
- Scarecrow cyclists or a whole farm-themed peloton.
- A coordinated display across neighbouring farms or businesses to create a bigger aerial image.
- A decorated gateway, barn frontage or trailer positioned safely on private land.
- An existing agricultural feature or story that the broadcasters could be encouraged to highlight.

Part of a much bigger county-wide celebration

The farming community is not being asked to create the race-day atmosphere alone. We are already working with schools, community groups, businesses and event partners on a wider programme, including:

- School competitions to design major land and sand art installations.
- Young people drawing cycling designs featuring Lincolnshire landmarks for display in shop windows.
- Flags and bunting decorating towns, villages and sections of the route.
- Decorated bikes created by schools, businesses and community groups.
- Window displays and other local business activity.
- Major start and finish celebrations in Lincoln, Boston and Skegness.

Agricultural displays will complement this wider programme and make sure one of the most important parts of Lincolnshire’s identity is strongly represented.

We know this is short notice

We recognise that September is an exceptionally busy time of year for agriculture and that this invitation comes at relatively short notice. You do not need to deliver a large or complicated project. A simple display, a useful introduction or practical support for somebody else’s idea could make a real difference.

Tips for making an impact

- Keep the design bold, simple and easy to understand.
- Use strong colours, large shapes and minimal wording.
- Think about how it will look from the air as well as from the roadside.
- Use a distinctive Lincolnshire theme or a story linked to your farm, produce or community.
- Coordinate with neighbours or partner organisations for greater scale.
- Place everything securely on private land without obstructing the highway, distracting drivers or affecting race safety.
- Contact the team early so the location and story can be considered for the television route notes.

Further Resources

You’ll find more ideas and inspiration in Lincolnshire’s Tour of Britain Business Guide [here](#)

Or by visiting business.visitlincolnshire.com/tourofbritain/

INTERESTED, HAVE AN IDEA OR KNOW SOMEONE WHO COULD HELP?

Contact the Tour of Britain team: TOB@e-lindsey.gov.uk

Please tell us where you are based, how you may be able to help and whether the site is close to either race route.

A partnership between Lincolnshire County Council, Boston Borough Council and East Lindsey District Council