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city • countryside • coast



Lincolnshire Business Guide 2026

Version 1 July 2026

It starts here.....



The Opportunity



Maximise Impact



Key Information



LLOYDS TOUR OF BRITAIN MEN 2026

It starts here.....



The Opportunity

We're excited to be welcoming the Lloyds Tour of Britain Men 2026 to Lincolnshire this September – a fantastic opportunity to showcase the county to a national and international audience. As one of the UK's biggest sporting events, it's expected to bring thousands of spectators, media and cycling fans into the area, creating a real buzz across our county.

We'd love local visitor economy businesses – from cafés and pubs to accommodation providers and attractions – to get involved and make the most of the event. This is a short guide, aimed at our business community, intended to inspire lots of ways to tap into the increased footfall and help create a brilliant experience for residents and visitors alike.

By working together, we can make the most of this opportunity – creating a vibrant, welcoming atmosphere that helps our destination truly stand out. Now is the time to start thinking about how you can get involved, engage visitors, and showcase what you do best



LLOYDS TOUR OF BRITAIN MEN 2026

Welcome to Lincolnshire's Tour of Britain
We will host 2 stages:



Stage 1 -
Lincoln to Lincoln

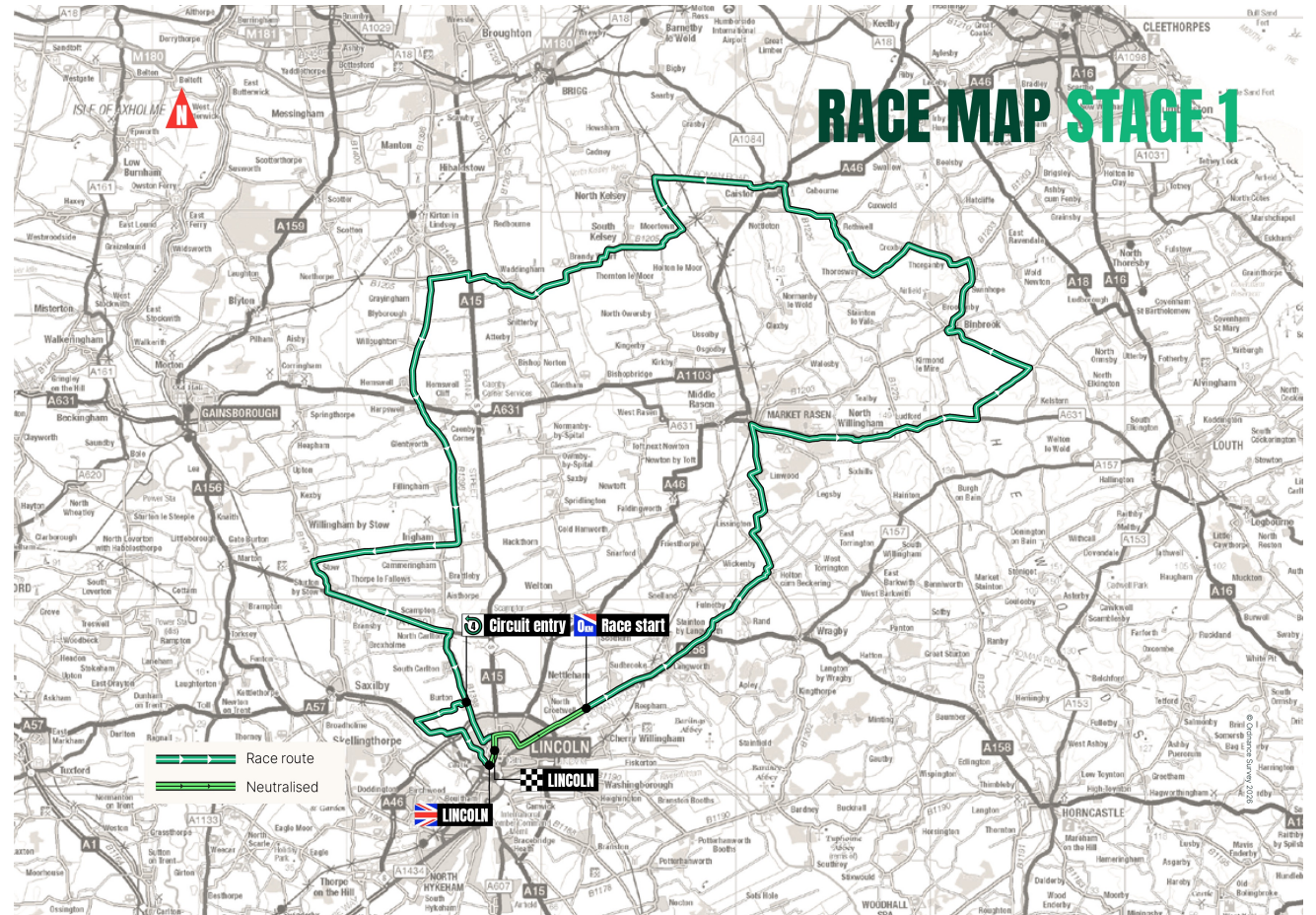
Wednesday 2nd September



Stage 2 -
Boston to
Skegness

Thursday 3rd September

Stage One : Lincoln to Lincoln

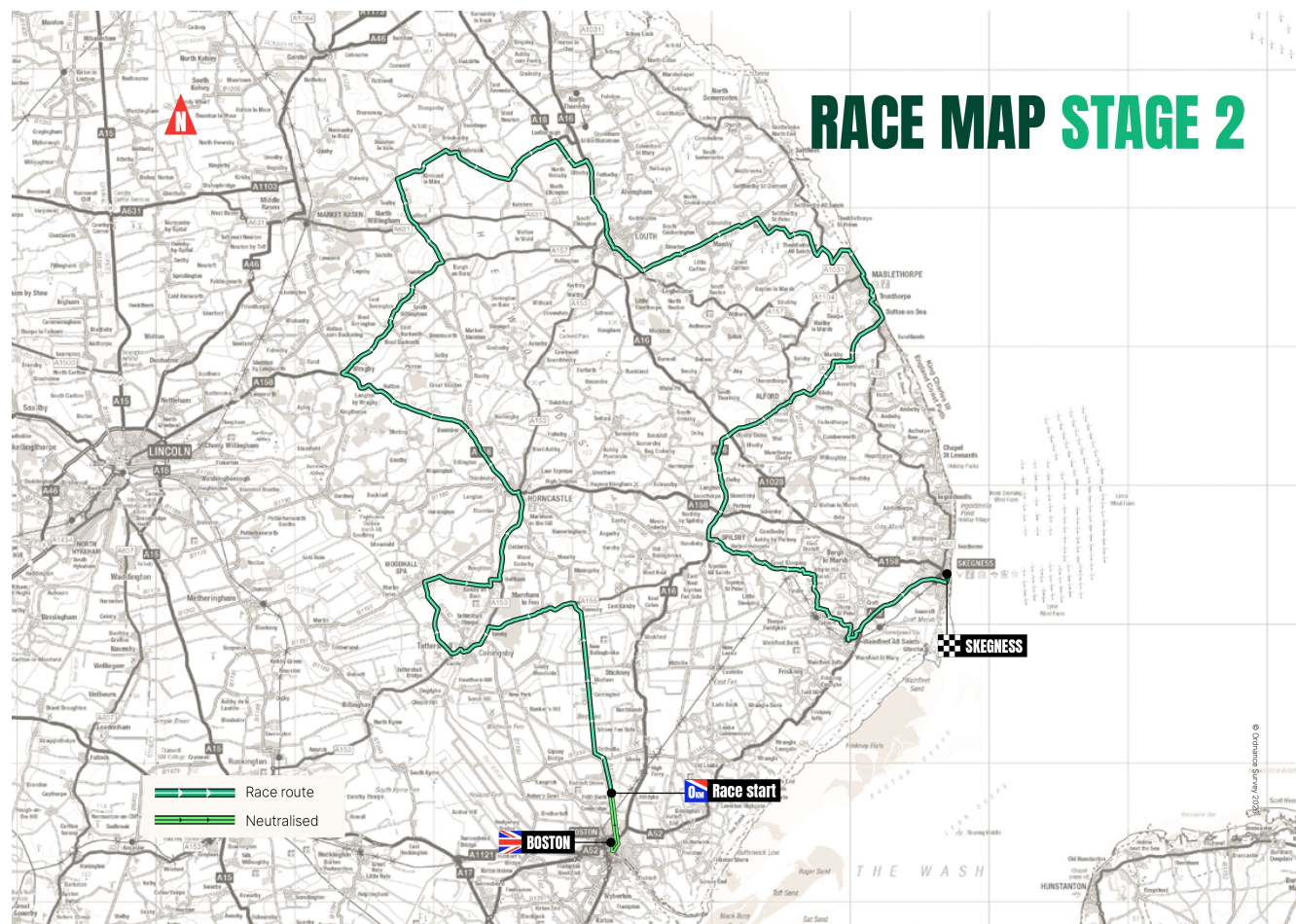


LLOYDS TOUR OF BRITAIN MEN 2026



Route Information

Stage Two: Boston to Skegness



LLOYDS TOUR OF BRITAIN MEN 2026

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The Opportunity

The average crowds for Tour of Britain stages across the entire length of the stage are typically 170,000 - 180,000.

A notable record year in Gloucestershire in 2023 attracted around 225,000 spectators for the length of stage 7*



How does it work?

5 days - 5 stages

Approx. 19 teams

Approx. 144 riders

*Visit Gloucestershire

Lincolnshire
COUNTY COUNCIL



The Opportunity

Economic Impact

A snapshot from last year's race

Visitors travelled from far and wide with around one in five spectators travelling over 50 miles to attend.

On average, each staying visitor spent £224 on things like accommodation, food and drink, transport, shopping and parking.

Altogether, that added up to a huge £27.8 million in attendee spending across the event, with stage one alone generating £6.5million in attendee income.

Plus, last year's Tour achieved media coverage worth £4million across broadcast, press and social media*.



17% of attendees stayed overnight in the area for the event



*GSIQ British Cycling Impact Assessment Report 2025



Visitors by Gender

54% Men / 46% Women

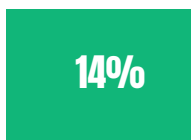


Transport

50% Car / 11% Public Transport / 32% Walk / 10% bike



18-24



25-34



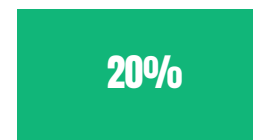
35 - 44



45 - 54



55 - 64



65+

Age Groups



**2.4
Average Group Size**

1 - 31% / 2 - 32% / 3 - 20% / 4 - 7% / 5 - 10%



Maximise Impact

The basics refresher

Get Ready to Welcome Visitors

- Could you extend opening hours to capture increased footfall before, during and after the race?
- Ensure staffing levels are sufficient, especially in peak hours.
- Check payment systems are fully operational.
- Think about managing extra waste on the day – wrappers, disposable cups etc. or could you offer a refill service?

and then Engage Visitors on the Day

- Create a welcoming atmosphere—clean, well-presented premises and friendly service make a lasting impression.
- Be proactive—talk to visitors and offer recommendations. Can you provide maps, leaflets or QR codes linking to visitor info such as Visit Lincolnshire and encourage reviews on platforms like Google and TripAdvisor.





Maximise Impact

Create themed Tour of Britain products

Could you develop special promotions such as:

- “Cyclist’s Menu” or energy-boosting meal deals
- Race-day discounts and offers
- Limited-edition products inspired by cycling or Lincolnshire
- Easy Grab & Go take away options.

Or perhaps bundle experiences into one added value product that enables customers to trade up. (e.g. a meal + attraction ticket or bike hire + café stop).





The Opportunity

Decorate and create a BUZZ

- Dress your business with cycling-themed decorations, bunting or bikes in window displays.
- Could staff wear cycling jerseys or themed outfits?
- Create a “race-day atmosphere” to attract spectators' attention and encourage footfall.
- Could you consider hosting small viewing areas or additional seating where possible?
- **COMING SOON – details on recycled bikes available for premise displays – fantastic to draw attention to your shop or café!**
- **Plus bunting and posters coming soon**





Image credits: British Cycling Promotional and Activation Pack 2022

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





Maximise Impact

What works well on TV?

- Think about possible aerial shots – what would be seen!
- Are displays high enough to be seen over crowds?
- What is your local 'hook'? Imp, Jolly Fisherman, etc..
- Bright colours, large lettering, simple messages
- Avoid clutter — think “what reads from the air?”
- Coordinate with neighbours for bigger visual impact



LLOYDS TOUR OF BRITAIN MEN 2026

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Maximise Impact

Think about the cycle specific customer

Cycle friendly facilities and customer service can make you stand out and cater to cyclists needs

- Secure bike parking
- Water refill stations
- Repair kits or basic tools

Promote local cycle routes to encourage visitors to return or extend their stay.

[VisitLincolnshire.com](https://www.visitlincolnshire.com) has a number of cycle routes and cycle friendly businesses listed on the website with locations all across the county.

If you'd like to add your business – submit your details [here](#)

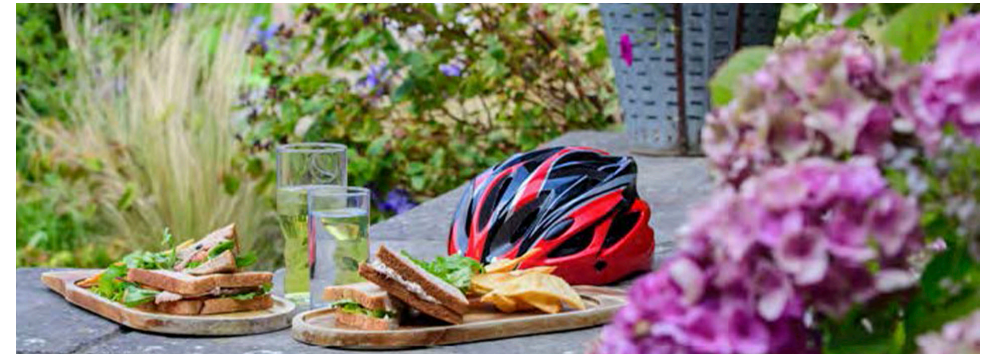




Maximise Impact

Convert day trips into longer stays and returning visitors

- Promote nearby attractions, accommodation and experiences to visitors.
- Provide itineraries for 1–3 day stays, highlighting our hero destination products such as Lincoln's historic centre, Stamford, The Lincolnshire Wolds, Coastal destinations.
- Partner with other local businesses to cross-promote offers and collaborate to create a vibrant destination feel.
- Engage with Visit Lincolnshire content and campaigns.
- Can you collect customer emails (where appropriate) for future marketing?
- Offer return discounts or incentives to visit again.
- Promote seasonal events and future activities in Lincolnshire. You'll find a great list of upcoming events on [VisitLincolnshire.com](https://www.visitlincolnshire.com)





Maximise Impact

Quick Check List



Extend hours and prepare staff and stock levels



Create themed offers



Promote cycling-friendly facilities



Update online listings



Decorate your premises



Partner with local businesses



Share content on social media



Maximise Impact

Use Digital and social media well

By working together and embracing the excitement of the Tour of Britain, businesses across Lincolnshire can create a memorable experience online as well as in person for visitors.

Here are practical, ready-to-use social media campaign ideas, tailored for Lincolnshire businesses around the Tour of Britain.

A mixture of planned, scheduled content plus ad-hoc on the day activity will bring your campaign to life and create an authentic relatable feed that customers will want to come back to.

Create a social media timeline and drip feed / tease information and content to your followers.....

- 4–6 weeks before the race: start creating awareness
- 1 week before: showcase offers and incentivise customers to plan a trip to you
- Race day: live content – all the excitement and buzz of an electric race day, personal touches
- Afterwards: follow-up and remind – what a great day, who enjoyed their trip to Lincolnshire...
- Share race-related content on your channels:
 - Countdown posts and event-day updates
 - Behind-the-scenes preparations
 - Photos of your decorated business
- Use relevant hashtags (e.g. #TourofBritain, #VisitLincolnshire, #ItStartsHere).
- Make sure your opening times, contact details and location are up to date online.



Maximise Impact

Inspiration for Social Posting 1-5

1. “Race Day Ready” Countdown

- Build excitement in the lead-up:
 - “10 days to go!” posts
 - Behind-the-scenes prep (decorating, new menus, stocking up)
- Use polls (“Who’s coming to the race?”) to boost engagement

2. #MyLincolnshireRide / #TourOfBritainLincs

- Encourage visitors to share:
 - Their race-day photos
 - Local cycle routes they’ve explored

3. Best Dressed Business

- Share your decorated shop, café or venue
- Encourage others to join in and tag each other - great for reach and partnerships

4. “Rider Fuel” Features

- Promote themed food & drink:
 - “Fuel like a pro cyclist” meals
 - Local produce spotlights
- Use short reels showing dishes being prepared

5. “Stay a Little Longer” Mini-Itineraries

- Share simple ideas for extending a visit:
 - “24 hours in Lincolnshire”
 - “Top 3 things to do after the race”
- Tag other local businesses to cross-promote



Maximise Impact

Inspiration for Social Posting 6-10

6. Live Race-Day Content

- Go live or post stories:
 - Crowds, atmosphere, riders passing through
 - Reactions and celebrations
- Great for capturing FOMO (*fear of missing out*) and attracting footfall on the day!

7. Meet the Locals

- Introduce your team or neighbouring businesses:
 - “We’re ready to welcome Tour of Britain visitors!”
- Builds connection and authenticity

8. Cycle-Friendly Highlights

- Show what you offer cyclists:
 - Bike parking
 - Water refill stations
 - Nearby routes
- Position your business as “cyclist friendly”

9. Flash Offers on the Day

- Post limited-time deals:
 - “Show this post for 10% off today”
 - “Free coffee refills for cyclists before 11am”
- Creates urgency and drives immediate visits

10. Capture & Reuse Visitor Content

- Repost visitor photos (with permission) (User Generated Content)
- Share reviews and testimonials after the event
- Helps extend campaign life beyond race day



LLOYDS TOUR OF BRITAIN MEN 2026

It starts here.....



Key Information

- Routes for [Stage One](#) (Lincoln) and [Stage Two](#) (Boston to Skegness)
- Road Closures **(COMING SOON)** and [LCC main website page](#). *(note – have you thought about staff travel considerations?)*
- Community Schemes in your area **(COMING SOON)**
- Groups and Individuals [volunteer sign up](#)
- Lincoln Tour Village application **(COMING SOON)**
- List of branded merchandise and bike display scheme **(COMING SOON)**
- British Cycling email address: TOB@britishcycling.org.uk
- Lincoln Stage One – Business Support: VisitLincs@Lincolnshire.gov.uk
- Boston Skegness Stage Two – Business Support: Samantha.Burgess@e-lindsey.gov.uk

www.business.visitlincolnshire.com



www.visitlincolnshire.com



Key Information

Business Lincolnshire online resources - social media support :



- [Podcast Episode: Episode 20 – Planning Social Media Activities](#)
- [Podcast Episode: Episode 21 – Social Media Posting](#)
- [Podcast Episode: Episode 22 - Social Media Engagement](#)

For further information please visit our website www.businesslincolnshire.com

Practical AI for Retail & Hospitality Webinars - Business Lincolnshire



Session 2: focusses on using AI tools to draft marketing content, including blogs, social media posts, web content and email marketing. Why not have a go with these tools to create some cycling focussed messages.

Session 3: focusses on tools to help create guidelines and checklists for staff to help through the busy period

Handy tip!

**Business
Lincolnshire**
The place to go for business growth



Key Information

Business Lincolnshire online resources - Sales and marketing support



- [Factsheet: Harnessing the Visitor Economy: 10 Tips for marketing your Greater Lincolnshire and Rutland Business](#)
- [Fact Sheet: Marketing on a budget](#)
- [Fact Sheet: Marketing planning:](#)
- [Fact Sheet: Sales Planning](#)

[Contact Business Lincolnshire](#) for business support and advice

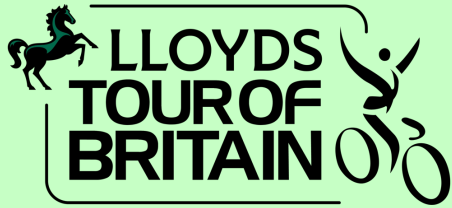
Retail Accelerator Programme

Developed with deep retail expertise, this programme delivers practical, bite-sized learning that fits around the busy lives of shop owners including short videos and downloadable checklists, templates, etc.

- Playbook 1 will help shop owners think about Merchandising
- Playbook 2 will help to consider pricing and promotions.

Handy tip!

**Business
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The place to go for business growth



2nd / 3rd September 2026

**Volunteer
Shout Out!**

Can you help us deliver a fantastic event?

Community groups, charities, sports clubs and voluntary organisations across Lincolnshire are invited to register their interest in supporting the Lloyds Tour of Britain Men 2026 cycle race. The event relies on hundreds of dedicated volunteers to help create a safe and welcoming experience for riders, spectators and local communities. Opportunities are expected to include route marshals, event stewards, information point volunteers and community engagement roles, giving local people the chance to play an active part in delivering one of the UK's biggest sporting events.

Volunteering at the Tour is a fantastic way to showcase your organisation, support your local area and be part of an unforgettable sporting occasion!

Further details on volunteer roles will be shared soon, but you can initially register your interest here:

I'M INTERESTED IN VOLUNTEERING!





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