



SCOTTISH BORDERS COUNCIL

# Tour de France

## Executive Committee

8 September 2026



# Major cycling events deliver for the Scottish Borders

The Borders have a proven track record. The TdF gives the opportunity to deliver economic, social and reputational benefits on a global stage.

**Cycling World Championships 2023:** 23,939 spectators | £24 return on every £1 invested | 43.6m TV audience. £6m+ to local economy.

**Tour of Britain Men 2024:** £17 return on every £1 invested | £685k media value | positive spectator response. £1.8m to local economy (*excl. Tour of Britain Women 2025 and Tour of Britain Men 2026*).

## **Global Stage: Tour de France 2027**

Broadcast in 190+ countries | global audience 3.5-4bn | showcases our places, communities, businesses. The largest free to watch sporting event in the world.



# Tour de France 2027

For the first time in the history, the Tour de France and the Tour de France Femmes avec Zwift will both start in Great Britain. The event will span Scotland, England and Wales across six opening stages and is being promoted as a once in a generation opportunity for the UK.

## **Tour de France (Men)**

Stage 1 – Friday 2 July 2027: Edinburgh to Carlisle

Stage 2 – Saturday 3 July 2027: Keswick to Liverpool

Stage 3 – Sunday 4 July 2027: Welshpool to Cardiff

## **Tour de France Femmes avec Zwift**

Stage 1 – Friday 30 July 2027: Leeds to Manchester

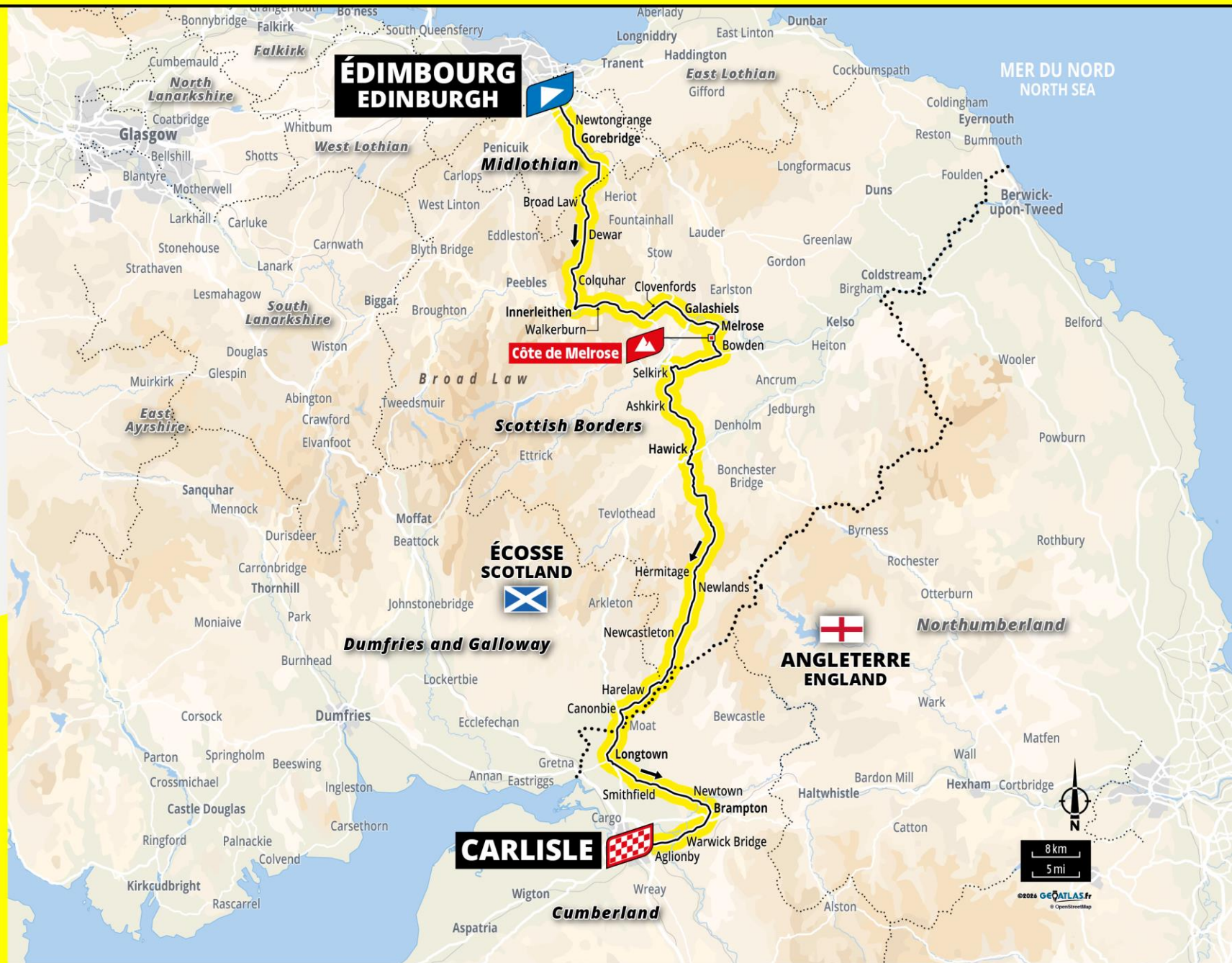
Stage 2 – Saturday 31 July 2027: Manchester to Sheffield

Stage 3 – Sunday 1 August 2027: London Team Time Trial (the first team time trial in the history of the women's race)

2/07 • 184 KM

STAGE  
ÉTAPE | 1

EDINBURGH  
ÉDIMBOURG  
➤ CARLISLE





# Spectators and Activation

Up to 680,000 spectators are expected along Stage 1, with the Scottish Borders hosting some of the most iconic and attractive parts of the route, creating a major opportunity for communities, businesses and visitors across the region.

The Scottish Borders is expected to be one of the most attractive sections of the stage featuring:

- The Côte de Melrose, the only King of the Mountains climb on Stage 1.
- The first opportunity for riders to compete for the Polka Dot Jersey.
- Some of the most scenic and challenging terrain of the opening stage.

The Borders has significant capacity to accommodate spectators across the route. There is considerable opportunity for local businesses, community organisations and visitor attractions to create a widespread festival atmosphere along the length of the route, through activation hubs, community and visitor events.

There is the opportunity and capacity to attract additional visitors to the region.



# Integrated Operational Planning

- Working with SPV Le Tour GB on all operational planning
- Participating in joint national procurement programmes
- Coordinating the South of Scotland Operational Planning Group, chaired by SBC Emergency Planning
- Developing event delivery and business continuity arrangements alongside all operational services

## Five Planning Workstreams

- **Event Staging & Operations** Traffic management, stewarding, barriers, security, licensing, emergency services coordination and cleansing
- **People & Planning** Workforce planning, volunteer management and overall event coordination
- **Highways & Public Realm** Route readiness, road repairs, infrastructure management, spectator hubs and temporary facilities
- **Route Operations** Communications, wayfinding, cultural programme delivery and business as usual integration
- **Marketing, Communications & Promotion** Resident and business engagement, local activation and rights protection



# CSR Policy: Cycling, Climate and Inclusion

## **Promote cycling**

- Inspire children and communities to cycle
- Support local cycling policies
- Improve access to bikes for disadvantaged groups

## **Reduce environmental impact**

- Target a 50% reduction in carbon emissions by 2030
- Protect natural areas and encourage sustainable travel
- Reduce waste and use food, water and resources responsibly

## **Create positive social value**

- Support charities and recognise volunteers
- Improve accessibility for disabled people
- Promote inclusion and responsible business practices



# Public Engagement

## What we've heard

- Public drop in events held across Newcastleton, Hawick, Galashiels, Melrose and Innerleithen.
- Strong enthusiasm for the Tour and a desire for communities to play an active role.
- Communities want places to be clean, welcoming and ready for visitors.
- Local groups are already developing ideas for celebrations, cycling activities and visitor experiences.

## Priorities

- Prepare places and infrastructure.
- Support businesses and communities to maximise opportunities.
- Provide clear information and coordinated planning.
- Create memorable visitor experiences and a lasting cycling legacy.

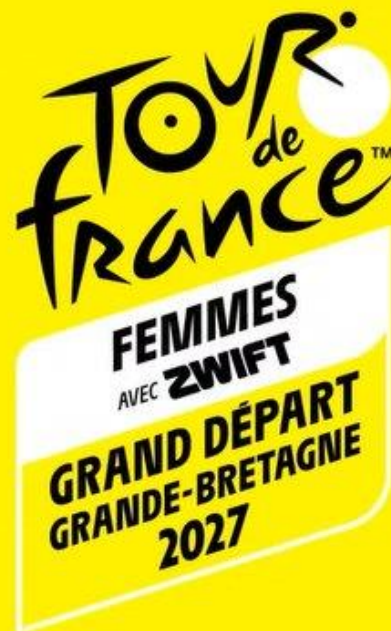
The TdF should benefit all of the Scottish Borders, not only the communities directly on the race route.



# Information

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|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <b>Scottish Borders Council:</b><br><a href="https://www.scotborders.gov.uk/tourdefrance">https://www.scotborders.gov.uk/tourdefrance</a> | <b>Grand Départ GB:</b> <a href="https://www.letourgb.com/">https://www.letourgb.com/</a> |
| Dedicated local information hub for residents, businesses and communities                                                                 | Official national event website for Grand Départ GB 2027                                  |
| Route information through the Borders                                                                                                     | Full Tour de France and Tour de France Femmes routes                                      |
| Resident and business guidance                                                                                                            | National news, announcements and event updates                                            |
| Volunteer opportunities                                                                                                                   | Volunteer registration and recruitment                                                    |
| Pop up campsite and parking guidance                                                                                                      | Supplier and procurement opportunities                                                    |
| FAQs and local planning information                                                                                                       | Fan engagement and spectator information                                                  |
| Local event updates and community engagement                                                                                              | JOY social impact and legacy programme                                                    |

[tdf@scotborders.gov.uk](mailto:tdf@scotborders.gov.uk)



Tackling inactivity &  
improving mental  
wellbeing



Making Britain  
more productive  
and prosperous



Supporting  
communities to  
thrive



# Joy Programme (Social Impact)

**Destination Development:** focusing on helping businesses benefit from increased visitor numbers during the event, and using the global profile of the race to strengthen the region's reputation as a visitor destination.

**Infrastructure:** focusing on developing practical cycling and active travel improvements.

**Innovation and Technology:** developing a programme focused on cycling innovation, enterprise, education and long term community benefit.

**Sport, Recreation and Wellbeing:** focusing on how to create a lasting legacy by encouraging more people to cycle, supporting health, wellbeing and inclusion.

**Sustainable Communities & Economy:** focusing on maximising the benefits, and exploring practical ways to support communities, local businesses and employability opportunities.

# Q&A

