



Surrey County Council working in partnership with local service providers and related organisations.



Olympic Cycling in Surrey

Time Trial Business Newsletter

Issue 1 - December 2011

Welcome to the first newsletter for businesses on the Olympic Cycling Time Trial route in Surrey. In the lead up to the London 2012 Olympic Games, we will keep you informed with the latest information about race times, road closures and ways that you can get involved.

Surrey is set to host the men's and women's Olympic Cycling Time Trial Races on Wednesday 1 August 2012. This will provide a focus on Surrey from the media, spectators and tourists, this is a great opportunity for local businesses to take advantage of the London 2012 Games.

Surrey is also hosting the Olympic Road Cycling Races on 28 and 29 July 2012. If your business is also on this route, you will have received a separate newsletter earlier this year. In the future, information about both events will be combined into one newsletter for businesses affected by either or both races.

In this issue

- Race date
- Route map
- Helpful tips for your business
- Frequently asked questions

Why have we sent you this newsletter?

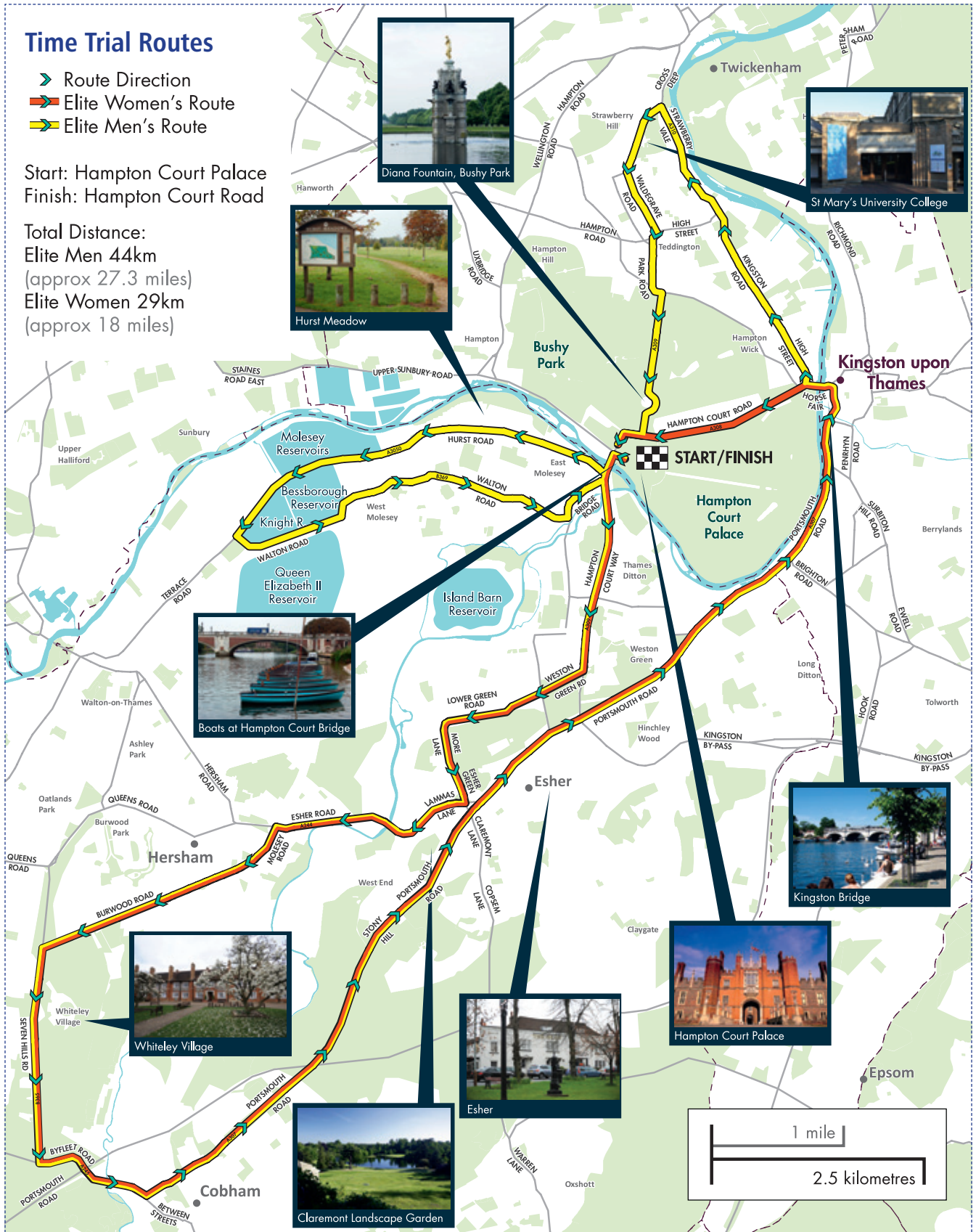
As your business is within 100 metres of the race route, we want to make sure that you are well informed to help you to make the most of the Games in your local area.

Time Trial Routes

- Route Direction
- Elite Women's Route
- Elite Men's Route

Start: Hampton Court Palace
Finish: Hampton Court Road

Total Distance:
Elite Men 44km
(approx 27.3 miles)
Elite Women 29km
(approx 18 miles)



Race date - Wednesday 1 August 2012

Expect roads to be closed for most of the day. It is therefore important to start your planning now. More information about road closures can be found overleaf.

About the race

The race is against the clock over a distance of 44km for men and 29km for women. Riders start 90 seconds apart and whoever completes the course fastest wins.

The Time Trial route begins at Hampton Court Palace before heading south over Hampton Court Bridge and into Elmbridge. The women's route will continue south while the men's race will turn right at Hurst Road to pass through East and West Molesey, Esher, Hersham and Cobham before making its way back to Hampton Court and through Kingston and Richmond.

Business opportunities

There are likely to be hundreds of thousands of visitors to the Olympic events, so this is an opportunity to reach new global audiences. Visitors and spectators will need car parking, accommodation, food and drink so make the most of the facilities and services you are able to offer.

Keep your business running

The Olympic Cycling Time Trial Races will involve road closures that could affect your business, so we encourage you to plan now to keep your business running smoothly.

Journeys made by your staff, customers and those that deliver to or collect from your business are likely to be affected.

Deliveries

The scale of road closures will make deliveries a challenge on this day. We advise the following:

Reduce – Can you order early and stock pile goods or delay delivery?

Retime – Can you move any deliveries to another day or time, overnight or out of hours?

Reroute – Can the delivery route be changed to avoid affected areas on this day?

Remode – Can goods be collected from a nearby location on foot instead of a van delivery?

Use these helpful tips to minimise the impact on your business:

- If you have less than 200 staff, develop an action plan of simple changes you can make and test it. London 2012 has developed a template that you can customise. Go to gosurrey.info/business to find out more.
- If you have over 200 staff in one location, you could be eligible for free assistance. Email keeporunning@london2012.com with your contact details, organisation's address and number of staff to find out more.
- Staff may find it difficult to get to work during the Games as they may be volunteering, request annual leave or have longer commute times. Discuss plans with staff beforehand so you are prepared.

Road closures

In order for the race to pass through Surrey, we must secure the route and make it clear of any vehicles. This will involve road closures and parking restrictions along the route and will impact on surrounding roads. Kingston and Richmond will also be affected.

Roads need to close before and after the race to allow time for the road to be cleared, for barriers to be put up, for stewards to take position and for all necessary security checks to take place.

Once the race has gone through, barriers will need to be taken down and crowds will need to leave before they can be re-opened safely.

We are working with the emergency services to ensure they can operate a normal service on the day of the event.

To make this event run as smoothly as possible, on the morning of Tuesday 31 July a familiarisation event will take place which will involve rolling road closures.

There will also be 'Travel advice for business' workshops taking place nearer the time to help you to plan.

More information about road closures and the workshops will be provided next year.

Frequently asked questions

Q. My business is not an official London 2012 sponsor, what can we do to show support for the Games?

A. Businesses are encouraged to engage with the Games, but must make sure this is done in a way that does not promote their business to have an association with the Games, unless they are official sponsors.

Displays of patriotism or office parties to celebrate the Games are fine, but marketing campaigns or promotional events framed around the Games may infringe on the London Organising Committee of the Olympic Games (LOCOG) legal rights. For guidance, visit gosurrey.info/business.

Q. Some of my staff will find it difficult to get to work as the roads are closed. Is there anything I can do to get around this?

We advise you to look at the race route map with your employees and work out a route for them to use that isn't affected by the cycle race.

Please bear in mind that roads around the route may also be affected.

You may want to consider whether staff can work from home or from another premises, if possible.

Public transport will be affected on the day so you can check bus and train times nearer the event at surreycc.gov.uk/busesandtrains.

Q. What are the rules around advertising and street trading on the route?

A. There are strict rules about advertising and street trading which the Government have agreed. Visit our website to find out more.

Q. What arrangements have been made to ensure security of businesses on the route, when so many people are coming to the area?

A. Significant security planning is already underway to protect the public and businesses.

Surrey Police will provide more officers by reducing annual leave during the Games period, call on voluntary officers such as special constables, and will also receive assistance from neighbouring police forces.

Surrey Police will also be providing special safety and security briefings to businesses. Please email ctsa@surrey.pnn.police.uk or call 01483 639 871 for more details.

Q. Will there be compensation paid for inconvenience or lost business revenue resulting from the Time Trial Race coming to Surrey?

A. There will be no payments for inconvenience or loss to business revenue. We hope that the advanced notice and freely available information will allow businesses to plan for and take advantage of the opportunities from the event.

Contact us

Do you have a question or query that we haven't answered for you in this newsletter?

Follow 'GoSurrey for business' on [LinkedIn](#) and [@cyclesurrey](#) on [Twitter](#)

Visit gosurrey.info/business

Call **0300 200 1018**

Email olympic.cycling@surreycc.gov.uk

Post a query to:

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