

RideLondon Essex

Toolkit for partners and businesses

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Introduction to the toolkit

This toolkit aims to help raise awareness of the RideLondon events, opportunities to get involved and the potential impact of road closures on local businesses.

There is content for business-sector partners of Essex County Council to tell their audiences about the event. There is separate content that businesses across Essex can use to tell their customers about the event and road closures in their area.

You may wish to first read the [road closure information](#) from RideLondon to understand how you and your local area will be affected.

Please adapt the supplied content to your audience and location.

About RideLondon

RideLondon is a legacy event from the London 2012 Olympics. It was not held in 2020 and 2021 due to the pandemic but returns in 2022 with a new partnership with Essex County Council. Essex already has a proud history of cycling having previously hosted the Olympic mountain biking in 2012 and a stage of the Tour de France in 2014.

RideLondon – Essex 100 and RideLondon – Essex 60 are mass participation bike rides on Sunday 29 May. They will start at the Embankment in London, moving into Essex, and return to London to finish at London Bridge. 25,000 riders will take part.

Essex will also host two stages of the three-day UCI Women's WorldTour race on Friday 27 May and Saturday 28 May.

If you have questions or concerns about the event

RideLondon's customer service team can help you with any questions or queries you have about the event. Email helpdesk@londonmarathonevents.co.uk.

Key messages

- RideLondon – Essex 100 is one of the world’s greatest cycling festivals, and is coming to Essex for the first time due to a new partnership between Essex County Council
- 25,000 riders will have the chance to experience the county’s countryside, communities and businesses
- Participants help to raise millions for good causes and charities can take advantage of a special ticket offer
- Road closures will be necessary for the event to run smoothly and safely, and residents and businesses should plan ahead where possible
- Walking and cycling helps reduce car usage, which reduces pollution and improves air quality

Call to action

Visit www.essex.gov.uk/news/ridelondon-essex for all the latest news on this exciting event.

Plan your travel and understand how road closures might affect you or your business at www.ridelondon.co.uk/road-closures/road-closure-information.

Social media posts

About RideLondon Essex

Partners

This May, Essex will welcome 25,000 cyclists for @RideLondon

Cyclists will start in London, travel through picturesque Essex towns and villages before heading back into London to finish on Tower Bridge.

It's a fantastic opportunity to showcase the best of our local businesses, communities and countryside.

If you'd like to find out more, visit: www.essex.gov.uk/news/ridelondon-essex

Businesses

We're getting ready to welcome @RideLondon over the weekend of 27 to 29 May!

It's dubbed one of the world's greatest cycling festivals and we're looking forward to welcoming riders, spectators and volunteers to the area.

Pop in and say hi if you're visiting for RideLondon! Find out more about the exciting event at www.essex.gov.uk/news/ridelondon-essex

Charity tickets

Partners

 Calling all local charities 

Rider places are still available for charities at @RideLondon, which is coming to Essex this May.

Apply by 19 April and you can offer people the chance to ride in one of the world's greatest cycling events and raise money for your charity.

Apply here: <https://www.essex.gov.uk/news/ridelondon-essex>

Businesses

We're really excited to welcome @RideLondon to the area at the end of May, and we wanted to raise awareness about this fantastic opportunity for local charities.

Charities can apply for rider places and give people the chance to ride in the event while raising money for their cause.

Apply here: <https://www.essex.gov.uk/news/ridelondon-essex>

Spectating

Partners

Save the date for the @RideLondon Classique on 27 and 28 May. This professional race features the best female riders in the world!

The riders will zip past Maldon, Chelmsford and Epping. Come along and make a day of it - invite your friends and family and soak up the atmosphere in these beautiful parts of Essex.

Find out more at: <https://www.ridelondon.co.uk/the-classique/about-the-classique>

General road closures

Partners

Essex will be hosting the @RideLondon Classique and the RideLondon Essex 100, 60 and 30 mile event from Friday 27 May to Sunday 29 May.

There will be road closures during this time which may affect Essex businesses and their customers. Everything you need to know can be found at: <https://www.ridelondon.co.uk/road-closures/road-closure-information>

Businesses

Please be aware that there may be road closures in place near us from Friday 27 to Sunday 29 May due to @RideLondon. If you're visiting us that weekend, please plan your route ahead to avoid delays: <https://www.ridelondon.co.uk/road-closures/road-closure-information>

RideLondon Classique road closures (Friday 27 to Saturday 28 May)

Partners

The RideLondon Classique comes to Essex on 27 and 28 May, featuring the best female riders in the world!

Temporary road closures of 15 to 20 minutes will operate on both days as the peloton moves along the route. Impacted areas include Chelmsford, Colchester, Braintree, Maldon, Epping Forest and Uttlesford.

If your business operates in these areas, plan ahead and make your customers aware. More information: <https://www.ridelondon.co.uk/road-closures/road-closure-information>

Businesses

Please note that travel in our local area will be disrupted on Friday 27 and Saturday 28 May due to the @RideLondon Classique event.

If you're spectating, riding or volunteering in the area, do pop in and visit us – but be sure to plan ahead as there will be temporary road closures. More information: <https://www.ridelondon.co.uk/road-closures/road-closure-information>

RideLondon-Essex 100 road closures (Sunday 29 May)

Partners

Essex will be hosting the @RideLondon Essex 100, 60 and 30 mile events on Sunday 29 May.

If your business operates in Chelmsford, Epping Forest or Uttlesford, please note that there will be road closures to make sure the event can go ahead safely.

Plan ahead and let your customers know – there is more information at:

<https://www.ridelondon.co.uk/road-closures/road-closure-information>

Businesses

Three exciting @RideLondon events are taking place in Essex on Sunday 29 May and we're sure lots of you are planning to visit the area to ride, watch or volunteer!

We'll be open all day so stop by and visit us! But be sure to plan ahead as there are some road closures in the area.

The full road closure information is here: <https://www.ridelondon.co.uk/road-closures/road-closure-information>

Activation Fund

Partners

 Applications open for the RideLondon – Essex Activation Fund 

Grants of up to £500 are available to fund celebrations, activities and other events which will get communities involved with RideLondon or cycling.

The one-time-only grant is available to parish and town councils, schools, constituted organisations and other community groups.

Find more information and how to apply on the Active Essex website:

<https://www.activeessex.org/ridelondon-essex/activation-fund/>

Customer newsletters

Digital newsletter - partners

Welcoming RideLondon to Essex

[RideLondon](#), one of the world's greatest cycling events, is coming to Essex.

The weekend begins with the RideLondon Classique, a three-day UCI Women's WorldTour road race from 27 to 29 May. Then on Sunday 29 May, cyclists will take part in one of three riding challenges taking them from London, through Essex and back to the capital.

It's set to be a brilliant weekend and a fantastic opportunity for local businesses. With more than 25,000 cyclists and many more spectators and volunteers coming to the county, we're expecting a positive immediate impact and long-lasting benefits for our economies, businesses and communities.

Road closure information

Road closures will be necessary each day to ensure the events go ahead safely. Please plan ahead and make customers aware that their travel may be impacted over the weekend.

[Find full details of road closures](#) on the RideLondon website.

Want to get involved?

There are plenty of chances for local people to get involved in RideLondon. You can [volunteer](#) for a range of roles, and spectator spots will be announced nearer the time.

Charities can apply for rider places

If you know a local charity, let them know they can [apply for rider places](#). The tickets are available at a discounted rate and mean charities can offer people the chance to ride in one of the world's greatest cycling events while raising money for them.

For all the latest updates visit [RideLondon-Essex](#) on the Essex County Council website.

Digital newsletter - businesses

Road closures for RideLondon

If you're planning to visit us between Friday 27 and Sunday 29 May, please note there are temporary road closures in place for the [RideLondon](#) cycling festival.

The exciting event sees some of the world's best female cyclists and around 25,000 participants take part in challenges over the weekend. We're very much looking forward to welcoming participants, volunteers and spectators to our local area.

If you're visiting us, or you're out and about across Essex that weekend, please be sure to plan your journey in advance. The road closures may mean you need to find an alternative route.

Read the [full details of road closures](#) on the RideLondon website.

Print newsletter - partners

Welcoming RideLondon to Essex

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www.ridelondon.co.uk/road-closures

Want to get involved?

There are plenty of changes for local people to get involved in RideLondon. You can volunteer for a range of roles, and spectator spots will be announced nearer the time.

www.ridelondon.co.uk/more/our-volunteers

Charities can apply for rider places

If you know a local charity, let them know they can apply for rider places. The tickets are available at a discounted rate and mean charities can offer people the chance to ride in one of the world's greatest cycling events while raising money for them.

www.essex.gov.uk/news/ridelondon-essex

Print newsletter - businesses

Road closures for RideLondon

If you're planning to visit us between Friday 27 and Sunday 29 May, please note there are temporary road closures in place for the RideLondon cycling festival.

The exciting event sees some of the world's best female cyclists and around 25,000 participants take part in cycling races and challenges over the weekend. We're very much looking forward to welcoming participants, volunteers and spectators to our local area.

If you're visiting us or out and about across Essex that weekend, please be sure to plan your journey in advance. The road closures may mean you need to find an alternative route.

www.ridelondon.co.uk/road-closures

Employee communications

Partners

Preparing for RideLondon

Ride London-Essex will be taking place in parts of Essex from Friday 27 to Sunday 29 May and road closures will be in place.

The event could impact our business over the weekend so please consider how we can manage any disruption. Please highlight any service delivery concerns with **[ADD DETAILS OF YOUR BUSINESS CONTINUITY CONTACT/RIDELONDON LEAD]** as soon as possible.

The start and finish of the first stage of the UCI Women's WorldTour stage race on Friday 27 May will be in Maldon, while the second stage will start in Chelmsford and finish in Epping on Saturday 28 May. Temporary road closures of 15 to 20 minutes will operate on both the Friday and the Saturday in some areas of Essex.

On Sunday 29 May, there will be 65 miles of Essex roads included in the event routes, with cyclists passing through Epping, Ongar, Great Dunmow, Felsted and the outskirts of Chelmsford. During this time, no vehicles will be allowed onto the roads affected and as a consequence other surrounding roads are also likely to be much busier than normal. Public transport in the area could also be affected with local bus services being diverted or cancelled.

These events could cause delays and disruptions for employees commuting to and from work or getting around the county. Customers may also experience travel disruptions.

Please note access for emergency services across the county will be prioritised.

You can keep up to date on road closure information on the [Ride London-Essex website](#), which includes full details and a map of the route. Local information is also available on the [Essex County Council website](#).

Businesses

Preparing for RideLondon

Ride London-Essex is taking place from Friday 27 to Sunday 29 May and there will be road closures in the area.

As a consequence, surrounding roads are likely to be much busier than normal. Public transport in the area could also be affected with local bus services being diverted or cancelled.

The events could cause delays and disruptions for employees commuting to and from work or getting around the county. Customers may also experience travel disruptions.

Please note access for emergency services across the county will be prioritised.

You can keep up to date on road closure information on the [Ride London-Essex website](#), which includes full details and a map of the route. Local information is also available on the [Essex County Council website](#).

Assets

We've created ready to use assets to make it easier for partners to promote the event. You will find social media assets and a campaigns banner for your website.

Please [download supporting assets](#) from WeTransfer.

If you're missing anything you need, please [email the Essex County Council Campaigns team](#).

More ways to get involved

Getting your community involved

Local events and activities can help get communities involved with RideLondon. And it doesn't just have to be about cycling! RideLondon is a week before the Queen's Jubilee celebration so it's the perfect weekend to start bringing communities together.

[Find ideas and support for community activation](#) in the Supporting Communities Toolkit by Active Essex.

RideLondon – Essex Activation Fund

[The Activation Fund](#) offers grants of up to £500. It can be used to fund celebrations, activities and other events to get communities involved with RideLondon or cycling.

Grants will be awarded weekly on a continuous engagement basis until the Fund has been exhausted. It is a one-time-only grant available to parish and town councils, schools, constituted organisations and other community groups.