



UCI
CYCLING WORLD
CHAMPIONSHIPS



BUSINESS GUIDE

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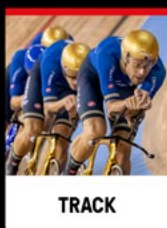
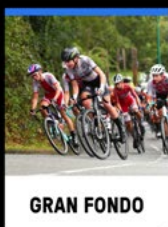
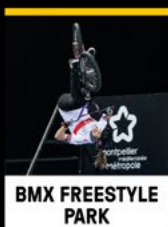
WHAT ARE THE 2023 UCI CYCLING WORLD CHAMPIONSHIPS?

From 3–13 August, the inaugural UCI Cycling World Championships will be hosted in Glasgow and across Scotland. It will be the single biggest cycling event in history, bringing together for the first time 13 existing UCI World Championships into one mega event. Partners, businesses and communities are encouraged to get involved and help promote both the event and celebrate the **#PowerOfTheBike**.



This historic and innovative event will welcome thousands of amateur and elite cyclists from more than 120 countries and crown and award the coveted rainbow jersey to over 190 UCI World Champions across 13 UCI World Championships:

THE EVENT 13 UCI WORLD CHAMPIONSHIPS OVER 11 DAYS IN 1 COUNTRY

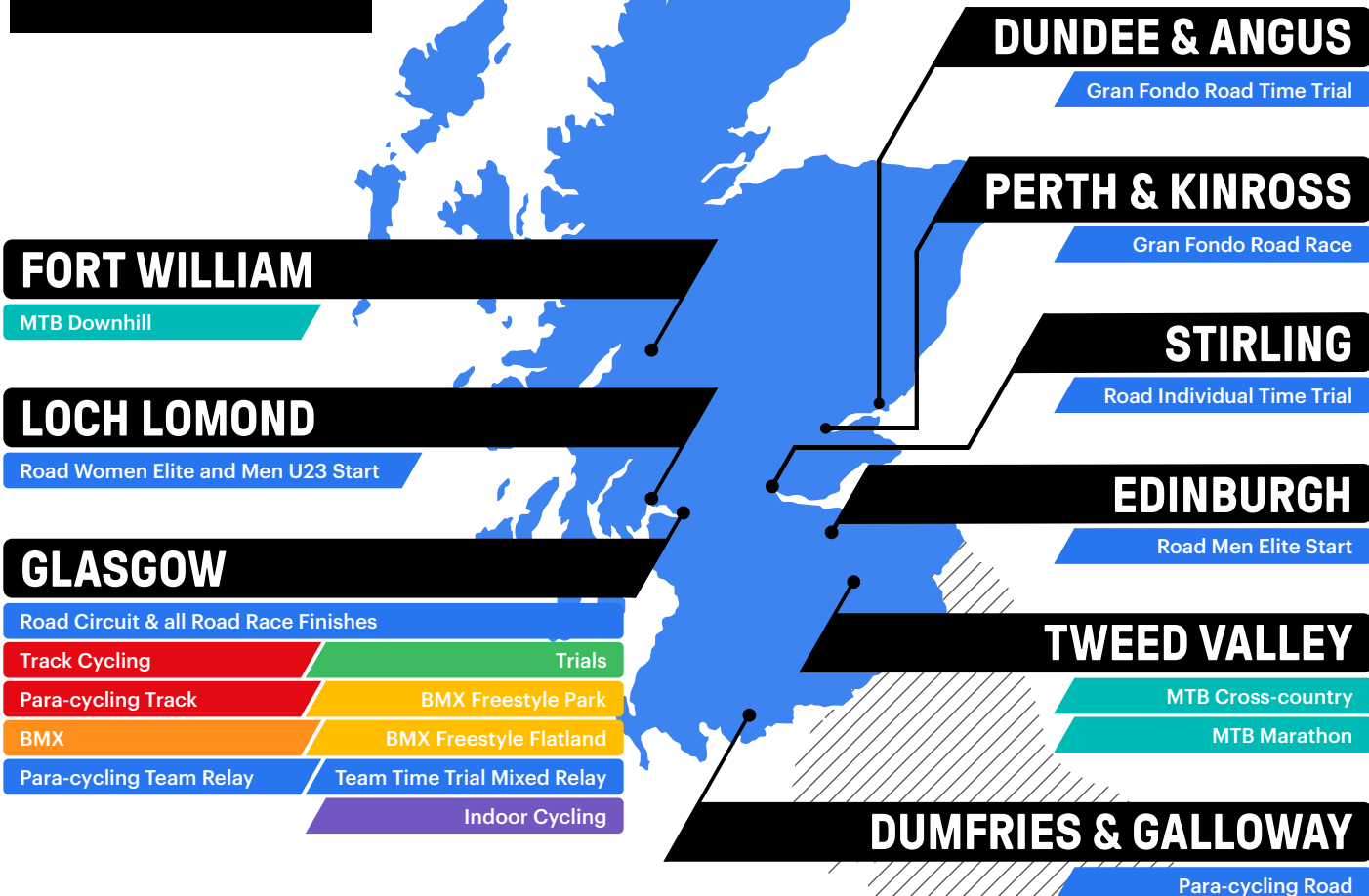


WHERE AND WHEN WILL THE 2023 UCI CYCLING WORLD CHAMPIONSHIPS TAKE PLACE?

The 2023 UCI Cycling World Championships will take place in Glasgow and across Scotland at the following venues and local host regions:

- **BMX Freestyle Park** (Glasgow Green, Glasgow)
- **BMX Freestyle Flatland** (Glasgow Green, Glasgow)
- **BMX Racing** (Glasgow BMX Centre, Glasgow)
- **Gran Fondo** (Dundee & Angus and Perth & Kinross)
- **Indoor** (Emirates Arena, Glasgow)
- **Mountain Bike Cross Country** (Glentress Forest, Tweed Valley)
- **Mountain Bike Downhill** (Nevis Range, Fort William)
- **Mountain Bike Marathon** (Glentress Forest, Tweed Valley)
- **Para-cycling Road** (Dumfries & Galloway)
- **Para-cycling Track** (Sir Chris Hoy Velodrome, Glasgow)
- **Road** (Road Starts: Edinburgh, Loch Lomond; Road Race Finish: George Square, Glasgow; Time Trial: Stirling)
- **Track** (Sir Chris Hoy Velodrome, Glasgow)
- **Trials** (Glasgow Green, Glasgow)

For the schedule and more details on each of the disciplines, visit our website at:
cyclingworldchamps.com



PLAN AHEAD FOR YOUR BUSINESS

The Championships are a fantastic opportunity to showcase what Glasgow and all of our host regions across Scotland have to offer. As Scotland gets set to welcome the event, now is the perfect time to start planning so that your business and your employees are ready too.

Spectators from across Scotland, the rest of the UK, and beyond will be heading to Glasgow and our host regions, all of which will be a hive of activity. Many spectators want to explore and experience the best each region has to offer, so now is the time for your businesses to get ready to welcome visitors from all around the world.

In the run up to and during the event, there will be increased visitor numbers and associated event impacts across the country. This might include some changes to how roads operate near competition venues or courses, temporary road closures, changes to transport operations, and impacts on other local services.

Plan Ahead

Planning is a key step in maintaining business operations over the period and ensuring your ability to serve existing customers, while potentially targeting new ones.

You may want to think about:

- Which parts of your business might be impacted during the Championships.
- If your business is near a Championship venue, and do you know when the venue will be in use?
- Are there event-related transport arrangements in your local area?
- Whether you need to adapt product or service requirements during the event times.
- Should you consider adapting your trading hours during the Championships?
- How staff may be impacted and whether temporary or modified working arrangements would be appropriate.



Customer Communications

Once you have identified the likely impact of the Championships on your business, it is advisable to communicate this to your existing customers.

Customers access your business in a variety of ways and event activities may limit certain means of contact and your ability to meet existing customers' needs.

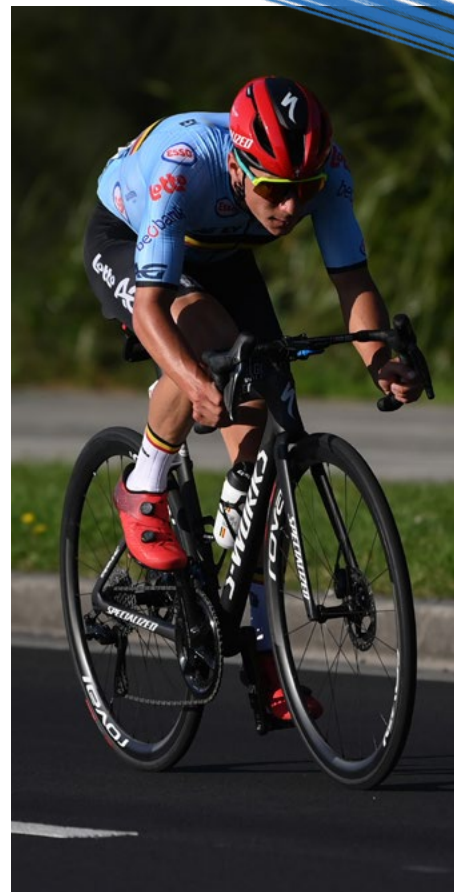
Consideration should be given to the fact that alternative arrangements may have to be put in place, such as asking customers to contact you at certain times or asking customers to collect if you are unable to deliver to them.

Plan what information you want to share in advance with your customers, and brief your staff so they can be ready to answer any questions your customers may have.

Information to consider for your customers can include:

- How can they get to Championship venues and are there any event-related transport arrangements in place in your area?
- What are your opening and closing times, and do they need to be adapted during the Championships?
- If relevant to your business, is it recommended that your customers book in advance during Championship event days?
- Will there be any temporary road or parking restrictions at or near your business that your customers should be aware of?

For the most up to date local information, please visit the [Cycling World's Get Ready hub](#), where you can find out more information about practical arrangements and impacts in your area.



OPPORTUNITIES FOR YOUR BUSINESS TO GET INVOLVED

As well as making sure that you are aware of what to expect during the Championships, there will also be the benefit from the thousands of additional visitors, footfall and trade. Visitors will need accommodation or food and drink, and many will be looking to explore the beautiful landscapes and culture that Scotland has to offer, when not attending Championship events.

Show your Support

We want businesses across the country to be part of the host nation experience and show visiting spectators and athletes why Scotland has a world-class reputation for hosting events. Read on for some handy tips on how to get involved in the Championships and celebrate the **#PowerOfTheBike**.

*POWER
OF THE BIKE*



TIP 1: SHOUT ABOUT THE CHAMPIONSHIPS

Businesses are encouraged to think about ways to connect with the Championships, promote events in your area and celebrate the **#PoweroftheBike**. Suggestions for this include:

- Using the Public Guidelines and Squiggly Bike Logo (more details below in 'Promotional Materials'), to align your business' marketing and communications activity to show your support for the Championships.
- Get involved on social media and use the hashtags **#GlasgowScotland2023** and **#PowerOfTheBike** for any cycling and Championship-related content.
- Create Championships-themed menus, displays, campaigns or even local events to get your customers and community involved.
- Consider if your business has any cycling initiatives or positive stories that would be of interest to the media. Have you supported a local cycling club, or do you have staff members that have swapped the car commute for cycling? These could make for positive local PR stories.



TIP 2: WORK AS ONE IN YOUR REGION

Major events provide a brilliant chance to work more closely with other businesses and organisations in your local area. Ideas include:

- Cross-promoting with other businesses in your area – is there a local bike hire that you could send customers to in exchange for promotion to your business?
- Can you offer morning and evening meals or packed lunches for nearby accommodation that cannot offer their own, such as local campsites or smaller venues?
- Can you collaborate with other businesses to decorate your street or local area? How about some Power of the Bike window displays or bunting?

TIP 3: GET READY FOR INTERNATIONAL VISITORS

The Championships will bring a global audience to Scotland and there are some small ways you can enhance your customer service to international visitors:

- Do any of your staff speak any other languages? Or are any of your staff up for learning some simple sentences (i.e., hello/goodbye, how are you?) in different languages?
- If you are a food and drink provider, does your menu accommodate different dietary requirements?
- Do you have local information to help visitors find their way around and explore the area? Can you link to helpful resources such as transport information and local recommendations?
- Could you provide universal chargers to make sure visitors can stay connected and online?

Promotional Materials

You can include the Championships in your business' marketing and promotional material by using the Squiggly Bike logo. Visit our Public Guidelines to access the logo and find advice on how to use the assets across your marketing collateral.

Public Guidelines

You can also access ready-made promotional materials including event posters from this link:

Promotional Posters



#PowerOfTheBike

TIP 4: ENGAGE YOUR TEAM

The Championships is also an opportunity to engage in new and exciting ways with your staff. As well as making sure they are prepared for any potential changes to business as usual, why not consider new challenges on how they converse with customers or with other colleagues? For example, your workplace could:

- Share information with staff about the Championships in your area and encourage them to share this with customers.
- Promote active travel and encourage your staff to cycle to and from work.
- Hold cycling competitions for staff that link in to our [23 Million Mile challenge](#).
- Organise team outings to any road races that will pass through your area.

GET READY TO WELCOME CYCLING VISITORS

Cycling has recently experienced a boom in interest across Scotland both from international and domestic visitors, and this growth is set to continue in the lead up to and during the 2023 UCI Cycling World Championships.

To support businesses and encourage them to engage with new opportunities, VisitScotland has pulled together a Cycling Tourism Industry Guide. The guide includes robust market insights and advice on how to best reach potential cycling customers and provide a first-class cycle-friendly service.

This could include offering secure bike storage to customers, free water top-ups, charging points, take away food and drink, or guidebooks.

Head to the [VisitScotland website to access the guide](#) and get your business ready to make the most of this lucrative market.



ADDING VALUE & BEING PRACTICAL

Accommodation providers

- Proper lockable bike storage
- Bike wash down facilities + clothes drying facilities
- Welcoming hot cuppa!
- Take away breakfast
- Local route guides
- Electric bike chargers
- Wi-fi
- If any known road closures
- Consider joining the Quality Assurance scheme

Attraction providers

- Stock guidebooks and trail maps
- Consider shoe racks
- Lockable bike storage
- Food and drink to go
- Weather forecasts
- Charging points
- Visitor attraction quality assurance scheme

Food & Drink providers

- Free water top ups
- Stock electrolyte drinks
- High energy bars/ bananas
- Contactless payments
- Lockable storage
- Cake!
- Taste Our Best quality assurance scheme

TRAFFIC AND TRANSPORT INFORMATION

Hosting an event of this scale will have an impact on the day-to-day running of the transport network across Scotland. Whilst disruption to local communities and businesses is being minimised as far as possible, it's important to plan ahead.

With thousands of elite and amateur cyclists, and more than 1 million spectators expected to attend, please be aware that our road and public transport network will be much busier than normal. We want all residents and businesses to be able to enjoy the Championships, whilst also being able to go about their day-to-day activities.

Different locations will be affected on different days, at different times and with different impacts. To see how the transport network may be affected by the Championships, visit the [Transport and Travel | 2023 UCI Cycling World Championships](#).

Road and public transport grids will be available in July which will allow staff, customers and visitors to see where the road and public transport network is likely to be busy on which days and at which times.

TIP 1: PLAN AHEAD

- Get your business ready to avoid disruption.
- Consider how your staff, visitors, customers and others will be affected and what that means for your business.
- You may need to allow extra time for journeys.

TIP 2: SPREAD THE LOVE

- Share information and advice with staff, visitors and customers.

TIP 3: PREPARE FOR DELIVERIES AND SERVICING

- Work together with your supply and delivery chain to identify the best ways to avoid disruption to deliveries.
- Consider the timing of deliveries – avoid the queues and travel outside of peak event times.
- Consider reducing or consolidating deliveries where possible.
- Carry out any routine servicing or maintenance before or after the Championships.

TIP 4: TRAVEL AT A DIFFERENT TIME

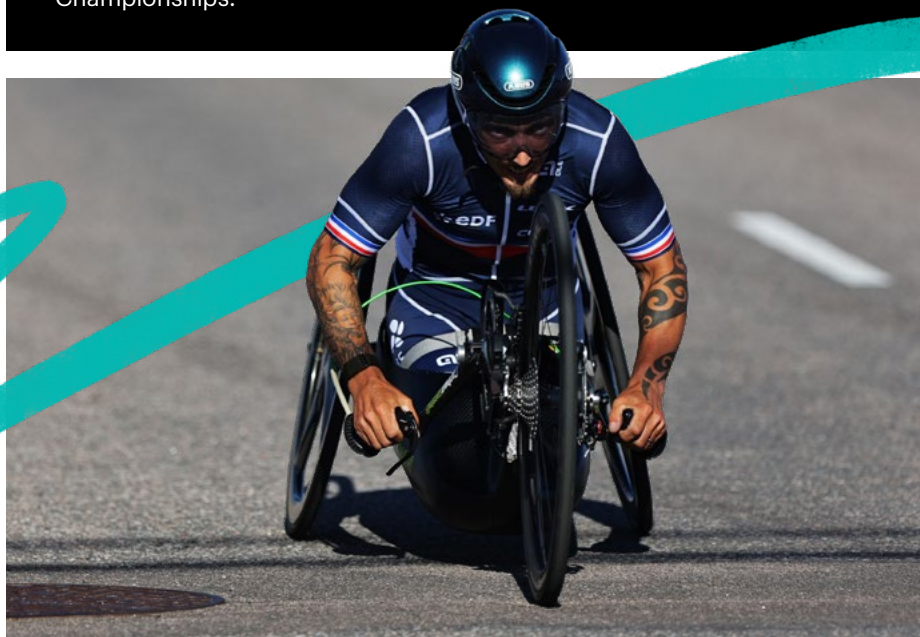
- Avoid the queues and travel outside of event start and end times.
- Certain days and times will be a lot busier than others. Can you adopt flexible working to allow staff to avoid disruption?

TIP 5: TRAVEL IN A DIFFERENT WAY

- Your normal method of transport might not be the best way to travel during the Championships.
- Certain modes of transport will be a lot busier than others. For local journeys, walking or cycling may be the best option.

TIP 6. TRAVEL BY A DIFFERENT ROUTE

- Certain locations will be a lot busier than others. Can staff or business travel journeys be rerouted to avoid disruption?



CONTACT DETAILS

We hope this guide has given you all the information you need to get ready for the 2023 UCI Cycling World Championships. But if you need any further support or information, don't hesitate to get in touch with our team.

For general enquiries, please email hello2023@cyclingworldchamps.com

For media and PR enquiries, please email media2023@cyclingworldchamps.com

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