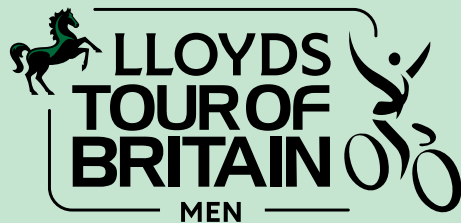


LLOYDS TOUR OF BRITAIN MEN 2025

ATHERSTONE

We are delighted to host the start of **LLOYDS TOUR OF BRITAIN MEN 2025** **STAGE 4** in Atherstone. This brochure is full of useful information about the day, details of the teams and riders, special offers from local businesses and much more!



North Warwickshire
Borough Council



Warwickshire
County Council

WELCOME

ATHERSTONE

On behalf of North Warwickshire Borough Council, I'm delighted to welcome the **LLOYDS TOUR OF BRITAIN MEN 2025** to our borough.

It's a real honour for North Warwickshire to be part of such a prestigious sporting event – one that brings not only world-class athletes but also a fantastic sense of community pride and celebration.

As the riders pass through our towns and villages, I know residents and businesses alike will turn out to show their support, line the streets, and create an atmosphere that showcases the very best of what our area has to offer.

The Tour is more than just a race – it's an opportunity to inspire future generations, promote healthier lifestyles, and a chance to show off our beautiful countryside, local heritage, and vibrant communities. We're proud to be involved and to play our part in making the 2025 event memorable for everyone taking part and everyone watching.

I'd like to thank the organisers, volunteers, and local partners who have worked hard to make this happen, and I wish all the riders the very best of luck.

Welcome to North Warwickshire – and enjoy the ride!

David Wright,

Leader of North Warwickshire Borough Council



North Warwickshire
Borough Council



DISCOVER AATHERSTONE

and Surrounding Areas

As the **LLOYDS TOUR OF BRITAIN MEN 2025** races through North Warwickshire, there's no better time to explore the historic charm and vibrant communities of Atherstone and its surrounding villages.

Steeped in heritage, Atherstone is a traditional market town with a proud past, known for its rich industrial history, unique architecture, and warm hospitality. The town centre offers an inviting mix of independent shops, local cafes, pubs, and hidden gems waiting to be discovered. Don't miss the historic Market Square, St Mary's Church, and the Coventry Canal, perfect for a peaceful walk alongside nature.

Just beyond Atherstone, you will discover an array of small towns and villages, each with its own unique character and charm.

Whether you're cheering on the cyclists, exploring our local history, or enjoying a bite to eat in a local café, we hope you'll take the time to enjoy everything Atherstone and its neighbours have to offer.

We're proud to welcome you — and we hope this won't be your last visit.

Voices from the community

I ride through these roads every week, so seeing the world's best cyclists racing here will be incredible. It shows what a great place Warwickshire is for cycling

It's fantastic that such a big sporting event is coming to our town. We'll be taking the kids along to watch the race, and I think it will really inspire them to get on their bikes more. Atherstone has such a strong sense of community, so to have the world's best riders passing through our streets is something really special. It's not every day you get the chance to see an event of this scale right on your doorstep, and I'm sure it'll be a day the whole town will remember for a long time.

We're really looking forward to the Tour coming through Atherstone. Big events like this bring so much energy to the town, and it's great to see the streets busy with people. As a local café, we are expecting a lot of visitors on the day, so it'll be brilliant for local businesses like ours. Hopefully, once people see what Atherstone has to offer, they'll come back again long after the race has finished



ATHERSTONE

Picture Credit
SWpix.com

ABOUT THE TOUR

The Lloyds Tour of Britain Men is one of the UK's premier cycling events, attracting elite riders from around the world and showcasing some of the country's most beautiful and challenging routes. Now a highlight of the international racing calendar, the Tour brings together professional teams competing over several days across multiple stages, each packed with high speed, strategy, and excitement.

The Tour returns with even greater energy and ambition, covering towns, cities, and countryside across Britain. This year's route includes a thrilling stage through North Warwickshire, offering spectators a chance to witness world-class athletes in action right on their doorstep. **STAGE 4** of the race is starting from Atherstone to the ever-popular hilltop finish at Burton Dassett Hills Country Park. The challenging finale will see riders tackling the 700-metre climb of Burton Dassett Hills Country Park, averaging almost 9% gradient, on three occasions in the closing kilometres, the final time for the stage finish, making for a great location to see the riders at their limit on multiple occasions.

The Tour is not just about the competition — it's a celebration of community, sport, and local pride. Each stage brings people together, boosts local businesses, and inspires future generations to get involved in cycling and active lifestyles.

Whether you're a lifelong cycling fan or new to the sport, the **LOYDS TOUR OF BRITAIN MEN 2025** promises to be an unforgettable event for all.





ATHERSTONE

LLOYDS BANK
TOUROF
BRITAIN

COTLAND
The Perfect Stage

3:01:51
+ 1:25

MEET THE TEAMS

Anicolor / Tien 21



The distinctive fluoro kits of the Portuguese squad return for a second edition of the race, having ridden under the Sabgal name in 2024, when their attacking riding earned two days in the points jersey and eighth place overall. Devonian Harrison Wood adds British interest to what is primarily an Iberian roster of riders, that have already claimed the honours in two stage races in Portugal this summer.

Equipo Kern Pharma



Made their debut in 2020 and their sole race appearance to date in 2023, coming third in the team classification with three riders in the top 20. Last year saw the team win three stages of La Vuelta a Espana, with one of those winners, climber Urko Berrade, still with the team in 2025, alongside promising youngster Haimar Exteberria, who won the Vuelta a Castilla y Leon in July.

Picture Credit **SWpix.com**

INEOS Grenadiers



Riding in their home tour for the 15th time, INEOS Grenadiers have taken 20 stage wins in the Lloyds Tour of Britain since 2010, but so far have won the race overall just once, back in 2013 with Sir Bradley

Wiggins. All eyes will be on Geraint Thomas, as he rides his tenth and final Tour of Britain, getting to finish his career in his home city of Cardiff.

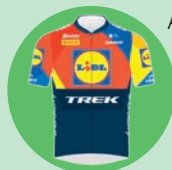
Bahrain Victorious



The team return after making a winning debut in 2024, when they won the final stage in Felixstowe with Matevž Govekar. Their multi-national squad includes 2023 British road race champion Fred

Wright, Tour de France King of the Mountains protagonist Lenny Martinez, and all-rounder and attacking specialist Matej Mohorič.

Lidl-Trek



A first visit to the Lloyds Tour of Britain Men since 2016 for Lidl-Trek, and only their third ever appearance in the race. The American squad have grown to be one of the leading

teams in the sport in recent years,

particularly in the Classics and bunch sprints, with Jonathan Milan winning the points classifications in both the Tour de France and Giro d'Italia in recent seasons. The team currently boast seven different national champions on their roster.

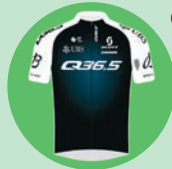
Team Picnic PostNL



Another team with a long history of racing in the Lloyds Tour of Britain, and their links to the UK now extend throughout the team, with last year's runner up Oscar Onley having gone on to finish fourth at

the Tour de France, and teammate Max Poole taking 11th in his first Giro d'Italia. Giro stage winner Casper van Uden has gone close in the sprints in Britain previously.

Q36.5 Pro Cycling Team



Q36.5 return for their third Lloyds Tour of Britain, and have strengthened from past seasons with the addition of Tom Pidcock to the team for 2025. Fellow Brit, Cumbrian

Mark Donovan, has finished

fifth and fourth in the past two editions of the Lloyds Tour of Britain, while Irish champion Rory Townsend has won the former sprints jersey in the race, and Damian Howson was third overall in 2023.

Tudor Pro Cycling



One of the newest teams in the peloton and another debutant in the Lloyds Tour of Britain Men, the Swiss team was the initiative of cycling legend Fabian Cancellara, and made their Tour de France debuts this

July. British fans will recognise 2018 Lloyds Tour of Britain champion Julian Alaphilippe and double stage winner Matteo Trentin, while Australian Michael Storer has been one of the riders of 2025 with his strong stage racing performances.



Unibet Tietema Rockets



Back for their second Lloyds Tour of Britain, Unibet Tietema Rockets were created in 2023 as the brainchild of former professional turned YouTuber Bas Tietema, to much success and a huge following. In 2023 their attacking riding set the race alight and earned the overall combativity award for Abram Stockman, so expect more of the same. In June Lukáš Kubiš won the team their first national champions jersey by winning the Slovakian championships

Groupama FDJ



A debut for the historic French WorldTour team, whose under-23 development team raced in the 2024 Lloyds Tour of Britain. In recent years the team have developed a number of young British talents, with Lewis Askey and Matt Walls in their current squad, plus 2017 Tour of Britain podium finisher Stefan Küng.

Great Britain Cycling Team



A mainstay of the Lloyds Tour of Britain Men, the Great Britain Cycling Team have given a number of future stars their debut in their home Tour, including Geraint Thomas, Ian Stannard, and Ethan Hayter to name but three. Over the years the national team have occasionally upset the professional teams, taking four stage wins, most memorably by Simon Yates atop Hayter in 2013.

Israel - Premier Tech



Last year's winning team, who took two stage victories and the overall title with Stevie Williams, plus the points jersey thanks to the ultra-consistent Ethan Vernon, who has ten top-ten stage finishes across the last two editions. The British links continue through Jake Stewart, who will surely be keen to race with stage four in his native Warwickshire, Grand Tour champion Chris Froome, and Joe Blackmore, who last year became the first British winner of the Tour de l'Avenir.

Decathlon AG2R La Mondiale



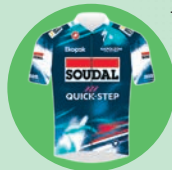
The famous and long running French team return for the first time since 2019, although in 2024 their development team rode and took third place overall, so they will be keen to go even better. Felix Gall took a top 10 in the Tour de France, while the team have French road race and time trial champions, Dorian Godon and Bruno Armirail, respectively.

Lotto



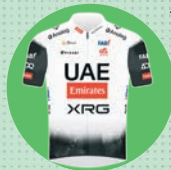
The famous Belgian team have a history in the sport stretching back 40 years, and now return to the race where they have won stages for the first time since 2019. Headlining their squad are fast men Arnaud de Lie and Elia Viviani, the latter of whom has five stage wins in the race, including victories in each of England, Scotland and Wales. Jasper de Buyst twice came close to winning stages in 2019, the year he finished third overall, while youngster Josh Giddings is their sole Brit.

Soudal - Quick-Step



The most successful team in Lloyds Tour of Britain history, having won the race twice and taken 26 stage wins going right back to 2004. The most recent of those came with Paul Magnier's hattrick of sprint victories in 2024, while Ethan Hayter and Yves Lampaert are also stage winners in the squad. The team also boast double Olympic champion Remco Evenepoel and current European champion Tim Merlier.

UAE Team Emirates-XRG



The world's number one team and the squad of Tour de France winner Tadej Pogačar make their Lloyds Tour of Britain debut this September. Alongside the reigning road race world champion, the squad also boast stage racing talents Issac del Toro, Juan Ayso, and João Almeida, while the stacked roster includes riders capable of winning on just about every terrain, from sprinter Juan Molano to all-rounders Nils Politt and Adam Yates.

Team Flanders - Baloise



Winners of the first modern Lloyds Tour of Britain in 2004, the team have won four stages in the race, the most recent at Sunderland in 2022, and have always displayed an aggressive style and willingness to get in breakaways in the event. Over the years Team Flanders in their various guises have developed many young Belgian riders who have gone on to enjoy WorldTour success, so expect another youthful but talented line-up.

Uno-X Mobility



This summer saw the team take their first Tour de France stage win thanks to Jonas Abrahamson, who has become one of the leading lights of the all-Scandinavian roster. Sixth placed overall at the Tour de France was Tobias Halland Johanssen, runner up in the 2023 Lloyds Tour of Britain, the same year that Rasmus Tiller took the team's sole stage win to date in Gloucester.

Team Visma | Lease a Bike



Have won the race an incredible four times, including on both their most recent participations (2021 & 2023) with Wout van Aert, while teammate Dylan van Baarle is also a former winner. Sprinter Olav Kooij won four stages on his previous visit, while the team have a trio of talented young Brits in Matthew Brennan, Thomas Gloag, and Ben Tulett, ably supported by experienced heads Dan McClay and Giro d'Italia winner Simon Yates.





Picture Credit **SWpix.com**

STAGE ROUTE & TIMINGS

Stage Route & Timings

START: Sheepy Road,
Atherstone 10:30 | Ansley
10:46 | Shustoke 11:00 |
Maxstoke 11:07 | Fillongley 11:14
| Bedworth 11:31 | Brinklow 11:52
| Dunchurch 12:14 | Cubbington
12:45 | Radford Semele 12:56 |
Wellesbourne 13:17 | Kineton
13:27 | Shipston-on-Stour 13:51
| Upper Tysoe 14:10 | Edgehill
14:19 | Burton Dassett Hills
Country Park (first passage)
14:36 | FINISH: Burton Dassett
Hills Country Park 15:12



LLOYDS
TOUROFB
BRITAIN
MEN



RACE MAP STAGE 4

Atherstone > Burton Dassett Hills Country Park
Friday 5th September

SPECTATOR SPOTS

Catch all the action right from the start! The bikers set off from in front of St Mary's Church in the Market Square, and the best spots to cheer them on are along North Street or Witherly Road. Don't miss the excitement as they race past!

Atherstone

Race start 0km

Cubbington 5

Friz Hill 3

Fant Hill 3



STAGE START



STAGE FINISH



SPRINT



KING OF THE MOUNTAIN



Race route



Neutralised

ATHERSTONE



Route Directions

Start in the Market Square, passing under the arch onto North Street. Continue straight onto Witherley Road, passing The Queen Elizabeth Academy (TQEA).

At the junction by the Blue Boar, turn onto Mancetter Road and follow it through Mancetter. At the junction with the B4111, continue onto Nuneaton Road.

PARKING, ROAD CLOSURES & FACILITIES



2 x 3 Burton Dassett Hills Country Park

Circuit entry

Sun Rising Hill



ATHERSTONE

WHAT'S ON IN

There's a real buzz in Atherstone as we get ready to welcome the LLOYDS TOUR OF BRITAIN MEN 2025 – and we've got a whole host of activities lined up to celebrate!



- **WINDOW DRESSING COMPETITION**

Local shops and businesses are taking part in a town-wide window dressing competition with cycling-themed displays. Stroll through the high street and see how creative our community can be!



- **BIG SCREEN VIEWING**

Catch all the race action live on our outdoor big screen in Market Square. Bring your chairs, grab a snack from one of the nearby cafés or food stalls, and enjoy a front-row seat to one of the UK's top sporting events.



- **COMMUNITY CELEBRATIONS**

Expect a lively atmosphere in town with music, family-friendly activities, and plenty of opportunities to support local businesses. Whether you're here for the race or just soaking in the energy, there's something for everyone.



THE TOWN

- **FREE HEALTH CHECKS ON THE MARKET SQUARE 8AM - 12PM**

While you are enjoying the Tour festivities, pop over to the Market Square for a quick free health check. Friendly staff will be on hand offering simple checks, including blood pressure, blood glucose, total cholesterol and general wellbeing advice. It's a great opportunity to look after your health – and it only takes a few minutes!

- **HOW FAST CAN YOU CYCLE 1km?**

Think you've got the speed? Put yourself to the test on race day!

- Atherstone Memorial Hall
- 8am – 12pm
- Open to participants 16+
- Sign up on the day
- Prizes for the fastest male and fastest female

Come along, challenge yourself, and see how you measure up!

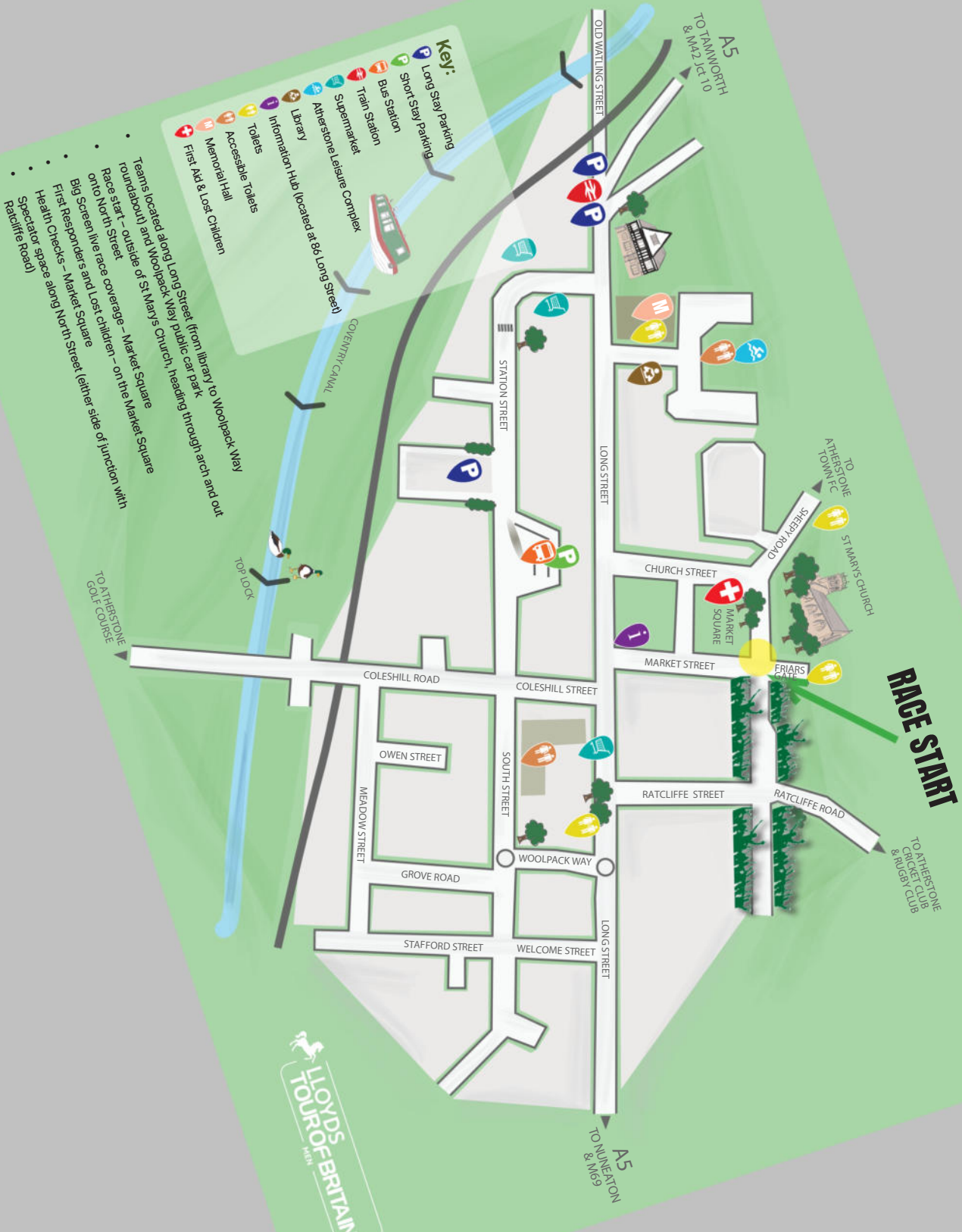
- **LOOK OUT FOR ARTHUR STONE!**

Don't miss your chance to spot Arthur Stone, Atherstone's much-loved mascot. He'll be out and about during the Tour festivities – so grab a selfie and make a memory of the big day!



LLOYDS
TSB
TOUROFBITAIN
MEN







THE LOCAL Volunteer Group



WHAT WE DO



- ✓ Job Fairs
- ✓ Town Wide Events
- ✓ Regeneration Projects
- ✓ Business Support
- ✓ Local Fundraising

ATHERSTONE PARTNERSHIP

A local group of volunteers, made up of residents and business owners who care about our town. Our not for profit group is open for involvement from any local people. Most importantly, our meetings are proactive and full of positivity and energy.

We have numerous projects and events being planned and there really is a job for everyone. Our major annual event is Atherstone Big Weekender, always the first weekend in June and offers a town wide community family fun filled event.

We also run the local website Visit Atherstone and want to support local businesses with advertising.

SAVE THE DATE: ATHERSTONE BIG WEEKENDER 2026
SATURDAY 6TH & SUNDAY 7TH JUNE 2026



Want to find out more?

Chairman@atherstone-partnership.co.uk



Follow us on Facebook

Atherstone Partnership -
Visit Atherstone



GET INVOLVED



More information

www.visitatherstone.com



ATHERSTONE

WELCOME TO KIDS ZONE!

CYCLING WORD SEARCH

FIND THESE HIDDEN WORDS:

- RACE
- BIKE
- TOUR
- HELMET
- PEDAL
- ROAD
- WHEEL
- RIDER
- STAGE
- SPEED

Good Luck!

H	Y	J	C	H	D	M	I	D	O	R	H
U	L	F	S	T	A	G	E	E	L	O	E
L	G	V	I	W	V	U	C	E	T	A	L
U	F	R	P	X	H	F	O	P	M	D	M
I	U	W	R	E	H	V	K	S	Y	Y	E
B	H	B	Z	K	D	M	I	C	G	S	T
R	T	W	K	G	U	A	P	M	U	O	E
I	O	I	E	H	X	R	L	R	E	I	X
D	U	S	N	S	M	E	L	H	K	E	Q
E	R	P	C	Y	B	C	D	E	I	U	F
R	Z	V	N	T	C	A	M	M	B	T	O
Q	L	E	E	H	W	R	I	R	A	V	X



SPOT THE DIFFERENCE!

CAN YOU SPOT 8 DIFFERENCES BETWEEN THESE TWO CYCLING SCENES?





ATHERSTONE

PHOTOGRAPHY COMPETITION

Whether you're a cycling enthusiast, a keen photographer, or both, we want to see your best shot.

We're inviting photographers of all levels to enter our Cycle Race Photo Competition. Snap the best moment from this year's Lloyds Tour of Britain Men's Cycle Race for a chance to win a fantastic prize.

First prize - £50 one4All voucher

Second prize - £30 one4All voucher

Third prize - £20 one4All voucher



To enter, email your photograph to **communications@northwarks.gov.uk** with the subject 'Photo Competition' along with your full name, email address and mobile telephone number before **1pm on Monday 8th September 2025.**

Entries will be judged by North Warwickshire Borough Councillors, and the winner will be announced in the coming weeks.

*Get your camera ready
and good luck!*



ATHERSTONE

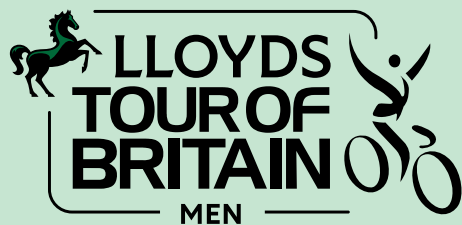
HIGHLIGHTS FROM PREVIOUS RACES



LLOYDS
TOUROF BRITAIN
MEN



To find out more about the county of
Warwickshire and discover the wealth
of attractions and activities on offer
go to the Visit Warwickshire website.



North Warwickshire
Borough Council



Warwickshire
County Council