



Powering through Bildeston

images by SWpix

Stage winner Clara Copponi



The 2022 Women's Tour, the first edition of the race to take place in its traditional June calendar position since 2019 owing to the COVID-19 pandemic, featured all the top division UCI Women's WorldTeams and boasted the biggest field in the eight-year history of the Women's Tour.

Part of the UCI Women's WorldTour Calendar, the 6-stage race started at the Colchester Sports Park at Northern Gateway on Monday 6th June and finished in Oxford on Saturday the 11th June.

Suffolk hosted the finish of stage 1 in Bury St Edmunds which marked the cathedral town's third appearance in race history, although it was the first finish there since Marianne Vos won the finale of the inaugural edition of the race in 2014.

On route to Bury St Edmunds (142 kilometres) the race travelled under the Orwell Bridge before heading north west through Capel St Mary, Hadleigh, Bildeston, Stowmarket, Needham Market, and Lavenham.

Elisa Longo Borghini (Trek – Segafredo) was crowned Women's Tour 2022 champion with Canyon//SRAM Racing taking the Team Classification. Details of all the other jersey winners can be found at

[www.womentour.co.uk](http://www.womentour.co.uk)

STAGE

1

Colchester –  
Bury St Edmunds

MONDAY 6 JUNE 2022

# WOMEN'S TOUR



Helping make Suffolk  
ENGLAND'S

MOST ACTIVE COUNTY

STAGE  
PARTNERS

Suffolk  
County Council

West Suffolk  
Council

Mid Suffolk  
District Council  
Working Together

Suffolk  
Growth

vertas  
Making the difference

97  
riders

including European,  
World and Olympic  
medallists

17  
teams

including twelve  
of the world's  
top 15 teams



Stage One



142.1KM

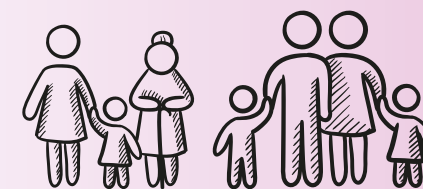


Total race distance 736KM

THE RACE

45,500  
Spectators

32% Female  
68% Male



48%

of spectators  
attended with  
their family



61%

of spectators  
inspired to cycle  
more often

82%



of spectators described  
the race as very enjoyable

33%

of spectators came  
from outside Suffolk  
with 18% staying overnight



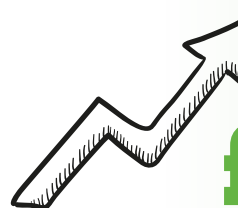
19%

of spectators  
non-cyclists

10

British Cycling  
Ride Leaders  
trained

SPECTATORS



Almost

£1.1m

Estimated Net  
Economic benefit  
supporting the  
regional economy



£7,500

of commercial sector  
support secured

ECONOMIC

ONE HOUR

TV highlights  
programme on ITV4  
and Eurosport

Over  
35



pages of coverage in Archant  
and iliffe publications

64,000

Website views  
on Stage 1

460,500

viewing figures

2

media events  
gaining regional coverage

“It's really nice to race in the UK –  
especially seeing all the kids on  
the roadside being educated  
about health and sport”

Elisa Longo Borghini Women's Tour Champion 2022

PR & MEDIA