

The Olympic brand

We want you and your business to be able to capitalise on the higher than usual visitor numbers that are expected on the day. However, you should note that the use of the Olympic brand or logo is not permitted. Make sure you know how to capitalise on the event whilst staying within the law by visiting www.london2012.com/brandprotection

Thinking of holding an event?

The route will be lined with spectators and many people will be arranging events. Depending on your type of business, this could be a great opportunity. If you are planning an event, please visit www.cheltenham.gov.uk/Olympics and inform us of your intentions.

Security and safety

There will be a large presence of police and event marshals lining the route. However if you notice anyone acting suspiciously or see unattended bags or suspicious items speak to a police officer or ring Gloucestershire Constabulary on 101. Do not leave bags or belongings unattended, as it may cause an unnecessary security alert. If you see any suspicious activity or behaviour which could be terrorist-related tell a police officer or call the confidential Anti-Terrorist Hotline 0800 789 321. In an emergency call 999.

Key points to bear in mind:

- the relay will be passing through Cheltenham between 5.45pm and 6.30pm on Wednesday 23 May
- the relay will start in Gloucester at 8.15am on Thursday 24 May
- likely traffic disruption and road closures for up to 2 hours before the relay
- changes to some bus services along the route
- no parking of vehicles along the route. Any unattended vehicles parked along the route may be towed away
- increased visitor numbers
- staff travel and delivery/collection disruption
- please do not leave any trade waste out on the route on the Wednesday evening

Find further information and updates at:
www.gloucestershire.gov.uk/olympictorchrelay
www.cheltenham.gov.uk/olympics
www.london2012.com



www.twitter.com/CheltenhamBC



www.facebook.com/CheltBC



CHEL TENHAM

Get your business set for the Olympic Torch Relay!



The Olympic Torch Relay will be passing through Cheltenham on the afternoon of Wednesday 23 May, on its way to an evening celebration at Cheltenham Racecourse.

This is a great opportunity for you to be involved in the excitement leading up to the Games, and to see Cheltenham in the spotlight as the world's media follows the Olympic journey through our town.

The information provided here will help you to plan ahead to make the most of the opportunity and to minimise disruption to your business.



What's happening

The torch relay will be arriving into Cheltenham along the Shurdington Road at around 5.45pm. The torch will be carried on foot from **Shurdington Road** into **Bath Road**, **Montpellier Terrace**, **Montpellier Walk**, past **Montpellier Gardens** and **Imperial Gardens** to the **Promenade**. From the corner of the Promenade and St. George's Road, the relay will then proceed along the Promenade against the normal flow of traffic and continue along the pedestrianised area in front of **Cavendish House** towards **Boots Corner**. It will then turn right against the normal flow of the one way system onto the **High Street** before taking a left to continue along **Pittville Street**, **Portland Street**, and will follow **Evesham Road** all the way to the **racecourse**. The torch will arrive at the racecourse at approximately 6.30pm.

Evening event

Cheltenham Racecourse has been chosen as one of 66 locations across the UK to host an Olympic Torch Relay evening celebration.

This is a non-ticketed family event which will be free to attend and will revolve around a stage show featuring an exciting mix of music, dance and digital media. There will also be entertainment throughout the evening showcasing sporting and artistic talent from across Gloucestershire.

The event will be running from 3pm to 9.15pm and the highlight of the evening will be the arrival of the Olympic flame and the symbolic lighting of the Olympic cauldron just before 7pm.

Your business

A large number of people are expected in Cheltenham to see the torch relay. This should be great for business and you may want to think about opening later to capitalise on increased visitor numbers. However you may decide to close early so that you and your staff can take part in the celebrations or get home ahead of road closures.

Although the relay will be passing through the town between 5.45 and 6.30pm, there is likely to be significant traffic disruption and a series of road closures for up to two hours ahead of the relay for security reasons. There will be parking restrictions along the entire route on the day and changes to some bus routes may also be imposed. Also bear in mind that the torch will be leaving Gloucester on the morning of Thursday 24 May, and will cause similar disruption which may have an impact on Cheltenham businesses if you have customers, deliveries or staff travelling from that direction.

You may want to think about how these disruptions will affect:

- you and your staff leaving work on Wednesday afternoon and travelling in from Gloucester on Thursday morning
- your customers and visitors – will they be able to access your premises for meetings or appointments?
- staff and customer parking
- collections and deliveries – plan ahead to work around the road closures
- any refuse collections or trade waste collections

