

Perth & Kinross Council Event Permissions

On Wednesday 30th October myself and James Robinson (Limelight Sports Chief Commercial Officer) attended a meeting at PKC. During the meeting permissions were granted for the roads to be used to stage the event through to 2023. This was on the basis that the existing routes of 40 miles and 85 miles were maintained. This is exciting news for us here at Limelight, as it means we can develop longer terms plans to grow the event and of course we intend to continue working with yourselves and listening to all your ideas and insights.

Event Updates

- We are in the process of scoping out an additional event in the area on Saturday 16th May. The intention is to create a fresh opportunity for participants who have previously completed the Etape, as well as attract additional local participants and provide an additional opportunity for Etape Caledonia participants who are staying in the area for the weekend. It is not our intention that this event will involve any road closures or have any additional significant impact on the local infrastructure. Further updates will be shared as and when details are developed.
- No proposed changes to road closures/route for 2020. We are looking to update the road closure maps so that they are even more user friendly as we had some feedback from local residents that they could be made simpler to understand.

Marketing / Commercial Updates:

- We currently have 3,500 entries for Etape Caledonia 2020 with all the general places selling out in record time. Riders can still enter through a premium entry, a corporate place or a charity place.
- This year, alongside long-standing charity partner Marie Curie, we also have Scotland's Charity Air Ambulance on board. Riders have the option to raise money and ride for either of the two charities. Additional charities are being welcomed to the event enabling more great causes to benefit from participant fundraising.
- Following on from feedback received we are building a community information page for our website, designed to contain information on road closures and activity around the weekend for local residents. If there is any information you think it would be useful for us to include on this page, please let us know.