

Vertas Group confirms its continued support for the 2022 Suffolk stage of the Women's Tour

3 years ago



Suffolk-based facilities management provider Vertas Group has confirmed that they will be continuing as a partner for the Women's Tour stage in Suffolk for 2022.

The announcement comes after a hugely successful Women's Tour in 2021, which saw over 100,000 Suffolk residents and visitors watch the final stage of the race, finishing in Felixstowe.

Ian Surtees MBA FloD, Group Chief Executive Officer, Vertas, said: "We are delighted to announce that we will once again be a Supporting Partner of the Suffolk stage of the Tour and look forward to seeing the benefits to Suffolk businesses in the Queen's Platinum Jubilee year. With this year's stage being on a Monday, many of our client schools will get to see the Tour pass and will be able to get involved in the excitement of the day, bringing the community further together on this celebratory occasion."

Details of this year's Women's Tour and the stage in Suffolk will be revealed by the race organisers, SweetSpot, on Tuesday 8 March, which is also International Women's Day. The race, which has continued to grow in stature and status since its inception in 2014, when it finished in Bury St Edmunds, is now considered to be the blue-ribbon event for the very best female riders and teams across the world.

Cllr Andrew Reid, Suffolk County Council Cabinet Member for Public Health, Public Protection and Communities, said: "We are only able to bring prestigious sporting events to the residents of Suffolk by working in partnership with public and private sector partners and we are delighted that Vertas have agreed to extend their support for another year."

“The Women’s Tour provides a unique opportunity for the business sector to benefit from an association with what is regarded as the World’s biggest and best professional women’s cycle race and the extensive media profile and exposure it delivers.”

Jonathan Durling, Partnerships Director at Sweetspot said: “The support that Vertas Group provide Suffolk County Council enables them to continue to host events like the Women’s Tour and so is a great example of how the private sector can support events that benefit the whole community. We are delighted to be welcoming Vertas back to the Women’s Tour and look forward to working with them and our partners in Suffolk ahead of this year’s race.”

In its six previous visits to Suffolk, the Women’s Tour is estimated to have attracted over 400,000 spectators to the roadside and created a net economic impact for the county in excess of £5 million.

Image credit: Vertas