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Gold bicycles help Wiltshire Council's Tour of Britain celebrations shine

Golden bicycles will provide a colourful backdrop as the Friends Life Tour of Britain races through Wiltshire next week.

Wiltshire Council will be decorating the route with gold-painted recycled bicycles as the stars of world cycling, including Sir Bradley Wiggins and Mark Cavendish, pass through Wiltshire on Friday 12 September.

The council will be placing 30 bicycles featuring messages of support at key points along the route. With thousands expected to line the route, the gold-painted bicycles, provided by Hills Waste Solutions, are set to be captured by television crews following the race by helicopter.

The Wiltshire section of the route passes through Bradford on Avon, Trowbridge, Hilperton, Seend, Devizes, Lydeaway, Chirton, Rushall, Pewsey, Milton Lilbourne, Easton Royal, Burbage, East Gratton before leaving the county and onto Hungerford and the stage finish in Hemel Hempstead.

Wiltshire Council is hosting a FanZone at County Hall featuring jugglers, stilt walkers and a Wealth of Wiltshire market during a day of celebration.

Council leader Jane Scott said: "Wiltshire is preparing to host many of the world's top cyclists and Wiltshire Council is determined to make it a day to remember. Wiltshire Council is organising a number of events for the community to enjoy and the gold bicycles will add to the atmosphere of celebration. The gold bicycles will remain on display after the race to continue the focus on the council's 2012 Legacy programme to boost health and wellbeing and benefit the local economy."

Henry Newbery, recycling manager for Hills Waste Solutions, who operate 11 the household recycling centres for Wiltshire Council, said the recycled bicycles could not be repaired to be ridden again. "Bicycles that the public bring to Wiltshire's recycling centres are passed onto our partners, jole rider, who have an ongoing scheme providing bicycles to school children in Africa so that they don't have to walk miles to school. However, some of the bicycles are unsuitable for re-use and 30 of these have been provided to the council to decorate parts the Tour of Britain route."

Once the bicycles have been removed they will be returned to Hills to be recycled.ENDS

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