

24 August 2021

Dear Sir or Madam

Outlaw Triathlon Bowood – Sunday 12 September 2021

On Sunday 12 September OSB Events will be holding a triathlon event at the Bowood Estate. The event will see over 1200 competitors taking up the challenge of a 1.2 mile swim, followed by a 56 mile cycle, finishing with a 13.1 mile run.

This is the first year that the event will be taking place, having had to be cancelled in 2020, and is a spin off from other successful events that have been running in Nottinghamshire and Norfolk since 2010. We are looking to work with local Councils and businesses to both maximise the potential benefit to the local economy, with spectators travelling from across the UK to support the athletes; whilst also ensuring that the event has minimal impact on local residents and is embraced by local people.

In light of Covid-19, significant changes have been made to make the event fully compliant with health and safety guidelines from the British Triathlon Federation and National Government to ensure the safety of athletes, volunteers and local communities. The same measures have been successfully implemented at previous events.

The event is based on the Bowood Estate, with the swim and run sections taking place within the grounds. The cycle section is a single lap, anti-clockwise route through the beautiful Wiltshire countryside, leaving the Bowood Estate from the Bowood Woodland Gardens Entrance on the A342 Devizes Road. The route follows the A342 through Devizes and all the way to Rushall where the cyclists will turn left onto Pewsey Road, then the cyclists turn left at the Woodbridge Inn island. The route then follows Wilsford Road and The Sands until it turns left following the main street through Lockeridge to the A4 at Fyfield where they again turn left. The cyclists stay on the A4 until the Beckhampton roundabout where the cyclists will turn right towards Avebury and join the A4361 then they turn left at Summers Road & cycle through Broad Hinton. The cyclists will stay on the B4041, Broad Town Road almost to Wooton Fields Farm where they will turn left and follow Withy Bed past Bushton before turning right at the T junction towards the A3102. Turning left onto the A3102, which they follow around High Penn and Calne until they turn right at the roundabout onto Chilvester Hill. They then follow New Road to the bottom of the hill before turning left onto Old Derry Hill, A342 turning back into the Bowood Estate at the Woodlands Garden Entrance.

See the route at - <https://ridewithgps.com/routes/30601050>

We have been working closely with the County Council Highways department for the past 18 months to ensure that we get a balance between providing a safe route for the athletes, and making sure that the impact on other road users is kept to a minimum.

These events have an impact for more than the single day of the event itself. The vast majority of competitors will have visited Wiltshire several times since entering the event as part of their preparations. We estimate the potential local economic benefit of hosting the event to be in the region of £750,000.00 and would like to see as many local businesses benefit from this as possible. If you have any ideas on how we could work together, please contact us on the number below.

For further information, please call 01522 699950 or visit <https://www.outlawtriathlon.com/bowood/overview/>

Finally, could I please encourage you to support the athletes taking part; this is a massive challenge and they will undoubtedly be grateful of your support on the day.

Yours Sincerely

Iain Hamilton
Race Director