

# RIDER INFORMATION PACK



# Pre Event Rider Information Pack

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## Introduction

***Thank you for entering the 2019 edition of the Wye Valley Brewery Sportive – The Land of Hops & Glory.***

*Taking place on Sunday 28<sup>th</sup> April 2018, and set in the beautiful rolling Herefordshire & Worcestershire countryside between the Malverns and the Wye Valley, the routes for this year are designed to cross an area strewn with the hop farms that have led to this area of the country being labelled the "Hop Shires".*

*There are two routes that track their way through the quiet country lanes passing many of the local hop farms, that supply the numerous breweries in the area and others much further afield. The long route then heads up towards the Malvern Hills, the inspiration behind many of the works by Edward Elgar, not least of all the rousing - Land of Hope & Glory. The route is generally undulating, it has a couple of climbs but nothing too severe, and will give riders a challenging but rewarding day out in the saddle.*

*We are currently hard at work with final preparations for the event weekend. This Pre Event Rider Information Pack is designed to provide you with all the essential information about the event. Please take time to read through the document and familiarise yourself with the content. Should you have any further questions or queries ahead of the event then please do not hesitate to contact us. We look forward to seeing you on the day.*

*Good luck & see you at the event,*

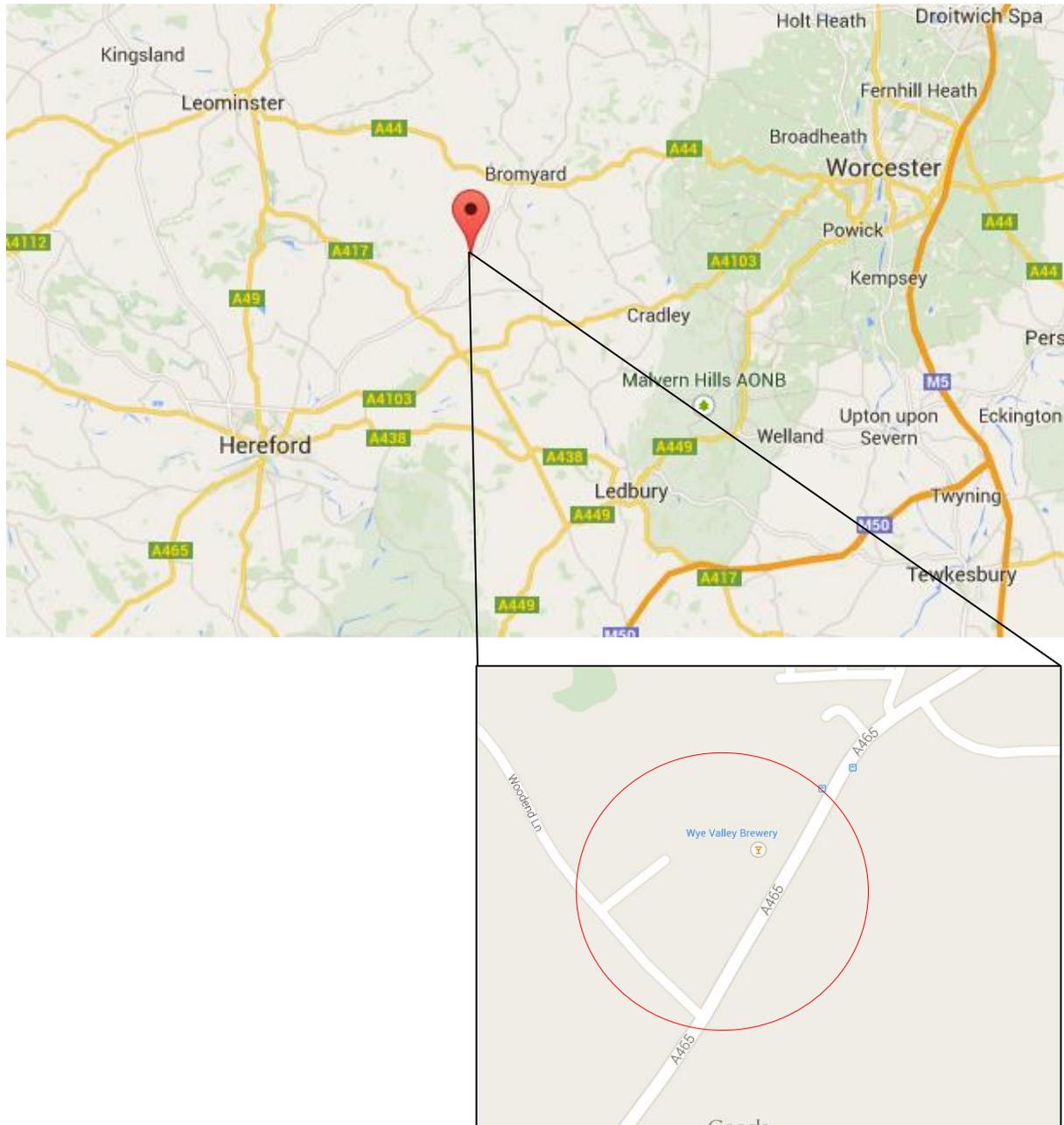
*Keith Evans (07841 758486) & Toby Fellows (07877 526297)  
Event Organisers*



## Essential Information

### Getting There

The event is based at the Wye Valley Brewery located on the A465 in Stoke Lacy, Herefordshire. There is easy access from the motorway network and, and if you are navigating with a Sat Nav, the post code for the venue is HR7 4HG.



*If you are travelling by train, and then riding to the event, the nearest railway station is in Hereford.*

*Station Approach  
Hereford  
Hereford And Worcester  
HR1 1BB*

*Once you have arrived in Hereford, Stoke Lacy is approximately 10 miles north-west of the city*

### **Parking & Event HQ**

*When you arrive at the Event HQ there will be signage on the A465 directing you towards the event car parking. The car parking is free of charge and will be accessed along Woodend Lane. There will be marshals located on the lane to direct you.*

*The main area of car parking is located to the rear of the brewery buildings.  
Parking will also be along Woodend Lane and in the Village Hall car park.*

*There will be marshals in the area to direct you. Please park where directed by the marshals. We need to maximize the parking space available so it is important that you park where the marshals indicate.*

***Please be aware this is a live production site (it is not marked out for parking bays in all areas or driving flow). Drive slowly and carefully, being vigilant for pedestrians and cyclists and follow the instructions of the marshals***

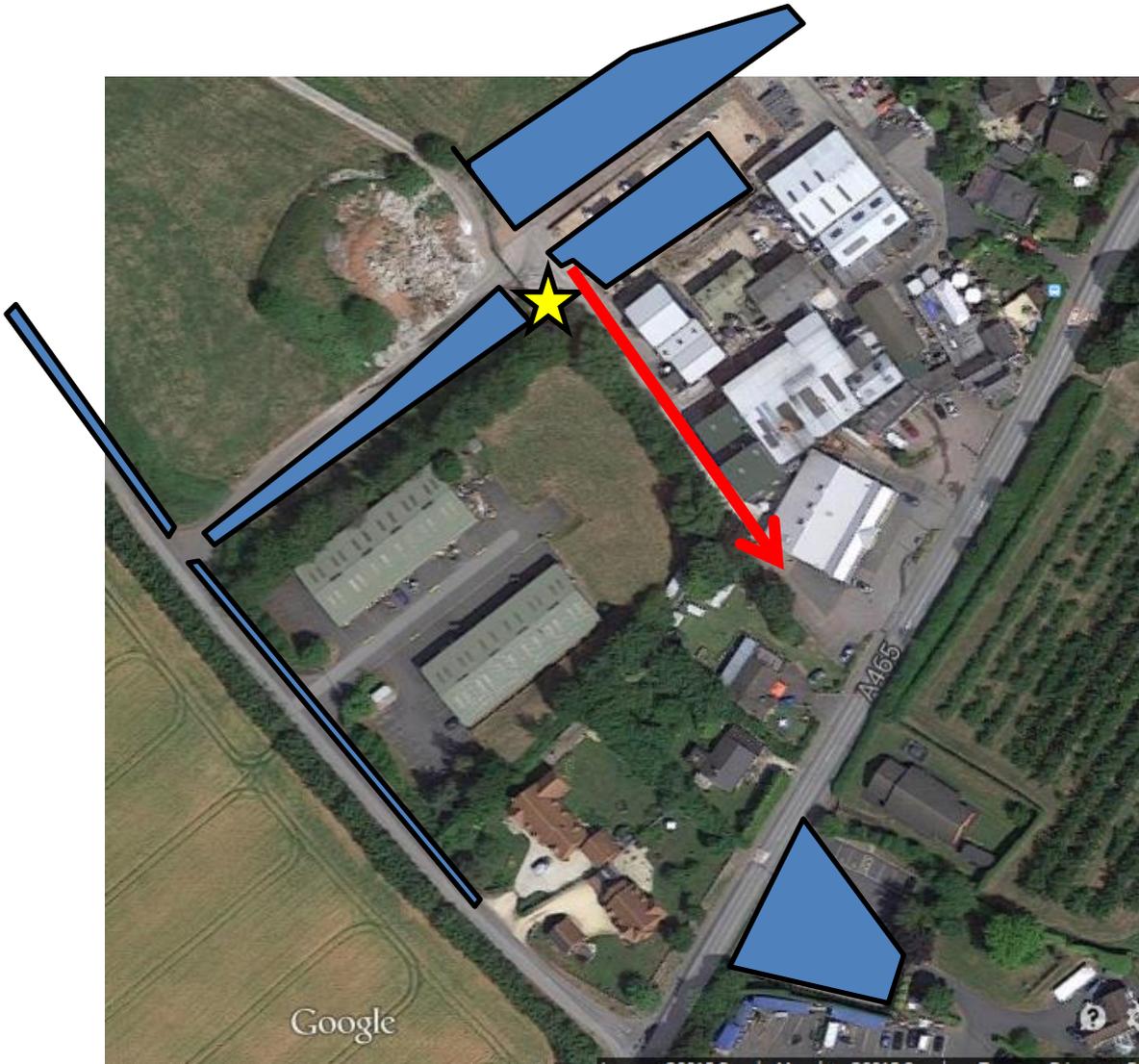
*There are a number of areas where cars are not to park.*

***DO NOT PARK in the parking outside the Plough Inn.***

***DO NOT PARK in front of the residential properties on Woodend Lane or in front of the brewery building unless directed there by a marshal or a member of the event team.***



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Car Parking Areas



Rider Registration



Rider/ pedestrian route to Event HQ/ start line

**Accommodation (if required)**

Should you require overnight accommodation in the area then we suggest there is no better place to start your search than the Visit Herefordshire or the Visit Worcestershire websites. There is a plentiful and varied range of places in the local area to stay to suit all tastes.



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## **What to bring**

- ID in case of an incident.
- Food and energy drink (although there will be food and drink available at the feed stations en-route).
- Money/credit card.
- Mobile phone (emergency contact numbers are printed on your rider number)
- Basic tool, ideally with a chain-splitter.
- Pump, tyre levers and spare inner tubes (we always carry a couple of spare tubes).
- **Helmet (mandatory). If you do not have your cycle helmet we cannot let you ride.**
- Clothing appropriate for the weather and time of year.
- Bring sun-cream to apply if the weather is still looking warm and sunny.
- GPX device or mobile phone with maps. We will also have some printed versions of the route with route descriptions available at rider registration on the day.

## **Medical Support/ Cover**

There is a medical team on the event. They will be vehicle based, mobile and out on the course and will be able to attend to any minor issues out on the course.

In the event of an incident on the route, for minor issues call the main event mobile numbers which are printed on the reverse of every rider's number and help will be arranged.

For more serious incidents call 999 immediately. It is essential that all riders carry a (charged) mobile phone during the ride for this eventuality.

If you see another participant who is struggling or needs assistance - please call for medical support.

If you feel unwell on the event day or your training has not gone to plan, we ask you to give serious consideration to your ability to undertake the event. We reserve the right to prevent participation on the day due to medical grounds.

## **Mechanical Support**

Riders must largely be self-sufficient in the case of minor mechanical incidents such as punctures, and we recommend that you should carry at least two spare inner tubes, tyre levers and a working pump, together with a simple multi-tool, ideally including a chain-splitter.

For more serious mechanical failures, there will be a broom wagon/mobile mechanic van that will be able to provide assistance. If a serious mechanical incident occurs, riders are advised to call (or preferably text – to prevent the line being engaged) the event organiser or the mechanical support and await assistance. Again, the numbers are printed on the reverse side of your rider number.

## **Toilets / showers**

The Event HQ has male and female toilet facilities in the Rider Registration area. There are no showers or changing facilities available in the Event HQ.

The Feed Stations on the route have male and female toilet facilities.

**Please respect the facilities at the HQ feed stations and leave them as you would expect to find them.**



## **Photography**

*There will be a photographer at the event taking a number of photographs. The photographer will get out on course and will be taking photos during the ride. We cannot promise that all riders will be photographed but images will be shared after the event on the event on the Lets Go Velo website and the event Facebook page where you will be able to take copies, or email us and we can send you copies.*

*If you have any images from the day then please feel free to share them through social media. Use the hashtag **#brewerycycleseries** when posting your images.*

## **Do's & Don'ts**

*This is not a race and, although some will be more capable of going faster than others, you are free to ride at your own pace.*

### **Do:**

- *Follow the Highway Code and be safe. This ride is non-competitive – therefore NOT a race. Please ensure you act accordingly when participating. Feel free to ride hard when it is safe to do so, but if vehicles, horses or runners/walkers are present please be extra careful, watch your speed and be considerate to them.*
- *Wear a helmet.*
- *Carry a phone.*
- *Be attentive. The roads have suffered over the winter and although some sections have had repairs there are still potholes. Make sure you are aware in advance of the areas of the course which have been highlighted as requiring special caution.*

### **Don't:**

- *Cross the dashed white lines in the middle of the road. This, regrettably, happens all too often – in sportives as well as races. There is plenty of opportunity to ride hard and fast without subjecting oneself and others to unnecessary risks.*
- *Ride in large groups more than two-abreast.*
- *Impede traffic flow.*
- *Behave in a manner that may offend others.*
- *Drop litter.*



## Pre Ride

### Registration

Registration on Sunday 28<sup>th</sup> April will be open from 9.00am. Registration will be to the rear of the brewery building, you'll see the large gazebo.

There is no need to do anything else other than check your contact details are correct and sign your name on the sign-on sheet at the Rider Registration desk. Registration is located in the main brewery building – follow the signs from the car park.

On signing on you will receive your rider number, together with some ties. The number is to be fixed securely with the ties provided to the handlebars of your bike so that it is visible from the front.

There is water at the Event HQ so you will be able to fill your bottles before you set off if you need to.

### Rider Briefing

A safety briefing will be given to riders immediately before the start of the ride, reminding them of the main safety issues discussed in this pack and any other issues to be aware of on the day. This should last no more than two minutes.

### Ride Start

Riders will start from in front of the main brewery building.

Riders should begin assembling behind the Start arch at around 9.30am. Riders will be set off in groups of maximum 20 at approximately two-minute intervals, as per British Cycling guidelines. Once signed on riders can start at any time after 9.30am. We aim to get all riders off on the ride by 10am.



## During the Ride

### Signage

The event route will be fully signed. The event signage is a black arrow on a yellow background. The main signage has event branding on the directional signs, an example of these event direction signs is below.



These direction signs will be supported by further plain direction arrows which are black arrows on a yellow background. Examples of the signage will be shown to you as part of the rider briefing on the day.

Cycle Event Warning signage will be placed around the route, at junctions and key locations in order to advise other road users of the event.

### Route maps

The event routes can be viewed on the [link here](#).

A GPX file of the route is also available. These can be downloaded from the website link above. We will also upload them to the facebook page the week before the event.

### Feed stations

There are two feed stations on the event.

Feed station No. 1 is located at Putley Village Hall approximately 20 miles into the route. This feed station will be used by both the short and long routes.

Feed station No. 2 is located at Café H2O on the Malvern Hills approximately 37 miles into the route. This feed station will be for the long route only.



*Signage will be on the route giving you advance warning that you are near the feed station. There will also be signage by the road adjacent to the feed station location.*

*The feed stations will be stocked with a selection of sandwiches, cakes, bananas and the like. There will also be an ample supply of energy drink to enable you to replenish your water bottles. We will provide energy powder and water so that you can make the energy drink as weak or strong as you like it.*

*At the second feed station the Café will be serving other food from the counter so if you wish to eat anything else then make sure you have some cash with you to purchase additional items.*



## Post Ride

### Finish Line / HQ –

*After finishing the ride, you should ensure that you notify the event team of your return. You can do this in the main brewery building.*

*If you are in the area outside the brewery building please do not impede any riders who are finishing behind you.*

*If you do not finish the course or do not wish to return to the finish area, please let the organiser know by calling or text message so that we know you are safe and do not have to send out a search party to look for you!*

*Every rider who finishes will get a bottle of beer brewed especially of the event. This can be collected from in the bar in the main brewery building when you sign back in.*

*There will also be food and drink on sale after the event at the brewery. The bar at the brewery will be open should you need any post ride refreshment and the BBQ will be up and running!*

**Enjoy the event everyone**



## Event Partners

*Many thanks for the help and support of everyone involved in delivering this event.*

*Thanks to.*



*Wye Valley Brewery is a friendly, family-run brewery that cares about real ales, real pubs and real people. We brew in the traditional way, and use only the best quality ingredients – such as locally grown whole hop flowers and Maris Otter barley in our diverse range of moreish beers. Our Brewery is based in the village of Stoke Lacy situated in rolling Herefordshire countryside and is recognised as the county's leading cask ale brewery. It was founded by ex-Guinness brewer Peter Amor in 1985 and in 2002 it moved from the old stable block of The Barrels, an historic 18th century Hereford coaching inn, to our current, much larger site. In 2002 Peter's son Vernon, took over as Managing Director. The brewery has grown every year since it was established and investment in the brewery continues with the completion of an innovative new energy-efficient brew house in 2015.*

*Our brewery shop in Stoke Lacy stocks our full range of ales, plus a great range of Wye Valley Brewery-branded clothing and gifts. Opening hours are Monday – Friday, 9 am – 5 pm so if you live in the area or are passing through, do drop by to say hello and pick up your favourite Wye Valley Brewery ales from the place they are brewed.*



*Cafe H2O is the Cafe on the Hills that forms part of the Malvern Hills GeoCentre, serving refreshments to staff of the Wyche Innovation Centre as well as members of the public visiting the GeoCentre.*

*Plus thanks to British Cycling, Black Sheep Motos for providing first aid support, Tom Davis for providing Technical Support, the brewery staff and others for helping marshal the car park, plus the helpers manning registration and the feed stations for all their general assistance on the event.*



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