

# **RIDER INFORMATION PACK**



# Pre Event Rider Information Pack

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## Introduction

**Thank you for entering the 2022 edition of the Wadworth Brewery Sportive..**

*Taking place on Saturday 23<sup>rd</sup> July 2022, and set in the beautiful Wiltshire countryside starting in Devizes the hub of Wiltshire, the routes for this year are designed to cross an area strewn with flattish open countryside and natural beauty.*

*There are two routes that track their way through the quiet country lanes passing many of the local farms and villages.*

*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,*

*Toby Fellows (07877 526297)  
Event Organiser Letsgovelos*

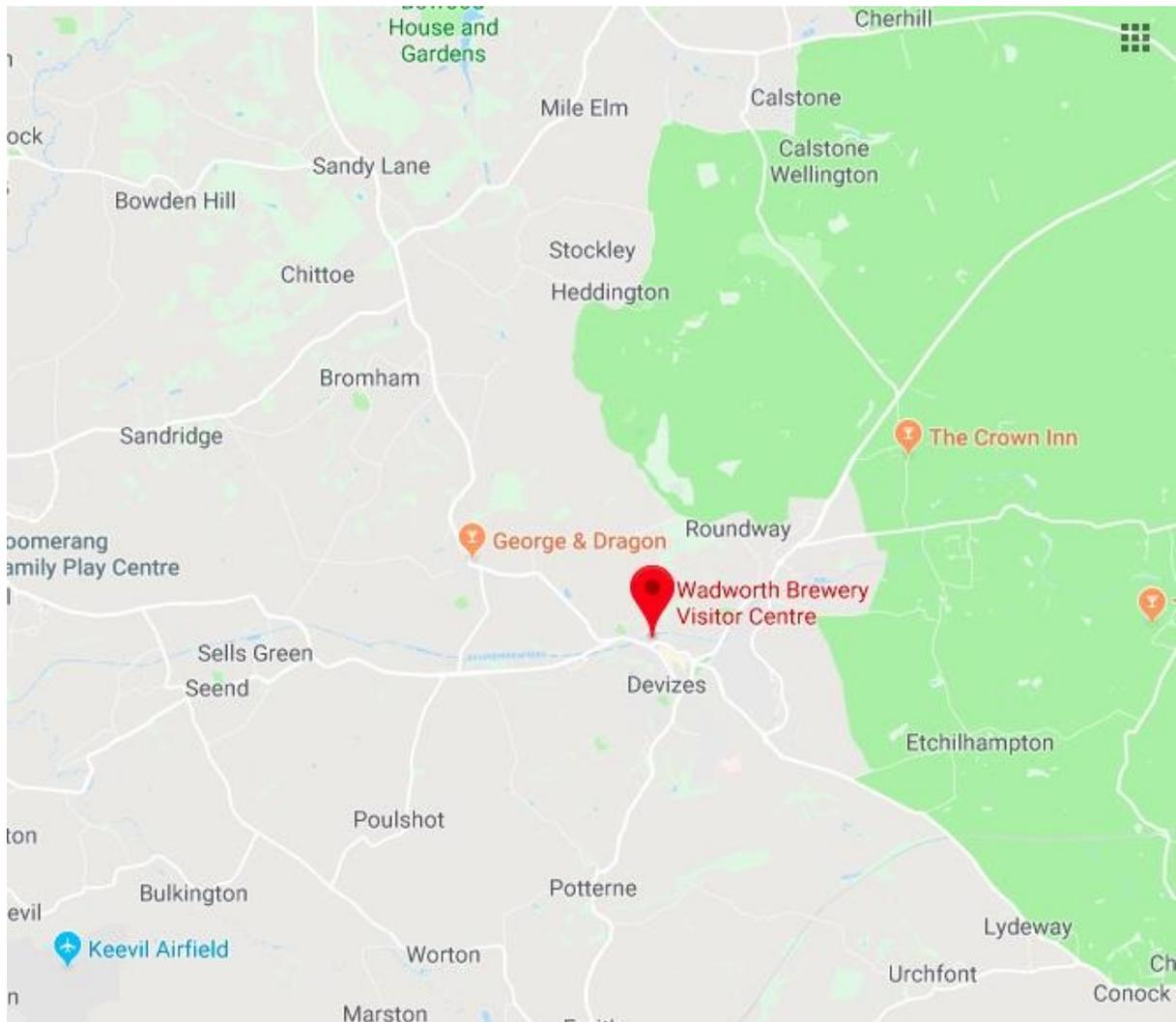


## Essential Information

### Getting There

The event is based from the Wadworth Brewery on Northgate Street. If you are navigating with a Sat Nav, the post code for the venue is.

**SN10 1FE**



### Parking & Event HQ

There is car parking space at Wadworth brewery for 70-80 cars and this will be filled up on a first come first serve basis. Please NOTE that the car park will not open until 8.30am. There will be a sign at the entrance indicating whether there are spaces left.

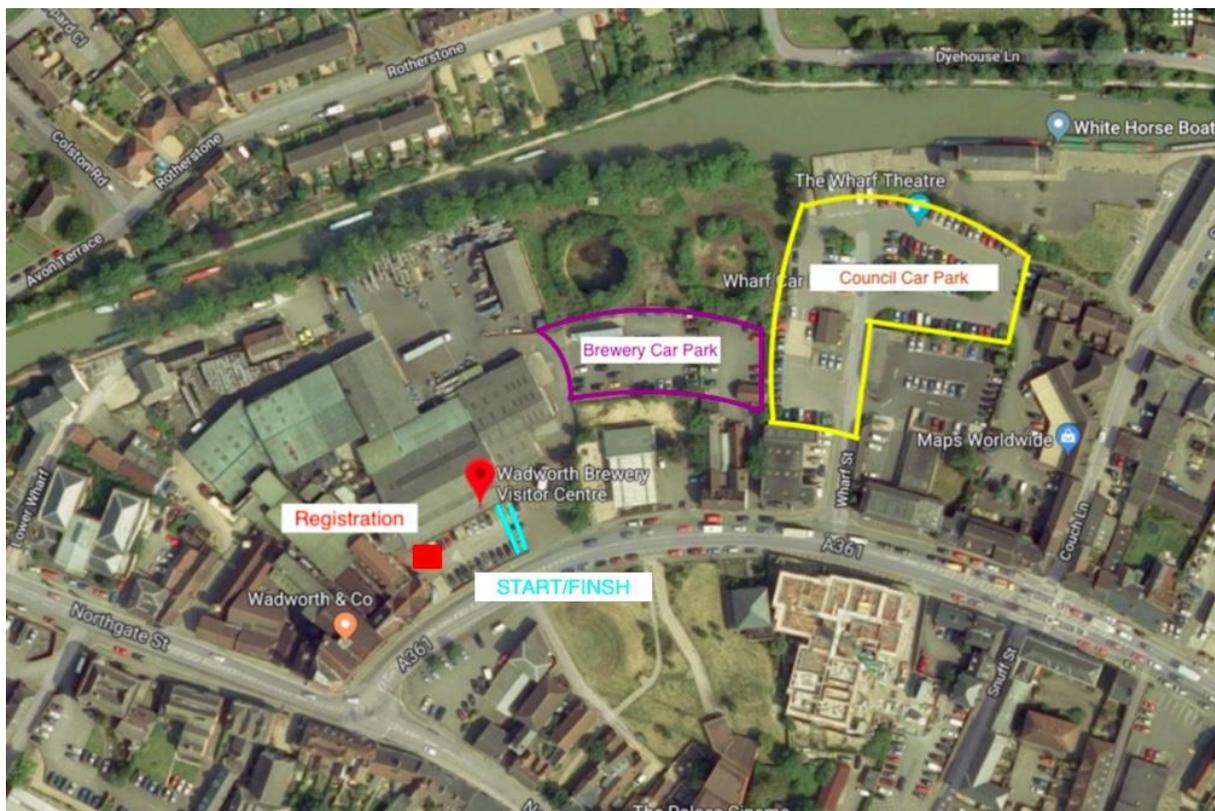
Once this car park is filled up you will be directed to use the Wharf car park which is council owned and you'll need to obtain a parking ticket.

When you get close to the Event HQ there will be signage on the main road to guide you to the car park. There will also be marshals to direct you to your car parking spot so please be patient when arriving if there is a slight queue.

See below insert for car parking area.

**Drive slowly and carefully, being vigilant for pedestrians and cyclists and follow the instructions of the marshals.**

**DO NOT PARK where a marshal has NOT direct to a space if parking at the brewery**



### **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
- 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 available at rider registration on the day.

### **Medical Support/ Cover**

There is a dedicated First Aider on the event. He will be vehicle based 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 maps.

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 the mechanical support and await assistance. Again, the numbers are printed on the reverse side of your map.

### **Toilets / showers**

The Event HQ has toilet facilities.

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 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 **#Ibrewerycycleseries** when posting your images.*

## **IMPORTANT – How to pass a horse on the roads/lanes**

Let's Go Velo seeks to promote enjoyment of the outdoors and the countryside through cycling. We share the lanes and roads with other road users and that we have a responsibility to those around us. Please take a moment to read British Cycling's advice on what to do when encountering horse riders on the roads:

A few key reminders:

- \* Verbally make yourself known to the rider/s particularly when approaching from behind. A simple 'bike please' or similar will suffice. If the rider/s ask you to wait or look to move their horse/s to a more suitable passing place then please respect this.
- \* Slow down and give them plenty of room. Remember that horses can spook sideways when frightened.
- \* Remember that large groups of cyclists can be particularly intimidating to others, especially to horses. Communicate to one another so that the group can pass the rider/s slowly and safely.

## **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 Saturday 23<sup>rd</sup> July will be open from 8.30am. Registration will be in the small car park area at the entrance to the visitor centre.*

*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.*

*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.*

### 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 9.00am. 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 9.00am. We aim to get all riders off on the ride by 9.30am.*



## 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 our logo on the directional signs, an example of these event direction signs is below.



### Route maps

The event routes can be viewed on the website <https://www.letsgovelo.co.uk/>

A GPX file of the route is also available. These can be downloaded from the website link above.

### Feed stations

There are two feed stations for the Full Pint riders are as follows:

No 1 refreshment stop is located at Royal Oak in Pewsey approximately 22 miles (37km) into the route. This stop is for Full Pint riders only.

No. 2 refreshment stop is located at The George and Dragon at Potterne approximately 38 miles (62km) into the route. This feed station is for both the Full and Half Riders.

Signage will be on the route giving you advance warning that you are near the feed station.

The refreshment stops will be stocked with bananas and flapjack bars, and jelly babies. There will also be an ample supply of water and energy powder available to replenish your water bottles.

## 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 where you signed on earlier in the day.*

*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! Also, if you are struggling and/or taken a detour please notify us that you may be arriving back later than 5pm.*

*Every rider who finishes will get a bottle of 6X. This can be collected from the registration tent when you sign back in.*

*There also an outside bar and BBQ afterwards where you can purchase food and drinks!*

*There will also be food and drink on sale after the event at the Brewery with an outside bar.*

***Enjoy the event everyone***

## Event Partners

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

*Thanks to.*



# WADWORTH

SINCE 1875

### *Other Thanks*

*Plus thanks to Cindy Bufton for providing first aid support, Tony Staples for providing Mechanical 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.*

