

RIDER INFORMATION PACK



Pre Event Rider Information Pack

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Introduction

Thank you for entering the 2023 edition of the BrewDog Ride Out Sportive..

Taking place on Sunday 13th August 2023 this event celebrates the awesome relationship between cyclists and beer. Set in the beautiful Aberdeenshire countryside starting in Ellon close to the North East coast, 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 along the stunning coastline.

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 BrewDog DogTap bar and restaurant situated on Balmaccassie Industrial Estate. If you are navigating with a Sat Nav, the post code for the venue is.

AB41 8BX



Parking & Event HQ

Parking is available at the Ellon Park and Ride which is located 0.5 miles away from DogTap. This is free all day.

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 a marshal at the entrance to the car park.

See below insert for car parking area.

Drive slowly and carefully, being vigilant for pedestrians and cyclists.



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. She 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. Please tag @letsgovelo and use the hashtag **#lbrewerycycleseries** 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.*

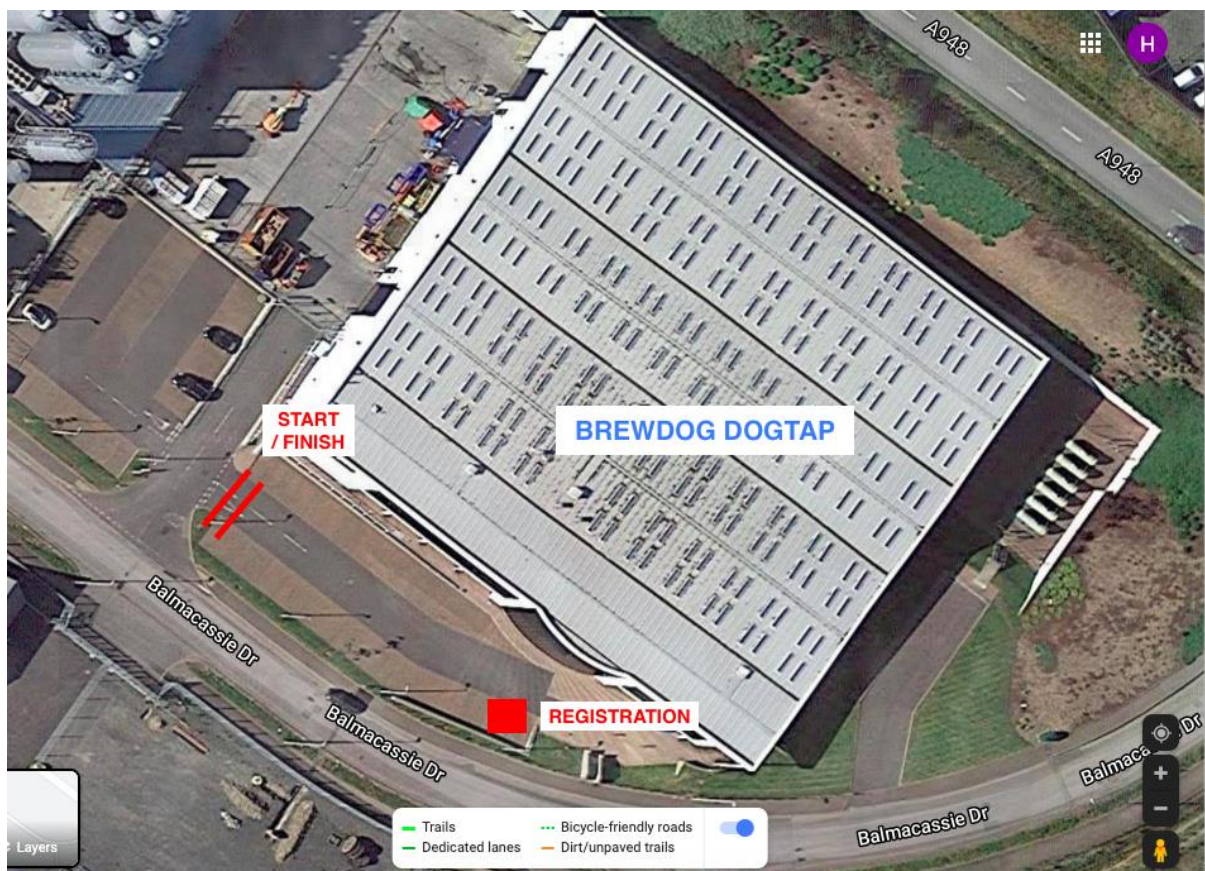
Pre Ride

Registration

Registration on Sunday 14th August will be open from 8.15am. Registration will be in the small car park area at the front of the DogTap. (Please refer to map below.)

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 their 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 4 minutes.

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.

Ride Start

Riders will start from in front of the DogTap building.

Once Riders have registered you will be directed to the starting pen and once you've received your safety brief we will start sending you off in groups of 20 from around 9.00 am with two – four -minute intervals, as per British Cycling guidelines.

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/event/brewdog-ride-out-sportive-13th-august-2023>

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 as follows:

Feed station No. 1 is located at Cruden Bay. This feed station is for both the Full Pint Riders and Half Pint Riders.

Feed station No. 2 is located in Udney Station Community Hall. This is for Full Pint Riders only.

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

The feed stations will be stocked with a selection of jelly babies, bananas and cakes, and flapjacks.. There will also be an ample supply of water and energy powder 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 4pm.

Every rider who finishes will get a BrewDog beer and a burger meal ticket (meat or vegetarian). You'll need to collect a meal and drinks ticket from the registration tent.

Enjoy the event everyone

Event Partners

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

Thanks to.



Other Thanks

Plus thanks to British Cycling, Sara Fellows for providing first aid support, Steve Garden for providing Mechanical Support, the brewery staff and others for helping marshal the car park, plus the event staff for manning registration and the feed stations for all their general assistance on the event.