

**RIDER  
INFORMATION  
PACK 2023**



# Pre Event Rider Information Pack

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## Introduction

***Thank you for entering the 2024 edition of the Towcester Mill Brewery Sportive.***

*Taking place on Saturday 18th May 2024, and set in the beautiful rolling Northamptonshire countryside, 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. Both routes have some flattish parts with some undulating sections for a rewarding day out in the saddle.*

*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 526 297)  
Event Organiser Letsgovelos*

## Essential Information

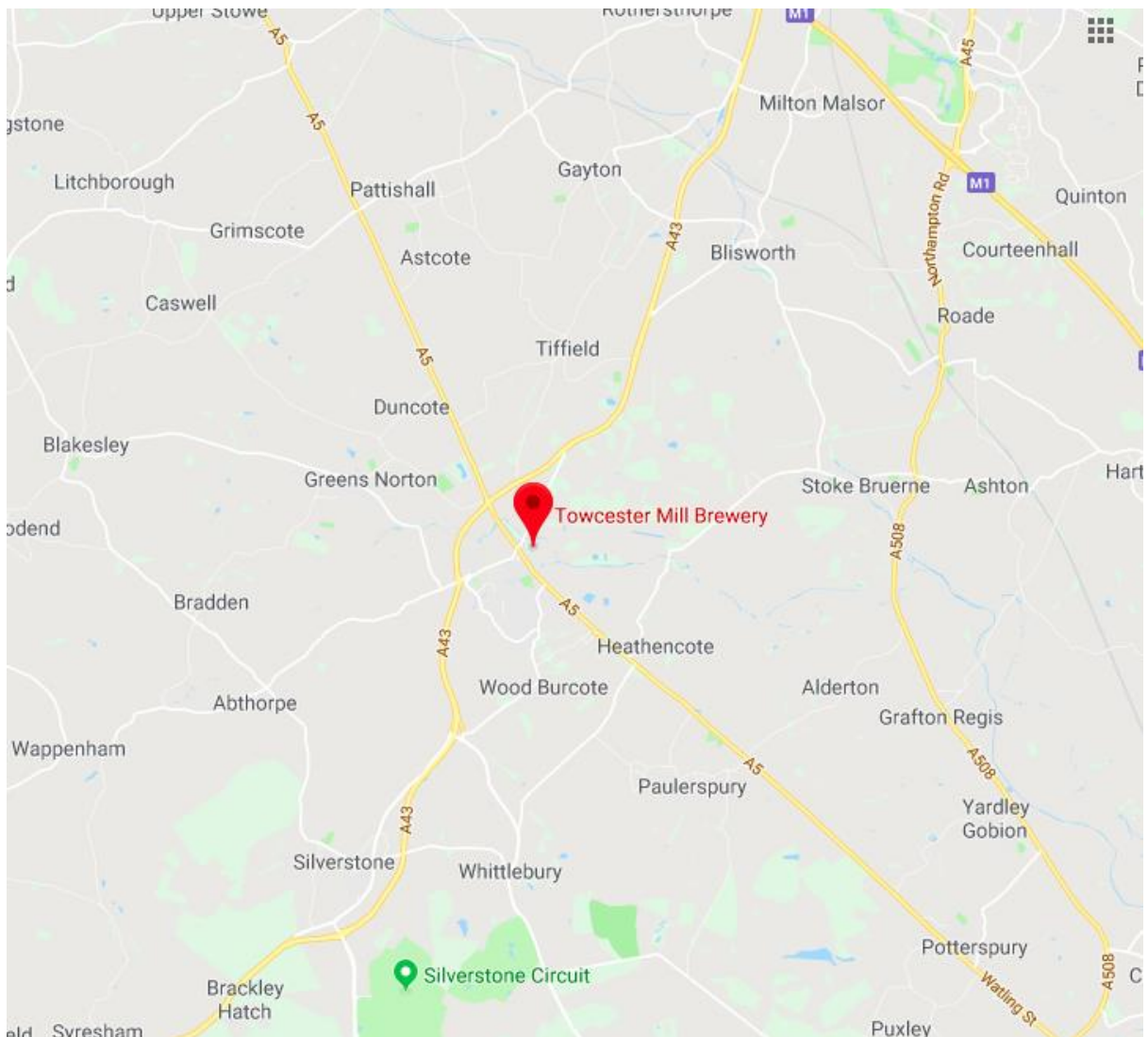
### Getting There

The event is based at the Towcester Mill Brewery located in the heart of Towcester just off Chantry Lane. 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.

**NN12 6YY**

**Tove Car park SAT NAV – NN12 LD**

**Richmond Road Car Park – SAT NAV NN12 6EX.**



**Parking & Event HQ**

**Event parking is NOT available at the Brewery.**

**Please use the two car parks suggested below which are both free of charge .**

**Tove Long Stay Car Park** just off the Northampton Road coming into Towcester from the North. There is a height restriction barrier and therefore if you are carrying bike(s) on your roof, these will have to be removed prior to entering the car park.

**Sat Nav postcode NN12 7AD.**





**Richmond Road Car Park of Richmond Road, SatNav postcode NN12 6EX.**



## **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, 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 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 inside the brewery.

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 2 photographers at the event from Charles Whitton Photography (Specialists in cycling events). The photographers 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 Lets Go Velo website and the event Facebook page.*

*Charles Whitton Photography will be showcasing and selling prints from this link below*

<https://mailstat.us/tr/t/iytpcf9klvw5sg8g/2/https://bit.ly/TowcesterMillBrewerySportive-2024-CharlesWhittonPhotography>

*If you have any images from the day then please feel free to share them through social media tagging @letsgovelo and using the hashtag **#Ibrewerycycleseries** 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 is on Saturday 18th May will be open from 8.15am. Registration will be in the courtyard area in front of the brewery and you'll see our registration tent situated here.*

*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.*

### Rider Briefing

*A safety briefing will be given to riders immediately before the start of the ride, reminding you 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 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

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

<https://www.letsgovelo.co.uk/event/towcester-mill-brewery-sportive-18th-may-2024>

### Route Split

There will be a route split which will indicate to the HALF PINT riders to head back to the event HQ.

### Feed stations

There are two feed stations on the event.

Feed station No. 1 is located at Wardington Memorial Hall approximately 30 km into the route. This feed station will be used by both the short and long routes.

Feed station No. 2 is located at Gayton Village Hall approximately 74km into the route. This feed station will be for the Full Pint Riders 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 snacks such as jelly babies, bananas and granola bars. There will also be an ample supply of water to replenish your water bottles and energy powder. .*

## Post Ride

### **Finish Line / HQ –**

*After finishing the ride, you should ensure that you notify the event team of your return and return your rider number. You can do this where you signed on earlier in the day.*

*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. This can be collected from the registration tent when you sign back in.*

*There will 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 (cash only) 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.*



*Towcester Mill Brewery started brewing their cask beer in 2014 and established three flagship beers, all completely different to each other, with their own unique style, flavour and colour. Mill Race, Bell Ringer and Black Fire, the first three beers below, were born!*

*Since then they've developed an interesting and rather eclectic range of beers, some of which are regulars on the bar, as well as their seasonal specials and one off brews. Their beer ranges from a 3.9% pale blonde ale to our strongest 6.8% chestnut ale. Today their beer is available in a variety of different outlets from their own Tap Room, to a number of local pubs, restaurants and shops in and around Northamptonshire.*

### **Other Thanks**

*Plus thanks to British Cycling, Karen for providing first aid support, Martin of Fix That Bike for providing Mechanical Support, the brewery staff and our event helpers who marshal the car park, man the registration and feed stations and for all their general assistance on the event.*