

RIDER INFORMATION PACK



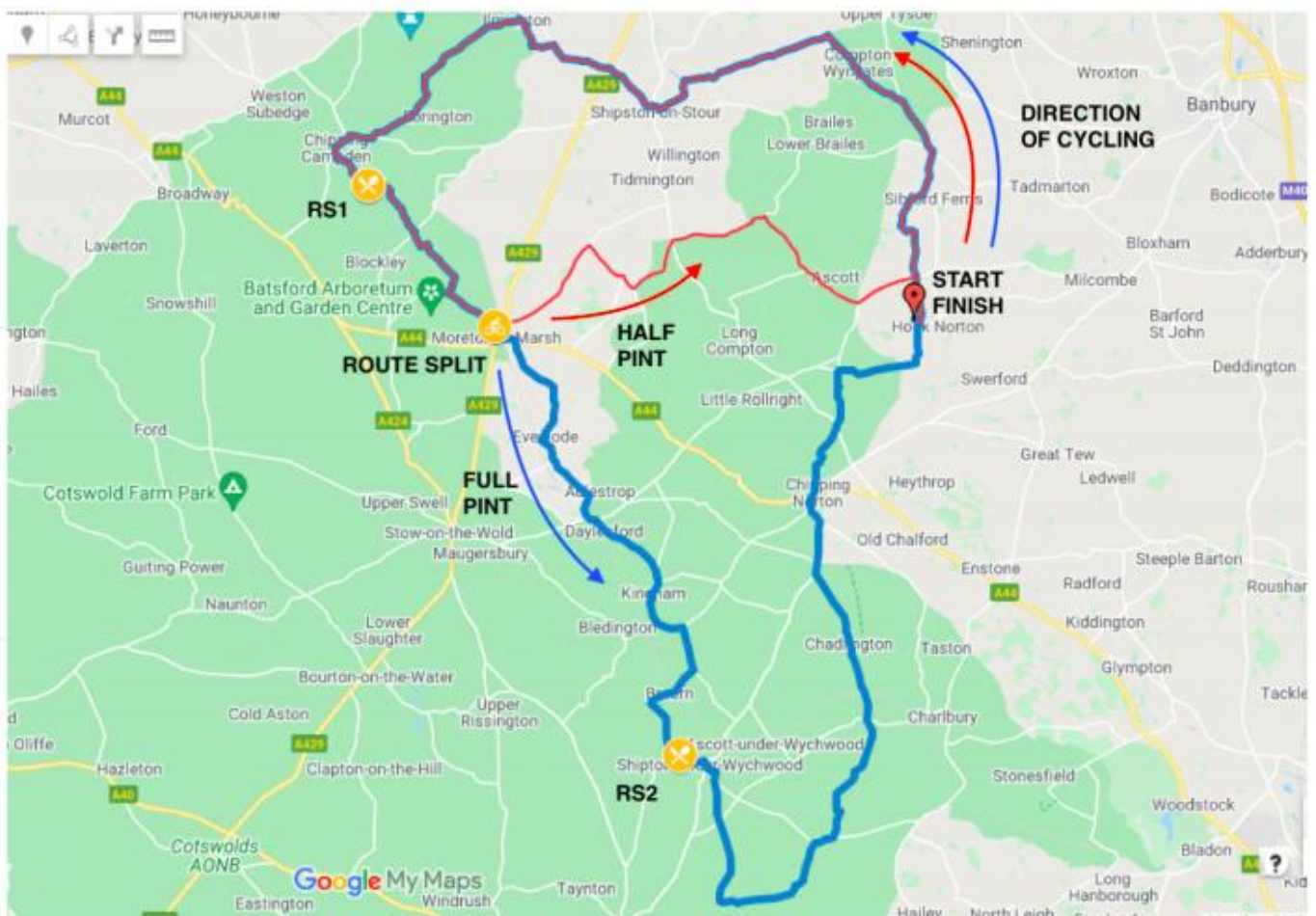
INTRODUCTION

The Hook Norton Brewery Sportive is a social cycle event taking place in the heart of the Oxfordshire Cotswold celebrating Britain's amazing countryside and the beer that's produced here!

The Hook Norton Brewery is a special Victorian venue located just north of Chipping Norton and is surrounded by exquisite beauty.

This sportive includes two routes, Half and Full Pint ride which will be fully signposted with refreshment stops along the way.

Once the cyclists have finished the ride they can relax back at the brewery and taste the fine beer that's on offer along with a barbeque on sale at the end.



ESSENTIAL INFORMATION

GETTING THERE

All participants are to arrive at the Hook Norton Brewery from 8.00am to register, check your details and prepare to start the ride from 9.00am. The venue is well signposted but for those of you that don't know where that is, below is a map and arrow pointing to where you are to meet.

ADDRESS

Hook Norton Brewery, Brewery Lane, Banbury, OX15 5NY

POST CODE

OX15 5NY



PARKING

Parking is available on the paddock land at the back of the brewery. There will be marshals to help guide you.



CYCLE EVENTS & HOLIDAYS

WHAT TO BRING

We're expecting you all to have a bike! In addition to the obvious please bring the following:

- Spare pump
- Spare inner tubes
- Helmet
- Cycling glasses
- Basic tool kit
- Water bottles with water in
- Water proof cycling gear just in case
- Fully charged mobile phone
- Food supplements for the journey (there will be refreshment stops as well)

TOILETS

There will be toilet facilities at the event HQ. Toilets will also be available at the refreshment stops.

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/u57u0e8elwhkak28/2/https://bit.ly/HookNortonBrewerySportive-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.

Please do:

- *Enjoy the scenery*
- *Challenge yourself*
- *Stop and have a coffee, (why not?)*
- *Follow the Highway Code.*
- *Wear a helmet at all times!*
- *Always stay vigilant!*

Please don't:

- *Drop litter*
- *Impede traffic*
- *Ride in a large group in the middle of the road*
- *Ride on the wrong side of the road*

REGISTRATION

Registration on Sunday 2nd June will be open from 8.00am. Registration will be in the courtyard area beside the brewery and you'll see our registration tent situated here.

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

There will be a short briefing regarding safety, timings, finish line and refreshment locations.

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

SIGNAGE

The whole route will be signposted where there is a junction, a change in direction or to assure you are on the right course. The signs as shown below will be attached to signposts, wooden stakes, traffic lights etc. Below is an example of what to look out for.



ROUTE MAPS

A GPX file of the route will be available for download from <https://www.letsgovelo.co.uk/event/hook-norton-brewery-sportive-2nd-june-2024>

REFRESHMENT STATIONS

There are two feed stations on the event.

Feed station No. 1 is located at Ebrington Village Hall approximately 35 km into the route. This feed station will be used by both the short and long routes.



Feed station No. 2 is located at Milton under Wychwood Village Hall approximately 66km 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. .

MECHANICAL SUPPORT

Mechanical support will be provided by Andy Brewin of Bike Support (He's a local mobile mechanic local to the Oxfordshire area, see his website www.bike-support.co.uk) available from the event HQ for general bike check ups. Andy will also be available all day if you have a mechanical problem that you can not fix please, just call his number and he'll come out to you.

MEDICAL SUPPORT

*First Aid will be available at the HQ and mobile through the event. In the event of a serious injury then dial **999** immediately.*

If your injury is not serious but you still require medical attention then please call the first aid number (phone number on your map card).

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.



FOOD & DRINK

There will be a BBQ at the brewery after the event and Hook Norton are providing an outside bar, all riders will also receive a free beer at the finish!



CYCLE EVENTS & HOLIDAYS

WE HOPE YOU ENJOY THE EVENT!!



Event organiser contact details

Toby Fellows

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