

RIDER INFORMATION PACK



Pre Event Rider Information Pack

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Introduction

Thank you for entering the 2023 inaugural edition of the St Ives Brewery Sportive..

Taking place on Saturday 29th April 2023, and set in the beautiful coastal town of St Ives, the route for this year takes you into the far corners of West Cornwall navigating beautiful country lanes with views of the coast line along the way.

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,

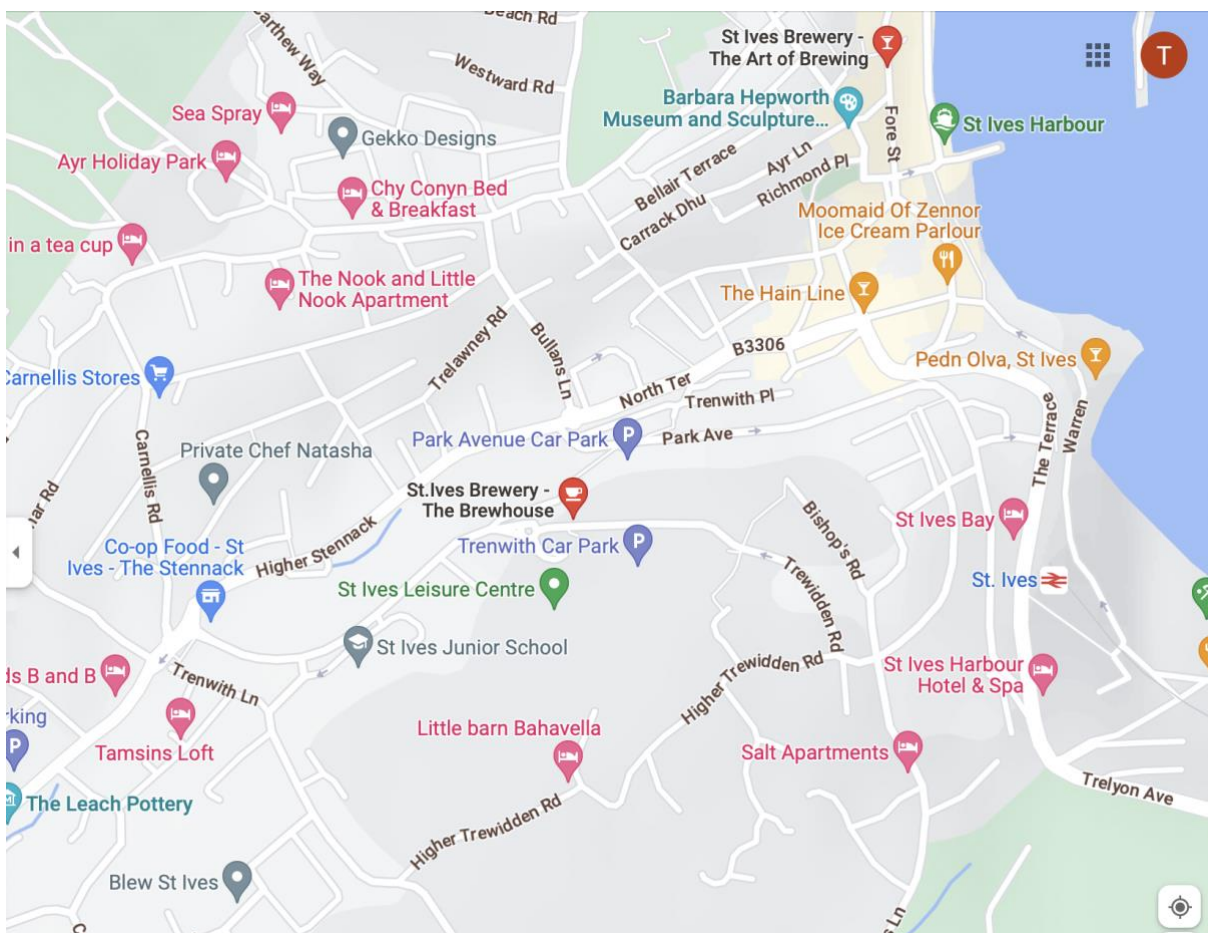
*Toby Fellows (07877 526297)
Event Organiser Letsgovel*

Essential Information

Getting There

The event is based from the St Ives Brewhouse overlooking the town of St Ives, the original location for St Ives Brewery, located on Trewidden Rd. If you are navigating with a Sat Nav, the post code for the venue is.

TR26 2BX



Parking & Event HQ

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

The start is taking place from Burrows car park opposite St Ives Brewhouse itself. The finish line will be at the Brewhouse itself.

Once parked make your way to the registration tent.

See below insert for car parking area, registration tent and start and finish lines.

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



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 map.

BIKE SUPPORT – The Bike Fairy (Dan Kirk)

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 (Gav Goulder) 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 Lets Go Velo website and the event Facebook page.

If you would like to view or purchase any of the photos post event please go to the link below and use the pin 7414

<https://gavangoulder.pixieset.com/stivesbrewerysportive2023/>

*If you have any images from the day then please feel free to share them through social media tagging @letsgovelo and using 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 Saturday 29th April will be open from 8.30am. Registration will be located in the car park and you'll see the registration gazebo. See

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

You will be asked to enter the start pen 5 mins before the ride start. Riders will start in front of the archway which will be erected in the car park (you cant miss it). It will be a rolling start so please be patient and we will try and get you all off by 9.20am.



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/st-ives-brewery-sportive>

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 on route with the Half Pint riders having only Refreshment Stop one to refuel.

Feed station No. 1 is located at Solomon Hall in Mousehole approximately 18 miles (27km) into the route.

Feed station No. 2 is located at Sennen Church Town Hall in approximately 30 miles (48km) into the route. This feed station is for the Full Pint Riders.

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 energy bars, bananas and jelly babies. There will also be an ample supply of water to replenish your water bottles with the option of electrolyte powder to mix with water.

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 at the gazebo just outside the Brewhouse cafe.

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 can of St Ives Brewery beer.

There will be a BBQ on the terrace in the afternoon and drinks will be available from the bar.

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, Dan Kirk 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.