



## **Pre Event Rider Pack**

**Festival of Cycling**

**Sponsored by**

**NFU Mutual**

**Market Harborough Branch**



**NFU Mutual**  
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It's about time®

Market Harborough Agency 01858 462878

Dear Cyclist,

**Thank you for entering the Festival of Cycling**  
**sponsored by NFU Mutual Market Harborough Branch**

Whatever distance you have decided to ride on **Sunday 2<sup>rd</sup> April** we are sure you will find the routes around our town enjoyable. Hopefully you have managed a few good rides already this year. However you are prepared or if this is your very first sportive we expect it to be fun and safe for everyone participating.

Thank you to everyone involved prior to the event. Just by being part of the event you have contributed to raising over £1000 for AdamSmile and Cyclists Fighting Cancer through your entry fee alone. Please say hello to the teams at the feed station who will be serving hot drinks and yummy treats on your way! For those of you who have gone the extra mile with additional fundraising we cannot thank you enough.

Good luck & see you at the event!

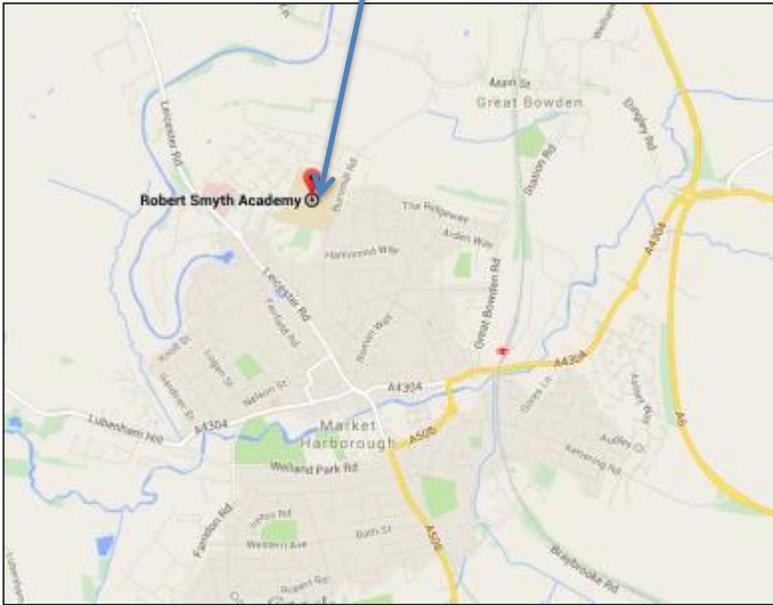
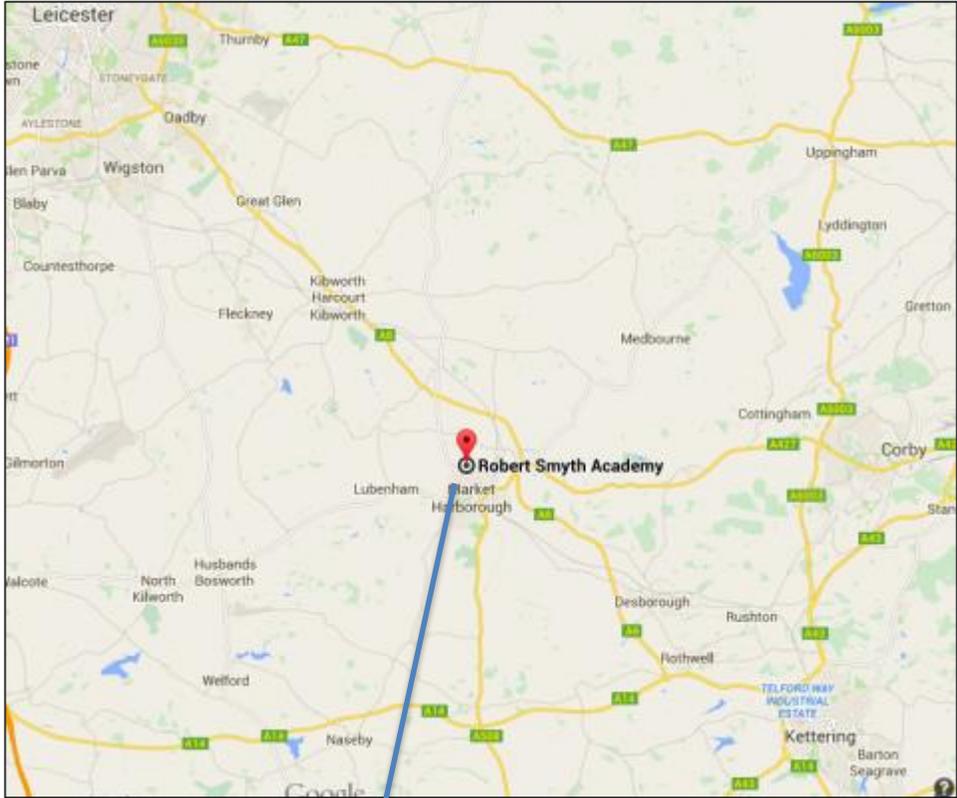
Amy Kingston & Brian Corcoran

Email: [info@raceharborough.co.uk](mailto:info@raceharborough.co.uk)

## Essential Information

### Getting There

By Road:



Venue Address;  
Burnmill Road  
Market Harborough  
Leicestershire  
**LE16 7JG**

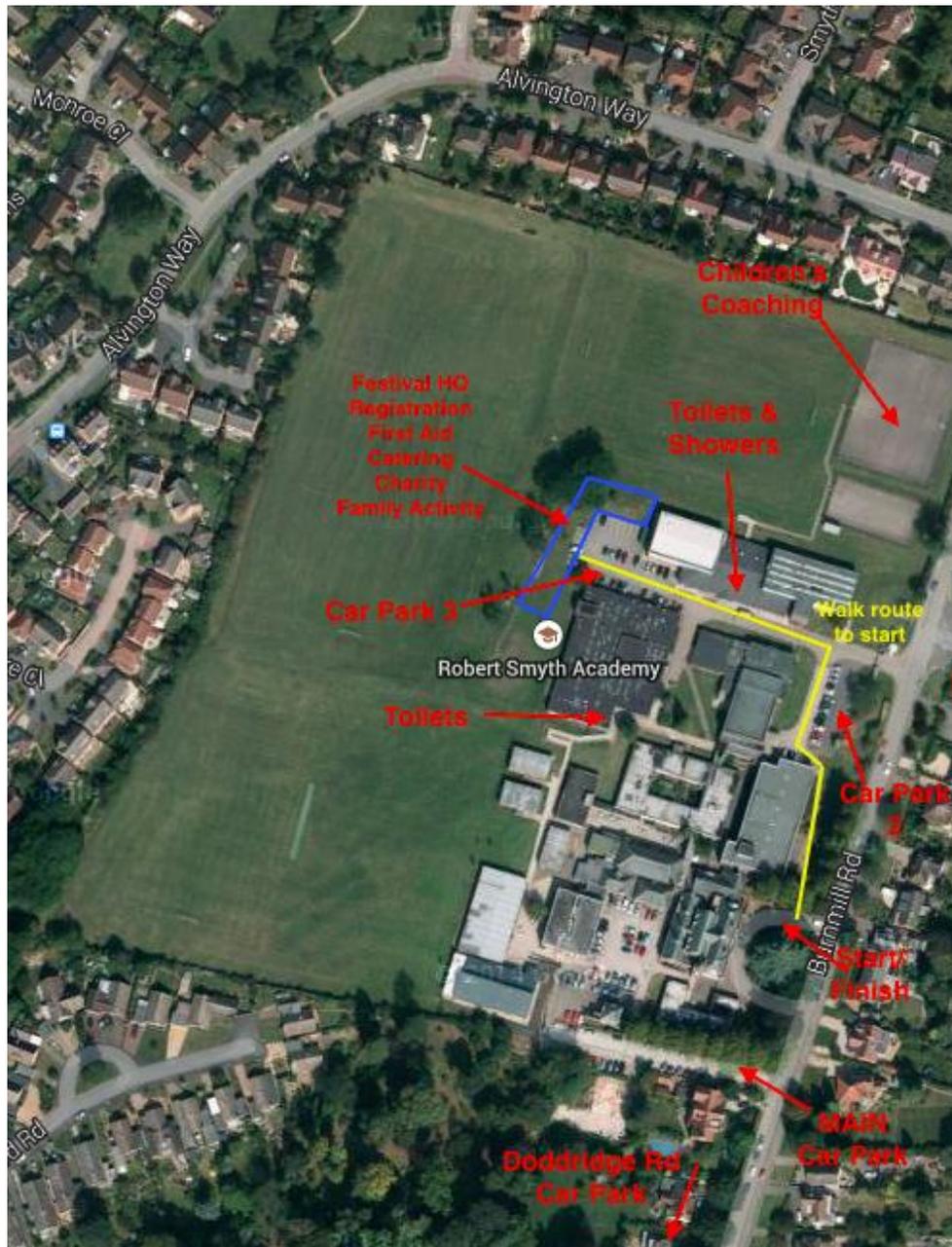
Most SatNavs will direct you straight to the venue.

Rail: The Market Harborough train station is just one mile away. It is on the Midland Mainline so has frequent trains to and from.

## Parking & Registration

We encourage those that can, to ride to the venue to do so as there is limited car parking space! The parking is free and will be clearly signposted when you arrive. Please fill up the larger, main car park at the bottom of the school first.

We advise you to register as you soon as you can to save the possibility of queuing and then return to set up your bike ready to start. The site is all within a very short walking distance.



## **What to bring**

Once you have begun the ride you are responsible for yourself and your bike. It is advisable that you may like to bring along some, or all of the following items:

Mobile phone, nutrition, water, money, basic tool kit, spare and appropriate clothing, working pump and spare inner tubes.

The condition of cycles and equipment should be road worthy and safe to ride on the roads.

TT bikes are allowed but as ever, make sure that you come off your bars when necessary eg when you are entering villages or on main roads. No MTB's please.

## **Medical Support/Cover**

Medical cover provided throughout the event ensuring your safety is of the highest priority. They will be located at the HQ and at the feed station in Lubenham.

## **Mechanical Support**

Brampton Valley Cycle Surgery will be on hand for any last minute adjustments/alterations/checks. For eg. brake or gear set up/puncture repairs and pumps available for those who have forgotten! No major works can be carried out on the day unfortunately. Also for sale, spare inner tubes, CO2 canisters, tyre levers etc.

## **Baggage**

Unfortunately there are no facilities to secure kit so please lock any items away in your cars or with somebody there with you on the day. Any bags left in the hall will be done so at your own risk.

## **Toilets/Showers**

On site there are two blocks of toilets, one in HQ and the other signposted in a separate building. Also, out on route at all of the feed stations. There are ladies and gents showers available to use in the sports hall building.

## Photography

There will be a photographer out on the routes, these will be uploaded onto our website the following day for you to download for **free**. We cannot guarantee we capture everyone but will try our best so smile!

## Do's & Don'ts

This ride is non-competitive and although some of you will be keen to produce as quick a time as possible, please respect all other road users that you encounter.

### Do:

- Enjoy the ride
- Please follow the Highway Code
- Be safe and wear a helmet

### Don't:

- Drop litter
- Impede traffic flow
- Ride in large groups in the middle of the road

**\*\*Our beautiful routes pass through a lot of villages with a heavy presence of horses and riding stables. Please inform horses of your presence the appropriate way and pass them safely\*\***

## Catering

We are thrilled to have Waterloo Cottage Farm providing the catering for another of our events. They will have a variety of delicious food on offer pre and post ride.

You selected your choices when you entered. If you need to amend your choice, please log in on your profile and do so. Food orders will be sent to Waterloo when the event closes on Monday 27<sup>th</sup> February.

## Children's Cycling

The Festival of Cycling is not all about the sportive. Please encourage your families to come along and participate in cycling activity during the morning. For children aged 4-12 years we have on offer;

- Go-Ride coaching activities that have been designed to introduce young people to a range of cycling disciplines.
- The sessions are throughout the morning but please ensure you book a space online to avoid disappointment.
- Please ensure that you child brings a helmet and appropriate clothing for the weather.

## Our Charity Partners

The initial idea of AdamSmile was born within days of Adam's tragic bike accident. Through research his family found that the safest ideal route off the main road would be along a disused railway line, stretching between Lubenham and Market Harborough.

It has received strong public support in the form of immediate fundraising events for The AdamSmile Project but the path is frustratingly yet to be given the go ahead. On the day they will not only be running our Lubenham feed station but on hand to answer any questions on the projects progress.

Cyclists Fighting Cancer (CFC) is a registered charity (1140017) founded in 2005 which provides a unique and highly effective way of helping kids with cancer through activity and exercise.

They give new bikes, tandems and specially adapted trikes to children and young people who have been affected by cancer throughout the UK. The effects of the disease and associated treatment regimes in children are numerous; amputations, balance issues, physical weakness, coordination difficulties and lack of self esteem are just a few of the most common side effects seen in many patients.

Exercise has been shown in numerous adult studies to be the single most effective way of improving both physical and mental wellness for people surviving cancer. They encourage cycling as the best form of exercise based rehabilitation especially for children because it provides all these benefits in a low impact, fun, sociable and exciting way.

Cancer also causes massive disruption in families, therefore they also give bikes to their siblings, and in many cases their parents, in order that they can take part in an activity as a family once again after what can be years of hospitalisation and upheaval.

They plan to supply another 500 awards this year which will take their total since we started in 2005 to over 3000 cases. In addition they have funded dedicated research study with the University of Leeds to clearly illustrate the relationship between physical and mental well being and physical activity in children surviving cancer. Their main focus is raising awareness and providing a bespoke service to each individual applicant where possible.

They operate totally on the kind support of the public and cyclists doing bike rides around Britain and across the world. All monies donated make a huge difference to their total fundraising effort and ultimately to the number of children affected by cancer they support.

## Pre Ride

### Registration

Registration will be open between **7.00am and 8.30am.**

Here you will sign a short declaration and collect:

- Your numbered timing chip allocated to your name
- Map of the route
- Course notes
- Emergency contact details

### Rider Briefing

We will release batches of riders from 8am. If you are riding the 100 mile or another distance and on a MTB, then please be ready to leave as close as possible to 8am. Please report to the start line so that your electronic timing can start. There will be a short safety briefing before you leave. Make sure that you return to the same place when you finish so that we can record your finishing time. Please inform us if you withdraw from the event during the ride or if you have completed a different distance to that you started.

### Pre-Event Checks

One last opportunity before you join the start area to check you have remembered the following;

- Timing chip securely fastened with Velcro strap around ankle, the left is recommended to avoid coming into contact with chain!
- A once over on your bike for last minute tyre checks etc.
- It is mandatory to wear a bike helmet
- Copies of all emergency numbers and route guide
- Water, gels/nutrition etc.

## During the Ride

### Emergency Details

In case of the unlikely event of an emergency please make a note of the following numbers;

Amy Kingston. Tel: 07715 091422

Brian Corcoran. Tel: 07734 853748

We will make arrangements for you and your bike to be collected if required. All our marshals and medical cover will be in radio/phone contact throughout the sportive.

### Signage

The route will be well signposted throughout. Using signs as seen below. Please stick to the route or we may lose you! The different distances split and rejoin at various points. It is down to you to follow the signage carefully for the correct course resulting in a safe and enjoyable ride.



## Route Maps

Follow the link to [www.raceharborough.co.uk/cycling](http://www.raceharborough.co.uk/cycling) for further information on the course route maps. There will be maps on the day highlighted with where the feed stations and where first aid is located. We will also give you a copy of this to take with you whilst cycling.

## Feed/Water Stations

There are a number of water stations and stocked feed stations on route.

- OPTIONAL off route: Café Ventoux. Although slightly off the route for 50K/100K rides we will signpost it as an optional 2 miles to drop in to this awesome cycle hub, use the facilities and top up water bottles.
- Great Dalby village hall (100 mile) – hot drinks and snacks
- Stoughton Village hall (100 mile)- hot/cold drinks and snacks
- Lubenham feed station – 25/32 miles / 40/51km (all routes) ran by our AdamSmile charity team they will have hot and cold drinks, homemade flapjack and sugary treats for you.
- Kelmarsh Buddhist Centre - 77km/88 miles (100K/100mile) hot/cold drinks and snacks before final push into Market Harborough

## Post Ride

### Finish Line

**You MUST return to the finish line!** We will clock you back in and in doing so be able to provide a finish time. If you decide to return home without a finish could we politely ask that you call/text one of us just so we know you are safely in! The final sweep vehicle will be out to ensure this shouldn't happen.

Don't forget to come and collect your medal, food and other goodies from the registration point once you are finished and give us any feedback on your experience.

Pre-purchased bottle beer from [Duncan Murray Wines](#) can be collected in HQ preferably after you have completed your ride!

### **Free Massage!**

Please make sure you allow time to indulge in a free post ride massage provided by the experts from The Training Shed. Your legs will thank you for it! If you would like to make a small donation the charity buckets will be close by.

### **Published Times**

Throughout the event the times will be published and updated onto a board at the finish line for you to view. The times will also be posted online within 24 hours of the event. Please visit [www.raceharborough.co.uk](http://www.raceharborough.co.uk) for photos and times.

## Sponsors/Partners

A Big thank you to all our partners who have supported this event, without whom it wouldn't be possible. Volunteers thank you!



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