

RIDER INFORMATION PACK



Pre Event Rider Information Pack

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Introduction

Thank you for entering the 2024 edition of the Purity Brewing Co Sportive..

Taking place on Saturday 16th September 2024, and set in the beautiful rolling Warwickshire countryside nestled between Stratford and Birmingham, 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. The long route then heads up towards the edge of the Cotswold's, and through part of the idyllic Lenches. The route is generally flattish with some undulating parts 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 526297)
Event Organiser Letsgovel*

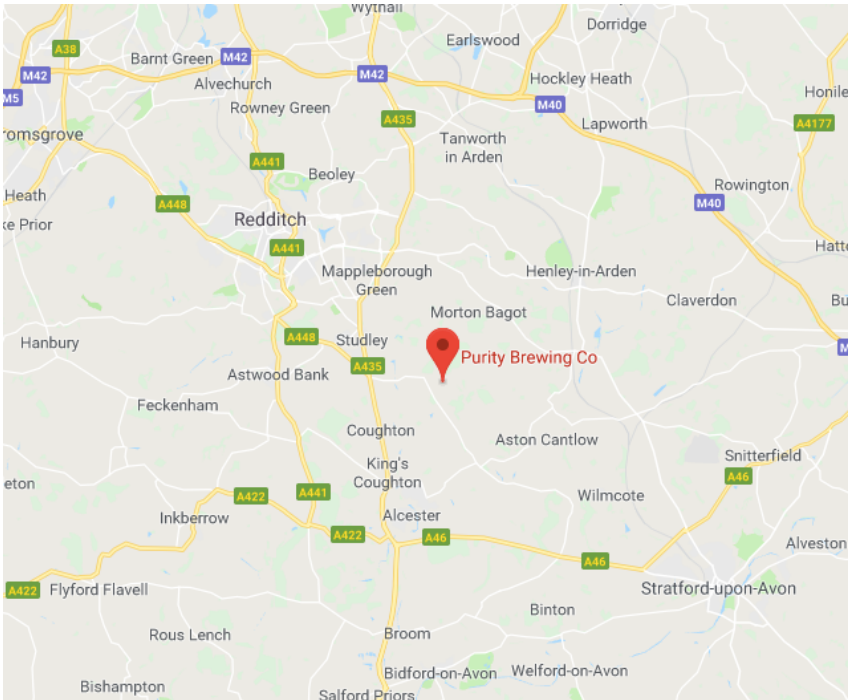


Essential Information

Getting There

The event is based at the Purity Brewery located on Sernal Farm just off Sernal Lane near Alcester. 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.

B49 6JF



Parking & Event HQ

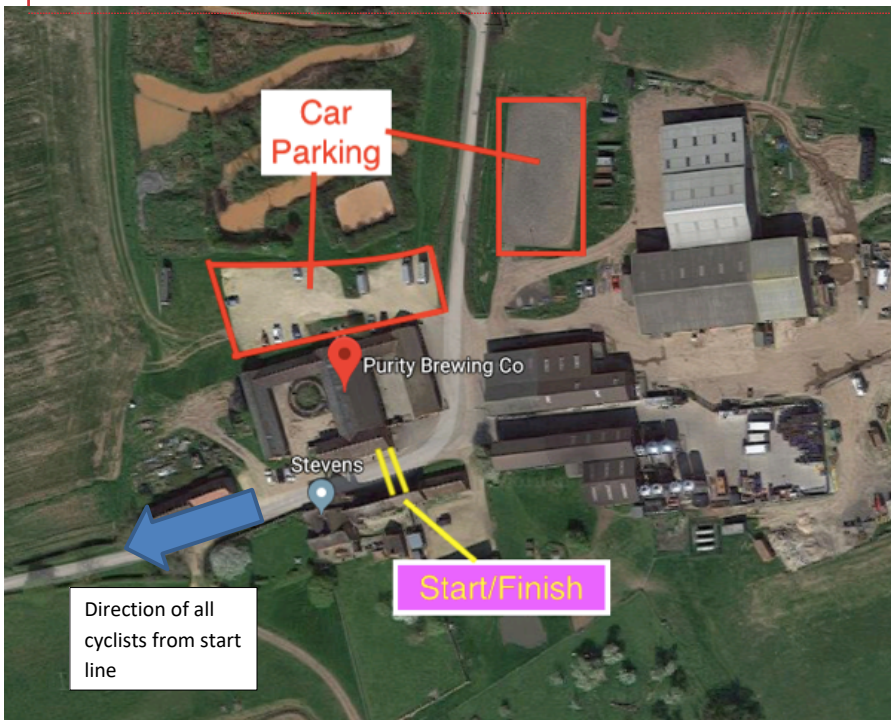
When you arrive at the Event HQ there will be signage to direct to the entrance to the brewery and to the parking areas. To make it easier for us we ask that you enter via Spermal Lane only and NOT off Burford Lane.

The two areas of car parking please see below insert.

Please be aware this is a live production site (it is not marked out for parking bays in all areas or driving flow). Drive slowly and carefully, being vigilant for pedestrians and cyclists and follow the instructions of the marshals

There are a number of areas where cars are not to park.

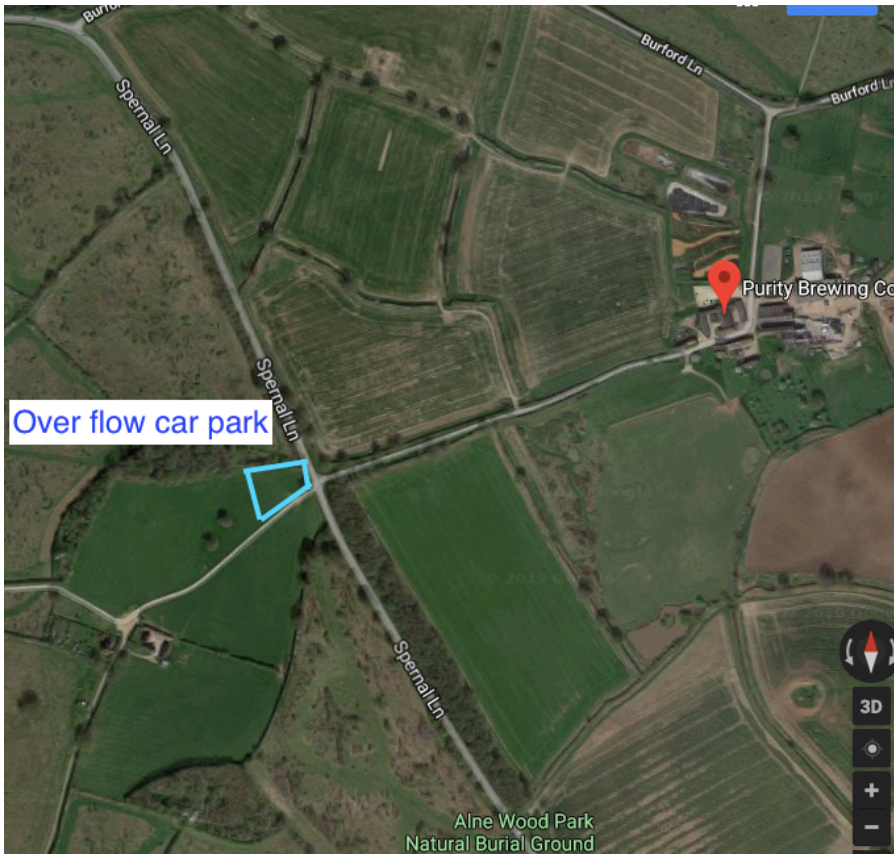
DO NOT PARK where a marshal has NOT direct you to a space



- Commented [MOU1]:
- Commented [MOU2R1]:
- Commented [MOU3R1]:



Overflow Parking



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. They 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. These are portaloos located near the entrance to the brewery shop.

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

Charles Whitton Photography will have two photographers out on the course. You can view and purchase these photos at the link below after the ride.

<https://mailstat.us/tr/t/fqk3bex4m0nzfhyc/2/https://bit.ly/PurityBrewingSportive-2024-CharlesWhittonPhotography>

*If you have any images from the day then please feel free to share them through social media. 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 Saturday 14th September will be open from 8.00am. Registration will be in the courtyard area beside the brewery office 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 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

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

IMPORTANT – WORKING FARM

Please be aware that the brewery is located on a working farm and not to wander to other areas other than the car parking areas and stay within the vicinity of the main brewery building.

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

The event routes can be viewed on the website

<https://www.lets.govelo.co.uk/event/purity-brewing-co-sportive-14th-september-2024>

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

Feed stations

There are three feed stations on the event.

Feed station No. 1 is located at Church Lench Village 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 Aston Cantlow Village hall approximately 60 km 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 a selection of flapjacks, cakes, bananas and the like. There will also be an ample supply of water 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 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 also 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 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.



Purity Brewing Company is an award winning craft brewery established in 2005.

When Purity Brewing Company set out the mission was simple: brew great beer without prejudice, with a conscience and with a consistency and an attention to detail, which is second to none.

Brewing award winning cask beers Pure UBU (4.5%), Mad Goose (4.2%), Pure Gold (3.8% or 4.3%) Bunny Hop (3.5%) and Saddle Black (seasonal 5.8%) and keg beers Longhorn IPA (5%) and Lawless Lager (4.5%) Purity have a range of beers, which at once pushes the boundaries without compromising on quality. We are proud of our range of beers, which you can read more about here

Based on a working farm in the heart of the beautiful Warwickshire countryside, Purity are committed to brewing beer with a conscience. Our brewery practices are designed to be environmentally friendly and in some cases in the case of our wetland system, environmentally enriching.

Purity is a name synonymous with music and the arts and thanks to our support for music events such as Mostly Jazz, Funk & Soul, Moseley Folk, Camper Calling and Lunar Festivals like to keep our finger on the cultural pulse. Our customers are discerning when it comes to culture and accordingly they are discerning when it comes to the beer they drink.

Other Thanks

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

