



CYCLE EVENTS & HOLIDAYS

An event by Letsgovelos
www.letsgovelos.co.uk

RIDER INFORMATION BROCHURE



"Because nothing
beats the feeling of
a great ride followed
by a cold one in
great company."



INTRODUCTION

WHAT WE'RE ABOUT

Each of our brewery cycling events begins and ends at a different independent brewery/Cider Farm — unique places that have long brought people together over a well-earned pint.

These are not races, but relaxed, sociable adventures through Britain's beautiful backroads, where the pace is steady, the company is friendly, and the scenery is second to none.

Our routes are carefully chosen to follow the roads less travelled, winding through rolling hills, sleepy villages, and countryside often missed by the main thoroughfares. Along the way, you'll reconnect with the landscape, the people around you, and the simple joy of riding a bike.

At the heart of it all is the brewery — not just a finish line, but a reminder of the social connection that these places have fostered for centuries. We're bringing a healthy, active twist to the traditional brewery visit, blending fresh air, physical movement, and a well-earned drink in a relaxed, communal setting.

Come ride with us — for the stories, the scenery, and the shared sense of adventure.



THE ESSENTIALS

GETTING THERE

Address -Wye Valley Brewery,
Stoke Lacy, Herefordshire, HR7 4HG

Wye Valley Brewery is nestled in the charming village of Stoke Lacy in the heart of Herefordshire. Set within the beautiful rolling countryside of the Wye Valley, it offers a picturesque and tranquil location with the postcode HR7 4HG.

Located around 8 miles from Hereford and 12 miles from Ledbury, the brewery is easily accessible via the A465 and A4103. Surrounded by scenic lanes and lush countryside, it's the perfect base for a stunning ride and an authentic brewery experience — home to the famous HPA and a warm, welcoming atmosphere.

PARKING & EVENT HQ

Event parking is onsite behind the brewery accessed via Woodend Lane. Once car parking is filled please park on Woodend Lane. Marshals will be there to assist.

The event HQ is open from 8am. You will be able to buy tea and coffee from outside of the entrance of the brewery close to where the registration tent will be. Please do not arrive any earlier.



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 (weather dependent).
- GPX device or mobile phone with maps. We will also have 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.





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.

PHOTOGRAPHY

There will be a photographer from Charles Whitton Photography at the event who'll try and catch you out on the course. A link to the photos will be sent out in the pre and post event email correspondence.

If you have any images from the day then please feel free to share them through social media tagging @letsgovelo and using the hashtag #brewerycycleseries when posting your images.

PRE-RIDE

REGISTRATION

Registration is on Sunday 31st August will be open from 8.00am. Registration will be near the entrance to the Brewery where you see our branded gazebo.

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 and a route map with all the necessary contact details on. 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.

SAFETY 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 brochure and any other issues to be aware of on the day. This should last no more than two minutes.

RIDE START

Riders will start near the entrance to the brewery under the inflatable archway

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

ROUTE MAPS

A GPX file of the routes is available to download from our website.

Route maps will also be provided on the day that will contain all the contact information should you experience any difficulties during the event.

ROUTE SPLIT

All riders cycle the same route up until the route split. This is usually at a junction and will be signposted route split and the direction that the Half and Full Pint riders need to take.

FEED STATIONS

There are two feed stations on the event.

Feed station No. 1 is located at Putley Village Hall approximately 20 miles/33km into the route. This feed station will be used by both the short and long routes.

Feed station No. 2 is located at Leigh and Bransford Memorial Hall approximately 40 miles/65km 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.

We have recently entered in a collaboration with One Good Thing who make the Worlds first wrapper free oat energy bar. We'll have lots of their bars plus jelly babies, bananas, homemade savoury muffins and energy powder for your drinks.

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.

CAUTION signage will be placed around the route to advise you if there is a particularly steep section for example



POST RIDE

FINISH LINE AND 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.

There is a BBQ after the ride suppliers locally sourced beef burgers (Veg burgers also available) and the bar at the brewery will be open to provide you with the best beer!

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 complimentary beer!



EVENT PARTNERS

We're proud to work with a brilliant group of partners who help make the Wye Valley Brewery Sportive such a memorable day out, both on and off the bike.

Wye Valley Brewery

Our headline partner and host, Wye Valley Brewery, provides the perfect setting for our event HQ where you'll enjoy a well-earned pint and post-ride refreshments. We're incredibly grateful for their continued support in helping us deliver a welcoming and celebratory finish-line experience.

One Good Thing

Keeping you fuelled along the route is One Good Thing—the creators of the world's first wrapper-free oat energy bar. Their innovative, eco-friendly snacks will be available at our refreshment stops to give you the energy boost you need to tackle the next stretch of road.



WHAT ELSE WE DO

While our brewery sportives are at the heart of what we do, our passion for creating unforgettable cycling experiences goes far beyond.

We specialise in bespoke cycling events and corporate trips, working closely with businesses and organisations to design and deliver tailor-made rides. You bring us the scope – whether it's team building, client entertainment, or something unique – and we bring it to life with energy, creativity, and meticulous care.

We also offer private group cycling holidays for those looking to ride somewhere extraordinary. Planning a trip to Corsica with your mates? We'll take care of everything – from route planning and luggage transfers to guiding and on-the-road support – to ensure you enjoy a fully supported, VIP-level adventure from start to finish.

Wherever you want to ride, we're here to make it happen.

To arrange an initial meeting, please contact Toby at toby@letsgovelo.co.uk or call 07877 526297.



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