



CYCLE EVENTS & HOLIDAYS

An event by Letsgovelos  
[www.letsgovelos.co.uk](http://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 — 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

Hook Norton Brewery is located in the charming village of Hook Norton, set in north Oxfordshire. It's easily accessible by car and sits roughly 30 minutes from both Banbury and Chipping Norton, with Banbury offering direct train links to London, Oxford, and Birmingham. The postcode is OX15 5NY

## PARKING & EVENT HQ

Event parking is available behind the brewery in the field as shown opposite.

Please follow the marshals instructions for parking when you arrive





## 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 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. 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 at the event from Charles Whitton Photography (Specialists in cycling events). The photographer will get out on course and will be taking photos during the ride. We cannot promise that all riders will be photographed. Charles Whitton Photography will be showcasing and selling prints from there website: [www.charleswhittonphotography.co.uk](http://www.charleswhittonphotography.co.uk)

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 1st June will be open from 8.00am. Registration will be in the courtyard area in behind the brewery 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.

## 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 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

## 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 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.

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.

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 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!





# EVENT PARTNERS

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

## **Towcester Mill Brewery**

Our headline partner and host, Towcester Mill Brewery, provides the perfect setting for our event HQ. Set in a beautiful location with plenty of character, it's also 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.

## **Quokka Coffee**

Quokka's award-winning speciality instant coffee will be served up at the coffee station at the event HQ. Whether you're after a pre-ride caffeine boost or a post-ride cup to help you unwind, it's the perfect brew to bookend your ride.





# 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](mailto:toby@letsgovelo.co.uk) or call 07877 526297.



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