

Coast to Coast Rider Manual Your Essential Pre-Ride Read



HQ – Seascale CA20 1PX

www.velo29events.com

Any pre-event questions email depart@velo29.com

Coast To Coast 6th June 2026



Welcome to another great Velo29 Sportive!

The C2C is an iconic challenge, there are several flavours of this challenge but for Velo29's version, it's an early start in The West, following mostly the established route heading East with our brilliant route signage, 4 feed stations along the way (well stocked as always!) and get to Whitby in the East by 22:00 latest. The route is a varied one, with The Cumbrian Climbs of Hardknot and Wrynose with their 33% slopes and sharp turns (up and down!) some tough climbing in The Yorkshire Dales but then flatter roads around The Vale of York but then a tough finish in the Yorkshire Moors as we head towards Whitby.

Please read this important message from Velo29

You have entered to ride in an open road challenge Sportive, this IS NOT a RACE. You must follow the rules of the road at all times.

During the ride you will encounter all the challenges of riding on the open roads, and it is for you to negotiate safely through these challenges.

Velo29 have not worked to remove these challenges and we have no insight into your ability to complete the ride safely. Only you as the rider can make an assessment about this.

Weather conditions will change, the road surface will vary and evolve during the ride, some sections need specific caution and skill to navigate past which only you can judge your speed and position through these sections.

Please do not take a single risk, please get back to the HQ safely, without incident having had a great day out in a wonderful part of the World.

We do not insure you against bodily injury whilst taking part in this Sportive, you do so at your own risk if injured or hurt. There is of course an element of physical risk to those taking part and we suggest that you look to insure yourself. An appropriate British Cycling membership is perhaps a very good option for you.

THE RIDE

100s of riders will take part in the C2C Challenge. There are aspects of this event which make it unique, mainly that we start and finish in very different locations!

We have put together a plan which is important riders are aware of and follow on the day. Typically, 10% of the riders consume 90% of our resource. A good slice of that 10% are poorly prepared and whilst we are here to assist you, ignorance often leads to a compromised level of care for the well prepared 90%!

Please do your bit and make this a slick, safe and enjoyable event.

THE NIGHT BEFORE

Staying in Hotels

Many of you have booked local accommodation please negotiate with the owner that you can leave your car on site as parking throughout the Village of Seascale is very limited. The village welcome the trade we bring so I expect they will be open to help.

Camping.

We have space for 25 tents. These are small pitches, and you will have a tent pitched near you. You will be told to re-position if not suitable.

Campervans are not allowed by the cricket club.

You can arrive from 16:00 on Friday, not before and remain on site until noon Sunday.

A space must be prebooked via the event website.

The only facilities are porta loos and drinking water.

Showers are available Sunday morning 08:00 – 10:00.

The HQ will not be manned by Velo29 after 06:15 on Saturday morning.

N.B. 1 car per tent at the HQ parking, we will be emailing to get the car details from you ahead of the event

CATERING

Evening Meal Friday 5th June - Pre Booking Essential (via [Velo29 Website](#))

The local Group 'Shackles 'are offering a meal 17:30 - 20:00 served in the Church Hall opposite the Co-Op in Seascale (yards from the event HQ). This is priced at £15 for Lasagne, salad, garlic bread and a choices of homemade pudding plus unlimited hot or cold drinks.

Vegetarian and dietary specifics available when booking.

Saturday morning

Free teas and coffees available from 05:15 – 05:45

PARKING

There is no parking at the HQ (other than people who've booked camping). Please make plans for your parking. The pay and display has room for 100 cars.

N.B. you will need to observe the parking tariffs.

There is some on-street parking, please do not upset locals, you'll all agree it's important that we host the start in Seascale, upsetting people could result in not being allowed back

If you arrive on Saturday with no parking plans, you're likely to seriously struggle.



PRE-EVENT ACTION

Before each event all entrants must please complete the pre-event questionnaire.

This can be done from 10:00 Tuesday until 18:00 Thursday in the week before the event. Please go [HERE](#) to do this action. You can find your rider/chip number and booking reference on that page.

N.B. please do not try before we open the booking system for this event at 10am on the Tuesday before the event

- Study the routes, be sure you can make any cut-off times, your bike is suitable and maintained, download the GPS files [here](#)
- Prepare your kit bag – 2 water bottles (cannot be filled at start line), rain cape, 2 inner tubes/ leavers/ mini pump
- Put the emergency contact number into your phone (07402 168 687)
- Download our event day help App. The best way to get help on event day! Scan the below QR code with your phone camera.
- **Your rider pack (containing rider number and timing chip) will be available for you to collect at the HQ on your way to the start line.**



iOS Version Scan Here



Google Play Scan Here

EMAILS

We will email and text you with specific events updates in the lead up to the event, please lookout for those comms from us. If you do not receive them in your inbox please check you junk folder. If you have unsubscribed from our emails, you will NOT receive booking specific emails. In which case, please head to our FB page to view these emails from the times given below. You do not need a FB account or be a member of the page to access this information.

Monday 6pm – Get Ready, Tuesday 10am - Act Now, The day before the sportive 6pm – See You Tomorrow, The Day of the Sportive – Well Done

START SLOT BOOKING

There is no need to book a start slot for this event.

All riders will depart between 06:00 and 06:10 in groups of 30. **Do not jump the queue please!**

No late starts are allowed. The Start will be closed and the event team will depart East.

BAILING OUT!

There are some rules to follow about collection and recovery and importantly where you will be taken. Our expectation is that you're heading to Whitby therefore all of our recovery is based around that. **N.B. if you want to go back to Seascale due to mechanical/ fatigue you must arrange this yourself!**

Our sweeper van will follow the course collecting broken down/ retired riders. We will aim to solve mechanical issues at the roadside so you can continue to ride, otherwise he will ship you to the next feed where a Mini Bus will be waiting. You will be transferred to the mini bus which will then drive East to the next feed once the cutoff time is reached.

Best endeavours will be made to get you to Whitby, however, expect a long day in the bus.

If you retire, we will not collect your riding partner, they must continue by bike.

If you have put a bag in the van bag, this can only be collected in Whitby.

CUT OFF TIMES

There are cutoff times at all the feeds. After these times, ride support ends and the route signage is taken down. If you choose to continue after this time, you do so unaided.

The event is 150 miles from 06:00 – 22:00 which is 16 hours = 9mph. The cutoff times are based on this speed.

RETURN BUS

There is a return bus booked for 19:00 Saturday and 10:00 Sunday from Whitby to Seascale which must be booked on the event website

VERY LIIMITED SPACES AVAILABLE NOW

The bus will depart promptly from Whitby Sports Centre (Event Finish Line). You must arrive in time to load your bikes onto the trailer/ vans.

19:00 Saturday BUS PEOPLE – Important

You must leave Kildale Feed Station by 16:00 to have a chance of making the 19:00 bus, it is a tough 25 miles of riding. The bus will not wait for you.

After 16:00 your only option is to ride to a collection point 5 miles away in Stokesley to be collected at 19:45

KIT BAGS

There is an option to place a small kit bag in our event vans. This must be no bigger than a small rucksack. Just like EasyJet, these bags must fit into a baggage frame ahead of being loaded. You will be given a duplicate rider number which must be zip tied to the bag. These will be at the finish line in number order. Staff will not be able to accept clothing and or any personal belongings at the feed to move to the finish.

N.B. Pre-booking is essential. Please book baggage transport [HERE](#)

Kit bags will be taken to Whitby ONLY and will arrive by 18:00

If you bail out and do not go to Whitby, you will need to make arrangements to collect your bag.

WHITBY

When you arrive in Whitby, please ride under the gantry where we will be waiting for you with a medal, a sausage bun and a well deserved cold can of Erdinger Alkoholfrei. The coffee van will also be there for you to purchase hot drinks and C2C jerseys! The leisure centre changing rooms, toilets and showers will remain open for riders to use up until 10pm.

FEED STATION INFORMATION

Coast 2 Coast					
Feed Location	KM From Start	KM To Next Feed	KM To Finish	KM To Finish	Cutoff Time
Seascale - Start	0	55	246	246	06:00
Stop 1 - Crook Memorial Hall	53	50	193	120	10:00
Stop 2 - Hawes	103	72	143	89	12:30
Stop 3 - Great Smeaton	175	33	71	44	16:45
Stop 4 - Kildale	208	N/A	38	24	19:30
Whitby - Finish	246	N/A	0	0	22:00

Any specific dietary needs must be sent to depart@velo29.com, using the format below, by 17:00 the Wednesday before the event so we can cater for you at the feed and finish line. Please do not email after this time.

A specific food bag will be waiting for you at the feeds, please ask a member of staff.

All feeds have options for vegetarians so a specific feed bag will not be needed, however, please let us know for the finish line BBQ

Subject – C2C - dietary

Name –

Route –

Dietary Requirement -

C2C Food information

All feeds will have

High5

Water

Tea/Coffee

Crook Memorial - Breakfast

Pain au Chocolate

Cereal bar

Banana

Hawes Stage 1 Cycles - Full Feed

Choice of Sandwiches

Pork Pie/Sausage Roll

Flap Jack/Brownie

Great Smeaton Village Hall

Pesto Pasta with/out cheese

Chocolate bar

Kildale Village Hall - Snacks

Choice of Sandwiches

Flapjack

Crisps

Nuts

Jelly Babies

Cola

Finish - Whitby Leisure Centre

BBQ Sausage

Cold Erdinger

Dietary - when an item is unsuitable a close alternative will be provided.

Please make your day out environmentally friendly



GREEN BIN

- Empty coffee cups
- Paper envelopes
- Empty Erdinger cans



BLACK BIN

- High 5 wrappers
- Food waste
- Cable ties
- Timing chips

SIGNAGE INFORMATION

Velo29 deploy a huge amount of signage which we check the morning of the ride to ensure it is correct for the day. If we have to make any changes, you will be advised by email/ text so make sure your contact info is up to date. Feel free to use a GPS device but if there is any doubt we would always say to follow the signs. If you feel you are off route, call the emergency contact number. We will ask you to send your google maps location or what3words. It is very helpful if you can do this. Below are the types of signs we typically use.



Our signs –

- Are placed typically a mile apart
- Before a turn you will see a directional arrow
- At a turn you will see a directional arrow
- Shortly after, you will see a confirmation of route arrow.



Straight on



Left/Right



Follow the bend

GENERAL INFORMATION

WHAT TO BRING ON THE DAY

What to Bring on the Day

Velo29 Sportives are well supported, however, we strongly recommend you prepare yourself with some essentials.

Please arrive with the following:

- 2 FULL Water bottles
- Enough food to keep you going for several hours of riding
- Waterproof light-weight jacket in case the weather changes
- 2 x inner tubes, tyre levers and a mini pump
- Mobile phone pre-programmed with emergency contact number
- Basic tool kit including chain tool
- If you use a GPS device such as a Garmin or Wahoo then don't forget it and preload it with the route!

A helmet must be worn by all riders, please contact us via email if you are not able to wear a helmet.

The wearing of hard-shell helmets conforming to CE standards EN1078 is mandatory for all riders participating in Velo29 sportive events.

It is the rider's responsibility to equip themselves appropriately prior to event day. Wearing of helmets is a requirement of the event. Participants who try to start without a helmet or choose to discard their helmet at any point of the ride will be withdrawn from the event without refund.



GENERAL INFORMATION

RIDER CONDUCT

This is a challenge event aimed at riders of all abilities, it is not a race.

Please read this short but important message.

As an increasing number of us take to the roads, the focus from the public on Sportives increases to grow. Sadly, not everyone is as excited about the explosion of cycling as we are. In previous events, we've had a small number of complaints regarding rider conduct and we fear that there is potential for these negative comments to escalate putting Sportives on the open road at risk.

As such we ask you all to please ride with every consideration to other road users, including cars and horses. Be as courteous to others as you can and absolutely follow the rules of the road 100% of the time.

Also, NO LITTERING please!

Velo29 do an increasing amount of work each year with the areas we pass through to minimise the disruption and prevent any objection to Sportives on the open roads. We need the riders to do the same, it's in all our interests to prevent public objection.

Please ride well and ride safely for yourself and other road users.



GENERAL INFORMATION

FITNESS AND THE BIKE



Fitness and the Bike

The responsibility is upon the rider to be physically capable of completing their chosen distance and the accompanying climbing and elevation involved.

Also, the rider is responsible for their own bike and you need to be confident that it is safe and reliable enough to complete the distance. There are professional mechanics available on the day, but their role is to assist with small mechanical issues which occur on the ride and any issues which may have occurred on the way to the event.

If the event team, judge your bike not to be suitable for the ride, then you will not be allowed to start. Refunds will not be given if the rider's bike is not suitable.

Please check your bike is in full working order. Bikes should have a mechanical check and any issues resolved prior to attending the event. There will be a mechanic available at the start finish on the day of the event to deal with any minor issues that may have occurred on route.

GENERAL INFORMATION

MEDICAL PROVISION, MECHANICALS & RECOVERY

Medical assistance will be available at various locations on the route for the duration of the event.

The Event Emergency number will reach event control who will record your call and respond appropriately.

The best way to contact us is by using the Velo29 Ride App, this will tell us who you are, what is wrong and importantly, where you are. The app can be downloaded for free from Google Play and the App Store. Instructions on the last pages of this manual.

The emergency contact number is below; please add this to your phone however, it is also displayed on the back of your rider number.

Emergency Contact Number

07402 168 687

For breakdowns, rider recovery or non-emergency injuries call the above number.

However, for serious medical emergencies, please dial 999 immediately and then please inform event control on the above number.

Please be aware that due to the size of the event you may have to wait a while for recovery. In the first instance your best course of action is to go forward or back to the nearest feed station if you are able. The staff there can arrange recovery. If you need recovering from the course, then you may be dropped at a feed station then picked up by another vehicle and this may take time. There are hot drinks and food at the feed stations so you will be comfortable till help arrives.

Your entry fee DOES NOT include rider liability insurance. You might wish to arrange your own liability insurance in case you injure yourself or be involved in an incident for which you're liable.



POST RIDE AND SPONSORS



Wall of Fame

Make sure you get a photo in front of the Wall of Fame – you have earned it!

These are free and posted to the Velo29 Facebook Page. We issue medals on the finish line, please make sure you stop and get yours.

This year at all Velo29 Sportives your post ride drink is provided by Erdinger.

ERDINGER
ALKOHOLFREI



Rider Results

Visit <https://velo29events.com/results/> after the event where you can see all the Rider Data.



Event Photographs

A link to your event images will be attached to your 'Well Done' email delivered at the end of the sportive. Links are also posted to your social media.

Photographs are usually the Monday after the ride.

The Velo29 Ride App

...the best way to get support during your ride

Application Instructions for iOS & Android users.

The app is for Sportive riders on event day who need help. It will send Velo29 Event Control your essential data and position so we can assist you swiftly and safely.

Please use this app for mechanical/ medical or "off route/ lost" assistance.

If a genuine medical emergency still default to 999.

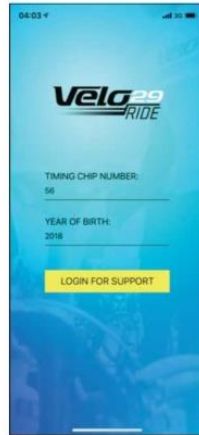
Also if you've changed route i.e. dropped from long to medium or have gone home without finishing the ride you can use the app to tell us.



Download the app for free from the Google Play/Apple app store **before the event.**
Just search for Velo29 Ride.



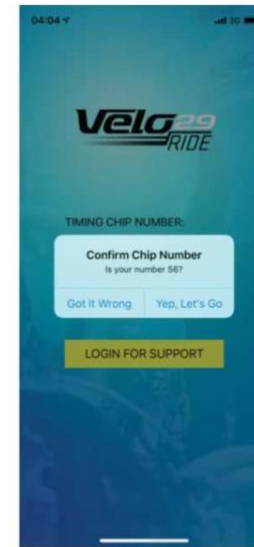
At the time you need assistance open the app and enter your rider number which is on you handlebars.



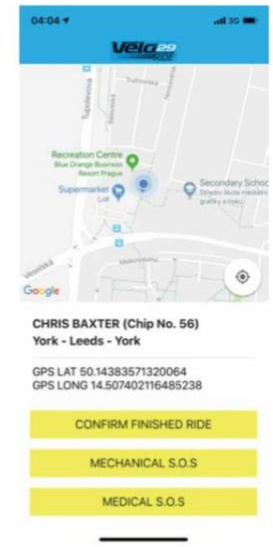
Then enter the year you were born, this is to identify you.



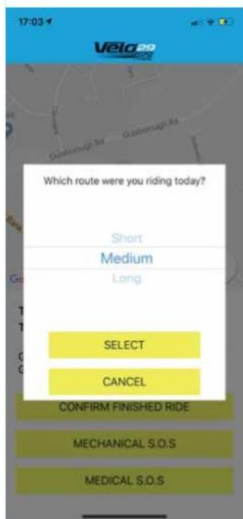
Then press 'log in for support'.



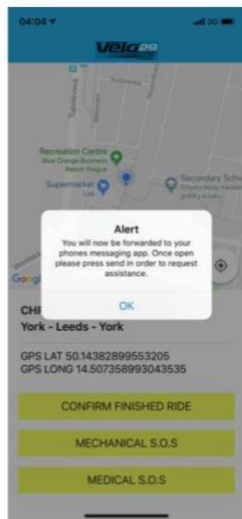
You will be asked to confirm your chip number, check it and press 'Yep let's go' or 'Got it wrong' to go back and change it.



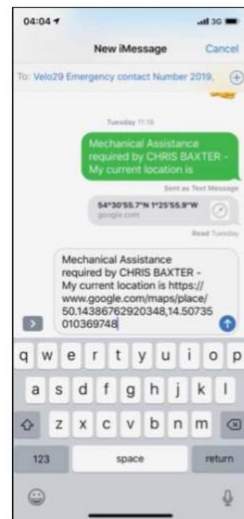
The app will then load your position on the map. Select from the 3 options.



Use 'confirm finished ride' if you've not made it back to HQ and wish to tell us OR if you've changed route distance. Select the route distance and press 'select'. If you've not ridden over the finish line of course you won't get a time.



If you select Mechanical or Medical you will get an alert. Press 'OK'.



A text message will open, you MUST send this message. Just press send.

Velo29 will respond back with a confirmation text message and we'll keep you updated via text message with an ETA.



android



This service is only available to Velo29 Sportive participants during the event.

It will not work on any other day!

For tech support before the event email events@velo29.com



iOS Version Scan Here



Google Play Scan Here



New Velo29 Events Title Sponsor, CAMS!

Velo29 is delighted to be partnering with CAMS for 2025. Have a read below to find out how CAMS can benefit you and why Velo29 is promoting their support for cyclists.

Velo29 x CAMS Partnership

CAMS is delighted to be the title sponsor of Velo29, as passionate cyclists we are delighted to further support the cycling community with these fantastic events.

CAMS is one of the UK's leading cycle accident management companies and works alongside hundreds of bike shops across the country. CAMS has over 25 years of experience helping victims of non-fault accidents.

Getting cyclists back on the road

Operating 24/7, 365 days a year, CAMS assists thousands of cyclists to get back on the road.

Whether you're a daily commuter, weekend rider, or competitive racer, CAMS can support you after a non-fault accident.

If you've had a cycling accident that wasn't your fault, contact our dedicated team of advisors, who will take the details of your accident, by ringing **0345 054 1000** or visiting www.c-ams.co.uk.

How CAMS can help you

CAMS will arrange for your bicycle to be inspected at your local bike shop. CAMS will help get you a replacement bike and helmet upfront through your chosen bike shop.

If you have unfortunately been injured as a result of the accident, we can help you. CAMS can assist you, from minor accidents to more serious injuries.

CAMS recommends specialist solicitors who will support you at every stage of your claim and will ensure that you are properly represented.