

The White Horse Sportive Rider Manual Your Essential Pre-Ride Read



Event HQ/Parking – Laurence Jackson School TS14 6RD

www.velo29events.com

Any pre-event questions email depart@velo29.com

The White Horse Sportive 10th September 2022



Welcome to another great Velo29 Sportive!

This will be the 11th edition of the White Horse! It was the 2nd ever Velo29 Sportive, taking to the roads back in 2012. It started in Stokesley, then moved to Nunthorpe and now has hopefully settled in Guisborough.

This year it's the official Tour of Britain stage 4 Sportive. Their route starts in Redcar, we've modified the Long route (no change to Med/ Short) to pick up the TOB route on Birk Brow. The TOB would finish in Helmsley but we swing back to return to Guisborough HQ

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.

PRE-EVENT ACTION

Before each event all entrants must please complete the pre-event questionnaire and book a start slot.

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. See time slots below

We will email and text you with specific events updates in the lead up to the event, please lookout for those comms from us.

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.
- Please collect your rider pack from HQ the morning of the event on your way to the start line.



iOS Version Scan Here



Google Play Scan Here

Start Slots are available by route distance. 10 people can start per minute. You can book yourself and friends on (once they have done the pre-event questionnaire)

Please don't email asking how to get the same start time as your friends!

Long 07:30 – 07:40, Female Only 07:41 – 07:45, Medium 07:45 – 07:55, Short 07:56 – 08:00

We have introduced a Female only slot on each route. This is optional for Female riders (you can book any slot) however no men are allowed in this slot

Cut Off Times

There is a long route cut-off at 12:00 after the Newgate Bank Feed at this point you will be directed onto the medium route.

All riders must be back at HQ by 17:00.

Feed Station Information

Feed Location	Miles From Start	Miles To Next Feed	Miles To Finish
Long			
Great Broughton - Breakfast Stop	21	18	75
Newgate Bank Top	39	40	56.7
Swainby	79	N/A	17.5
Medium			
Great Broughton - Breakfast Stop	15	17	58
Newgate Bank Top	32	30.4	41
Swainby	56	N/A	17.5
Short			
Great Broughton	15	N/A	22

Breakfast Feed = Pastries, breakfast bars, sandwiches, water, tea/ coffee

Other Feeds are Pork Pies, Sausage Rolls, Variety of Sandwiches, Flapjack or Brownie, HIGH5 Energy Products, Water, Tea and Coffee

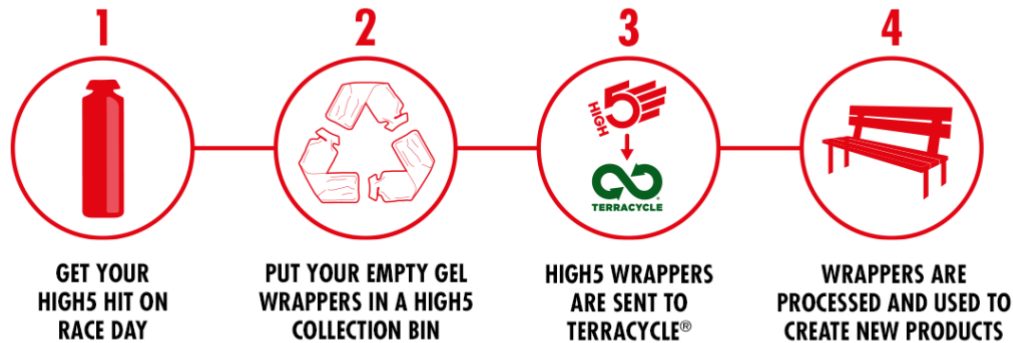
Any specific dietary needs must be sent to depart@velo29.com by 17:00 Wednesday before the event so we can cater for you at the feed and finish line. Please do not email after this time.

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

Recycle your ride day nutrition

Working alongside HIGH5, we will be placing Collection Bins around the course and event village areas. Simply pop your used Energy Gel wrappers in the HIGH5 Collection Bins on event day, HIGH5 will then collect them and send them to TerraCycle®, where they are processed and turned into raw material. This raw material is then used to create new products! We hope you'll be able to enjoy getting your HIGH5 hit on race day knowing it isn't having a negative impact on the environment.

HOW TERRACYCLE® RECYCLE HIGH5 WRAPPERS



HIGH5 SPORTS NUTRITION RECYCLING PROGRAMME



GENERAL INFORMATION

TOILET FACILITIES

Please pay attention to the public toilets which we encounter on the route. The feed stops are outdoors at this event so loos are not available at the feeds

Short route riders there are toilets in Great Ayton, Hutton Rudby and there are various public houses along the route

Medium route riders there are toilets in Great Ayton, Lord Stones, Chop Gate, Osmotherly, Swainby Hutton Rudby and there are various public houses along the route

Long Route riders there are toilets in Great Ayton, Lord Stones, Chop Gate, Helmsley, Osmotherly, Swainby Hutton Rudby and there are various public houses along the route



Great Ayton—Slightly off route just along the High Street on the right near the museum



Chop Gate—right turn off the Medium & Long routes just after the pub & school



Helmsley—Just off route off the main square



Osmotherly— along the route, on the left before you get to the war memorial crossroads.



Swainby— left turn in the village 10meters off the route

GENERAL INFORMATION

Velo29 deploy a huge number of route signs in all our events and our signage is up there with the best.

We check the signs on the morning of the event and during the event and any issues highlighted in the rider briefing.

The route info on the Velo29events.com website has the most up to date routes on it. We do sometimes need to make changes to the route and these can sometimes be quite late in the day.

Such changes will be emailed and sent by SMS to you, please only sync your GPS the day before the event.

We will use the following signs during the event:



Our signs:

- Are placed APPROXIMATELY 1 mile apart.
- Before a turn you will see a directional arrow
- At a turn you will see several directional arrows
- Shortly after a turn you will see a confirmation of route arrow

Feel free to use a GPS device in this event, such as Garmin or Wahoo but you can do the route without such a device because of the excellent signage.

If in any doubt with the route on a GPS device then we would always say **"FOLLOW THE SIGNS"**



This arrow means go straight on. Used as a way marker to let you know you are on the correct route. Also used at junctions where the route goes straight on.



This arrow is placed before a turn to let you know the turn is coming up and also at the junction or turn. Can be either left or right. Sometimes placed as a way marker if the road bends 90°



This arrow is used to show a bend in the road, either left or right. This does not tell you to turn, simply a bend in the road.

Also used in urban areas to tell you that a change of lane is needed

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 Water Bottles - you can fill up at the feeds but NOT HQ so arrive with 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
– 07402 168 687
- 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



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 too 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.

As we move to a post-covid state of normality we ask that all riders continue to respect the max 10 riders in a group rule.

We do still get complaints about large groups and possible infection. 10 is below that suggested by BC and we've never had complaints about groups of 10 so please help it stay that way.



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. All riders must be back at the HQ for 17:00

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.

As this is a very challenging course, 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 en-route.

GENERAL INFORMATION

MEDICAL PROVISION, MECHANICALS & RECOVERY

Medical cover 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.

You're 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



Grab an image in front of the Wall of Fame! 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.

**FREE POST RIDE DRINK
& BBQ SAUSAGE**



Visit <https://ridetiming.co.uk/certificates/> after the event where you can see all the Rider Data and get a free PDF printable certificate



Your event images will be uploaded to [MyBibNumber](#)

If you follow the link and sign up before the event you will receive a £5 off voucher code on all digital image orders, valid until Friday after the event.

There will be a post-event 10% early bird discount in place until Midnight Tuesday.

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.



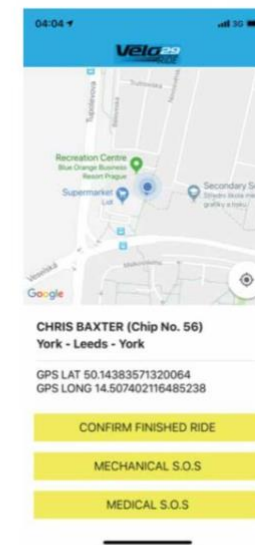
Then enter the year you were born, this is to identify you.



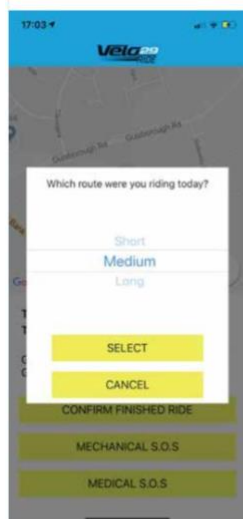
Then press 'log in for support'.



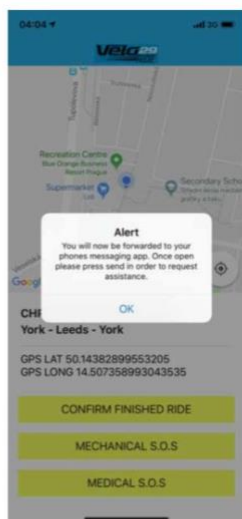
You will be asked to confirm your chip number, check it and press 'Yep let's go' or 'Got it wrong' to go back and change it.



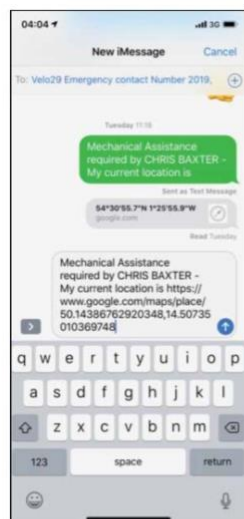
The app will then load your position on the map. Select from the 3 options.



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

BOTT+CO

Award-Winning No-Win-No-Fee Cycling Solicitors

We're here to assist you on the road to recovery.

Our specialist legal team has been obtaining justice for victims of cycling accidents for more than 14 years.

We're there when you need us, and you can rely on us to get you the help you need and compensation that you deserve.

Our cycling knowledge, expertise and passion have seen us take on countless cases and win even those that other firms have turned down.

Whether you're an experienced enthusiast, commuter or tentative newcomer, we provide the same expert level of service that is referenced in our thousands of 5-star Feefo online reviews.

When you instruct Bott + Co, you're choosing a cyclist to represent you.

We have avid cyclists in the midst of our award-winning team of solicitors, with some having unfortunately been involved in accidents on the road themselves. So, we understand more than most exactly what our clients are going through.

We recognise that bicycle accident claims are unique and are best managed by those who understand the road from a cyclist's point of view. With a combined 100 years of extensive legal experience representing 1000's of cyclists, our friendly team draw upon in-depth specialist knowledge to help you on the road to recovery, getting back the real value of what you've lost.

www.bottonline.co.uk

David Bott, Senior Partner & Cyclist

'As avid cyclists ourselves and regular participants, Bott and Co are proud to sponsor Velo29 and be part of the experiences their events have to offer. We're excited to join such a vast community of riders, taking part in a variety of fun, something for everyone Sportives and challenging races across the UK. Sharing our love of cycling, our aim is to promote the sport and have people riding safely. It goes without saying though, that we're here for anyone who needs our support in the event of an accident.'

