



Carter Jonas LandAid Yorkshire Pedalthon
The Theakston Brewery
Masham, North Yorkshire
12 May, 2017

On-the-day event details

Iconic Cycling Events

About the Event

2014 was the year of the Tour de France starting with the Grand Depart and second stage in Yorkshire. To celebrate this historic occasion Carter Jonas and Iconic Cycling Events, the specialist cycling division from BreathingSpace, worked together to create the Yorkshire Pedalthon.

This year, Iconic Cycling Events (ICE) and Carter Jonas will once again recreate this legacy event at the historic Theakston Brewery in Masham. The event is organised to raise funds for LandAid to help them with their aim of ending youth homelessness. 400 riders are expected to take on the glorious Yorkshire countryside with feed stations offering local produce will showcase local food and drink.

The event is in support of Land Aid, the property industry charity. Iconic Cycling Events is the event organiser engaged by Carter Jonas to deliver the 2017 Carter Jonas LandAid Yorkshire Pedalthon.

In agreeing to take part in the 2017 Carter Jonas LandAid Pedalthon, your registration fee (less VAT and a small booking charge) will be passed on to LandAid to help them meet their charitable aim. All the costs of running the event are being met by Carter Jonas.

Directions to the Theakston Brewery, Masham

The event car park is on the left side of the road as you come in to Masham on the A6108. See map at Appendix 1 for greater detail and follow the black and yellow arrows in Masham

Masham is 8 miles from junction 50 on the A1(M).

From the south on the M1 or A1:

<http://bit.ly/1oQM9Ms>

From the North:

<http://bit.ly/1SJqAWo>

Approximate journey times by car:

- Harrogate (Railway Station) 45 minutes
- York (Railway Station) Approximately 50 minutes
- Leeds (Railway Station) Approximately 60 minutes
- A1 junctions with A61 and A59 20 minutes
- Leeds / Bradford Airport 60 minutes
- Manchester Airport 120 minutes
- York and Leeds (City Centre) 50 minutes

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Friday 12th May

- Arrival: We encourage riders on the 80 mile route to depart between 7.30am and 8.30am and on the 40 mile route between 9.30am and 10.30am. However, we recognise that some riders will be travelling some distance on the day and may not make these windows. We will discourage riders taking on the 80 mile route after 9am.
- 7.00am Riders should park in the event car park and cycle to the Theakston Brewery to check-in. Marshals will be on hand to direct you and the Brewery is a 5 minute cycle from the car park. If required, a bag store is available at the check-in area.
- Teas and coffees will be available at the Brewery but we encourage riders to get out on the road whilst roads are quiet.
- 7.30am 80 mile route riders register at check-in and will be directed to the start where groups of 15-20 will be briefed and depart. Groups will depart at 3-5 minute intervals.
- 8.30am 40 mile route riders register at check-in and will be directed to the start where groups of 15-20 will be briefed and depart. Groups will depart at 3-5 minute intervals.
- 11.30am Riders will start to return to the Brewery.
- 1.00pm Hot food will be served in the courtyard.
- 5.00pm Close and depart.

Check-in, tea and coffee

Check-in ahead of the rides will take place in the courtyard of the Theakston Brewery.

The rider sign on sheet will be organised in alphabetical order by surname. Please follow the signs directing you to your surname sheet.

Mechanics from All-terrain cycles will be on hand for any small last minute bike adjustments.

There will also be a bag drop area for those riders wanting to leave a bag during the event.

Toilets

Toilets are available in visitor centre but please note that there are no shower facilities.

Strava

The event is not timed. However, personal challenge Strava sections will be in place on the day. Riders are advised to sign up for strava and familiarise themselves with the programme.

Rider Safety and Etiquette

Please remember that the Yorkshire Pedalthon is a sportive and as such is in no way competitive. Riders should ensure they obey the Highway Code and ride in a safe and responsible manner at all times. **You must wear a hard shell helmet and will not be permitted to ride without one.**

There are full facilities at the 2 feed stations and the routes will also pass close to facilities in villages and towns on the way. Please be sensitive to residents and other road users if you are caught short along the way and either bin or bring back any litter.

Emergencies and communications

All riders will be provided with contact details for Event Control who will have direct contact with our emergency support vehicles. Details of what to do in case of an emergency will be covered in the brief at the ride start and summarised on the ride map.

First aiders will be on the routes. Please be aware that areas on the routes are out of mobile phone signal. Riders are asked to look out for each other and report any accidents or mechanical problems to Event Control, the roving support vehicles, medical support vehicles or the event team at the feed stations. Details of all of the above will be provided on the ride maps which will be issued at check-in.

Insurance Cover

The Yorkshire Pedalthon is a registered event with British Cycling and, as such, the event organisers are provided with cover under British Cycling's public liability insurance policy, limited to £10,000,000 for legal liabilities arising from claims made against them that involves either bodily injury or property damage to a third party.

We recommend all riders to have their own personal cover.

Route Signage

The route will be marked throughout with signs before, on and after all significant junctions. The signs will contain a white arrow on a red background. Riders will also be issued with a route map which must be filled in. In the event of you becoming aware that signage has disappeared or been changed, we ask that you inform Event Control at the earliest opportunity.

Iconic Cycling Events

Route files

GPX and TCX files are in separate attachments with this email. The support team will be marking the route on Thursday 11th May and adjustments to the route may be required. The Ride Director will advise of any changes to routes at the ride briefing immediately before you set off.

Feed stations

There will be 2 feed stations on the 80 mile route and one on the 40 mile route.

The feed stations will have a range of healthy and high energy food products as well as drinks and a few surprises available. If you have specific hydration or energy products then please carry these with you. Toilets are available.

Rider Support

We will have support vehicles out on the course but riders are expected to be self-sufficient.

We recommend carrying two spare inner tubes, a pump and any necessary tools with you.

All riders must have:

- Personal identification
- Helmet
- Water bottle (full)
- Puncture repair kit, pump and tyre leavers
- Snacks and energy products
- Sun cream
- Waterproof jacket

Broom Wagon

For those not familiar with this expression, a vehicle will be de-signing the routes and pick up anyone who has had to withdraw from the event for whatever reason. The support team will endeavour to pick up any rider as quickly as possible.

Cycle Equipment and bike hire

All Terrain Cycles, one of the region's leading bike shops, will be available at the Brewery to provide last minute advice and spares for minor procedures. They will not be set up for major technical repairs.

A range of inner tubes, repair kits, pumps and tools will be available at the feed stations.

Iconic Cycling Events 

Charities

The event is supporting LandAid, the property industry charity.

Should you have any questions related to the event please do not hesitate to contact Nel Theakston on 020 75183251 or Fenella.Theakston@carterjonas.co.uk

OR the Event Hotline

07528055110

We look forward to seeing you in Yorkshire

We would like to give a big thank you to all our partners and friends of the Carter Jonas Yorkshire Pedalthon:

Carter Jonas, LandAid, Theakston's Brewery, Investec, All Terrain Cycles, Brymor, Cawston Press, Batzersens, Harrogate Spring Water, Yorkshire Provender, Walkers Shortbread, Fyffes bananas, Wensleydale Creamery, Witter towbars, New Home Finder, SK biscuits, OTE Sports, Yorkshire Crisps, Cawston Press, Bolton Castle, Yorkshire Post, British Cycling Cyclescheme, Estates Gazette and North Yorkshire County Council.

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Appendix 1

