



REGISTERED SPORTIVE



Somer Valley Cycling Club

Mendip Madness Sportive: 60 miles & 40 miles

Pre-Event Rider Pack

Introduction

Thank you for registering for the Mendip Madness Sportive!

- **Date:** Sunday 16th April
- **Time:** 09.00 start [hall open 08.00]
- **Where:** Ston Easton Village Hall, Green St, Ston Easton, Radstock, Somerset BA3 4DA



Choose from a 40 mile or 60 mile route...

The tenth running of this popular event provides some of the best views in the Mendips:

- Views of Chew Magna and Blagdon Lakes
- A fantastic view of Bristol, including the suspension bridge and the Severn Bridges (60 mile route)
- Views of the River Severn, Wales and the Quantocks
- Cheddar George (40 mile route)
- The Somerset Levels and Glastonbury Tor

In summary, this ride takes you to parts of Mendips that others don't!

The ride starts with a cup of tea or coffee and has a refreshment stop near Blagdon. The ride finishes with tea, coffee and cakes.

We can't promise good weather but we are sure that you will enjoy a good ride in the company of many friendly riders.

For all riders the following facilities will be available:

- Car-parking
- Changing rooms, toilets and showers
- Refreshments: at the start, finish and at a feeding station when you need it most
- Emergency backup
- Finishing certificate

Essential Information

Getting There

The HQ is in Ston Easton. Cycling distances to Ston Easton are approximately:

- 6 miles from Radstock
- 9 miles from Shepton Mallet
- 12 miles from Bath
- 15 miles from Bristol

If you're coming from further afield, it's probably easiest to drive. There is plenty of free parking available at the HQ.

What to Bring

Please come prepared!

It has been known to rain in the Mendips so please check the weather forecast and remember to bring wet weather clothing if needed.

Whatever the weather, it is important you check the condition of your bicycle in advance.

Other things to remember:

- Helmets are compulsory
- ID in case of an incident
- Food
- Money
- Basic tool kit, working pump and spare inner tubes

Emergency and Mechanical Assistance

Please dial Guy if any type of assistance is needed:

- **Number for assistance: 07721 182359 [Guy Worsdall]**

If you are unable to fix your bike or have a minor injury, Guy can arrange someone to drive out and assist you.

If you have a serious incident, please call 999 immediately, if possible. Ask for assistance if other riders are nearby. Please also dial the number above to arrange collection of your bike.

Headquarters

The HQ has changing rooms, toilets and showers.

There is no dedicated storage for belongings. However, you may ask to leave them with SVCC members at the HQ – there will be someone there all day – but this is at your own risk.

Photography

We will try to photograph everyone at a prime location at the course. Please check www.somervalley.org.uk after the event.

Do's and Don'ts

This ride is non-competitive – therefore NOT a race. Please ensure you act accordingly when participating.

Do:

- Enjoy the ride
- Challenge yourself
- Follow the Highway Code and be safe
- Wear a helmet

Don't:

- Race each other
- Drop litter
- Impede traffic flow
- Ride in large groups in the middle of the road
- Ride on the wrong side of the road



Pre-Ride

Registration

If you have already paid, please go to the registration desk and sign-on.

If you are paying on the day, please fill out a registration form at the desk and then sign on.

Refreshments

Flapjacks, tea and coffee will be available before the ride in the HQ (free).

Rider Briefing

Gather outside the HQ at 08.55 in time for the Rider Briefing. It is compulsory to attend this.

During the Ride

Route Maps

The following route maps can be downloaded at

- GPX / TCX files for navigation devices

- PDF maps and cue sheets

Signage

The route will be fully signed for both the 40 and 60 mile routes. Please attend the rider briefing for detailed information and which colour sign to follow.

Feeding Station

There will be a feeding station (bananas, flapjacks and water) for both routes a few miles after the top of Two Trees Hill (near Blagdon).

Risks and Hazards

The route is mainly on minor roads. In return for low traffic levels, some roads are narrow: please single out on corners.

- There are some potholes
- Take care down steep descents: give room to other riders
- The most potentially-hazardous locations will have special warning signs

More information on the hazards, including any necessary changes to the route, will be given in the rider briefing.

Post-Ride

At the Finish

When you finish, there will be more refreshments available, including coffee, cake and tea (free).

You can also collect your certificate with your ride time on it!

Broom Wagon

If anyone appears to be taking particularly long to finish, a car will be sent out to offer assistance.

British Cycling Membership

Become a British Cycling Ride member and benefit from up to £10million liability insurance, free legal advice and support when riding in a non-competitive environment like a sportive or when commuting.

Other benefits of being a member include access to ride tips and training plans, a weekly member newsletter, various discounts at cycling retailers, advance warning of event ticket sales and discounts and much more. All this for just over £2 a month!

For more information or to join today, please go to: <https://www.britishcycling.org.uk/membership>

