



WRONG WAY ROUND BIKE RIDE 2010 ANOTHER GREAT SUCCESS

It was as near as we could get to the longest day of the year so, so riders on this year's Wrong Way Round cycle ride enjoyed many hours of daylight, as well as fabulous weather as they made their way home to Yatton Keynell.

This year almost 100 riders took part – more than double last year's number. Around 40 started at dawn from Hyde Park Corner, and pedalled the 97 miles home along the historic London-to-Bristol coaching route (or, as it's also known, the A4). A few hardy souls opted for the more scenic, but even longer, route via the Kennet & Avon Canal, Savernake Forest and the Marlborough Downs.



At a slightly more civilized start-time, about 30 riders took the Halfway option, and rode home from the Halfway Inn near Hungerford, while another 30 went for the Midsummer Cruise - a largely traffic-free route from Yatton Keynell to Avebury and back.



Whatever the route, refreshment stops were a key feature. Coffee at a petrol station never tasted so good when it's still only 8am and you've ridden 30 miles already. The bacon rolls served up to riders at the Halfway Inn also went down very well, as did pints of shandy outside Red Lion in Avebury - not mention to pots of tea and tasty cakes at the suitably-named Divine Café near Calne.



Some people had no time for cake though. The first riders - including Kevin Jones, Jim Baggett and Tim Williams from Yatton Keynell and Paul McCormack from Allington - got home between 11am and noon, having cycled non-stop from Hyde Park Corner in under six hours. Many congratulations to these hardcore guys.

Most riders took a more relaxed attitude and rolled into Yatton Keynell between about 1 and 4.30pm, to be greeted by a festival atmosphere, with large crowds of friends and supporters outside the Bell Inn, and officially checked-in by Clerk of the Course, Chris Dash, ably assisted by Mark Tedds and Catie Dash. In his role as Parish Council chairman, Chris later said *"This was a superbly organised event. It brings great credit to the village, and any stranger driving through this afternoon could only be envious of what they could see - very many happy people, young and not so young!!"*

This certainly was an event for everyone. The youngest riders on the route from London were 18 and the oldest was 75. We were also delighted to see some big family turn-outs, including five members of the Blackwood and Greatley dynasty, three Baggetts (Jim, Suzy & Libby) and several duos including Nicki & Jon Blackwood, Mary & Jonathan Crookall and Jackie Ball & Eddie Shaw from Yatton Keynell, and Jon & Sally Jeeves from Leigh Delamere.



As well as around 50 locals from Yatton Keynell, Biddestone, Grittleton, Slaughterford, North Wraxall and Kington St Michael and other nearby villages, we were pleased to welcome riders from Corsham, Chippenham, Melksham and Bath, plus three far-flung friends of the event: Tom Woods from London, Andy Winn from Sheffield and Dave Caughley from Sussex (who also gets special mention as being one of only two riders this year to complete 'The Double' - riding TO London on Saturday before riding back on Sunday).



Several riders used the Wrong Way Round to collect money for charity. This includes £2000 for the Great Western Hospital raised by the Blackwood-Greatley clan in memory of Tim, £700 raised for Dorothy House Hospice by the gang from White Horse in Biddestone, several hundred pounds for the Friends of By Brook Valley School raised by various parents on the ride, £300 for Cancer Research UK raised by Ian Bannister, and £625 for Help for Heroes raised by Gareth Hare. Well done to everyone for supporting these worthy causes, and well done to everyone who did the ride as a personal challenge - or just for fun. Especially for the folks who hardly touch a bike, completing the distance was a great achievement.

We had many helpers on the day, and we'd like to thank Pete Coulson, Mike Penny and Jason Wilson for driving the vans, all the FOBBVS crew for helping set up and pack down, Will Lawton from Planet Gold Events for the music and PA, and the Mark the landlord at The Bell, and all his staff, for supporting the event so generously. We'd also like to say a big thank-you to our sponsors: Hatt's Coaches, Phillips Car Bodywork and Norman Webb Transport Services for the vehicles and RipeDigital (www.ripedigital.co.uk) for the publicity material.

And finally we'd like to say thanks to all the riders who took part, and all the residents of Yatton Keynell at the finish, for helping to make the Wrong Way Round bike ride a great success once again.

Bob Penny, Steve Beavan, David Else
The organisers - Wrong Way Round 2010





