

**WRONG WAY ROUND**  
**CHARITY/CHALLENGE CYCLE RIDE**  
**Sunday 12 June 2011**

**General Information for Riders**

**What kind of ride is this?**

This is a low-key no-frills village-based event. We're not organising the Tour de France or London Marathon here. Please don't expect flags and banners all along the route, or any other paraphernalia. To further keep things simple, all communications from us to you will be by email.

**What are the route options?**

The milestone says 97 miles to Hyde Park Corner, but we're doing it the "wrong way round", so we start in London and finish in Yatton Keynell.

- **The Classic.**  
From London to Yatton Keynell via the A4. Distance: 97 miles, of course.
- **The Halfway.**  
From the Halfway Inn near Hungerford back to Yatton Keynell, along the latter section of the Classic route. Distance: 38 miles.
- **The Avebury Outing.**  
Start in Yatton Keynell. Ride to Avebury and back on quiet lanes, tracks and cyclepaths. Distance: 44 miles.
- **The Midsummer Marathon.**  
New for this year - a 'taster' option for beginners. Yatton Keynell to Cherhill and back, along part of the Avebury route. Distance: 26 miles.

**How long will it take?**

Everyone can ride at their own pace; there's no expectation to all stay together.

**When does it start?**

Riders will start in London between 5am and 6am, from the Halfway Inn between 10am and 11am, and from Yatton Keynell (on the Avebury and Midsummer options) between 10am and 11am. We're having hour-long 'start windows', rather than all going off at exactly the same time, for safety reasons.

**And when does it finish?**

Based on previous years, we expect most people to arrive back in Yatton Keynell between 1pm and 4pm - although some may arrive before 12 noon.

**What happens at the finish?**

The finish line is The Bell Inn in Yatton Keynell. Friends, families, supporters and spectators are welcome to come and join the festival atmosphere to welcome the riders home. There will be music, a barbeque, the bar will be open, and there will be various stalls, plus some activities for kids.

**Is there a deadline?**

The finish will close at 5pm. After that time there will be no facilities. In short, we'll have packed up and gone home.

**Who can take part?**

The ride is open to anyone over 18 years of age. We hope families of riders will be at the finish outside the Bell Inn line to help create the festival atmosphere we've enjoyed on previous occasions

**What is the ride raising money for?**

You can use the ride to raise money for your own favourite charity. Most charities will provide sponsor forms for supporters.

**Do riders have to raise money?**

No. Sponsorship is optional. If you don't want to raise money, you're very welcome to join the ride for the challenge, the company and a great day out.

**What kind of support and back-up is there?**

As this is a low-key event, we simply don't have the resources to provide support vehicles and other back-up. All riders will be responsible for getting themselves to finish. We suggest everyone carries a mobile phone, ready to call friends or family with cars to come to the rescue if the need arises. We will provide a route sheet, covering the available routes, but we will NOT be sticking up direction arrows or providing any other facilities of this nature.

**How do I enter?**

Please fill in the entry form. Before you sign, please read all parts of this General Information sheet. Please also read the Terms & Conditions - by signing the form you agree to be bound by them.

Please return your completed entry form, with entry fee, in an envelope, to Yatton Keynell village shop. Please return your entry form as early as possible. We've had more interest than ever this year and for insurance reasons may have to limit the number of participants.

**Please note - we request all fees are payable in cash. This is a small village-based event. We simply do not have the resources to set up bank accounts, signatories etc, and so we cannot accept cheques. Thank you for your understanding.**

Once we've received your entry form and fee, we'll send you an acknowledgement by email. More information about routes and so on will be sent out before the end of April.

**What about preparing my bike?**

Please ensure your bike is fully prepared for the ride. Ideally you need to have the basic knowledge to fix minor mechanical problems and punctures - or ride with someone who does!

As mentioned above, we do not have the resources to provide a back-up van to repair or carry broken bikes. We strongly suggest you have your bike serviced at a reputable bike shop a week or two before starting the ride.

**Is the ride covered by insurance?**

The event insurance is arranged through British Cycling, the UK's national cycling body. It covers 3rd party only, ie if you injure or damage someone else while riding. If you want personal insurance to cover you, this is also available through British Cycling ([www.britishcycling.com](http://www.britishcycling.com)). The main website also provides more general advice about bikes and leisure cycling.

**Any more legal aspects?**

Because we're using British Cycling's insurance, we're using their entry form, which includes a liability statement at the foot of the entry form. We're also using their Terms & Regulations. By entering this event you are agreeing to abide by these Terms & Regulations. Sorry about this legal aspect, but we need to do things properly.

**Will the event go ahead, whatever the weather?**

Yes. Let's all hope for a sunny day, but if it's raining the event will still go ahead. We advise you to carry a suitable waterproof cycling jacket, just in case.

**Anything else to watch out for?**

Other road users. Most roads will be quiet early on a Sunday morning, but you should still be aware of other road users. It goes without saying that you should obey the rules of the road, and follow the Highway Code, at all times.

Riders on the Classic route from Hyde Park Corner will come across other organised cycle events on the way home. We know of a big organised 'cyclo-sportive' near Newbury on the same day as our ride, and in previous years a cycling time trial has been taking place on the A4. There may be other events too. Don't be distracted by direction arrows or marshals and end up on the wrong ride entirely...

**How does the Progress Board work?**

This a high tech piece of equipment we'll be using on the day so the crowds at the finish Yatton Keynell know where all the riders are. At the start, we'll provide you with a phone number. Please ring or text this number as you pass through Reading, Marlborough and Calne (or just Calne if you're on a roll, or more often if you want), and we will mark your position on the board - so everyone will know when you're expected, and when to turn out and cheer.