



ESSEX 30

Sunday 26 May 2024

Event Guide

for riders at the

YELLOW START AREA

We hope you're looking forward to taking part in the Ford Ride London–Essex 30 on Sunday 26 May – it's going to be an epic ride!

Your top 10 checklist

Here are 10 key things you need to do to enjoy Ride Day. Please read them carefully and save a copy of this guide so you can access it easily.

- 1. Prepare for Ride Day [page 3](#)**
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1. Prepare for Ride Day

If you live in the UK, you'll receive your Rider Pack in the post by Sunday 19 May.

If you haven't received your pack by then, please email your full name, date of birth, postal address and event distance before 15:00 on Monday 20 May to replacementpacks@londonmarathonevents.co.uk

International riders

If you live outside the UK, you'll need to collect your pack from our office at Marathon House on Friday 24 May or Saturday 25 May. See below for full details.

Your Rider Pack will contain:

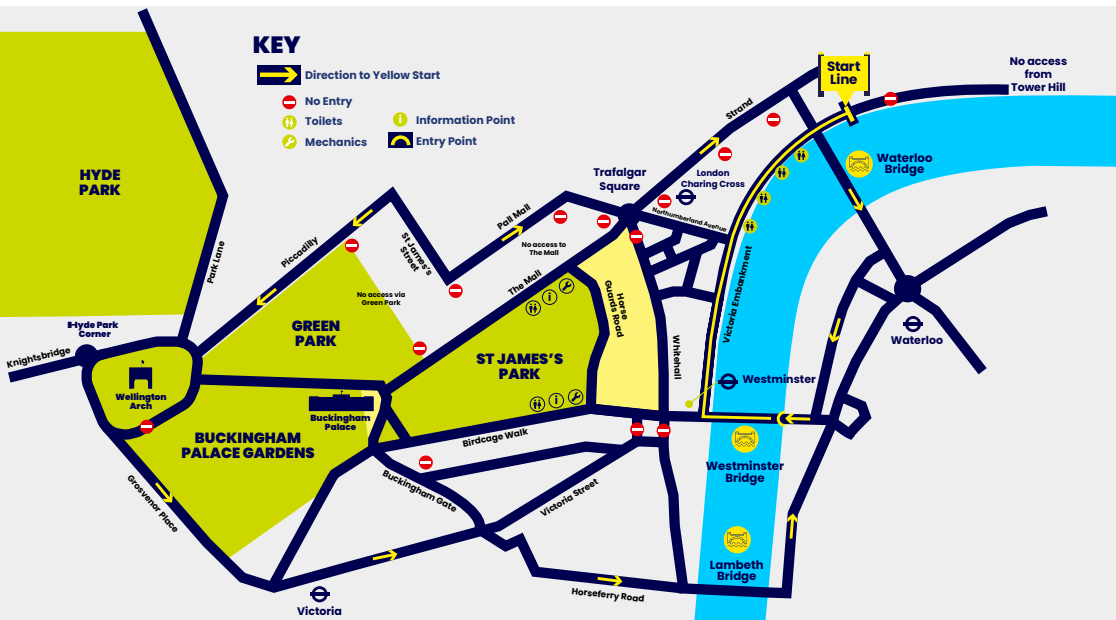
- **Body number to pin to the back of your jersey or top**
- **Safety pins for your body number**
- **Seatpost number, which contains your ID timing tag**
- **Handlebar number**
- **Cable ties to attach your handlebar number to your bike**
- **Rider Card, which displays your wave colour, letter and arrival and start timings**

If you haven't received a full Rider Pack by Friday 24 May, or you live outside the UK, you can collect a replacement pack or missing items from 09:00 to 17:00 on Friday 24 or Saturday 25 May from:

Marathon House
190 Great Dover Street
London
SE1 4YB

It is essential that you fill out the reverse of your body number with all the requested details. In the event of an emergency, we will use this information to assist you.

2. Plan your journey to the YELLOW Start Area



We've allocated you a place in the **Yellow Start Area**. To help everyone have a safe Ride Day, it's vital you go to the Yellow Start Area.

Access to the Yellow Start Area is via the south side of Westminster Bridge only. No other routes are available.

You cannot change your designated Start Area. Riders in the Pink, Blue and Yellow Start Areas all cross the same Start Line and follow the same route, so you'll be able to meet any family and friends who have been allocated different Start Areas on the route.

We recommend cycling or using public transport where possible. Plan ahead at tfl.gov.uk/plan-a-journey and nationalrail.co.uk

You can read information about taking bikes on the London Underground here: tfl.gov.uk/modes/cycling/cycles-on-public-transport

Roads will be closed for the event. If you chose to drive, plan your journey in advance and take note of the road closure information here: ridelondon.co.uk/community-info

3. Know your important times

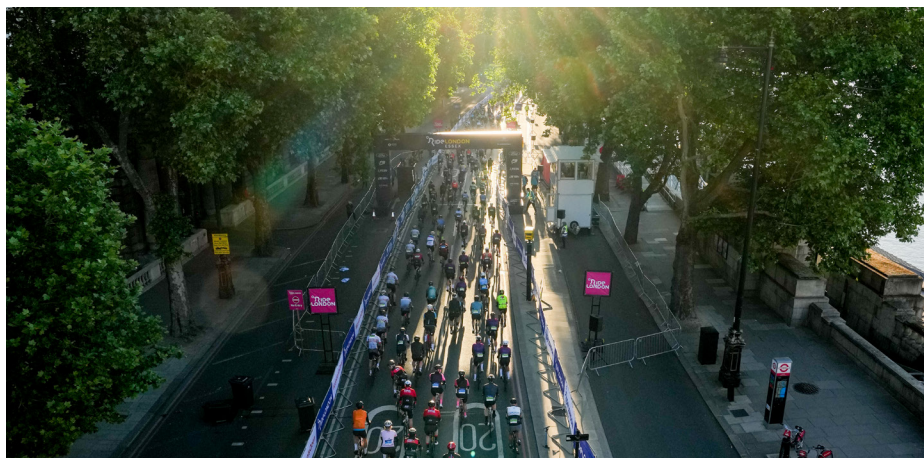
We emailed your key event timings, including your start time, with this Event Guide. These times will also be included in your Rider Pack, which you'll receive in the post, and are summarised in the timetable below.

It's essential you stick to your allocated arrival time to help the event run smoothly and safely.

Stewards will check the wave letter and colour on your handlebar and body numbers before allowing you into your Start Area, so please do not try to enter before your allocated arrival time.

It's not possible to change your start time, and you must cross the Start Line by **09:40**.

YELLOW START AREA	WAVE B
Arrival location	Westminster Bridge – south side only
Arrival time	08:35–09:10
Wave closes	09:15
Start time	09:35–09:40



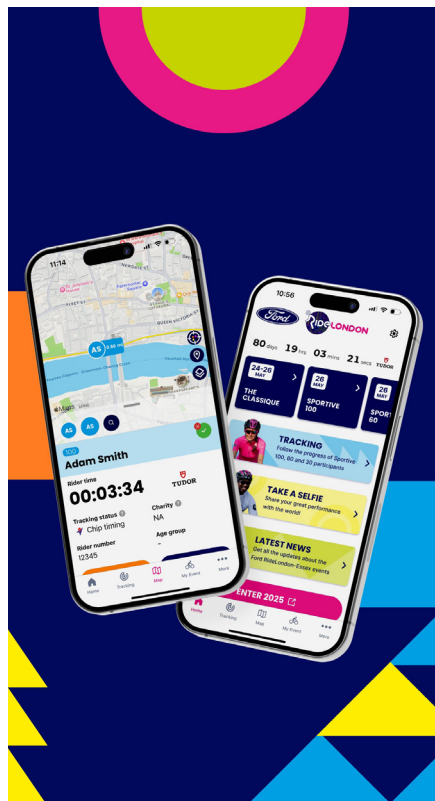
4. Download the Official App

The Ford RideLondon App will soon be available to download for free from the App Store and Google Play!

The App is your essential Ride Day companion and includes everything you need to have the best possible experience, including the route map, event information and live tracking, so family and friends can follow your progress as you ride. Make sure they know to download the App!

To increase the accuracy of your position along the route, it's important you set up GPS tracking in the App. This makes it really easy for loved ones who are tracking you to see where you are, check you're OK, cheer you on and find you after you finish to congratulate you!

We'll email you when the App is available to download and your App login details before Ride Day.



It's never too late to fundraise!

Have you thought about using your Ford RideLondon–Essex 30 place to raise vital funds for charity?

You can support a charity of your choice, by setting up a fundraising page on our official platform now. Up to half of all donations are made in the month before an event, so now is the perfect time to ask your family, friends and colleagues to support you on your ride! **Fundraise now.**

5. Arrive ride ready

It's important you arrive ready to begin your 30-mile challenge. Please make sure you have all the items in your Rider Pack with you – see section 1 on page 3.

Display your Rider numbers

To access the Start Area, you must display the following three items:

- your body number
- your seatpost number
- your handlebar number



To do this, please separate your body number, handlebar number, and Rider Card (provided in your Rider Pack) along the perforations. Use the safety pins provided to attach your body number to the back of your cycling jersey or top. Wrap your seatpost number horizontally around your seatpost and stick the self-adhesive ends together. Your seatpost number contains your ID timing tag, which

will log your unique finish time, so be careful not to damage it.

Use the two cable ties provided to attach the handlebar number to the centre of your handlebar. Make sure the whole number is clearly visible, otherwise we can't guarantee to link your official photographs with you.

No baggage drop facility

There won't be a baggage drop facility in the Start Area, so please only arrive with items that you intend to cycle with. If you need to store items for the day, there are plenty of options available. Simply search online for 'bag drop London'.

Alternatively, could a supporter look after anything you can't ride with? Or if you're staying at a hotel, you may be able to leave luggage there.

Food and drink

Please bring some food and drink with you. Where possible, we recommend bringing two full water bottles held securely in frame-mounted bottle cages.

There will be a Welfare Stop on the route at James Hawkey Hall, Woodford Green near Mile 18. Here you can refill your water bottle, and our Official Sports Nutrition Provider, HIGH5, will be giving out energy gels, bars and hydration tablets.

Ford RideLondon–Essex 30, Sunday 26 May

There'll also be the opportunity to buy food and drinks at some stops, and at pubs, cafes and shops along the route that will be open and ready to welcome riders – so don't forget to bring some cash or a payment card!

Toilets and mechanics

Once in the Start Area, our stewards will guide you to our service areas where you will find:

- **Toilets**
- **Mechanics and tyre pump stations**

Information Point

The Information Point and Rider Pack collection will be located here:

Yellow Start Area – Westminster

Bridge: w3w – [///flood.direct.flames](http://flood.direct.flames)

Respect the route

We're very lucky to have an amazing route, so please respect the local residents – keep noise to a minimum and use the toilets and bins provided.

Please keep your rubbish with you until you can dispose of it safely in the correct bin and if you're using energy gels, please try not to rip the tab off the top of the wrapper completely to help keep the streets clean.

There will be HIGH5 recycling bins at each of the Welfare Stops, please dispose of your gel wrappers here so they can be recycled.

6. Be safe and secure

Please read the following [medical advice](#) from our Medical Director, Professor Sanjay Sharma, carefully.

It's your responsibility to be fit and well on Ride Day in order to enjoy the experience as safely as possible and not put yourself at risk.

If you're feeling unwell, please do not take part in the Ford RideLondon–Essex 30. There will be plenty of future events to take part in, but there will only ever be one you! Please be careful.

Medical staff are available at the Welfare Stops and in the Finish Area. If you feel unwell, seek a member of medical staff immediately or call 999 in an emergency.

The safety and security of all our participants and spectators is of paramount importance to us. We work closely with the police and other organisations and have a range of measures in place to help keep you safe and secure.

Our team of friendly stewards are there to help keep you safe too, so don't be surprised if they pop up to say hello!

In addition, our dedicated Welfare Team will be on hand should you need any help. Members of this team have been specially trained to protect any children or vulnerable adults at the event. The Welfare Team will be located on Tooley Street, near the Finish Area.

7. Familiarise yourself with the route

On page 11 there is a map of the Ford RideLondon–Essex 30 route, which will see you set off from Victoria Embankment in central London and on through east London towards Epping Forest.

You'll then head back to central London to complete your ride to at Tower Bridge. There'll be mile markers at approximately every five miles along the route and toilets will be near them.

Welfare Stop

There will be a Welfare Stop on the route at the 18-mile mark. Here you will be able to refill your water bottle, and our Official Sports Nutrition Provider, HIGH5, will be giving out energy gels, bars and hydration tabs.

Please give something back to the communities you're riding through by supporting the local pubs, cafes and shops along the route. Don't forget your payment card!

Welfare Stop location	Mile	Food and drinks	Toilets	Mechanics
James Hawkey Hall, Woodford Green	18	✓	✓	✓



Ford Ride London–Essex 30, Sunday 26 May

Deadlines

We want you to complete the full 30-mile challenge. However, we have to reopen the roads to vehicles by strict deadlines, so you must keep ahead of the end-of-ride vehicle, which will travel the route to ensure that any riders who cannot complete the event are collected and supported.

Sweep service

If you have to drop out of the event due to fatigue, injury or mechanical failure, you'll be able to board a sweep bus to the nearest Welfare Stop, or back into London, with your bike.

Sweep buses will circulate the event route regularly. If you need to use one, please wait by a mile marker to be collected.

and are easy to spot, but you'll also be able to flag down a sweep bus.

The sweep bus will drive you to the nearest public transport services back into London. Often, this will be the tube network, so be aware you may have to be onboard the bus for a while, or change buses, to get back towards London.

Mechanics will be stationed in the Start Area and at the Welfare Stop to help you.

Ride Marshals cycling the route will also be available to help with basic repairs. Please note: you'll need to pay for any parts you require.





Ride LONDON ESSEX 30



START AREA



FINISH AREA



Plan your nutrition strategy with HIGH5



Getting your nutrition right can make all the difference to helping you get across the Finish Line feeling good and enjoying your ride.

HIGH5 is our Official Sports Nutrition Provider and is here to help you plan your nutrition strategy. At the Welfare Stop on the route, there will be electrolyte tabs, bitesize bars and energy gels to fuel your journey.

Replenishing your depleted carbohydrate, fluid and electrolyte levels is important to help you cross the Finish Line at Tower Bridge!

HIGH5 also recycles energy gel and bar wrappers, which aren't typically widely recyclable. Please make sure you dispose of your wrappers at the appropriate recycling points at the Welfare Stop and Finish Area.

8. Ride safely – it's not a race!

You must follow event officials' instructions at all times during the Ford RideLondon–Essex 30. Remember: the event is not a race and you should ride safely throughout.

A Ride Safety Team will travel at the front of the event including the Lead Safety Car. Those riding at the front must not pass this team under any circumstances.

It is essential that you fill in the details on the back of your body number. In an emergency, we will use this information to assist you. Around 100 Ride Marshals will cycle the route to help keep you safe

and provide mechanical support where possible. You must follow their instructions at all times. They will wear pink high-visibility tabards so should be easy to spot! Flag them down if you need support. Motorcycle Safety Marshals will also patrol the route to help with local access – such as facilitating care visits – so please follow their instructions.

Please follow these simple steps to help ensure the safety of all participants, spectators, stewards, volunteers and members of the public. Remain alert, remain in control of your bicycle and enjoy the ride.



Pedestrian crossings

The Ford RideLondon–Essex 30 passes through many busy towns and villages. Seen from the side of the road this means, in some cases, a continual stream of cyclists for several hours.

At certain times during the event, we will need to allow pedestrians and emergency vehicles to cross the route. Please obey the stewards and marshals at all times. If they tell you to slow down or stop, you must do so.

Along some parts of the route, there is no pavement or footpath. When riding through such sections, expect to encounter pedestrians and spectators who may be moving along the side of the route.

Please remember the golden rule of the ride:

Look, think, communicate

Riding in and around other cyclists requires care and attention. To make sure you don't cause a crash, consider the following when riding:

- **Don't do anything that the person riding behind you would not expect, for example stopping suddenly, braking sharply unless absolutely necessary, or swerving to avoid something at short notice**

- **Be constantly aware of what is coming up ahead and adjust your position in the road in advance**
- **Hold your position in the road when cornering and don't cut from one side to the other unexpectedly**
- **If you're slowing down or stopping, keep to the left of the road to allow riders to overtake you safely**

Always be aware of other cyclists around you and how close they may be to you. Their safety is often in your hands, and they will trust you to ride sensibly and safely.

Emergency vehicles

You will have the privilege of riding on closed roads throughout the entire route, but we ask that you respect and follow some important 'rules of the road' during the event:

- Emergency vehicles take priority in order to attend incidents across the entire event footprint
- Expect emergency vehicles on the route at any point, either crossing or driving along the route in both directions
- Remain alert at all times and pull over to the side of the road to allow emergency vehicles to pass safely when required

Arrange where to meet

If you're riding with participants who are under 18, please plan where to meet should you become separated on the route.

For example, you could meet at the Welfare Stop at James Hawkey Hall, Woodford Green, near Mile 18, and at Potters Fields Park near the Finish Area.

We also recommend using the free app [what3words](#) to agree specific meeting points.

Beware

Always be aware of other cyclists around you and how close they may be to you. Their safety is often in your hands, and they will trust you to ride sensibly and safely.

Hazards

Remain alert for any potential hazards in the road. You should always expect the unexpected as you don't necessarily know what is around each corner.

Think about what might lie ahead of you. Is there a traffic island, a fast descent, a narrow section or sharp corner? Maybe there has just been a crash or perhaps there is a speed bump?

To help make you aware of any potential obstacles on the route, we will provide warning signage

where appropriate on fast descents or sharp corner. Please be aware of your speed at all times and ride safely with care for others.

Love where you ride

At Ford Ride London, we're dedicated to looking after our surroundings as we cycle, and we hope you'll join our campaign.

In 2015, we launched Love Where You Ride to encourage everyone to do exactly that. It's a privilege to be able to cycle through the streets and countryside of the UK – and further afield – so let's do all we can to protect the environment as we enjoy it.

We're determined to see even more of you dispose of your litter responsibly every time you ride. It will make the world of difference if you pledge to take part in the campaign and encourage others to do the same.

So keep any rubbish in your pockets before disposing of it when you stop, don't throw bottles away and please only use the toilets provided along the route.

Above all, please respect the areas and communities along the route you pass through.

We hope you enjoy your ride!

9. Focus on the Finish

Your 30-mile challenge will come to its climax at the world-famous Tower Bridge. You will be asked to dismount and walk with your bike through the Finish Area on Tooley Street on the south side of the bridge.

You must reach the Finish Line by 18:30 at the latest. If you're in the final start wave at 09:40, you will have almost nine hours to complete the 30 miles.

Look out for our official photographers from Sportograf, who will take a photo of you at the Finish Line.

Please don't stop on Tower Bridge for selfies. Please keep moving and leave the photography to the professionals.

You can [sign up now](#) to be notified as soon as your event photos are live!

Once you're over the Finish Line, you'll be able to celebrate by collecting your medal. You'll also be able to collect a HIGH5 recovery product and fill your bottle at water bowzers. Make sure to look out for a recycling point for your HIGH5 gel or bar wrapper.



10. Know where to go after your ride

You will exit the Finish Area on Tooley Street at the junction with Bermondsey Street. If you're getting together with family and friends, please arrange to meet at a specific point away from the Finish Area.

We recommend using the free app what3words to agree a meeting point. Cafes and shops in the Tooley Street area will be open, so there should be plenty of options if you'd like a bite to eat.

Watch the Ford RideLondon Classique

If you finish before 15:00 you'll be able to enjoy a gentle recovery ride on the Ford RideLondon FreeCycle route – from there you can pick a spot to watch some of the best cyclists in the world in action in the third and final stage of the Ford RideLondon Classique. This takes place from 15:30 until 18:00 with an iconic finish on The Mall. **Click here for more information.**



Official time

Your official time will be available at ridelondon.co.uk within 24 hours. If you registered your mobile number with us, we'll also send you a text message displaying your time. We'll email a post-event survey for you to complete so you can let us know what you thought of your Ford RideLondon experience, so keep an eye on your inbox. Your feedback will help us to make the event even better in years to come!

Thank you!

Thank you for taking part in the Ford RideLondon–Essex 30. It's going to be an epic day! We're really looking forward to seeing you on Sunday 26 May. For more information, visit ridelondon.co.uk



**RIDE
LONDON**

ESSEX

X

LE COL

**COMPLETE
FORD RIDELONDON
- ESSEX IN STYLE!**

Le Col, the Official Apparel Partner of Ford RideLondon, has developed an exclusive kit range to help elevate your performance on Ride Day.

Look and feel the part as you ride through the Essex countryside and finish at London's iconic Tower Bridge.



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