# Ford RideLondon FreeCycle Event Guide

## Sunday 28 May 2023

MAYOR OF LONDON

TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS

LONDON MARATHON EVENTS INSPIRING ACTIVITY

# We're looking forward to welcoming you to Ford RideLondon FreeCycle on Sunday 28 May!

It's more than just a chance to cycle along some of the city's most famous streets without any traffic in your way – although that's awesome in itself – we want to create a carnival atmosphere, so expect to encounter circus stilt bikes, penny farthings and music bikes banging out tunes as you ride. You'll also pass plenty of entertainment provided by bands, choirs and DJs to help you keep pedalling in rhythm!

**Timetable**

| | |
|---|---|
| **10:00–15:00** | Ford RideLondon FreeCycle route open |
| **10:00–16:00** | Ford RideLondon FreeCycle Festival Zones open |
| **10:00–18:00** | Ford RideLondon HUB at Trafalgar Square open |
| **15:30 to approx 17:45** | Ford RideLondon Classique pro women's race |

**The route**

The 2023 Ford RideLondon FreeCycle route (see map on next page) passes some of central London's most famous landmarks, from St Paul's Cathedral and the Strand to Piccadilly and Pall Mall. The event also returns to The Mall and St James's Park this year, so you'll have the chance to ride past Buckingham Palace as you cycle along the stunning, traffic-free route.

***Find out more about Ford RideLondon FreeCycle***

**Ford**

**RIDELONDON FreeCycle**

# ROUTE MAP

ISLINGTON

HACKNEY

Chancery Lane

High Holborn

Newgate Street

Gresham Street

The Barbican

The City

Holborn

CAMDEN

CITY OF LONDON

Bank of England

Kingsway

WESTMINSTER

Festival Zone 1

St Paul's Cathedral

St Paul's

Festival Zone 2

Piccadilly Circus

Somerset House

Mansion House

Bank

National Gallery

Strand

Trafalgar Square

Piccadilly

Victoria Embankment

Pall Mall

Cockspur Street

HUB

The Thames

Waterloo Bridge

Blackfriars Bridge

Millennium Bridge

Southwark Bridge

London Bridge

St James's Park

Shakespeare's Globe

The Shard

Tower Bridge
Ford RideLondon-Essex
100, 60 & 30 Finish Area

Downing Street

LAMBETH

London Eye

SOUTHWARK

Buckingham Palace

Westminster

Westminster Bridge

**KEY**

Festival Zones

**Zone 1:** St Paul's Churchyard and Paternoster Square

**Zone 2:** Bank

TfL London Underground Stations

**HUB** Ford RideLondon HUB

**Ford RideLondon HUB**

Join us in London's iconic Trafalgar Square between Friday 26 and Sunday 28 May for the inaugural Ford RideLondon HUB!

Designed as a stunning focal point of this year's Ford RideLondon festival of cycling, the Ford RideLondon HUB is all about inspiring more people to get on their bikes and promoting the benefits of active travel. It will celebrate cycling and offer a wealth of free entertainment and exciting bike-based activities for everyone to enjoy.

**What's on offer**

- Free admission
- Open 10:00-18:00 (26-28 May)

- Bicycle fun for all the family
- Live music and entertainment
- Watch Ford RideLondon Classique live on big screen
- Active travel info
- Food and drink

**Free Festival Zones**

Look out for two free Festival Zones on the route at Bank and St Paul's. They're the perfect places to stop to rest your legs and have some refreshments while enjoying the fun, free, family-friendly activities on offer to a soundtrack of live music and DJs.

***Find out more about our Festival Zones here***

Both Festival Zones have an Information Point in case you need assistance. Other useful facilities at each Festival Zone include:
- Bike mechanic service
- Medical point
- Welfare Team
- Toilets
- Bike parking: don't forget your lock!

**Led Rides**
London Cycling Campaign's Led Rides will bring people to the Ford RideLondon FreeCycle route from the 32 London boroughs.

If you signed up for a London Cycling Campaign Led Ride when you registered for Ford RideLondon FreeCycle, check your confirmation email for details of the ride(s) you signed up for. We'll also email you by the end of Thursday 25 May to confirm your Led Ride start location and time, plus your return ride location and time.

*Find out more about Led Rides here*



**Park the Car**
The Led Rides are supported by Ford's Park the Car campaign, which encourages drivers to leave their car at home for short journeys and to cycle or walk instead.

*Find out more about Ford's Park the Car campaign here*

## Sticking together safely

To help you and any family and friends you're riding with find each other easily should you get separated on the Ford RideLondon FreeCycle route, we're installing coloured flags at every half mile. You can use these as meeting points and distance markers – so if you're riding with children, for example, you could tell them not to go any further than the next flag.

If you need help along the way, you can find members of our Welfare Team at each of the Festival Zone Information Points, as well as at the Ford RideLondon HUB at Trafalgar Square. These locations are also a safe place to arrange to meet.

## Santander Cycles

Extra Santander Cycles will be available close to the Ford RideLondon FreeCycle route on Sunday 28 May. The following docking stations near the route will have staff on hand to create extra space to dock bikes and provide more cycles to hire:

- Craven Street
- Westminster Pier

To save 50 per cent on a Santander Cycles monthly membership, use the discount code RideLondon50 in the Santander Cycles app or online. Please note the discount code can only be redeemed until Thursday 1 June 2023.



## Wristbands
You can pick up ID wristbands from the Information Points – fill them in and ask all members of your group to wear them in case you get separated.

**Your souvenir photos**
Photographers from our partner Sportograf will be positioned along the course to take photos of you in action, so make sure you attach your rider number (see below) to your handlebars for the event as this will help you find your official photos online afterwards.

If you've registered for Ford RideLondon FreeCycle, you will receive details of how to download a rider number should you need one by Monday 22 May (or by the end of Saturday 27 May if you register in the final few days before the event).

You can sign up now to be notified as soon as your Ford RideLondon FreeCycle photos are online. Just click on the link below and enter your email address when prompted – no need to enter your rider number.



*Click here to sign up with Sportograf*
**Catch the professionals in action at the Ford RideLondon Classique**
Once the Ford RideLondon FreeCycle route closes at 15:00 on Sunday 28 May, why not stay in the capital to watch the world's best women cyclists compete in the third and final stage of the 2023 Ford RideLondon Classique?

Stage Three of this UCI Women's WorldTour pro race starts and finishes on The Mall and passes through some of London's most famous streets, including Piccadilly, Pall Mall and the Strand. It's free to watch and takes place from 15:30 to approximately 17:45.

**And finally, thank you!**
Thank you for taking part in Ford RideLondon FreeCycle. It's going to be great to ride together again! We're really looking forward to seeing you on Sunday 28 May. For more information, visit *ridelondon.co.uk*

Best wishes
**The Ford RideLondon Team**

Ford — RideLondon FreeCycle

**Thanks to our Sponsors and Partners**



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