



For immediate release: 12:00 Wednesday 15 March 2023

ROUTES REVEALED FOR 2023 FORD RIDELONDON-ESSEX CHALLENGE RIDES

- **Stunning finish at Tower Bridge for a second year**
- **Routes start on Victoria Embankment and head out for picturesque loop of Essex**
- **Hosted by the Mayor of London, Ford RideLondon-Essex 100, 60 and 30 take place on Sunday 28 May**

Tower Bridge will once again provide the stunning backdrop to the finale of this year's Ford RideLondon-Essex 100, 60 and 30-mile challenge rides on Sunday 28 May.

The Ford RideLondon-Essex 100, 60 and 30 are the three mass participation rides that form part of the world's greatest festival of cycling, and, for a second year, the routes will start on Victoria Embankment in central London and finish in spectacular fashion at Tower Bridge.

A renewed partnership with Essex County Council means the routes will again enable participants to explore Essex, where sponsor Ford is also headquartered. A wide range of improvements have been put in place for 2023 following feedback and engagement on the 2022 event. These include:

- improved start process using St James's Park in central London
- improved local access plans for communities on the route
- increased provision of managed vehicle crossing points on the route
- improved communications with social care providers
- enhanced engagement programme with businesses on the route to help them plan ahead
- working with schools and community groups on the route to develop cycling and active travel initiatives around Ford RideLondon-Essex

The Ford-RideLondon-Essex 100 route will head out of London past the Olympic Park and through the London boroughs of Westminster, City of London, Tower Hamlets, Newham, Hackney, Waltham Forest and Redbridge, before heading out into Essex via Epping Forest. This circuit of Essex will see riders pass through some of the county's most picturesque towns, villages and countryside, including Epping, Ongar, Great Dunmow, Felsted and Writtle, with a section of the route a replica of the 2014 Tour de France stage that went through Essex and finished in central London.

The Ford RideLondon-Essex 60, the ride designed for people looking for a moderate challenge, reaches as far as Ongar in Essex before returning to finish in Southwark at Tower Bridge, while the Ford RideLondon-Essex 30, designed for those looking to take part in their first mass participation ride, reaches South Woodford before heading back to central London and the jaw-

dropping Finish Line.

More information including full route maps of the [Ford RideLondon-Essex 100](#), [Ford RideLondon-Essex 60](#) and [Ford RideLondon-Essex 30](#) can be found on ridelondon.co.uk

Hugh Brasher, Event Director of Ford RideLondon Essex, said: *“We carried out an extensive debrief process following last year’s event and the learnings will enable us to deliver an even better experience for all, from our participants to the communities on the route. We thank all our partners and stakeholders for helping in this process, particularly Transport for London, the Mayor of London and Essex County Council.*

“The 2023 Ford RideLondon-Essex route offers participants the wonderful contrast of cycling on traffic-free roads in one of the world’s greatest cities with riding through some of the most beautiful countryside and picturesque towns and villages of Essex.”

Will Norman, London’s Walking and Cycling Commissioner, said: *“After the success of RideLondon in 2022, I can’t wait to return to the streets of London and Essex for this year’s event.*

“Ford RideLondon is a much-anticipated yearly highlight for the capital, with something for everyone to enjoy – from new cyclists who want to gain confidence, to more experienced riders looking for a chance to push themselves, plus the chance to cheer on the professionals.

“Cycling has seen a huge boom in London and this brilliant event will inspire people to take advantage of an environmentally friendly, cost-effective and fun way of getting around.”

Councillor Lee Scott, Essex County Council’s Cabinet Member for Highways Maintenance and Sustainable Transport, said: *“RideLondon-Essex 2022 was a successful event, but we want to make Ford RideLondon-Essex 2023 even better.*

“With our beautiful countryside and picturesque villages, the event showcases the best of the county to a national and international audience, helping to boost business and tourism. It also aligns with our Everyone’s Essex objectives promoting physical activity to encourage healthy lifestyles and promoting walking and cycling as part of a move towards Net Zero.”

ENDS

NOTES TO EDITORS

Images from RideLondon-Essex 2022 are available to [download here](#) (password: RL2022, credit: RideLondon-Essex)

About RideLondon

- [RideLondon](#), the world’s greatest festival of cycling, was developed by the Mayor of London and his agencies. It was first held in August 2013 and is a legacy event from the London 2012 Olympics.
- In the first seven years of the world’s greatest festival of cycling (2013-2019) more than 467,000 participants have taken part including more than 140,000 new or lapsed cyclists who were inspired to start cycling. More than £80 million was raised for more than 1,000 charities.
- RideLondon partnered with Essex County Council for the first time in 2022. Surrey County Council previously partnered with the event from 2013 to 2020.
- RideLondon-Essex saw 22,367 cyclists take part in either the RideLondon-Essex 100, 60 or 30 mile events
- In January 2023, [Ford was announced as the title partner of RideLondon from 2023 to 2025](#)
- London Marathon Events gifts its surplus each year to The London Marathon Foundation (LMF). LMF has granted £1 million to Essex via Active Essex in the first year of the partnership
- London Marathon Foundation is the operating name of The London Marathon Charitable Trust, the parent company of London Marathon Events
- Since 1981, The London Marathon Foundation has awarded grants totalling in excess of £98.3 million to more than

1,500 projects in London and across the UK.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit is available at corporate.ford.com.

Ford of Britain has been number one commercial vehicle brand for over 55 years, and is rolling out an electrified range so that, by 2026, 100% of our cars will be zero-emissions capable, all-electric or plug-in hybrid. The UK is Ford's third-largest global market and accounts for around 30% of total Ford vehicle sales in Europe. Ford directly employs 6,500 people in the UK, with thousands more employed in its extensive dealer network. The Ford Britain Dunton Campus in Essex is the home of its European commercial vehicle business group, the Ford of Britain & Ireland sales company and Ford's banking arm – Ford Credit Europe.

For further information, please contact:

Ryan Goad | Head of Communications & TV | London Marathon Events Ltd
e ryan.goad@londonmarathonevents.co.uk | m +44 (0) 7950 708574



MAYOR OF LONDON



TRANSPORT
FOR LONDON
EVERY JOURNEY MATTERS



Essex County Council

