

Heart of Yorkshire Sportive



Rider Information

Welcome to the Heart of Yorkshire Sportive powered by the Yorkshire Mafia.

After the success and feedback from the first event last year we are pleased to announce the new improved Event. A new timing system, Finish line photos, more water stops and an improved route back to the iconic First Direct Arena.

The ride starts in the iconic First Direct Arena and takes in the sites of the Vale of York up to the geographical centre, Hessay.

This document has been produced to make the day more enjoyable and cover all the information the Rider requires for a challenging, enjoyable day out.

Event Location

The start and finish location will be Leeds First Direct Arena.

Getting There

Map:



On Foot

It's easy to reach the first direct arena on foot. Visit www.walkit.com/cities/leeds for the walking journey planner or head over to www.leeds.gov.uk download a walking map.

Public Transport

Nearest Bus Stops

Clay Pit Lane

Wade Lane/Lovell Park Road

Woodhouse Lane

Nearest Bus Stations & Services (information subject to change)

Leeds City Bus Station, York Street, Leeds, West Yorkshire LS2 7HU

16 16A Pudsey // 16 16A Whinmoor via Leeds City Centre // 86A Swinnow 49 Bramley Bus Depot // 49 Monkswood Gate via Leeds City Centre // 91 Pudsey // 80 Old Farnley // 85 Morley // 91 Halton Moor // 86 87 Middleton // 86A St James's Hospital // 91A St James's Hospital

Leeds Corn Exchange Bus Point, New Market Street and Call Lane, Leeds, West Yorkshire LS1 6DG

2 Middleton // 40 Seacroft // 64 64A Aberford // 3 3A White Rose Centre/Cottingham // 48 Middleton // 74 74A Belle Isle // 5 14 Halton Moor // 62 62A Cross Green // 85 87 Morley // 12 13 13A Middleton // 63A Temple Newsam/Seacroft // 163 166 Castleford // 19 19A Colton/Garforth // 63B Seacroft

Leeds Station Interchange, New Station Street, Leeds, West Yorkshire LS1 4JE

// 4ft Pudsey // 19 Ireland Wood // 95 Bodington Hall // 5 Old Farnley // 19A Tinsill // 757 Leeds Bradford Airport // 14 Pudsey // 85 87 Bramley // 870 Ilkley (Sundays Only) // 16 16A Farsley/Pudsey // 90 Greengates

To access up to date public transport journey planners, visit www.wymetro.com/howtogetto/planajourney/ and www.transportdirect.info or if you're coming from further afield visit Transport Direct - the National journey planner for car travel, public transport and cycling.

To access all local bus and rail info, including timetables available from www.wymetro.com

Cycling

First Direct arena has covered and uncovered cycle stands available for use by visitors. Leeds City Council is developing a network of core cycle routes in Leeds that will improve conditions for cyclists. Visit www.transportdirect.info for cycle route journey planning.

Coach Station

Located on Dyer Street next to Leeds City Bus Station and approx. 15min walk from first direct arena the coach station provides national and regional connections to a wide variety of destinations.

Nearest Train Station

Leeds City Station on New Station Street is around a 15min walk from first direct arena and a major hub on the national, regional and local rail network providing connections to a wide variety of destinations.

Nearest Taxi Rank

A hackney taxi rank is available at first direct arena and is signposted from the main doors of the arena. Additional ranks are available at a number of locations adjacent to the Arena - Merrion Way (after 22:00), Wade Lane, Merrion Street, Woodhouse Lane, Cookridge Steet and Portland Way.

By Road

first direct arena is located next to the A58 (M) Inner Ring Road and from the Claypit Lane junction (A58) provides links out of the city centre to the east joining the A64 York Road, and to the south and west connecting to the M621 and other destinations within Leeds and to the wider motorway network via the M62 and the M1. For Sat Nav systems are postcode is LS2 8BY.

Parking

There are over 7,500 car parking spaces within a 15 minute walk of the arena. Our two official arena car parks are:

The Woodhouse Lane Car Park, located on Woodhouse Lane offers 1272 spaces.

The Merrion Centre Car Park, located on Merrion Way is adjacent to the Arena and offers the cheapest official parking with 956 spaces.

These car parks have height restrictions please bear this in mind when travelling with a roof mounted carrier.

There is no provided facility for drop off however there are plenty of roads nearby that will be quiet at that time of day.

What to Bring

All riders should be in the possession of the following for an enjoyable ride:

ID in case of emergency/incident

Money

Mobile Phone (organiser's number 07837470871)

Basic Tool kit or multi-tool

Spare and appropriate clothing

Pump or Co2

Inner tubes

2 x water bottles

The bike needs to be in serviceable condition and safe to ride for the distance entered.

**HELMETS ARE MANDATORY NO HELMET =NO RIDE
NO TRI BARS OR TIME TRIAL BIKES ARE ALLOWED.**

Lots of useful information can be found here <https://www.britishcycling.org.uk/knowledge>

Medical Support/Cover

The event has a number of qualified first aiders available at the start and feed locations.

There is a St Johns Ambulance and medics located at the start location.

In case of serious emergency or incident:

Dial 999 or 112

There is a really useful app here:

<http://www.sja.org.uk/sja/about-us/latest-news/cycling-app.aspx>

Mechanical Support



Mechanical support will be available at the start location and feed station and is provided by Chevin Cycles.

<https://www.chevincycles.com>

During the ride you are responsible for yourself and must have spares and tools to deal with mechanical issues.

Any major mechanical that results in the rider having to be withdrawn should be communicated to the event organiser on 07837470871 and arrangements will be made to recover the rider to the start.

Registration



Registration will take place in the First Direct Arena and will be clearly signposted.

Registration will be available from 0700hrs

Bikes cannot be brought into the Arena and a bike parking area will be clearly designated.

Registration will be broken down into Alphabetical Last names.

Please have your confirmation of entry slip ready to hand.

Registration process is as follows:

1. Park bike in designated secure area.
2. Register at correct table ensuring you have confirmation slip.
3. Pick up number, map and timing chip.
4. Collect Shirt.
5. Move to pick up bike.
6. Await wave call forward.

Toilets and changing facilities will be available in the registration area however no baggage may be left unattended.

There will be a baggage storage facility at the arena and bags may be subjected to a cursory search. All bags must be clearly labelled with name and contact telephone number.

All water at the Arena is drinkable so bottles can be filled.

Attaching the Number

A cycling number will be issued with pre-cut holes. The number needs to be attached to the front of your handlebars so it is clearly visible to sportive Marshals and Officials.

Timing Chip

The timing is a disposable chip attached to the LEFT side of your helmet. It will be scanned at the start and record as you pass under the finish Gantry.

The Start



The start is located directly out front on the Arenas plaza.

Riders will start in waves as per their entry from 0730hrs and end at 1000hrs.

Waves will be called forwards to the start area and released at intervals of 10-20 riders at 2min intervals within the wave time.

The route will then leave the area via a private road.





Route signage will be black arrows on a yellow background.



Other signage will be rider commands such as Caution, Slow etc. These are for your safety and the safety of other road users.

There will be route signs at junctions for other road users.



Rider Etiquette

It is not a race!

It is important to remember that all Sportives are non-competitive events. You are only riding against yourself, the clock, the course and any time standards the organiser may have set. You are not competing with the riders around you so be patient, considerate and rein in your competitive instincts.

Obey the rules of the road

98% of sportives take place on the open highway. It is very easy to forget, when surrounded by hundreds of other cyclists, that you are on the open roads and you are sharing them with other road users. Obey the Highway Code as you would on any ride. This especially applies to junctions, traffic lights and not crossing the central white line of the road.

Respect other road users

Be considerate and aware of other road users. A large bunch of cyclists may be an intimidating, unnerving and unfamiliar sight to many motorists. This may cause them to drive unpredictably so maintain awareness, back off if necessary and always be ready to take evasive action. On country lanes, show particular consideration to horse-riders. Slow right down, let them know you are approaching, avoid shifting gears or braking heavily and only pass when you can give them plenty of room. Here are some more guidelines on things to consider when passing horses.

Don't obstruct the route

It is great to ride with a group of friends but make sure you don't obstruct the route for other riders or road users. If you want to stop to re-group, only do so if you can wait safely and off the road, ideally at a feed station or in a suitable lay-by. Avoid riding more than two-abreast and single out when necessary, for example, on narrow roads to allow traffic to pass.

Know how to ride in a group

Try to get some experience of riding in a group before your Sportive to learn some of the skills and etiquette involved and ensure you are riding safely. The best way to do this is to join your local cycling club, practice while out riding with friends or find some local organised rides in your area. You can also find out about group riding basics on our site.

Do not Litter

There is no excuse for littering so, whether you are riding a Sportive or just out training, don't do it. Put your gel or bar wrappers and even banana skins in your pockets ready to ditch them at feed stations or the event HQ; don't just throw them by the roadside.

Ensure your bike and equipment is up to standard

Along with making sure that your bike is well maintained and that your brakes and gears especially are properly set-up, you should also remove tri-bars from your bike. Using them in any group riding situation is dangerous and their use is prohibited in British Cycling registered Sportive events. If you're unable to remove them you may be withdrawn from the event. Helmets are also mandatory on British Cycling registered Sportive events.

Be considerate of local residents

Many Sportives start early on Sunday mornings and may have village centre HQ's, so noise should be kept to a minimum. Ride considerately through towns and villages, remember you're not racing and that organisers need the support of local communities to put on those events, so respect the local areas.

Know the route and be self-sufficient

Sportives are usually well way marked and often also offer route files for GPS devices but you should also do your research prior to the event and be aware of the correct route or carry a map with it marked on. Tampering with route markings is unfortunately fairly common and don't just blindly follow riders in front, they might not know where they're going and might not even be riding the Sportive.

Although there will be feed stations and potentially a broom wagon and mechanical support, you should still maintain a degree of self-sufficiency. Carry appropriate clothing, especially for events including upland or mountain roads, take essential spares, tools and kit and know how to use them and take some of your own food, rather than just relying on the feed stations.

Listen to the pre-event briefing

Always attend and listen carefully to the pre-event briefing. It will often contain essential information about any route alterations, possible hazards and what to do in case of an emergency or if you need to withdraw from the event.

Toilets

Please use the public toilets on the route and refrain from urinating at the roadside.

In Case of an Accident or Emergency

On the route

If you're riding on your own, carrying some form of ID and an unlocked mobile phone with an ICE (In Case of Emergency) number stored in the contacts. These are all key items in the essential ride kit that you should carry every time you head out. This will significantly assist the emergency services or anyone stopping to assist should you have an accident and lose consciousness or are seriously injured.

If you have an accident but don't think you're seriously injured, make sure first that you and your bike are clear of the road and traffic.

If there is a vehicle involved, and the driver has stopped or there were any witnesses, exchange details, including registration numbers, in the same way as if you had been involved in any traffic accident.

Use the camera on your phone to gather any information or evidence from the accident scene. If you were using a video camera, make sure you've stopped it so that the recording of the incident doesn't get accidentally overwritten.

If you have any doubts about whether you've been injured, especially if you hit your head, go to your nearest Accident and Emergency or Minor Injuries department to get checked out. If you suspect you may have suffered a head injury, call an ambulance straight away and do not attempt to cycle any further.

Report the accident to the police as quickly as possible. Any delay is likely to lessen your case if a claim of prosecution is to be made. If you or your bike, have been damaged and you're a British Cycling Member, contact British Cycling for legal support.

If you're riding with a group and someone has an accident and is injured, or you witness another cyclist getting injured, follow the next simple steps:

Firstly, consider your own safety, the safety of other members of your group, the on-going safety of the casualty and the safety of other road users as you don't want to make the situation worse. Use other members of the group to ensure that other road users are aware of the accident scene. This will ensure no further accidents occur. Make sure that all injured parties are safe from further harm. If you suspect any injury to the spine, try your utmost not to move them.

Find out if anyone in your group or at the scene has any first aid qualifications and follow their instructions or, if you hold a qualification, follow the procedures you learned.

Contact the emergency services. Dial 999 or 112. Even if your network hasn't got coverage, you still may be able to make a 999 call. Be prepared to give them details of your location, what happened and any information you're able to provide on the casualty. If you are concerned about the condition of the casualty and no-one has any first aid knowledge, the emergency telephone operator will be able to talk you through what to do. Make the casualty as comfortable as possible until the emergency services arrive and ensure they are kept warm.

Finally inform the sportive director Paul Smith on 07837470871

Timings

Registration	0700-0930
Wave Starts	0730-1000
Rufforth Coffee Stop	0830-1230
Finish	1030-1930

Useful Numbers

Event Organiser	07837470871	Paul Smith
Rufforth Manager	07889759948	Jade Lawson
Emergency	999 or 112	

Finish Location

The finish is at The First Direct Leeds Arena.

Once finished riders are to take care not to block other riders and clear the finish line as soon as possible.

Additional Information

Any further information will be communicated via email and or social media.

A spectator location will be produced to allow friends and family to view the event.

Conclusion

It is hoped that all will enjoy this Heart of Yorkshire sportive and that future events can be built upon its success.

Thank you all for riding this event and bringing your enthusiasm and sheer joy for cycling.

Look forwards to seeing you all out there in the Heart of Yorkshire

