



Sunday 1st September 2024

Rider Briefing

Introduction

Thank you for entering the Marlow Red Kite Ride. We look forward to seeing you on the day. The organisers have once more done their very best to make your day a safe and enjoyable experience. We sincerely hope you will carry a very positive message about our friendly event and the beautiful countryside of the Chilterns. We always welcome feedback whether positive or constructive.

Please read these notes carefully – they contain important information.

In particular, please note the points about [parking](#), [start times](#) and [safety](#).

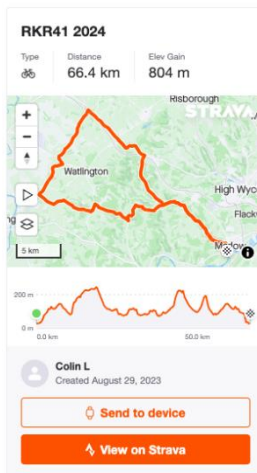
The Emergency Contact Number has changed again this year.

The new number is: **07767 379023**

This will be printed on the back of your rider number.

We recommend downloading '[what3words](#)' to your phone and ensuring you are familiar with how to share your location.

Routes



Example Strava Route

Our routes are available for viewing and download on the [website](#). To download the routes for a GPS device, go to the route page for the distance you have chosen and click the Strava link “Send to Device”. On a mobile device, this will open the app in your Strava app (if you have it), so you can save it there or if you do not have Strava, it will open the web page. From the web page, you can click on the arrow and export the route in the format you need for your device.

Please note: The route may be changed at short notice due to road works and other unforeseen circumstances therefore to be on the safe side we recommend that you leave it as late as possible before downloading. In any event, we will have plenty of signage and marshals on the course.

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Start Times

In order to control the number of riders within any one group, riders will set off in groups of about 20 at two-minute intervals. Before setting off, each group will be given a safety briefing by a start marshal. You will be asked to ensure that you have our emergency telephone number with you – please make sure that you store the number in your own mobile phone.

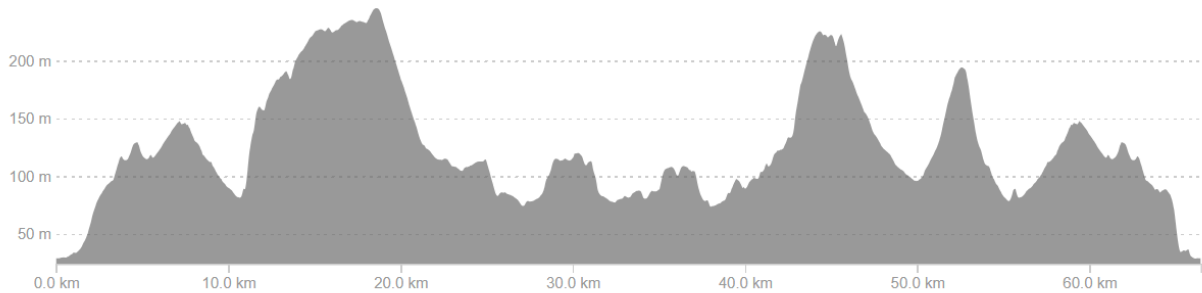
The number is: 07767 379023.

100-mile route	0730 to 0830
80-mile route	0800 to 0930
50-mile route	0830 to 1000
40-mile route	0900 to 1000

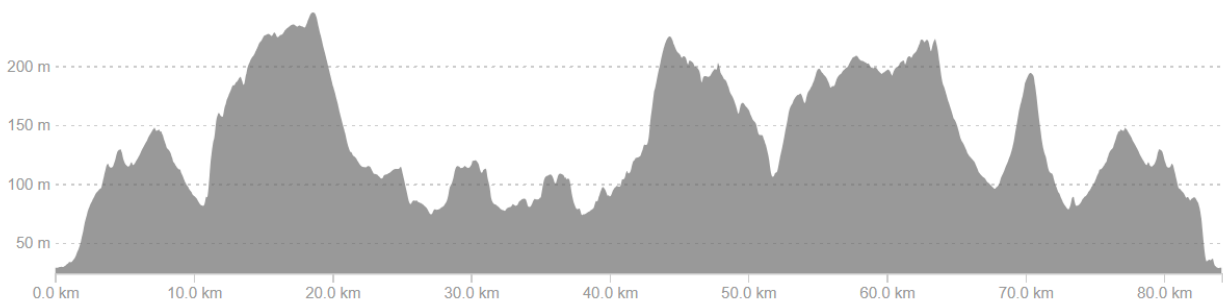
Speed Bumps: Please note that speed bumps have been installed on the drive into Marlow Sports Club. Please take care when riding in and out of the club, especially at the end of the ride.

Route profiles

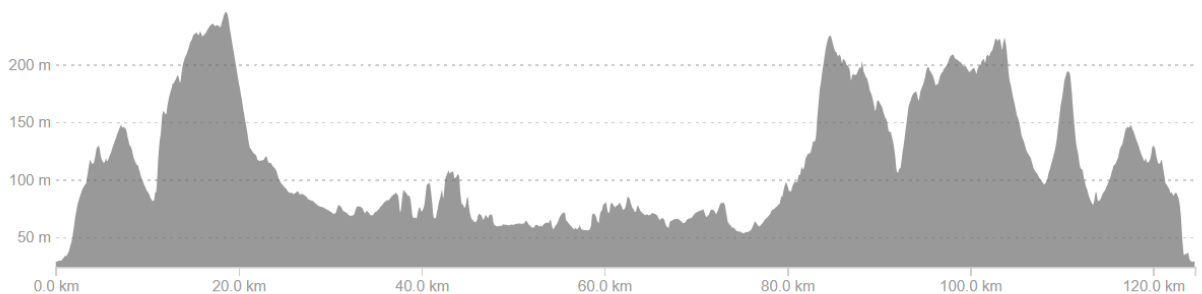
40-Mile Route



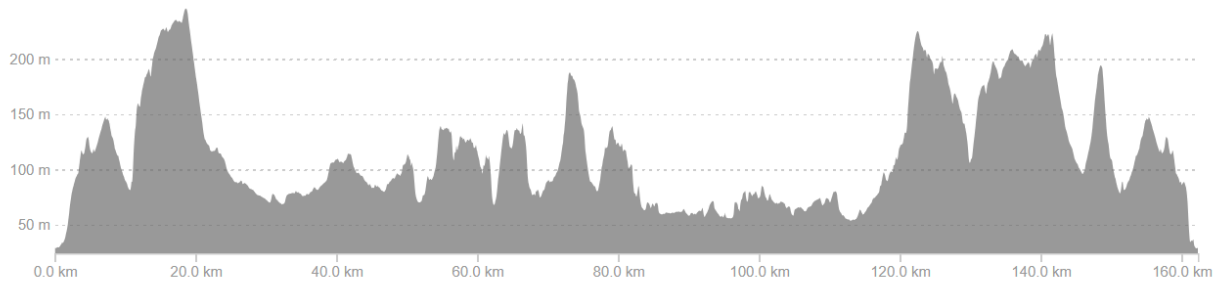
50-Mile Route



80-Mile Route



100-Mile Route



What to do in case of an incident

We have a sweeper van.

If you get into difficulty, please call us on **07767 379023**. This number is also shown on the back of your rider number.

Please note that the support vehicle is to assist if you are having problems and will carry a limited number of spare parts, but the drivers are not trained mechanics.

Please support other cyclists who get into difficulty on the ride, or at least check that they are OK. In an emergency, you should always call 999 or 112 on your mobile.

Distances

Actual Mileage	40-mile route (41.6 miles)	50-mile route (52.6 miles)	80-mile route (77.9 miles)	100-mile route (100.6 miles)
40 / 50-mile routes split from 80 / 100-mile routes (bottom of Aston Hill)	13 miles	13 miles	13 miles	13 miles
80-mile route splits from 100-mile route (Kingsey)	-	-	20 miles	20 miles
Great Kimble feed station (100-mile only)	-	-	-	26 miles
80-mile route rejoins main route (Long Crendon)	-	-	27 miles	51 miles
Long Crendon feed station (80 & 100-mile)	-	-	27 miles	51 miles
41 / 50-mile routes rejoin main route (1 mile before Ewelme)	24 miles	24 miles	49 miles	72.3 miles
Ewelme feed station	24.5 miles	24.5 miles	49.5 miles	72.8 miles
40-mile route leaves main routes at Cookley Green	27.9 miles	27.9 miles	52.9 miles	76 miles

Preparation

All riders are encouraged to prepare well for the day and ensure that they have checked that their bike is in good working order to cycle the distance they selected. If this is your first sportive, check out the British Cycling website for some handy tips.

Please bring the following with you:

- **Cycling helmet (compulsory)**
- Charged up Mobile phone (in case of emergency)
- Contactless Payment method or cash for refreshments & raffle entry, massage
- Appropriate cycling clothes for the weather
- Rear Light (important)
- Front light (good to have)
- 2 spare inner tubes
- A working bike pump
- A small tool kit
- Tyre levers
- Water bottles
- Any special nutrition you may need
- Energy bars or gels if you want them

Arriving by Car - Parking

There is no parking at the start itself and to avoid upsetting local residents and road users, please do not park or get dropped off in the local roads surrounding the start and Marlow Sports Club.

We have arranged parking locally with SoftCat plc, Fieldhouse Lane, Marlow, for which there is a charge of £5 for the day. Note that parking is at SoftCat's overflow car park, not the main SoftCat car park. Please follow the directions below.

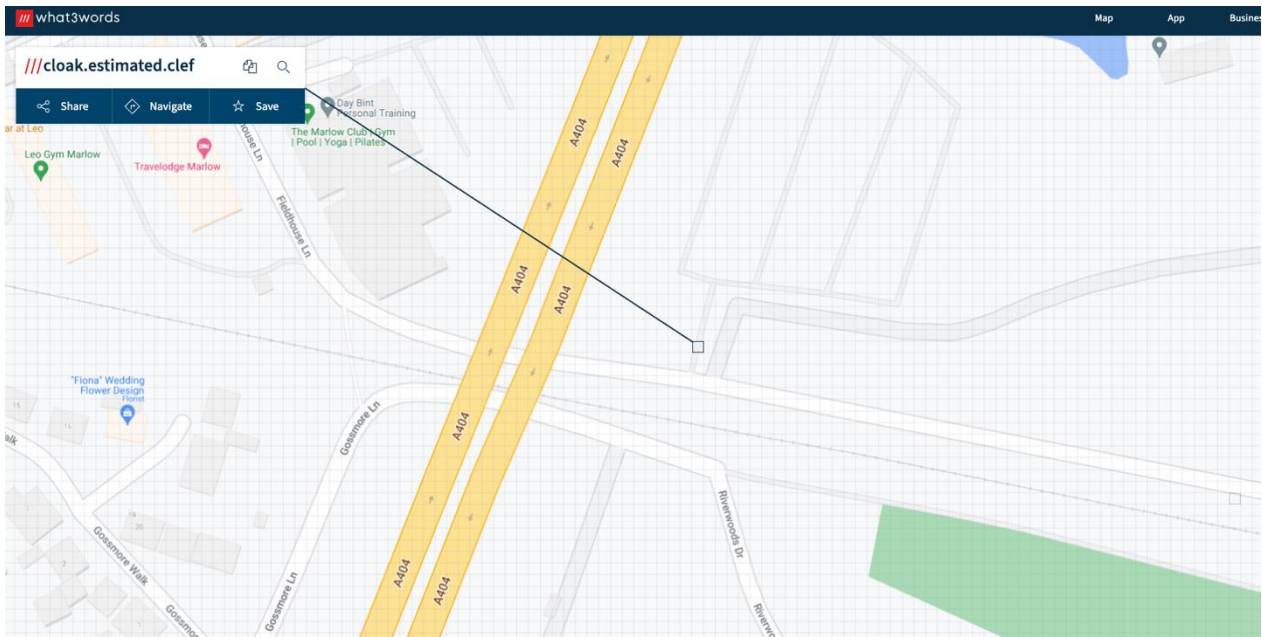
The car park will open at 06.30 and close by 17.30.

Cars not collected by 17.30 could be locked within the car park, requiring liaison by the driver with SoftCat on Monday morning. Parking (and food) can be pre-booked [here](#). Please bring your email booking confirmation with you – no need to print it out, your phone screen will be fine!

If you have not booked parking in advance, there may be some limited places which will be available on a first come first served basis, but payment at the gate will pose an admin issue which we would rather avoid. There is a short one-mile ride to the start at Marlow Sports Club, which will be clearly signposted.

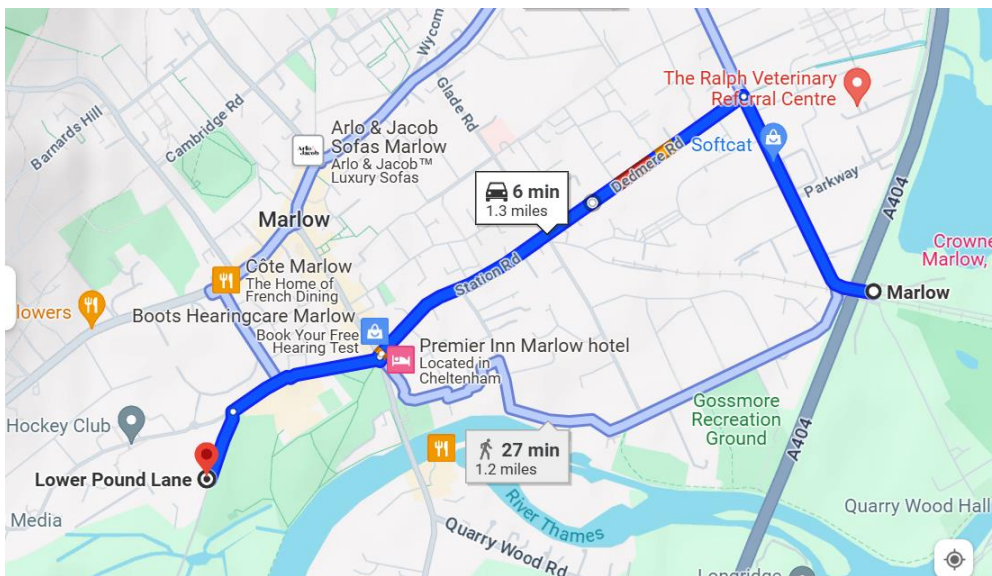
Parking costs £5 per vehicle and should be pre-paid on the [event website](#).

The parking location does not have a Postcode, but if you navigate to the [Crowne Plaza Hotel](#), Marlow, SL7 1GJ you will find the parking on your left immediately after you pass under the A404. If you reach the hotel, you have gone too far!



The location of the Car Park can also be found using What3Words at: **cloak.estimated.clef**

The route from the car park to Marlow Sports Club is shown on the map below. Please enter Marlow Sports Club via Lower Pound Lane; Marshals will direct you as required from Pound lane.



Arriving by Bike/Drop off only:

The event starts at the [Marlow Sports Club](#), which is located on **Pound Lane, Marlow SL7 2AE**. If you are being dropped off, please drop off away from the Sports Club as it will be highly congested around the centre of Marlow.

Entering and leaving Marlow Sports Club

Please note that you will enter the venue for registration and depart to return home via the rear gate to Marlow Sports Club, located on [Lower Pound Lane](#). This is NOT the same gate that you will ride out of and back in through on the route. We will have marshals to direct you.

Information Point

There will be an information point at Marlow Sports Club to help you with any queries, and a full-size map of the routes.

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Registration

Registration opens at 7 am and takes place at the Marlow Sports Club where you will be given a rider number with a built-in timing chip and cable ties. Please ensure that your rider number is attached to the handlebars and is clearly visible from the front. The timing chip does not need to be returned. At registration, we will ask you to confirm the details of your emergency contact and confirm the route you intend to follow. You are free to change route either at registration or during the event but if you do so the results and timing service available at the finish line may not reflect your change of route. Full results will be available by Tuesday following the event.

Bag Storage

After you have registered and collected your timing number, you will be able to deposit a personal bag in the storage area. You will be given a luggage label, and bags will only be returned on presentation of this label. Please do not store valuables within your belongings.

Toilets

Portaloos are provided at Marlow Sports Club.

Refreshments & Feed Stations

Free tea and coffee will be available prior to the start. Bacon rolls and a selection of chocolate bars and energy bars will be available to purchase. We suggest a good breakfast before you set off.

The 40 and 50-mile routes have one stop after 24 miles.

The 80-mile route has two stops after approximately 27 and 49 miles.

The 100-mile route has three stops after approximately 27, 50 and 72 miles.

All refreshments at the feed stations are included in the entry fee. The feed stations will provide a range of snacks and cakes, as well as water and energy drinks. We will include a vegetarian option.

However, if you have any other dietary requirements, please bring your own supplies.

Similarly, if you want more substantial food or energy bars / gels please bring these with you.

Track pumps are available at all feed stations, so you can give your tyres an extra boost.

There are toilet facilities at all feed stations. Please can riders only use the toilets at the feed stations.

At the finish, food will be available for purchase including a barbecue, as well as a variety of drinks and a licensed bar with beer from our local Rebellion Brewery. Meal deals can be pre-booked online at the [event website](#) at a reduced cost of £7.85. Card payment will be available on the day. Food available includes:

- **Meal Deal:** £10 (£7.85 if [pre-paid online](#)). Includes:
 - **Premium Beef Burger:** Made with high-quality beef, topped with real cheddar cheese and fried onions in a fresh brioche bun. *Or*
 - **Smoked Back Bacon Bap:** Plenty of delicious smoked back bacon served in a fresh brioche bap. *Or*
 - **Vegan Burger:** With fried onions in a fresh brioche bun.

Plus, all meal deals come with:

- **Drink:** Choose one from Coke, Coke Zero, 7Up, Sugar-Free 7Up, Tango, Lemon iced tea, Coffee or Tea. Plus
- **Homemade Cake:** Indulge in a slice of homemade cake, lovingly baked by our club members.
- Bacon Bap: £7
- Cheese Burger: £7
- Vegan Burger: £7
- Can of Drink: £2
- Cake: £3
- Coffee or Tea: £2
- Hot Drink and Cake: £5
- Licensed bar

Mechanical Support at Start



One of our local bike shops, [Flat Harry's](#) will provide a mechanic who can check simple issues at the start, free of charge. There won't be time to make major repairs on the day so make sure your bike is in good general order before you arrive. While the service is free of charge, there will be a charge for any parts required to complete repairs.

Timetable

06.30	Car Park opens
07.00	Registration, bag drop and coffee/tea outlet opens
07.30	Event commences - 100 mile route opens
08.00	80 mile route opens
08.30	50 mile route opens
08.30	Last start time for 100 mile route
09.00	40 mile route opens
09.30	Last start time for 80 mile route
10.00	Last start time for 50 and 40 mile routes
10.30	Sweeper van leaves Marlow Sports Club
16.00	Course closes and Sweeper Van returns to the finish
17.30	Car Park closes

Event Insurance

Event insurance has been arranged with British Cycling and a copy of the form will be available for inspection on the day.

Cycle Safety

The event is held on public roads and the laws of riding on the road must be adhered to, with all participants expected to obey the Highway Code. Safety for all is paramount. We would particularly ask all riders to be careful when passing horses and riders. Please be sure to call out so that the rider and horse know that you are there and pass slowly giving plenty of space.

After a wet winter and spring the condition of the road surface is very poor in certain places with potholes and damage, and possibly gravel, particularly after rain. Please be observant and follow the standard etiquette and call out hazards to your fellow cyclists.

In addition if you need to stop for any reason, signal in advance and pull off completely off the road.

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Participants are responsible for the safe working order of their own bicycles and we recommend that you carry equipment to deal with simple problems. These spares should include two spare inner tubes, as well as tyre levers and a pump.

Prior to each group commencing on the route, they will be briefed by a start marshal.

The wearing of hard-shell helmets conforming to CE standards EN1078 is mandatory for all riders at all times whilst on the course. Please beware of loose gravel and potholes on country lanes.

We strongly recommend a rear light, and ideally front as well.

First Aid Kits will be available at each feed station.

Please inform us of any accident or other emergency using the emergency phone number. We will arrange for one of our zone managers to attend any incidents. Any serious accident should be immediately reported to the emergency services by dialling 999 or 112 from your mobile.

Marshals

We have marshals at key points on the routes. They are there to support you during your ride.

Marshals have no legal powers to stop or direct traffic or pedestrians. They are encouraged to report illegal and inconsiderate riding to the Event Director, giving details of the incident. The organisers will then take any such action as is considered necessary.

Sweeper Vehicle

A sweeper van will leave the start at 10.30 am and travel the route to ensure that all participants are safe and well and any problems have been identified and managed. Any rider unable to continue may be collected and returned to the start/finish point. Any rider that wishes to continue to cycle after being passed by the sweeper vehicle does so at their own risk; they may find that feed stations are closed, route signage removed, and they will not receive information on their finishing time. Cars left in the car park after 17.30 may be locked in until Monday morning.

Conduct of Riders and Litter

This event is promoted as a non-competitive event and, as such, all participants must ride in an orderly manner in accordance with the Highway Code, not more than two abreast and extend all reasonable courtesy to other road users. The use of earphones is discouraged on the grounds of safety. Participants are reminded that litter must not be deposited on the highway at any time. Litter bins are available at feed stations and the start/finish point. We are fortunate to be able to enjoy the countryside so please leave it as you would expect to find it.

Publication of 'Results'

Your time to complete the event will be sent by text message to the mobile phone number you gave when you registered.

PLEASE NOTE

If you are unable to complete the route or withdraw for any reason, please inform us on the emergency telephone number so that we can keep a track of all participants.

Signage

Distinctive Route Signs

Distinctive branded Marlow Red Kite Ride chevron route markers will be used to identify the routes. These markers will be displayed **before, at, and after** every junction where you turn off the road. Periodically, there will be confirmatory direction signs.

The **100-mile (Main) route** will follow the RED signs throughout.



100-mile (Main) Route Signs (Red)

The **80-mile route** will split from the 100-mile route after 20 miles at Kingsey. From this point, riders on the 80-mile route should follow the Blue signs until they re-join the 100-mile route at Long Crendon after which they follow red signs again.



80-mile route signs (Blue) – from 20-27 miles

The **40** and **50-mile** routes will split from the 100-mile route (Red Signs) after 13 miles at the bottom of Aston Hill. At this point, riders will follow GREEN signs. The route rejoins again at 23 miles just before Ewelme after which you will follow RED signs again. The 40-mile route splits from the main route at Cookley Green (28 miles). **At this junction only, 40-mile riders follow the Yellow Sign.** Thereafter follow Red signs.



40- & 50-mile route sign



40-mile route sign ONLY at Cookley Green after Feed station 3 at 28 miles (then follow RED)

After You Have Finished the Ride

There will be a warm welcome for all finishers and shortly after completing the course you will receive a text message announcing your time.

We hope that you will stay around after your ride to enjoy the facilities available at the Marlow Sports Club.

These will include:

- Bike racking
- Toilet facilities
- Live broadcast by [Marlow FM 97.5FM radio station](#)
- Massages for just £12.50 with all proceeds to the event charity
- Delicious barbecue
- Licensed bar with beer from the [Rebellion Brewery](#) in Marlow
- Raffle – Lots of bike and leisure-related prizes

Marlow FM Live Radio Broadcast

Marlow FM 97.5, our local community radio station, will broadcast live and recorded sessions from 12 noon to 5 pm from the Marlow Sports Club. If your family lives locally and cannot attend, please tell them to tune in to their live broadcast from 12 noon or follow [online](#).

Post-event massage from [Horizon Sports and Rehabilitation](#)

Based at Marlow Sports Club, Horizon Sports and Rehabilitation will be offering all riders a 15-minute post-ride recovery massage for £12.50. All proceeds will go straight to the [four charities](#) being supported by the Red Kite Ride for 2024. You can book your 15-minute session as soon as you arrive back at the event village. Payments will be by card only.

2024 Supported Charities

The heart of the Red Kite Ride beats strong with generosity, having propelled a whopping £14,000 into the hands of our cherished charities last year, alongside a generous £1,700 boost to the Marlow Sports Club. This year, we are supporting the following charities:



[Younger People with Dementia](#) (YPWD) offers specialised support to individuals affected by young onset dementia, those who are diagnosed before the age of 65. The charity provides a lifeline through various services including Admiral Nurses, carer support groups, education and training, one-to-one support, and

workshops. They aim to improve the quality of life for younger people with dementia and their families, addressing the unique challenges they face due to the early onset of the condition. Through fundraising, volunteering, and corporate support, YPWD continues to build awareness and offer vital resources to those in need, emphasising community involvement and advocacy to drive its mission forward.



[Prostate Cancer UK](#) stands as the nation's leading charity dedicated to tackling prostate cancer and related prostate diseases. The charity has set ambitious goals to halt prostate cancer from being a fatal disease. It is deeply committed to funding groundbreaking research, driving advancements in treatment, and addressing disparities in care. By investing heavily

in research, Prostate Cancer UK is on the forefront of developing scanning technologies and precision medicines, which are instrumental in diagnosing prostate cancer early enough for a cure and providing tailored treatments for patients. The charity channels its resources into raising awareness, supporting men living with prostate cancer, and campaigning for better healthcare policies. It emphasises personalised support for patients, offering help with issues ranging from mental health to sexual health, ensuring that every individual's journey with prostate cancer is expert-informed. The introduction of mpMRI scanning technology across UK hospitals, a result of the charity's advocacy, now aids in avoiding unnecessary biopsies, improving the testing process for prostate cancer, and paving the way towards a UK-wide screening programme. Prostate Cancer UK has launched several campaigns addressing the pandemic's impact on prostate cancer diagnoses and the disparities in diagnosis rates across the UK.



We are [Buckinghamshire Mind](#), your local mental health charity. Our vision is that everyone with a mental health problem gets support and respect. We deliver services in our local communities, in Buckinghamshire and East Berkshire. We

promote wellbeing and recovery; we prevent mental ill-health; we offer talking therapies and we provide support in times of crisis.

Buckinghamshire Mind is run by local people for local people and is responsible for its own funding and the services it provides. Therefore, we rely on donations and community fundraising, which underpin all our vital mental health services. This support makes an incredible difference, ensuring we can be here to support our community's mental health needs now and in the future.

We stand up for mental health. Our services change lives. For support. For respect. For you.



We believe that every homeless individual in High Wycombe has worth and should have the chance of a fresh start, no matter what their situation.

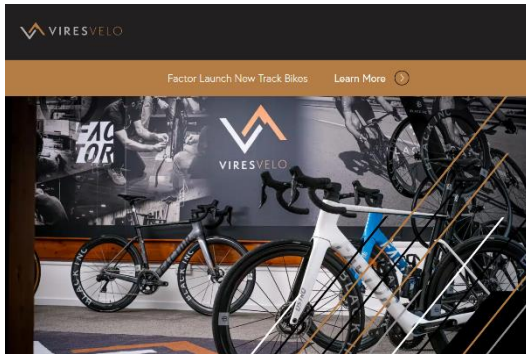
At [Wycombe Homeless Connection](#), we help homeless people rebuild their lives. We assist them to climb out of the homelessness trap and take their place back in the community. You could say we fight injustice. Or you could say we help individuals overcome the housing shortage, the unintended consequences of government policies, unwise life choices,

poverty, poor health, bad upbringing, complex bureaucracy ... it's quite a list.

Either way: with the help of a small, dedicated staff and an army of local volunteers, we help homeless people overcome the obstacles they face in finding or keeping accommodation and achieving stability.

Thanks to our Headline Sponsors

Vires Velo



Our new studio in Lane End is a dedicated home for Vires Velo near Marlow/High Wycombe and is a destination to experience Factor bikes and idmatch bike fitting.

Situated on the border of the Chilterns, our new Studio is open now offering a complete Factor/Black Inc showroom with bookable demo rides an advanced bike fitting studio utilising the idmatch system.

Our expert team are on hand to deliver the complete Vires Velo experience to you in our central location.

Location: Vires Velo Studio, Lane End Studios, High Street, Lane End, Bucks, HP14 3JG

Flat Harry's Cyclery



Flat Harry's mission is to be the best local bike shop in the Thames Valley area, our customer base is broad, attracting cyclists from all the towns and villages around Cookham; in a radius around us that passes through Lane End, High Wycombe and Beaconsfield, onto the Chalfonts, Gerrards Cross, Uxbridge, Windsor and Eton, through Taplow, Maidenhead, Bray and Holyport, and over to Marlow and Henley, our customers are happy to travel to find us, knowing we cater for every and any cyclist. We're mad about cycling and love it when anyone shares our enthusiasm, be they an aspiring fan of the sport, a tech hungry hard rider spinning their best speed machine, a thrill hungry mud lover, a hardened commuter battling the traffic, or a leisurely rider on a modest budget looking to have fun and relax on their bike.

On the Red Kite Ride event day, Flat Harry's provide our pre-ride mechanic service.

Stolen Goat



Here's the "Why" that we centre ourselves around: To inspire people to find freedom through sport so that they can live happier, healthier lives.

This is important to us, in fact it's what drives us to keep going. You may well be happy in your job and day to day life but we can all do with a little escapism every now and then. Freedom is riding with your mates, freedom is hitting the trails for an hour at lunch, freedom is riding all out to take that KOM, freedom is wearing something a little bit different during your adventures.

The point is that everyone has their own take on what freedom through sport looks and feels like. Our goal is to provide you with everything you need to make that happen.

Stolen Goat is the supplier of the Marlow Riders cycling kit.