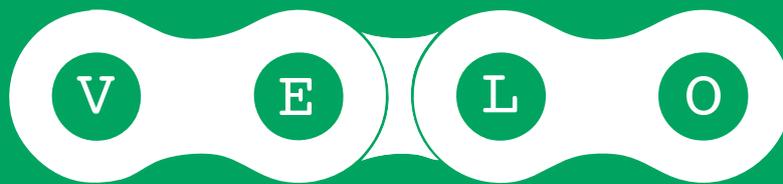




Est. 2016



Appleyard Lees[®]

RIDER PACK

FRIDAY 15 SEPTEMBER 2017



DEAR RIDER

With an office full of avid cycling fanatics and a bike-mad client list to boot, what better way to bring everyone together than a day out of the office in the Yorkshire countryside enjoying the views by bike, networking with like-minded cyclists – all the while raising money for charity. There are 2.5 million people living with cancer in the UK today, and as more people live longer with their cancer, this number is set to grow to 4 million by 2030.

Macmillan aim to provide support to everyone who needs it and help people affected by cancer feel more in control of their lives. All the profit from your entry will go towards helping Macmillan to continue their great work. We hope you enjoy the beautiful route, stunning scenery and the company of our like-minded bike-loving guests.

Rob & Chris
Appleyard Lees

REGISTRATION

TIME: 8:30am

LOCATION: Utopia at Broughton Hall, Church Ln, Broughton, Skipton BD23 3AE

START

Coffee, pastries and networking from 8:30am. Rides leaving from 9am.

ROUTES

The routes will be fully signposted. However, we recommend uploading the route to a bike computer where possible.

Route 1 – 53 miles:

Route 1 takes riders over Malham Cove climb. After stopping to refuel at our feed station it's a rolling

road back to HQ, with the option to attack the final climb on the run-in before lunch.

DOWNLOAD THE ROUTE AT APPLEYARDLEESVELO.COM

Route 2 – 38 miles:

Route 2 allows you to tackle the Malham Cove climb. After the feed station you'll enjoy nipping through Yorkshire's best cycling roads and picturesque Yorkshire villages before heading back to HQ for lunch.

DOWNLOAD THE ROUTE AT APPLEYARDLEESVELO.COM

FEED

The feed station is located at Kilnsey Village Hall (mile 22). The feed station will feature OTE sports nutrition, water and energy drink, alongside other snacks.





RIDE WITH A PRO

Join Madison Genesis star Connor Swift on the Appleyard Lees Velo.

Swift suffered a horrific mid-season crash in 2016 resulting in sustaining six vertebrae fractures, seven rib fractures, one fracture on the base of his skull, metacarpal fractures on his right hand, right scapula fracture, small pneumothorax on the right lung and a left tibial laceration.

Swift made an unbelievable recovery and was clearly on form at the start of the season when he featured in the breakaway in the 2017 Tour de

Yorkshire. Swift went on to soar to victory in two rounds of the Tour Series in Bath and Stevenage and took 2nd at the infamous cobbled criterium in Durham. Connor won the Leicester Grand Prix and took a remarkable 7th place at the UCI Velothon Wales.

With an impressive palmares, Swift has been selected to ride the upcoming Tour of Britain. Hear more from Swift and pick his brains about all things cycling on the Appleyard Lees Velo.

SEGMENTS

You'll have the opportunity to test your legs against one of Yorkshire's most breathtaking climbs.

Malham Cove

Length: 1.1km | Avg: 9% Elv: 544m

**SEE THE STATS ON STRAVA VIA
APPLEYARDLEESVELO.COM**

Netherghyll

Length: 0.6km | Avg: 8% Elv: 280m

**SEE THE STATS ON STRAVA VIA
APPLEYARDLEESVELO.COM**

CHARITY

Your entry will go towards helping Macmillan Cancer Support to continue their work supporting those effected by cancer.





FINISH

Join the Appleyard Lees team back at Utopia for a post-ride buffet lunch consisting of fresh homemade sandwiches, healthy salads, flapjacks, fresh juices, tea and coffee.

Utopia is an eating, meeting and event space set amongst 3000 acres of picturesque parkland on

Appleyard Lees[®]

the Broughton Hall Estate.

The contemporary award-winning building provides a stylish backdrop to any important business event including conferences, product launches, company dinners and private dining events. Utopia offers two private meeting rooms aside a larger central event area that can be transformed to meet your requirements.

Find out more at www.broughtonhall.co.uk/utopia

SAFETY HAZARDS

READ CAREFULLY

This event is not a race or trial of speed, but a personal challenge.

The function of signage is only to indicate direction and you are responsible for deciding when it is safe to cross traffic, overtake riders and to moderate your speed.

You are reminded that the event is run on open public roads with all riders being expected to obey the Highway Code.

Not co-operating with items raised in the ride briefing or inconsiderate/illegal riding may have implications on the running of future events. Riders who don't co-operate will be asked not to continue on the event.

MEDICAL

A team of medics will be en route. A first aider can be located at the feed stations and HQ. However, in the event of a medical emergency you call 999. Please save the event organiser's numbers in your phone should you need to contact them during the event: **07854661277**

There are a number of steep descents and sharp corners. Please take care and slow your speed when descending or approaching a corner you cannot see around. Look out for oncoming traffic and never ride on the wrong side of the road. Please take caution when crossing cattle grids; slow, do not stand up and do not turn your handle bars.

MECHANIC

A mechanic from Cadenza Cycles will be on the route should you need assistance. Please save this number in your phone so you may contact him should you have a mechanical problem: **07799111361**

EQUIPMENT

The wearing of hard shell helmets conforming to CE standards EN1078 is mandatory.

We suggest riders carry:

- Additional food
- Money
- Mobile phone
- Spare inner tube/tubes, tyre levers and a pump/CO2 canister



TERMS & CONDITIONS

You are participating in this event at your own risk. You must rely on your own ability in dealing with all hazards. You must ride in a manner which is safe for yourself and others. If you do not abide by these terms and conditions you will be removed from the event.

By entering the event you agree that no liability whatsoever shall attach to Struggle Event in respect of any

injury, loss or damage suffered by yourself in or by reason of the event. Event organisers reserve the right to change the route or cancel the sportive in the event of unforeseen circumstances including severe weather conditions. If the event is cancelled the event organisers are not obliged to provide a refund.

Event organisers cannot provide a refund should you not be able to attend the event. You must not offer your place to another rider without notifying the event organiser.

STRUGGLE EVENTS

www.ridethestruggle.com | hq@ridethestruggle.com