

## CYCLING DOWN DEMENTIA NORFOLK

### EVENT PLAN

### ROAD CYCLO SPORTIVE

**Saturday, 2<sup>nd</sup> November 2019**

#### EVENT DETAILS

---

**EVENT CENTRE:**

Fakenham Racecourse  
Fakenham  
Norfolk  
NR21 7NY

**TYPE:** Road Sportive

**ROUTES:**

EPIC: 78 miles  
STANDARD: 53 miles

**RIDER START TIMES:**

7.45 – 9.30am

**LAST RIDER FINISH:**

4.00PM

**ESTIMATED****NUMBERS:**

EPIC: 450  
STANDARD: 350



#### DESCRIPTION:

---

UK Cycling Events Ltd organise up to 50 amateur **non-competitive** cycling events in the UK. These events support amateur cyclists by selecting low traffic, interesting and scenic routes which can be cycled at various lengths to suit all abilities.

UK Cycling Events provides a support infrastructure for these events including:

- Organisation
- Food and Water stations
- Breakdown assistance
- Route marking and monitoring
- General First Aid at food and drink stations as well as support vehicles

The aim of the event is to provide an environment for cyclists of all ages to have a safe and enjoyable cycle ride.

#### CONTACT INFORMATION:

---

**COMPANY:** UK Cycling Events

**EMAIL:** [enquiries@ukcyclingevents.co.uk](mailto:enquiries@ukcyclingevents.co.uk)

**OFFICE CONTACT:** 01425 653372

**WEBSITE:** [Cycling Down Dementia Norfolk](http://Cycling Down Dementia Norfolk)

**EVENT MANAGER:**

The Event Manager will be responsible on behalf of UK Cycling Events for all aspects of the organisation and smooth running of the event, including the administration of the Health & Safety policy and Emergency procedure.

One event co-ordinator will be positioned at all times at the event base and will have adequate means of bespoke communication with all the event staff, food and water stations as well as the mobile support vehicles.

## VENUE DETAILS:

---

### ADMINISTRATION:

Event registration will be conducted at the venue

### TOILETS:

Male and Female Toilets will be available at the Event Centre and each feed stop along the route

### START PROCEDURE:

Riders will be started in small groups. These small groups will be spread out to avoid large bunches of riders on the roads. Due to the varying ability of riders, this will ensure the field of riders will be spread out, so bunches and large groups will not occur.

## EVENT HEALTH & SAFETY POLICY

To provide a safe environment for amateur cyclists to enjoy the cycling event:

- The participants will all be required to sign and agree with the UK Cycling Events terms and conditions. These are provided on the day and on the website, <http://www.ukcyclingevents.co.uk/terms/>
- Pre-event information packs will be sent to all riders including what to expect on the day, course signage and essential items to bring for the event.
- The cyclists should be reminded of their personal responsibility to ensure their own Health & Safety on registration.
- The cyclists must be reminded that the event is a sportive and **not** a race and anybody deemed racing will be banned from the event.
- Cyclists should be reminded to take enough food and water for the duration of the event.
- Cyclists will be advised of the route and the event emergency contact numbers which are printed on course maps and located on all front bike numbers.
- The event organisers will provide support vehicles to aid breakdown, retirements, medical assistance and to provide up to date event information to the event co-ordinator to ensure monitoring of the event routes, cyclists progress and route conditions.
- The event organisation will provide food and water stations at appropriate distances to supplement cyclists' provisions, ensure on route support and guidance, as well as monitoring progress of the event.
- The food and water stations, at village halls or equivalent, will have available general First Aid support as well as communication to the event co-ordination and support vehicles.
- All core members of staff are first aid trained and first aid kits will be located at the event centre, at each feedstation, marshal points and in every support vehicle.
- Qualified Moto Paramedics will be based at the event centre in the morning and then roam the course. They will stay onsite until the last rider returns. We have a minimum of two medics per event, but this increases with number of riders and remote courses. They carry all their own equipment.
- Emergency contact numbers go through to the event manager at the event centre who will co-ordinate the medical or mechanical teams' movements.
- A mix of static, roaming and moto marshals will be used (see marshal section for more information).
- An emergency plan document has been circulated to all staff and will be located at the event centre.

[illegible]

## ROUTE RISK ASSESSMENT

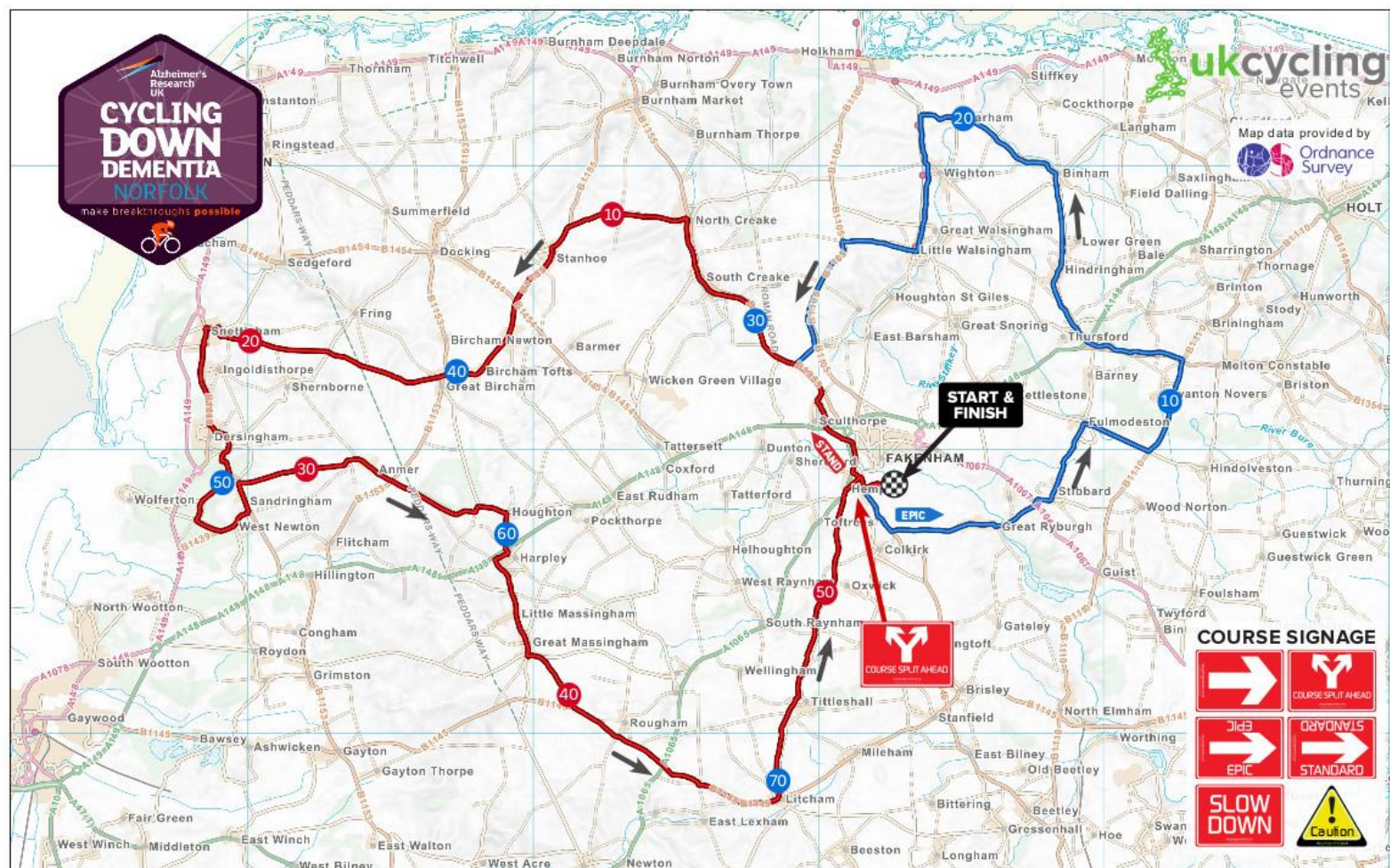
2 Risk assessments will be conducted prior to the event. The first 3 months at least prior to the event and the 2<sup>nd</sup> in the week prior to the event to capture any recent changes to the venue/ route.

Cycling Down Dementia Norfolk 2019										At risk		Measure to be taken												
Route			Map ID number	Marshal No.	Mileage	Risk Level (H/M/L)	Action Hazard	Road 1	Road 2 (if applicable)	Speed Limit (mph)	Cyclist	Motorist	Slow Down	Junction Ahead	Uneven Surface	Caution	Extreme Caution	Slow Down (bends)	Cycle Event	Cycle Event Position	Marshal	Rider Briefing	Single File	Other Action
Short	Std	Epic																						
X	X	X	0		0.1	L	Poor Road Surface in Venue			10	X				2	2								
	X	X	1	1	0.4	M	Exit Venue onto Main Road	Venue road	B1146	40	X	X					1		2	LR	1			Split Signage
	X		2	2	0.7	M	Straight Across at Crossroads	B1146	Dereham Road	40	X	X		1			1		2	LR	1			
	X		3	3	0.9	M	Right Turn at T Junction onto A1065	Dereham Road	A1065	40	X	X					1		2	LR	1			
	X		4	4	1.6	M	Left Turn onto Cycle Path	A1065	Fakenham Road	60	X					1					1			x 2
	X		5	5	2.3	M	Straight Across at Staggered Crossroads	Fakenham Road	Creake Road	50	X	X		1			1		2	LR	1			
	X		6		3.1	L	Left Turn at T Junction onto B1355	Creake Road	B1355	60	X			1		1								
		X	7	6	4.9	M	Staggered Crossroads over A1067	Bridge Road	Moor End	60	X	X		1		1	1		2	LR	1			
		X	8		7.3	L	Right Turn Across Traffic	Stibbard Road	Hindol Veston Rd	30	X					1								
		X	9		8.8	L	Left Turn at Crossroads (Give Way)	Fulmodeston Rd	B1110		X					1								
		X	10		11	L	Left Turn at T Junction	B1110	B1354	60	X					1								
		X	11		12.6	L	Right Turn Across Traffic	B1354	Brick Kiln Road	60	X					1								
		X	12	7	13.2	M	Straight Across A148 at Crossroads	Brick Kiln Road	Thursby Road	60	X	X		1			1		2	LR	1			
		X	13		20.6	L	Left Turn at T Junction	The Street	Warham Road	60	X					1								
		X	14		23.6	L	Left Turn Exiting Feed Station		Wells Road	30	X					1								
		X	15		23.7	L	Right Turn Across Traffic	Wells Road	Guild Street	30	X					1								
		X	16		25.4	L	Left Turn at T Junction	Egmere Road	B1105	60	X					1								
		X	17		28	L	Right Turn Across Traffic	B1105		60	X					1								
		X	18		28.5	L	Right Turn at T Junction			60	X					1								Course
	X	X	19		35.7	L	Left Turn at T Junction		B1155	60	X			1		1								
	X	X	20		37.8	L	Straight Across B1454 at Crossroads	B1155	B1155	60	X			1			1							
	X	X	21		40.2	L	Left Turn at T Junction	Stanhoe Road	B1153	30	X					1								
	X	X	22		40.4	L	Right Turn Across Traffic	B1153	Fring Road	30	X					1								
	X	X	23		45.6	L	Straight Across at Crossroads	Bircham Road	Old Church Road	30	X			1		1								
	X	X	24		45.9	L	Left Turn Exiting Feed 2		Old Church Road	30	X					1								

# Cycling Down Dementia Norfolk 2019

Cycling Down Dementia Norfolk 2019										At risk		Measure to be taken												
Route			Map ID number	Marshal No.	Mileage	Risk Level (H/M/L)	Action Hazard	Road 1	Road 2 (if applicable)	Speed Limit (mph)	Cyclist	Motorist	Slow Down	Junction Ahead	Uneven Surface	Caution	Extreme Caution	Slow Down (bends)	Cycle Event	Cycle Event Position	Marshal	Rider Briefing	Single File	Other Action
	X	X	25		46	L	Left Turn at T Junction	Old Church Road	B1440	30	X			1		1								
	X	X	26		49.7	L	Right Turn Across Traffic	The Avenue		60	X					1								
	X	X	27		51	L	Left Turn at Crossroads			60	X					1								
	X	X	28		51.6	L	Left Turn at T Junction		B1439	60	X					1								
	X	X	29		52.3	L	Left Turn at T Junction	B1439	B1440	60	X					1								
	X	X	30		53	L	Right Turn Across Traffic	B1440	Kings Avenue	60	X					1								
	X	X	31		56.6	L	Straight Across at Crossroads			60	X			1		1								
	X	X	32		56.7	L	Narrow Road			60	X	X							1	A			1	
	X	X	33		58.7	L	Left Turn at T Junction			60	X					1								
	X	X	34		58.8	L	Right Turn at T Junction			60	X					1								
	X	X	35		59.4	L	Right Turn Across Traffic			60	X					1								
	X	X	36	8	60.2	M	Straight Across A148 at Crossroads		Back Street	60	X	X	1	1			2		2	LR	1			
	X	X	37		60.3	L	Right Turn at Crossroads (Give Way)	Back Street	Cross Street	30	X					1								
	X	X	38		60.7	L	Left Turn at T Junction	Ravens Lane	Nethergate St	30	X					1								
	X	X	39		63.3	L	Right Turn Across Traffic	Weasenham Rd	Rougham Road	60	X					1								
	X	X	40		64.6	L	Left Turn at T Junction	Rougham Road	B1145	60	X					1								
	X	X	41	9	67	M	Straight Across A1065 at Crossroads	B1145	B1145	60	X	X					2		2	LR	1			
	X	X	42		69.8	L	Left Turn at Crossroads (Stop Sign)	B1145	Tittleshall Rd	30	X					1								
	X	X	43	10	76.8	M	Right Turn at T Junction		A1065	40	X	X		1			1		2	LR	1			
	X	X	44	11	77	M	Right Turn Across Traffic Leaving A1065	A1065	Hempton Road	40	X	X					1		1	A	1			
	X	X	45	12	77.3	M	Right Turn Across Traffic	Hempton Road	B1146	40	X	X					1		1	A	1			

## ROUTE MAP



**COURSE MAP**  
**CYCLE DOWN DEMENTIA NORFOLK**  
**SATURDAY 2ND NOVEMBER 2019**

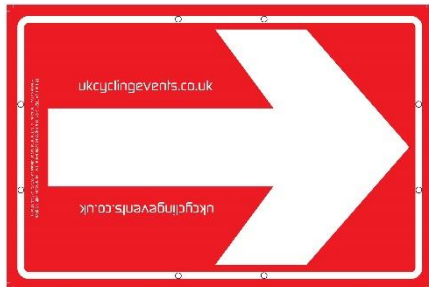
**EVENT VENUE**  
 Fakenham Racecourse,  
 Fakenham,  
 Norfolk,  
 NR21 7NY

**ROUTE DISTANCES**  
 ■ Epic: 78 miles  
 ■ Standard: 53 miles

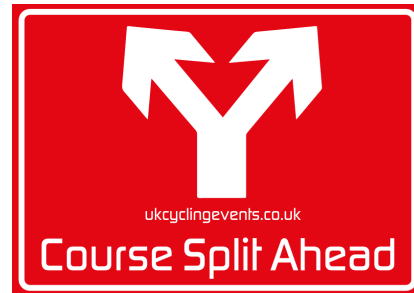
**MEDICAL EMERGENCIES: 07961 063 100**  
**MECHANICAL ASSISTANCE: 07854 081 972**  
 Note: All Riders must return or call the event centre before 5:00 pm and report to a member of the UK Cycling Events Team.

## EVENT SIGNAGE

Signs are placed no more than two days before an event and will be removed within 24 hours of the event.



Directional Sign



Course Split Sign



Course Route Signs



Safety Signs



## TRAFFIC MANAGEMENT PLAN

### START LINE BRIEFING:

- Signage
- Riding Single File / courtesy
- Weather related issues if applicable
- Course information if applicable
- Highway Code

### WEATHER ALERTS:

Riding conditions email sent to all riders with advice on how to cycle safely in the expected weather conditions, e.g. raining = lights

### RIDER FLOW:

Participants will be released in small groups of approximately 20 every 1-2 minutes to avoid bunching on the roads

### VISUAL REMINDERS:

Pop up banners to be displayed in the registration area with messages reminding riders of the highway code  
Single file signs to be displayed at regular intervals around the course

### TERMS AND CONDITIONS

Terms and conditions of entry signed on two separate occasions by riders

- Once upon online entry
- Again, on the event day

### MARSHALLING:

Static Marshals on course at relevant points



**UK Cycling Events**  
9 December 2017

<<SANTA RIDE - <<SOUTH>> CANCELLED>>  
Unfortunately due to the changing weather forecasts predicted for Sunday 10th December we have, for the safety of all involved in the event, taken the decision to cancel this year's Santa Ride - South.

We have been monitoring the weather closely, and it has progressively worsened. Strong winds with gusts of up to 40mph, coupled with low temperatures and rain are forecast.

All riders that have pre-entered into the event will receive an email with more details, and what will happen regarding their entry.

Thank you for your understanding.

**Weather warnings | Farnborough**

Sat 9 Dec	Sun 10 Dec	Mon 11 Dec	Tue 12 Dec	Wed 13 Dec
	<b>Yellow warning</b>			

**Warnings affecting Farnborough**

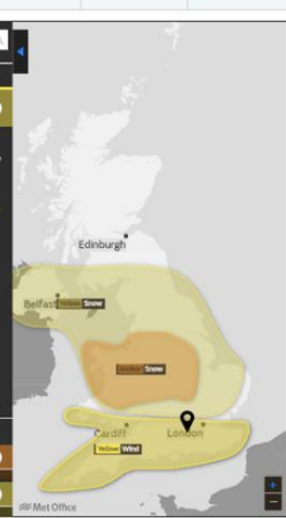
**Yellow warning details**  
Wind

**Between 04:00 Sun 10th and 19:00 Sun 10th**  
A spell of strong winds is expected to move east across the far south of England and Wales on Sunday morning. Some short term loss of power and other services is possible, as well as some delays for high-sided vehicles on exposed routes and bridges. It is likely that some coastal routes, sea front and coastal communities affected by spray and/or large waves.

**Warnings NOT affecting Farnborough**

**Amber warning details**  
Snow  
17 miles from Farnborough

**Yellow warning details**  
Snow  
33 miles from Farnborough



Met Office

## ROUTE FLOW CHART

- Times shown below are a guide only based on average miles per hour.
- Cyclists will be spread out throughout these times and started set off in small groups from 09:45 until 9:30 from Fakenham Racecourse.

Location	Approx. rider times	
	First Rider	Last Rider
Fakenham	7:45 AM	3:58 PM
South Creak	8:20 AM	11:30 AM
Stanhoe	8:35 AM	11:59 AM
Great Bircham	8:47 AM	12:23 PM
Snettisham	9:04 AM	12:55 PM
Deringham	9:11 AM	1:09 PM
Sandringham	9:24 AM	1:34 PM
Harpley	9:48 AM	2:20 PM
Great Massingham	9:55 AM	2:32 PM
Litcham	10:15 AM	3:12 PM
Great Ryburgh	7:56 AM	8:51 AM
Thursford	8:24 AM	9:46 AM
Binham	8:36 AM	10:09 AM
Little Walsingham	8:56 AM	10:46 AM

## EVENT INSURANCE

- Public liability insurance and third-party rider liability insurance for UK Cycling Events is provided by CHUBB European Group Limited
- All other trade stalls/ information stands will have to provide their own Public liability insurance to the value of £10m to UK Cycling Events.



David M Smith  
Client Advisor

Marsh Ltd  
Tower Place  
London  
EC3R 5BU  
+44 (0) 20 7178 4378  
Fax +44 (0) 20 7929 2705  
david.m.smith@marsh.com  
www.marsh.com

To Whom It May Concern

14 March 2019

Dear Sirs

### CONFIRMATION OF INSURANCE

#### TI Media Ltd and all subsidiary companies

As requested by the above client, we are writing to confirm that we act as Insurance Brokers to the client and that we have arranged insurance(s) on its behalf as detailed below:

#### PUBLIC AND EMPLOYER'S LIABILITY INSURANCE

INSURER: Chubb European Group Limited

POLICY NUMBER: UKCASC96955

PERIOD OF INSURANCE: 15<sup>th</sup> March 2019 to 14<sup>th</sup> March 2020

LIMIT OF INDEMNITY: GBP 10,000,000 any one occurrence

GEOGRAPHICAL LIMITS: Worldwide

We have placed the insurance which is the subject of this letter after consultation with the client and based upon the client's instructions only. Terms of coverage, including limits and deductibles, are based upon information furnished to us by the client, which information we have not independently verified.

This letter is issued as a matter of information only and confers no right upon you other than those provided by the policy. This letter does not amend, extend or alter the coverage afforded by the policies described herein. Notwithstanding any requirement, term or condition of any contract or other document with respect to which this letter may be issued or pertain, the insurance afforded by the policy (policies) described herein is subject to all terms, conditions, limitations, exclusions and cancellation provisions and may also be subject to warranties. Limits shown may have been reduced by paid claims.

We express no view and assume no liability with respect to the solvency or future ability to pay of any of the insurance companies which have issued the insurance(s).



Registered in England and Wales Number: 1507274. Registered Office:  
1 Tower Place West, Tower Place, London EC3R 5BU. Marsh Ltd is  
authorised and regulated by the Financial Conduct Authority.



## UK CYCLING EVENTS TERMS AND CONDITIONS

The Terms and Conditions detailed below apply to all riders participating, in any event, organised and operated by UK Cycling Events Ltd. Completion of an Event Registration Form or purchase of an entry by (or on behalf of) the rider ("**you**") acknowledges acceptance of these Terms and Conditions.

### GENERAL TERMS AND CONDITIONS

---

#### Format

1. You accept that the event you are entering is not a race in any format. Results will be published for individuals only and anyone considered to be competing against others will be stopped from riding and banned from entering future events.

#### Conduct

2. You are fully responsible for your actions whilst attending the event. This includes the event centre and during the ride itself. UK Cycling Events Ltd, TI Media Limited and Rather Be Cycling\* (together, "**we**") do not accept responsibility for your actions nor their consequences.

#### Age Requirement

3. The Event Registration Form or purchase of an entry to an event must be completed by a person aged 18 years or over. Evidence of age must be provided on request.

4. Riders under the age of 18 will be allowed to participate in the event with the consent of their parent or legal guardian who must sign the Event Registration Form or purchase an entry on the rider's behalf. By signing the Event Registration Form or purchasing an entry on the rider's behalf, you accept responsibility for the actions and consequences of the underage rider. Under 16's need to be accompanied by an adult who is responsible for them at all times.

#### Equipment

5. You must wear a safety-approved cycling helmet complying with latest EN1078, ANSI Z90/4 or SNELL standards during your participation in the event. Any rider not wearing a helmet will not be covered by the event insurance and will be disqualified from the event and could be liable for damages if involved in an accident on that basis. You must accept this as a condition of entry.

6. You confirm that the cycle/bike you are riding for the event and all of your equipment is of a suitable standard and state of trail/roadworthiness, in particular, the ability to complete the longest distance and over rough terrain, dependant on the event.

7. If you wish to use an e-bike at one of our events, it must be fully compliant with UK law - e.g. no "chipped" or overpowered e-bikes. These are considered illegal in the UK and are not allowed at our events.

8. As organisers, we are duty bound to prioritise our resources to deal with genuine first-aid and mechanical issues. Flat e-bike batteries mid-ride are **not** considered genuine mechanical issues, rather the predictable outcome of poor planning. Riders with flat e-bike batteries are requested to make their own way to the nearest event Feed Station or Splash & Dash. It should be noted that we may have to wait until the event is finished and/or there are spare resources to facilitate a pick up from these locations. It is therefore suggested that e-bike riders are (1) familiar with their bike's battery range, and (2) either carry a charged spare battery with them or stash a spare battery at a suitable point on the route in advance.

9. E-bike riders agree to ride legally, appropriately and considerately at all times.

10. We reserve the right to refuse entry to the event to anyone with inappropriate equipment or clothing.

### **Routes**

11. Upon signing the Event Registration Form or purchasing an entry, you agree that you are physically and mentally capable of riding the distance you have chosen. If during the event you decide to change the route or distance, you do so at your own risk.

12. During the event, there will be warning signs at appropriate points on the trails or roads. The absence of these signs does not signal that there are no dangers approaching and it is your responsibility to make a decision regarding whether to ride a section or not. The marking of the route does not necessarily indicate that the trail or road is rideable and you are deemed to make your own decision about whether to proceed on bike, foot or not at all.

13. Any marked route is shown for guidance only and we do not insist that you use the route shown. If you choose to ride a section, it is entirely your own choice. If you choose a different route to avoid obstacles or sections you decide are beyond your capabilities, you do so entirely at your own risk.

14. We reserve the right to shorten or alter the published route at any time. You do not have the right to claim a refund if the route is shortened or altered.

15. If you fail to complete the course for any reason, you agree to return to or call the event centre before the close of the event and report to a member of staff. Not doing so will mean that a search may be organised and the subsequent cost will be billed to you.

### **Rules**

16. You are requested to ride in single file where appropriate and no more than 2 abreast at any time. Please be aware of your fellow cyclists, other road users, and any other traffic and always indicate your intention to stop or change direction.

17. You must adhere to and obey the Highway Code, local bylaws and the laws of England, Scotland, Wales and N. Ireland or other country in which the event is taking place as applicable and extend all reasonable courtesy to other road and off-road users.

18. You must be considerate to other users of bridleways, tracks, byways and public ways when riding off-road. Upon seeing other users, such as horse riders, walkers, farm traffic, and other cyclists, you are required to slow down and pass with care. Where appropriate, you should stop and wait at the side of the route for other users to pass safely.

19. You must not drop or leave any litter on any part of the route but dispose of it responsibly at an appropriate place or bin. Any rider found littering will be disqualified from the event.

20. You are expected to respect the roads, villages and countryside that the events travel through. It should be remembered that this is both a working landscape and home to many communities. If you stop for a comfort break you are asked to do so discretely and appropriately and not to cause any offence to local residents or other riders.

21. In the case of Mountain Bike and Cyclocross events, you are expected to close all gates after you pass unless otherwise instructed. You must not leave a gate open for a rider following behind. Gates should be opened and closed and not vaulted. Any rider causing damage to a gate will be liable for any costs to repair said damage.

### **Accidents**

22. You will be fully responsible for any fees or costs incurred or arising from an accident either involving or caused by you. This includes, but is not exclusive to, fees from Police, Air



Ambulance, Fire and Rescue and the Ambulance service. If the situation arises that you are not capable of making the decision to call the emergency services, you agree that a member of our Team or a member of the public may call on your behalf. In this situation, you still accept the costs and consequences of such actions.

23. You accept full responsibility for any fees or costs incurred or arising from the need for repatriation.

### **Insurance**

24. Participation in the event is at your own risk.

25. Third party insurance cover is provided for all riders during the event, covering claims resulting from accidental damage to third party property. This insurance cover is adjudged void if it is deemed the rider has acted negligently. No further insurance cover is provided by us for riders participating in an event.

26. We strongly recommend each rider organises their own personal insurance cover.

27. It is a condition of entry for events outside of the United Kingdom that you have purchased a suitable level of travel insurance to cover the potential activity and liability involved.

### **Recordings**

29. By participating in the event, you confirm and agree that we and third parties authorised by us may record you via photographs, film, audio, audio-visual or other recordings, still or moving, during the event ("**Recordings**"). We shall own all rights in such recordings and you hereby (i) assign to us any and all present and future copyright, performance rights and any other right, title and interest in and to the Recordings and you hereby waive the benefit of any law known as "moral rights"; (ii) agree that we may use the Recordings for any purpose at our sole discretion including in any marketing and/or publicity materials, and on any website and social media; and (iii) agree that the Recordings may be altered, edited and/or modified (e.g. combined with other images, text, graphics and/or sound). You hereby release us from any and all liability from such use and promotion and specifically waive any right to any compensation you may have for appearing in any of the Recordings.

### **Cancellations**

30. Event entry fees cannot be refunded or transferred under any circumstances.

31. We reserve the right to cancel any event due to extreme weather conditions. Your entry will be automatically moved to the rescheduled event. If you can't make the rescheduled event, you can carry your entry to another event of an equal or lower ticket value within the 6 months following the rescheduled event. No refunds will be issued.

### **Promotions**

32. In the case of competition entries or giveaways, the winner agrees to the use of his or her name, photograph and disclosure of county of residence and will co-operate with any other reasonable requests from us relating to any post-winning publicity.

### **Your Personal Information**

33. We will only use your personal information as set out in our Privacy Policy.

### **Applicable Law**

34. If you want to take court proceedings, the relevant courts of the part of the United Kingdom in which you live will have non-exclusive jurisdiction in relation to this contract. The laws of England and Wales will apply to this contract.