



ESSEX 100

Event Guide

Sunday 28 May 2023

We hope you're looking forward to taking part in the Ford RideLondon–Essex 100 on Sunday 28 May – it's going to be an epic ride!

Your top 10 checklist

Here are 10 key things you need to do to enjoy Ride Day. Please read them carefully and save a copy of this guide so you can access it easily.

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1. Prepare for Ride Day

If you live in the UK, you'll receive your Rider Pack in the post by Monday 22 May. If you haven't received your pack by Monday 22 May, please email replacementpacks@londonmarathonevents.co.uk with your full name, date of birth, postal address and event distance.

International riders

If you live outside the UK, you'll need to collect your pack from our office at Marathon House on Friday 26 May or Saturday 27 May. See below for full details.

Your Rider Pack will contain:

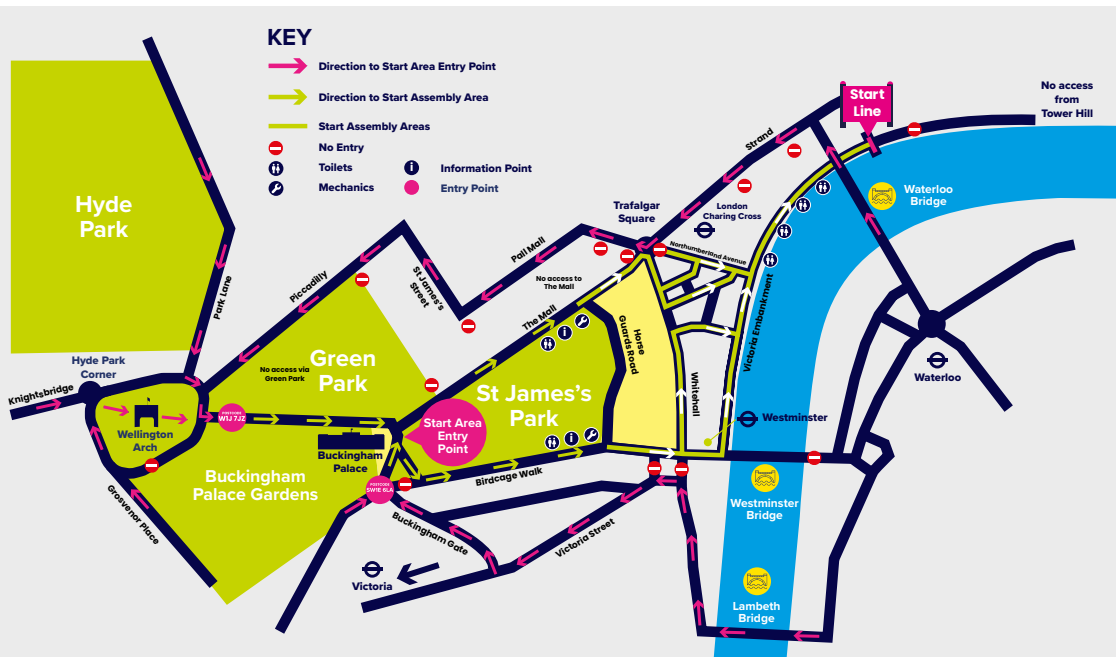
- **Body number to pin to the back of your jersey or top**
- **Safety pins for your body number**
- **Seatpost number, which contains your ID timing tag**
- **Handlebar number**
- **Cable ties to attach your handlebar number to your bike**
- **Rider Card, which displays your wave colour, letter and arrival and start timings**

If you haven't received a full Rider Pack by Friday 26 May, or you live outside the UK, you can collect a replacement pack or missing items from 09:00 to 17:00 on Friday 26 or Saturday 27 May from:

Marathon House
190 Great Dover Street
London
SE1 4YB

It is essential that you fill out the reverse of your body number with all the requested details. In the event of an emergency, we will use this information to assist you.

2. Plan your journey to the Start



Access to the Start Area is in front of Buckingham Palace in Westminster. You have a choice of two Start Area Entry Points, which you must access by one of the routes shown on the map above. You'll only be able to access the Start Line from a Start Area Entry Point – no other routes will be open.

We recommend cycling or using public transport where possible. Use tfl.gov.uk/plan-a-journey and nationalrail.co.uk to plan. You can find further information about taking

bikes on the London Underground here: tfl.gov.uk/modes/cycling/cycles-on-public-transport

We don't encourage driving into central London and many roads will be closed for the event, but if you do drive, there are 24-hour car parks available. Please search online for further information.

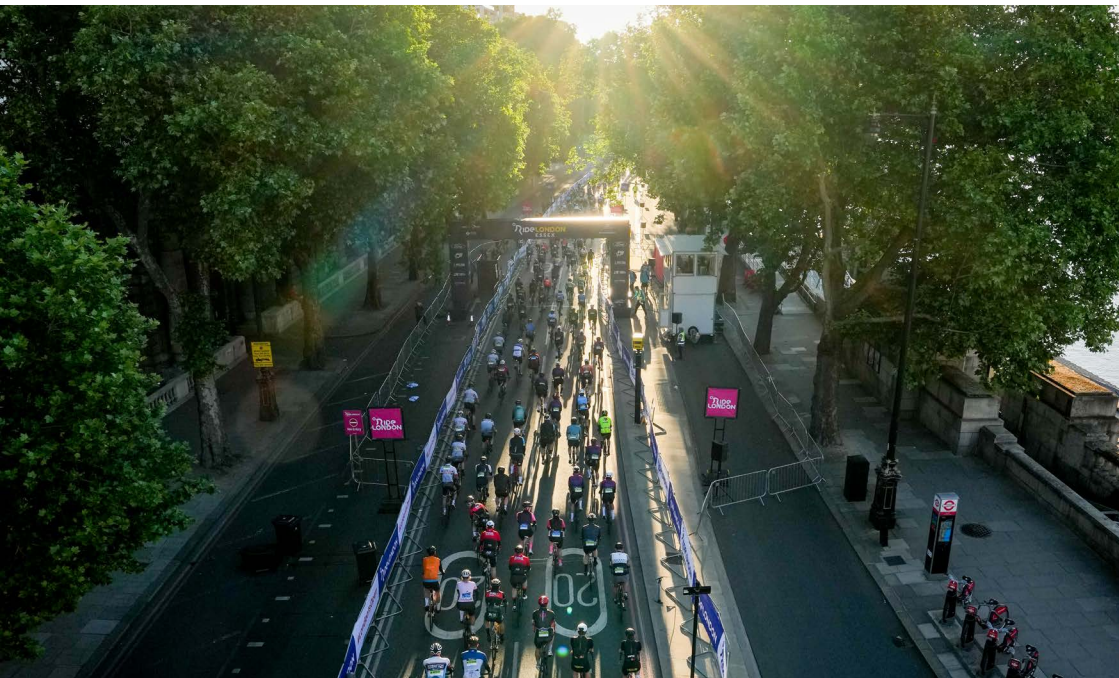
Road closure information, including an interactive map, is available at ridelondon.co.uk/community-info

3. Know your important times

We'll email you your key event timings, including your start time, by the end of next Friday, 12 May. These times will also be included in your Rider Pack, which you'll receive in the post, and are summarised in the timetable on the next page.

It's essential you stick to your allocated arrival time to help the event run smoothly and safely. Stewards will check the wave letter and colour on your handlebar and body numbers before allowing you into the Start Area, so please do not try to enter before your allocated arrival time.

It's not possible to change your start time to an earlier wave. However, you can join a later wave on the day and don't need to notify us if you do – but please note you must cross the Start Line by **09:10**.



Ford RideLondon-Essex 100, Sunday 28 May

EVENT TIMINGS

WAVE		ARRIVAL TIME	ARRIVAL AREA	LOAD TIME		START TIME
COLOUR	LETTER			START	END	
BLUE	A	05:00	North	05:15	05:40	06:00
YELLOW	A	05:00	South	05:15	05:40	06:05
ORANGE	A	05:00	North	05:20	05:35	06:10
GREEN	A	05:00	South	05:25	05:55	06:15
MAGENTA	A	05:10	North	05:40	06:05	06:20
BLACK	A	05:10	South	05:40	06:00	06:25
BLUE	B	05:25	North	05:55	06:15	06:30
YELLOW	B	05:20	South	05:50	06:10	06:35
ORANGE	B	05:35	North	06:05	06:25	06:40
GREEN	B	05:30	South	06:00	06:20	06:45
MAGENTA	B	05:45	North	06:15	06:35	06:50
BLACK	B	05:40	South	06:10	06:30	06:55
BLUE	C	05:55	North	06:25	06:45	07:00
YELLOW	C	05:50	South	06:20	06:40	07:05
ORANGE	C	06:05	North	06:35	06:55	07:10
GREEN	C	06:00	South	06:30	06:50	07:15
MAGENTA	C	06:15	North	06:45	07:05	07:20
BLACK	C	06:10	South	06:40	07:00	07:25
BLUE	D	06:25	North	06:55	07:15	07:30
YELLOW	D	06:20	South	06:50	07:10	07:35
ORANGE	D	06:35	North	07:05	07:25	07:40
GREEN	D	06:30	South	07:00	07:20	07:45
MAGENTA	D	06:45	North	07:15	07:35	07:50
BLACK	D	06:40	South	07:10	07:30	07:55
BLUE	E	06:55	North	07:25	07:45	08:00
YELLOW	E	06:50	South	07:20	07:40	08:05
ORANGE	E	07:05	North	07:35	07:55	08:10
GREEN	E	07:00	South	07:30	07:50	08:15
MAGENTA	E	07:15	North	07:45	08:05	08:20
BLACK	E	07:10	South	07:40	08:00	08:25
BLUE	F	07:25	North	07:55	08:15	08:30
YELLOW	F	07:20	South	07:50	08:10	08:35
ORANGE	F	07:35	North	08:05	08:25	08:40
GREEN	F	07:30	South	08:00	08:20	08:45
MAGENTA	F	07:45	North	08:15	08:35	08:50
BLACK	F	07:40	South	08:10	08:30	08:55
BLUE	G	07:55	North	08:25	08:45	09:00
YELLOW	G	07:50	South	08:20	08:40	09:05
ORANGE	G	08:05	North	08:35	08:55	09:10

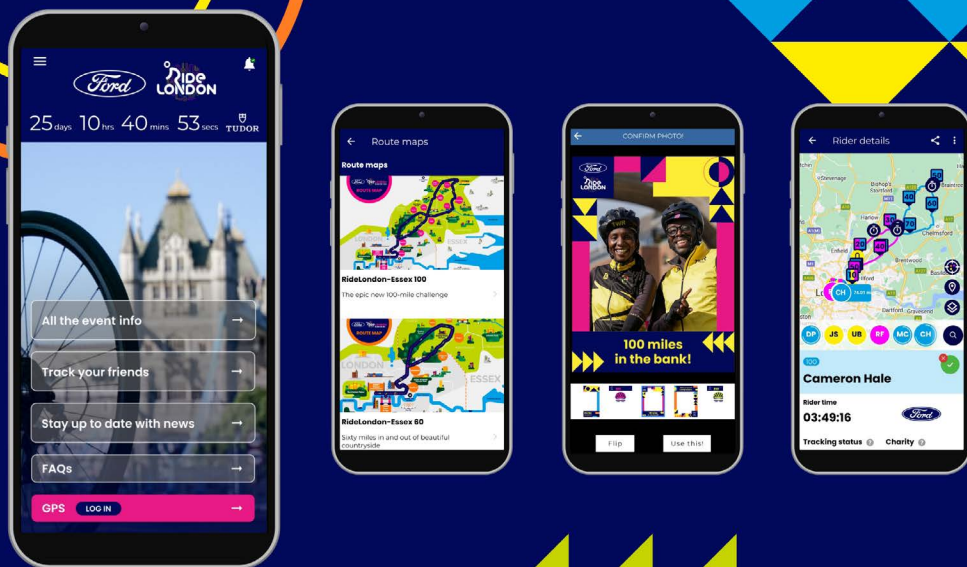
4. Download the app

The Ford RideLondon App will soon be available to download for free from the IOS and Android app stores!

The app has everything you need to have the best possible Ford RideLondon experience, including route maps, event information and live tracking, so family and friends can follow your progress as you ride.

To increase the accuracy of your position along the route, it's important you set up GPS tracking in the app. This makes it really easy for loved ones who are tracking you to see where you are, check you're OK, cheer you on and find you after you finish to congratulate you!

We'll email you when the app is available to download and your app log in details before Ride Day.



5. Arrive ride ready

It's important you arrive ready to begin your 100-mile challenge. Please make sure you have all the items in your Rider Pack with you – see section 1 on page 3.

Display your Rider numbers

To access the Start Area, you must display the following three items:

- **your body number**
- **your seatpost number**
- **your handlebar number**



To do this, please separate your body number, handlebar number, and Rider Card (provided in your Rider Pack) along the perforations. Use the safety pins provided to attach your body number to the back of your cycling jersey or top. Wrap your seatpost number horizontally around your seatpost and stick the self-adhesive ends together. Your seatpost number contains your ID timing tag, which

will log your unique finish time, so be careful not to damage it.

Use the two cable ties provided to attach the handlebar number to the centre of your handlebar. Make sure the whole number is clearly visible, otherwise we can't guarantee to link your official photographs with you.

No baggage drop facility

There won't be a baggage drop facility in the Start Area, so please only arrive with items that you intend to cycle with. If you need to store items for the day, there are plenty of options available. Simply search online for 'bag drop London'.

Alternatively, could a supporter look after anything you can't ride with? Or if you're staying at a hotel, you may be able to leave luggage there.

Food and drink

Please bring a reusable bottle full of water. There won't be any water refill stations or refreshments at the Start Area, so if you'd like food or drink please bring it with you.

The first of four Welfare Stops on the route will be at the 25-mile mark. Here you will be able to refill your water bottle, and our official sports nutrition supplier HIGH5 will be providing energy gels, bars and hydration tabs.

There'll also be the opportunity to buy food and drinks at some stops, and at pubs, cafes and shops along the route that will be open and ready to welcome riders – so don't forget to bring some cash or a payment card!

Toilets and mechanics

Once in the Start Area, our stewards will guide you to the Start Line on Victoria Embankment. In the Start Area there will be:

- **Toilets**
- **Mechanics and tyre pump stations**
- **An Information Point**

Respect the route

We're very lucky to have an amazing route, so please respect the local residents – keep noise to a minimum and use the toilets and bins provided. Please keep your rubbish with you until you can dispose of it safely in the correct bin and if you're using energy gels, please try not to rip the tab off the top of the wrapper completely to help keep the streets clean.

There are lots of local businesses on the route that will appreciate your support during the event, so remember, if you need food, drinks or other supplies during your ride, they will be available for you to buy.

6. Be safe and secure

Please read the following [medical advice](#) from our Medical Director, Professor Sanjay Sharma, carefully – we want you to enjoy the big day.

It's your responsibility to be fit and well on Ride Day in order to enjoy the experience as safely as possible and not put yourself at risk.

If you're feeling unwell for any reason, please do not take part in the Ford RideLondon–Essex 100.

There will be plenty of future events for you to take part in, but there will only ever be one you! Please be careful.

The safety and security of all our participants and spectators is of paramount importance to us. We work closely with the police and other organisations and have a range of measures in place to help keep you safe and secure.

Our team of friendly stewards are there to help keep you safe too, so don't be surprised if they pop up to say hello!

In addition, our dedicated Welfare Team will be on hand should you need any help. Members of this team have been specially trained to protect any children or vulnerable adults at the event. The Welfare Team will be located in Potters Fields Park, near the Finish Area.

7. Familiarise yourself with the route

On page 12 there is a map of the Ford Ride London–Essex 100 route, which will see you set off from Victoria Embankment in central London and into Essex via the historic Epping Forest.

Once in Essex, you'll glide past some of the county's most picturesque towns and villages, including Fyfield, Chipping Ongar, the Rodings and Great Dunmow, before joining a section of the 2014 Stage Three Tour de France route.

That part of the route will guide you through Felsted and around the county town of Chelmsford before you head through Writtle and back towards Ongar and central London.

Once back in the capital, you'll complete your ride at Tower Bridge, which is a stunning finish for the 100-mile challenge.

There'll be mile markers at approximately every five miles along the route and toilets will be near them.

There are four Welfare Stops on the route where you can refill your water bottle, and our official sports nutrition supplier HIGH5 will be providing energy gels, bars and hydration tabs.

There'll be the opportunity to buy food and drinks at some stops, and at pubs, cafes and shops along the route – so don't forget to bring some cash or a payment card!

Welfare Stops

There are four Welfare Stops on the route – see below. They are great places to take an extended break, especially as your official event time will pause automatically while you're at the **first three stops**. You can enjoy the facilities at the first three stops at your leisure, knowing your time will restart once you hit the road again.

Welfare Stop location	Mile	Toilets, food and drinks	Mechanics	Event time paused
Epping High Street	25	✓	✓	✓
Felsted School, Felsted	53	✓	✓	✓
Chipping Ongar High Street	73	✓	✓	✓
James Hawkey Hall, Woodford Green	87	✓	✓	X

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Community stops

Local villages, charities and community groups will also be selling tea, cakes and soft drinks on the route to raise funds or support local businesses that are closed for the day – so look out for these too if you fancy a breather and some refreshment while also giving something back to the community you're riding through!

Cut-off points

We want you to complete the full 100-mile challenge. However, we have to reopen the roads to vehicles by strict deadlines, so you must reach the following cut-off points on the route by the times stated:

Cut-off point	Location	Distance	Time
1	Woodford Green	Mile 18	11:00
2	Four Wantz Roundabout, Chipping Ongar	Mile 32	12:20
3	Felsted School	Mile 53	14:00
4	Writtle	Mile 63	15:00

If you don't reach cut-off point 1 by 11:00, you'll become part of the Ford RideLondon–Essex 30 event. If you don't reach cut-off point 2 by 12:20, you'll join the Ford RideLondon–Essex 60 route. If you don't reach cut-off points 3 and 4 by the specified times you will be collected by the sweep service.

Bypass routes

If for any reason you're unable to complete the 100-mile route, but feel well enough to complete a shorter ride, you'll be able to use a bypass route to reduce the length to 60 or 30 miles. The option to ride a shorter distance will be clearly signposted.

Sweep service

If you have to drop out of the event due to fatigue, injury or mechanical failure, you'll be able to board a sweep bus to the nearest Welfare Stop, or back into London, with your bike. Sweep buses will circulate the event route regularly. If you need to use one, please wait by a mile marker to be collected. These are located every five miles and are easy to spot, but you'll also be able to flag down a bus on the route.

The sweep bus will drive you to the nearest public transport services back into London. Often, this will be the tube network, so be aware you may have to be onboard the bus for a while, or change buses, to get back towards London. An end-of-ride vehicle will travel the route at 11.5mph to ensure that any riders who cannot complete the event are collected and supported.

Mechanics will be stationed in the Start Area and at the four Welfare Stops. Ride Marshals cycling the route will also be available to help you with basic repairs. Please note, you'll need to pay for any parts you require.



Ride LONDON
ESSEX 100

ROUTE MAP



UTTLESFORD

BRAINTREE

KEY

● ● ● ROUTE

WELFARE STOPS

Great Dunmow

Felsted
CUT OFF 3
14:00

Leaden Roding

Chelmsford

Epping

Fyfield

Writtle
CUT OFF 4
15:00

EPHING FOREST

Epping Forest

Epping Ongar Railway

Chipping Ongar
CUT OFF 2
12:20

Hylands Park

River Chelmer

River Blackwater

BRENTWOOD

CHELMSFORD

Chigwell Row

LONDON

ESSEX

Woodford
CUT OFF 1
11:00

Queen Elizabeth Olympic Park

Stratford

START
Victoria Embankment

Buckingham Palace

River Thames

London City Airport

FINISH
Tower Bridge

The O2

Thames Estuary

Richmond Park

Plan your nutrition strategy with HIGH5



Getting your nutrition right can make all the difference to helping you get across the Finish Line feeling good and enjoying your ride.

HIGH5 is our official sports nutrition supplier and is here to help you plan your nutrition strategy. At the Welfare Stops along the route, there will be electrolyte tabs, bitesize bars and energy gels to fuel your Ford RideLondon–Essex 100 journey.

Replenishing your depleted carbohydrate, fluid and electrolyte levels is important to help you cross the Finish Line at Tower Bridge!

HIGH5 also recycle energy gel and bar wrappers, which aren't typically widely recyclable. Please make sure you dispose of your wrappers at the appropriate recycling points at the Welfare Stops and Finish Area.

8. Ride safely – it's not a race!

You must follow event officials' instructions at all times during the Ford RideLondon–Essex 100. Remember: the event is not a race and you should ride safely throughout.

A Ride Safety Team will travel at the front of the event including the Lead Safety Car. Those riding at the front must not pass this team under any circumstances.

It is essential that you fill in the details on the back of your body number. In an emergency, we will use this information to assist you. Around 100 Ride Marshals will cycle the route to help keep you safe

and provide mechanical support where possible. You must follow their instructions at all times. They will wear pink high-visibility tabards so should be easy to spot! Flag them down if you need support. Motorcycle Safety Marshals will also patrol the route to help with local access – such as facilitating care visits – so please follow their instructions.

Please follow these simple steps to help ensure the safety of all participants, spectators, stewards, volunteers and members of the public. Remain alert, remain in control of your bicycle and enjoy the ride.



Pedestrian crossings

The Ford Ride London–Essex 100 passes through many busy towns and villages. Seen from the side of the road this means, in some cases, a continual stream of cyclists for several hours.

At certain times during the event, we will need to allow pedestrians and emergency vehicles to cross the route. Please obey the stewards and marshals at all times. If they tell you to slow down or stop, you must do so.

Along some parts of the route, there is no pavement or footpath. When riding through such sections, expect to encounter pedestrians and spectators who may be moving along the side of the route.

Please remember the golden rule of the ride:

Look, think, communicate

Riding in and around other cyclists requires care and attention. To make sure you don't cause a crash, consider the following when riding:

- **Don't do anything that the person riding behind you would not expect, for example stopping suddenly, braking sharply unless absolutely necessary, or swerving to avoid something at short notice**

- **Be constantly aware of what is coming up ahead and adjust your position in the road in advance**

- **Hold your position in the road when cornering and don't cut from one side to the other unexpectedly**

- **If you're slowing down or stopping, keep to the left of the road to allow riders to overtake you safely**

Always be aware of other cyclists around you and how close they may be to you. Their safety is often in your hands, and they will trust you to ride sensibly and safely.

Emergency vehicles

You will have the privilege of riding on closed roads throughout the entire route, but we ask that you respect and follow some important 'rules of the road' during the event:

- **Emergency vehicles take priority in order to attend incidents across the entire event footprint**
- **Expect emergency vehicles on the route at any point, either crossing or driving along the route in both directions**
- **Remain alert at all times and pull over to the side of the road to allow emergency vehicles to pass safely when required**



Beware of hazards

Remain alert for any potential hazards in the road. You should always expect the unexpected as you don't necessarily know what is around each corner.

Think about what might lie ahead of you. Is there a traffic island, a fast descent, a narrow section or sharp corner? Maybe there has just been a crash or perhaps there is a speed bump? To help make you aware of any potential obstacles on the route, we will provide warning signage where appropriate on fast descents or sharp corners.

Please be aware of your speed at all times and ride safely with care for others.

Love where you ride

At Ford RideLondon, we're dedicated to looking after our surroundings as we cycle, and we hope you'll join our campaign.

In 2015, we launched Love Where You Ride to encourage everyone to do exactly that. It's a privilege to be able to cycle through the streets and countryside of the UK – and further afield – so let's do all we can to protect the environment as we enjoy it.

We're determined to see even more of you dispose of your litter responsibly every time you ride. It will make the world of difference if you pledge to take part in the campaign and encourage others to do the same. So keep any rubbish in your pockets before disposing of it when you stop, don't throw bottles away and please only use the toilets provided along the route.

Above all, please respect the areas and communities along the route you pass through.

We hope you enjoy your ride!

9. Focus on the Finish

Your 100-mile challenge will come to its climax at the world-famous Tower Bridge. You will be asked to dismount and walk with your bike through the Finish Area on Tooley Street on the south side of the bridge.

You must reach the Finish Line by 18:00 at the latest. If you're in the final start wave at 09:10, you will have more than nine hours to complete the 100 miles and will need to cycle at an average speed of approximately 11mph.

Look out for our official photographers from Sportograf, who will take a photo of you at the Finish Line.

Please don't stop on Tower Bridge for selfies. Please keep moving and leave the photography to the professionals. You can [sign up now to be notified](#) as soon as your event photos are live!

Once you're over the Finish Line, you'll be able to celebrate by collecting your medal.

You'll also be able to collect a HIGH5 recovery product and fill your bottle at water bowzers. Make sure to look out for a recycling point for your HIGH5 gel or bar wrapper.

The logo for London Classics, featuring the word 'LONDON' in a stylized white font above the word 'CLASSICS' in a smaller, simpler white font, all set against a dark blue background with a yellow triangle pointing downwards.

If you're completing the London Classics, you can collect your Classics medal too from the clearly signposted point in the Finish Area.



10. Know where to go after your ride

You will exit the Finish Area on Tooley Street at the junction with Bermondsey Street. If you're getting together with family and friends, please arrange to meet at a specific point away from the Finish Area.

We recommend using the free app what3words to agree a meeting point. Cafes and shops in the Tooley Street area will be open, so there should be plenty of options if you'd like a bite to eat.

Watch the Ford RideLondon Classique

If you finish before 15:00 you'll be able to enjoy a gentle recovery ride on the Ford RideLondon FreeCycle route – from there you can pick a spot to watch some of the best cyclists in the world in action in the third and final stage of the Ford RideLondon Classique. This takes place from 15:30 to 18:00 with an iconic finish on The Mall. **Click here for more information.**



Official time

Your official time will be available at ridelondon.co.uk within 24 hours. If you registered your mobile number with us, we'll also send you a text message displaying your time. We'll email a post-event survey for you to complete so you can let us know what you thought of your Ford RideLondon experience, so keep an eye on your inbox. Your feedback will help us to make the event even better in years to come!

Thank you!

Thank you for taking part in the Ford RideLondon–Essex 100. It's going to be an epic day! We're really looking forward to seeing you on Sunday 28 May. For more information, visit ridelondon.co.uk



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MAYOR OF LONDON

