



# RIDER INFORMATION PACK 2021

## EVENTS CHARITIES



## EVENT PARTNERS





# SAFE EVENT SCHEME

We are proud to announce that Madhare is Safe Event Scheme 'ACCREDITED'.

This means all our risk assessments (Event HQ, Feed Stations and Route), Event Safety Plan, Crisis Plan, Extreme Weather Plan and Emergency Plan are all audited by industry professionals 'Logical Safety Solutions'.

Logical will also be present on event day to ensure all protocols are adhered to.

This includes the most up-to-date COVID19 measures where our 'rider flow' has been specifically designed to follow social distance measures, reduce queues/dwell time, reduce any cross contamination and, ultimately, keep all our riders safe.

Our Event HQ and Feed Station will both be stocked with hand sanitiser, regularly cleaned toilets, individually wrapped food items and staff who are equipped with the right PPE i.e face masks and visors.

We ask you to be responsible at all times and keep to social distancing rules when you are on site or on the route. Please respect our staff who are there to help direct you safely, and, if need be, disperse you if large groups are forming.

We are very lucky to Our HQ and Feed Station both benefit from wide open spaces so please use these wisely.

If we all stick to the rules, we can all enjoy cycling together again in 2022.

Please pay special attention to the health declaration at the end of this pack

If you would like to any more information on how we are keeping you safe please email [ride@madhare.cc](mailto:ride@madhare.cc)

**SAFE  
EVENT  
SCHEME**



## Welcome to the Mad March Hare 2021

We are very happy to FINALLY be bringing you the Mad March Hare - albeit in May! 14 months after the original date in 2020, we have weathered the storm so we can still bring you your favourite early season sportive.

As we are still not quite out of Covid restrictions there are some unfortunate omissions from this first event of 2021. We hope you will understand that this is NOT a reflection of our Madhare values and that all the things that make Madhare events so popular will return as soon as possible.

In order to ensure your enjoyment and safety on the day, please take time to familiarise yourselves with all of the information in the rest of this pack. Please follow us on social media so that you can stay informed of any last-minute changes that might take place. And ALWAYS feel free to get in touch if you have any questions or concerns at [ride@madhare.cc](mailto:ride@madhare.cc)

Starting at the start....We have a new EVENT HQ!

Whilst the technology park served the event well in the colder, inclement weather of an early morning in March, we felt that the confined space (even more so now they've built a new building there!) and there no longer being any green areas to sit, didn't fit with an event on a (hopefully) sunny day in May. A move over to the town centre was always something we wanted to do since the new green areas were developed around the river Rea. St Modwens, working with Bournville College, have made it possible for us to take over the college car park that gives us a more open space and, very importantly this year, a long wide street to start on!

Please bear with us....

We know some of you will be disappointed with certain elements of the Mad March Hare not being present at this years event. We have worked extensively with our health and safety providers (Logical Safety Solutions) over the last few months with the sole purpose of the event going ahead - safely - no matter what! Unfortunately this does mean the event village, in particular, will not have the usual services we provide. There will be NO hot drinks or food/drinks/snacks (including premium coffee) available and, in the morning, there will no bike racking (staying with your bike creates a natural distance between you and others). There will also be NO mechanic services at the start so please turn up with your bike fully prepared to do a 106km ride. This is all to ensure we reduce 'dwell time' as much as possible in the morning, as we have to get you all in and on your way in a short space of time. See the HQ site map for more details.

The tried and tested route will be the same as last year with full signage along the way.

There is a change of location for the feed station, which will now be at Clows Top Village Hall. The village hall has a HUGE rear garden where there WILL be plenty of snacks, our infamous cheese rolls, energy gels (provided by HIGH5) and water. Dynamic Rides WILL be there for any mechanical issues you need addressing, and there will be bike racking so you can use the toilets!

After the ride

On return to Event HQ there WILL be bike racking so you can hang your bike (please note: bikes are left at owners risk), collect your finishers pin badge, and grab some food and drink. There will be limited seating/tables available for you to relax and chat about your ride with others, but please respect social distancing.

There are some BIG plans for Mad Hare Events in the future so make sure you keep up-to-date on all the developments via our social media channels, and download our new FREE app to stay in touch with the cycling community.

In the meantime, let's get the summer started!

Stay safe out there, and enjoy the ride!

Deano and the Madhare Team

Please see our SAFE EVENT SCHEME accreditation details at the back of this pack to see how we are keeping you safe.



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# 1.ABILITY TO RIDE & EQUIPMENT

**Make sure you are capable to do the ride and have:**

**1. The fitness to ride the route** - The Broom Wagon is there for emergency back up only!

**2. The following equipment:**

i) **A bike that is suitable, safe & roadworthy.** We would strongly recommend getting your bike serviced before the event to ensure it is in good working order. There will be NO mechanic on arrival to HQ so please arrive with air in your tyres and ready to go for at least 53km where there IS a mechanic at the feed station. If you suffer a mechanical whilst on the route you can call RACE CONTROL on 07817 293223 for roadside assistance.

ii) **A helmet** - No helmet, no ride.

iii) **Suitable clothing** for the weather conditions. PLEASE don't turn up in clothing that clearly isn't appropriate for the temperature, or not waterproof if it's forecast to be wet because, at best you will not have a pleasant day and, at worst, you will be needing medical assistance.

iv) **Food & Drink** - the first Feed station is 53km in.

v) **Mobile phone** - in case you need to contact Event Control.

vi) **Rider number** - it needs to be secured & clearly displayed on your handlebars.

vii) **Timing chip** - stuck securely on the reverse side of your rider number.

viii) **Basic tool kit** - inner tubes, puncture repair kit, tyre levers, pump, multi-tool.

Have a go at changing inner tubes before the event if you're not too confident.  
Search Youtube: GCN 'How to change an inner tube' for tips

**3. Liability Insurance** - Please be aware that the event is insured. However, like all other events, you are not insured for personal injury, damage or loss of equipment or third party damage. Therefore we recommend that you take out appropriate insurance to cover you against these risks.

Nothing matters more than your safety - make sure that you take it seriously and ensure you are equipped to deal with the weather conditions.

Please remember this event is an open road event and you MUST follow the highway at all times.

All riders ride the event at their own risk and need to assess whether they are comfortable with the risks involved prior to starting the event.



## NO LONGER ABLE TO RIDE?

If you are unable to ride either before the event or during please inform race control on **07817 293223** or email [ride@madhare.cc](mailto:ride@madhare.cc)





## 2. REGISTRATION

**Your registration form will be emailed to you on Monday 17th May**

Please check your Spam/Junk etc or your other email accounts before contacting us if you haven't received it.

You need to:

1. **Check** the details are correct.
2. **Print** it.
3. **Sign** it.
4. **Bring** it (+ photo ID) with you to registration to exchange for your rider number.
5. **Follow the instructions in your envelope** for your rider number, timing chip & cable ties.



**Can I preregister for a friend?**

Yes, you can but you need to take their signed form and photo ID.

## EARLY REGISTRATION

Dynamic Rides and Gorilla Café are kindly facilitating the early registration at their shop/cafe - we think it's the perfect location to get registered, relax with a coffee/beer and talk to fellow riders.

**Dynamic Rides, 2364 Stratford Road, B94 6QT:**

- **Thu 20th May - Fri 21st May:** 9am-5:30pm
- **Saturday 22nd May:** 9am-3pm

dynamicrides

**Gorilla Café, Drayton Rd, Kings Heath, B14 7LP:**

- **Thursday 20th & Friday 21st May:** 1pm - 9pm

Great beer, great food, great music and a chance to pick up your pre-registration packs.



Gorilla Coffee Cafe

**NOTE:** Early Registration isn't applicable to late entrants from the waiting list.

## REGISTRATION ON THE DAY

Registration on the day from **6.30am** at the Event HQ. Please be prepared for queues and to follow directions in line with Covid19 as directed when registering. Read on for more info.



**DON'T FORGET TO BRING YOUR ID**



### 3. CHIP TIMING

You will find the timing chip attached to your rider number in your registration pack.

Please secure your rider number to your handlebars as it must be clearly displayed at the front of your bike, not attached to the frame, seat post or anywhere else. Failure to do so may result in your time not being registered.



Times will be available to view via the link on madhare.cc.



> Make sure you ride over the timer at the START and FINISH

> Cut-off time to be back at HQ is 4pm



### 4. START TIMES

Start times are between 7.30 - 9.30am. If you have pre-registered and already have your rider number attached please follow the route straight to the start pens.

We don't mind when you start, as long as you factor in that you need to be back at HQ by 4pm when the finish line timing closes.

After 4pm your time will no longer count, although the bar will still be open (weather dependent)!

### 5. TOILETS

Portaloos are available at the Event Start and the feed station has toilet facilities. Out of courtesy for local communities, please use the toilet facilities provided.



## 6. EVENT HQ - GETTING THERE



### HQ ADDRESS:

Bournville College (Car Park)  
College St  
B31 2TW

### CAR PARK ADDRESS:

Longbridge Town Centre  
Longbridge Lane  
B31 2TW

## 7. CAR PARKING

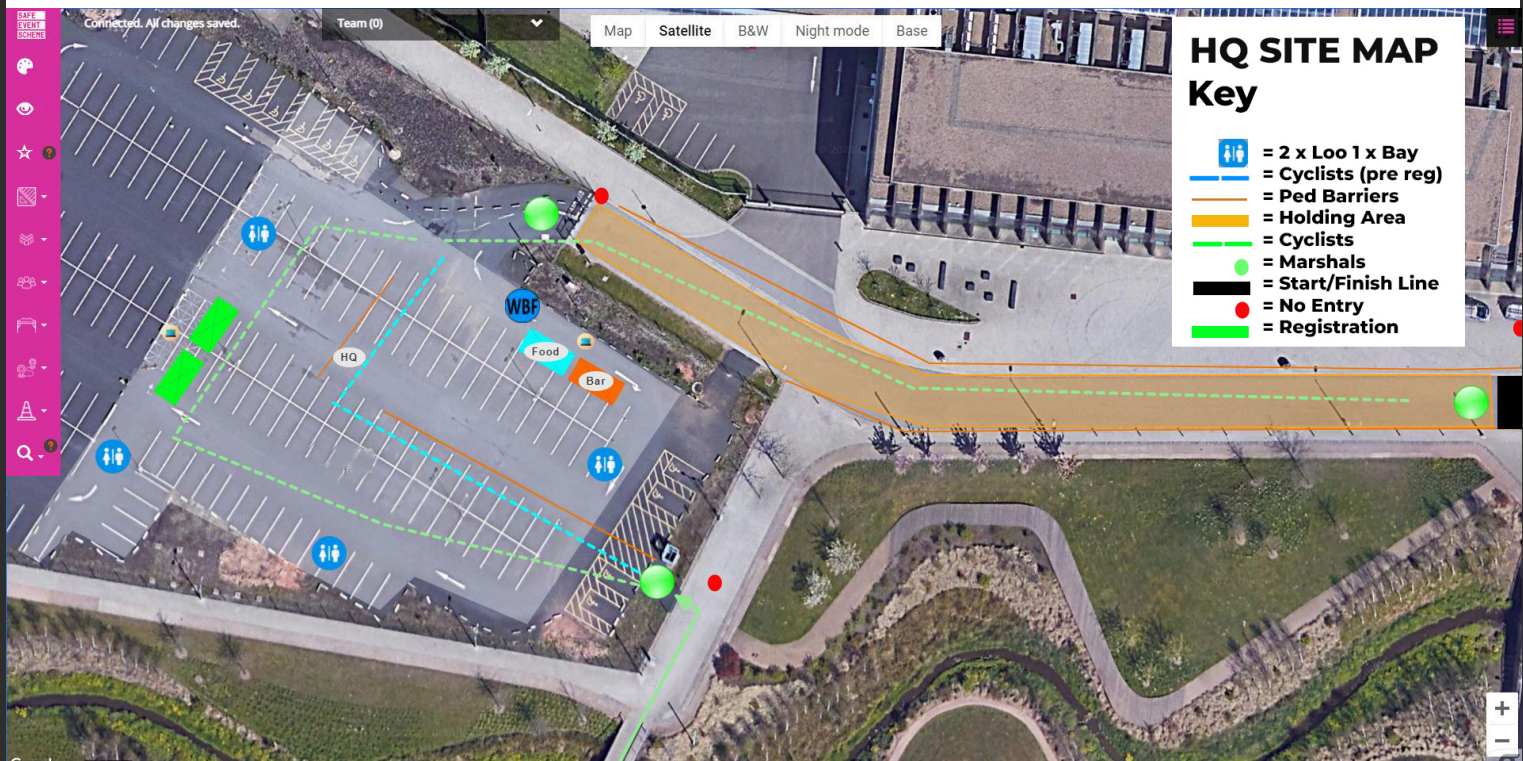
Obviously, for a cycling event it's preferable for you to cycle to the start! We appreciate that this isn't possible for everyone, therefore we've arranged for the Town Centre car park to be used for this event at a reduced rate (NOT the previously used car park on the A38).

To obtain a car park pass you MUST pre-book.  
Visit [www.madhare.cc/mad-march-hare](http://www.madhare.cc/mad-march-hare) for more info.

If you do turn up without a pass then you are able to use the full price multi-storey car park also but please REMEMBER to remove any bikes from your roof rack!



## 8. EVENT HQ - SITE MAP



## 9. ON SITE FLOW - IMPORTANT!

Unfortunately, things are still going to be a little different to what we would ideally do. The safety of our riders is of paramount importance and we have to put this above and beyond anything else.

Our biggest challenge is to get all riders off as quickly and as smoothly as possible. Therefore, to reduce 'dwell time', we have had to reduce the usual services. There will be no bike racks in the morning (staying with your bike creates a natural 1m distance from others), NO hot drinks or food and NO mechanics. PLEASE arrive sufficiently prepared to take on a 106km ride - check you bike over, pump up your tyres and have enough food and water with you to get to the first feed station at 53km.

Follow the signs to the entry gate and follow instructions from our team on where to go. Pre-registered riders will be directed straight to the start pens whilst those who need to pick up their rider numbers MUST take the dedicated route through the event village. If you want to wait for friends please do so in the start pens and keep groups to a maximum of 20 riders

We very much hope to resume our usual high standard of pre-ride services in our future events. For now, please ensure you adhere to all relevant social distancing measures and don't form large groups. Make use of the hand sanitiser stations and wash your hands regularly.

**Please note: There WILL be bike racking available on your return so you can enjoy your food and grab yourself a drink from the Gorilla Cafe bar.**



## 10. MECHANICAL SUPPORT

Mechanical support on the day will be provided by Dynamic Rides . There will be a mechanic onsite at the feed station and also motorbike support on the route.

If you have a mechanical problem that you cannot fix when on the road, then call **EVENT CONTROL on 07817 293223** and a support vehicle will be with you as soon as possible.



**EVENT CONTROL: 07817 293223**



## 11. MEDICAL SUPPORT



First Aid will be available at the HQ, the feed station AND on the route provided by TRANSMED.

In the event of a serious injury then dial 999 immediately and then notify race control

If your injury is not serious, but you still require medical attention, then please call **EVENT CONTROL on 07817 293223**.

We cyclists are a nice bunch so hopefully somebody will help you and back-up will be there ASAP. If you see another participant who is struggling or needs assistance, please call medical support.

If you feel unwell on the event day, or your training has not gone to plan, we ask you to give serious consideration to your ability to undertake the event. We reserve the right to prevent participation on the day due to medical grounds.

Your health and safety are of paramount importance to us so, with regard to the ongoing Corona Virus situation, we will be enforcing strict procedures on the serving of food and drink.

To help protect yourselves, please ensure you wash your hands regularly and don't share food / snacks / water bottles etc. There will be hand sanitiser available at HQ and at the feed station - please use it!

## 12. FEED STATION

### OFFICIAL FOOD PARTNER

**Londis**

Endurance cycling is an intensive activity so don't forget to bring full water bottles and energy snacks to start your ride.

The Feed station (Clows Top, 53km) will be well stocked with bananas, cheese rolls, assorted flapjacks/bars and HIGH5 gels.

Please follow the enter/exit flow and ensure you don't bunch in groups of more than 20 riders. Please ensure you maintain social distancing throughout your stay and use the hand sanitiser provided.

MILE POINT	FEED STATION	OPEN TIMES
31.5	Clows Top Village Hall	9am - 12.20pm



The Scouts team will be manning the Feed station. Clearing up is a big job so let's make sure we all use the bins available!

### STAY HYDRATED AND ENERGISED:

There will be water bottles available at the feed station - please dispose of the plastic bottle responsibly.

HIGH5 hydration tablets are available as well as energy gels. We are using TerraCyle to ensure that the gel wrappers get recycled so please use the relevant bins provided.



## 13. PIN BADGE, FINISH FOOD

At the end of the ride remember your rider number and go to the registration tent to. There, you'll be awarded your pin badge and your food ticket for your free bacon/ veggie sausage bap, which will be lovingly cooked by the team from Tidbury Green Scouts group.

Food will stop being served at 4:20pm.

The bar will be open until 9pm (limited covered seating available).

**Londis**





## 14. SPECTATORS - FAMILY / FRIENDS

Unfortunately, due to covid restrictions on capacity, we can only allow riders into the Event Village. There is a pub and green space within Longbridge Town centre for your family and friends to cheer you in and pick you up after the event.

## 15. GORILLA CAFE BAR

### Pre-Registration Party

Not available to collect your rider pack during business hours? Fear not! Our friends at Gorilla Coffee Café will be hosting a late night collection. The "Mad March Hare Club House" will be holding a pre-hare party with great craft ales, wonderful food and even a DJ to create that great party atmosphere. Join them to collect your rider packs anytime from 1pm - 9pm on Thursday 20th and Friday 21st with the party in full swing from 6pm - 10pm

### Post-Ride HQ Party

As soon as you've rolled over the finish line you will be able to relax and regale tales of your exploits to fellow riders over a craft ale or speciality drink. Due to covid restriction seating is outdoors so opening hours and service will be weather dependent

Opening times: 12pm - 9pm (weather permitting)



## 16. BROOM WAGON

The broom wagon enables us to keep the event along the route controlled and within our responsibility. If you fall behind, you can abandon and get a lift from the broom wagon. You are, of course, welcome to continue behind the broom wagon, however, you will no longer be deemed as 'part of the event'. This means your time won't collated with the rest of the results and you may miss the end of ride food. The bar, weather dependent, will be open until 9pm. If you do decide to continue behind the broom wagon, could you please call **RACE CONTROL 07817293223** and let us know.

See route map at the end of this pack for more details.

MILE POINT	LOCATION	BROOM WAGON
14.5	Kinver	10:55am
21.6	Footbridge over River Severn	11:35am
31.3	Clows Top / A456 crossing	12:34pm
36	Heightington Village Hall, DY12 2XU	1.10pm
41	Stourport on Severn	1:31pm
49.9	Wychbold / M5 bridge	2:22pm
62.8	Twatling Rd / Old Bham Rd	3:40pm
66	FINISH	4pm

## 17. PHOTOS

Photos, available for you to buy, are taken by MySportPhotos at points around the route. Photos will be available online within 48 hours of the event via their website [www.mysportphotos.co.uk](http://www.mysportphotos.co.uk) and [www.madhare.cc/mad-march-hare](http://www.madhare.cc/mad-march-hare)



Please do also share any photos you take on our social media channels.

## 18. RIDE TIMING RESULTS

StuWeb Timing Results are available instantly on your completion of the ride at: [www.stuweb.co.uk](http://www.stuweb.co.uk) and [www.madhare.cc/mad-march-hare](http://www.madhare.cc/mad-march-hare).

## 19. SAFETY, COURTESY + COMMON SENSE

**YES** - The event is timed. Make sure you display your number for us to identify you in case of emergencies.

**YES** – Challenge yourself!

**But... NO** – The event is NOT a race so please act accordingly when participating.

**NO** – Riding under someone else's rider number (it can create a real problem in an accident).

**YES** – This is an OPEN ROAD event..Follow the Highway Code at all times

**YES** - Wear a helmet.

**YES** – Enjoy your ride.

**But... NO** – Please don't drop litter (no one wants a countryside full of empty gel foils).

**NO** – To endangering others – stay aware of fellow cyclists and other road users.

**YES** – Be sociable.

**YES** – Follow warning signs and listen to marshals

**YES** – Cycle in single file on narrow roads.

**YES** – Cycle in pairs when appropriate on wide roads.

**But... DON'T** – Hesitate to slow down when overtaking horses / pedestrians and allow wide berth.

**DON'T** – Impede traffic flow.

**DON'T** – Ride in large groups in the middle of the road.

**DON'T** – Use your phone whilst riding.

**YES** – Be responsible for your own ride. We all ride at our own risk.

**YES** – Listen to the announcer at the start in case of a route change etc

**YES** - Know the hazard points and be observant of the road signs.

**YES** – Be insured in case of an accident.

**But... NO** careless riding. Never put yourself or others at risk.

**NO** leaving the course without informing the Event Official.

Full Terms & Conditions of the event can be found at [www.madhare.cc/terms](http://www.madhare.cc/terms).



## 20. KEEPING OUR ROADS CLEAN

As cyclists, we all have one thing in common - our love for the outdoors!

We understand that you don't want to be cycling with heaps of rubbish in your pockets but recently, when we've been out riding, we've become aware of an increasing amount of inner tubes and gel packets along the roads which is a real shame.

**That's why this year, we are teaming up with TerraCycle, to ensure even your gel wrappers are recycled! Please dispose of them in the relevant bins provided.**

Like you, it's important to us that we keep the roads clean and tidy.

## 21. BAD WEATHER & CANCELLATION

Bad weather and ice are always a possibility in May.

**Ice** - The route contains 33 miles of roads that should be gritted by the appropriate Local Authority if the temperature falls below 3°C overnight. The remaining roads will be gritted by a private gritter especially for the event. This does not mean that there will not be any ice on the roads and riders need to take appropriate care and attention when riding.

**Flooding** - In the case of severe flooding on the route, it might be necessary to make a change to the route. This would be made clear to you via social media and email, but all you will need to do is follow the reroute signs.

**High wind** - in the case of high winds or strong gusts we may need to alter the route and the HQ/Feed station set up. Please keep an eye on social media and your email inbox for up to date info

Nothing matters more than your safety - make sure that you take it seriously and ensure you are equipped to deal with the weather conditions.

All riders ride the event at their own risk and need to assess whether they are comfortable with the risks involved prior to starting the event.

We reserve the right to postpone or cancel the event for matters of public safety. Please refer to the event terms and conditions which are available at [www.madhare.cc/terms](http://www.madhare.cc/terms).

**Stay up to date - keep an eye on our social media and your inbox for latest news.**

## 22. ESSENTIAL INFORMATION

**START DATE:** Sunday 23rd May 2021

**REGISTRATION:** From 6:30am (or pre-reg at Dynamic Rides/Gorilla Cafe) - Remember to bring your printed registration form (emailed with this pack) & ID

**START TIMES:** 7.30-9:30am

**VENUE:** Bournville College (Longbridge campus) car park, College St, Longbridge, B31 2TW

**CAR PARKING:** Longbridge Town Centre, Austin Way, B31 2TW from **6.30am**

**RIDE FINISH TIME:** 4pm

### EVENT CONTROL NUMBER



**07817293223**



For any medical / mechanical / route concerns.



**If for any reason you drop out of the event, PLEASE TEXT Event control so that we don't worry and send out a search party!**



# ENJOY THE RIDE!

Stay up to date - follow us on Social Media AND download our new app!



[facebook.com/ madhare.cc](https://facebook.com/madhare.cc)



[instagram.com/ madhare.cc](https://instagram.com/ madhare.cc)



[madhare.cc/join](https://madhare.cc/join)

[www.madhare.cc](https://www.madhare.cc)

## KEY:

Start / Finish HQ

## FEEDSTATION

Distance done (miles)

Marshall Location

Footbridge

## Wyre Forest

## LOCATION

## 9. BROOM/WAGON

# KIDDERMINSTER

## Client

## START/FIN

CoftonHackett



# BROMSGROVE

## Tardebigge

CPX FILES = MADHARE.CC/CPX

# FEED STATION

If for any reason  
you drop out of  
the event,  
PLEASE TEXT:  
07817293223  
so that we don't  
worry & send out  
a search party!

MILE POINT	LOCATION	BROOM WAGON
14.5	Catchel	Kinver
21.6		Footbridge over River Severn
31.3	edley	Clows Top / A456 crossing
36		Heightington Village Hall, DY12 2XU
41		Stourport on Severn
49.9		Wychbold / M5 bridge
62.8		Twatling Rd / Old Bham Rd
66		FINISH

 **EVENT CONTROL:**  
**07817293223**



*Gorilla Coffee Cafe*

**MAD  
HARE  
AFTER  
PARTY**

**DJ- BEER- PIZZA**

Sunday 23rd.



# RIDER PACK COLLECTION

DJ- BEER- PIZZA

# PIZZA PARTY

THURS 20TH/ FRI 21ST  
1PM-9PM





On event day you'll be provided with Energy Gels on-course to help you maintain your performance, however single-use plastics (like the ones in our gels and bars) aren't widely recyclable through traditional recycling facilities. With thousands of gels going to events every year, we have a responsibility to address this.

We are taking our impact on the environment seriously which is why we are constantly looking at new materials. However, the packaging we use for our gels and bars is the best way to make sure they are kept fresh so they can do their job properly in providing you with a tasty energy boost, and we know from our extensive investigations that a viable packaging material for our current single-use packaging is a long way off. That's why we're working with TerraCycle® to help reduce our environmental impact.

TerraCycle® is a recycling company specialising in hard-to-recycle waste. This means they take packaging that is not considered locally recyclable, like our Energy Gel wrappers, and work with national waste management companies to turn them into a material that can be used to make new products. That means nothing going to landfill or being burned for energy!

Working alongside HIGH5, we will be placing Collection Bins at the feed station and event village areas. Simply pop your used Energy Gel wrappers in the HIGH5 Collection Bins on event day, HIGH5 will then collect them and send them to TerraCycle®, where they are processed and turned into raw material. This raw material is then used to create new products!

We hope you'll be able to enjoy getting your HIGH5 hit on race day knowing it isn't having a negative impact on the environment.





# COVID19 HEALTH DECLARATION

## COVID-19 HEALTH DECLARATION

As part of our commitment to provide a safe environment for all during the pandemic, we advise that by attending and participating in Mad March Hare that you declare:

- You have no cause to believe that you have COVID-19 ([NHS symptom checker here](#)). The main key symptoms are a new continuous cough / high temperature / a loss or change in your normal sense of taste or smell
- You have been meeting the current UK Government COVID-19 guidelines and social distancing guidance ([See here for guidance](#))
- As far as you are aware, you have not been in close contact with a confirmed case of COVID-19 or anyone who is showing symptoms consistent with COVID-19 within the last 10 days. Furthermore, you have not been contacted under the NHS Track and Trace system and told to self-isolate.
- You have not travelled to, nor to your knowledge had any contact with any individual travelling from any high COVID-19 risk countries ([as deemed by UK FCO](#)) in the 10 days prior to attending the event.
- You have not had a cough, or a temperature of 37.8 degrees centigrade or above in the last 10 days.
- You are NOT waiting for test results
- If you develop a cough or a temperature of 37.8 degrees centigrade or above at any point before or during or within 10 days following the event you will immediately inform Mad Hare.
- You will notify us immediately should anything change as regards to the above confirmations.
- You have read, understood and agree to abide by the event terms and conditions and by attending the event you agree to abide by all safety measures and recommendations

**For the purposes of GDPR you consent to our sharing and retaining your data to the extent that it is reasonably necessary (NHS TRACK AND TRACE) for the safety of you and everybody at the event.**