

**RISE ABOVE**  
SPORTIVE

**OFFICIAL SPORTIVE  
OF MARK CAVENDISH MBE  
SUNDAY 5TH AUGUST 2018**

**RIDER MANUAL**



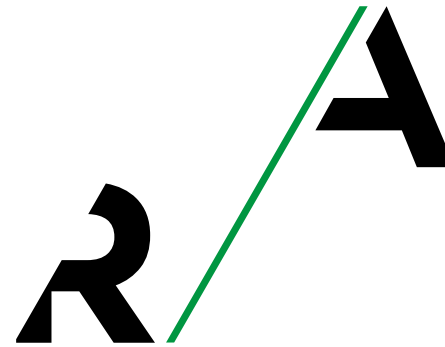
# WELCOME AND INTRODUCTION

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Thank you for signing up for the Rise Above, the UK's premium sportive. This is your comprehensive guide to the only Official Sportive of Mark Cavendish MBE.

Here you will find everything you need to know about the event taking place in Cheltenham and the Cotswolds on Sunday 5th August 2018.

This sportive has been created and designed with Mark Cavendish's ideas and high standards.



# JOIN MARK ON THE ROAD & TEST YOURSELF THIS AUGUST

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The Rise Above sportive is the first Official Sportive of Mark Cavendish: the Manx missile has been involved in the planning and delivery of this event. He will be riding the course after spending the morning setting you off on his tailored route before heading back to hand you your medals. This sportive gives you a unique opportunity to meet and ride with the world's fastest man.



# VENUE & TIMING



**PRE-REGISTRATION**  
**SATURDAY 4TH AUGUST**  
**15:00 – 17:30**  
**MUNICIPAL OFFICES**  
**PROMENADE**  
**CHELTENHAM**  
**GL50 9SA**

**ON THE DAY REGISTRATION**  
**SUNDAY 5TH AUGUST**  
**07:00 - 09:00**  
**CHELTENHAM RACECOURSE**  
**PRESTBURY**  
**CHELTENHAM**  
**GL50 4SH**

**START / FINISH AND EVENT VILLAGE**  
**CHELTENHAM RACECOURSE**  
**PRESTBURY**  
**CHELTENHAM**  
**GL50 4SH**

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## DISTANCES 50 / 100 / 150 (KM)

**Rider set off times** (please allow enough time to register and make your way to the start line)

**150km 08:00am - 9:00am**  
**100km 9:00am - 9:30am**  
**50km 09:30am - 10:am**

Featuring:

- The chance to ride with Mark Cavendish
- Event centre facilities and parking
- Mechanical support
- Full route marking
- Rider public liability insurance
- Free energy drink + energy snacks
- Electronic chip timing
- Web results service
- Emergency support
- On-site catering and free food for riders
- Official photos with SportivePhoto.com
- Pick-Up & Mechanic wagons on route
- Bespoke medal on completion
- Finisher goody bag

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## ON THE DAY SCHEDULE

You will need to register, collect your rider number and timing chip before you make your way to the start

**Parking is at the Racecourse, in the North Car Park. Please follow signage on entry to the site.**

**7.00am**

Registration desks opens

**8.00am - 9.00am**

Riders on the 150km route set off

**9.00am to 9.30am**

Riders on the 100km route set off

**9.30am to 10.00am**

Riders on the 50km route set off

**6.00pm**

Last riders and all brooms/support vehicles finish

**7.00pm**

Event village closed

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## BAG DROP/BIKE

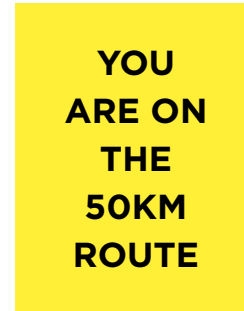
If you wish to leave a bag at the start, attach the luggage label in your rider pack and hand it in to the bag drop area which is located next to the registration tent, we'll store it for you until you finish (bags will be able to be collected in the event village post ride)

Bike racks will be available within the Promo Village (Bikes will be left at the owners own risk)

# ROUTE SIGNAGE



Directional Arrow



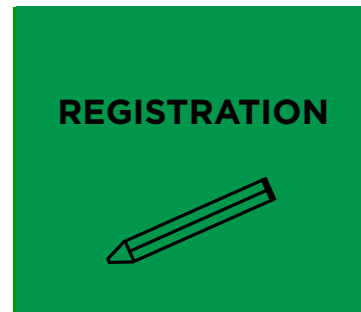
Route Awareness



Advance caution signage



Feed Station



Registration

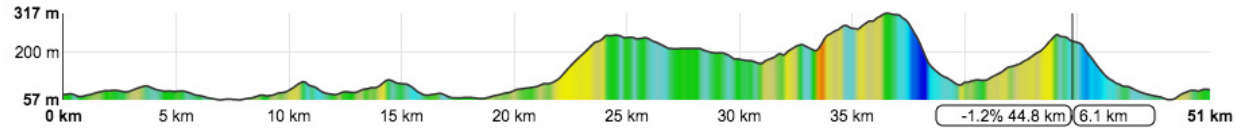


Course Split

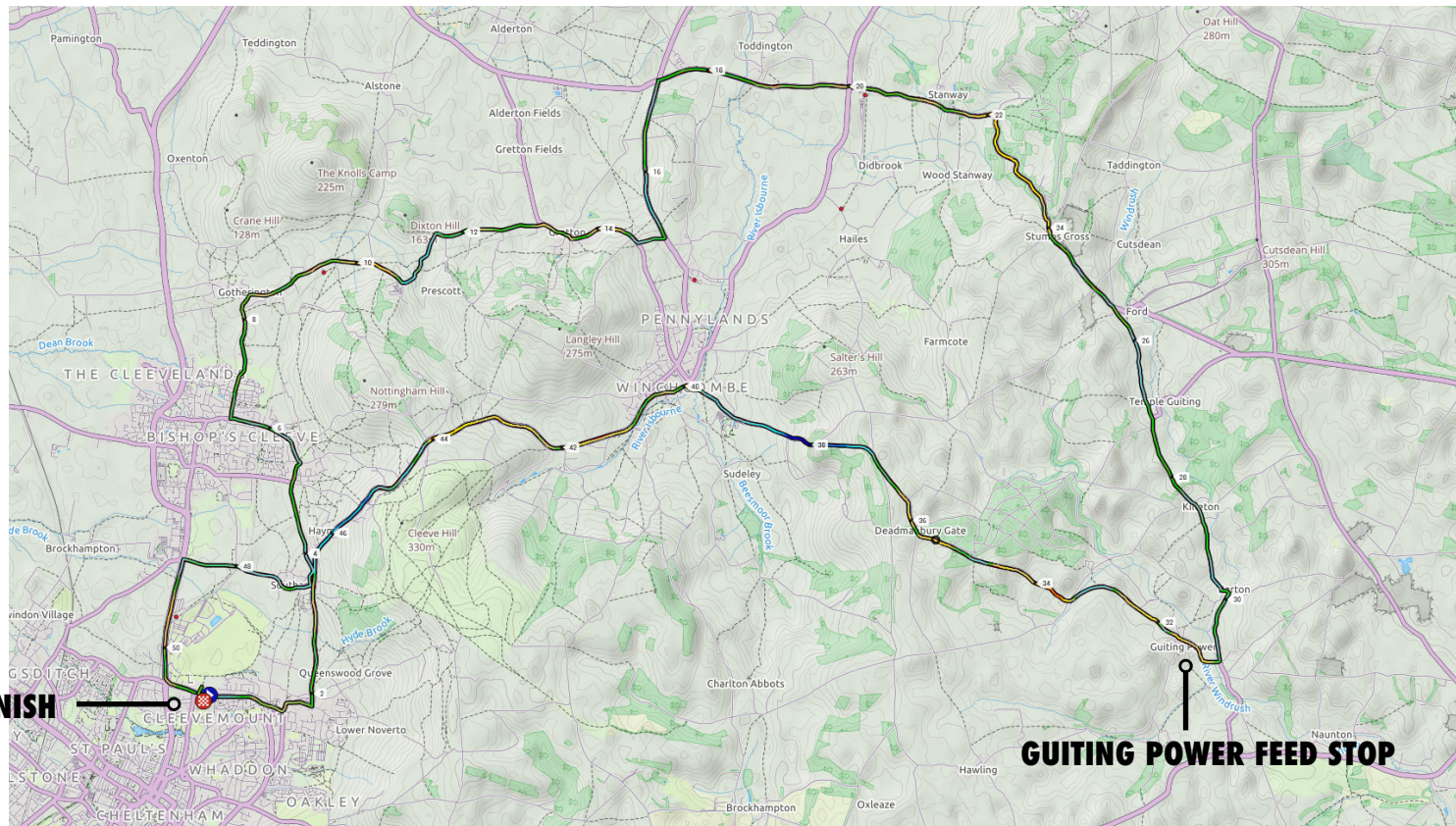
# 50KM ROUTE ENTHUSIAST



**50KM**  
**697M ELEV.**



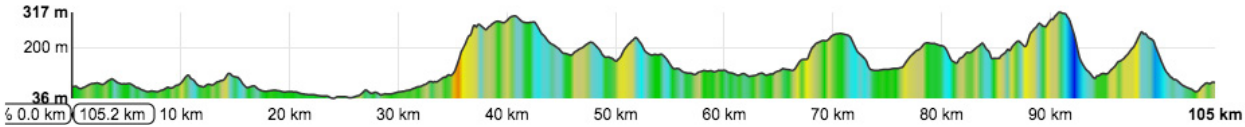
[CLICK HERE TO VIEW](#)





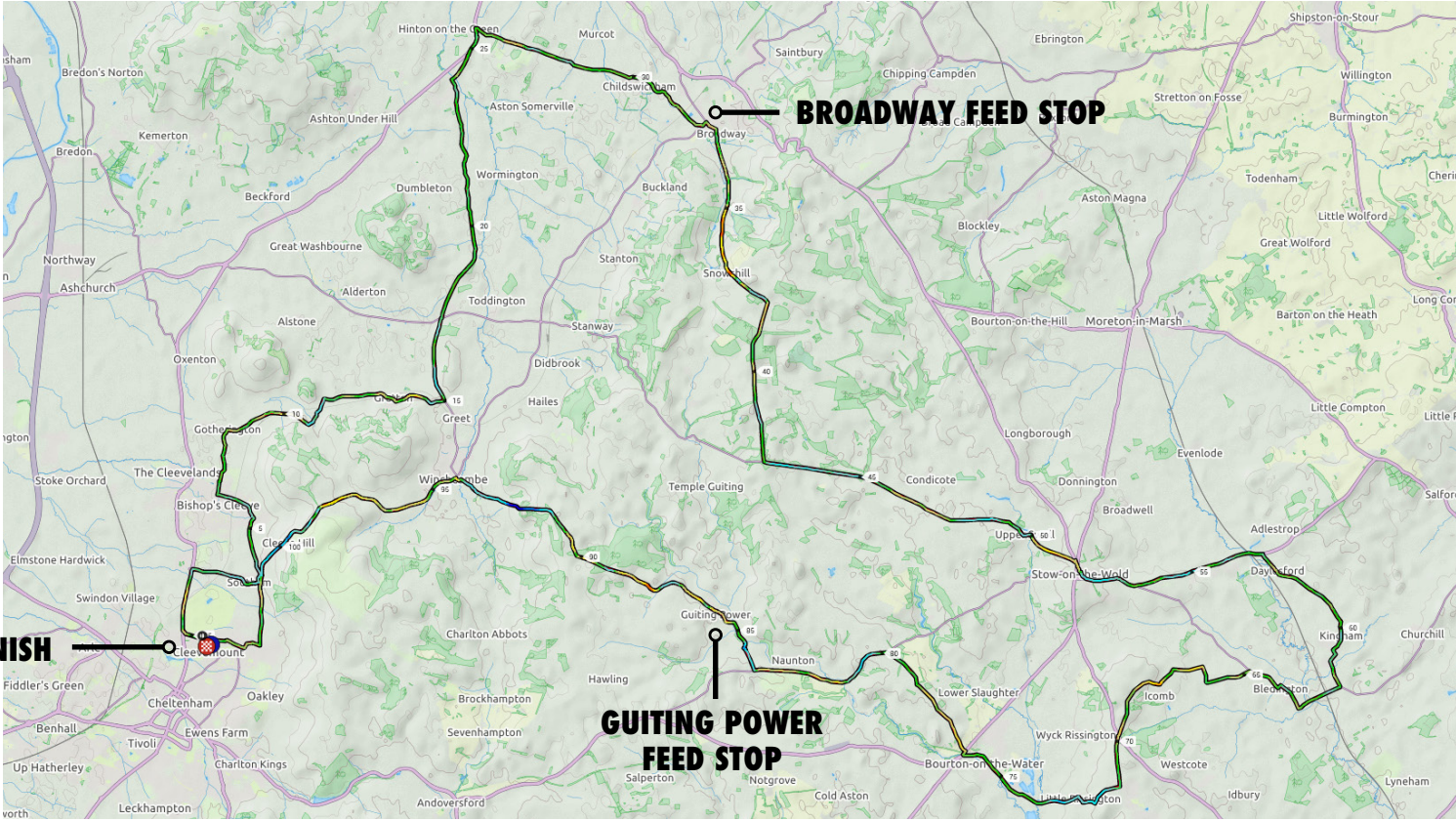
# 100KM ROUTE PURIST

**100KM**  
**1388M ELEV.**



[CLICK HERE TO VIEW](#)

**START/FINISH**



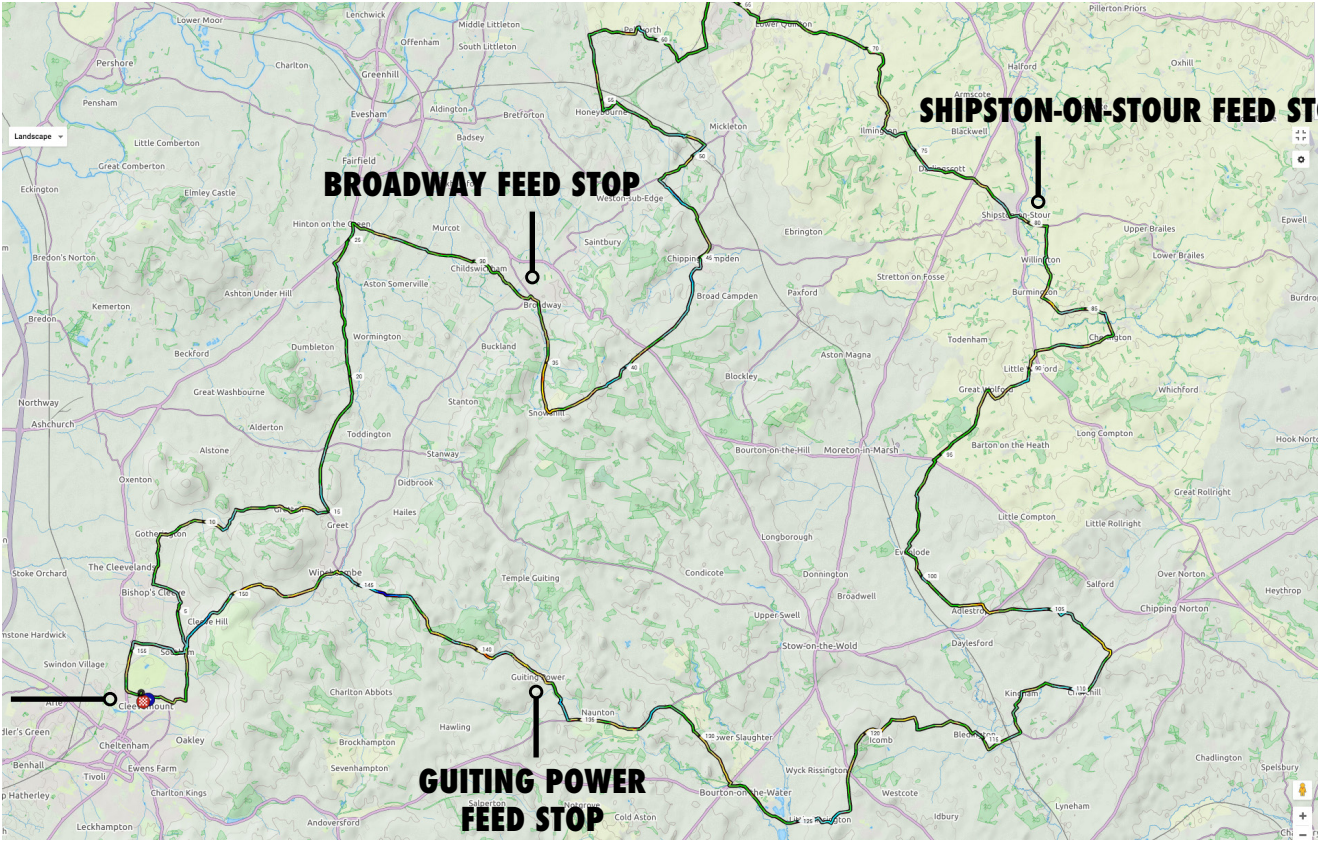


# 150KM ROUTE EXTREMIST

**150KM**  
**1845M ELEV.**



[CLICK HERE TO VIEW](#)





# NUTRITION

## SCIENCE IN SPORT HYDRATION AND ENERGY PRODUCTS AT ALL FEED STOPS PLUS SNACKS, FRUIT, WATER



### BEFORE

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#### What is Carb Loading?

Carb loading is the process of maximising your glycogen stores in preparation for a long endurance event, usually something longer than 90 minutes in duration. You can only store so much carbohydrate in the body, so it makes sense to maximise those stores to delay fatigue and optimise your performance.

During your event, your body can comfortably process 60g of carbohydrate per hour. This only equates to 240kcal, which won't meet the amount of calories you'll burn, which is likely to be at least 400kcal per hour. Therefore you'll need to be drawing on your muscle glycogen stores to keep you running or riding.

Carb loading is more than indulging in a large bowl of pasta the night before. It needs to be something you focus on for the 48 hours prior to your event starting. It also isn't eating as much as possible for the two days before your event which will only weigh you down and leave you feeling heavy and bloated.

#### Carb-loading research:

The technique was originally developed in the late 1960's and typically involved a 3-4 day 'depletion phase' involving 3-4 days of hard training plus a

low carbohydrate diet followed by an increase in carbs in the final couple of days. The initial phase was very unpleasant and not always proven to help performance as it was damaging psychologically.

More modern research, led mainly by John Hawley et al (1997), has found that two days of carb loading with a tapered training program, particularly in the last 1-4 days beforehand, is sufficient to boost muscle glycogen levels.

#### Does carb loading improve performance?

Muscle glycogen levels are normally in the range of 100-120 mmol/kg wet weight. Carbohydrate loading enables muscle glycogen levels to be increased to around 150-200 mmol/kg wet weight. It's estimated that this additional amount of muscle glycogen can improve your endurance performance by 2-3%.

#### What does a high carbohydrate diet look like?

The following diet is a meal plan for a 70kg athlete aiming to carbohydrate load:

Breakfast:  
3 cups of low-fibre breakfast cereal with milk,  
1 medium banana  
and 250ml orange juice

Snack:  
1 x toasted muffin with honey  
and 500ml sports drink

Lunch:  
2 sandwiches (4 slices of bread) with filling as  
desired and 200g tub of low-fat fruit yoghurt

Snack:  
Banana smoothie made with low-fat milk, banana  
and honey cereal bar

Dinner:  
1 cup of pasta sauce with 2 cups of cooked pasta, 3  
slices of garlic bread and 2 glasses of cordial  
Late Snack:  
Toasted bagel with jam and 500ml sports drink

This sample plan provides - 3500kcal, 600g  
carbohydrate, 125g protein and 60g fat.

The fat content should be kept low to keep gut residue low and ease the transit of food through. Low fibre is also desirable so that you can happily start your race without concerns about needing the toilet later into the day.

If the food volume seems like a lot, you can use energy drinks to top up your carbohydrate intake without having a lot of food bulk. SiS GO Energy provides 47g of carbohydrate per 500ml (50g) serving. This is the equivalent to the amount of carbohydrate in three slices of bread. SiS GO Bars are another option for a carbohydrate snack which can be used as part of a carb loading regime. A 65g SiS GO Bar has 44g of carbohydrate in.

#### Other considerations:

Carbohydrate loading will most likely cause body mass to increase by approximately 2kg. For every extra gram of glycogen stored you will also store 2 grams of water. This can be a concern for many riders, but the potential negatives of setting off slightly heavier are far outweighed by the potential performance benefits.

# NUTRITION

## SCIENCE IN SPORT HYDRATION AND ENERGY PRODUCTS AT ALL FEED STOPS PLUS SNACKS, FRUIT, WATER



### DURING

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There's something special about the magic "100". It's a distance that sounds far enough in a car, never mind a bike! It's certainly a number that will impress and intimidate your non-cycling friends, as you answer the inevitable "on a bike..?" questions.

But there's no need to be intimidated, with some thorough preparation you can plan and take steps to successfully complete your 100+ mile ride as comfortably as possible.

Planning and practicing your nutrition in the lead up to the event will make sure you are as well prepared as possible, and that your body is used to taking fuel and fluid on-board as you ride. This won't make up for not training though, so make sure you've done around 80% of the distance on similar terrain two or three times before the main event.

#### Two days before:

Focusing on your diet as you taper for your event will help you to maximise your energy stores. By carbohydrate loading before the event you should be able to store enough glycogen to last for around 90 minutes of moderate to high intensity exercise.

For the 48 hours before your event you should base all of your meals around carbohydrates and have carbohydrate snacks throughout the day. For more

information on carbohydrate loading and example meal plans please see our Carb Loading Article.

During this time also try and keep on top of your hydration levels. Ideally your urine should always be straw coloured. You will retain fluid better if it is taken with electrolytes, so SiS GO Hydro is useful to have during the day.

#### In the morning:

On the morning of the event, give yourself enough time to have a good carbohydrate breakfast two hours before the start. If you have an early start with some travel time to your event you may have to take portable solutions to have in your car, such as cereal bars, bananas, SiS GO Energy drink or SiS GO Energy bars. Try and have at least two or three carbohydrate items for your breakfast to make sure your glycogen levels are well topped up following your overnight fast.

#### During the ride:

You will have a need for fuel and fluid during your ride. You can absorb around 60g of carbohydrate per hour to prevent complete depletion of your glycogen stores, i.e. "hitting the wall or bonking". GO Isotonic gels are ideal to use for this, they deliver 22g of carbohydrate per sachet.

SiS GO Energy bars are another option for convenient fuelling during your ride. They contain 26g of carbohydrate each with 5g of protein.

Hydration is also key. SiS GO Electrolyte can contribute to both fluid, hydration and electrolyte delivery. You should aim for between 500-1000ml

of fluid per hour, depending on the heat and humidity.

#### Examples per hour may include;

1 x 500ml (40g) SiS GO Electrolyte (36g of carb plus electrolytes) + 1 x SiS GO Isotonic gel (22g of carb) = 58g of carbohydrate

#### Or

1 x 500ml (40g) x SiS GO Electrolyte (36g of carb plus electrolytes) + 1 x SiS GO Mini bar (45g) (25g of carb) = 61g of carbohydrate

If the weather is hot or you are riding at altitude on the continent you will require more fluid, up to around 1000ml per hour. Try and plan your eating around the profile of your ride. You don't want to eat right at the bottom of a climb as you will need your blood supply for oxygen carrying and too much food in your stomach will divert blood flow away from the working muscles and can give you stomach cramps.

Feed stops are often filled with tempting things to eat, but be aware that these are not ideal ride food. Too much cake, biscuits, pastries, crisps or fatty-filled sandwiches will sit heavy in your stomach, take some time to digest and make your following 10-15 miles after the stop quite uncomfortable.

# NUTRITION

## SCIENCE IN SPORT HYDRATION AND ENERGY PRODUCTS AT ALL FEED STOPS PLUS SNACKS, FRUIT, WATER



### AFTER

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The whole focus of recovery is to replace the key nutrients your body loses as you exercise, and provide the building blocks needed for your body to make the adaptations you want from training so that you can perform better in the future, whether that be strength, speed, endurance or power gains.

This means taking on board carbohydrates, proteins, electrolytes and water.

Carbohydrate is needed to restore your muscle glycogen levels. Your muscle glycogen is used as an energy source during training or racing and your ability to train or race on following days will be limited if you don't replace it completely.

Prolonged endurance training (90 minutes plus) also causes a slight drop in your immune system for 24-36 hours afterwards. Your immune system needs carbohydrate to function properly so it is very important to have an adequate intake of carbohydrate if you are to avoid catching coughs and colds.

Protein delivers amino acids which are the building blocks for lean muscle mass. Exercise increases the natural turn over of protein in the body, and the mechanical stress of exercise causes varying levels of muscle damage. The sooner protein is fed post-exercise, the sooner the muscles can recover, rebuild and adapt to become stronger, tolerate load better or increase power output.

Electrolytes and water are lost in sweat during exercise as your body strives to keep your core temperature around 37 degrees. These need to be replaced as you rehydrate post-exercise, and delivering both together optimizes the retention of water in the body. It's all about timing.

Your metabolism is raised for around 30 minutes after exercise. The sooner you replace the nutrients you've lost the faster you will recover and the better prepared for performance you will be.

Liquid formats such as recovery shakes allow you to take on these nutrients as quickly as possible. Solid food will always take longer to digest and be absorbed in the small intestine. The water and electrolytes also contribute towards rehydration.

However, if you have several days until your next training session, time is less important and you can afford to use solid food options instead. SiS REGO Rapid Recovery is a full spectrum recovery product, providing rapidly digestible protein from soy protein isolate, high glycaemic carbohydrate from maltodextrin, and electrolytes mixed with water. Avoid mixing with milk as although milk is a good source of protein is also contains casein, a slowly digested protein, slowing the absorption rate, which is not ideal for recovery immediately post-exercise. It's convenient to take anywhere, from your gym bag after a cross-training session to the beach post sea swim!

Milk is a good source of protein containing casein, a slowly digested protein for a steady supply of amino acids. This should be avoided within your 30-minute optimum recovery window but is best taken during the day or before bed so your muscles can continue to rebuild during the night.

# SAFETY NOTICE



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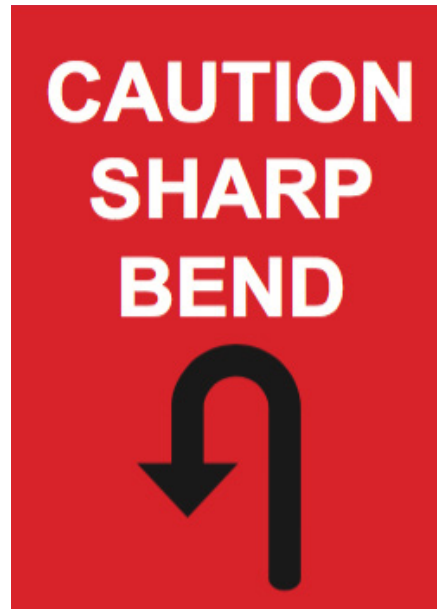
We want you to have an enjoyable and safe ride, therefore we need to bring your attention to the following advice:

The Rise Above Sportive takes in some of the most scenic and challenging roads in the UK.

Many of these roads are narrow and steep and it is essential that you take care when riding. Please avoid riding two abreast when the road conditions do not allow for it safely.

Please be aware that the route goes through rural parts of The Cotswolds and there may be farm debris on some sections of road.

Please heed the various CAUTION notices that we have placed around the route - they give notice of particularly steep descents, sharp bends and narrow roads and are there for your safety.



# GUIDELINES



## RIDING STANDARDS AND BEHAVIOUR

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In entering the Rise Above Sportive the participant agrees to obey the Highway Code. The participants also understand and accept the following; that cyclo-sportives are non-competitive events and should in no way be ridden in a competitive manner. Do not discard rubbish on the route, use litter bins or leave your litter with us at the feed stations.

Please be aware of your fellow cyclists, riding in single file as appropriate and no more than two abreast at other times. Marshals and safety motorbike outriders should be obeyed at all times. Please remember that they are there for your safety, but they are not there to stop traffic. Do not listen to headphones or use mobile phones whilst riding. That the management of hazards, terrain and judgement of traffic whilst riding rest entirely with the participant.

Anti-social, inconsiderate, abusive or other unreasonable conduct on the road or at the event HQ may result in the participant being withdrawn from the event.

## HELMETS ARE MANDATORY

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All efforts are made by the organisers to ensure the participant receives the support as sold with the event entry. However, all participants should ensure they ride in a self-sufficient manner, eg take their own food, money and means of navigation and means of communication, to cover unforeseen circumstances that may leave them without the aforementioned support.

## JUNIOR RIDERS

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Junior riders are deemed to be any rider under the age of 16 years on the day of the event. No parental responsibility attaches to the organisers at any time.

Any junior who enters agrees to ride in the company of a parent, guardian or other responsible adult at all times during the event. All riders under the age of 16 will need to provide a completed British Cycling parental consent form. Anyone under the age of 13 cannot take part in the ride even under supervision.

## MEDICAL AND PHYSICAL FITNESS

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The participant confirms by entering the event that he/she is medically fit to do so and that no obligation transfers to the organisers to ensure that this is the case. The participant also accepts that adequate preparation and training are required to complete such endurance events. All route maps for the events can be found at [riseabovesportive.com](https://riseabovesportive.com) and should be used by participants to assess their own suitability and training requirements for the event. We recommend that at least one training ride of similar duration and difficulty is completed without problems leading up to the event itself.

# FOOD & DRINK



## THERE WILL BE THREE FEED STATIONS IN TOTAL

All three feed stations will have '500m to go' signs to give you plenty of notice in the run in and will also be identifiable by large Feed station signs with a water bottle logo on, however we advise you check on the map to identify your relevant feed stations are

All feed stations will be well stocked with products from SIS and other tasty snacks. But we cannot emphasise strongly enough that all riders should bring all the essentials with them; water, energy bars and gels. Please think of other riders and do not take more food than you really need. Toilets are available at all feed stations.

**LITTER Please make sure that you use the bins provided to dispose of your litter.**

### Feed 1 - 100km and 150km routes

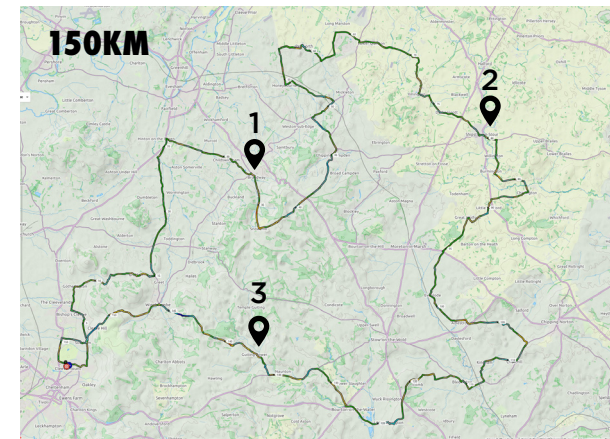
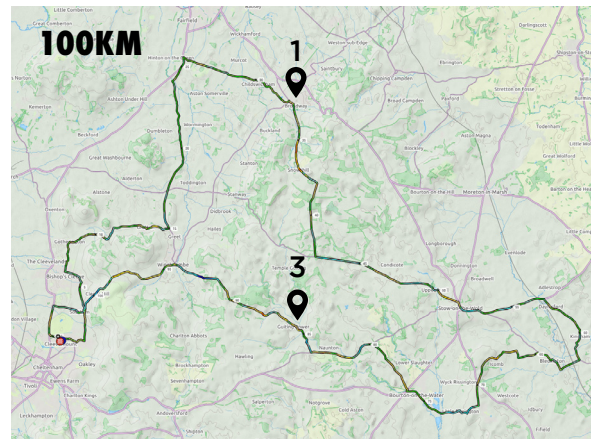
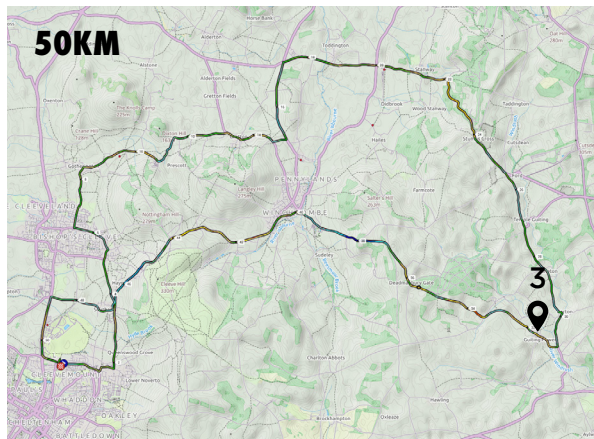
Broadway Milestone Ground Car Park,  
Childswickham Road, Broadway. WR12 7HA

### Feed 2 - 150km route

Shipston-on-Stour Leisure Centre, Darlingscote  
Rd, Shipston-on-Stour CV36 4DY

### Feed 3 - 50km, 100km and 150km routes

Guiting Power Village Hall, Church Lane,  
Guiting Power, Cheltenham GL54 5TX



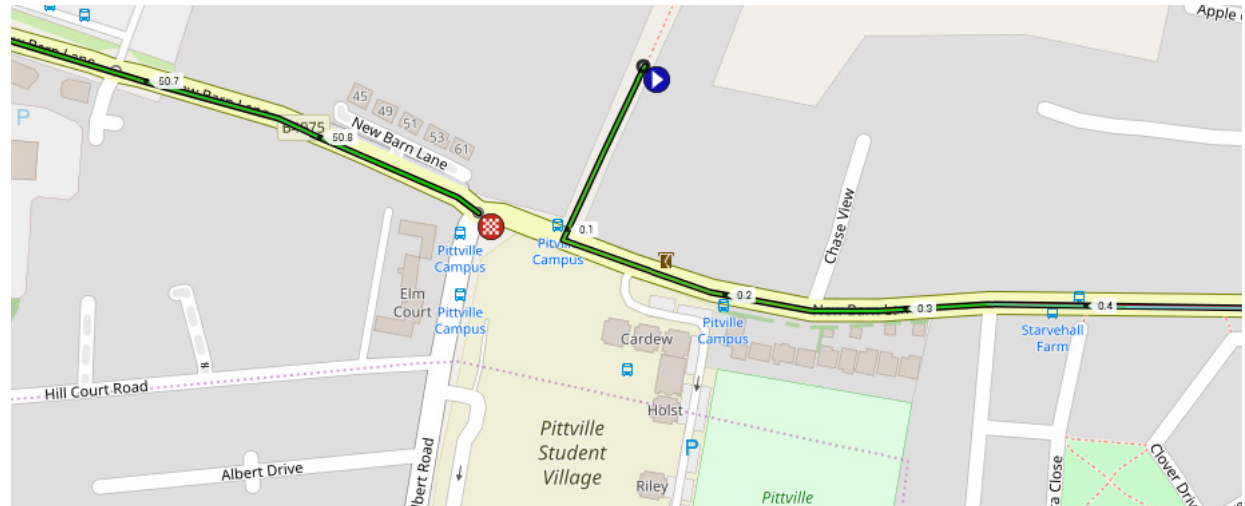
# FINISHING



## FINISHING PROCEDURE

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As you cross the finish line your time will be recorded. Continue through the finish area to enter the post event village to collect your medal, enjoy some complimentary food, get a drink, soak up the fantastic atmosphere and enjoy the music.



## PHOTOS

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Sportive Photo will be out along the route and at the start/finish taking official event photos.

Find your photos on [sportivephoto.com](http://sportivephoto.com)

## WITHDRAWALS AND REFUNDS

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The Rise Above will take place whatever the weather. We will only reschedule, re-route or stop the event for reasons of safety.

Entry fees are non-refundable, however in exceptional circumstances Places will be deferred for next year at the discretion of the organisers.

## RESULTS AND TIMINGS

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Once the event has finished, all results will be uploaded to HS Sports online results website:

[www.chiptiming.co.uk](http://www.chiptiming.co.uk)

You will also be able to find your results on [RiseAboveSportive.com](http://RiseAboveSportive.com) from Monday 6th August.

# TERMS & CONDITIONS



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The Terms and Conditions detailed below apply to all entrants participating in The Rise Above cyclo sportives promoted by Sweetspot Group Limited, a company that is registered in England and Wales. By entering this event the participant acknowledges acceptance of these Terms and Conditions.

## **1. Participation in the event**

1.1 Each participant acknowledges that participation in this event is physically strenuous. It is acknowledged that each participant should be physically capable of completing this event, agreeing to be responsible for his or her actions. Sweetspot Group, its employees, sponsors, medical support and associated companies are not responsible for any injury or illness that the participant may suffer as a result of their participation in this event. If in any doubt the participant should consult their doctor.

1.2 It is the responsibility of the participant to ensure that the Organisers are informed in writing of any medical conditions that could be relevant to their treatment in the event of an emergency.

1.3 The event is NOT a race it is a personal challenge

and each participant will be individually timed for their own merit.

1.4 Each participant conforms that the bike being ridden is in a roadworthy condition.

1.5 The wearing of an approved cycle helmet is compulsory. Any participant not wearing a helmet will NOT be covered by event insurance. Any participant without a helmet will be refused permission to start.

1.6 The event registration form must be completed by a person aged 18 years or over. You must be 14 years or over on the day of the ride to participate. Under 18's must have the consent of a parent or guardian and must be accompanied by a nominated adult at all times whilst on the ride.

1.7 Extreme weather conditions are unlikely to affect this event taking place. All participants should exercise their own judgement regarding their ability to cope with the elements on the day of the event.

1.8 Entries are not transferable.

1.9 Participants must obey the Highway Code at all

time. Please be courteous to other road users at all times.

1.10 Participants should remain on the marked route, should you choose to leave the route you will no longer be considered as being part of the Rise Above Sportive

1.11 Your number must be clearly displayed on the front of your bike for the duration of the Friends Life Tour Ride.

1.12 Participants should not listen to headphones or use mobile phones whilst cycling on the public highway.

1.13 Participants should maintain awareness of road conditions and potential hazards at all times, and ride accordingly.

1.14 In the event of a participant being involved in, or causing an accident, each participant agrees that the organisers will not be liable for any costs incurred from the support actions of any emergency service attending the accident, regardless of parties involved. The participant shall accept all costs and consequences of such actions.



# TERMS & CONDITIONS



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1.15 The organisers reserve the right to alter the sportive routes. Participants will be notified of any changes prior to the start.

1.16 Participants agree to return to the finish or call the event hotline (number on reverse of rider numbers) before the close of the event and report to a member of the finish team. Failure to do so could result in a search being organised. Costs incurred for this action will be the responsibility of the participant.

1.17 Whilst full risk assessments and traffic management plans will be carried out prior to the event taking place, participants assume full and complete responsibility for any injury or accident which may occur whilst travelling to or from the event, or whilst on any premises related to this event.

## **2. Use of Personal Data**

2.1 Each participant consents to the usage of their appearance (whether photographed, filmed or recorded) as a means to advertise or exploit the event by the Sweetspot group. Any film, photographs, or any other recording of moving or still images shall remain the property of the Sweetspot Group.

2.2 The Sweetspot Group will hold a registration database for all participants. All information will be collected, stored and processed in accordance with the Data Protection Act 1998. The Sweetspot Group may share participant's details with their affiliated organisations. All affiliated organisations are clearly identified on the official website [www.thetour.co.uk](http://www.thetour.co.uk). Each participant has the right to opt-out of this information sharing at any time.

## **3. Timing and Results**

3.1 The Rise Above Sportive will endeavour to provide each participant with a timed result but should not be held responsible for any timing anomalies or any technical malfunctions.

## **4. Cancellations and refunds**

4.1 The entry fee of £45.00 is non-refundable under any circumstances.

4.2 Entry fees are only valid for the original event for which they were purchased. Places or fees cannot be transferred to any other event.

4.3 The event will take place whatever the weather. We will only re-schedule, re-route or stop the event for reasons of safety. Entry fees are non-refundable, however in exceptional circumstances, refunds will be at the discretion of the management.

# CONTACT DETAILS



## CONTACT DETAILS

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For general enquiries please contact;

**Mark Leyland**

SweetSpot Group Ltd  
Unit 1  
Horizon Business Village  
1 Brooklands Road  
Weybridge, Surrey

01932831485

And on the weekend of the  
sportive please contact:

**Event Control**

07340 831695

Please save this number in case you need to  
contact our event control during your ride.

**RISE ABOVE**  
SPORTIVE

**GOOD LUCK!**

**SIS**  
SCIENCE IN SPORT

**brother**  
at your side

**cycle**  
**republic**

 **HELP for**  
**HEROES**  
*Support For Our Wounded*

**RIGHT**  
**TOPLAY**