



## BOURNVILLE CLASSIC – Sunday 07 July 2019



### Rider Information Pack



Thank you for entering the 2019 Bournville Classic.

This rider pack includes information about the route, maps, profiles, safety information and start times.

Riders will pick up their numbers from the registration area on the morning of the event, which will be open from 0800 onwards. Riders will set off in waves between 0830 and 0835.

## 1. ESSENTIAL INFORMATION

**Start date:** Sunday 07 July 2019. **Registration from 0800. Start 0830-0835.**

**Event Type:** Cycle Sportive (non-competitive).

**Venue:** Cadbury World, Linden Road, Bournville, Birmingham B30 1JR.

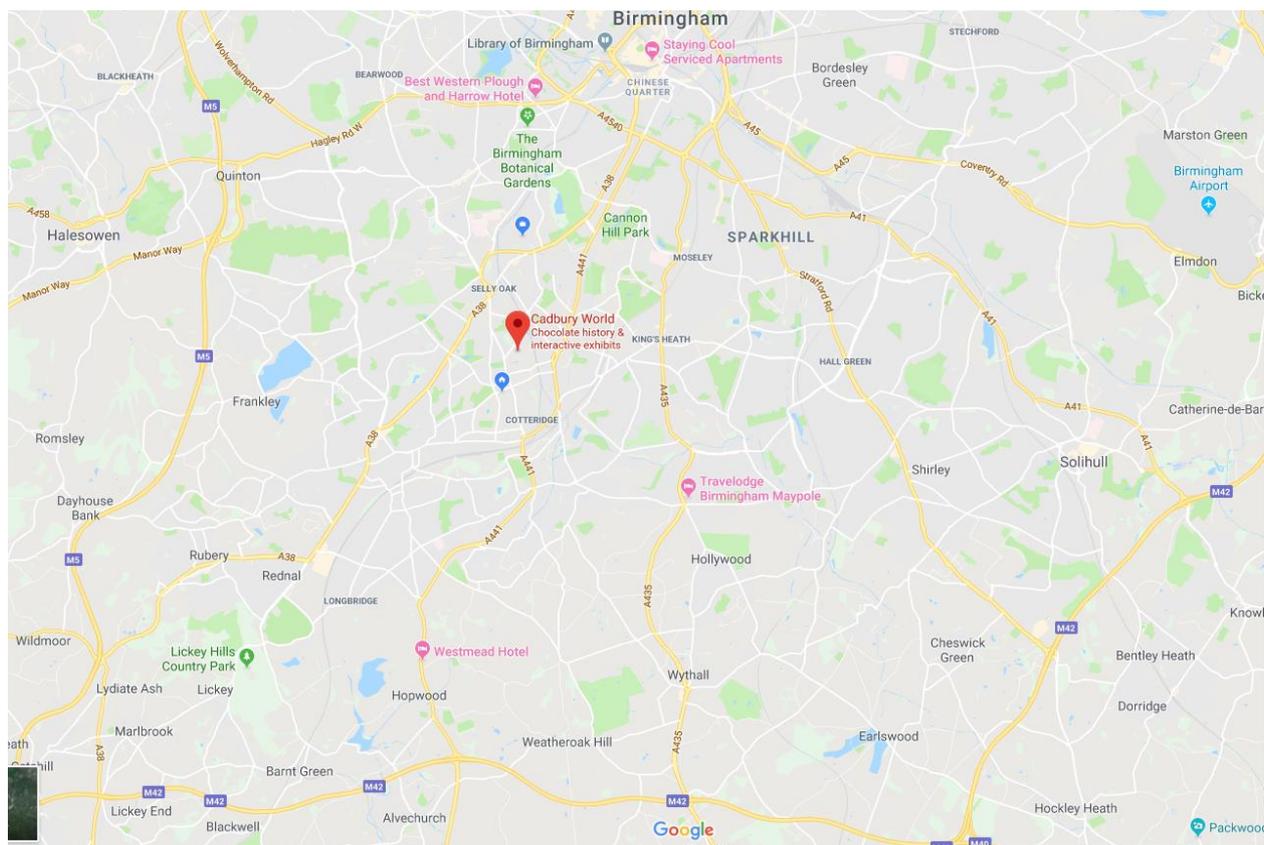
**Event Website:** <http://cycleclassics.co.uk/bournville-classic/>

**Emergency Mobile Number:** 07708 648106 (Medical & Mechanical - also printed on reverse of rider numbers).

### Getting There

By car the easiest approach from the north is via the M42 and A441. Exit the M42 at junction 2 – Hopwood Services and take the A441 north following the brown signs to Cadbury World. Bear left onto A4040 after 5 miles. Cadbury World is 1 mile further on the right off the A4040.

By train, the start and finish HQ is located adjacent to Bournville Railway Station, which can be reached in about 12 minutes from Birmingham New Street.



**Parking & Event HQ:** There is free parking at Cadbury World, which serves as the event start and finish and HQ. Please follow the signs that will direct you to the large carpark *behind* the Cadbury World buildings.



**Hotels:** There is no shortage of accommodation in the area, with numerous price levels.

Please note that you do NOT need to print out event tickets. The current forecast is dry, sunny intervals, 17C.

Good luck and see you at the event on Sunday.

Bournville Classic Event Organising Team

Email: [info@cycleclassics.co.uk](mailto:info@cycleclassics.co.uk)

## 2. ROUTE INFORMATION

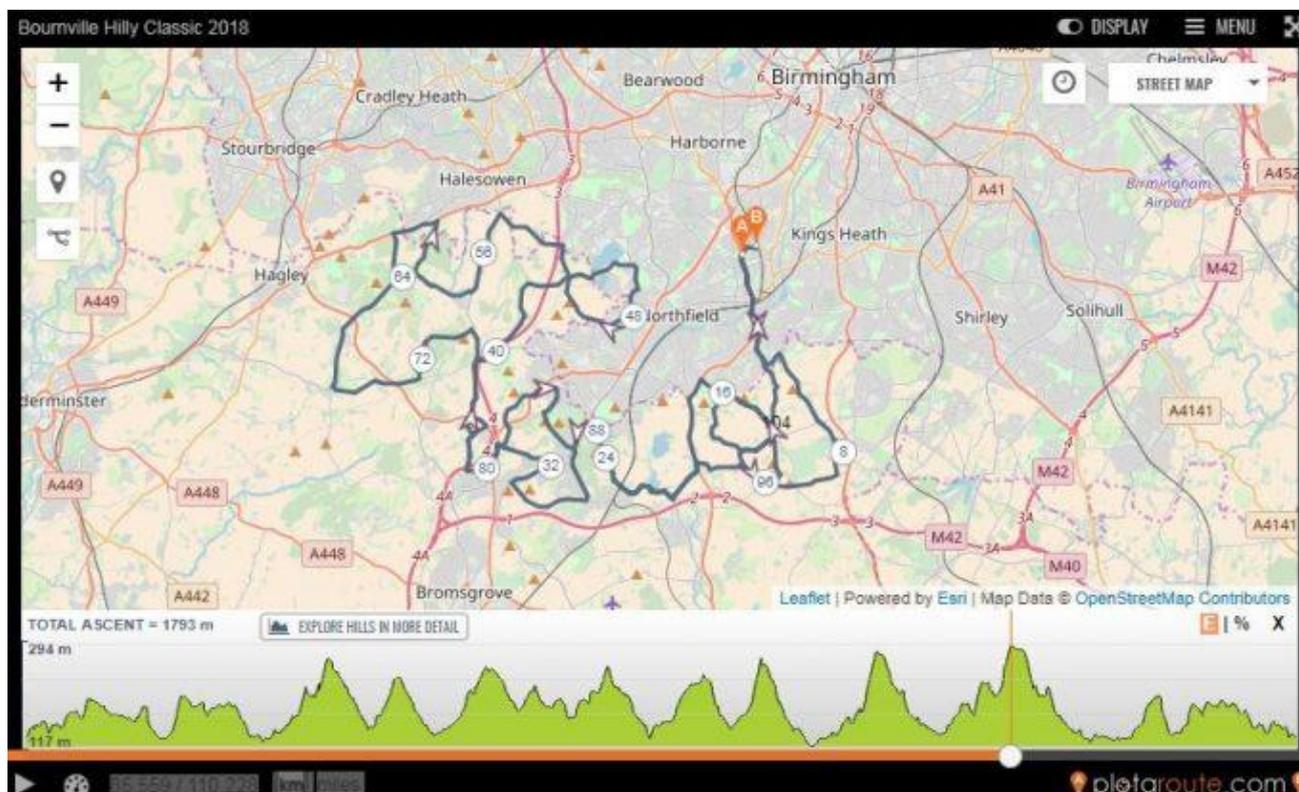
The Bournville Classic is a tough, very hilly 110km (68-mile) sportive inspired by the oldest race in the world – Liege-Bastogne-Liege.

Full route details, with maps, profiles and GPX files can be found on the event website at <http://cycleclassics.co.uk/bournville-classic/>

These climbs are typically 1-2 km in length, with gradients up to 17%, criss-crossing the Lickey, Clent, West and Waseley Hills to the southwest of Birmingham, building to a climax with the Hagley Wood - Winwood Heath - Beacon Hill triad, all of which are over 15%. The extremity of the event is clearly visible in the dramatic sawtooth profile above, with steep climbs every 5km, constituting an athletic challenge of the highest order.

Of equal importance to the climbs in defining the character of the Bournville Classic are the ten long, broad, sweeping descents (typically around -4%). These descents have been carefully chosen so that they can be pedalled down hard in top gear, without spinning out and without needing to brake. This generates an intense feeling of speed, easily surpassing that of passively freewheeling down steeper slopes that require periodic braking.

The Bournville Classic is 68 miles long with 6000 ft (1800m) of climbing, mostly on quiet country roads, yet all within ten miles of Birmingham. It starts and finishes at the 19th-Century Cadbury chocolate factory in the workers' model village of Bournville, Birmingham. Chocolate will feature at the feed stations.



Interactive Route Profile - Click to View

## CLIMBS AND DESCENTS

CLIMBS					DESCENTS				
			Length	Gradient				Length	
1	5 km	Gay Hill	0.5 km	12% max	1	6 km	Middle Lane	4.0 km	
2	12 km	Forhill	1.4 km	14% max	2	18 km	Hopwood	1.4 km	
3	23 km	Barnt Green	0.7 km	11% max	3	26 km	Twatling Road	1.8 km	
4	25 km	Rose Hill	0.6 km	13% max	4	28 km	Brookhouse Road	1.8 km	
5	30 km	Birmingham Old Road	2.3 km	10% max	5	40 km	Newtown Lane	2.3 km	
6	37 km	Money Lane	1.1 km	11% max	6	44 km	Frankley	1.0 km	
7	39 km	Chapman's Hill Farm	0.8 km	8% max	7	50 km	Frankley Services	1.7 km	
8	43 km	Frankley Green	1.4 km	6% max	8	52 km	Illey	2.0 km	
9	49 km	Egg Hill	1.0 km	10% max	9	74 km	Money Lane	2.8 km	
10	54 km	Romsley	4.6 km	10% max	10	87 km	Rose Hill	1.3 km	
11	63 km	Hagley Wood Lane	1.1 km	17% max	11	89 km	Barnt Green	3.6 km	
12	72 km	Winwood Heath Road	1.3 km	15% max					
13	82 km	Redhill	0.8 km	13% max					
14	84 km	Beacon Hill	1.2 km	16% max					
15	97 km	Icknield Street	1.5 km	12% max					
16	100 km	Wast Hills Lane	1.0 km	9% max					

## HIGHLIGHTS

### Climbs

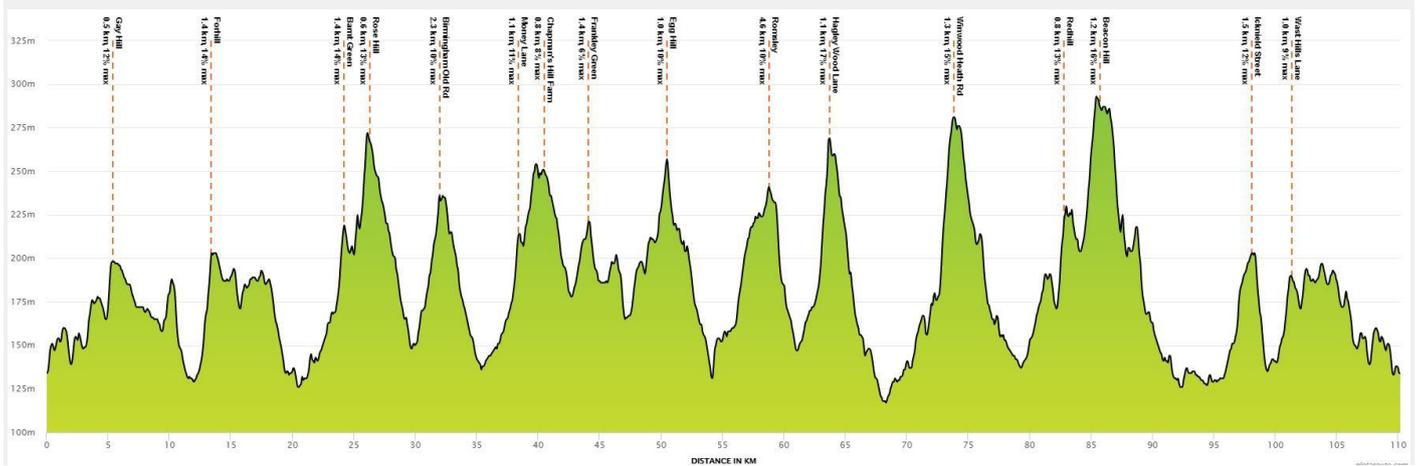
Early highlights are the 14% climb of Forhill after only 12 km, and the steep, straight ramp up Rose Hill. Egg Hill, at roughly the halfway point, is topped by the landmark 'Frankley Beeches', an artificial copse planted by Richard Cadbury, which provides panoramic views over the whole of Birmingham and the surrounding countryside. In the second half of the event, the difficulty of the climbs increases, culminating the challenging trio of Hagley Wood Lane, Winwood Heath Rd and Beacon Hill (the highest point in the Birmingham area). These three climbs, which follow one another in quick succession, are highlighted in pink above.

[GPX file](#)



The first major ascent, after 12km: Forhill. 2.3km long, 14% max. gradient

Route Profile – click to enlarge





Over the crest of Beacon Hill - the highest point in the surrounding area. Features an alpine-style hairpin with crash barriers!



Towards the summit of Winwood Heath Rd. Perhaps the most difficult climb in the whole event, with ramps approaching 20%. Previously used in Regional Hill Climb competitions.

## Descents

The most exciting descents are the Twatling Rd - Brookhouse Rd pair, Newtown Lane, and the Frankley Services-Illey combination. These descents are between 2 and 4km long, at roughly -4%, and speeds approaching 40mph can be generated for long periods, without spinning out. These sections are arguably the highlight of the entire ride.

## Feed Station

The main Feed Station is located at National Trust Cafe in the Clent Hills, at the summit of Hagley Wood Lane - otherwise known as the 'Nimmings Wood' Cafe. The cafe does excellent doorstep bacon & egg and sausage sandwiches. Cadbury chocolate will also be provided to all entrants. There are two additional banana and water stops at roughly 30km and 80km, located at the Wildmoor Oak pub and restaurant.

## Start and Finish

All of the roads used on the route are relatively traffic-free. The number of kilometres spent on A-roads is kept to a minimum. A mobile mechanic and a medical support vehicle will be circulating around the course for the duration of the event. The two banana/water stops and the feed station (located at 30, 60 and 80km) have toilets. There will be bananas and chewy bars at the water stops. Mechanical services for minor repairs and punctures will be provided at the start. There will also be a mobile mechanic in addition to the broom wagon. Riders are expected to be self-sufficient, however, and it is recommended, given the very rough nature of one or two of the roads, to carry **\*\*at least two\*\*** extra inner tubes and a small pump or gas bottles.

You can sign up for the Bournville Classic via the event webpage at <http://cycleclassics.co.uk/bournville-classic/> right up until the event on Sunday 07 June 2018.

A GPX file is available on the event website.

Although the route is very well signposted, we urge all riders to both familiarize themselves with the course, and download the GPX file if you have a Garmin-like device, in order to reduce the probability of going off-course.

We will only cancel/reschedule the event if the weather is very poor indeed, such that the course becomes dangerous. At present, the forecast is very good.

### 3. WHAT TO BRING AND CHOICE OF EQUIPMENT

- ID in case of an incident.
- Food and energy drink (although there will be food available at the start, and at the feed station en route at 60km, and at the water/banana stops at 30 and 80km).
- Money/credit card.
- Mobile phone (emergency contact number is printed on your ride number sticker).
- Basic tool, ideally with a chain-splitter.
- Pump, tyre levers, puncture repair kit and *at least two* spare inner tubes.
- Helmet (mandatory).
- GPX device or mobile phone with maps.

### 4. MEDICAL SUPPORT

There will be two mobile medical vehicles circulating around the course for the duration of the event. In case of an incident on the route, for minor issues call the main medical mobile number 07964 274963, and help will be arranged. For more serious incidents, call 999 immediately. It is essential that all riders carry a (charged) mobile phone during the ride for this eventuality, with the above two mobile numbers pre-entered. Please note that mobile reception can be patchy in some areas, depending on the network, particularly in secluded valleys.

## 5. MECHANICAL SUPPORT

Riders must largely be self-sufficient in the case of minor mechanical incidents during the ride, such as punctures, and should carry **at least two** spare inner tubes, a puncture repair kit, tyre levers and a working pump, together with a simple multi-tool, ideally including a chain-splitter. Spare tubes and track pumps will be available at both feed stations. For more serious mechanical failures, there will be a broom wagon/mobile mechanic that will be able to provide assistance. If a serious mechanical incident occurs, call (or preferably text – to prevent the line becoming engaged) the mechanical assistance number 07708 648106, and await the mobile mechanic. Immediate response is not guaranteed. We will, however, assist you to the best of our ability.

## 6. HQ FACILITIES

There is parking at the HQ (as outlined above) and additional public parking in Bournville. There are toilets at the venue. There will be a mechanic at the start for last minute bike-checks and pre-ride repairs.

## 7. PRE-RIDE

**Registration:** Open from 0800.

On signing on you will receive your number, which you should affix either to your bars using two cable ties (provided). There is no need to do anything other than sign your name on the sign-on sheet at the registration and then make your way to the start area close to the main house.

Coffee will be available to purchase before the ride. The independent coffee shop 'Kafenion' is opening early from 0800. It is located adjacent to the Cadbury site, about 200m from the start area. Please bring cash with you to buy coffee.

## 8. START

Riders should begin assembling behind Start area at around 0825. You may start any time from 0830 until 0840. There should be minimal queueing at the sign-on and at the Start; the aim is that you can just turn up and ride. Riders will be set off in groups at two-minute intervals, as per our safety guidelines.

**Rider Briefing:** A safety briefing will be given to riders immediately before the start, reminding them of the main safety issues discussed in this pack. This should last less than two minutes and will take place in the two minutes between the departures of successive waves of riders.

## 9. DURING THE RIDE

### Signage

The signs are A3 and A4-sized and have fluorescent yellow backgrounds with black arrows or 'CAUTION' warnings, etc. the sixteen climbs have white signs with their length and maximum gradient displayed. All signs bear the LAPIERRE logo. Ignore signs of different colours or those without the LAPIERRE logo.



## Hazards

There are five principal types of hazard on this route:

- a) Crossing A roads, and turning right across traffic onto or off A roads.
- b) Leaves on the road.
- c) Mud on the roads
- d) Narrow roads with blind bends.
- e) Steep descents.

The main areas where caution is required are below, in riding order.

- A. There is a thin veneer of mud on part of the Winwood Heath climb at about 65km, due to some logging which is currently going on there. This will make what is perhaps the most difficult climb of the event even more challenging!
- B. Some of the roads may have a covering of autumn leaves. Please be careful, particularly on descents.
- C. The descent of Uffmoor Lane at roughly 60km is steep, with some damage to the road surface in places.
- D. The descent of St Kenelm's Pass at roughly 65km is steep, with two bends.

Please note that this event is very tough and might surprise even very fit riders. It is much harder, than say the Ride London 100, which is mostly flat.

An excellent way to tackle the Bournville Classic is to ride with a small group of people who are of a similar ability to you; a group of four to five is perfect. Riding with people you know provides an enjoyable social experience, and many riders and clubs enter as groups. One strategy is to take the steep hills at your own pace and regroup at the top of

each climb. This enables the group to maintain a brisk pace on the flatter roads, and then for everyone to really challenge themselves on the big hills, without feeling that they are going to get dropped by the other riders, or that they are holding anyone back.

## 10. POST-RIDE

After crossing the finish line and passing the 'FINISH' banner, you should ensure that you do not impede the riders who are finishing behind you. If you do not finish the course and do not wish to return to the finish area, please let the organiser know by text message on 07708 648106 so that we do not have to send out a search party to look for you!

Please note that we do not give out 'goodie bags' at the end of the ride. Instead we offer all riders who successfully complete the whole course half-price entry to next year's event *plus* a free entry to any of our other 2019 events – see [cycleclassics.co.uk](http://cycleclassics.co.uk) for details. Contact us at [info@cycleclassics.co.uk](mailto:info@cycleclassics.co.uk) to book your place.

## 11. DOS AND DON'TS

### Do:

- Follow the Highway Code and be safe. This ride is non-competitive – therefore NOT officially a race. Please ensure you act accordingly when participating. Feel free to ride hard when it is safe to do so, but if vehicles, horses or runners/walkers are present please be extra careful and considerate to them. It is essential that riders behave themselves in such circumstances. Our ability to run this event safely depends on riders being sensible and courteous to those with whom we share the roads and bridleways.
- Wear a helmet.
- Carry a phone.
- Make sure you are aware in advance of the areas of the course which have been highlighted above as requiring special caution and SLOW DOWN. Come to a complete stop if necessary.

### Don't:

- Cross the dashed white lines in the middle of the road. This, regrettably, happens all too often – in sportives as well as races. There is plenty of opportunity to ride hard and fast without subjecting oneself and others to unnecessary risks.
- Ride in large groups more than two-abreast.
- Impede traffic flow.
- Behave in a manner that may offend others.
- Drop litter.

## 12. SPONSORS/EVENT PARTNERS

The Wilier White Roads Classic is promoted by [Cycle Classics](#), who organize the [Tour of the Black Country](#), a Paris-Roubaix-inspired sportive featuring 19 unpaved/cobbled sectors and a velodrome finish, and the Tour-of-Flanders-themed [Cheshire Cobbled Classic](#), which includes several cobbled climbs, including the infamous 45% max. 'Corskrew'.

Please support the sponsors and event partners who facilitate this event:

Title Sponsors: [Wilier](#)

Tyres and Wheels: Vittoria <https://www.facebook.com/VittoriaUK>

Coffee: Kafenion

