



THE
milk
RACE

WITH The
Dairy Council

PUBLIC RIDES INFO PACK

OLD MARKET SQUARE, NOTTINGHAM - SUNDAY 25TH MAY 2014

WWW.THEMILKRACE.COM

WELCOME TO THE MILK RACE 2014



FROM SANDY WILKIE

Dear Riders,

Thank you for signing up to take part in The Milk Race 2014 on Sunday 25 May.

Last year, thousands came to witness the return of one of Britain's most iconic cycling events, and I'm delighted that Nottingham will once again be the host city this May.

Last year the elite field was packed with World and Olympic champions with Felix English and Dani King crowned Elite Men's and Elite Women's champions.

On behalf of the Dairy Council, we are all looking forward to more exciting racing on Sunday 25 May. See you then.

With best wishes,

Sandy Wilkie
Chairman, The Dairy Council



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Use the official event hashtag:
[#themilkrace](https://twitter.com/hashtag/themilkrace)

ON THE DAY

SCHEDULE OF THE DAY

09.00	The Milk Race Village Opens
09.00	Registration open for the Public Rides
09.30	Corporate Ride Begins
10.15	Public Ride 1: Advanced Ride starts
11.00	Public Ride 2: Community Ride starts
11.00-12.00	Elite Women Registration - Milk Race Tram
12.25-12.45	Elite Women Sign On - Presentation Podium
11.45	Public Ride 3: Family Ride starts
12.45	Elite Women's Warm Up
13.15	The Milk Race, Elite Women - STARTS
13.45-14.45	Elite Men Registration - Milk Race Tram
14.30	Presentations - Elite Women's Race
15.10-15.30	Elite Men Sign On - Presentation Podium
15.30	Elite Men's Warm Up
16.00	The Milk Race - Elite Men's Race - STARTS
17.30	Presentations - Elite Men's Race

LOCATION AND CAR PARKING

The event starts and finishes in the Old Market Square in Nottingham City Centre. A map can be found on page 6.

City Centre car parks will be open, with Lace Market Car Park and Broadmarsh being the closest.

Please note that normal parking fees will apply. Also note that due to the event the tram service will be affected.

ALL PARTICIPANTS ARE **HIGHLY RECOMMENDED** TO WEAR A PROPERLY FITTING CYCLE HELMET. YOU MAY NOT BE ALLOWED TO RIDE IF YOU AREN'T WEARING ONE.

ON ARRIVAL

Please report to Registration which will be positioned near to the Brian Clough statue at the bottom of King Street, just up from the Council House. The Registration tent will be clearly marked.

Our team will be there to get you ready for your ride. Please bring a copy of your confirmation email with you, either as a print out or on your mobile phone, as this will speed up the process.

REFRESHMENTS

Visit the various dairy related stands around the event village when you finish your ride and see the refreshments that are on offer.

All of the cafes, bars and restaurants in Nottingham are open as normal, so there's loads of places to cater for whatever it is that you fancy.

FINISH

When you finish you will be directed into the event village.

To claim your goody bag you will need to visit the Information Point in the Market Square.

Your rider number is your ticket and this will need to be marked before your bag is handed to you.

YOUR RIDE

Whether you've chosen to ride the Advanced, Community or Family ride the format is the same.

You will have 20 minutes to complete as many laps of the 1.2km circuit as you wish to or are able to.

The rides all take place on a closed circuit which is barriered all the way around, so you don't have to worry about traffic.

CYCLE STORAGE

There are lots of safe places for you to leave your bikes after your ride if you want to enjoy everything else that is going on in the Milk Race village.

We have secure bike parking available at the Old Market Square.

You will be given a rider number that will need to be affixed to the front of your outermost layer of clothing on the top half of your body.

You'll then be directed to the start point ready for your ride. Please make sure you arrive at least 30 minutes before your ride.

TOILETS

The nearest public toilets are situated just off the Old Market Square on Greyhound Street. You need to go up the side street directly opposite the Tourist Information Centre on Smithy Row.

The toilets are on your right hand side.

You are then free to enjoy all of the great activities on offer in the event village throughout the day, including the bike powered disco, Anti-Gravity stunt display and much, much more.

And don't miss out on watching World and Olympic Champions race around the same course. The Elite Women's race starts at 1.15pm and the Elite Men's race at 4pm.

All participants should note that these are rides not races and as such you need to be aware of the other participants out on the course with you.

Everyone will be riding at their own pace and within their own capabilities.

So please take care and help everyone to enjoy their day.

You can also lock bikes on the Cycle Racks located around Nottingham City Centre and there is also cycle storage space in all of the City Centre car parks.

Please ensure that you bring a suitable bike lock with you for extra security.

IMPORTANT SAFETY INFORMATION

Should you have any problems please report to the nearest marshal on the route.

Please remember that this IS NOT A RACE so please ride appropriately, taking into consideration the other participants out on the circuit with you. The circuit is set out over city centre streets and as such there will be hazards that would appear as standard on a normal road such as tram tracks and storm drains. While the organisers have identified this and will have taken appropriate measures, we ask you to remain vigilant as an added precaution.

EQUIPMENT & CLOTHING

RECOMMENDED

- ▶ Helmet
- ▶ Reflective bib
- ▶ Puncture repair kit
- ▶ Mobile phone
- ▶ Layered clothing: dress for all-weather conditions
- ▶ Bike lock

OPTIONAL

- ▶ Sunglasses
- ▶ Sun cream
- ▶ Extra energy drinks as required
- ▶ Energy food as required (e.g. sugary sweets, bananas, malt loaf)
- ▶ Water bottle/hydration camel bag as required

RIDER'S CODE OF CONDUCT

This code has been produced to remind you, as a participant in the event, of your responsibilities. By taking part you are deemed to accept them. Any rider seen not complying with the code will be reminded of their responsibilities by the support staff and cycle stewards.

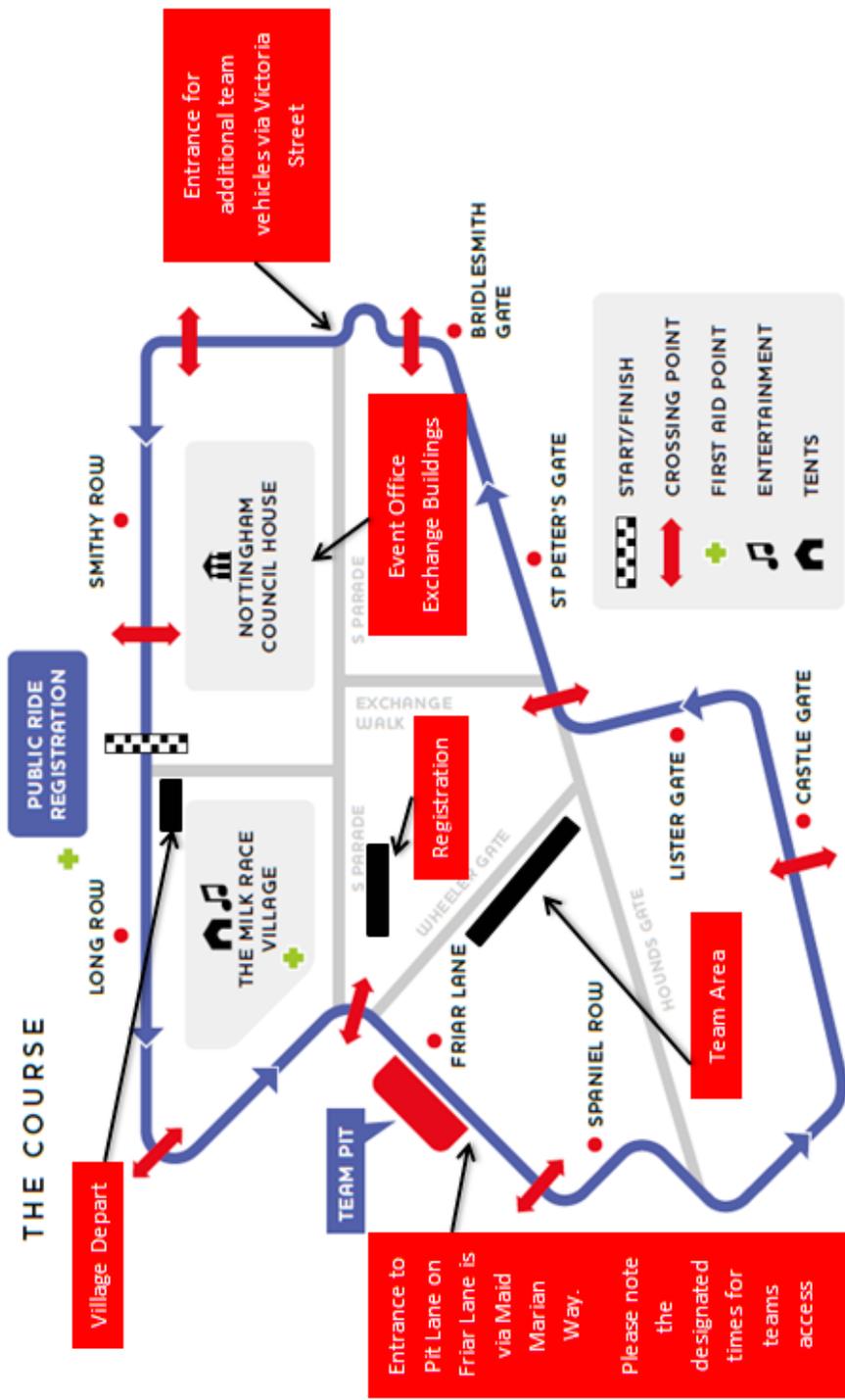
Please keep an eye on weather reports and bring appropriate waterproof clothing and/or sunblock.

RIDERS ARE ADVISED TO

- ▶ Use a bell to warn others of your presence
- ▶ Wear a bicycle helmet (Snell, CE or ANSI approved)
- ▶ Make sure that your bike is in good working order
- ▶ Don't drink any alcohol while taking part in the bike ride
- ▶ If you are worried about your health, check with your doctor prior to the event
- ▶ Wear high factor sun protection & appropriate cycling clothing - preferably brightly coloured

RIDERS MUST

- ▶ NOT RACE
- ▶ Be aware of the Riders' Code of Conduct and obey it at all times
- ▶ Be aware of others around you and not take any sudden actions without warning
- ▶ Obey all instructions given by event officials
- ▶ Notify a marshal if you spot an accident
- ▶ Act responsibly at all times



Due to the closed circuit nature of the course, crossing points will be in operation and open at designated times between races. Details of times will be listed at the crossing points, as shown on the map above.

HISTORY OF THE MILK RACE

Between 1958 and 1993, The Milk Race was the most prestigious cycling event in the British calendar, and the (now disbanded) Milk Marketing Board's sponsorship remains the longest association that the sport has ever had.

The multistage race was conducted over a number of day races – across a number of locations – and was contested by some of the most successful ever road cyclists.

Previous winners include Shane Sutton – a current part of British Cycling's coaching set-up – and Malcolm Elliott, the team manager of the Velosure-Giordana RT professional team. You can see a full list of previous winners of The Milk Race [here](#).

In 2013, the Elite Women's Race was won by Dani King while the Elite Men's Race was won by Felix English.

Anyone who attended The Milk Race of old will particularly remember the atmosphere that came with it – an enthralling, pulsating spectacle that people would travel from miles around to be part of.

It is this level of sporting heritage that will ensure that The Milk Race, will once again be a special occasion.

