



RIDE OF CHAMPIONS

SUNDAY 15TH JUNE 2025

RIDERS PACK



HAMPSHIRE AND
ISLE OF WIGHT
AIR AMBULANCE

Registered Charity Number: 1106234

CONTENTS

Page 3	Event and Route
Page 4	Essential Information
Page 5	Pre-ride
Page 6	Kit, Tracking, Do's and Don'ts
Page 7	Ride Smart
Page 8	The Ride and Our Partners
Page 9	Post-ride Tips
Page 10	Sponsors



THE ROUTE

3

ESSENTIAL INFORMATION

Getting to the start at Sparsholt College

Sparsholt College

Westley Lane

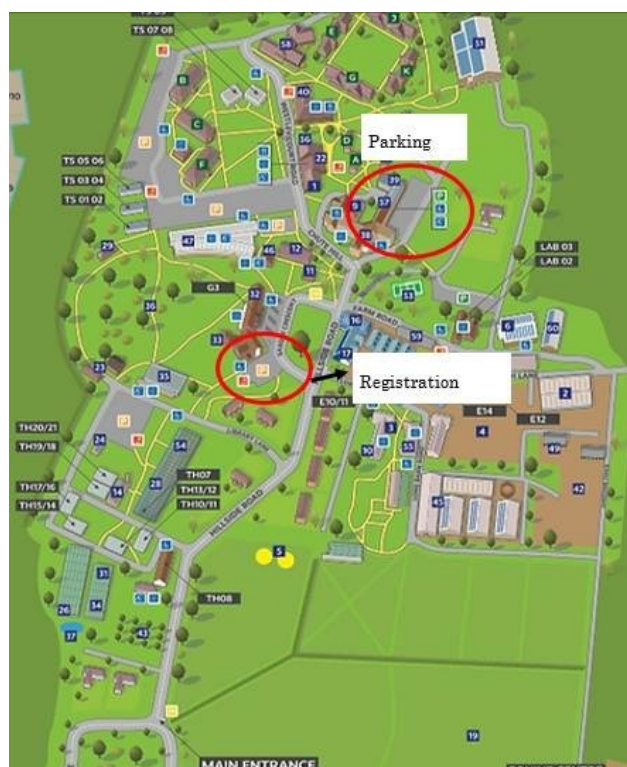
Sparsholt Hampshire

SO21 2NF (do not use postcode in sat nav, see below information)

what3words: [///flick.ecologist.polka](https://www.what3words.com/#!/en/0/0/0/flick/ecologist/polka)

Caution when using satnav devices...

Some satnavs may suggest using very narrow lanes around Sparsholt Village when directing you to Sparsholt Conferences & Events at the Hampshire Rural Business Centre. We strongly recommend avoiding these routes and using Stockbridge Road (B3049) to access Westley Lane. Please note – when using Google Maps or similar to locate the college, please search '**Sparsholt College**' and do not just use the postcode on its own.



Parking

Sparsholt College has confirmed that you can park in the staff parking area. This will be clearly signed on the day. Once onsite, follow the signs to Reception and Staff Parking or follow the what3words: [///bystander.coins.speeches](https://www.what3words.com/#!/en/0/0/0/bystander/coins/speeches)

The college has staff who live onsite, so we kindly ask everyone to keep noise to a minimum during the early morning arrival. Thank you for your understanding – we really appreciate it.

Registration

Registration is a very short walk from the car park and this is where you will register on arrival and collect your tracker for the ride. See page 5 for registration information.

Dogs

Sorry, no dogs allowed on campus with the exception of recognised assistance dogs.

PRE-RIDE

Registration

Time: Opens 06:30 - 07:30

Location: Saxon Crescent at Sparsholt College—marshals will be on hand to direct you from the car park.

When you arrive, swing by check-in with your name and we'll get you all set up. You'll be given a tracker - just pop it in your pocket or attach it to your bike (we'll have cable ties handy if you need them).

You'll also get your event number to fix onto your bike. On the back, there's a spot to jot down any medical information. Need a quick pit stop or a caffeine boost? Toilets are onsite and we'll have hot drinks ready to keep you warm and energised.

Rider briefing

A rider briefing will be given out before setting off. This will include any updates that have not been included in this pack. The first rider briefing will be at 06:45 and will be repeated until 08:00.

Timing

You will set off in waves between 07:00 - 08:00

Emergency contact details

Event control: 07966 013 546

Phone numbers for mechanics and first aiders will be given to you on the day - please keep this on your person for the duration of the ride.

We have Velo Care as the event mechanics on the mainland, and Beespoke Bicycle Cre as the event mechanic on the Isle of Wight.



KIT

- Helmet (no helmet, no ride)
- Basic tools
- Inner tubes
- Pump
- Drink bottle - all of our events are plastic free, we ask that you bring your own drinks bottle
- First aid kit (recommended)
- Mobile phone for emergencies
- Lights and high visibility clothing (on days where fog or rain is forecast or where light is likely to be reduced)

TRACKING

- GPS tracker from Geotricks
- Your tracker will be specific to you with your name
- The tracker is so we can track where you are on the ride
- Your family will also be able to track you online during the ride [Hampshire and Isle of Wight Air Ambulance Ride of Champions 2025 - geotricks.co.uk](#)
- If you lose your tracker we will ask you to pay £50 to cover the charge.
- The event is not a race so it is not timed and there is no leaderboard

DO'S AND DON'TS

Look out for others! For the final part of the cycle you will be riding through the beautiful New Forest with roaming ponies, cattle, donkeys and horse riders. To ensure everyone's safety, please read the [Code of conduct for horse riders and cyclists](#).

Prepare! Get ready to ride! British Cycling offer excellent tips and advice on its website to help you prepare ahead of time and on the day of your ride. Check it out [here](#).

Remember to eat and drink! [Click here](#) for information.

RIDE SMART

Rider Briefing

The event is non competitive, it is NOT a race. It is run under standard highway conditions therefore ALL riders must abide by the rules of the road at all times.

Safety

- You are riding on open roads, be alert to the vehicles you share the road with and always follow the Highway Code.
- Do not take any unnecessary risks - your actions could have serious consequences.

Marshals...

- ...are in place to ensure riders stay on course or to highlight hazardous course features.
- ...do not have the power to stop and hold traffic.

Actions

- You are responsible for your own actions.
- Do not assume it is safe to cross a junction or continue when you see a marshal, always check it is safe to continue yourself.
- Always ride on the correct side of the road. Ride no more than two abreast and single out on narrow roads or sections where visibility is limited.
- If you approach a horse and rider from behind, remember to SLOW down, shout out and give plenty of space when passing.

Responsibility

- Ride responsibly; look after yourself and the people around you.
- Respect the environment and ALL other road users.
- Do not litter - take your rubbish with you or discard of it at feed stations.

Think...

- ...about your position on the road.
- ...about other road users.
- ...about other people (riders, spectators, local residents etc).

- **We all have a part to play; rider behaviour is crucial in protecting the future of cycling events on the public highway.**

THE RIDE

Route map

Download the GPX file [here](#)

Ride tracking [here](#)

Feed stations

Red Funnel car ferry terminal, Southampton

///leap.gallons.rope

Wightlink long stay car park, Yarmouth

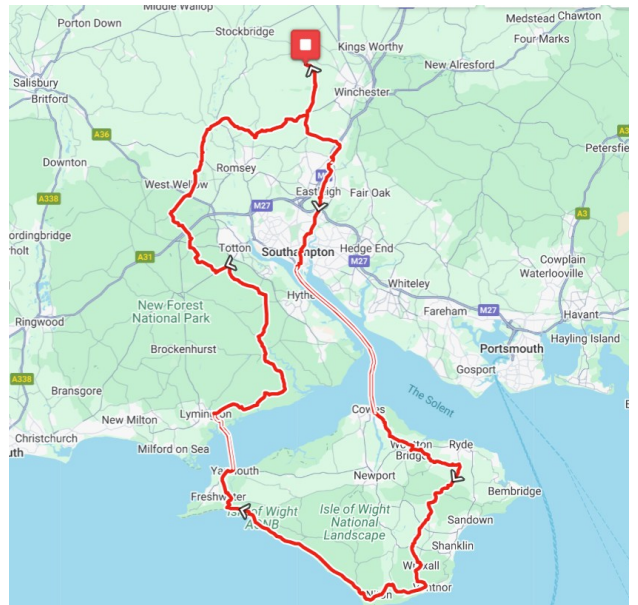
///remarks.loss.inhabited

Bartley Village Hall

///range.index.tailwind

You'll find a selection of protein bars, isotonic drinks, fresh fruit, and plenty of water at each feed station to keep you fuelled and feeling strong.

For our feed stop at Bartley Village Hall, we kindly ask you to please hop off and walk your bike while on the hall's lawn to help keep it looking lovely!



Toilets on the route—public and at designated feed stops

Red Funnel Terminal Southampton

Wootton Brannon Way PO33 4NW

Ventnor Park PO38 1LB

Niton Church Street PO38 2DA

Brighstone Car Park PO30 4BJ

Freshwater Gate Lane

Freshwater Moa Gate PO40 9DS

Wightlink Ferry Terminal

Palace Lane, Beaulieu SO42 7UX

Bartley Village Hall feed stop

Kimbridge Farm SO51 OLE (closes at 5pm)

Finish line

The finish is back at Sparsholt College where we will cheer you across the line and receive your bespoke event medal!

RIDE PARTNERS

Along the route, we have some incredible supporters—and several stops are offering exclusive discounts to help fuel your ride! We expect more to sign up, and can update you via email.

- **Kimbridge Barn**- Kimbridge Lane, Kimbridge, SO51 OLE - 10% off any item from the coffee cart (*please note they close at 5pm*)
- **Artisan Cafe**- 15 York Avenue, East Cowes, PO32 6PH - 15% discount
- **Terry Takeaway**- Ryde, Isle of Wight, PO33 4LU - 5% discount

POST-RIDE TIPS

1. Keep Moving (a little!)

Don't stop cold - take a short walk or spin slowly for a few minutes to let your heart rate come down gradually.

2. Stretch It Out

Focus on your legs, hips, and lower back. A gentle stretch can help reduce soreness and improve recovery.

3. Rehydrate & Refuel

You've burned a ton of calories and likely lost fluids, so drink water or an electrolyte drink, and aim for a mix of carbs and protein within 30–60 minutes of finishing (E.G. a sandwich, smoothie, or recovery shake).

4. Change into Dry Clothes

Get out of your cycling gear to avoid chills or skin irritation. Trust us, fresh clothes feel amazing.

5. Celebrate!

You just crushed 100 miles! Grab a bite, share stories with fellow riders, and snap a photo with your medal or bike - you earned it.

6. Rest & Recovery

Take it easy for the rest of the day. A warm bath or shower can help, and sleep is your best recovery tool.

7. Listen to Your Body

Mild soreness is normal, but if anything feels off (like joint pain or extreme fatigue), don't ignore it. Give yourself a day or two before jumping back on the bike.

Thanks to our partners:



Terrys Takeaway

SPONSORS

We're thrilled to introduce our two incredible Fuel Stop sponsors for the event! Their generous support is helping make this experience truly unforgettable.



Parker Bullen LLP is a local law firm with offices across the South, including Andover, Romsey, Salisbury, Totton and Witney, with lawyers dedicated to working with our clients to offer professional, tailored advice whether that is relating to your family, business or property needs. With strong values relating to heritage, excellence, connection and versatility, supporting events across our regions is a key part of our purpose. With Hampshire and Isle of Wight Air Ambulance as our Charity of the Year, sponsoring their Ride of Champions was an easy decision for us. We are proud to be able to support such a popular event designed to bring people together, challenge their limits while raising funds for such an incredible cause.

www.parkerbullen.com



Griffon Marine, with over six decades of expertise, leads in amphibious and high-speed vessel design, construction, and support. Our core divisions—Solutions, Shipyard, and Support—focus on innovative designs, state-of-the-art shipyard construction, and 24/7 global support, ensuring performance, sustainability, and reliability in all maritime operations.

www.griffonmarine.com

