Prudential RideLondon is a new world-class annual two-day cycling festival developed by the Mayor of London and his agencies in partnership with Surrey County Council. It combines the fun and accessible element of a free family ride in central London with the excitement of watching the world’s best professional cyclists race the following day.

On Saturday 3 August in central London and Sunday 4 August in London and Surrey, major cycling events will take place on closed roads, which will affect public transport and road journeys in the immediate area.

This document will help you understand how your business could be affected and help you to plan ahead.
SATURDAY 3 AUGUST

What is happening and where?

- Prudential RideLondon FreeCycle; 50,000 cyclists exploring an eight-mile traffic-free loop in central London.
- The event will begin at 09:00 and finish at 16:00.

- Prudential RideLondon Grand Prix; showcasing junior events, hand-cycle racing and a professional women’s event on a closed-road circuit in and around St James’s Park.
- The races will begin from 17:00.
SUNDAY 4 AUGUST

What is happening and where?

- Prudential RideLondon-Surrey 100; 20,000 amateur cyclists will take on a 100-mile challenge through the closed roads of London and Surrey before finishing on The Mall.
- The Prudential RideLondon-Surrey 100 will start in groups between 06:00 and 08:00.

- Prudential RideLondon-Surrey Classic; 150 of the world’s top cyclists will battle it out to win the inaugural Prudential RideLondon-Surrey Classic. The 140-mile race will start at Queen Elizabeth Olympic Park at 12:45 then head out into Surrey before returning to the Capital to finish on The Mall between 18:00-19:00.

(See page 4 for Sunday’s traffic impact map)
PRUDENTIAL RIDE LONDON

TRAFFIC IMPACT MAP
SUNDAY 4 AUGUST 2013

Key:
- Prudential RideLondon-Surrey 100 & Classic route
- Prudential RideLondon-Surrey 100 route
- Prudential RideLondon-Surrey Classic route
- Motorway
- A-road
- Key towns, villages and locations
- Start and finish
- London/Surrey boundary

Scale:

- There will be temporary road restrictions, including road closures, in place in this area.
- The shading shows the expected area of impact of the event.
- Allow extra time if driving in this area, including to airports.
- You will not be able to cross the event route while roads are closed.
- All road closures will be clearly signposted and roads will reopen as soon as safely possible after the event.
- Main roads into central London are likely to be particularly busy on this day, so please plan your journey in advance.
- For detailed information on specific changes in your area please visit www.tfl.gov.uk/PrudentialRideLondon

Continues overleaf
CONSIDERATIONS:

Road Closures
On Saturday 3 August eight miles of roads in central London will be closed to traffic, concentrating on Westminster and the City. 50,000 cyclists are expected at the FreeCycle event, which will begin at 09:00 and finish at 16:00. The St James’ Park area will be busy due to the Grand Prix events taking place within the park from 17:00 to 19:30.

On Sunday 4 August there will be an impact on traffic in large parts of central London and Surrey. The Prudential RideLondon-Surrey 100 uses a 100 mile route across London and Surrey, with the Classic event following a similar route. There will be road closures, diversions and parking restrictions in affected areas on both days from early in the morning. You won’t be able to drive across the course of the routes. Roads will reopen once it is safe and secure to do so.

For business travel in affected areas you will need to plan your route carefully. To avoid delays, wherever possible all drivers are advised to avoid areas near the event routes in central London on Saturday 3rd August, and the event routes in east, central and southwest London, and in the affected parts of Surrey, on Sunday 4th August. Please visit www.tfl.gov.uk/

Deliveries
Road closures over the weekend mean you may need to consider how you will make or receive deliveries during the events. Speak to your customers and suppliers early and consider whether you can do any of the following:

- **Reduce** – can you order early and stockpile goods or delay deliveries until after the event?
- **Re-time** – can you move deliveries to a different day?
- **Re-route** – can the delivery route be changed to avoid the affected areas?

TfL will be running delivery and servicing workshops for businesses who make and receive deliveries over the weekend, where you can find out more about how to manage your deliveries to avoid disruption. Email freight@tfl.gov.uk for further details.

PrudentialRideLondon or www.gosurrey.info to find out more about the impact on roads and travel.

Road Closure information is available on the TfL and Prudential RideLondon websites. In addition, if you are located on or in close proximity to the event routes, in July 2013 you will receive a leaflet containing a map and local information outlining affected roads in your area.

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Staff
Your staff will need to understand that their normal route to work may be affected during the event weekend. You should consider:

- **Altered working hours** - could this help staff, customers, visitors and suppliers avoid traffic?
- **Walk or use tube and rail services** - help staff plan alternative journeys instead of using a vehicle.

Local Information:
There are a number of ways in which the event organisers are informing local communities and businesses in London and Surrey leading up to the event weekend.

- In April 2013 a leaflet was delivered to every resident and business on or in close proximity to the event routes. A second edition of the leaflet will be delivered in July 2013. The second edition will contain all of the locally relevant information to your area, including event timings, maps and road closure information.
- This summer, a series of drop in session events will take place around the route. Each London borough on the Prudential RideLondon-Surrey routes will have a drop in session and there will be six events in Surrey. These events offer an opportunity to meet a member of the RideLondon team to find out more about the event and discuss any specific requirements that you may have and assist you with planning for the event.
- There is a Prudential RideLondon Event HQ e-newsletter which provides regular event updates. If you would like to be notified when closure information is released or dates for next 2014 are announced this is the fastest way to receive notification. You can sign up to the Event HQ e-newsletter by visiting www.PrudentialRideLondon.co.uk
- A toolkit of resources is available online. This includes posters and branding which is available for businesses and communities to download. These resources can be used to notify your network about the event or changes to business practice over the event weekend.

Action list:

1. **Route** - do you know what days you may be affected and what the routes are?
2. **Staffing** - how and what time will they travel?
3. **Deliveries** - are special arrangements needed?
4. **Accessibility for customers, suppliers and contractors** - are they informed and arrangements made?
5. **Contingency planning** - what is needed to maintain normal business practice?


**FREQUENTLY ASKED QUESTIONS**

**Why will roads be closed?**
In order to safely deliver these world-class sporting events, we must secure the routes and make sure they are clear of any vehicles. This protects both participants and spectators and will involve road closures and parking restrictions in affected areas.

Before the Prudential RideLondon events, road closures are necessary to: install protective barriers, deploy traffic stewards, crowd management stewards and sport marshal volunteers along the route and to allow for some minor highway works to be carried out – all crucial for the events to take place. Due to the numbers taking part in the Prudential RideLondon-Surrey 100 and the requirements of the Prudential Ride London-Surrey Classic, full road closures are necessary for safety reasons.

After the Prudential RideLondon-Surrey Classic professional race, the removal of barriers, signage and reinstatement of any street furniture will begin.

The organisers are placing a large number of event stewards across the route to manage crowd access and control at the roadside.

**How long will roads used for the event be closed?**
The length of closure depends on the location of the road on the event route. The organisers want to minimise the disruption to local residents and therefore will be working hard to ensure the roads are only closed for as long as is absolutely necessary. The organisers will be communicating with local residents and businesses on the route to inform them of the approximate closure and re-opening times, more information is published on the website.

**Who should I contact regarding a specific road closure?**
Telephone enquires should be directed to 0343 222 1234 (London) or 0845 894 9773 (Surrey). Alternatively you can email helpdesk@ridelondon.co.uk

**I run a business that needs regular daily deliveries. Will local businesses receive any priority for deliveries to get through road closures?**
There will be no opening of road closures while the Prudential RideLondon events are in progress. This is important to ensure not only that the event is not disrupted, but also it is vital for public safety. You will be given details of when roads

Continues overleaf ➞
will close in advance of the event and you are encouraged to use this information to plan ahead and minimise any potential disruption.

You could consider working with your suppliers and customers to re-time deliveries to before or after the event. Examples of businesses that successfully changed the way they made or received deliveries during the London 2012 Games can be found at www.tfl.gov.uk/PrudentialRideLondon

You should also consider signing up to the TfL road freight bulletin, which provides regular information and advice on issues impacting on deliveries and servicing in London and Surrey. Email freight@tfl.gov.uk to register to receive the bulletins.

Is Prudential RideLondon an annual event?
Prudential RideLondon is an annual event. Future dates will be announced soon.

For more information about the events visit www.PrudentialRideLondon.co.uk
Facebook.com/ridelondon
Twitter.com/ridelondon

Further Information
www.tfl.gov.uk or www.gosurrey.info
0343 222 1234 (London) or 0845 894 9773 (Surrey)
helpdesk@ridelondon.co.uk