Prudential RideLondon is the world’s greatest festival of cycling with 95,000+ cyclists participating in events on traffic-free roads in London and Surrey.

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 30 July in central London and Sunday 31 July 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 Guide for Businesses will help you understand how your business could be affected and help you to plan ahead.
CONSIDERATIONS:
ROAD CLOSURES
On Saturday 30 July around eight miles of roads in central London will be closed to traffic, concentrating on Westminster and the City. Around 70,000 cyclists are expected at the Prudential RideLondon FreeCycle event, which will begin at 09:00 and finish at 16:00. The Westminster area will be busy due to the Prudential RideLondon Women’s Classique event taking place from 17:30 to 19:30.

On Sunday 31 July 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 Prudential RideLondon-Surrey 46 and Prudential RideLondon-Surrey Classic events 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 during the events. 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 30 July and the event routes in east, central and south west London and in the affected parts of Surrey on Sunday 31 July. Many bus routes will also be affected across both days, with some services on diversion.

Please visit www.tfl.gov.uk/ridelondon (for London) or www.prudentialridelondon.co.uk/road-closures to find out more about the impact on roads and travel. Full road closure information will be available on the TfL and Prudential RideLondon websites by summer 2016. If you are located on or in close proximity to the event routes, in July 2016 you will receive a leaflet containing a map and local information outlining affected roads in your area.

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?

STAFF
Your staff will need to understand that their normal route to work may be altered.

Visit www.prudentialridelondon.co.uk/events
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.

BUSINESS OPPORTUNITIES AND SUPPORT
There are a number of ways in which the event organisers are supporting local communities and businesses in London and Surrey leading up to the event weekend.

In spring 2016 a leaflet will be delivered to every resident and business on or near to the event routes. A second edition of the leaflet will be delivered in July 2016. The second edition will contain all of the locally relevant information to your area, including event timings, a map and road closure information.

There will be an online business directory, available at www.prudentialridelondon.co.uk/info-hub/community-info. Here, website visitors will find listings of businesses around the route with exclusive offers for customers. Businesses can make a listing free of charge, and make an exclusive offer suitable to their target audience if they wish. Listings will go online over a prescribed time period (six weeks before and after the event). The business directory aims to support businesses by incentivising customers to visit on alternative days prior to, or after, event day. To become a listed business, please email enquiries@ridelondon.co.uk

Community Access Plans are available for particularly affected communities and land-locked areas. These local plans help coordinate access and egress to towns/communities for local residents and businesses. Access plans will be available online and through community links (such as residents associations or community groups) for specific locations only. These will be available online from summer 2016 at www.prudentialridelondon.co.uk/info-hub/community-info.

There is a Prudential RideLondon Event HQ e-newsletter which provides regular event updates. If you would like to be notified when road closure information is released or dates for future years are announced this is the fastest way to stay up to date. You can sign up to the Event HQ e-newsletter by visiting www.prudentialrideLondon.co.uk/community

A number of case studies are available online, to help with planning examples in the run-up to the event weekend.

Want to participate? If your employees or colleagues would like to take part in the Prudential RideLondon-Surrey 100, why not?

not apply as a team of four in the Peloton Relay event? Find out more at www.prudentialridelondon.co.uk

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 paid event stewards and volunteer marshals along the route and to allow for some minor highway works to be carried out. These are all crucial procedures for the events to take place. Due to the numbers taking part in the Prudential RideLondon-Surrey 100 and the requirements of the Ride London-Surrey Classic, full road closures are necessary for safety reasons.

Once the riders in the mass-participation event have passed over Hampton Court Bridge, rolling road closures will be used for the Prudential RideLondon-Surrey Classic wherever possible in Surrey to reduce the impact of road closures on residents and businesses throughout the day.

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 will therefore be working hard to ensure the roads are only closed for as long as is absolutely necessary. Details, including maps, of areas affected by road closures and parking suspensions will be distributed via a leaflet in July to every household and business on the route.

These leaflets, bespoke by area, will also be available to download from www.tfl.gov.uk/ridelondon (for London) and www.prudentialridelondon.co.uk/road-closures.

Who should I contact regarding a specific road closure?
Telephone enquiries should be directed to the Prudential RideLondon helpdesk on 0345 894 9773. 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 it is also vital for public safety. You will be given details of when roads 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.

You should also consider signing up for the TFL road freight bulletin, which provides regular information and advice on issues impacting 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. ©

FURTHER INFO

VISIT
www.PrudentialRideLondon.co.uk
www.tfl.gov.uk/RideLondon

EMAIL
helpdesk@ridelondon.co.uk

CALL
0345 894 9773

SOCIAL

www.prudentialridelondon.co.uk