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PRUDENTIAL RIDE LONDON
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Prudential RideLondon Media Guide is produced by The London & Surrey Cycling Partnership LLP.
This weekend, we’ll see more than 100,000 participants on London’s streets, with cyclists notching up over three million miles in seven different events aimed at Londoners of all backgrounds.

RideLondon combines the pleasure of taking in the highlights of our incredible city with the excitement of watching the world’s most elite professional cyclists.

Eight of the top 10 teams in the current cycling world rankings in both the men’s and women’s categories, including the number one ranked women’s team in the world, Boels-Dolmans, have confirmed they will be coming to London.

We hope having the world’s top professionals taking on the world-famous zig-zag roads of Surrey’s Box Hill, synonymous with the London 2012 Olympic Games, will serve as an inspiration to the next generation of young British cyclists.

But RideLondon isn’t just about the professionals – thousands of Londoners will also be taking part, raising millions for charities across the country.

We’ll also see tens of thousands of Londoners from all backgrounds taking part in the FreeCycle – an amazing chance to bring the whole family together on traffic-free roads right in the heart of central London.

This year, we saw the biggest increase in people cycling in London since records began. But we can’t rest on our laurels. We know that in areas where we have invested in new high-quality routes, people feel safer and more confident to cycle on London’s streets.

As Mayor, I’m working to improve cycling infrastructure for the benefit of all Londoners. This is not only about enabling more people to get healthy and active as part of their everyday routine, but helping to make our streets cleaner, greener and safer.

Enjoy the Prudential RideLondon weekend and have a great time cycling in our fantastic city.

Sadiq Khan
Mayor of London

Surrey is excited to welcome back this great event for the seventh year. Not only has it helped to establish the county as one of the top UK destinations for cycling, but it continues to bring many benefits to local communities and organisations.

Last year’s riders raised an incredible £13 million for charity, and the events have helped local communities and organisations in Surrey through the grants awarded by The London Marathon Charitable Trust.

Each year the event brings local communities together, with residents lining the streets to cheer on the riders as they cycle through Surrey.

We hope that everyone will enjoy their time here and come back again to see all the amazing things Surrey has to offer in addition to the Area of Outstanding Natural Beauty that is the Surrey Hills.

Tim Oliver
Leader, Surrey County Council

PRUDENTIAL RIDE LONDON // 3
Welcome to Prudential RideLondon 2019. This is the seventh year of the world’s greatest festival of cycling. We expect more than 100,000 riders to participate in the seven events over the weekend of 3-4 August, cycling more than three million miles.

Prudential RideLondon features two UCI WorldTour races, the Prudential RideLondon Classique, the women’s pro race, and the Prudential RideLondon-Surrey Classic, the men’s pro race. The races are the richest one-day events on the global calendar, with full parity for men and women, each offering a prize pot of 100,000 Euros.

New for 2019, the Prudential RideLondon Classique will take place on a 3.4km circuit around St James’s Park in central London, while the Prudential RideLondon-Surrey Classic has a new route for 2019 with the iconic climb of Box Hill as its centrepiece and a new Start Area in Bushy Park.

In its first six years, Prudential RideLondon has raised more than £66 million for charity. The £13 million raised last year set a new European record for a one-day cycling event and we are looking to set more new fundraising records in 2019.

We hope you find everything you need to cover Prudential RideLondon in these pages. Please ask the media team if you have any questions.

The following sections provide information, as up to date as possible, about the Prudential RideLondon events, the participants – from the world’s best cyclists to celebrities and charity fundraisers – the organisers, the history of the event, The London Marathon Charitable Trust and much more.
HISTORY OF PRUDENTIAL RIDE LONDON

The origins of RideLondon can be traced back to the momentous decision by the IOC on 6 July 2005 in Singapore when London was awarded the rights to stage the 2012 Olympic and Paralympic Games. As a result of this win, London opened its roads to cycling in a way that had never been done before. In 2007, London not only hosted the Tour de France Grand Départ to great acclaim, but also closed roads to create a day-long safe cycling environment in the iconic city centre, known at the time as ‘The Mayor of London’s Freewheel’.

Over subsequent years London’s major events team, based in London & Partners (formerly Visit London), worked with industry experts, Transport for London and the many different stakeholders within the city to develop a new world-class event for cycling that could one day rival London’s most iconic sporting events such as the London Marathon and the Wimbledon Championships. The annual event would include the world’s top men and women racing as part of the international cycling calendar; challenge and inspire people from all backgrounds to get on two wheels; and be an event that the whole city could be proud of and ultimately own.

After detailed work, a joint venture from London Marathon Events Ltd and SweetSpot Group under the name of the London & Surrey Cycling Partnership was selected to make the event a reality. The event would be delivered in partnership with Surrey County Council and include a route through the Surrey Hills, which international cyclists would become familiar with at the Olympic Games road race.

In August 2012, as the Olympic Games drew to a close, the Mayor of London and the London & Surrey Cycling Partnership alongside British Cycling and 2012 double Olympic champion Laura Trott (now Kenny), formally launched RideLondon and called for fans to sign up to the inaugural Prudential RideLondon-Surrey 100, part of the Prudential RideLondon festival weekend with coverage to be broadcast live on BBC and international TV.

In its first year, more than 16,000 people started the Prudential RideLondon-Surrey 100, more than 50,000 took part in Prudential RideLondon FreeCycle and more than 1,000 volunteers helped ensure 99 per cent of participants rated the event as good or excellent.

In 2014, amid driving rain and strong winds caused by the tail end of Hurricane Bertha, more than 20,000 completed the Prudential RideLondon-Surrey 100, with 60,000 taking part in the FreeCycle on a glorious sunny day.

In 2015 the 10th Brompton World Championship Final was added, the first time the event was held in London. This unique event opened with a Le Mans-style start as 500 smartly-dressed competitors from around the world made a mad dash to unfold their bikes before setting off on the circuit around St James’s Park.

In 2016, the women’s professional race, now named the Prudential RideLondon Classique, became part of the UCI Women’s WorldTour and notably the world’s richest race in women’s cycling with 100,000 Euros total prize money (equal to the men’s race).

And also in 2016 the Prudential RideLondon-Surrey 46 was launched. This challenge was introduced specifically for newer cyclists and takes place on a 46-mile route starting at Queen Elizabeth Olympic Park and finishing on The Mall. More than 3,000 riders took part in the first year of the event.

In 2017, the Prudential RideLondon-Surrey Classic made more history as it hosted Great Britain’s first ever men’s UCI WorldTour race, putting it in the top tier of men’s road races. This means both professional races at Prudential RideLondon now have UCI WorldTour status.

In 2018 a new event was added: the Prudential RideLondon-Surrey 19, with the aim of opening up the event to even more people. The new sportive follows the last 19 miles of the 100 route starting at Sandown Park Racecourse and finishing on The Mall. It is open to riders aged 12 and above (12-15-year-olds must be accompanied by an adult) and offers a great opportunity for families to ride together.
THE ORGANISERS
The London & Surrey Cycling Partnership is a joint venture between London Marathon Events Limited, owner and operator of the Virgin Money London Marathon, and SweetSpot Group, operator of The Tour of Britain.

In just seven years Prudential RideLondon has firmly established itself as the world’s greatest festival of cycling and now features two UCI WorldTour races and in 2016 led the way in introducing equal prize money for men and women.

This year we have a new course for the Prudential RideLondon-Surrey Classic, which now features five circuits of Box Hill. We believe this will lead to even more exciting racing. We are also delighted by the success of the Prudential RideLondon-Surrey 19, which opens up the event to newer and younger riders, so more people can experience cycling on traffic-free roads.

Since 2013 we have raised more than £66 million for charity, inspired hundreds of thousands of people to get on a bike and won 11 major national awards.

We are proud to have delivered this extraordinary event. Thank you to everyone who has helped along the way.

Hugh Brasher,
Event Director, London Marathon Events Limited

Hugh Roberts,
CEO, SweetSpot Group Limited

THE SPONSOR
As part of Prudential’s commitment to helping people face their future with confidence, we’re delighted to be sponsoring Prudential RideLondon for the seventh year. It’s a true celebration of health, sport and community which showcases our home city to the world and raises millions of pounds for charity.

Through Prudential RideLondon we are continuing to inspire young adults to set goals and aim high through our PruGOals programme. We created PruGOals in 2016 and have supported more than a thousand young adults across the UK since it began. We continue to grow the programme and are working with five charity partners: Greenhouse Sports, Transformation Trust, The Bike Project, Dame Kelly Holmes Trust and Teach First. PruGOals aims to empower young people to realise their ambitions and fulfil their potential, no matter what their background. For further information please visit prugoals.co.uk

To celebrate Prudential RideLondon’s international status on the global cycling calendar, Prudential is hosting over a hundred employees from all over the UK, Asia, USA and Africa to experience the world’s greatest festival of cycling.
THE LONDON MARATHON CHARITABLE TRUST

This summer’s Prudential RideLondon festival of cycling will help The London Marathon Charitable Trust continue to support a wide variety of facilities that will inspire and increase the numbers of people regularly taking part in sports and physical activities.

Once the costs of putting on events such as Prudential RideLondon are met, London Marathon Events Limited, the majority shareholder of London & Surrey Cycling Partnership and the organiser of six other mass participation events each year, gifts its surplus to The Trust, to be distributed as grants.

All the entry fees bequested through the Prudential RideLondon-Surrey 100, 46 and 19 registrations system also go directly to The Trust to award as grants, making a huge difference to both communities and individuals.

Since it was founded in 1981, The Trust has awarded in excess of £81 million to more than 1,300 projects, helping to rejuvenate grass roots sport and revitalise community recreation projects.

Following the first Prudential RideLondon festival of cycling in 2013, organisations in Surrey have been eligible to apply for grants through The Trust toward projects that inspire more people to be active. During this time, more than £3.8 million has been awarded to more than 60 projects across Surrey.

Applications for funding are welcome from projects across London and Surrey, and in other areas in which London Marathon Events Limited stages events.

In 2018, The Trust established its biggest national funding programme offering Strategic Partnership Grants. Before this, The Trust had primarily funded facilities grants within London and Surrey. This new strategy from The Trust has expanded its impact across the UK through proactive partnerships that challenge the inequality of access to sport for its target audiences of children, young people, women and girls, disadvantaged communities and those with disabilities.

To find out more about The London Marathon Charitable Trust and the grant application process, visit lmct.org.uk

THE TRUST IN ACTION: CRANLIEGH RIDING FOR THE DISABLED

Cranleigh Riding for the Disabled (RDA) in Surrey has opened its newly refurbished stables and facility to offer therapeutic riding for people with special needs. The project successfully fundraised from local charities and charitable trusts, including a £150,000 grant awarded by The London Marathon Charitable Trust.

Cranleigh Riding for the Disabled was officially opened by broadcaster Clare Balding

Photo: Cranleigh Riding for the Disabled for the Disabled was officially opened by broadcaster Clare Balding
**SOUTHBANK UNDERCROFT**
The Southbank Undercroft, often cited as the birthplace of British skateboarding, has launched its restored and new skate space after more than £1 million in funding was raised, including a £200,000 grant awarded by The London Marathon Charitable Trust. This project has opened up more than 400m² of new space and will also offer free skate schools for people of all backgrounds and abilities.

**HOLLAND SPORTS & SOCIAL ASSOCIATION**
The new Trim Trail at Mill Lane Recreation Ground and Holland Sports Get Fit Club in Oxted, Surrey, has opened after receiving a grant of £77,000 from The London Marathon Charitable Trust. The first of the free community training sessions saw more than 70 people attend and the club has attracted 140 members since, ranging from 26-84 years old.
THE EVENTS
Prudential RideLondon Cycling Show (see page 21)
ExCeL
One Western Gateway
Royal Victoria Dock
London E16 1XL
(Prince Regent station on the Docklands Light Railway)

Opening Hours:
Thursday 1 August 10:00-20:00
Friday 2 August 10:00-20:00
Saturday 3 August 08:30-17:00

SATURDAY 3 AUGUST
Prudential RideLondon FreeCycle (see page 29)
Westminster and City of London – 09:00-16:00

Prudential RideLondon Classique (see page 33)
Westminster – 17:00-18:45

Brompton World Championship Final (see page 41)
St James’s Park – 19:10-19:45

SUNDAY 4 AUGUST
Prudential RideLondon-Surrey 100 (see page 43)
Start from Queen Elizabeth Olympic Park
from 05:45-09:15
First riders expected to cross the Finish Line on The Mall
at approximately 09:35
Last riders expected to cross the Finish Line at
approximately 17:25

Prudential RideLondon-Surrey 46 (see page 57)
Start from Queen Elizabeth Olympic Park
from 09:00-09:45
First riders expected to cross the Finish Line on The Mall
at approximately 11:15
Last riders expected to cross the Finish Line at
approximately 13:00

Prudential RideLondon-Surrey 19 (see page 61)
Start from Sandown Park Racecourse
from 14:30-15:30
First riders expected to cross the Finish Line on The Mall
at approximately 16:00
Last riders expected to cross the Finish Line at
approximately 17:20

Prudential RideLondon-Surrey Classic (see page 63)
Start from Bushy Park at 14:10 (new for 2019)
Expected at the Finish Line on The Mall at
approximately 18:11
MEDIA CONTACTS
The media team is led by Penny Dain and, until Saturday 3 August, is based at:
Marathon House, 190 Great Dover Street, London SE1 4YB
Email: media@londonmarathonevents.co.uk  Tel: 020 7902 0200 x308

From 14:00 on Friday 2 August, media accreditation for events on Saturday 3 and Sunday 4 August can be collected
from the Media Accreditation Point at the Duke of York Steps, Carlton House Terrace, SW1 (look for Media signage). The
Media Centre for event weekend is located on The Mall.

General Media Enquiries..........................media@londonmarathonevents.co.uk

Communications & Marketing Director:
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Head of Communications:
Matt Jackson...........................................matt.jackson@londonmarathonevents.co.uk (07814 497908)

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Ryan Goad................................................ryan.goad@londonmarathonevents.co.uk (07950 708574)
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Grace Christie...........................................grace.christie@londonmarathonevents.co.uk (07741 886178)

Media Accreditation:
Joe Nathanail............................................accreditation@londonmarathonevents.co.uk

Mayor of London's Press Office
Pre-event Tel: 020 7983 4070........................mayorspressoffice@london.gov.uk
Event Weekend........................................Tel: 020 7983 4000  - ask for duty press officer

Transport for London Press Office
Tel: 0343 222 4141......................................pressoffice@tfl.gov.uk

Surrey County Council Press Office
Tel: 020 8541 8996 (office hours)............Tel: 020 8541 7920 (out of hours)

MEDIA CENTRE HOURS OF OPERATION

The Media Centre on The Mall will be open as follows:

Saturday 3 August: 08:30-20:30
Sunday 4 August: 09:00-20:00
MEDIA ACCREDITATION
All media accredited for Prudential RideLondon will be issued with a media pass, which must be worn at all times and is required to access the Media Centre on The Mall and media areas at the Starts.

Accredited photographers will also be issued with an official photographer’s bib, which must be worn at all times.

Broadcast crews will also be issued with an official bib. All BBC Sport and Century TV personnel will be issued with a TV HOST bib. Non rights-holding television crews will be issued with a TV bib.

These bibs must be worn at all times when working at the Starts, Finish or around the routes.

MEDIA ACCREDITATION BIBS
Media accreditation for events on Saturday 3 August and Sunday 4 August can be collected from the Media Accreditation Point at the Duke of York Steps, Carlton House Terrace, SW1 (look for Media signage) at the following times:

Friday 2 August: 14:00-18:00
Saturday 3 August: 08:30-18:00
Sunday 4 August: 09:00-15:00

Accreditation Manager: Joe Nathanail
Accreditation Assistant: Heather Hadley
There is a dedicated Media Centre on The Mall, positioned close to the Finish Line (also the Start for the Prudential RideLondon Classique and Brompton World Championship Final).

Facilities in the Media Centre include:
- Workroom with power and free internet connectivity to all working positions
- Wi-Fi
- TVs with live feeds from the Prudential RideLondon Classique and the Prudential RideLondon-Surrey Classic. The BBC programmes will also be available to view
- Interview area
- ISDN line for use on a shared basis by accredited radio broadcasters
- ADSL lines for use by accredited photographers
- Helpdesk
- Complimentary tea, coffee, water and light refreshments

Media will be able to track the progress of celebrities riding in the Prudential RideLondon-Surrey 100, 46 and 19.

Live results, flash quotes and other news will be available via the official website and printed copies of event statistics, flash quotes and other information will be distributed on request.

Media Centre Manager: Matt Jackson
Helpdesk: Bridget Ball, Naomi Duffree, Petta Naylor, Andrea Burrows

THE STARTS
The Prudential RideLondon Classique and Brompton World Championship Final start and finish on The Mall.

Media planning to cover the Starts for any of the other events should liaise with the media team to plan arrangements.

Media Start Team: Ryan Goad, Lianne Hogan, Grace Christie, Ed Tutty, Megan Fey
PRUDENTIAL RIDE LONDON-SURREY 100: QUEEN ELIZABETH OLYMPIC PARK 05:45-09:15, SUNDAY 4 AUGUST

The first wave of riders in the Prudential RideLondon-Surrey 100 cross the Start Line at Queen Elizabeth Olympic Park at 05:45 and the last start wave is scheduled for 09:15.

It is strongly recommended that media wishing to cover the start of the Prudential RideLondon-Surrey 100 travel to Queen Elizabeth Olympic Park by taxi or minicab as public transport is extremely limited at that time on a Sunday.

PRUDENTIAL RIDE LONDON-SURREY 46: QUEEN ELIZABETH OLYMPIC PARK 09:00-09:45, SUNDAY 4 AUGUST

The first wave of riders in the Prudential RideLondon-Surrey 46 cross the Start Line at Queen Elizabeth Olympic Park at 09:00 on Sunday 4 August and the last start wave is scheduled for 09:45.

PRUDENTIAL RIDE LONDON-SURREY 19: SANDOWN PARK RACECOURSE 14:30-15:30, SUNDAY 4 AUGUST

The first riders in the Prudential RideLondon-Surrey 19 cross the Start Line at Sandown Park Racecourse at 14:30 on Sunday 4 August and the last start wave is scheduled for 15:30.

It is strongly recommended that media wishing to cover the start of the Prudential RideLondon-Surrey 19 travel to Sandown Park Racecourse by public transport due to the extensive road closures in place for the event. The nearest train station is Esher.

PRUDENTIAL RIDE LONDON-SURREY CLASSIC: UCI WORLDTOUR, BUSHY PARK 14:10, SUNDAY 4 AUGUST

As is customary at UCI WorldTour events, there will be media access to the team buses and rider sign-on in Bushy Park prior to the Start of the Prudential RideLondon-Surrey Classic at 14:10 on Sunday 4 August.

It is strongly recommended that media wishing to cover the start of the Prudential RideLondon-Surrey Classic travel to Bushy Park by public transport due to the extensive road closures in place for the event. The nearest train stations are Hampton Court, Teddington and Hampton Wick.

INTERVIEW OPPORTUNITIES

Pre-event interview opportunities with leading cyclists from the Prudential RideLondon Classique and the Prudential RideLondon-Surrey Classic will be confirmed nearer the time and emailed to media.

PRUDENTIAL RIDE LONDON CLASSIQUE, SATURDAY 3 AUGUST

The first three finishers in the women’s event will be available for quick interviews behind the podium at approximately 19:00.

Interview requests for other participants in the women’s race, or for riders in the Brompton World Championship Final, should be made to the Helpdesk in the Media Centre and staff will work to facilitate these.

PRUDENTIAL RIDE LONDON-SURREY 100 and 46 SUNDAY 4 AUGUST

Famous names participating in the events will be available for interview prior to the Start in a designated area at Queen Elizabeth Olympic Park (see page 51 for a map of the Start Area). Media staff will be at the Start to facilitate interviews and photographs.

The spotters team will endeavour to meet all the famous names and other requested participants as they cross the Finish Line in The Mall and facilitate interviews with broadcast and written media as requested.

Interview requests for celebrities and other participants should be made to the Helpdesk in the Media Centre in advance and staff will work to facilitate these.

PRUDENTIAL RIDE LONDON-SURREY CLASSIC, SUNDAY 4 AUGUST

The first three finishers plus the winner of the Continental Tyres King of the Mountains, the Continental Tyres Sprints and the SRAM combativity competitions will be available for quick interviews behind the podium as soon as possible after the riders cross the line. All riders will be available for interview in the mixed zone adjacent to the presentation podium.

Interview requests for other participants should be made in advance to the Helpdesk in the Media Centre and staff will work to facilitate these.

TV TRANSMISSION TIMES (subject to change)

Saturday 3 August
Prudential RideLondon Classique
BBC Two 18:00-18:50

Sunday 4 August
BBC Two 12:00-13:00
BBC One 15:30-18:30
PRUDENTIAL RIDE LONDON ONLINE

Website
The official Prudential RideLondon website is PrudentialRideLondon.co.uk and all news, results and other event information is available here.

Throughout the event, the latest news section of the website will be regularly updated with:
• News and reports from events and press conferences
• Video interviews with leading contenders, celebrities, human interest stories and more
• Images

Media can also access:
• Start lists
• Results
• Information on pro riders and teams
• Bios of celebrity riders and human interest stories

SOCIAL MEDIA

Twitter
Follow Prudential RideLondon on Twitter: @RideLondon
Official hashtag is: #RideLondon

Follow Prudential RideLondon’s UCI WorldTour races on Twitter: @RideLondonWT
Official hashtag is: #RideLondon

Facebook
Like Prudential RideLondon’s Facebook page: @RideLondon

Like Prudential RideLondon’s UCI WorldTour races on Facebook: @RideLondonWorldTour

Instagram
Follow Prudential RideLondon on Instagram: @RideLondon

INFORMATION FOR PHOTOGRAPHERS

Bob Martin is the Photo Liaison for Prudential RideLondon. Bob and his team will be delighted to assist accredited photographers to plan their coverage of the Prudential RideLondon events.

Photographers’ briefings will be held in the Media Centre at 16:00 on Saturday 3 August and Sunday 4 August.

A two-colour bib system will operate for accredited photographers. Priority red bibs will be issued at the discretion of the Photo Liaison and blue bibs for other working positions.

Saturday 3 August
Prudential RideLondon FreeCycle – page 29
Prudential RideLondon Classique – page 33
Brompton World Championship Final – page 41

Sunday 4 August
Prudential RideLondon-Surrey 100 – page 43
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Prudential RideLondon-Surrey 19 – page 61
Prudential RideLondon-Surrey Classic – page 63
TERMS & CONDITIONS AND CODE OF CONDUCT FOR ACCREDITED PHOTOGRAPHERS

All photographers applying for accreditation accepted the following Terms & Conditions and Code of Conduct for Prudential RideLondon. These are included again in this media guide for information.

The photographer (on his/her own behalf and, where he/she is an employee, also on behalf of his/her employer), agrees, as a condition of his/her being allowed accreditation, that the following terms and conditions will be adhered to and recognises that any infringement can and will lead to the accreditation being withdrawn permanently.

Terms & Conditions

1. The use of the photographs by the photographer or any third party authorised by the photographer shall also be strictly in accordance with the following policies:

2. Photographs may be used or syndicated only for editorial purposes in printed/press media form and no photographs may be licensed/used by third parties for commercial reproduction, whether on a paid-for or free-of-charge basis.

3. Editorial purposes are defined as printed newspapers, magazines, books and editorial websites; all other uses are deemed commercial. In particular commercial includes but is not limited to:

   3.1 Promotions or any promotional materials other than the promotion of editorial coverage of Prudential RideLondon in newspapers, magazines and other editorial service, and point-of-sale promotion for such coverage; or
   3.2 Advertising (including advertorials or charity websites) or competitions; or
   3.3 Packaging; or
   3.4 Merchandising purposes, as well as apps, games, animations, avatars and invitations.

4. Images may not be used as part of sequence streaming or images or which in anyway emulate moving pictures. No still photographic pictures or sequences of pictures may be used or modified in any way for the production/creation of a moving film or video, or any other type of moving image, however the content may be delivered.

5. It is absolutely prohibited for any stills photographer or support staff attending to shoot video or moving images of any nature, using cameras of any type. Any breach of this clause shall result in the immediate and permanent withdrawal of the photographer’s accreditation.

6. Commercial exploitation of the photographs beyond that set out in section 2 is only possible with written approval from the organisers of Prudential RideLondon.

This will be on terms to be negotiated in good faith between the organisers of Prudential RideLondon and the photographer/organisation.

7. The photographer must not allow the use of photographs, nor represent his/her own status or that of his/her agencies and/or their clients, in such a way as to imply any official commercial relationship between any commercial entity and the organisers of the event.

8. Photographs may not be altered or manipulated (electronically or otherwise) in such a way as to misrepresent actual events or to superimpose, remove or alter any advertising or promotional material.

9. Images are not to be used in association with (or positioned or juxtapositioned with) any marks, names or logos of any third party (commercial or otherwise) as to imply an official association where none exists.

10. When dealing with officials, all photographers should understand that some of these are working in a voluntary capacity. Officials should offer their assistance with photographic matters where necessary or when requested. All difficulties or disputes should be addressed in the first instance to the Press Office.

11. Photographers must not inhibit or delay riders or support vehicles in any way while moving on the course.

12. In cases where spectators are found to be occupying photo positions, please ask the spectator politely to move. If your request is denied always ask for the assistance of the steward or security guard controlling the area in question.

13. Passes are issued solely for the purpose of press photographic coverage and must be displayed at all times.

14. Under no circumstances are television cameras to be obstructed.

15. No brightly coloured clothing or clothing bearing any kind of advertising or excessive branding may be worn. No excessive logos or stickers are permitted on camera equipment.

16. When working in photo positions you must respect and not infringe, impede or obstruct your fellow photographers. Photographers agree that use may be made, free of charge, of his/her name, voice, image and likeness by means of live or recorded audio/visual broadcast or transmission or recordings, photographs or any current or future technologies.

17. It is understood that if you use the organisation’s transport, in the case of unforeseen delay, traffic etc you may fail to return in time for the finish.
18. All photographers attending any Prudential RideLondon event must be covered by third-party liability insurance, with coverage of not less than £2 million sterling. By attending any Prudential RideLondon event, the photographer in so doing personally certifies that the appropriate cover is in place.

19. For reasons of privacy and/or decency, photographs must not be taken of riders while they are:-
   i) receiving medical treatment off the route or field of play or in medical areas; or
   ii) dressing or undressing

**TV COVERAGE**

**BBC Coverage**

BBC Sport is once again proud to bring you the seventh instalment of Prudential RideLondon this year.

The award-winning cycling festival has become a fixture in our summer of sport, with millions of viewers tuning in to the BBC to watch some of the best male and female cyclists in the world.

For 2019 we’ll once again be live on BBC Two on Saturday evening for the women’s Classique, with a top class field battling it out around Westminster and St James’s Park. On Sunday morning there will be an hour long special on BBC One showing some of the first riders finishing the Prudential RideLondon-Surrey 100 and 46 sportives along with human interest stories and build up to the Prudential RideLondon-Surrey Classic men’s professional race. In the afternoon there will be live coverage from the start of the Classic on the BBC Red Button with the final hours on BBC One, with news and updates from the other events on what’s sure to be another terrific weekend.

This year’s event will be hosted by Claire Balding with commentary coming from Simon Brotherton, Chris Boardman, Rochelle Gilmore and David Millar.

And we’re not just about covering the sport. If this weekend’s action has motivated you to get more involved in cycling, then go to bbc.co.uk/getinspired to find out where the nearest activities are to you. Enjoy the weekend.

**Host Broadcaster**

The host broadcast coverage of Prudential RideLondon will again be provided by Century Television. As producer of the previous six editions of Prudential RideLondon, The Tour of Britain, The Women’s Tour and The Hammer Series, Century TV is highly experienced in broadcasting cycling events.

For the Prudential RideLondon-Surrey Classic, a total of 21 cameras will capture the race action from the Start at Bushy Park through the Surrey countryside and back to The Mall.

As well as fixed cameras at the Start, Finish, Dorking and Box Hill, the production will have five mobile cameras mounted on motorbikes to work right at the heart of the race, telling all the stories over more than five hours. A helicopter will capture all of the best aerial views of the action and the famous landmarks passed by the riders. David Millar will give expert commentary and analysis on the road from a mobile reporter bike stationed within the race – feeding live images and audio directly back to the BBC viewers.

All of these mobile cameras are linked back to the hub OB at Canada Gate via an aeroplane flying at 28,000 feet. The 2019 Prudential RideLondon-Surrey Classic will also have on-screen graphics showing rider data to help explain how these athletes deal with the challenging route, giving the viewer the full race experience.

New for 2019, the Prudential RideLondon Classique will see the introduction of a reporter in the pits to capture the action directly from the Teams, supplementing the 10 track cameras on the 3.4km route with its iconic London landmarks.

As well as the coverage going to the BBC and the big screens around the route, a world feed programme will go live around the globe, hosted by commentator Declan Quigley and Joanna Rowsell-Shand.