

Etape de Yorkshire Cycle Challenge

Summary of event

Tom Denwood
June 2014

1. On Sunday 8 June 2014, Councillor Tom Murray, the Lord Mayor of Leeds, officially opened 'The HSCIC / Cyclists Fighting Cancer Etape de Yorkshire'. This was a cycling challenge event, organised jointly by HSCIC and the charity Cyclists Fighting Cancer, which traced the route of the first stage of the Tour de France, known as the 'Grand Départ'.
2. The full route covered 122 miles, started at Leeds Grammar School and ended in the Yorkshire Showground in Harrogate, via a circuitous route through the Yorkshire Dales National Park. It included a team relay option splitting the distance between four 30 mile relay sections and for up to four team members. Alternatively there was a smaller 10 mile sprint section into Harrogate for more inexperienced cyclists, making the event as complete and inclusive as possible.
3. The HSCIC's focus for the event was promoting health, data and technology while encouraging staff and partners to take part in aid of the charity.
4. All key suppliers in HSCIC were given the opportunity to sponsor the event, and healthcare technology firms TPP, InTechnology, BJSS, Mastek, and law firm DLA Piper kindly stepped forward to do so. All surplus funding after covering the costs of the event were given to the charity.
5. All main ALBs, and Leeds City Council, eHealth Insider and Health Service Journal were invited to enter teams to participate in the event.
6. 1000 riders signed up from the charity as well as 125 riders from the HSCIC, partners and sponsors.



Image 1: Apprehensive riders from HSCIC, partners and sponsors, in HSCIC and sponsor branded jerseys, before the start.

7. More than £53,000 was raised for the charity, which gives new bikes, tandems and specially adapted trikes to children and young people who have been affected by cancer throughout the UK.
8. The recorded statistics showed that HSCIC riders, sponsors and partners covered a distance of just under 10,000 miles and burned more than half a million calories between them.
9. Over 60 HSCIC staff volunteered to support the event, to work alongside the Cyclists Fighting Cancer volunteers, to staff feed stations, marshal the event, or to support the post ride Expo.
10. The event included a post ride Expo at the Yorkshire Showground in Harrogate for all the cyclists. A stunt bike show, food stalls, and music by HSCIC staff bands provided entertainment for riders who finished the event, and for friends and family.
11. The event also gave the opportunity to remember Dean Lomas, an HSCIC colleague and enthusiastic cyclist, who had tragically passed away the previous month.